



MARKETING KIT



CONGRATULATIONS ON YOUR R2 CERTIFICATION! **NOW, HOW DO YOU MAKE THE MOST OF IT?**

FIRST, TAKE A DEEP BREATH AND PAT YOURSELF ON THE BACK THEN REVIEW THE R2 LICENSE AGREEMENT

Congratulations - your facility has just gone through an intensive process and some heavy scrutiny and is now R2 Certified, which separates you from the pack. While every facility says they do the right thing, your R2 Certification is how your customers know you actually will.

How do you let the world know you are helping lead the charge toward electronics sustainability and doing your part toward achieving a true global circular economy? That sensitive data is safe with you, and that you are protecting the health and safety of your employees and the environment?

Well, we'll give you some tips and tools to help you shout out to the hills and tell your current and prospective customers that you are R2 Certified and what that means to them.



First things first, though - make sure you understand the license agreement because there's some important stuff in there.
You can find a copy [here](#).



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CONGRATULATIONS ON YOUR R2 CERTIFICATION!

NOW, DISPLAY YOUR R2 CERTIFICATION

... LOUD AND PROUD

YOUR BUSINESS IS NOW ONE OF MORE THAN 1,000 FACILITIES IN 41 COUNTRIES TO BECOME ENVIRONMENTALLY AND BUSINESS RESPONSIBLE.

It's a giant step for your organization, but believe us when we tell you this, your R2 Certification demonstrates an environmental and social commitment to your customers, employees, shareholders, and other stakeholders. Displaying the R2 Certification mark is the best way to differentiate your facility from the rest. Put it on your website, put it on your social media, and put it on your business cards, brochures, and signage.

But 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.

The following pages will explain the best practices for using R2 logos.



First, no R2 logos may be altered in any way. Please don't add anything to them, don't take anything away, don't change the colors, and don't stretch the logo. Second, get to know the different R2 logos and the right times to use each.

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R2 LOGO USAGE

The R2 logo is a registered trademark of SERI and may not be used in any way that could imply a product, vendor, or service provider has been approved or endorsed by SERI.



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.

This logo should be used when not referencing any specific version of the R2 Standard and should not be used to communicate your R2 Certification.



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 trademark of SERI.



R2v3 CERTIFIED LOGO

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. The R2v3 Certified logo is a registered trademark of SERI.



**Responsible™
Recycling**

R2:2013 SUNSET ON JUNE 30, 2023

Following the transition to R2v3 on June 30, 2023, the R2:2013 logo and the tagline Responsible Recycling were officially retired. As the 2013 version of R2 is no longer valid, facilities should remove this logo from all communications and assets.



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R2 LOGO USAGE

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.

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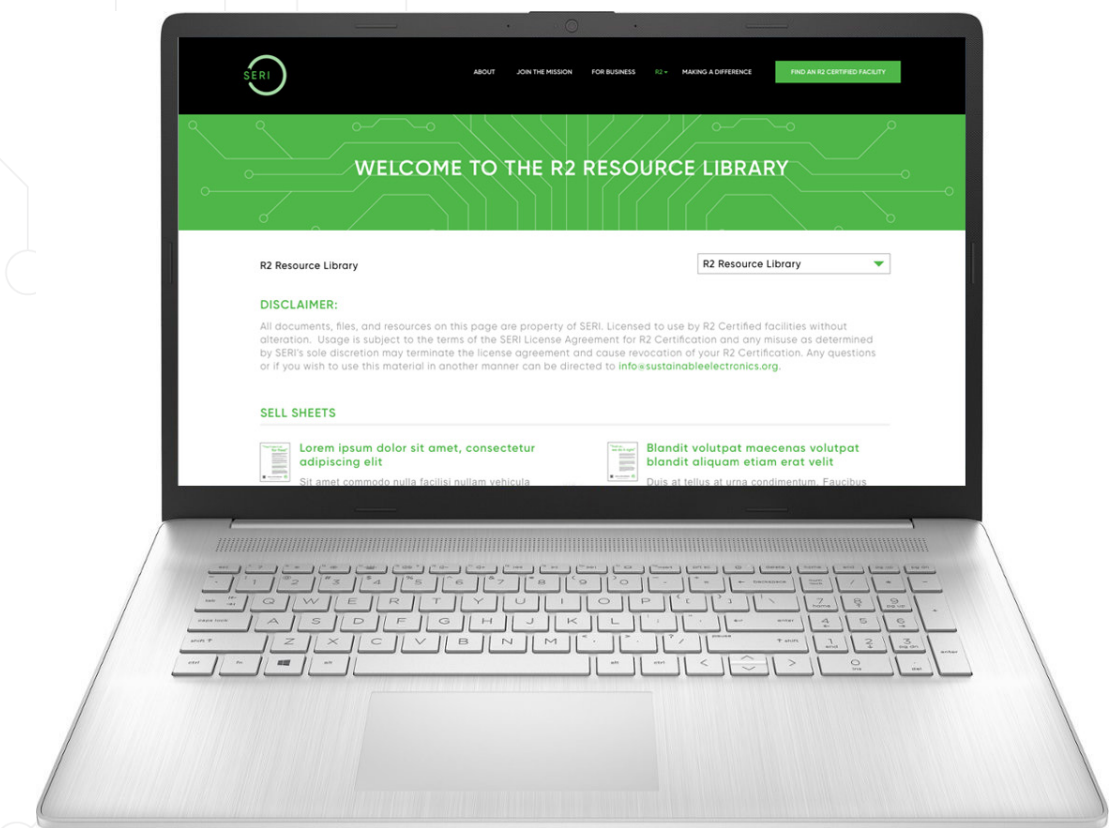
CONGRATULATIONS ON YOUR R2 CERTIFICATION! **NOW, HOW DO YOU MAKE THE MOST OF IT?**

UTILIZE THE RESOURCE CENTER

You'll want to talk about your R2 Certification and let everyone know how it distinguishes your facility from the others. Maybe you need some copy for a press release, social media post, or your website. Perhaps you want a sell sheet to send to a prospective client or leave behind after a sales pitch. Maybe you want to educate a new contact with a video. Not to worry – we've got you, and it's why we created the [R2 Resource Center](#).

It's like our marketing people got together with your marketing people and created a bunch of resources just for you.

The Resource Center is just for R2 Certified facilities, and it's updated often, so make sure you have this unpublished page bookmarked to get the latest resources.



SUBSCRIBE TO OUR NEWSLETTERS



Make sure you subscribe to our newsletters to get the latest updates. We send out our R2 Newsletter at the end of each month and use this platform to communicate significant changes to the R2 Certification program so you can always stay in the know. Our R2 Marketing Newsletter goes out quarterly(ish) and will provide marketing and sales updates along with some helpful tips.



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CONGRATULATIONS ON YOUR R2 CERTIFICATION! **NOW, HOW DO YOU MAKE THE MOST OF IT?**

FIND US ON SOCIAL MEDIA, **JOIN OUR COMMUNITY**



Finally, connect and engage with us on social media! Social media is becoming more popular, and it's a great way to address a range of stakeholders. So, follow us, give us a thumbs up, make a comment about how much you love your R2 Certification, and repost our content to your connections to help promote your services. It's not stealing if we encourage it!

When promoting your R2 Certification or engaging with one of our posts, we encourage you to use the following hashtags: **#R2 #R2certification #R2Standard**

FOLLOW US ON LINKEDIN



We always encourage folks to follow us on social media. Follow our [R2 feed](#) for the latest news on the Standard, help us celebrate special occasions or campaigns, and our [SERI](#) posts for a broader look at how we're working toward achieving electronics sustainability.



**IF YOU HAVE ANY QUESTIONS, WE'RE HERE WITH ANSWERS.
JUST REACH OUT AND WE'LL CLEAR THINGS UP.**



Contact: marketing@sustainableelectronics.org