

# Million

The Plastic Recycling Revolution



A person with curly hair is shown from the chest up, holding a megaphone with a recycling symbol on it. The background is dark and out of focus.

**THE PLASTIC RECYCLING REVOLUTION  
IS ALREADY HERE.**

**IT BEGAN A LONG TIME AGO,  
BUT IN 2019 IT CATCHES FIRE.  
THE REVOLUTION NOW HAS A VOICE.  
THOUSANDS OF PEOPLE TELLING MILLIONS MORE.  
SPREADING ACROSS EVERY PLAYGROUND,  
COASTLINE AND STREET CORNER.  
THE REVOLUTION DOESN'T CARE WHO YOU ARE.**

**WHERE YOU WERE YESTERDAY,  
OR WHAT YOU DID BEFORE.  
YOU ARE WITH US NOW.  
WHEN THEY ASK YOU ONE DAY HOW WE DID IT.  
YOU'LL ANSWER, "WE JOINED THE REVOLUTION."  
THE REVOLUTION WILL NOT BE COMPROMISED.  
THE REVOLUTION WILL NOT BE MARGINALISED  
COME WITH US. JOIN THE MILLION PLUS RECYCLERS.  
THE PLASTIC RECYCLING REVOLUTION HAS BEGUN.**



# THE CONTENTS:

1

## THE TONE

2

## LOGO

- The Logo
- Logo Safe Zone
- Partnership Lockup
- Logo Usage

3

## TYPEFACE

- Display and Secondary Typeface
- Typographic Style

4

## COLOUR

5

## GRAPHIC ELEMENTS

6

## PHOTOGRAPHY

- Packaging Photography
- Portrait Photography
- Environment Photography
- Industry Photography

7

## SOCIAL

- Packaging Photography
- Portrait Photography
- Environment Photography
- Industry Photography
- Soical Media Face Filter

8

## SWAG

- The T-Shirts
- The Caps

9

## EMAILER TEMPLATE

10

## PRINT

- Print Image
- Print Headline
- Print Graphic

11

## SCREEN APPLICATION





# THE PLASTIC RECYCLING REVOLUTION



# THE TONE:

The tone of voice is the ‘personality’ of our campaign as expressed through the written word. The tone governs what we say in writing and how we say it — the content and style of textual communications, in any setting and in any medium.

YOUTHFUL  
BOLD  
TENACIOUS  
POSITIVE  
CONCIOUS  
ACTIVE  
INCLUSIVE  
REVOLUTIONARY

This and the next generation are the ones who have been tasked with saving the environment. Your youthful energy and digital savvy is critical to our success. However, we never preclude anyone from becoming a recycler based on their age. It’s never too late to start, stand up for something and feel young again.

We say things in an unapologetically forthright way. We believe in the power of revolution and its bold simplicity.

We aren’t going anywhere. Polyco is a well-established organisation with the backing of the entire industry. This allows us to continue spreading the message — with your help.

As reflected by the plus symbol, this is a revolution for positive change. It is about communal spirit and collaboration and, of course, the resultant positive impact on the environment. Whatever we say is encouraging and positive.

Whenever we speak, we are aware of the situation and are backed up by facts. Being conscientious means we don’t call out those who do not recycle but instead encourage them to join our revolution.

The revolution is not in the background nor is it passive. It requires activity and energy and this needs to be reflected not only in what we say, but what we show.

This is for every South African because it is everyone’s problem. The revolution does not care about where you’re from, your race, creed or religion. We want everyone to join in the fight against waste.

When we speak about the revolution, we use revolutionary language. Nothing militant or negative but a rousing, passionate call for support of the cause.

# THE LOGO:

Our logo is a key aspect of our campaign system. The design of our campaign logo is inspired by the plus system of Polyco and the symbolic nature of collaboration and community.

This preferred version should be used for all materials and communications. This should be used whenever possible to officially represent the campaign.

In plain text, the logo should be written as Million Plus.

Logo Lockup



Logotype

Symbol



Logo With Tagline

# QUALIFYING LINES:

In order for Polyco to always be associated with the Million Plus campaign, one of the following qualifying lines needs to be presented on all Million Plus communications:

- 1. A Polyco Initiative
- 2. The Polyco Plastic Recycling Revolution

1

A Polyco  Initiative

2

The Polyco  Plastic  
Recycling Revolution

# LOGO SAFE-ZONE:

The legibility and distinction of the logo is very important. The safe zone has been established to ensure the logo is highly visible and to maximise its impact by always separating it from its surroundings.

The area of isolation, or minimum required safe zone is defined on the right. No other text or graphic elements, including other logos, should penetrate this area of isolation.

Maintaining the safe zone between the logo and other graphic elements, such as type, images, other logos etc., ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. This is also the minimum distance the logo can be from the edges of a document, whether digital or print.

The rules apply to all versions of our logo across all mediums.



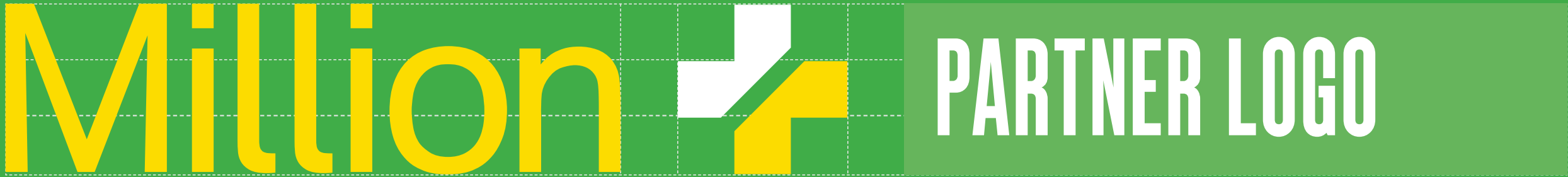


# PARTNER LOCKUP:

In certain instances, we will share ownership of communication, as in when a company signs up to the Million Plus. In such cases, the Million Plus Brand System will have to accommodate the brand guidelines of the ‘partner’ company.

Our logo must not be lost amongst those of other companies or partners. We should strive to ensure our logo is shown in equal or greater proportion to other partner/joint venture logos.

Both logos should be the same size. See diagram on the right for spacing. The partner logo should never extend beyond the height of the overall Million Plus logo height, as shown on the right.



# LOGO USAGE:

The Million Plus yellow and white logo (option 1) on the right is our primary colourway and is the preferred logo option to be used whenever possible.

Please note: the Million Plus yellow and white logo should not be used on a white, yellow or light background.

- On a light background, use the black and yellow logo.
- On a yellow background, use the black and white logo.





# DISPLAY AND SECONDARY TYPEFACE:

Consistent use of typography across marketing touchpoints creates verbal and visual continuity.

1. Cactus Bold is our display typeface and is used for headings both in print and digital application. Cactus should only be used in bold weight. The warmth of the character design lends to the revolutionary tone of handwritten messages and the individual qualities of every person involved in a revolution.

2. Helvetica is our secondary typeface. It is known for its clarity and legibility. Helvetica has a neutral design that makes it compatible with most types of content and design projects without drawing attention away from the message and, therefore, is used for all body copy in campaign collateral. The Helvetica approved weights are regular and bold.

CACTUS BOLD

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Helvetica

Abcdefghijklmn  
opqrstuvwxyz  
1234567890

Regular  
Bold  
AaBbCcDd

- 1

A compressed, subtly eclectic typeface. Cactus has a super compressed design that allows for maximum content in minimum space. Cactus has a consistently applied grid-based modular framework and geometric circle-based design.

Cactus shows that a modular design can have a similar warmth of character as a hand-drawn typeface. Letters are treated as characterful, individual graphic elements within the parameters of a set grid.

# TYPOGRAPHIC STYLE:

Typography makes up a large part of our visual identity. The application of it is expressive, bold and confident.

Use the following type hierarchy as a guide to set type in a campaign layout. Adhering to these styles will ensure a consistent style across all communication.

- 1. Cactus Bold is used for all headings.
- 2. Helvetica is used for all body copy.

Please note: the copy should always be in yellow, white and/or black.

1

THE  
RECYCLING  
REVOLUTION  
IS THE  
SOLUTION

2

Become one of the Million 

[millionplusrecyclers.co.za](http://millionplusrecyclers.co.za)



# COLOUR:

Our colour palette is rich, vibrant and universal. It is inspired by the colours of plastic recycled pellets.

Please use these colour conversions rather than the automated or Pantone conversions when converting to CMYK for print.

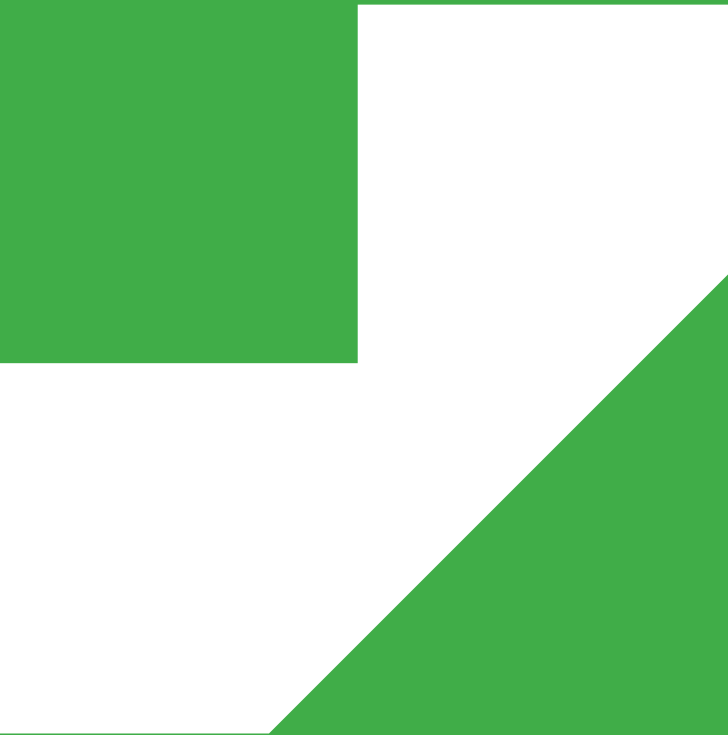
R 65 G 173 B 73	R 225 G 221 B 0	R 225 G 94 B 0	R 163 G 1 B 91	R 24 G 152 B 139	R 0 G 174 B 239
CMYK 75 5 100 0	CMYK 2 9 99 0	CMYK 0 78 100 0	CMYK 23 99 33 2	CMYK 81 20 51 2	CMYK 69 14 0 0
PANTONE 7738 C 2272 U	PANTONE Yellow C Yellow 012 U	PANTONE 1505 C Orange 021 U	PANTONE 676 C 215 U	PANTONE 2461 C 569 U	PANTONE 306 C 306 U
HEX #41AD49	HEX #FFDD00	HEX #FF5E00	HEX #BF246C	HEX #18988B	HEX #00AEEF

# GRAPHIC ELEMENTS:

Presented are versions of the plus that can be used for different layout needs. Although, depending on use, it may be necessary to scale and dissect the plus. They should not be otherwise altered unless absolutely necessary.

The plus should always live in white and yellow where possible and black should only be applied when on a white background.

The square and 45° angle are also a part of the Million Plus graphic family. The angle can be used wherever necessary to bring interest to a layout.





# PACKAGING PHOTOGRAPHY:

The Million Plus photography should always be in line with the visual identity and tone of the campaign. Plastic products and/or packaging should always be placed on a clean, campaign-coloured background. This will ensure the packaging is presented as fresh and positive.





# PORTRAIT PHOTOGRAPHY:

The Million Plus photography should always be in line with the visual identity and tone of the campaign. Therefore, the photography should be positive, inspiring, educational and fresh, whilst demonstrating the emotive subject of a revolution.

As much as possible, utilise crisp images that represent the people joining the revolution. Faces should be clear and in focus. An urban setting is preferred.





# ENVIRONMENT PHOTOGRAPHY:

The Million Plus environmental photography should always be in line with the visual identity and tone of the campaign. The photographs should always display plastics where plastics don't belong (landfills and the environment).

As much as possible, utilise crisp images.





# INDUSTRY PHOTOGRAPHY:

The Million Plus industry photography should always be in line with the visual identity and tone of the campaign. As much as possible, utilise crisp images.

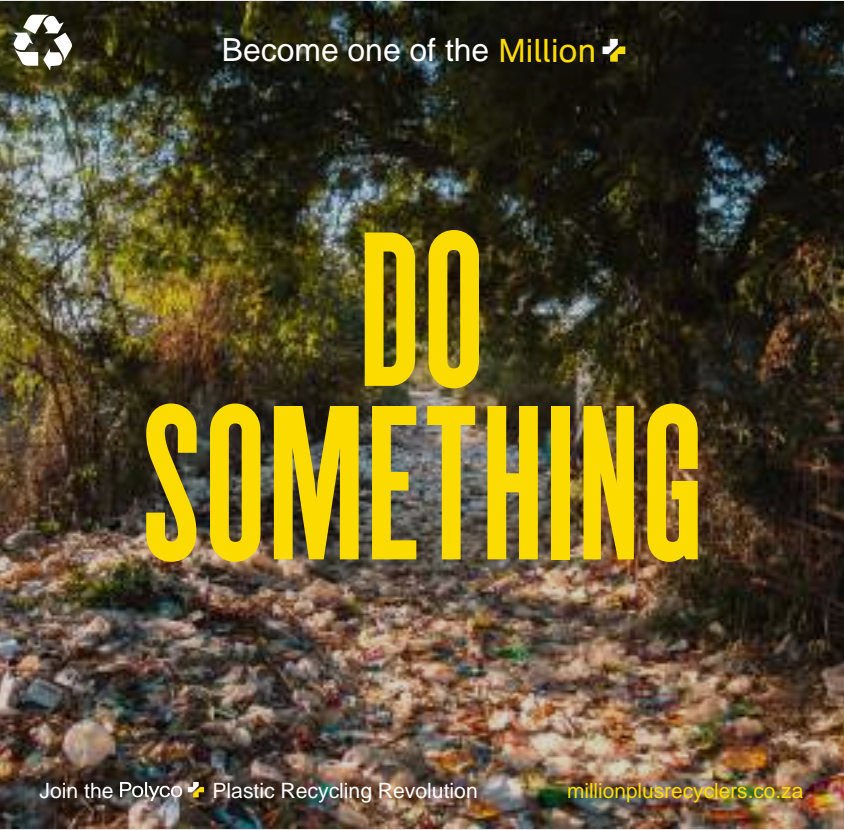




# RECRUITMENT POSTS:

Social media is a big part of our campaign roll-out and should be curated to suit the tone of the campaign. When curating the feed, have an holistic overview of colors and campaign messaging, with images of plastic goods/products to be further discussed in the images’ captions.

There are four main social media categories. This is the first of four: recruitment. For these social media artworks, the copy and imagery should speak to recruitment.





# AWARENESS POSTS:

As per previous page.

For these social media artworks, the copy and imagery should speak to awareness.





# FACTS POSTS:

As per previous page.

For these social media artworks, the copy and imagery should speak to facts.





# TACTICAL POSTS:

These posts will be informed by content and users throughout the revolution to live on the Million Plus social media page. These posts will also be developed for influencers in terms of where their revolution began. The purpose of these posts is to simple state that the revolution can start anywhere.





# TACTICAL POSTS:

These posts will be informed by content and users throughout the revolution to live on the Million Plus social media page. These posts will also be developed for influencers in terms of where their revolution began. The purpose of these posts is to simple state that the revolution can start anywhere.





# ENVIRONMENT POSTS:

In order to reinforce the benefits of recycling, imagery of plastics in the environment should be presented with a second image of that same environment sans plastic.





# SOCIAL MEDIA FACE FILTER:

The face filter is a way of showing support for the revolution. The people who wear this filter and share it on their social stories become advocates for the campaign. This will spread the word and create a network of recycling revolutionaries.





# THE T-SHIRTS:

These t-shirts are part of our Million Plus apparel. They can be printed and distributed at any stage of the campaign and revolution. They can be worn by Million Plus influencers and participants at rallies and events as walking billboards to raise awareness for the campaign and movement.





# THE CAPS:

As per previous page.





# EMAILER TEMPLATE:


This is an emailer template to be used to communicate with Million Plus revolutionaries.

Note that this template will change as per the demands of the content and serves purely as a layout guide.

View Online

Million 







THE REVOLUTION STARTS WITH YOU!

Jodie,  
Welcome to the revolution!

In recycling, an individual can make a big difference. Planet Earth harbours a limited amount of natural resources and a restricted capacity to recycle waste. By recycling, you are doing two great things for our future: minimising our immediate effect on Planet Earth and developing sustainable practices for future generations.

You have taken the first step to making a change and taking action. Now, we ask that you recruit at least one other person to become a part of the Recycling revolution and recycle.


Follow us on Instagram and Facebook to stay up to date on information and events.



RECYCLING IN YOUR AREA:


We see that you are in the Gardens Area Cape Town, please see below recycling drop off centres and pick up companies.


<b>CAPE SKIP</b> info@capeskip 13 2nd St, Montague Gardens, Cape Town 021 551 8947	<b>ECO WASTE GROUP</b> info@ecowastegroup.co.za 343 Main Road, Sea Point, Cape Town 021 439 4086	<b>REGENIZE</b> chad@regenize.co.za Cape Town 071 883 6421
--	--	---


The Polyco  Plastic Recycling Revolution

millionplusrecyclers.co.za

View Online

Million 





PLASTIC DOESN'T LITTER. PEOPLE DO!

Jodie,  
You are making a vital contribution to the revolution.

Here's an update on the impact you have had in the revolution so far, how your recycling has helped the planet, and a list of other ways you can be more active in the revolution! Don't stop now, recruit more! Be the U in revolution and make change happen.

ACTION IS CONTAGIOUS

000 026 526

RECYCLERS HAVE JOINED THE REVOLUTION

We are getting closer to reaching a million recyclers thanks to you and your dedication to the revolution and cause! You have been part of the revolution and recycling for a month now and we thank you for fighting the good fight against waste in the environment.

To see what difference one individual recycling can make and the benefits of recycling, please click here:


Learn More

Video Link

IT'S HERE. ARE YOU WITH US?

Sign in to the website to see how many people you have recruited and share this number with your friends and followers to challenge them to make a difference and join the revolution!

Follow us on Instagram and Facebook to stay up to date on information and events.

The Polyco  Plastic Recycling Revolution

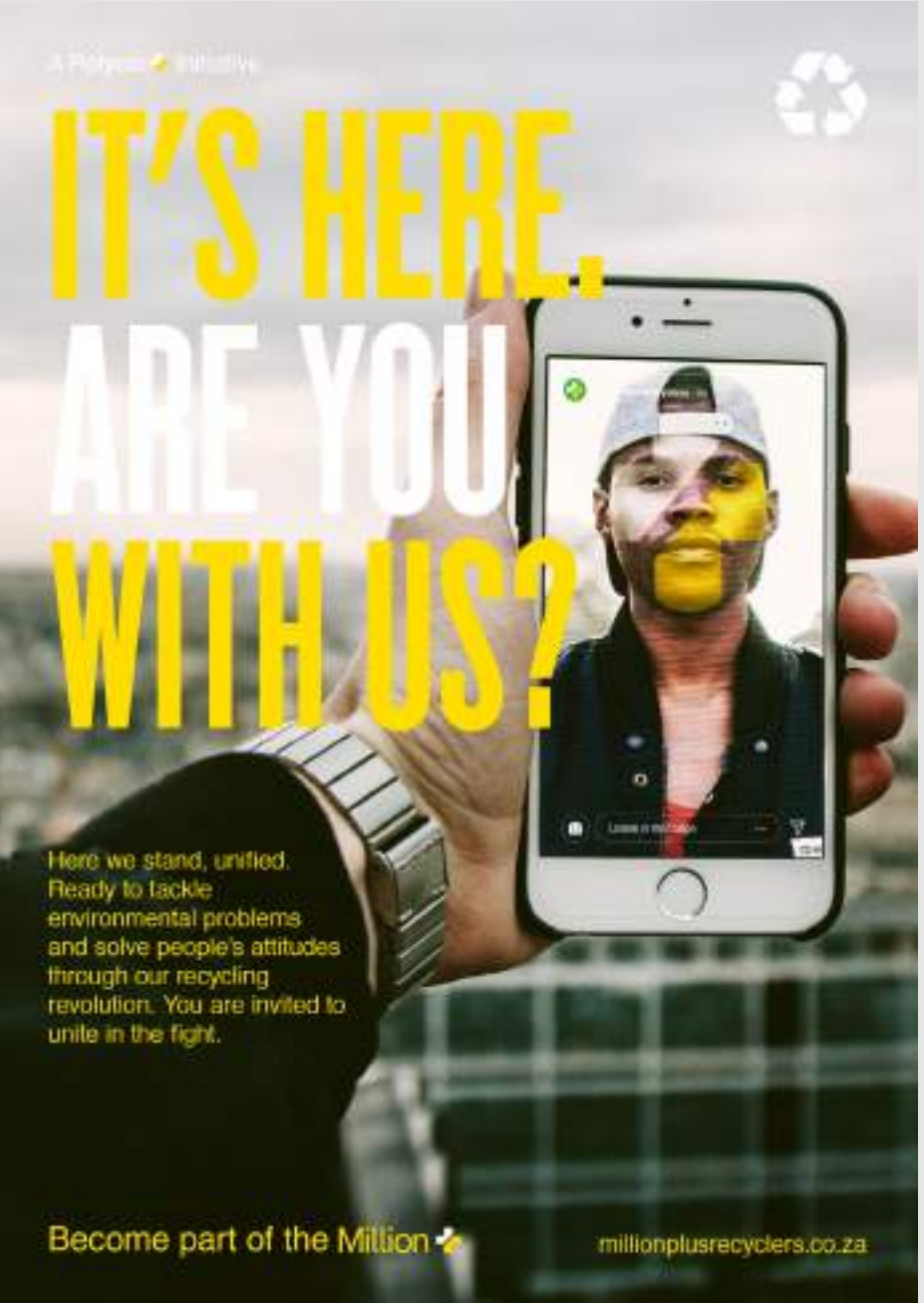
millionplusrecyclers.co.za



# PRINT IMAGE:

There is a host of Million Plus print templates to make use of, from street posters and flyers to print ads.

As referred to on page 12 (typesetting), copy should always live in yellow, white and/or black. When placed over an image, the same rule applies.

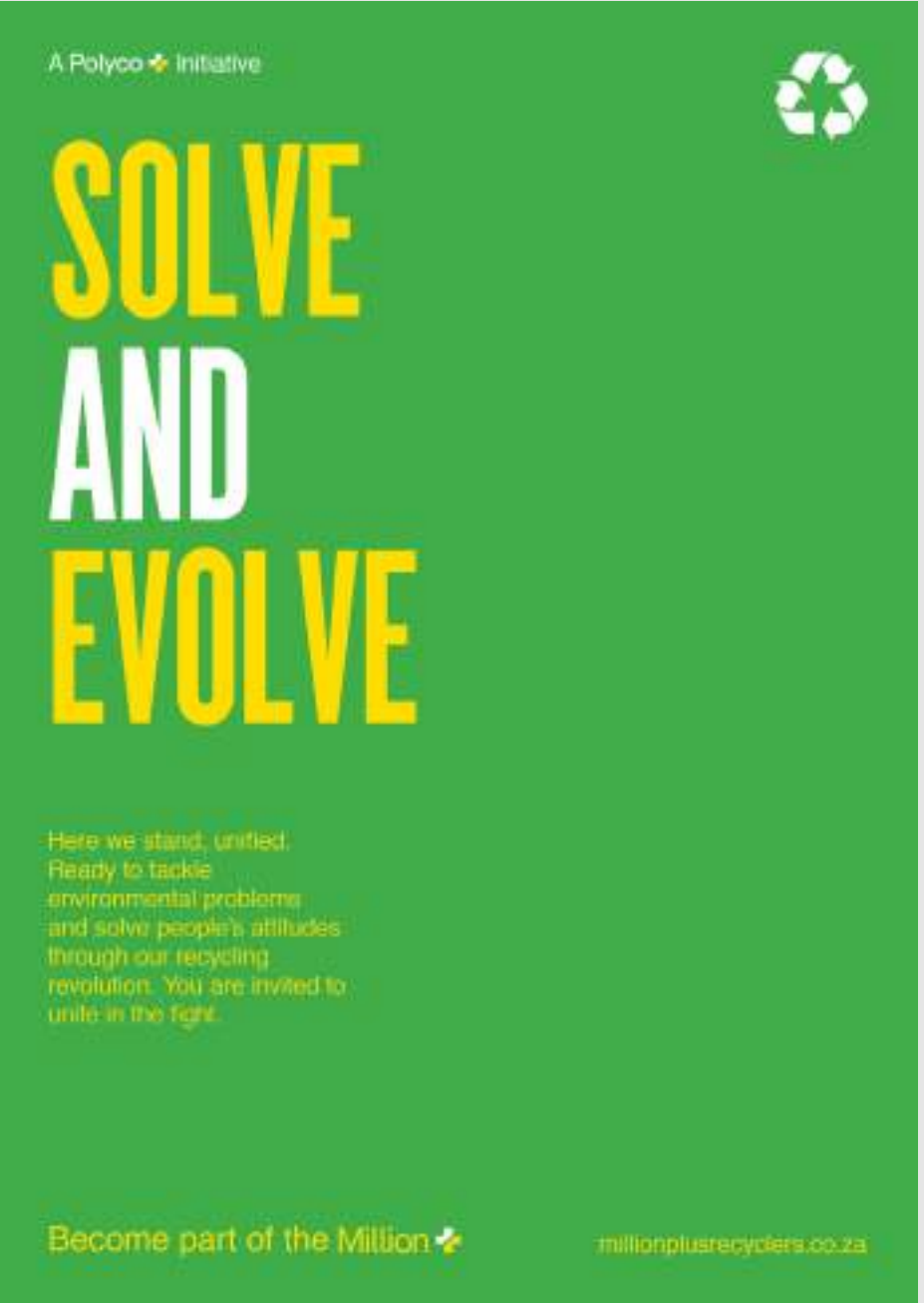
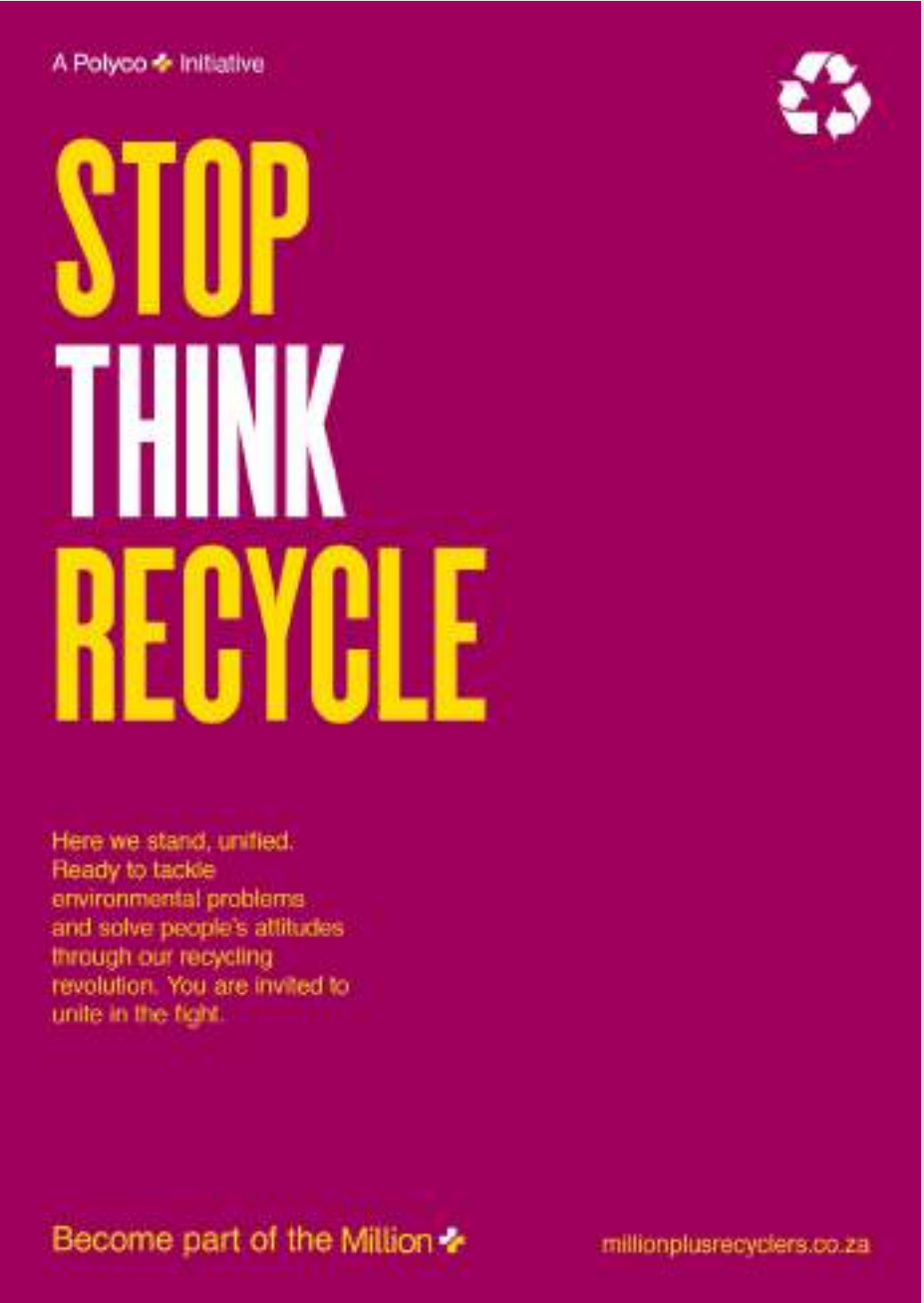




# PRINT HEADLINE:

As per previous page.

As referred on page 12 (typesetting), copy should always live in yellow, white or black. The background colour can be explored as per the colour spectrum. However, the copy must always appear in yellow, white and/or black.

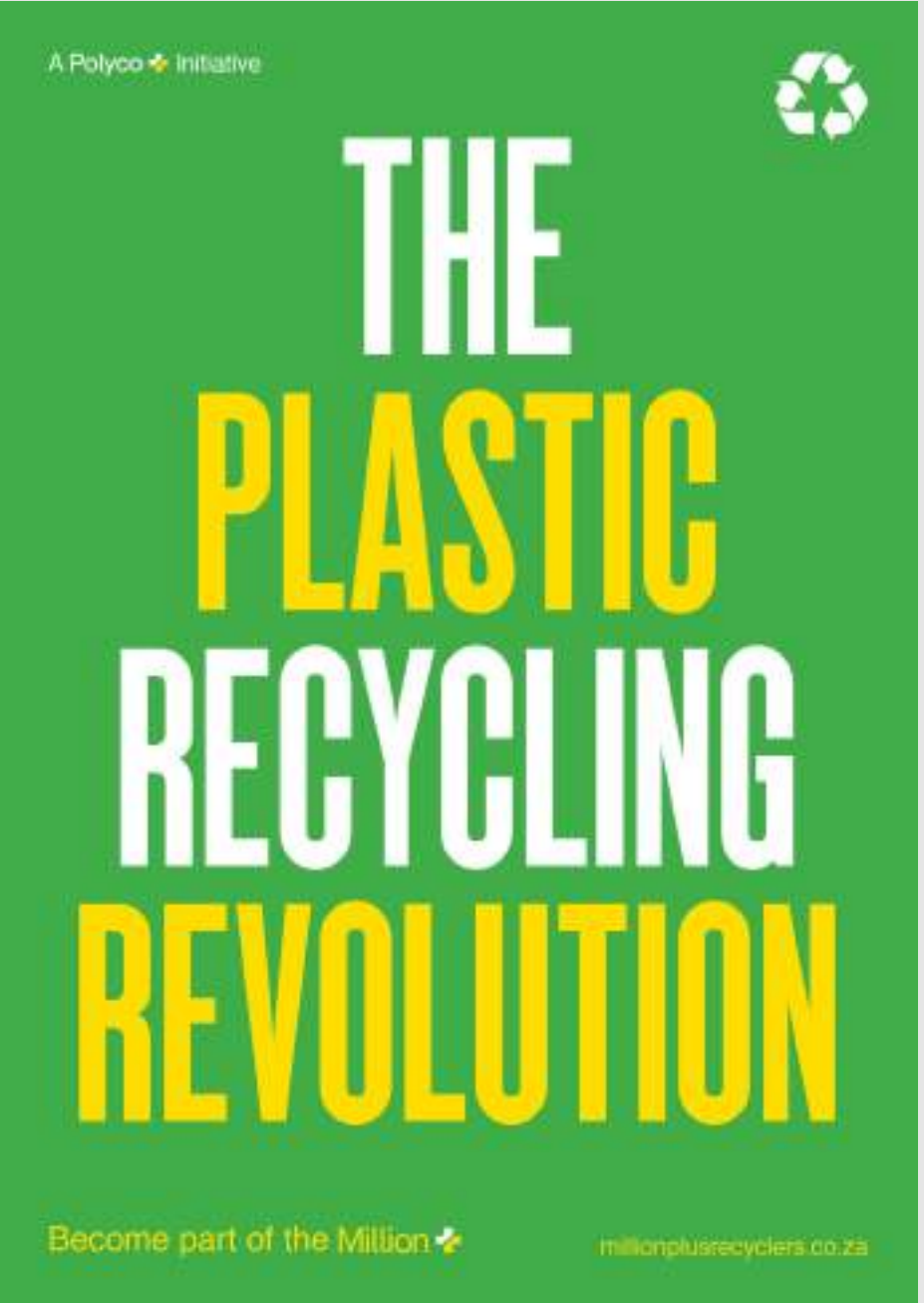
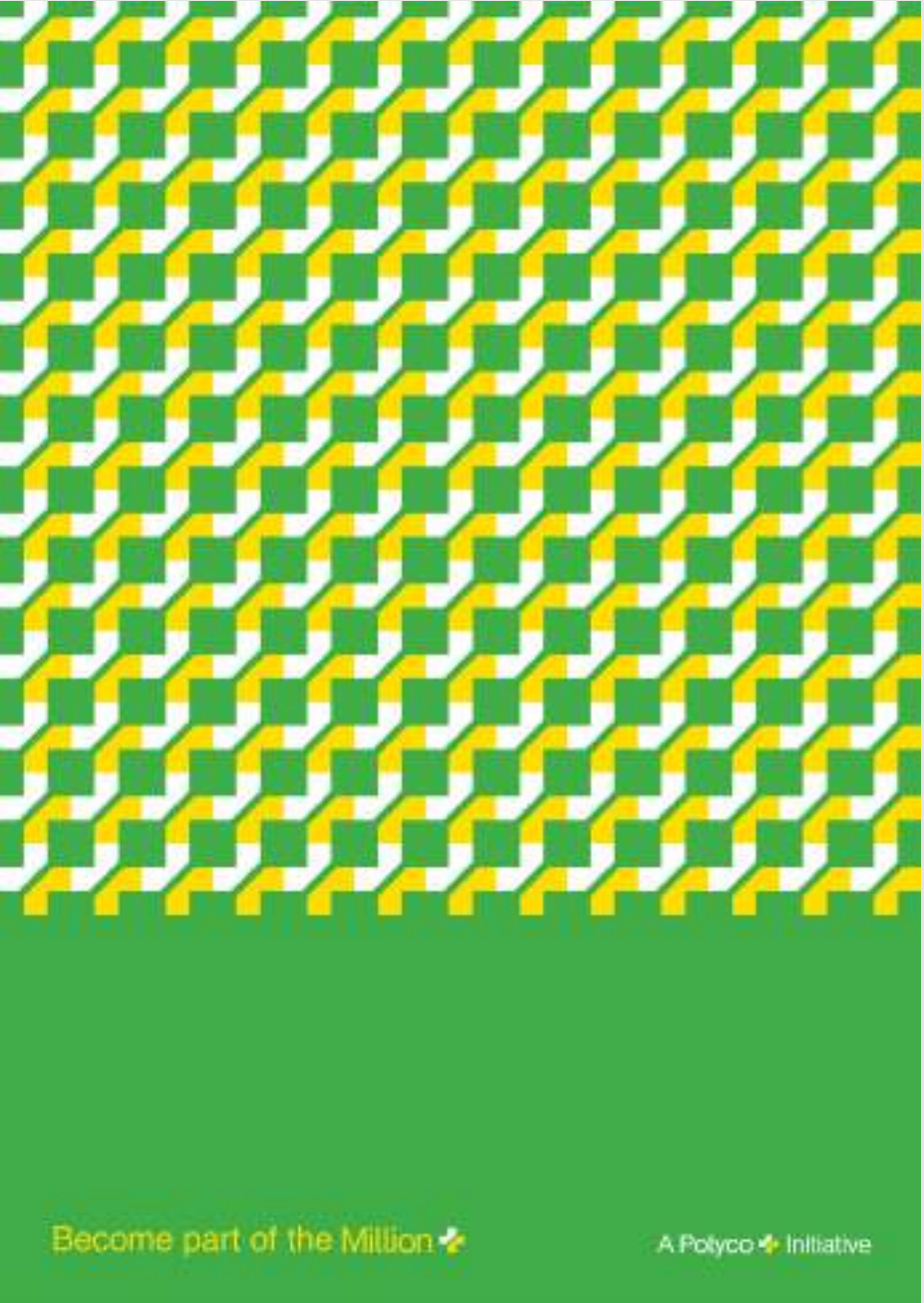




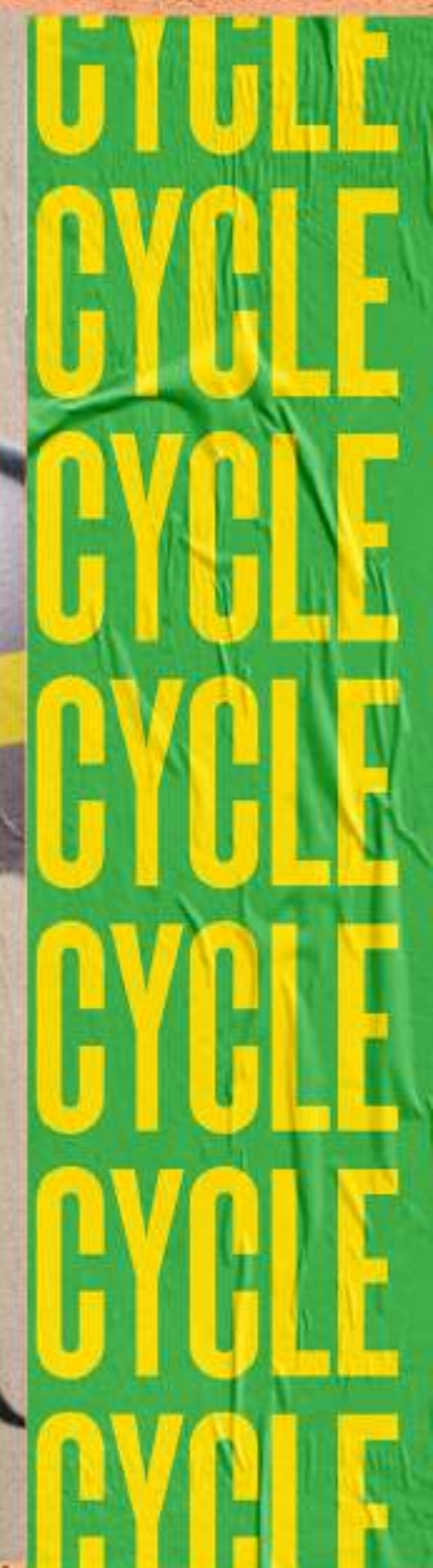
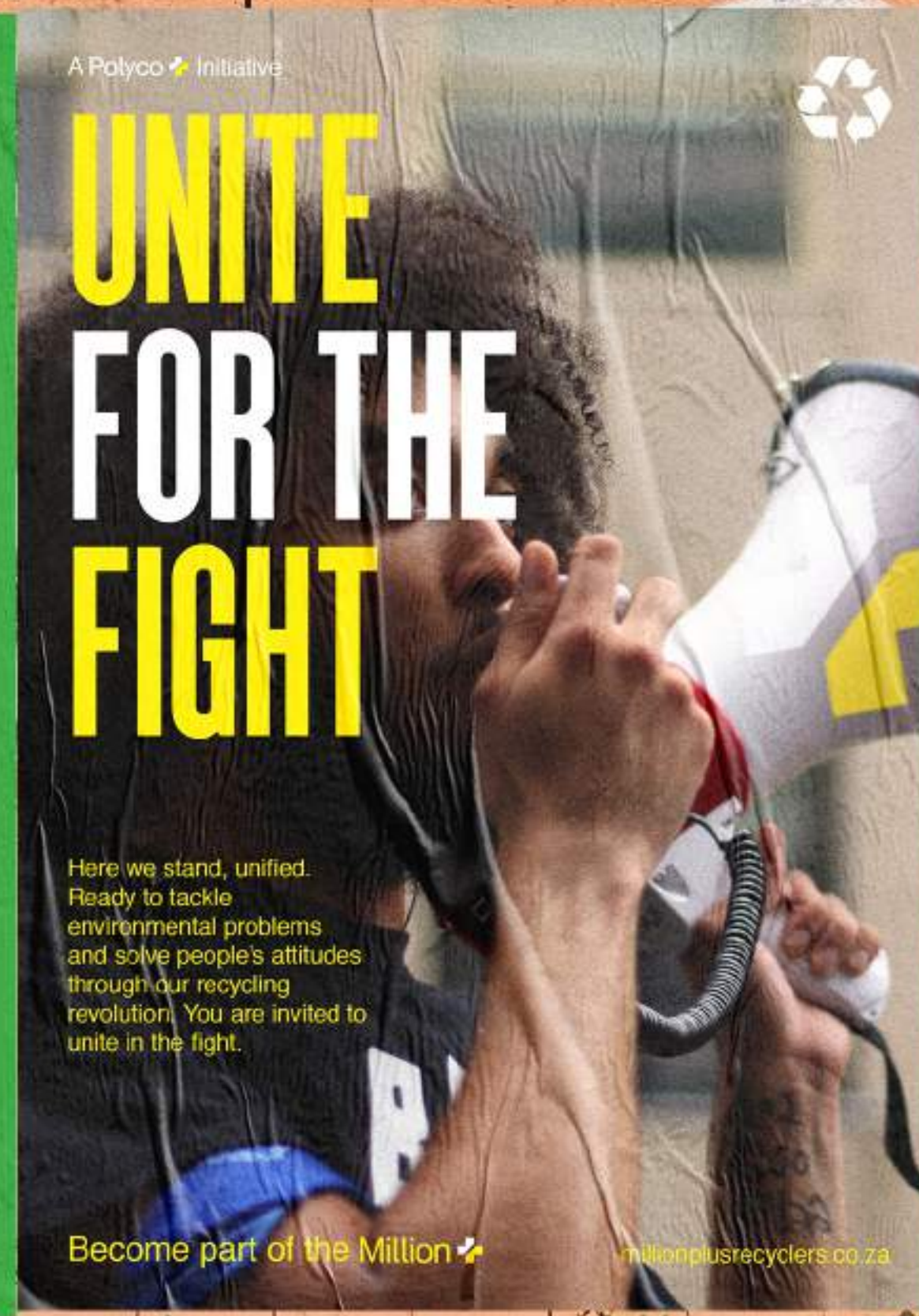
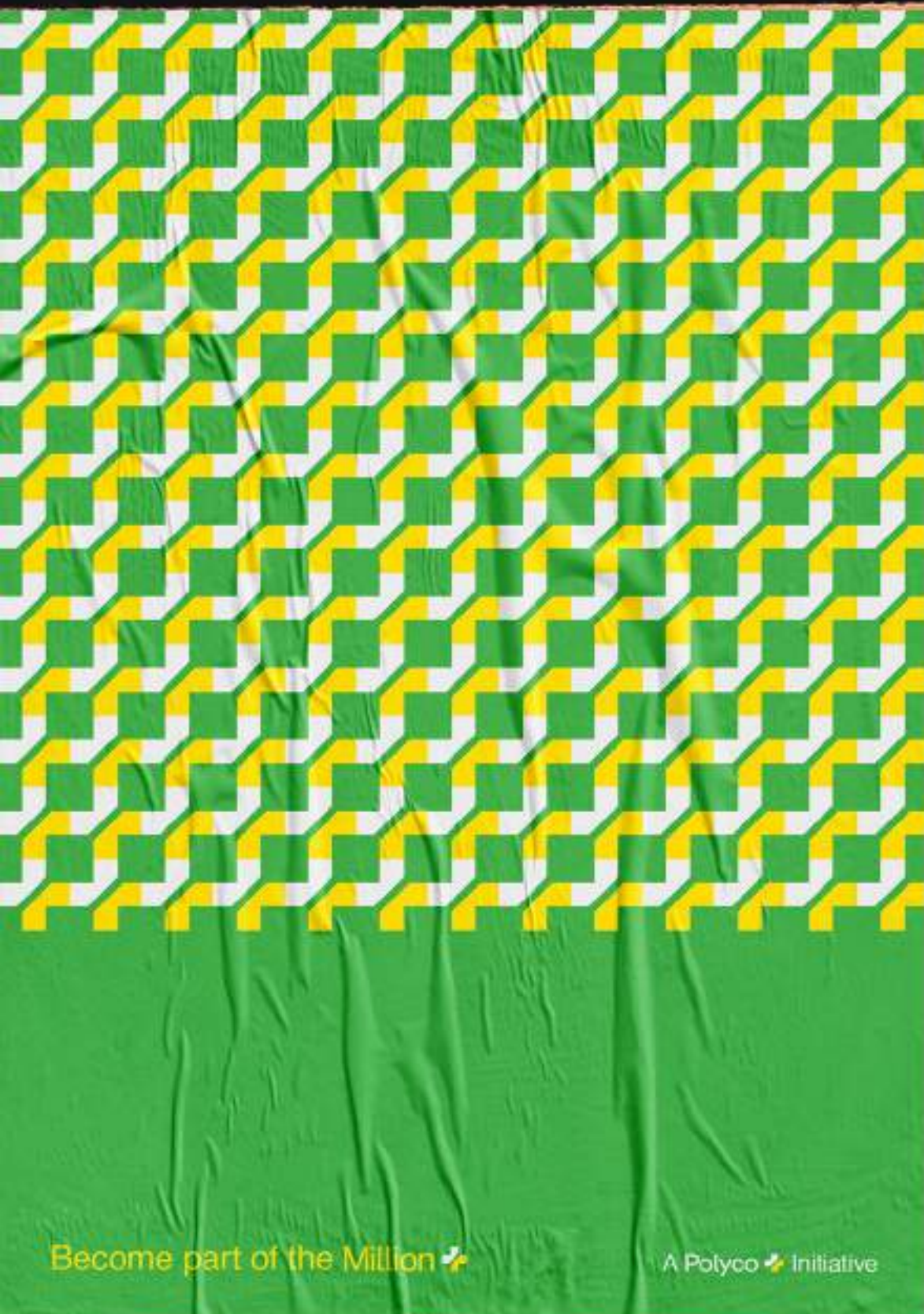
# PRINT GRAPHIC:

As per previous page.

As referred on page 12 (typesetting), copy should always live in yellow, white or black. The background colour can be explored as per the colour spectrum. However, the copy must always appear in yellow, white and/or black.









# SCREEN APPLICATION:

The following is an application of our system to screen.

