



**I AM A
RECYCLER**



CAMPAIGN ASSETS GUIDE

INTRODUCTION

I AM A RECYCLER CAMPAIGN

This style guide was created to help your organization participate in the **I AM A RECYCLER** campaign..

HOW TO USE THESE ASSETS

This package is comprised of a variety of assets including brand colors, fonts, logos, ad, billboard, flyers, postcard, utility insert, and social media posts. Many of these assets can be personalized to include information specific to your organization and location.

ACCESSING THE FILES

- [LOGOS](#)
- [AD](#)
- [BILLBOARD](#)
- [FLYERS](#)
- [POSTCARD](#)
- [UTILITY INSERT](#)
- [SOCIAL MEDIA POSTS](#)

All of these files will be available for download at: www.iowadnr.gov/recycling.

WHEN TO USE A PRINTER

In order to correctly update these assets with your information, it will be important to use a printer with access to design software. The printer will be able to add custom information like your logo and contact information to these assets.

FOR HELP

Contact Project7 Design if you need help accessing or utilizing these files.

Phone: 515.277.6007

Email: hello@p7design.com

BRAND COLORS



CMYK

96 / 64 / 39 / 22

RGB

4 / 79 / 107

HEX

#044f6b



CMYK

19 / 30 / 90 / 0

RGB

211 / 173 / 62

HEX

#d3ac3e



CMYK

58 / 46 / 77 / 0

RGB

97 / 99 / 67

HEX

#606243

BRAND FONTS

DIN REGULAR
DIN BOLD

SOURCE SANS PRO REGULAR
SOURCE SANS PRO BOLD

Fonts are available for download with print files at:
www.iowadnr.gov/recycling

LOGO



LOGO-COLOR



LOGO-BLACK

Both logo variations are also provided in the following file types:

JPG

- White background
- Pixels (becomes blurry when scaled up)
- Shouldn't be overly enlarged
- Best used for small-scale projects (including print, social media, digital presentations)
- Check file size before use in large-scale projects

PNG

- Transparent background
- Pixels (becomes blurry when scaled up)
- Shouldn't be overly enlarged
- Most common for web
- Larger file size than JPG

AI

- Vector (scalable without losing quality)
- Transparent background
- Can be converted to other file formats
- Send this file type for screen printing or large-scale printing

EPS

- Vector (scalable without losing quality)
- Transparent background
- Can be converted to other file formats
- Send this file type for screen printing or large-scale printing

AD - 4.75" x 2.35"

IAmRecycler_NewspaperAd_Customizeable.indd



A: Add your logo here. It is best to send an .eps file, white version of your logo to the publication's graphic department. They should place your logo in the area designated.

B: Send your URL to the publication to update.

TIP: Please make sure the publication sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

What you will send to the publication:

- Zipped ad file
- Your logo
- Your URL for them to add

BILLBOARD

IAmRecycler_Billboard_Customizeable.ai



A: Add your URL here, or send to the publication to update.

B: Add your logo here. It is best to send an .eps file, white version of your logo to the publication's graphic department. They should place your logo in the area designated.

TIP: Please make sure the publication sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

What you will send to the publication:

- Zipped ad file
- Your logo
- Your URL for them to add

FULL-PAGE FLYER - 8.5" x 11"

IAmRecycler_FullPageFlyer_Customizeable.indd



A: Add your logo here. It is best to send an .eps file, white version of your logo to the printer's graphic department. They should place your logo in the area designated.

B: Send your URL to the printer to update.

TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

What you will send to the printer:

- Zipped flyer file
- Your logo
- Your URL for them to add

HALF-PAGE FLYERS - 8.5" x 5.5"

IAmRecycler_HalfPageFlyer_Customizeable.indd
Version 1 (or Side 1)



IAmRecycler_HalfPageFlyer_Customizeable.indd
Version 2 (or Side 2)



NOTE: There are two half-page flyers included in this file. You may use either version independently, or include both for a two-sided flyer.

A: Add your logo here. It is best to send an .eps file, white version of your logo to the printer's graphic department. They should place your logo in the area designated.

B: Send your URL to the printer to update.

TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct. Be sure to indicate if your flyer is one-sided or two-sided.

CHECKLIST:

What you will send to the printer:

- Zipped flyer file
- Your logo
- Your URL for them to add

POSTCARD - 7" x 5"

IAmRecycler_Postcard_Customizeable.indd
Side 1



A: Add your logo here. It is best to send an .eps file, white version of your logo to the printer's graphic department. They should place your logo in the area designated.

B: Send your URL to the printer to update.

C: Send your mailing address to the printer to update.

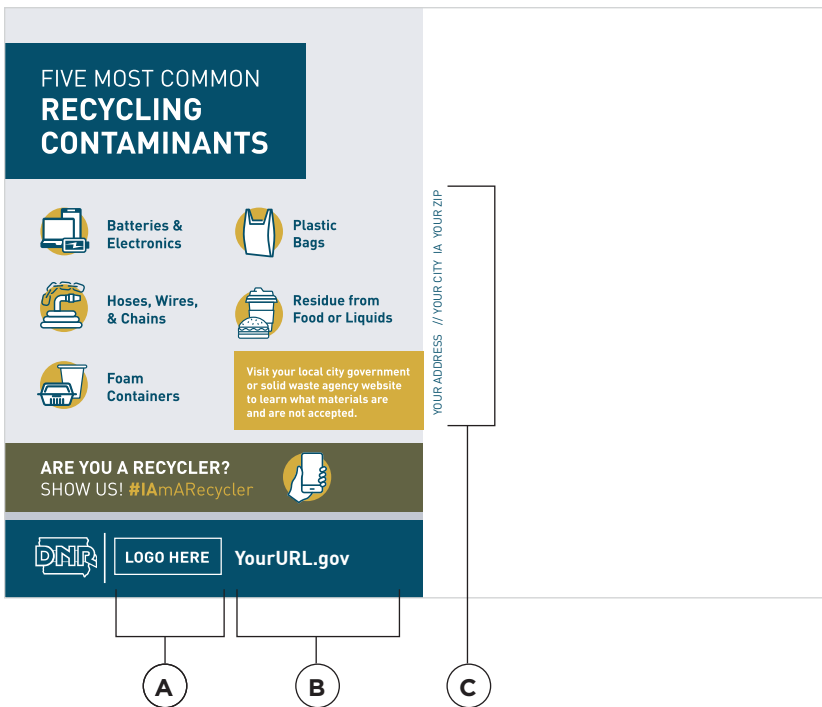
TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

What you will send to the printer:

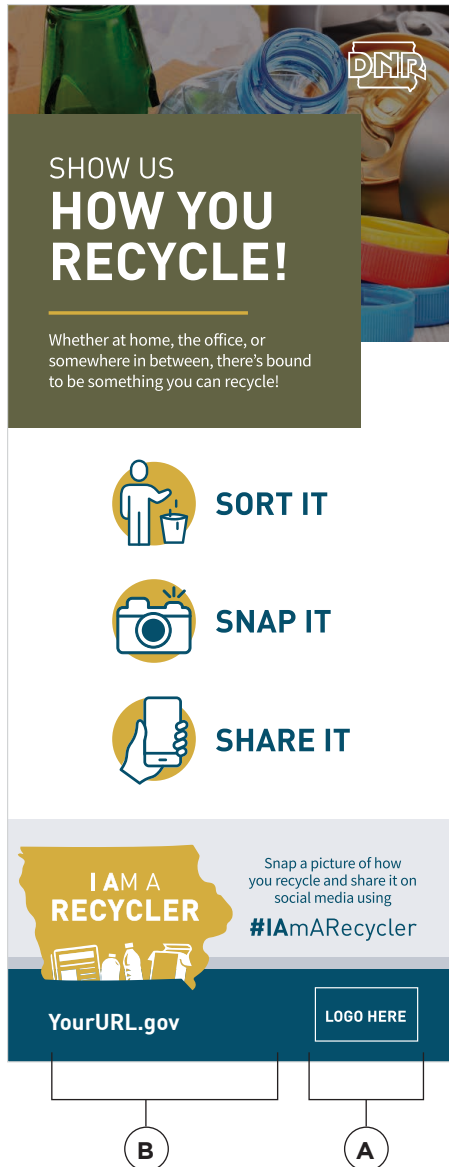
- Zipped flyer file
- Your logo
- Your URL for them to add

IAmRecycler_Postcard_Customizeable.indd
Side 2



UTILITY INSERT - 3.6" x 8.5"

IAmRecycler_Postcard_Customizeable.indd
Version 1 (or Side 1)



IAmRecycler_Postcard_Customizeable.indd
Version 2 (or Side 2)



NOTE: There are two third-page inserts included in this file. You may use either version independently, or include both for a two-sided insert.

A: Add your logo here. It is best to send an .eps file, white version of your logo to the printer's graphic department. They should place your logo in the area designated.

B: Send your URL to the printer to update.

TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

What you will send to the printer:

- Zipped flyer file
- Your logo
- Your URL for them to add

SOCIAL MEDIA POSTS

Share these posts on your organization's Facebook and Instagram pages to help raise awareness about recycling! When appropriate, you may also use the hashtag #IAmARecycler on social media posts relating to this campaign.

SOCIAL POST 1 / BEST PRACTICES



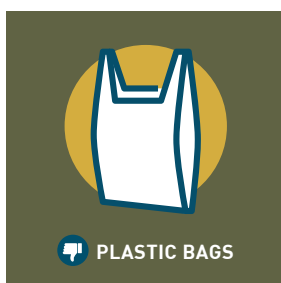
Copy to Share:

#IAmARecycler. Recycling in Iowa is simple, but here are a few items that tend to give people pause. If you've ever asked yourself "Can I recycle this?" this one's for you!

<<Recycling Emoji>> Share your recycling questions
<<Camera Emoji>> Snap a photo
<<Tag Emoji>> Tag [@YourOrganization](#), [@IowaDNR](#), and use #IAmARecycler

SOCIAL MEDIA POSTS

SOCIAL POST 2 / 5 MOST COMMON CONTAMINANTS



Copy to Share:

Recycling is a global issue that requires local solutions. In Iowa, we encourage recycling of plastic, glass, and cardboard, among many other things. But there are a few hard NOs.

Plastic bags, clothing, food, liquid, garden hoses, electrical cords, Styrofoam™, needles, and yard waste DO NOT belong in your recycling bin or cart or at your local dropoff. Recycling right saves money, creates jobs, and keeps our parks and waterways clean for all to enjoy.

<<Recycling Emoji>> Show us how you recycle.

Tag [@YourOrganization](#), [@IowaDNR](#), and use [#IAmARecycler](#)

SOCIAL POST 3 / READY, SET, RECYCLE!



Copy to Share:

Ready... Set... Recycle! Here are three easy steps to help you say [#IAmARecycler](#) today.

SOCIAL MEDIA POSTS

SOCIAL POST 4 / LOCAL DROP OFF

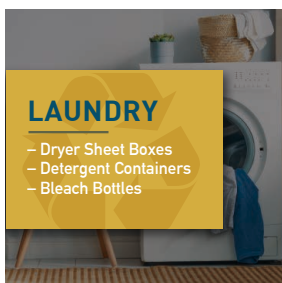
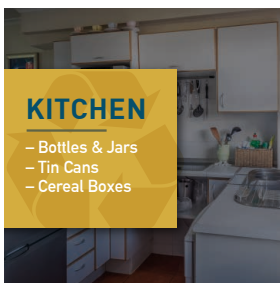
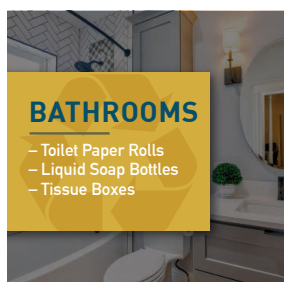


Copy to Share:

Don't have curbside recycling at your home? No sweat. Contact your local government or solid waste agency to find the nearest recycling drop-off location. Then just collect your items and drop them off. Some locations have bins for each type of item and some are mixed—just follow signs when you get there.

<<Recycling Emoji>> Share your recycling questions
<<Camera Emoji>> Snap a photo
<<Tag Emoji>> Tag
[@YourOrganization](#), @IowaDNR,
and use #IAmARecycler

SOCIAL POST 5 / RECYCLE IN EVERY ROOM



Copy to Share:

<<Recycling Emoji>> We recycle the most in the kitchen, but recycling can happen in every room! Add a recycling bin next to your trash bin in the bathroom so you can toss in empty shampoo and conditioner bottles, toilet paper rolls, and facial tissue boxes. Does your laundry room have a recycling bin? There are lots of recyclables here—think laundry detergent containers, dryer sheet boxes, and bleach bottles!

From your drop zone to your laundry room, we wanna see what you recycle in your home. Snap a photo and make sure to tag [@YourOrganization](#), @IowaDNR, and use #IAmARecycler