



# Waste360 Brand Elements

July, 2024



## Providing a 360° View of Waste and Recycling.

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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

## Newsletters

Waste (360)<sup>™</sup>  
Daily Wire

Waste (360)<sup>™</sup>  
Product News

Waste (360)<sup>™</sup>  
Recycling Business

## Videos and Podcasts



THIS WEEK IN WASTE

WASTE WORLD



## Waste360 Awards

Waste (360)<sup>™</sup>  
40  
UNDER 40

Waste (360)<sup>™</sup> Women  
Who Insp!re  
Brought to you by WASTEQUIP

## Events / Co-located events



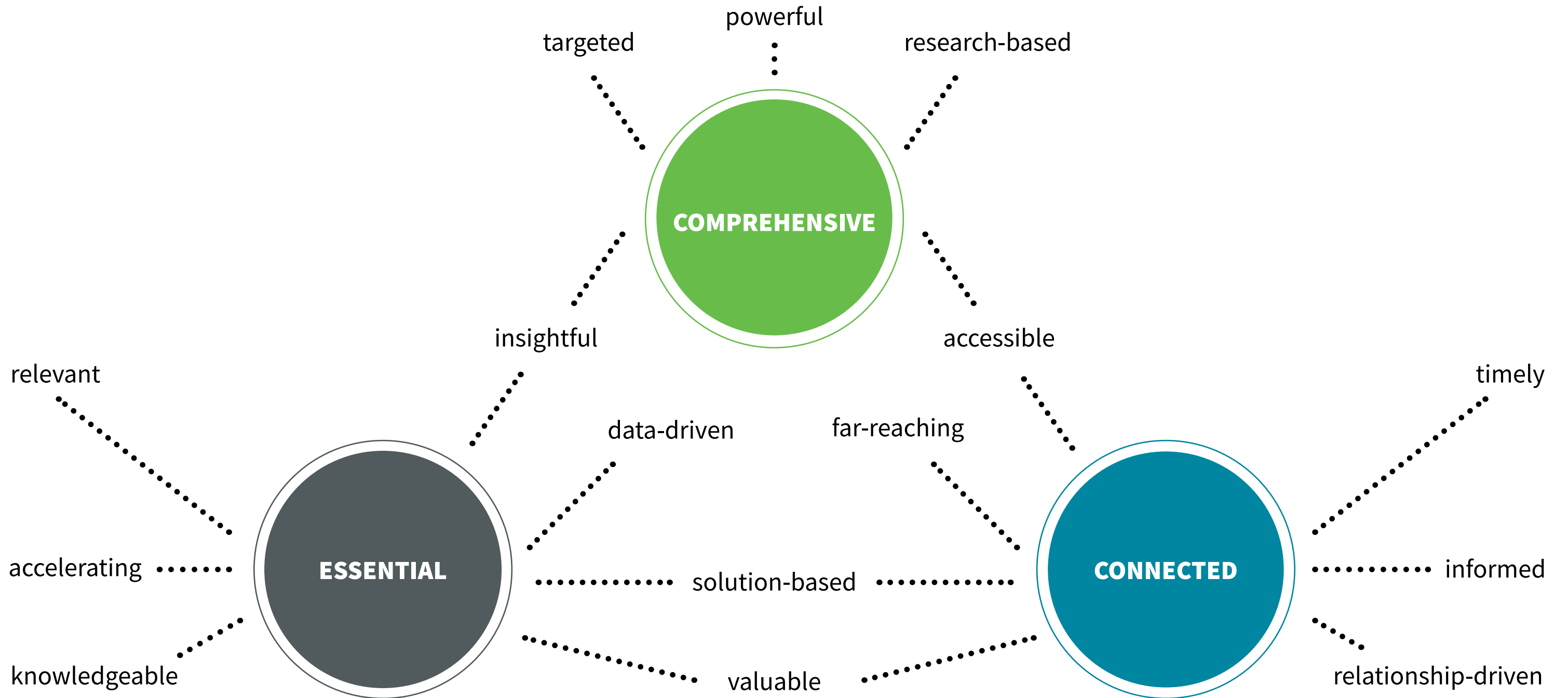
Waste (360)<sup>™</sup>  
Food Recovery  
Forum &  
Organics Recycling

Waste (360)<sup>™</sup>  
Healthcare Waste  
Conference

Waste (360)<sup>™</sup>  
Investor Summit

Waste (360)<sup>™</sup>  
Sustainability  
Talks

# Brand Persona



# Overview: Waste360

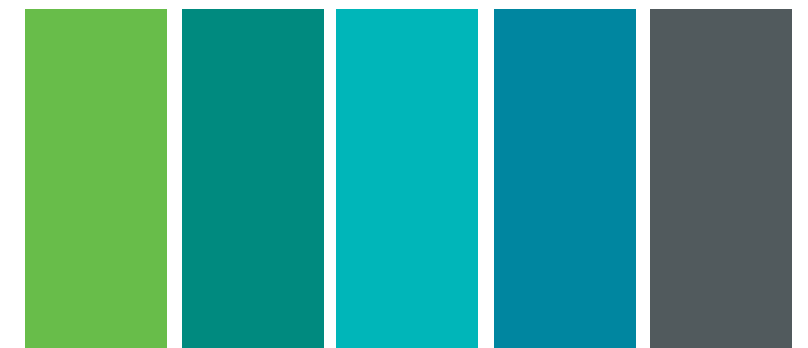
The following pages detail the basic elements of the Waste360 brand.

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.

## LOGO



## COLOR



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

## TYPOGRAPHY

Source Sans Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## ICONOGRAPHIC STYLE



# Color

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The primary colors for the Waste360 brand are tones of greens and blues. Charcoal is used in the wordmark and for text/messaging.

<p><b>LIME GREEN</b></p> <p>PMS 368</p> <p>C 60 M 2 Y 100 K 0</p> <p>R 119, G 189, B 67</p> <p>HEX #77BC43</p>	<p><b>MINT GREEN</b></p> <p>PMS 3282</p> <p>C 100 M 22 Y 60 K 6</p> <p>R 0, G 134, B 123</p> <p>HEX #00857B</p>	<p><b>TURQUOISE</b></p> <p>PMS 319</p> <p>C 65 M 0 Y 20 K 0</p> <p>R 62, G 193, B 205</p> <p>HEX #3EC1CC</p>	<p><b>ROYAL BLUE</b></p> <p>PMS 314</p> <p>C 100 M 33 Y 27 K 2</p> <p>R 0, G 128, B 162</p> <p>HEX #0080A2</p>
<p><b>CHARCOAL</b></p> <p>PMS 425</p> <p>C 65 M 55 Y 53 K 28</p> <p>R 86, G 87, B 89</p> <p>HEX #555759</p>			

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

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## Logo

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The logo for WasteExpo consists of two elements always represented as a unit—“WasteExpo” wordmark and “an event by Waste360” —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.



# Logo

## CLEAR SPACE

X		X
X	Waste 360™	X
X		X

X = THE HEIGHT OF "360"

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.

## MINIMUM SIZE



MINIMUM PRINT SIZE:  
1" WIDE  
MINIMUM DIGITAL SIZE:  
72 pixels Wide

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

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FULL COLOR

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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.

GRAYSCALE

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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.

REVERSED

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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 "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



# Typography

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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.

Source Sans Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial**  
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# Overview: WasteExpo

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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.

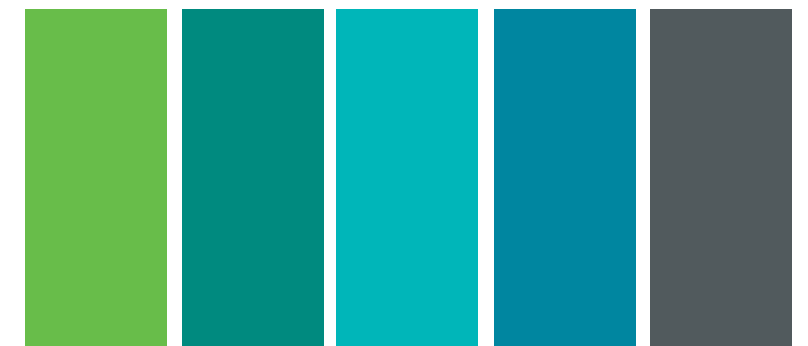
## LOGO

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## COLOR

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## TYPOGRAPHY

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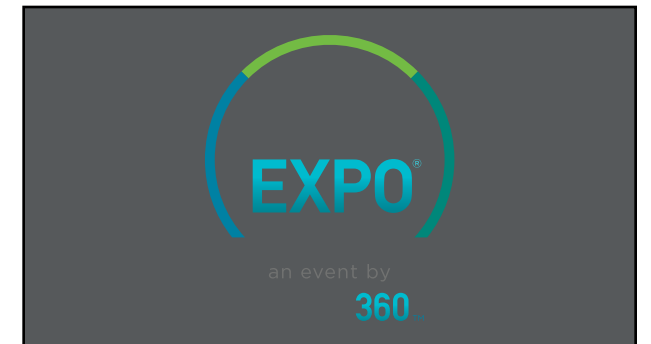
DON'T ALTER THE LOGOTYPE



DON'T USE THE LOGO OVER CONTRASTING IMAGERY



DON'T PLACE LOGO IN CONTRASTING BACKGROUNDS





# Logo

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# Typography

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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  
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Arial  
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## Co-located Events

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Waste (360)<sup>TM</sup>  
Food Recovery  
Forum &  
Organics Recycling

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The Waste360 Food Recovery Forum addresses food loss and waste across the supply chain, providing solutions for food waste prevention, reduction, and recovery.

Organics Recycling brings you 3 days of educational and technical sessions on Organics Management.

Waste (360)<sup>TM</sup>  
Investor Summit

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

Waste (360)<sup>TM</sup>  
Healthcare Waste  
Conference

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

Waste (360)  
Sustainability  
Talks

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Join Waste360 Sustainability Talks for real talk as the waste and recycling industry takes on plastics, packaging, and other environmental challenges – and our role in building a sustainable future.

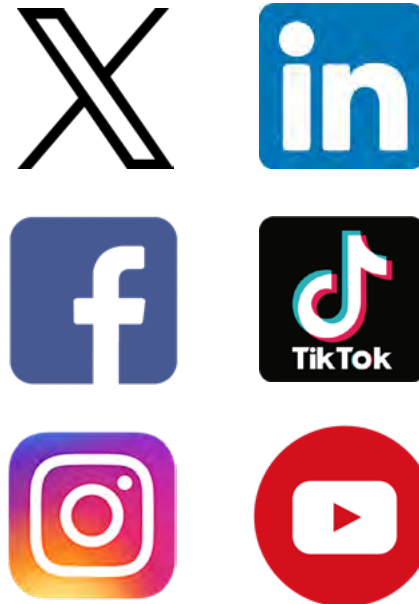
# Waste360 & WasteExpo Social Media & Advertisements Overview

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Waste360's social media is used to engage and interact with professionals in the waste, recycling and organics industry.

## SOCIAL MEDIA NETWORKS

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## CREATIVE IMAGE SIZING

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Advertisements  
Waste360 Articles  
Social Media

## Social Media Networks

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**X** 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.*

**TikTok** is a short-form, video-sharing platform...

*Think entertainment and creative*

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# Sizing

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## CREATIVE IMAGE SIZING

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### Advertisements:

728x90  
300x250  
320x50  
160x600 (Newsletter)  
728x90 (Newsletter Top)

### Waste360.com:

Promo Image: 1540x800  
Newsletter Image: 180x101

## SOCIAL SIZING

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### X:

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

### TikTok:

Video Upload - 1080 x 1920 px  
Video file types include - MP4

# The Waste360 voice

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## TONE

Our tone of voice should always reflect our brand personality: confident, approachable, friendly, knowledgeable, educational, and inclusive. Smart yet relatable. Communications should maintain a conversational and engaging style, and should avoid excessive industry or technical jargon, unnecessary wordiness or formality and overused clichés.

## CORPORATE VOICE

### **Adding a fun element is a good thing**

While it is always our goal to maintain a highly professional tone in all our external communications, certain types of content may call for a lighter, more “fun” tone. We tend to be more fun in our event marketing for WasteExpo and in our social media networks. Our goal is often to inform, educate and entertain during our events, so we expect our language to reflect this.



# 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.

#WasteExpo

2 16 40

## LINKEDIN

**Waste360**  
Waste 360 2,031 followers  
1w

#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

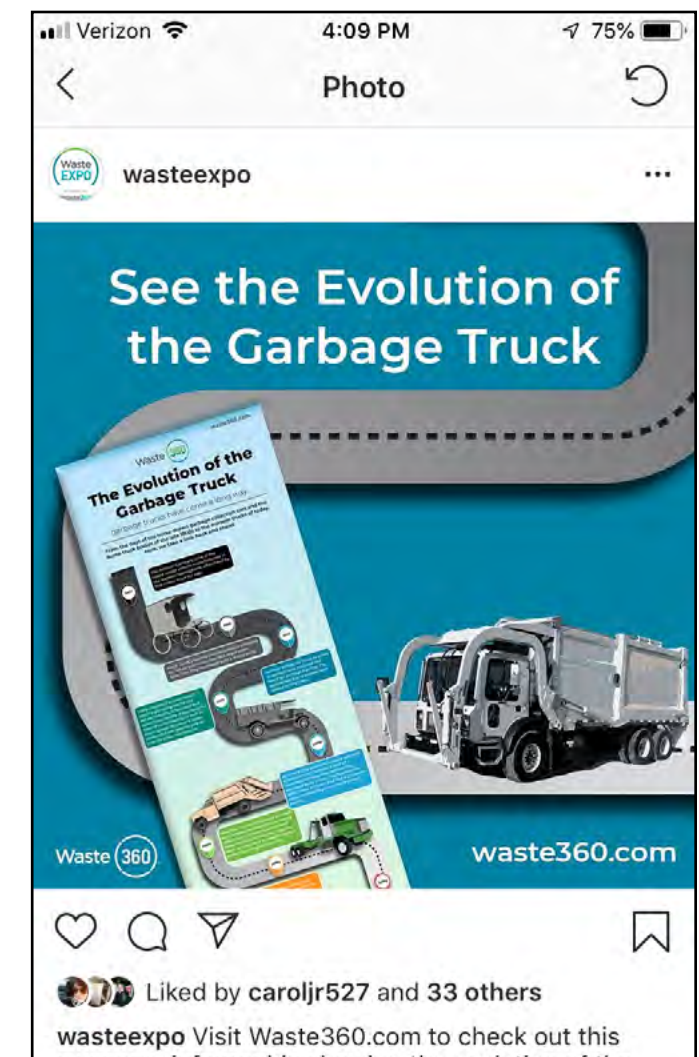
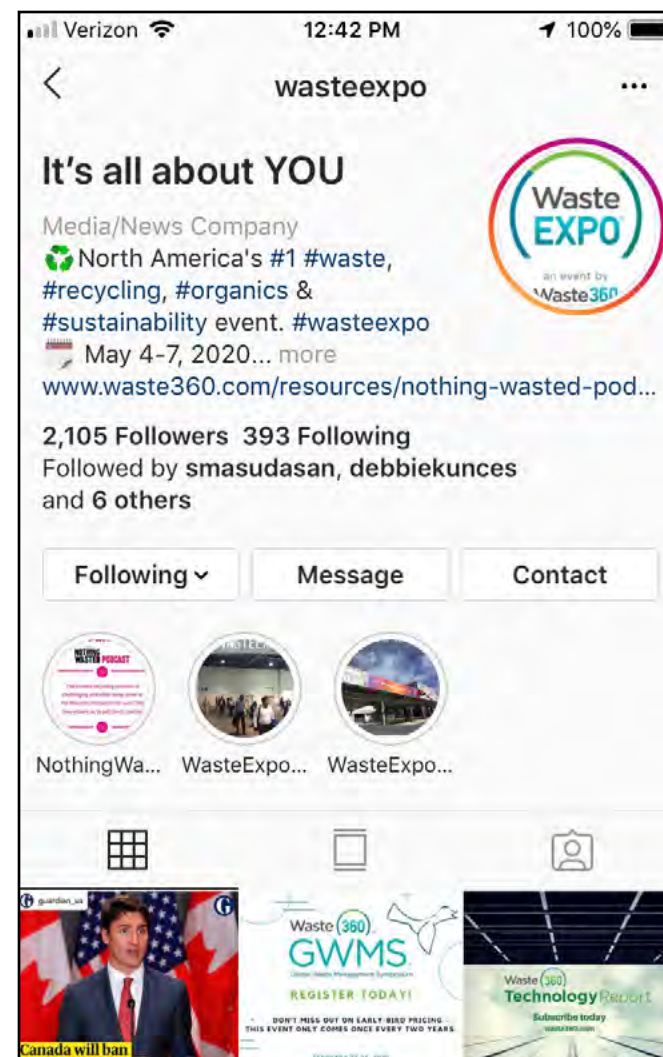
68 · 10 Comments

# Social Media Post Examples

## FACEBOOK

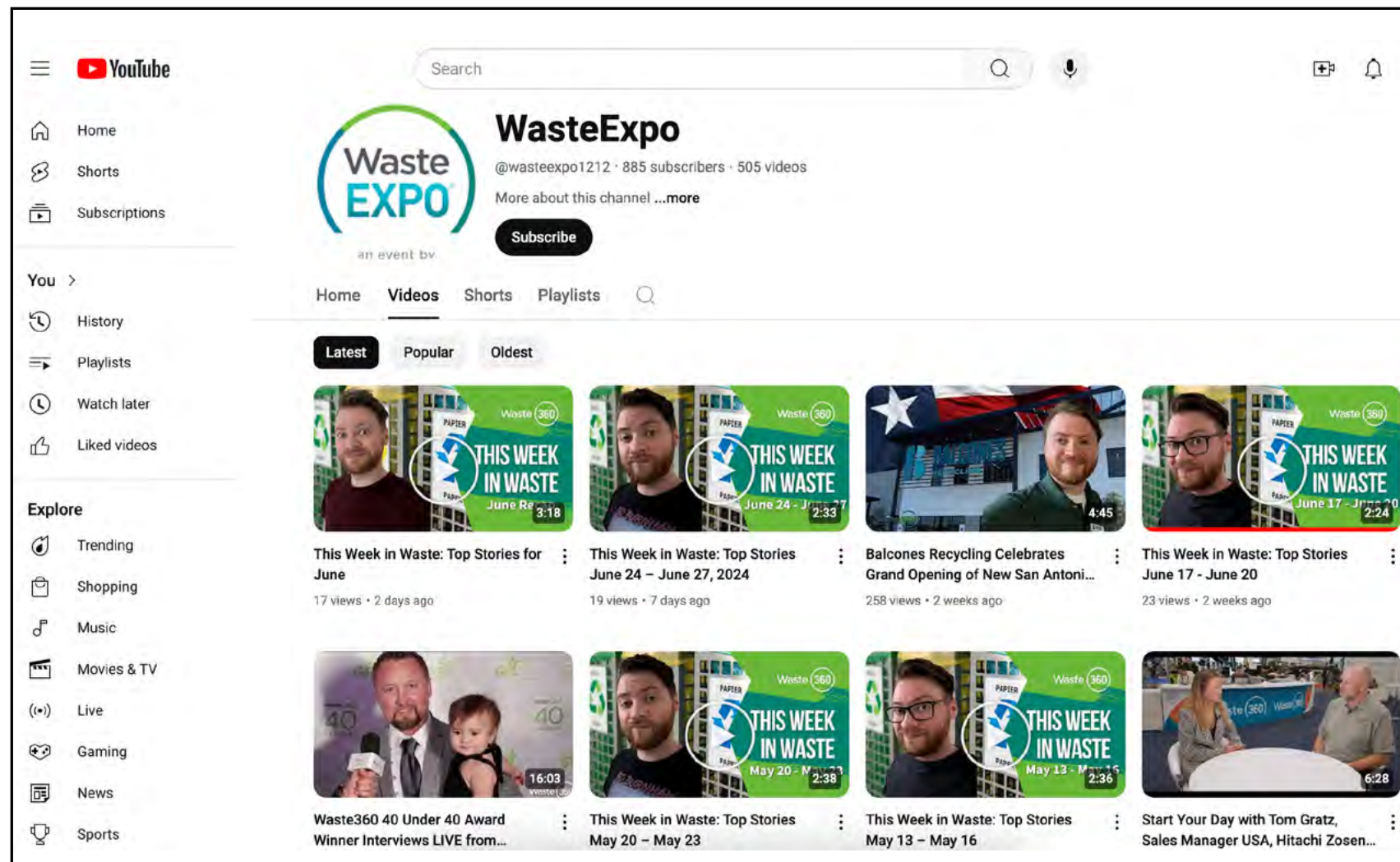


## INSTAGRAM

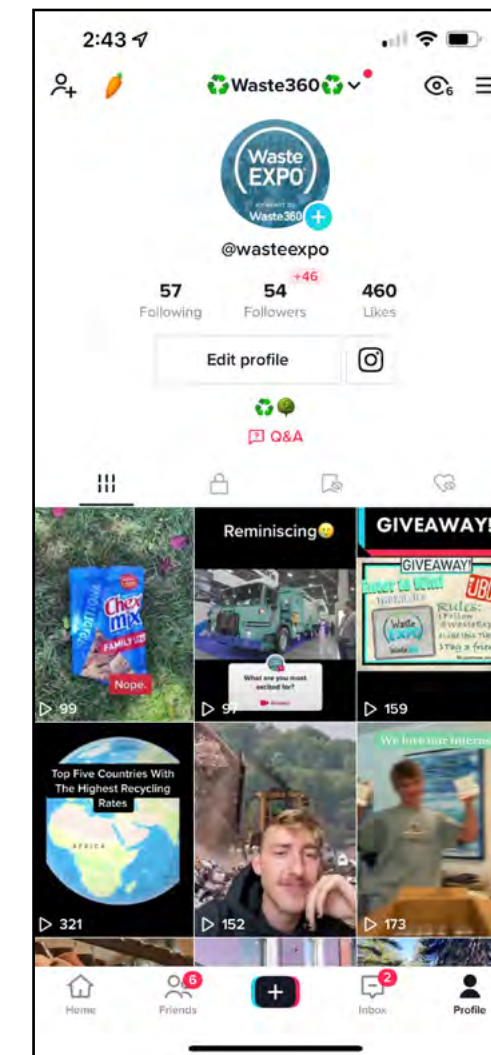


# Social Media Post Examples

## YOUTUBE



## TIKTOK



# Creative Image Examples

## WASTE360.COM

The screenshot shows the Waste360 website homepage. At the top, there's a navigation bar with the Waste360 logo, a 'Sign Up Today' button, and a user profile icon. Below the navigation bar is a menu with categories: Industry Insights, Collection, Energy, Fleets, Landfill, Organics, Recycling, and Sustainability. A search icon is also present. The main content area features a large banner for 'Smart Technology Creates Smarter Cities' with a 'vision' logo and a 'LEARN MORE' button. Below the banner is a 'Recent' sidebar with three news items: 'WM Acquires Winters Bros Waste Systems', '2M Group of Companies Launches Sustainable Packaging Business', and 'Grand Rapids, Mich. Recycling Center Fire Burns for Seven Hours...'. The main article is titled 'How Home Chef Cuts Meal Kit Food and Packaging Waste' and includes a sub-headline 'Food Waste' and an image of meal kits. The article text discusses how meal kits can reduce packaging and emissions.

## ADVERTISEMENTS

This advertisement features a smartphone displaying an AR interface. The text 'REGISTER NOW!' is in a yellow box at the top left. The main headline is 'FIND INNOVATIVE WASTE SOLUTIONS' in white on a green background. Below the phone, the Waste EXPO logo is shown with the tagline 'an event by Waste360'. The event details are: Conference: May 6-9, 2024; Expo Hall: May 7-9, 2024; Las Vegas Convention Center, Las Vegas, NV.

This advertisement features a cityscape at night. The text 'REGISTER NOW!' is in a yellow box at the top left. The main headline is 'GROW YOUR NETWORK' in white on a green background. Below the cityscape, the Waste EXPO logo is shown with the tagline 'an event by Waste360'. The event details are: Conference: May 6-9, 2024; Expo Hall: May 7-9, 2024; Las Vegas Convention Center, Las Vegas, NV.

This advertisement features a waste truck. The Waste EXPO logo is at the top with the tagline 'an event by Waste360'. The main headline is 'FIND INNOVATIVE WASTE SOLUTIONS' in white on a green background. Below the headline, the event details are: Conference: May 6-9, 2024; Expo Hall: May 7-9, 2024; Las Vegas Convention Center, Las Vegas, NV. A yellow 'REGISTER NOW!' button is at the bottom.

## Elements



In partnership with

**Waste (360)**  
Investor Summit

Monday, May 6, 2024  
Las Vegas Convention Center,  
Las Vegas, NV

**STIFEL**

**Gain the insights  
YOU need to  
succeed**



**Waste (360)**  
Healthcare Waste  
Conference

May 2-3, 2023  
Ernest N. Morial Convention Center, New Orleans, LA  
**Register now at [healthcarewasteconf.com!](https://healthcarewasteconf.com)**

**HOT TOPICS.  
DEEP INSIGHTS.  
SOLID CONNECTIONS.**

**Waste EXPO**  
an event by  
Waste360

- Event Name
- Event Location
- Event Dates
- Event URL
- Event Logo
- Event Sponsors

# Photography & Logo Usage

FULL - COLOR LOGO



MONOCHROME LOGO



## Restrictions

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### 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:** \* Space needed at top and bottom for interface overlay \*



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

# Brand Support

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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

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### **Christina Sanchez**

*Group Marketing Manager*

Christina.Sanchez@informa.com

### **Melissa Randolph**

*Marketing Manager*

Melissa.Randolph@informa.com

### **Adam Horne**

*Digital Marketing Manager*

Adam.Horne@informa.com

### **Remi Trevino**

*Graphic Designer*

Remi.Trevino@informa.com