Brand
Guidelines

Contents

We are a leading waste management company helping businesses in the UK save money on their waste collection and disposal services.

Logo

Logo

The logo comprises two parts, the B and the supporting text. The B can be used on it's own in certain instances. See page 8 for details.

Logo Colour Options

The logo can be used on light or dark backgrounds. There are options for each situation which are shown below. It is preferable to use the full colour logo where possible.

Logo Clearance + Sizing

The logo can be used on light or dark backgrounds. There are 2 options for each situation which are shown below. It is preferable to use the full colour logo where possible.

Clearance space is equivalent to the height of the letter e

The same rule applies to the B when used in isolation

Online minimum width - 110px

Offline minimum width - 28mm

Logomark

There are situations where the logomark B can be used on it's own. If the brand has already been introduced alongside the supporting text then it's acceptable to use the logomark. It can also be used in situations where space is at a premium (social media profile images).

Logo Mistakes

Below you can see some examples of common mistakes to avoid when working with the Business Waste logo.

ⓧ Don't rearrange the elements from the logo

ⓧ Don't change the colours of the logo

ⓧ Don't use the logo on low contrast backgrounds

ⓧ Don't apply effects to the logo

ⓧ Don't overlay the logo on to busy images

ⓧ Don't rotate the logo

Colours

Colour Palette

Our colour palette comprises four main colours: Titanium White, Jet Black, Electric Violet and Bright Turquoise. The balance of colours should always favour Titanium White with the other colours used to contrast and highlight.

Titanium White

Digital

Hex
#FFFFFF

RGB
255, 255, 255

Print

CMYK
0, 0, 0, 0

Jet Black

Digital

Hex
#000000

RGB
0, 0, 255

Print

CMYK
0, 0, 0, 100

Electric Violet

Digital

Hex
#5800FF

RGB
88, 0, 255

Print

CMYK
78, 78, 0, 0

Bright Turquoise

Digital

Hex
#00FFC5

RGB
0, 255, 197

Print

CMYK
55, 0, 41, 0

Colour Balance

Below you can see the way in which the colours should be balanced to accurately reflect the brand. This should be treated as a rough guide and doesn't need to be followed rigidly.

50%

22.5%

22.5%

5%
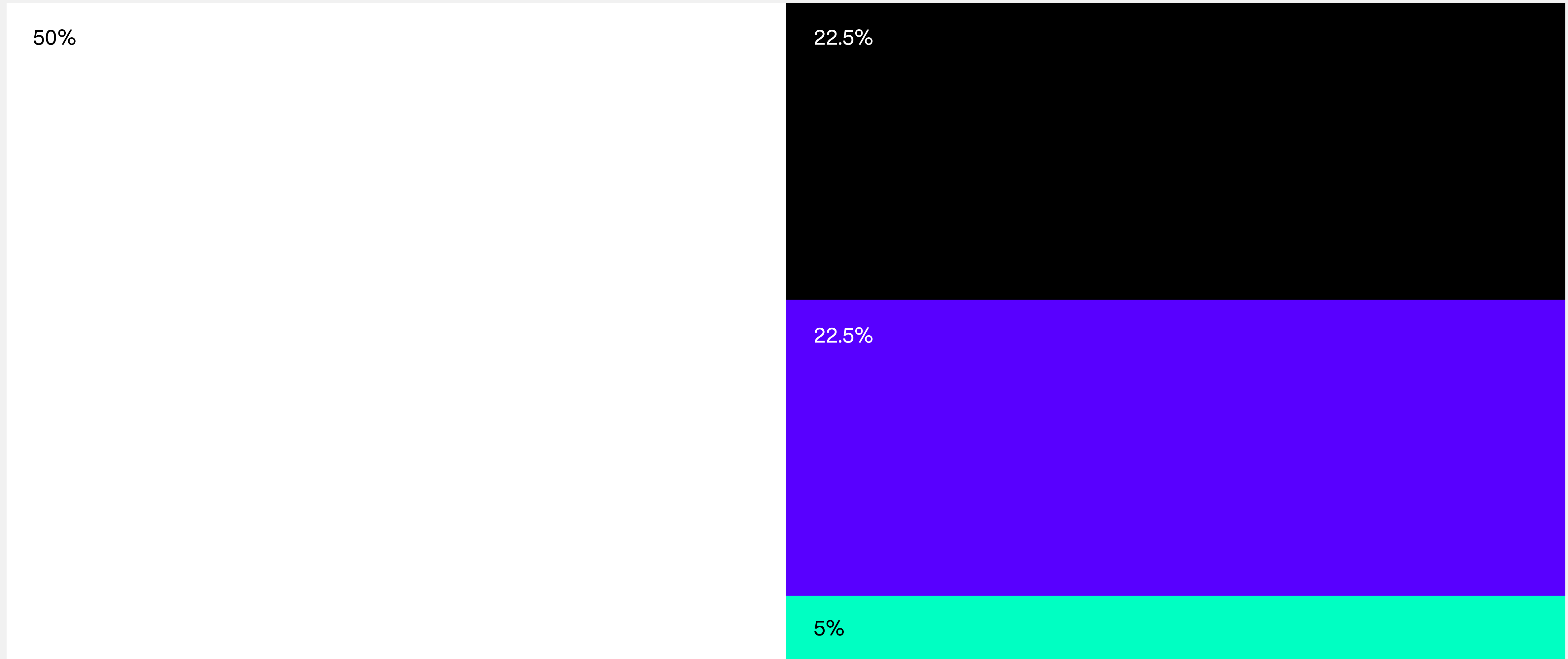
Typography

The Typography

F37 Bolton

Our typeface is F37 Bolton. This is used for both headlines and body copy. F37 Bolton is available in three different weights: Light, Regular and Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

F37 Bolton Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

F37 Bolton Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz**

F37 Bolton Bold

Typography Demo

When typesetting the aim should always be for clarity. There must be clear contrast and distinction when using different font sizes. An example of typography in use can be seen opposite.

1 **Heading**
F37 Bolton Light
90pt/108pt

2 **Sub Heading**
F37 Bolton Light
40pt/54pt

3 **Body Copy**
F37 Bolton Light
20pt/34pt

1 # F37 Bolton

2 We are a leading waste management company helping businesses in the UK save money on their waste collection and disposal services.

3 As a leading commercial waste company in the UK, we provide a wide range of business waste solutions to help your organisation manage your rubbish with ease. From providing bins for secure storage to collection, removal, disposal, and recycling – we'll ensure effective business waste management from the point of production.

Our expert and friendly team work to develop efficient waste management plans that comply with all legal requirements for safe and environmentally friendly collections. Plus, we offer low-cost collections for any waste management company in the UK. Explore the commercial waste services we offer, including all types of waste we collect.

Typography Highlight

Our highlight can be used to draw emphasis onto specific words. The highlight runs behind the word and is rotated at a slight angle. The angle is adjusted to meet the length of the word or phrase.

Business Waste Management and Collection

Commercial Waste Bins

The highlight should only ever be used in Bright Turquoise.

The highlight can be used across single or multiple words.

Imagery

Imagery

Our imagery shows a mix of both people and waste and waste processes. A balance should be kept between these types of shots in order to show Business Waste in the best possible light.

Imagery Treatment

There are two treatment options when using imagery: Rounded corners and the colour overlay. Details on these can be seen below.

Rounded corners applied

All images should feature rounded corners. These must be kept consistent across all images and cannot be varied image to image.

Gradient overlay

Our gradient overlay is at a 45 degree angle. The colour details are shown below.

Yellow (bottom left)
RGB - 228, 255, 80
CMYK - 11, 0 , 69, 0

Green (top right)
RGB - 0, 255, 197
CMYK - 100, 0, 23, 0

Combined together

Our gradient is applied over the top of imagery using a multiply opacity filter.

Feature Images

Feature images can be created by using a combination of cut-outs and the stripes from our logomark. These should be used as hero images and implemented sparingly.

Image Cut-out + Stripes

Image Cut-out + Stripes with Duotone

Image Cut-out + Stripes
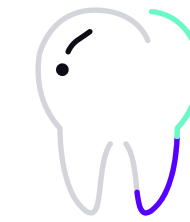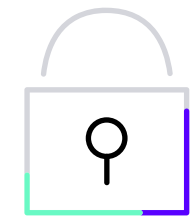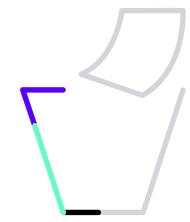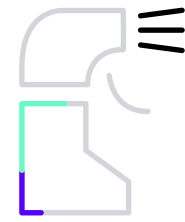
Image Cut-out + Stripes with Duotone

Iconography

Iconography

There is a range of supporting iconography that can be used. The iconography covers waste types, sectors and some general brand icons.
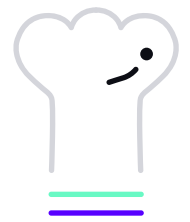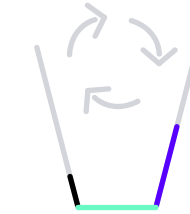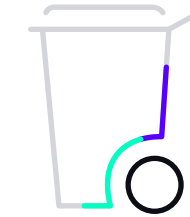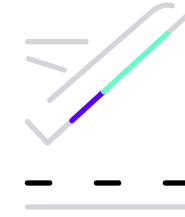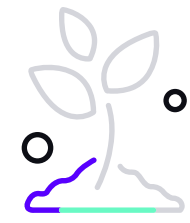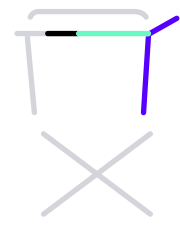
Stationery

Stationery

Designs for our letterheads and business cards can be seen below.

business waste.co.uk

Head Office
Artemis House
Eboracum Way
Heworth Green
York
North Yorkshire
YO31 7R

Sales
sales@businesswaste.co.uk
0800 211 83 90

Billing
billing@businesswaste.co.uk
01904 207 121

Customer care
customers@businesswaste.co.uk
01904 207 120

Business waste collected from anywhere.
Visit Businesswaste.co.uk
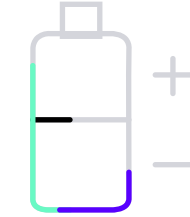

business waste.co.uk

Mark Hall
Marketing Director

mh@businesswaste.co.uk

Artemis House
Eboracum Way
Heworth Green
York
North Yorkshire
YO31 7R

Tel   : 0800 211 83 90
Mob : 07799 555 435

Businesswaste.co.uk
Business waste collected from anywhere.

Additional Elements

Buttons

There are 3 main button styles for use on the web, each with a different level of prominence: Primary, secondary and tertiary.

Free Bin Collection →

Free Bin Collection

Free Bin Collection →

Primary

Secondary

Tertiary

Roundels

Roundels can be used when wishing to highlight a service. The examples below show roundel options for free bins and collections. Roundels can be combined with iconography for extra impact.

Tone Of Voice

Tone Of Voice

The general TOV for Business Waste is straightforward, informal, and direct. Our audience is very broad – it could be anyone from a pub landlord to a care home manager – so we use simple language that's easy to understand.

Provide real and relatable examples to avoid being generic and connect with the reader. These could be specific places when talking about locations or examples of waste items.

Our Leeds commercial waste collections cover the entire city, from Headingley and Meanwood out to Pudsey, Rothwell, Farsely and beyond.

Write out acronyms in full the first time, then use the acronym.

A designated waste collection facility (DCF)

Be benefit-led – think about why and how the service or information can help the reader, rather than talking about how great Business Waste is.

Arrange business waste removal in Leeds with Business Waste and enjoy free bins delivered to your location anywhere across the city and surrounding area. Simply pay

Avoid repetition of common words and phrases close together and use variations (especially for terms around waste and business)

Business - company, firm, organisation

Waste - rubbish, refuse

Tone Of Voice

Try to keep sentences to between 20 and 25 words so the writing is snappy and easy to read.

Discover everything you need to know about waste management for a campsite, caravan site or holiday park. Contact us online or call

Use the active voice most of the time, although instances of passive voice are fine in some cases.

There are many waste codes to consider when disposing of campasite waste. For example, the waste code 200399.

Use contractions to keep the language more informal.

Once clean, it's crushed and broken to produce a substance called cullet

Write in the first and second person most of the time to speak directly to the audience. However, use of the third person is ok sometimes (here at Business Waste...).

We can help you with your glass waste management by surveying your needs on the phone or on-site. Whatever type

Use the Oxford comma when there's a list of three or more.

Recycling glass is easy, affordable, and essential for business

Avoid semi-colons and instead use an en dash, as these are easier to read online.

Your just pay for collection - whether on a daily, weekly, or fortnightly basis. We realise the changing nature of a running a

Tone Of Voice

Write out numbers in full from one to nine, then use digits for 10, 11, 12, and beyond.

Around half a million fans head to Wimbledon each year for 13 days of dramatic tennis action.

Feel free to use puns and have a bit of fun, especially with blog posts.

Wimbledon serves up less waste

Always use British English for spelling.

It's quick and easy to organise commercial waste collection for your business.

Use a hyphen for two-word adjectives.

You can use everything from waste bags and wheelie bins to full-size compactors.

Run copy through the free Grammarly app – as Word doesn't pick up everything.

https://app.grammarly.com

Add a CTA and link to the contact page and/or to another relevant internal page at the bottom of each page, depending on its purpose. This directs users who aren't ready to convert. Commercial pages should have a contact form at the bottom anyway.

Learn more in our Christmas waste guides →

Headings

Page headings (H1) should always be capitalised

Dry Cleaning Waste

All other headings (H2, H3, H4 etc.) should use sentence case

What is dry cleaning waste?

Headings should be 10 words maximum

How to Recycle and Reuse Advent Calendars

Any H2/3s that are four or more words should be spread across two lines

Dry cleaning
waste disposal

Ensure the H1 and meta title are similar and use primary keywords in the H1 and meta title

Title   Hotel Waste Management
H1   Hotel Waste Management

Use secondary keywords in H2/3s where natural. Consider questions related to search queries or simple explainers, depending on the intention.

What is   Types of
chemical waste?   chemical waste

Formatting

Use bold to highlight key numbers, stats, and information both in the copy and when using bullet points. This helps skim readers pick out key information and highlights it as important to Google.

30,000 tons of Christmas cards are thrown away every year in the UK.
All the Christmas cards thrown out is equivalent to **£2.8 million worth of landfill**

Also use bold to highlight USPs and benefits (such as free bins, free quote).

to your needs. Plus, we provide **free bins** to all your businesses - you just pay for collection

Break up long passages of text with bullet points and where using a list makes sense (eg: running through waste types or facts).

- **Glass bottles -** used or broken bottles for drinks, oil and other liquids
- **Jars -** jam, honey, and used jars for other products
- **Glassware** - drinking glasses, vases, and broken or unneeded glassware

Keep paragraphs to a maximum of around 60 words.

Links

Always add a link in bold to the contact us page and telephone number when mentioned

Use natural phrases when linking to internal pages within the body copy – ideally the page title or a variation of it.

Avoid 'read more/click here' for links (except for buttons). Text in buttons should be an active CTA.

Bold links at the start of bullet points if followed by a sentence. For a simple list ensure consistency but there's no need to use bold.

Ensure all links in the page contents are in bold

<u>Contact us online</u> or call 0800 211 8390 today for a **free quote** for agricultural waste collection and disposal

legal 'duty of care' to manage safe and appropriate storage and <u>disposal of hazardous waste</u>. Failing to manage medical

Contact us today for a quote →

• **Agricultural waste** - different kinds of animal waste, unused and expired animal medicines

What is agricultural waste?

Agricultural waste disposal

Farm waste regulators