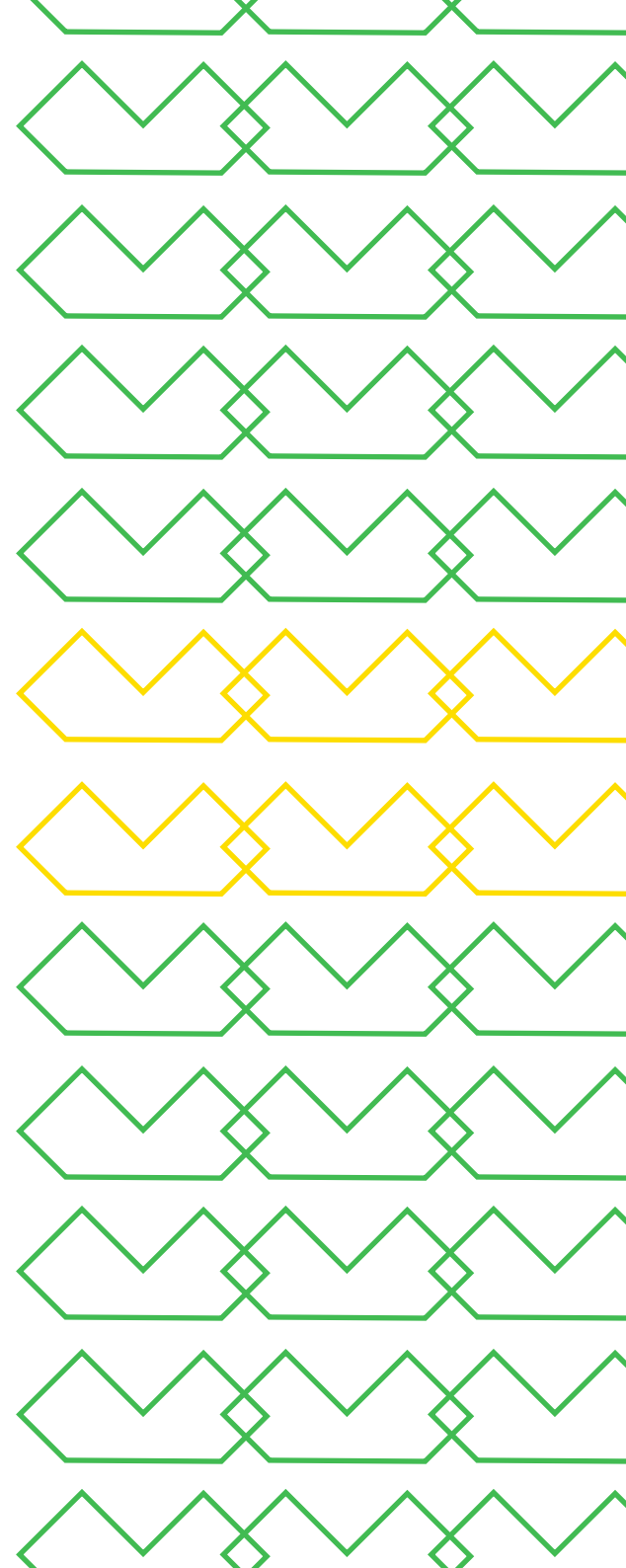


Million

TABLE OF CONTENTS

01	What is Million+	03
02	Brand colours	04
03	Logo device	06
04	Typography	10
05	Image selection	12
06	Social presence	14



Million+ is a Polyco initiative aimed at educating the South African community on all things recycling in the home, at work and at school.

**The obvious aim?
To get a million plus people recycling in our country!**

WHAT IS MILLION +

From the Recycling Revolution to Returning the Favour, Million+ is more than the campaigns we have used to get the message across.

It takes the form of what makes strategic sense at the time of reminding the nation about the importance of recycling in our everyday lives.

So, if it's a message of strong change or a plea to pay back the kids for all they help their adults with, the idea is always the same - get over a million people to commit to recycling.

BRAND COLOURS

**There is 1 primary brand colour,
Million + Green, and then a yellow accent.**

The primary colour should be used predominantly for all brand collateral and used in conjunction with a lot white space.

The Million + Accent Yellow is used as an additional colour to highlight or pull out smaller information or graphics. It should never overpower or take away from the green.

The colours specific values should be strictly followed at all times – CMYK for print, RGB and HEX in the digital space. Typography is always treated in a combination of white and black.

On the next page is the Million + secondary colour palette. This can be used to complement the primary brand colour where needed.

Million + Green

R:65 G:187 B:82

HEX #41bb52

C:72 M:0 Y:93 K:0

Pantone 7738 C

Million + Accent Yellow

R:249 G:237 B:32

HEX #f9ed20

C:6 M:0 Y:95 K:0

Million + Purple

R:159 G:0 B:90

HEX #9f005a

C:34 M:100 Y:40 K:11

Million + Orange

R:254 G:94 B:0

HEX #fe5e00

C:0 M:78 Y:100 K:0

LOGO DEVICE

The Million + logo device is always used in full black or white application.

The clear space rule for the Million + logo:

The Million + logo should always appear with a minimum area of clear space around the logo to gain maximum visibility. This area should be free of any type or graphic element. Using the centre-line height of the logomark as the clear space is a 1x area around the entire Million + logo. This rule applies to all versions of the Million + logo, on all mediums.



Million + logo with partner tagline.



Million + logo always in one colour application.



Million + icon to differentiate from the Polyco icon. Used for profile pictures.

Million 
 A Polyco Initiative

Million 
 A Polyco Initiative

Million 
 A Polyco Initiative

Million 
 A Polyco Initiative

Million 
 A Polyco Initiative

Million 
 A Polyco Initiative

TYPO GRAPHY

Typography is all about using typefaces and fonts in a way that makes the copy legible, clear, and enjoyable to read.

It includes font style, appearance, and structure and aims to elicit certain emotions and convey specific messages to the end user/customer.

The right typography will bring an interface to life, build brand recognition, influence decision making and grab the attention of users.

Primary Font: Cactus Bold

CcDd

Cactus Bold is used for big headings treated in capital letters. AG Schoolbook Medium is used for sub-headings. AG Schoolbook Regular is used for body copy. AG Schoolbook is used as a visual link to the Polyco main brand.

The Google Font Almari will be used as a web-safe font when Cactus Bold or AG Schoolbook is not applicable.

THIS IS THE BIG HEADING STYLE.

Cactus Bold

This is the sub-heading style.

AG Schoolbook Medium

This is the style for all body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

AG Schoolbook Regular

IMAGE SELECTION

Images must be rich in visuals and meaningful in context.

They must always capture the subject's excitement and create a desire to be a part of the recycling solution.

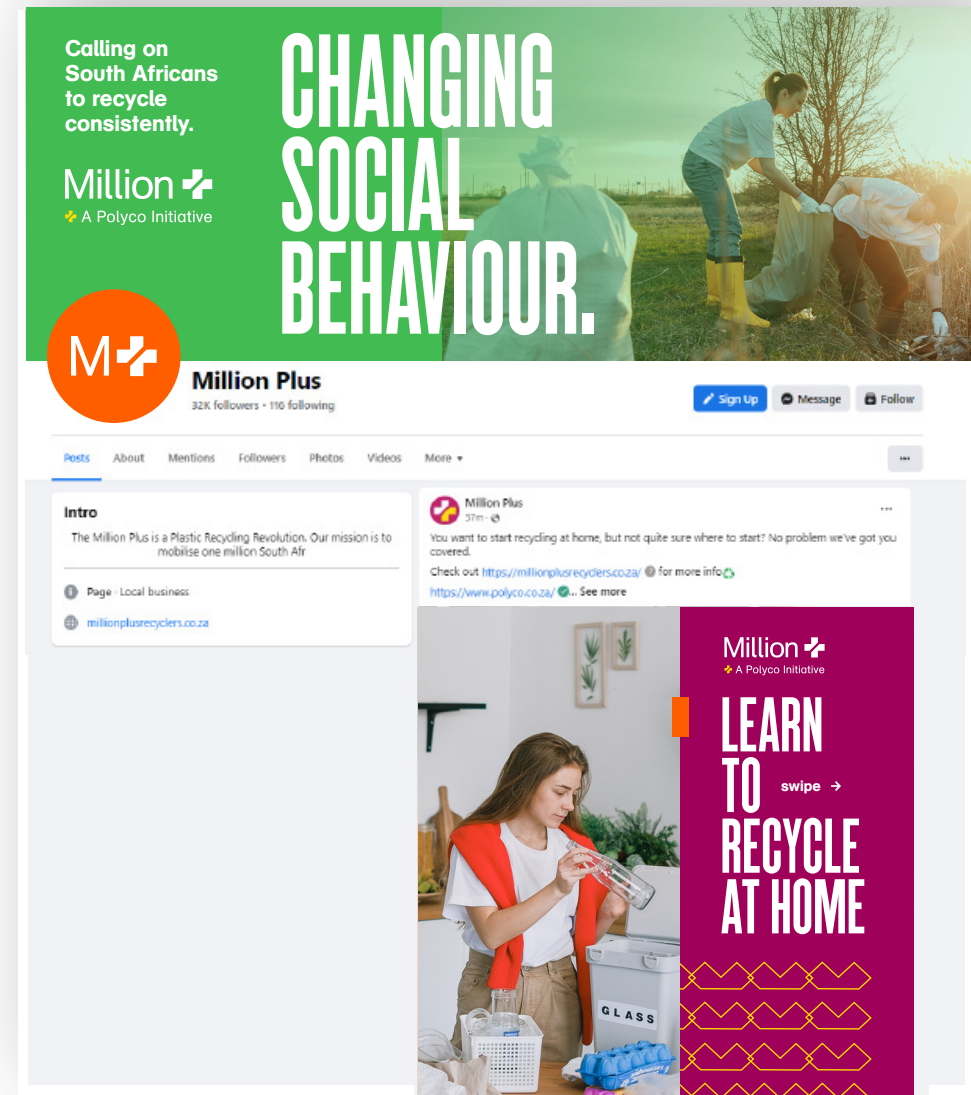
Avoid using clearly staged stock imagery. Always use owned content whenever possible.



SOCIAL PRESENCE

A set of rules for establishing a social presence is also key for any brand. As a start to establishing these rules, on the right is a general look and feel consisting of elements from this brand guide. This is a taster of what is possible to explore further.

This illustrates how to use imagery with typography and how to bring in the brand's logo mark – by sticking to the rules, even all social content will be 'on brand'.



Million 

