



SETTING THE STANDARD FOR USED ELECTRONICS

R2 LOGO USAGE

You are an R2v3 Certified Facility. Great! Now, you want to share your Certification with the world. We've got a few guidelines for how you display the R2 logos because we want to make sure it means as much to everyone else as it does to us. Now that you are part of the R2 community, we hope you feel the same way when you display our mark.



BASE R2 LOGO

The base R2 logo is used for general references to R2 and can be used by anybody as long as they aren't using it to improperly imply R2 Certification. This R2 logo symbolizes the Reuse and Recycling Standard and is the most important graphical representation as it anchors the R2 brand.



R2v3 LOGO

The R2v3 logo is used when referencing the specific third version of the R2 Standard, R2v3, and again, should not be used to communicate your R2 Certification. The R2v3 logo is a registered certification mark of SERI.



R2v3 CERTIFICATION MARK

The R2v3 Certified logo is a registered Certification Mark reserved for the exclusive use of Facilities that have earned R2 Certification and are certified to R2v3. This **IS** the logo you should use to communicate your facility's certification. Please see the R2 Certification Mark quick start guide.



PRINT VS. DIGITAL

When using the R2 logo for print applications please make sure of the following:

PRINT

WEB

FILE FORMAT

Use TIFF for best quality. EPS for large files like banners.

Use JPG, PNG for faster loading time.

RESOLUTION

No less than 300 dpi | 72 dpi

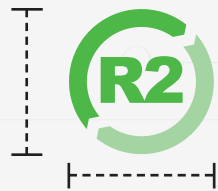
COLORS

Cyan: 70
Magenta: 0
Yellow: 100
Key (Black): 0

PMS (Pantone): 361
HEX: #4fb74c

Red: 79
Green: 183
Blue: 76
PMS (Pantone): 361
HEX: #4fb74c

R2 LOGOS RECOMMENDED MINIMUM SIZES



PRINT

3.5 x 3.2 inches (300 DPI)



WEB

160 x 150 pixels (72 DPI)

R2 LOGOS IMPROPER USE



DO NOT use a low-resolution logo or combine with other certification taglines.



DO NOT stretch or distort the logo.



DO NOT use the R2 as a standalone.



DO NOT change the color.



DO NOT use old versions of the R2 logo.