



## Guidelines for I Recycle Smart Campaign Materials, Mascot, and Logo

CalRecycle may grant jurisdictions and haulers a license to use certain intellectual property related to the “I Recycle Smart” campaign. Below are usage guidelines that may be incorporated into such licenses. CalRecycle reserves the right to modify these guidelines at its sole discretion, subject to any limitations set forth in the applicable license.

### I Recycle Smart Materials Provided by CalRecycle

- California jurisdictions and haulers may use I Recycle Smart campaign materials for local recycling education and outreach.
- California jurisdictions and haulers may cobrand with the I Recycle Smart campaign by adding their logo to visual materials.
- California jurisdictions and haulers may add their local recycling program website and other program-specific information as necessary, but shall make no other changes. For example, the basic layout (backgrounds, headers/footers, location of CalRecycle logo, etc.) shall not be changed, and the iRecycleSmart.com URL shall not be removed from campaign materials,

*Example: Digital Display Ad*



## Example: Postcard and Out-of-Home Bus ad



## Logo

- California jurisdictions and haulers may apply for a license to use the I Recycle Smart logo on recycling education and outreach materials. Permission will not be granted to use the logo on hauler trucks.
- CalRecycle grantees need to apply for a license before they use the I Recycle Smart logo on recycling education and outreach materials funded by the grant.
- Permission to use the logo will not be granted to product or packaging manufacturers.
- The logo must not be altered in shape, appearance, color, or visual representation. It may be converted to black-and-white for use in black-and-white printed materials, however.



## Mascot: Turner the Turtle

- Turner the Turtle is the official mascot of the I Recycle Smart campaign.
- California jurisdictions and haulers may apply for a license to use Turner on recycling education and outreach materials, provided he accompanies the CalRecycle logo.
- The mascot must always include one of the two approved slogans in typeface sized to be readily noticeable.
- The mascot must always accompany CalRecycle's logo, which must be readily noticeable and in close proximity to Turner the Turtle.



- Permission will not be granted to use the mascot on hauler trucks.
- Turner the Turtle may not be altered in shape, appearance, color, or visual representation. The mascot can be converted to black-and-white for use in black-and-white printed materials, however.
- Turner the Turtle may not be represented as a costume.
- Permission will not be granted to voice Turner in radio spots, podcasts, or live events.

## Slogans: Do your part. Recycle smart.

- Official slogans:
  - Do your part. Recycle smart.
  - I do my part. I recycle smart.
- California jurisdictions and haulers may request a license to use either of the approved slogans.



## I Recycle Smart License Application

If CalRecycle approves your application, you will be required to execute an express license establishing the full terms and conditions for your use of the logo and mascot. Those terms will forbid, for example, any use of the logo and mascot that is inconsistent with the [above guidelines].

Jurisdiction or Hauler name

Contact Name

Phone

Email

### Request to Use

Logo



Mascot



Describe how jurisdiction or hauler intends to use logo or mascot. Please attach samples of artwork (digital ads, printed materials) or scripts (video and radio). Applications that do not include sample artwork or follow Campaign guidelines will not be approved.

Please submit application to [irecyclesmart@calrecycle.ca.gov](mailto:irecyclesmart@calrecycle.ca.gov).