

Plastic Recovery Certification Logo Usage Guidelines

How to place, scale and colour the approved marks in your brand communications.



THE MARKS

Claims covered by rePurpose Verified Plastic Recovery Standard



COMPANY-LEVEL CERTIFICATION

This Company Funds Plastic Recovery

Use this mark when the approved certification scope is a company, brand, business unit, or other company-level scope.



PRODUCT-LEVEL CERTIFICATION

This Product Funds Plastic Recovery

Use this mark when the approved certification scope is a product, product line, portfolio, SKU set, geography, or channel.



PLEDGE PROGRAM (

Plastic Recovery Pledge

Use this mark to communicate participation in the rePurpose Verified Plastic Recovery Pledge Certification. It may be used for approved company-level or product-level scopes, as long as the certified scope is clear from the surrounding context.



VARIANTS

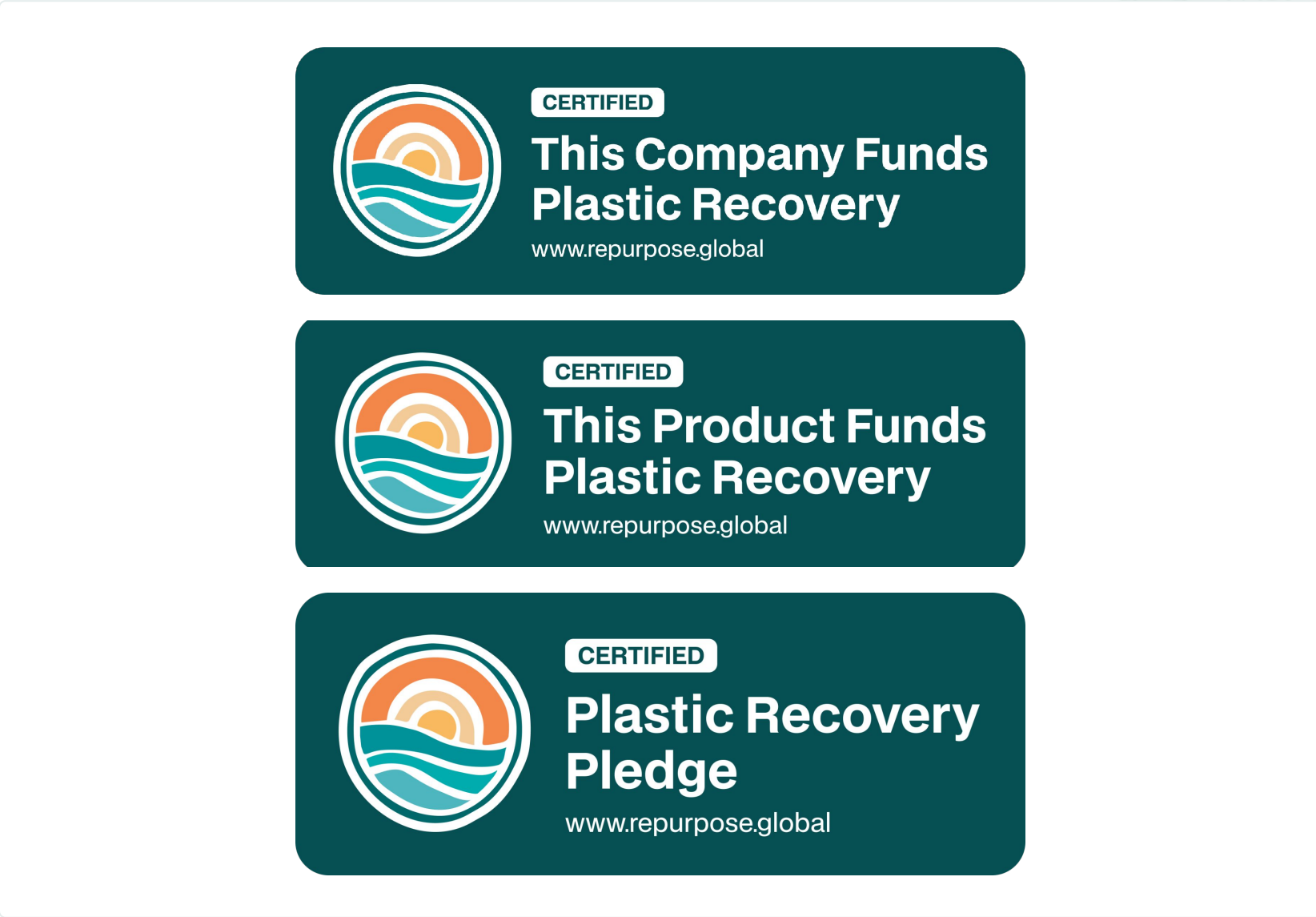
Vertical and horizontal lockups

Vertical Default



Use when the logo needs to stack neatly, like on packaging panels, hang tags, footers, or social graphics.

Horizontal Constrained height



Use for spaces that are long and narrow like on banner strips, email footers, or back-of-pack rows next to other certifications.

VARIANTS

Colour and single-colour versions

Use the coloured mark wherever possible. The single-colour versions are for cases where background colour options are limited.



Coloured

Preferred version. Use on white or very light backgrounds.



Black

Use on light or mid-tone backgrounds, or over a lightened photo.



White

Use on dark or saturated background, or over a darkened photo.



Reversed Teal

Supplied as a solid teal block for light backgrounds.

Where the marks can appear



Packaging

- Product packaging and labels
- Stickers, sleeves and hang tags
- Back-of-pack certification rows



Digital

- Website and product pages
- Ecommerce and marketplace listings
- Email footers and landing pages



Marketing

- Social posts and paid ads
- Brochures, catalogues, POS material
- Sales decks and influencer content

ⓘ Use the product-level mark only on the SKUs your certification covers. Use the company-level mark only where the claim genuinely applies to the whole business.



CORRECT USAGE

Pick the version that contrasts

Keep clear space around the mark at least equal to the height of the CERTIFIED band, and never place other logos or text inside it.

- ✓ Black on white or off-white
- ✓ Black on a pale brand colour
- ✓ White on a dark, saturated colour
- ✓ Coloured on white, the preferred use

INCORRECT USAGE

Contrast mistakes to avoid

If none of the four versions works on your background, place the mark on a solid panel of an approved colour instead.



Do not place the coloured mark on a dark background



Do not add a white or coloured bounding box behind it



Do not place the black mark on a dark background



Do not place the white mark on a light background



INCORRECT USAGE

Never alter the artwork

Place the supplied files as-is. The mark is not redrawn, retyped, translated or combined with other elements.



Do not reduce the transparency of the mark



Do not rotate the mark



Do not stretch or skew the mark



Do not overlap, translate, or add text to the mark



Before you publish

01

Confirm your scope

Check which mark your certification covers — company, product, or pledge — and which SKUs are included.

02

Use the supplied files

Download the current artwork rather than reusing an older file or lifting it from a PDF.

03

Send artwork for review

Share proofs with your rePurpose representative before print or publish, including any supporting copy.

04

Keep a record

Hold on to the approved files and the approval itself, and re-check when your certification renews.



The leading Packaging Sustainability & Compliance platform for consumer companies. As pioneers of **Verified Plastic Recovery**, we enable companies to recover plastic waste from nature through our global partner network.

Contact us:  sales-team@repurpose.global

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