

## **Branding Strategy Additional Information**

### **1. Container Paint Shade Variation**

All the paint used has to be in accordance with the Contract Specification as RAL reference 12E51. However, shade variations have arisen due to a variety of reasons:

- ❖ Different batches of pigment used in the paint manufacture
- ❖ The impact of weathering over time
- ❖ The method of application

These shade variations are considered to be within the tolerance of the relevant British Standard.

In some instances containers in generally good condition have had some paint patching, particularly on the end face to deal with localised damage or the new logo layout. This has resulted in shade variations on that panel.

**As a general rule whole panels will be re-painted where this “touching up” has been done to ensure a consistent shade on the panel and the whole container within.**

On some containers where the logo type and location is as set out in the Contract and re-painting has been necessary these have been retained and painted around.

**Where there has been painting around complaint logos this is defined as an acceptable practice, until such time as the relevant container is refurbished.**

## 2. Size and Location of Logo's on Containers

There are a number of instances where the containers used are not illustrated in paragraph 1.4.1 of the Branding Strategy. An initial group of containers has been identified and branding strategy for these is set out as follows (note that as and when other types are identified approval will be sort for a proposed logo configuration)

### Variation 1:



This type of enclosed skip can either have a small swish sign placed in the centre at the bottom of the skip or larger ones as indicated below. It is suggested that a small swish be placed centrally on the lower face with the CCC logo on the side.

Refer Slides 6,7,8



### Variation 2:



Some 15yd rubble bins have had plates put onto the sides for the CCC logo, when the front triangle is too small. It is suggested that this is an approved alternative

**Variation 3:**

Some of the rubble skips have 2 compartments at the rear where the “swish” and “Recycle for Cumbria” should be. It is suggested that a swish be placed in the left panel in these instances

**Variation 4:**

Some open tops and compactors have three panels on the top and are unable to get the full wording straight across. It is suggested that in these instances the logos shown is placed in the left panel

**Variation 5:**

These are the new REL skips being used on certain sites for plasterboard, it is suggested that a swish circle will need to be placed centrally on the lower face

**Variation 6:**

The new textile banks will need a logo. It is suggested that a black CCC logo on each side and a small black swish between access doors on the front be applied.

**Variation 7:**

TV/Computer screen and storage ISO containers.

County Council logo on plates fixed to each side of the container and a small swish fixed to the top of the door which remains visible.

**3. Storage Containers**

The ISO containers which are used to store re-cycling material should be painted lime green RAL ref 12E51, with the CCC logo as shown in Variation 7.

**4. Gas Cages**

The gas cages should be yellow (paint specification RAL ref 1007).

**5. Site Safes**

Site safes are not considered to be covered by the Branding Strategy.

**6. Dumpy Bags**

These are used on several sites for the collection of small plastic bottles and containers. These are not specifically identified within the Branding Strategy.

**However, there should be no externally branded bags on sites and only plain unbranded bags should be used.**

**Stands holding the dumpy bags to enable the public to deposit plastic bottles should be painted lime green RAL ref 12E51. No additional logos or signage required.**

## **7. Plastic Dustbins**

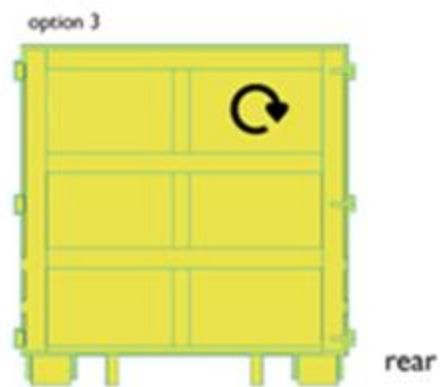
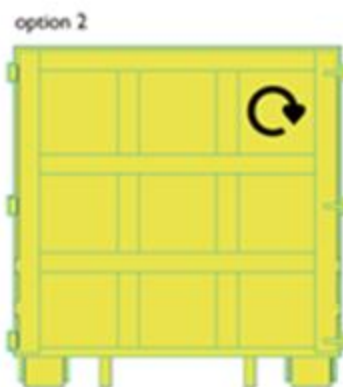
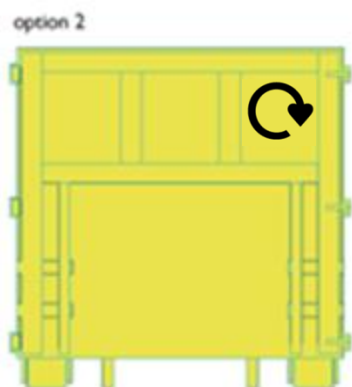
The Branding Strategy is clear with regard to the use of wheelie bins to collect small quantities of recyclable materials. However these are not suitable for other types operational issues such as the storage of tools on gantry areas and the collection and temporary storage of litter and the temporary storage of salvaged materials from the general waste prior to this being deposited in the appropriate containers.

**Green dustbins used for temporary storage should have a small white swish and CCC logo on the side.**

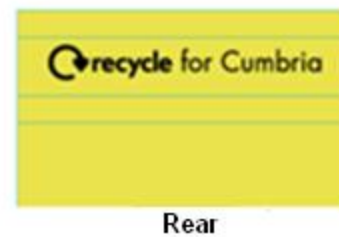
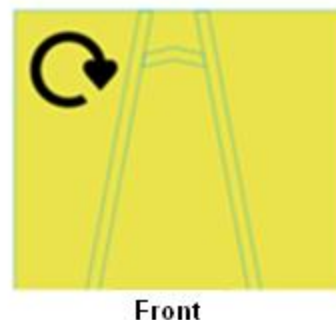
1



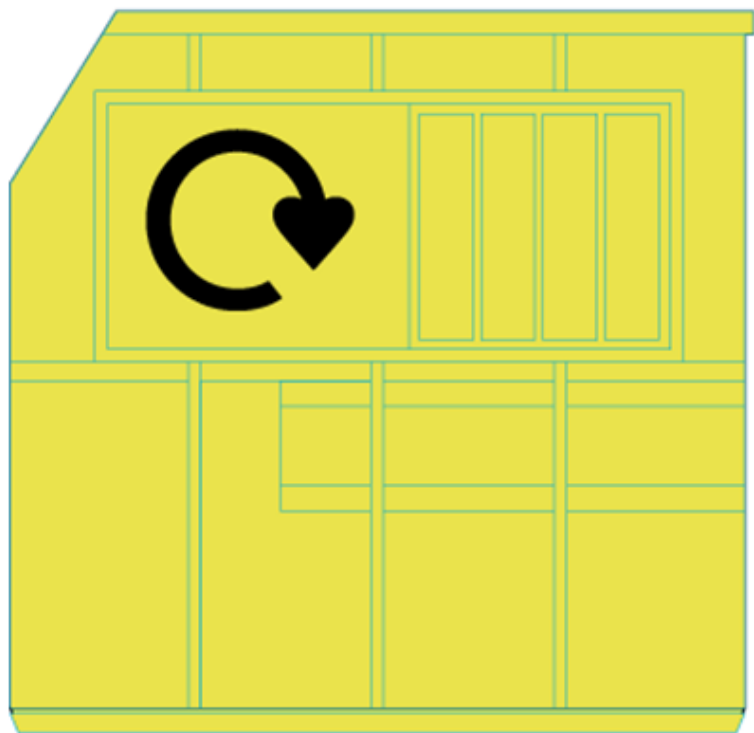
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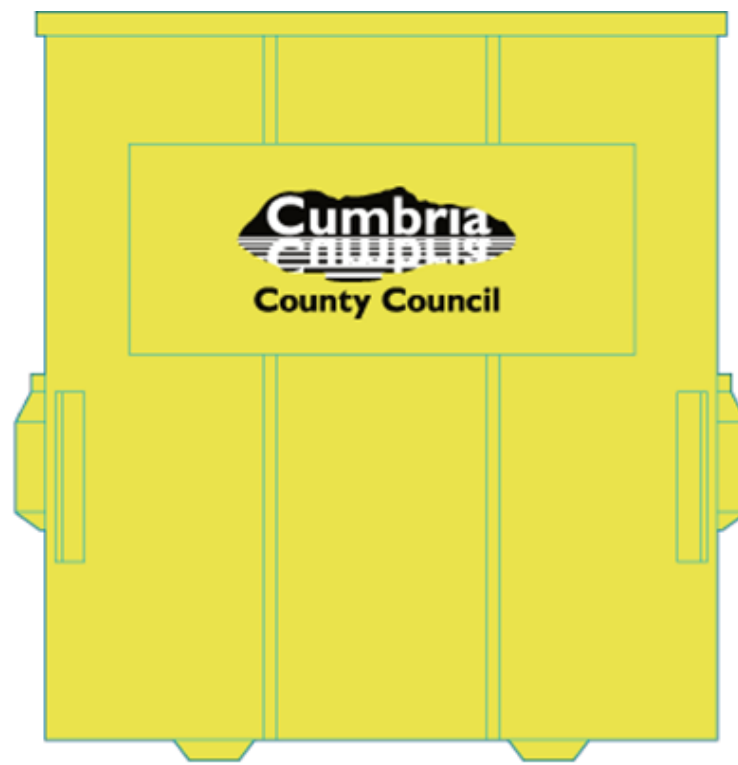
3



4

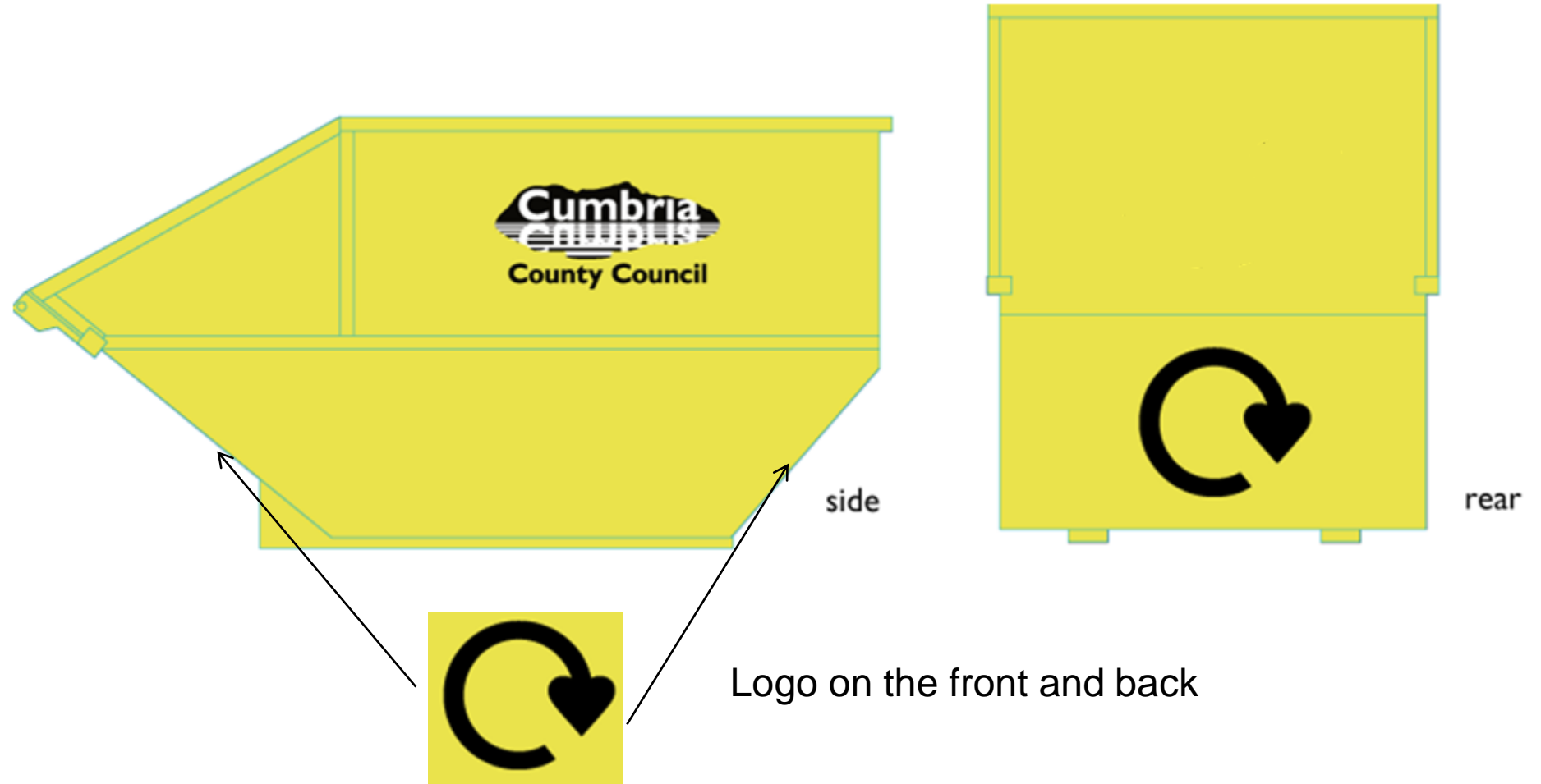


side



front

5





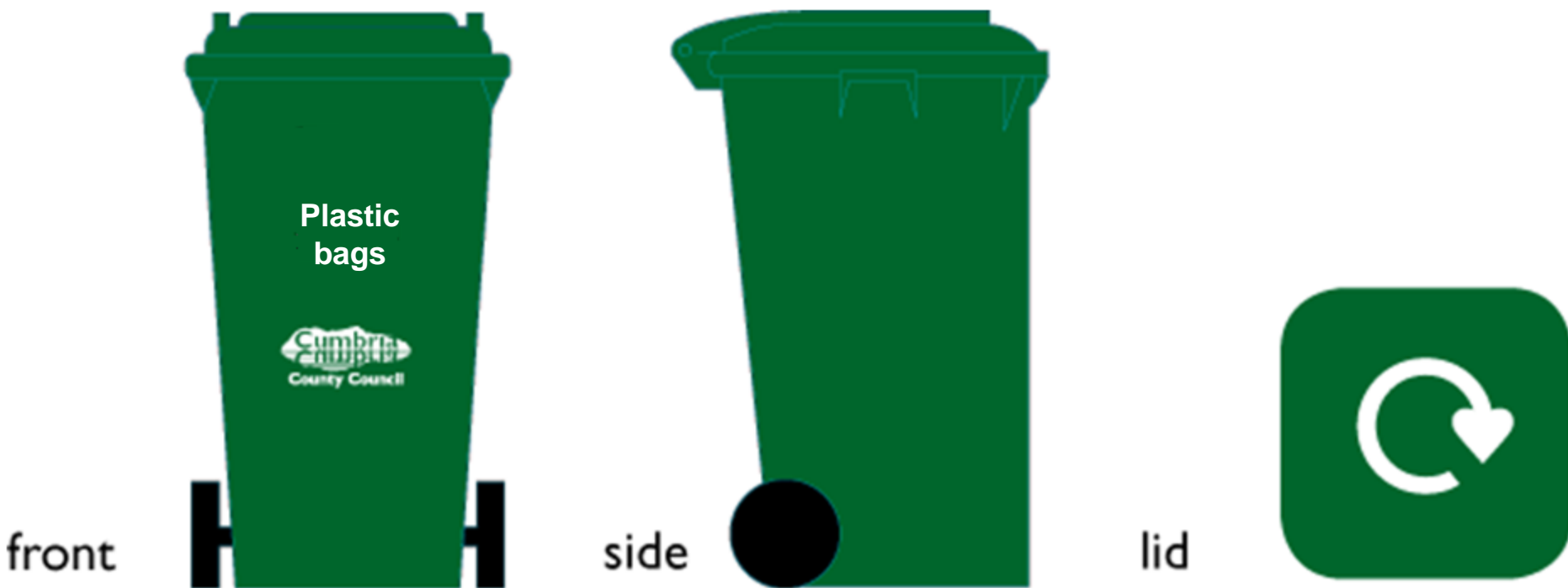
6



lid



7



PLUS



ON THE SIDE in the centre



Logo on the  
front and back



PLUS



ON THE SIDE in the centre



Logo on the front and back



10

PLUS



ON THE SIDE in the centre



Logo on the  
front and back





12



**Panel Logo on the side or  
logo in the triangle as per image 3**

13





14



PLUS



ON THE SIDE in the centre

TV'S  
AND  
MONITORS  
ONLY

15



PLUS



ON THE SIDE

WEEE skip front



16



PLUS



WEEE skip back

ON THE SIDE in the centre

17

PLUS



ON THE SIDE





18



PLUS



ON THE SIDE in the centre



19



PLUS



ON THE SIDE in the centre



20

Corecycle  
for Cumbria

G9

PLUS

**Cumbria**  
County Council

ON THE SIDE in the centre



Logo on the  
back

21



PLUS



ON THE SIDE in the centre



