

## Style Guide and Requirements for using Mass Recycles Paper Campaign Materials.



We encourage the use of campaign materials according to individual needs, however, we ask that you follow these guidelines:

1. **Campaign terminology may not be altered.** A goal of this campaign is to provide consistent recycling terminology throughout the state to educate residents on what paper types are and are not recyclable.
2. **Please leave the MassRecyclesPaper logo and MassRecyclesPaper.org url in place where it appears on campaign materials.** The MassRecyclesPaper logo has been placed on the campaign materials to build brand awareness for the campaign.
3. **Do not alter any facts or statistics included in campaign materials.** The facts included in the materials have been checked for accuracy and should not be altered.
4. **Requirements for Using the MassRecyclesPaper Logo.** If you would like to use the MassRecyclesPaper logo on your own materials please contact the campaign for approval and guidance on style and usage.

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