

Recycle. It Matters More than Ever

Style and Usage Guide

1. Terms of Use

Organizations eligible to use the Mass Recycles Paper Campaign materials and logo without written consent from MassRecycle include:

- Municipalities that have signed the Mass Recycles Paper resolution (see www.massrecyclespaper.org/join-us for list of municipalities)
- Campaign sponsors (see www.massrecyclespaper.org/sponsors).
- Non-profit environmental organizations whose mission is consistent with MassRecycle's goals of promoting and realizing the vital environmental, social, and economic benefits created by reducing, reusing, and recycle waste materials, and by increasing the utilization of recycled products.
- Non-profit organizations, schools, institutions and businesses may use the Campaign materials to promote *internal* waste reduction opportunities for employees, customers, clients, and students. (Internal use means that an organization may reproduce the materials to post in employee work spaces or in client or customer service areas)
- Media outlets may use the materials for the purposes of reporting on the Campaign activities or in advertisements purchased by MassRecycle or its sponsors.

Organizations that require written authorization prior to the use of the Mass Recycles Paper Campaign materials and logo:

- For-profit, commercial businesses must receive prior written authorization from MassRecycle before using any Mass Recycles Paper Campaign materials for external purposes. (External use means any use outside the business building such as on hauling equipment, in customer newsletters, retail space and other venues that promote the business). For-profit businesses will be encouraged to become campaign sponsors before using the materials. For authorization, please email the Campaign Manager at paper@massrecycle.org or call 508-505-0851.

2. 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 Mass Recycles Paper logo and MassRecyclesPaper.org url in place where it appears on campaign materials.** The Mass Recycles Paper 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. **If you would like to insert the Mass Recycles Paper logo on your own outreach materials please contact the campaign for approval.**

3. Instructions for using advertisements

Templates for advertisements and a utility bill insert are provided in printer-ready PDF format with a small text box on the lower green line that can be used to add specific municipal or business contact information. You can provide your printer with the file or direct them to <http://www.massrecyclespaper/toolkit.html> to download it directly.

4. How to Download Mass Recycles Paper Campaign Materials

The Tool Kit is organized into three sections:

1. Outreach Materials (advertisements, posters, mailers, logos, images)
2. Starting a Local Municipal Paper Campaign
3. Press Kit

To download campaign materials:

1. Locate the file you wish to download.
2. To view the file, left click on the hyperlink.
3. To save the file to your computer, right click on the hyperlink and select "Save Target As".
4. Be sure to note the file name and where it is saved on your computer.

5. Campaign Tracking

The Mass Recycles Paper Campaign would like to track the use of these campaign materials. We encourage you to share with us how you use the campaign materials. You may do this in one of two ways:

1. Send an email to paper@massrecycle.org with a description of how the material was used, the date it will be published, and the estimated circulation of the publication (if applicable).
2. Send a sample of the publication or piece with the above information to:

MassRecycle, Inc.
198 Tremont Street, PO Box 143
Boston, MA 02116

6. Feedback

MassRecycle hopes to continuously improve the Mass Recycles Paper Campaign and welcomes feedback on all campaign materials. Please send feedback on the campaign to paper@massrecycle.org.

7. Contact Information

For questions, comments, or suggestions on the Mass Recycles Paper Campaign, please contact the Campaign Manager at Paper@massrecycle.org or 508-505-0851.