

**R  
I  
D**

**REPORT  
ILLEGAL  
DUMPING**

**BRAND GUIDELINES**

JUNE 2022 PARTNER VERSION

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# 1. A BRAND IS MORE THAN A LOGO

**The Report Illegal Dumping brand is more than a name and a logo. Think of it as a communication with the public, our key stakeholders, staff and partners.**

By carefully managing our brand, we create enduring messages that resonate with clarity and purpose.

Our Brand is expressed through several visual elements, including our wordmark, colour palette, imagery and typography.

Consistency in the use of these elements gives our brand a consistent look that results in a stronger recognition and understanding of the Report Illegal Dumping program.



## 2. BRAND MANAGEMENT

### BRAND MANAGEMENT

Any artwork produced must be approved by the EPA.

Please forward a PDF of your artwork for approval prior to publication.

Contact:

NSW EPA

Report Illegal Dumping

Phone: 02 9995 5000

Email: [illegaldumping.strategy@epa.nsw.gov.au](mailto:illegaldumping.strategy@epa.nsw.gov.au)

PO Box A290

Sydney South NSW 1232

### COPYRIGHT

The RID brand is owned by the EPA.

As use of EPA-owned trademarks, logos, crests, wordmarks and brands often implies endorsement, these cannot be used without the express permission of the organisation.

To request permission, please contact:

NSW EPA, Report Illegal Dumping

Phone: 02 9995 5000



# 3. BRAND SPECIFICATIONS

## 3.1 Fonts

A choice of two font families are available.

### INTERSTATE FONT FAMILY

Usage example:

- signage
- printed marketing material

**AaBbCc@&1**

#### Light / Light Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**op**qrstuv**wxyz***  
*@\$%&\* 1234567890*

#### Regular / Regular Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**op**qrstuv**wxyz***  
*@\$%&\* 1234567890*

#### Bold / Bold Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**op**qrstuv**wxyz***  
*@\$%&\* 1234567890*

#### Black

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

### ARIAL FONT FAMILY

*(When Interstate is not available)*

Usage example:

- online communications

**AaBbCc@&1**

#### Regular / Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**op**qrstuv**wxyz***  
*@\$%&\* 1234567890*

#### Bold / Bold Italic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklm**op**qrstuv**wxyz***  
*@\$%&\* 1234567890*

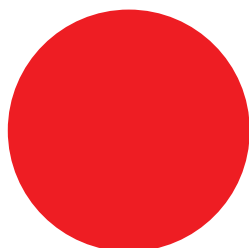
#### Black

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 @\$%&\* 1234567890

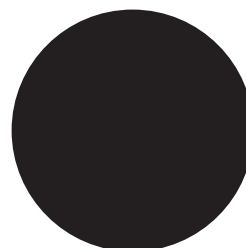
# 3. BRAND SPECIFICATIONS

## 3.2 Colours

### WORDMARK COLOURS

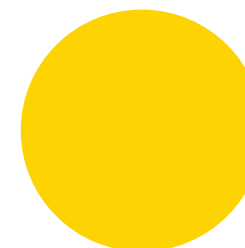


Pantone 186  
 CMYK  
 0 / 100 / 100 / 0  
 RGB  
 227 / 6 / 19  
 WEB  
 #e30613



Black  
 CMYK  
 0 / 0 / 0 / 100  
 RGB  
 0 / 0 / 0  
 WEB  
 #000000

### BACKGROUND COLOUR



Pantone 109  
 CMYK  
 0 / 15 / 100 / 0  
 RGB  
 255 / 213 / 0  
 WEB  
 #ffd500

## 4. WORDMARKS

### 4.1 Wordmarks

The Report Illegal Dumping wordmark is used in corporate communications, in conjunction with the crest eg. letterheads.

The RID wordmark is used in advertising, signage & display applications in conjunction with the message eg. Roll-up banners, press ads and billboards.

Monotone versions are available for instances where reproduction is restricted such as facsimiles or one colour printing.

#### REPORT ILLEGAL DUMPING WORDMARK



#### FULL COLOUR



#### MONOTONE

#### RID WORDMARK



# 4. WORDMARKS

## 4.1 Wordmarks

### CLEAR SPACE

Clear space is the minimum amount of “breathing room” maintained around the Wordmark.

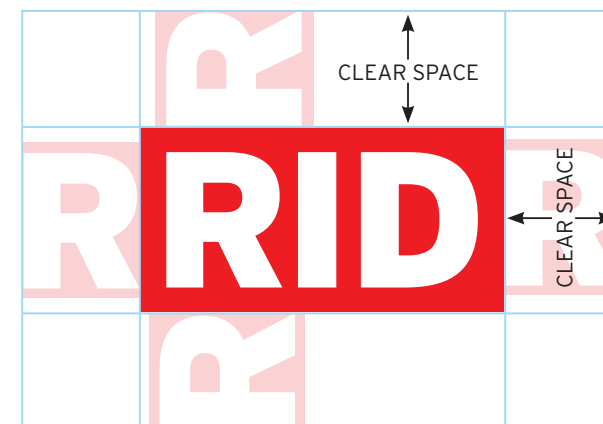
It should be kept free of graphics, text and other marks. Clear space also defines the minimum distance from the wordmark to the edge of a printed piece.

Always maintain this clear space area to maximise the impact of the identity.

Clear space = width of vertical column



Clear space = width of 'R'





## 5. LOGO BLOCKS

### 5.1 Overview

These logo blocks have been designed to ensure brand integrity. It's important the Ads and Signage logo block is used and not the individual wordmarks to construct advertising or signage.

The minimum height for the use of the EPA logo on press advertising is 21mm.

All designs require the approval of the EPA prior to usage (see page 3).

#### STANDALONE



#### PRINT ADS AND SIGNAGE



#### ONLINE BANNER



## 5. LOGO BLOCKS

### 5.2 Ads and Signage logo block

The ads and signage logo block is the default logo identification for all advertising.

Each logo block includes a white border for use on various coloured backgrounds.

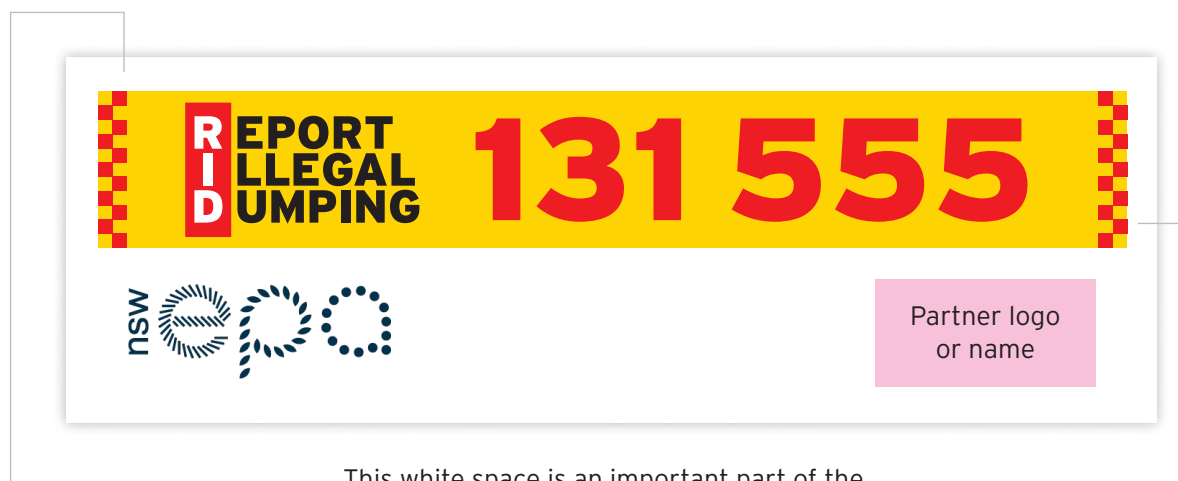
Logo block cannot be:

- Altered
- Changed
- Distorted or cropped

A partner logo can be added to the right hand side opposite the EPA logo. It must be the same height as the EPA logo.

The minimum height for the use of the EPA logo is 21mm.

If preferred a partner name can be added in place of a logo on the right hand side using Interstate bold font - partner name can be no higher than EPA logo.



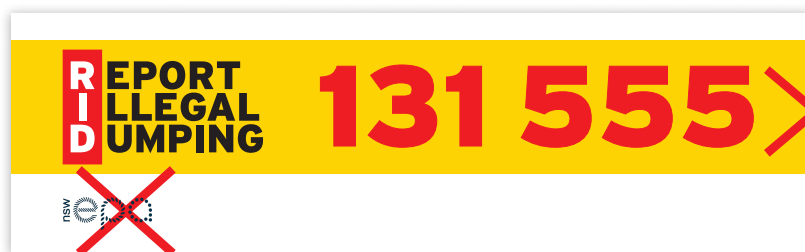
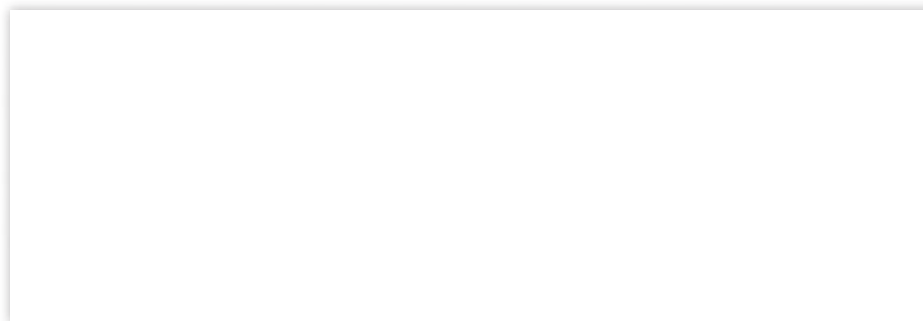
This white space is an important part of the logo block and should not be removed.

## 5. LOGO BLOCKS

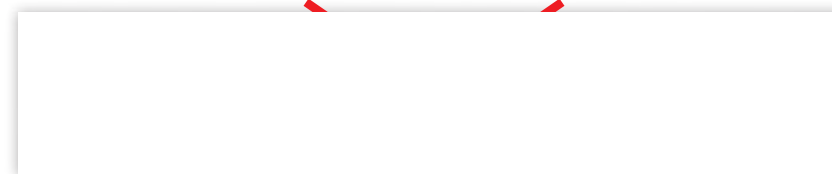
### 5.2.1 Ads and Signage logo block - usage rules

#### INCORRECT USE OF LOGO

- Do not alter logo block
- Do not distort logo block
- Do not add other logos to logo block
- Do not replace elements in the logo block
- Do not crop logo block



Do not crop or alter logo block.  
The minimum height for the use of the EPA logo is 21mm.



Do not distort logo block

# 5. LOGO BLOCKS

## 5.2.2 Ads and Signage logo block – usage examples

### Advertising

Replace copy with localised key messages. It is recommended to minimise copy.



### Display



### Signage



With partner logo



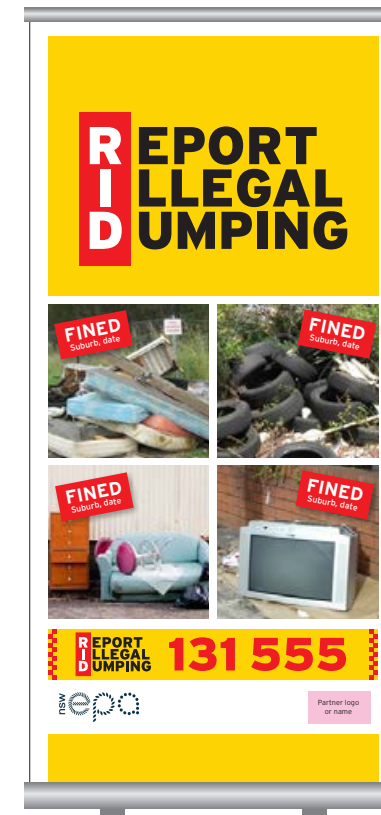
With QR code

# 6. SIGNAGE

## 6.1 Pull-up banners



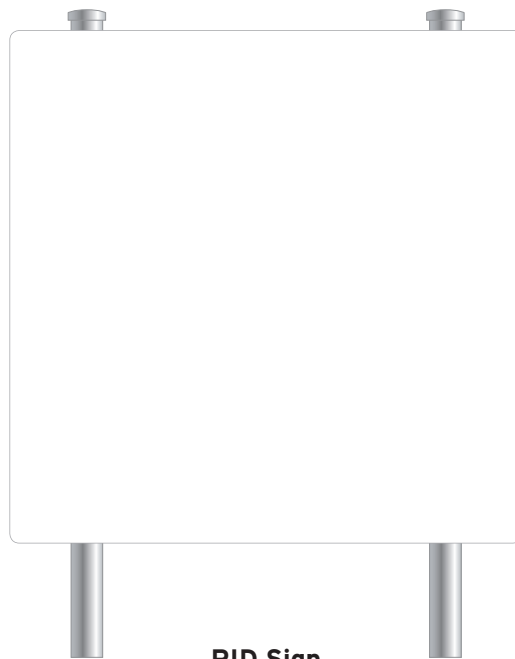
Replace copy with localised key messages. It is recommended to minimise copy.



Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.

# 6. SIGNAGE

## 6.2 Road signage



RID Sign



Photo layout

Update text to show maximum local fine issued.

Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.

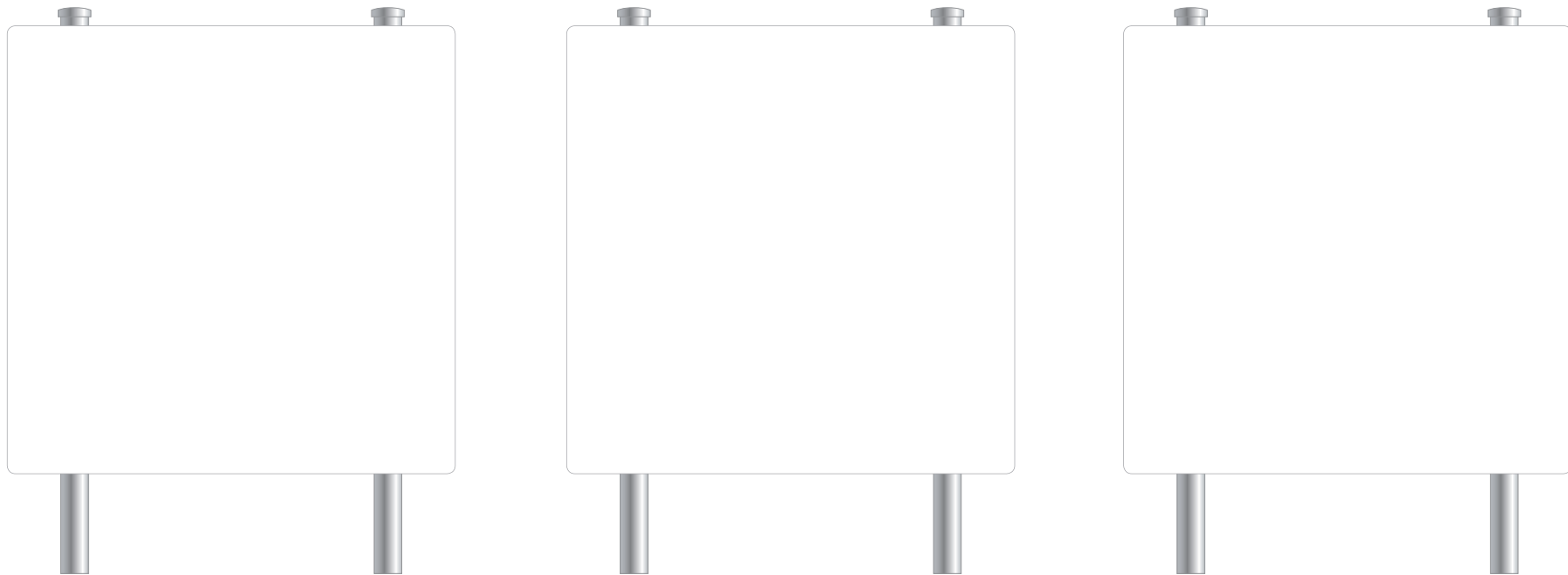


Photo layout

- To be printed on reflective material.
- Preferred size: 1200mm Wide x 1200mm High
- Minimum size: 900mm Wide x 900mm High

## 6. SIGNAGE

### 6.2 Road signage - surveillance usage



- To be printed on reflective material.
- Preferred size: 1200mm Wide x 1200mm High
- Minimum size: 900mm Wide x 900mm High

## 6. SIGNAGE

### 6.3 Gate signage



Size: 1200mm Wide x 470mm High



# 7. PRESS ADVERTISEMENT

## 7.1 Text based ad

### ANATOMY OF A TYPICAL PRESS ADVERTISEMENT

Headline and key message

Font: *Interstate Black*

RID Wordmark

Replace copy with localised key messages - recommended to minimise copy

Call to action

*Ads and signage logo block*

EPA Secondary logo

*The minimum height for the use of the EPA logo is 21mm*

White margin

Key graphic area approximately 2/3 of the depth of the page

White space

White margin

The Environment Protection Authority and your local council have joined forces to tackle the problem of illegal dumping.

- Investigate and find illegal dumpers and illegal landfill
- Take action against offenders.

The Regional Illegal Dumping Squad are now in your area. They are specialist investigators whose sole purpose is to:

Let's all work to get RID of illegal dumpers. For more information call 131 555.

REPORT ILLEGAL DUMPING 131 555

Partner logo or name

# 7. PRESS ADVERTISEMENT

## 7.2 Image based ad



Wordmark and key message

Font: Interstate Black

Update text to show maximum local fine issued.

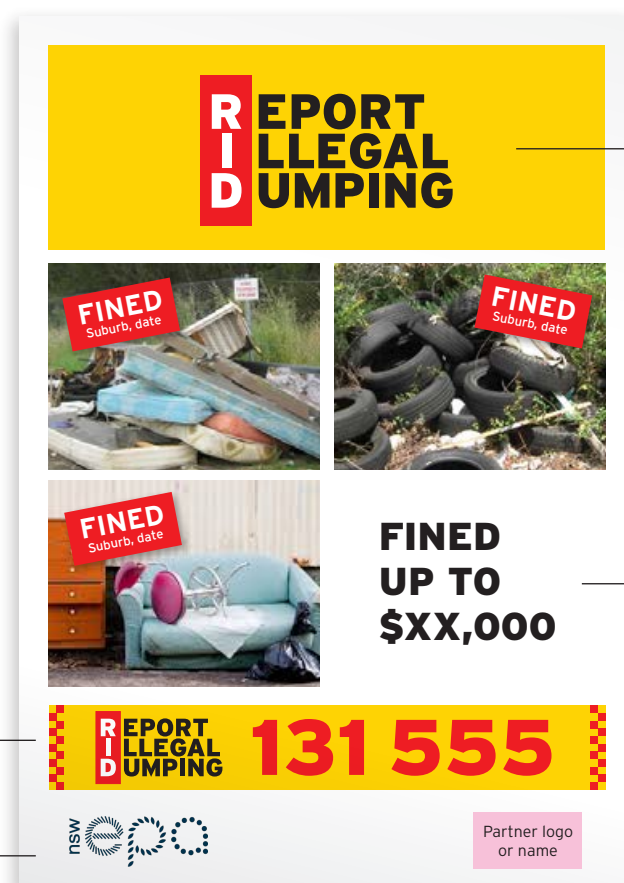
Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.

Call to action

Print ads and signage logo block

EPA Secondary logo

The minimum height for the use of the EPA logo is 21mm



Wordmark

Key message

Font: Interstate Black

Update text to show maximum local fine issued.

NSW EPA  
Illegal Dumping Coordinator

Phone: 9995 5000

Email: [illegaldumping.strategy@epa.nsw.gov.au](mailto:illegaldumping.strategy@epa.nsw.gov.au)

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Sydney South NSW 1232