Waste360 Brand Elements
Providing a 360º View of Waste and Recycling.

90,000+ professionals worldwide look to Waste360 for superior content, events and education around solid waste, recycling and organics. Waste360 proudly connects the industry on a daily basis through news, analysis, live events and more.

Anchored by its flagship event, WasteExpo, Waste360 continues to grow and evolve to meet the needs of the industry.

These brand guidelines have been developed to show the proper way to use and interact with Waste360.
Waste360 Brand Family

LIVE EVENTS
- Waste360 Expo
- Waste360 GWMS

NEWSLETTERS
- Waste360 Daily Wire
- Waste360 Recycling Business
- Waste360 Technology Report
- Waste360 Product News
- Waste360 Show Daily

CO-LOCATED EVENTS
- Waste360 Healthcare Waste Conference
- Waste360 Investor Summit
- Waste360 Business Growth Forum

AWARDS PROGRAM:
- Waste360 40 Under 40
- Nothing Wasted Podcast
Brand Persona

**COMPREHENSIVE**
- targeted
- powerful
- research-based
- insightful
- accessible

**ESSENTIAL**
- relevant
- accelerating
- knowledgeable
- data-driven
- solution-based
- valuable

**CONNECTED**
- timely
- informed
- relationship-driven
Co-located Events

The Waste360 Business Growth Forum is for small to midsized environmental services companies looking for business and financial strategies that go beyond day-to-day operations.

Investor Summit is a full day of learning, analysis and networking with savvy investors and business owners.

The Healthcare Waste Conference focuses on the regulatory, legislative and technical issues that affect the healthcare waste industry.
Overview: Waste360

The following pages detail the basic elements of the Waste360 brand.

Components of the Waste360 brand include the logo, typography families, color palette and iconography styles. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.

**Overview: Waste360**

<table>
<thead>
<tr>
<th>LOGO</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Waste360 Logo" /></td>
<td><img src="image" alt="Color Palette" /></td>
</tr>
</tbody>
</table>

* SEE SLIDE 11 FOR CMYK, RBG, HEX # *

**TYPOGRAPHY**

- **Source Sans Pro**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz1234567890

- **Arial**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz1234567890

**ICONOGRAPHIC STYLE**

- ![Iconography Example](image)
The logo for Waste360 consists of two elements always represented as a unit—"Waste" wordmark and “360” symbol—shown at the right. “Waste” is displayed in a solid charcoal and the “360” symbol is built from a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.
The primary colors for the Waste360 brand are tones of greens and blues. Charcoal is used in the wordmark and for text/messaging.

We’ve included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.
Let the logo breathe. Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the status of the Waste360 identity. The required minimum amount of clear space to ensure maximum visibility and legibility is determined by the height of numerals “360.” Allowing more than the minimum amount of clear space around the Waste360 logo is beneficial to brand recognition and equity.

The minimum print size of the vertical logo is 1” wide. For digital uses (such as web, video, mobile apps, etc.), the minimum permissible digital size of the logo is 72 pixels wide.
It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The 360 symbol appears as grayscale tints and the “Waste” wordmark should always appear as 80% black.

When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white.
**Logo**

- **Don't add a tagline to the logo**
- **Don't alter the color**
- **Don't place in an enclosing shape**
- **Don't distort or skew**

- **Don't add effects or shadows**
- **Don't rotate**
- **Don't alter element orientation or placement**

- **Don't use the logotype separately**
- **Don't alter the logotype**
- **Don't use the logo over contrasting imagery**

- **Don't place logo in contrasting backgrounds**
Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe's first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.
Overview: WasteExpo

The following pages detail the basic elements of the WasteExpo brand.

Components of the WasteExpo brand include the logo, typography families and color palette. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.
The logo for WasteExpo consists of two elements always represented as a unit—"WasteExpo" wordmark and “an event by Waste350”—shown at the bottom. “Waste” is displayed in a solid charcoal and the “EXPO” portion is composed of a turquoise gradient. The logo is enclosed in a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.
The primary colors for the WasteExpo brand are tones of greens and blues. Charcoal is used in the wordmark and for text/messaging.

We've included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.
Let the logo breathe. Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the status of the WasteExpo identity. The required minimum amount of clear space to ensure maximum visibility and legibility is determined by the height of “Waste”. Allowing more than the minimum amount of clear space around the WasteExpo logo is beneficial to brand recognition and equity.

The minimum print size of the vertical logo is 1” wide. For digital uses (such as web, video, mobile apps, etc.), the minimum permissible digital size of the logo is 72 pixels wide.
Logo

DON’T ADD A TAGLINE TO THE LOGO

DON’T ALTER THE COLOR

DON’T PLACE IN AN ENCLOSING SHAPE

DON’T DISTORT OR SKEW

DON’T ADD EFFECTS OR SHADOWS

DON’T ROTATE

DON’T ALTER ELEMENT ORIENTATION OR PLACEMENT

DON’T USE THE “360” SYMBOL SEPARATELY

DON’T USE THE LOGOTYPE SEPARATELY

DON’T ALTER THE LOGOTYPE

DON’T USE THE LOGO OVER CONTRASTING IMAGERY

DON’T PLACE LOGO IN CONTRASTING BACKGROUNDS
**Logo**

It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The WasteExpo symbol appears as grayscale tints and gradients.

When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white or solid black.
Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe’s first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.

*Mistakes happen... please don’t spell WasteExpo:*
Waste Expo
WASTEEXPO
wasteexpo
Wasteexpo

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Overview: NothingWasted! Podcast

The following pages detail the basic elements of the NothingWasted! Podcast brand.

Components of the NothingWasted! Podcast brand include the logo, typography families, color palette and sources. When utilized as prescribed, the brand elements can offer value in both consistency and continued flexibility throughout any number of required applications.

<table>
<thead>
<tr>
<th>LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Color Schemes" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPOGRAPHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source Sans Pro</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Arial</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVAILABLE ON THESE PODCAST PLATFORMS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple Podcasts</td>
</tr>
<tr>
<td>iTunes</td>
</tr>
<tr>
<td>Spotify</td>
</tr>
<tr>
<td>Google Podcast</td>
</tr>
<tr>
<td>Overcast</td>
</tr>
<tr>
<td>Pocket Casts</td>
</tr>
<tr>
<td>Podbean</td>
</tr>
<tr>
<td>Anchor</td>
</tr>
</tbody>
</table>
The logo for the NothingWasted! Podcast consists of two elements always represented as a unit— “NothingWasted! Podcast” wordmark and “360” symbol—shown above. “NothingWasted” is displayed in a solid black with a Podcast Pink exclamation point enclosed in the “D” and the “360” symbol is built from a set of 4 conjoined arcs of distinct green and blue tones.

The use of our logo should adhere to the principles set forth in these guidelines.
The primary colors for the NothingWasted! Podcast brand are pink and black. Pink, Black or White is used in the mark for text/messaging.

We’ve included Pantone swatch matches, CMYK and RGB values and Hexadecimal codes. Follow these color specifications, and please don’t create new colors.
**Logo**

It is always preferable to reproduce the logo in its full color format. It is best displayed on a white or light-colored background that provides good contrast, to maximize its prominence and readability.

The grayscale logo should only be used in instances where full color is either not permitted or production values are limited. The NothingWasted! Podcast logo should be displayed as 100% black.

When using the logo on floods of flat color, or over dark-toned areas of photography, use a reversed logo; never use the full color logo in these instances. The logo should always appear knocked out as solid white.
Typography

Source Sans Pro, the primary typeface, was selected for its clean, professional qualities. Adobe's first open source typeface family, it was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

Our secondary typeface, Arial, is an alternative to our proprietary typeface, for use only when Source Sans is not available.

*Mistakes happen...*  
*Please don't spell NothingWasted! Podcast:*

NothingWasted Podcast  
Nothing Wasted! Podcast  
Nothing Wasted Podcast

Source Sans Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890
Sources

APPLE PODCASTS

iTUNES

SPOTIFY

GOOGLE PODCAST

OVERCAST

POCKET CASTS

PODBEAN

ANCHOR
Waste360’s social media is used to engage and interact with professionals in the waste, recycling and organics industry.
Social Media Networks

**Twitter** is the water cooler of social networks.  
*Think short, concise messaging meant for conversing.*

**LinkedIn** is the business network.  
*Think professional, share accolades, connect with others.*

**Facebook** is the largest sharing social network. Although it skews personal, our industry is on it and businesses are thriving on it.  
*Think community, sharing good content, goodwill.*

**Instagram** is the visual network.  
*Think candid photos, show the world your events, content, and the people behind the industry.*

**YouTube** is all about video. With the rise of video, it’s a must for any brand.  
*Think short and now long term video to showcase your brand/industry.*
Sizing

**Creative Image Sizing**

**Advertisements:**
- 728x90
- 300x250
- 320x50
- 160x600 (Newsletter)
- 468x60 (Newsletter)

**Waste360.com:**
- Promo Image: 770x440
- Newsletter Image: 180x101

**Social Sizing**

**Twitter:**
- In-Stream Image - 440 x 221 px (2:1 Ratio)
- Header Image - 1500 x 500 px
- File types include - JPG, PNG, or GIF

**LinkedIn:**
- Shared Link or Image (Recommended) - 1104 x 736 px
- Company Cover Image (Recommended) - 1536 x 768 px
- Personal Background Image - 1584 x 396 px
- File types include - JPG, PNG, or GIF

**Facebook:**
- Shared Link - 1200 x 628 px
- Cover Image - 820 x 312 px
- Files types include - JPG, PNG, or MP4

**Instagram:**
- Image Post - 1080 x 1080 px
- Image file types include - JPG, PNG or MP4
- Instagram Story - 1080 x 1920 px
- Video Post - 1080 x 1080 px
- Video file types include - MP4 or MOV

**YouTube:**
- Video Upload - 1280 x 720 px
- Minimum HD
- Video file types include - MP4 or MOV
Social Media Post Examples

TWITTER

WasteExpo @Waste_Expo · May 7
Get to the @Waste360 lounge! It’s worth the trek to the back of the first floor #WasteExpo exhibit hall. Promise.

(Image of a group photo from Waste Expo)

LIKED 2 · RETWEETED 16 · LIKED 40

LINKEDIN

#WomenLeadersInWaste Tracie Onstad Bills, northern California director of sustainable materials management at SCS Engineers, turned her passion for teaching into a career in the #waste and #recycling industry.

Women Leaders in Waste: Tracie Onstad Bills of SCS Engineers

waste360.com

LIKED 68 · 10 Comments
Social Media Post Examples

FACEBOOK

Published by Waste360 on January 11

Check out this infographic! It takes a look back at how equipment has evolved since the inception of the garbage truck, as well as how refuse fleets have leveraged advancements in technology over the years.


INSTAGRAM

2,108 Followers  393 Following
Followed by smasudasan, debbiekunig and 6 others

See the Evolution of the Garbage Truck

waste360.com

Like  Comment  Share

wasteexpo Visit Waste360.com to check out this
Social Media Post Examples

YOUTUBE

NOTHINGWASTED! PODCAST

SUBSCRIBE TODAY

BIG NEWS!

Like by commedy and 30 others
wasteexpo ⚡ BIG NEWS! We just launched the official Waste360 NOTHING WASTED Podcast.
Creative Image Examples

ADVERTISEMENTS

TUNE IN TO SOME OF THE INDUSTRY’S TOP EXPERTS

TUNE IN TO SOME OF THE INDUSTRY’S TOP EXPERTS
Elements

Gain the insights you need to succeed...

Waste (360) Investor Summit
co-located with WasteExpo
Monday, May 6, 2019
WasteExpo.com

- Event Name
- Event Location
- Event Dates
- Event URL
- Event Logo
- Event Sponsors
Photography & Logo Usage

FULL - COLOR LOGO

MONOCHROME LOGO
Restrictions

Advertisements:
728x90 (Static and GIF)  
300x250 (Static and GIF)  
320x50 (Static and GIF)  
160x600 (Newsletter) (Static Only)  
468x60 (Newsletter) (Static Only)

Animations:
File Type - MP4 or MOV

All GIFs:
Max File Size - 200 KB  
Looping - 3 times (GIF)  
Frames - 4 (GIF)  
Animation length - 15-20 seconds  
Max FPS (frames per second) - 18

Convert to MP4 for Facebook and Instagram

Instagram Story:  
* Space needed at top and bottom for interface overlay *

Instagram Story - 1080 x 1080 px  
Aspect Ratio - 9:16
Brand Support

If you have questions regarding the application of the Waste360 brand, brand assets or about the materials you are creating, please use this contact list to reach the proper individuals.

MARKETING CONTACTS

LIZ BOTHWELL
Group Marketing Director
Liz.Bothwell@informa.com
203.943.0006

KAITLIN B. SENNELLO
Marketing Associate
Kaitlin.Bradshaw@informa.com
203.249.4715

CALLIE KOLE
Digital Graphic Designer
Callie.Kole@informa.com
203.984.8507