

TAKE **CHARGE**

WATT TO DO WITH BATTERIES

CAMPAIGN ASSET GUIDE

INTRODUCTION

TAKE CHARGE: WATT TO DO WITH BATTERIES

This style guide was created to help your organization participate in the campaign, Take Charge: Watt to Do with Batteries.

HOW TO USE THESE ASSETS

This package is comprised of a variety of assets including brand colors, fonts, logos, ads, flyer, postcard and social media posts. Many of these assets can be personalized to include information specific to your organization and location.

ACCESSING THE FILES

- » LOGOS
- » ADS
- » FLYER
- » INFOGRAPHIC
- » POSTCARD
- » FACEBOOK POSTS

All of these files will be available for download at: www.iowadnr.gov/rcc

WHEN TO USE A PRINTER

In order to correctly update these assets with your information, it will be important to use a printer who has access to design software. They will be able to add custom information like your logo and contact information to these assets.

FOR HELP

Contact Project7 Design if you need help accessing or utilizing these files.

Phone: 515.277.6007

Email: hello@p7design.com

BRAND COLORS + FONTS

COLORS



PMS 7712
CMYK 100 30 34 3
RGB 0 130 155
HEX: #00829b



PMS 1655 C
CMYK 0 84 100 0
RGB 255 77 0
HEX: #fa4d09



PMS 80% Black
CMYK 0 0 0 80
RGB 88 89 91
HEX: #58595b



PMS Black
CMYK 0 0 0 100
RGB 0 0 0
HEX: #000000



PMS 107 C
CMYK 3 7 95 0
RGB 254 224 33
HEX: #f9e01d

FONTS

DIN REGULAR
DIN BOLD

AKROBAT BOLD
AKROBAT EXTRA BOLD
AKROBAT BLACK

DOWNLOAD FONTS

» Download fonts: www.iowadnr.gov/rcc

LOGO



4-COLOR LOGO



1-COLOR LOGO (BLACK)

Both logo variations are also provided in the following file types:

» **JPG**

- White background
- Pixels (becomes blurry when scaled up)
- Shouldn't be overly enlarged
- Best used for small scale projects (including print, social media, digital presentations)
- Check file size before use in large scale projects

» **PNG**

- Transparent background
- Pixels (becomes blurry when scaled up)
- Shouldn't be overly enlarged
- Most common for web
- Larger file size than JPG

» **AI**

- Vector (scalable without losing quality)
- Transparent background
- Can be converted to other file formats
- Send this file type for screen printing or large scale printing

» **EPS**

- Vector (scalable without losing quality)
- Transparent background
- Can be converted to other file formats
- Send this file type for screen printing or large scale printing

ADS: 4.75x2.35”

TakeChargeAd_4.75x2.35_ONE.indd

TAKE CHARGE
WATT TO DO WITH BATTERIES

3 STEPS FOR SAFE DISPOSAL

- 1** TAPE BOTH TERMINALS ON EACH BATTERY
- 2** SEAL BATTERIES IN A PLASTIC BAG
- 3** DROP OFF AT COLLECTION SITE

Batteries should **NEVER** be placed in your recycling bin or household trash.

ADD YOUR LOGO HERE

FIND YOUR COLLECTION SITE www.YourURLHere.com

(A) (B)

A: Add your logo here. It will be best to send an .eps file, white version of your logo to the publication's graphic department. They should place your logo in the area designated.

B: Send your URL to the publication to update.

TIP: Please make sure the publication sends you a proof before printing so you can verify the logo and URL are correct.



BLACK OPTION INCLUDED

TakeChargeAd_4.75x2.35_TWO.indd

TAKE CHARGE
WATT TO DO WITH BATTERIES

WHY RECYCLE RECHARGEABLE BATTERIES?
To keep your family and pets safe, conserve our natural resources and protect our communities.

Batteries should **NEVER** be placed in your recycling bin or household trash.

ADD YOUR LOGO HERE

FIND YOUR COLLECTION SITE www.YourURLHere.com

(A) (B)

A: Add your logo here. It will be best to send an .eps file of your logo to the publication's graphic department. They should place your logo in the area designated.

B: Send your URL to the publication to update.

TIP: Please make sure the publication sends you a proof before printing so you can verify the logo and URL are correct.



BLACK OPTION INCLUDED

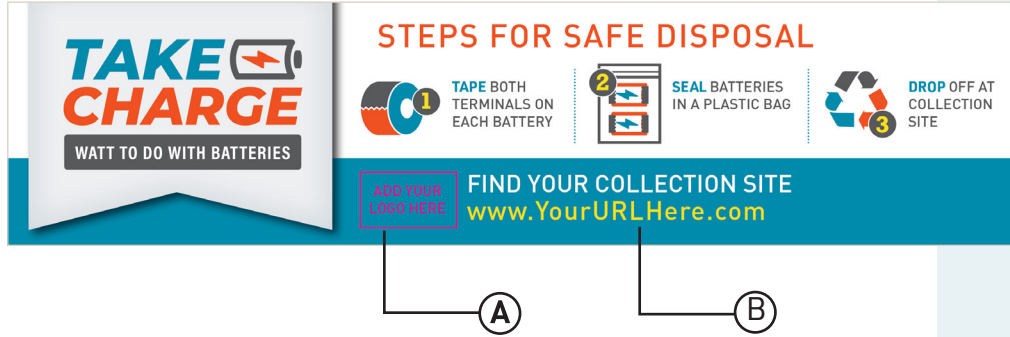
CHECKLIST:

WHAT YOU WILL SEND TO THE PUBLICATION:

- > Zipped ad file
- > Your logo
- > Your URL for them to add

ADS: 9.75x2.35"

TakeCharge_Ad_9.75x2.35_ONE.indd



A: Add your logo here. It will be best to send an .eps file, white version of your logo to the publication's graphic department. They should place your logo in the area designated.

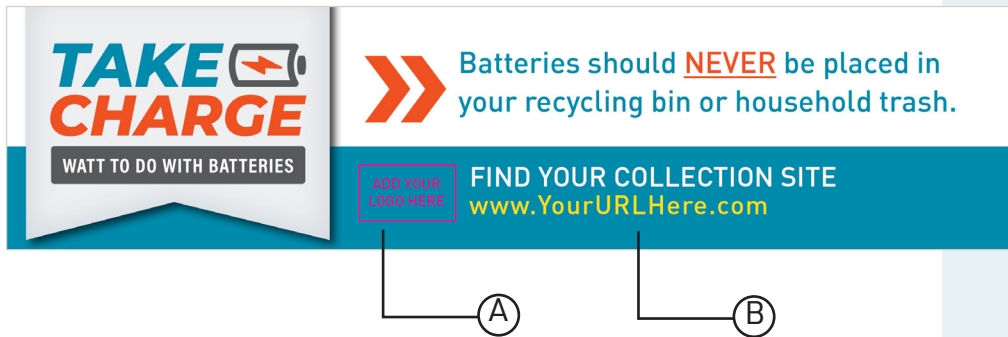
B: Send your URL for the publication to update.

TIP: Please make sure they send you a proof before printing so you can verify the logo and URL are correct.



BLACK OPTION INCLUDED

TakeCharge_Ad_9.75x2.35_TWO.indd



A: Add your logo here. It will be best to send an .eps file, white version of your logo to the publication's graphic department. They should place your logo in the area designated.

B: Send your URL for the publication to update.

TIP: Please make sure they send you a proof before printing so you can verify the logo and URL are correct.



BLACK OPTION INCLUDED

CHECKLIST:

WHAT YOU WILL SEND TO THE PUBLICATION:

- > Zipped ad file
- > Your logo
- > Your URL for them to add

FLYER

TakeCharge_Flyer.indd

TAKE CHARGE

WATT TO DO WITH BATTERIES

HOW TO RECYCLE

Rechargeable batteries should **NEVER** be placed in your recycling bin or household trash.

- TAPE** BOTH TERMINALS ON EACH BATTERY
- SEAL** BATTERIES IN A PLASTIC BAG
- DROP** OFF AT COLLECTION SITE

WHY SHOULD YOU RECYCLE RECHARGEABLE BATTERIES?

Recycling keeps your family and pets safe, conserves our natural resources and protects our communities.

AA, AAA, C, D AND 9 VOLT BATTERIES

These household batteries are often labeled as rechargeable.

FOUND IN: Flashlights and solar products like yard lights.

LITHIUM BATTERIES

Lithium batteries can spark and cause a fire even if they cannot power a drill, hearing aid or flashlight.

FOUND IN: Camping lanterns, flashlights and other household items. Lithium batteries may not be removable from the product.

SMALL SEALED LEAD ACID BATTERIES

These batteries are often small and can be recharged via a household outlet. These batteries contain hazardous chemicals that may harm family, pets and contaminate land and waterways.

FOUND IN: Battery-powered scooters, remote control cars and many children's toys.

DANGER

IF NOT DISPOSED OF PROPERLY, THESE BATTERIES CAN SPARK AND CAUSE FIRES OR EXPLOSIONS. They also may contain hazardous chemicals that can be harmful to your family and pets and can also contaminate land and waterways.

FOR MORE INFO:
To find your local collection site, visit www.YourURL.com or call us at xxx.xxx.xxxx.

LOGO HERE

A: Add your logo here. It will be best to send an .eps file, white version of your logo to the printer. They should place your logo in the area designated.

B: Send your URL to the printer to update.

C: Send your phone number to the printer to update.

TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

(B)

(C)

(A)

CHECKLIST:

WHAT YOU WILL SEND TO THE PRINTER:

- > Zipped ad file
- > Your logo
- > Your URL for them to add

INFOGRAPHIC

TakeCharge_Infographic.ai



TAKE CHARGE
WATT TO DO WITH BATTERIES

WHY SHOULD YOU RECYCLE RECHARGEABLE BATTERIES?

Recycling keeps your family and pets safe, conserves our natural resources and protects our communities.





AA, AAA, C, D AND 9 VOLT BATTERIES

FOUND IN





LITHIUM BATTERIES

FOUND IN





SMALL SEALED LEAD ACID BATTERIES

FOUND IN



 IF NOT DISPOSED OF PROPERLY, THESE BATTERIES CAN SPARK AND CAUSE FIRES OR EXPLOSIONS. They also may contain hazardous chemicals that can be harmful to your family and pets and can also contaminate land and waterways.

HOW TO RECYCLE

Rechargeable batteries should **NEVER** be placed in your recycling bin or household trash.



1



TAPE BOTH TERMINALS ON EACH BATTERY

2



SEAL BATTERIES IN A PLASTIC BAG

3



DROP OFF AT NEAREST COLLECTION SITE



FOR MORE INFO:
To find your local collection site, visit:
www.YourURL.com or call xxx.xxx.xxxx

LOGO HERE

A: Add your logo here. It will be best to send an .eps file, white version of your logo to the printer. They should place your logo in the area designated.

B: Send your URL to the printer to update.

C: Send your phone number to the printer to update.

TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

CHECKLIST:

WHAT YOU WILL SEND TO THE PRINTER:

- > Zipped ad file
- > Your logo
- > Your URL for them to add

POSTCARD

TakeCharge_7x5_POSTCARD.indd



A: Add your logo here.
It will be best to send an .eps file, white version of your logo to the printer. They should place your logo in the area designated.

B: Send your URL to the printer to update.
C: Send your return address information to the printer to update.

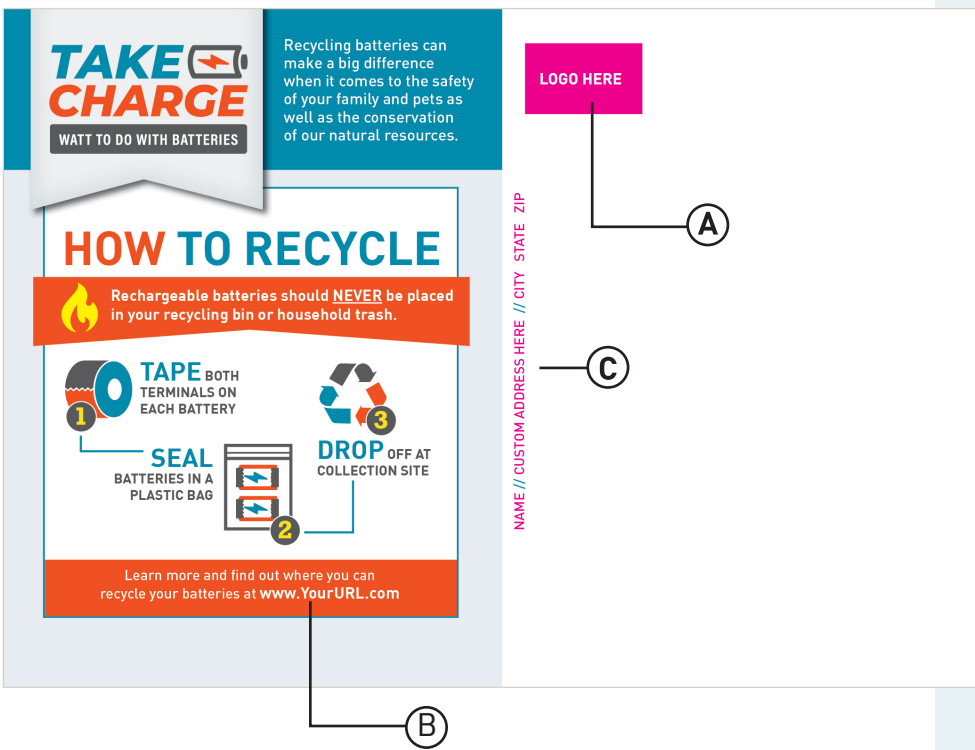
TIP: Please make sure the printer sends you a proof before printing so you can verify the logo and URL are correct.

Ask them to print postcard on 100lb matte cover. Be sure to let them know the quantity you would like.

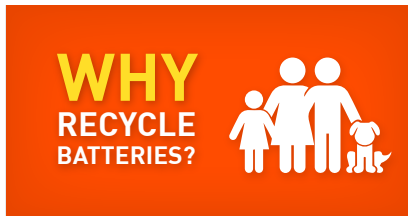
CHECKLIST:

WHAT YOU WILL SEND TO THE PRINTER:

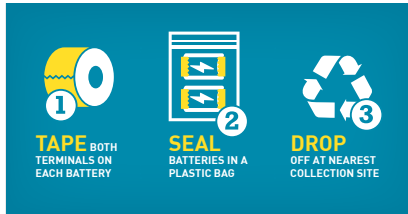
- > Zipped ad file
- > Your logo
- > Your URL and return address for them to add



FACEBOOK POSTS



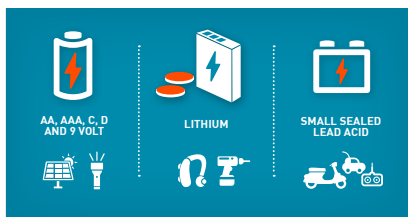
COPY TO SHARE:
 Recycling rechargeable batteries keeps your family and pets safe, conserves our natural resources and protects out communities.



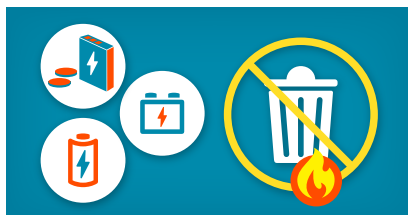
COPY TO SHARE:
 Recycling rechargeable batteries is easy! All you have to remember is to tape, seal and drop.



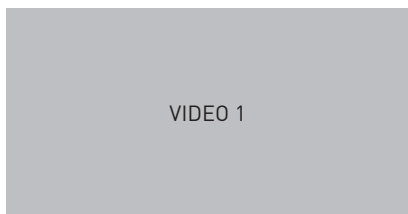
COPY TO SHARE:
 Not sure where to recycle rechargeable batteries? Find information about your local collection site at www.YourURL.com or call us at [xxx.xxx.xxxx](tel:xxx.xxx.xxxx).



COPY TO SHARE:
 Rechargeable batteries are everywhere! Did you know that you can find this type of battery in these common household items?

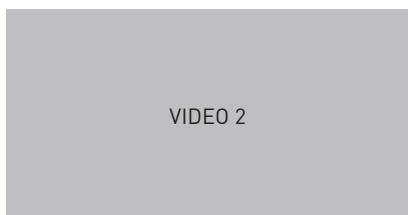


COPY TO SHARE:
 Rechargeable batteries should NEVER be placed in your recycling bin or household trash. If not disposed of properly these batteries can spark and cause fires or explosions.



LINK TO SHARE:
www.iowadnr.gov/hhm

COPY TO SHARE:
 Learn how to recycle rechargeable batteries in less than a minute!



LINK TO SHARE:
www.iowadnr.gov/hhm

COPY TO SHARE:
 Be a battery champion! Take charge and help keep your friends and family safe by advocating for safe recycling practices.

Share these posts on your organization's Facebook page to help raise awareness about recycling rechargeable batteries!

When appropriate, you may also use the hashtag #TakeChargeIA on social media posts relating to this campaign.

HOW TO SHARE TO FACEBOOK



To share these posts on your organization's Facebook page, simply upload one of the graphic assets and copy the text included alongside the image on this style.