

LOCAL GOVERNMENTS' GUIDE TO
Safe Fluorescent Lamp Collection



PROMOTIONAL TEMPLATES

Old bulbs don't belong in the trash or recycling bins.

When it comes to safely disposing of spent fluorescents, local governments play a key role. **“Bring ‘Em Back”** is a new program that helps implement or improve a system where people can return their old bulbs to local retail stores. It's a win-win for everyone involved: businesses get to increase their store traffic while protecting the health of the community.

This guide includes tools to help spread the word about fluorescent lamp collection. Local governments play a key role in the success of the Bring ‘Em Back program. Please join us in protecting our environment, benefiting local businesses, and improving the community.

How to use this toolkit.

Promotion and consistent branding are vital to the success of any fluorescent lamp recycling program. Ready-to-use design files created in Adobe InDesign offer templates for you to create everything you need for the marketing of your local government's Bring ‘Em Back program. Templates are available for newspaper ads, point-of-purchase counter cards, window stickers, shelf-talkers and more.

A branded URL is a great one-stop-shop for people to learn more about CFL collection in their county. The materials in this packet can be customized to include your county's branded CFL collection website, if you decide to create one. We recommend purchasing a URL that includes your county's abbreviation along with the program title. For example, Alameda County would purchase **www.BringEmBackAC.org**.

This Packet Includes:

A. PROGRAM PROMOTION MATERIALS

- (pg 6) **Internet Ad Template:** The internet ad is used to promote CFL collection on the web by buying online advertising space.
- (pg 6) **Web Badge:** This small mark shows that you support CFL collection. Include it on your county's government website, buy space for it on other websites, or encourage partner organizations to include it on their websites.
- (pg 6) **Newspaper Ad Template:** Buy space to run this ad (available in three languages) in local newspapers.
- (pg 7) **Recruiter Outreach Tri-fold:** Retailer participation is integral to the CFL collection program. Encourage retailers to join by printing and mailing them copies of this tri-fold brochure, which explains benefits to local businesses, and includes a form for retailers to order customizable in-store assets from local governments to promote the program.
- (pg 7) **School Outreach Postcard:** Promote CFL collection among families by printing this postcard and distributing it to local schools to send home with students.
- (pg 8) **Bill Insert:** Print and include in electricity or other utility bills.
- (pg 8) **Radio Spot:** Designed either for an announcer to read, or for local governments to produce.

B. CUSTOMIZABLE ASSETS FOR PARTICIPATING RETAILERS

- (pg 9) **POP Counter Top:** Promotes CFL collection at the point-of-purchase.
- (pg 9) **Shelf Talker:** Designed to be posted alongside CFLs in store aisles.
- (pg 10) **Window Sticker:** Helps retailers advertise their participation in the program.
- (pg 10) **Box Sticker:** Designed to be placed on fluorescent lamp collection boxes to remind customers to return spent bulbs to the store.

The Logo:



PRIMARY LOGO TREATMENT:
LOGO ON BLUE BACKGROUND
BRINGEMBACK.BKGRD.RGB.JPG
BRINGEMBACK.BKGRD.CMYK.EPS



LOGO ON WHITE BACKGROUND
BRINGEMBACK.RGB.JPG
BRINGEMBACK.CMYK.EPS



BLACK & WHITE LOGO ON BLACK BACKGROUND
BRINGEMBACK.B&W.BKGRND.JPG
BRINGEMBACK.B&W.BKGRND.EPS



BLACK & WHITE LOGO
BRINGEMBACK.B&W.JPG
BRINGEMBACK.B&W.EPS

Style Guide

When customizing please use these colors and fonts.

COLORS:

PRIMARY COLOR



BLUE
C/87 M/0 Y/38 K/0
R/0 G/177 B/176
HEX #008180

SECONDARY COLORS



GREEN
C/59 M/0 Y/100 K/7
R/108 G/179 B/63
HEX #6C833F



RED
C/0 M/79 Y/100 K/52
R/137 G/48 B/1
HEX #89301



YELLOW
C/19 M/0 Y/94 K/0
R/217 G/224 B/51
HEX #D9E033

FONTS:

BODY COPY TYPOGRAPHY

FUTURA book
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

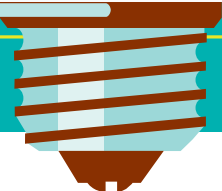
SUBHEAD TYPOGRAPHY

FUTURA heavy
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINE/ACCENT TYPOGRAPHY

FUTURA bold
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

How to Customize these pieces:



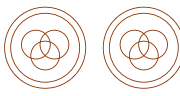


Buying fluorescent is a smart choice, both for you and for the environment. Make another smart choice when your bulb goes dark. **OLD BULBS DON'T BELONG IN THE TRASH OR RECYCLING BINS.** Return them to a participating retailer and support local businesses.

*For more information and to find a retail location near you, go to **[YourURLHere.org](#)***

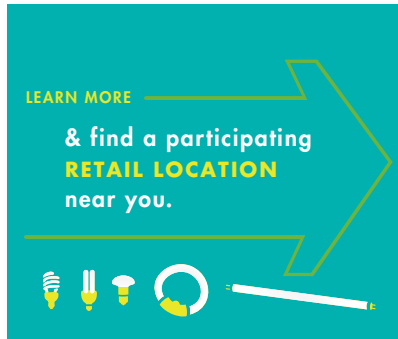
PARTICIPATING LOCATIONS:
ACE HARDWARE, Castro Valley
ACE HARDWARE, Laurel
ACE HARDWARE, castro valley
ACE HARDWARE, laurel

PROGRAM SUPPORTED BY:
THE CITY OF CASTRO VALLEY
THE CITY OF OAKLAND



YOU CAN ADD:
STORE LOCATIONS
NAME OF YOUR COUNTY/CITY/TOWN
COUNTY LOGOS
YOUR CUSTOM BRANDED URL

INTERNET AD TEMPLATE



Internet Ad Template

Size: 336 x 280px

English

File name to download:

CFL_internet_ad_temp.ai

Promote CFL collection on the web by buying online advertising space.

WEB BADGE



Web Badge

Size: 110 x 110px

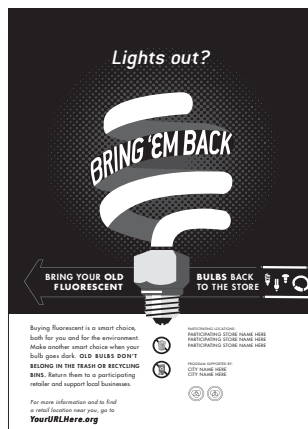
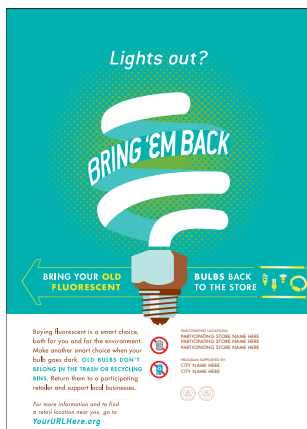
English

File name to download:

CFL_web_badge_temp.ai

This small mark shows that you support CFL collection. Include it on your county's government website, buy space for it on other websites, or encourage partner organizations to include it on their websites.

NEWSPAPER AD TEMPLATE



Newspaper Ad

Size: 9 x 13"

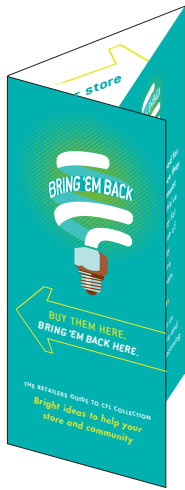
Color or Black & White
English, Spanish, Chinese

File name to download:

CFL_newspaper_ad_temp.ai

Buy space to run this ad in local newspapers.

RECRUITMENT OUTREACH TRI-FOLD



Tri-Fold Brochure

Size: 11 x 8.5" open

3.67 x 8.5" closed

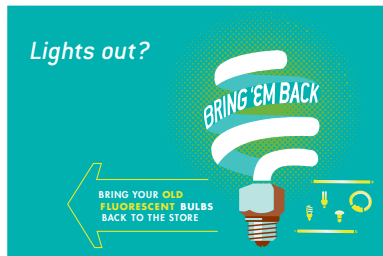
English

File name to download:

CFL_trifold_temp.ai

Retailer participation is integral to the CFL collection program. Encourage retailers to join by printing and mailing them copies of this tri-fold brochure, which explains benefits to local businesses, and includes a form for retailers to order customizable in-store assets from local governments to promote the program.

SCHOOL OUTREACH POSTCARD



Postcard

Size: 9 x 6"

English, Spanish, Chinese

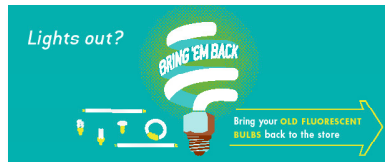
File name to download:

CFL.postcard_temp.ai

Retailer participation is integral to the CFL collection program. Encourage retailers to join by printing and mailing them copies of this tri-fold brochure, which explains benefits to local businesses, and includes a form for retailers to order customizable in-store assets from local governments to promote the program.



BILL INSERT



Bill Insert

Size: 8.5 x 3.5"

English, Spanish, Chinese

File name to download:

CFL_bill_temp.ai

Print and include in electricity or other utility bills.



RADIO SPOT

30 second radio spot.

To be produced by local radio station.

v.1 With Sound Effects: sounds of light switches being flipped on, and/or strings being pulled to turn on light bulb

Announcer:

Buying compact fluorescent bulbs is a bright idea, both for your home and for the environment. They last longer and require less energy.

Sound effect: zapping noise of light bulb burning out

Announcer:

But when your fluorescent bulbs go dark, they shouldn't be thrown into the trash or in recycling bins. Instead, bring them back to a retailer that accepts old fluorescent bulbs. It's a great way to protect the environment and support local businesses. For more information and to find a retail location near you, go to {insert local website here.}

v.2 Without Sound Effects: script is exactly the same just read with no sound effects.

POP COUNTER TOP



POP Counter Card

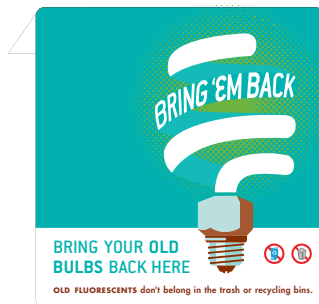
8.5 x 11"

English, Spanish

CFL_countercard_temp.ai

Promotes CFL collection at the point-of-purchase.

SHELF TALKER



Shelf Talker

Size: TBD

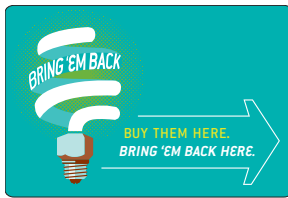
English

File name to download:

CFL_shelf_talker_temp.ai

Designed to be posted alongside CFLs in store aisles.

WINDOW STICKER



Window Sticker

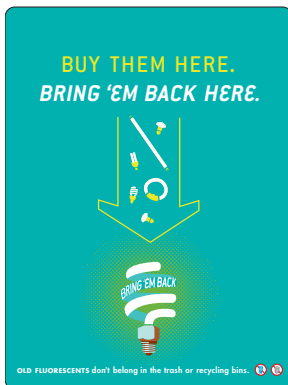
6 x 4"

English, Spanish

CFL_countercard_temp.ai

Helps retailers advertise their participation in the program.

BOX STICKER



Box Sticker

Size: 9 x 12"

English

File name to download:

CFL_box_sticker_temp.ai

Designed to be placed on fluorescent lamp collection boxes to remind customers to return spent bulbs to the store.