



# Brand Guidelines

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## Introduction

As the award-winning Refill Scheme grows and expands, we need to work together to protect and embed the brand. Whether it's on paper or pixels, on the page or online, it's never been more important to have a strong brand that people instantly recognise.

The Refill brand isn't just a logo or a colour scheme – it's our face to the world, which should unite those who work for us, and inspire those who support us. All the elements of our brand combine to communicate who we are, which is why we need to use them consistently, and put them together in the right way. This guide is designed to help you do that and clearly outlines everything you need to know to use the Refill brand correctly and consistently – retaining our core identity and reaching more people than ever before.

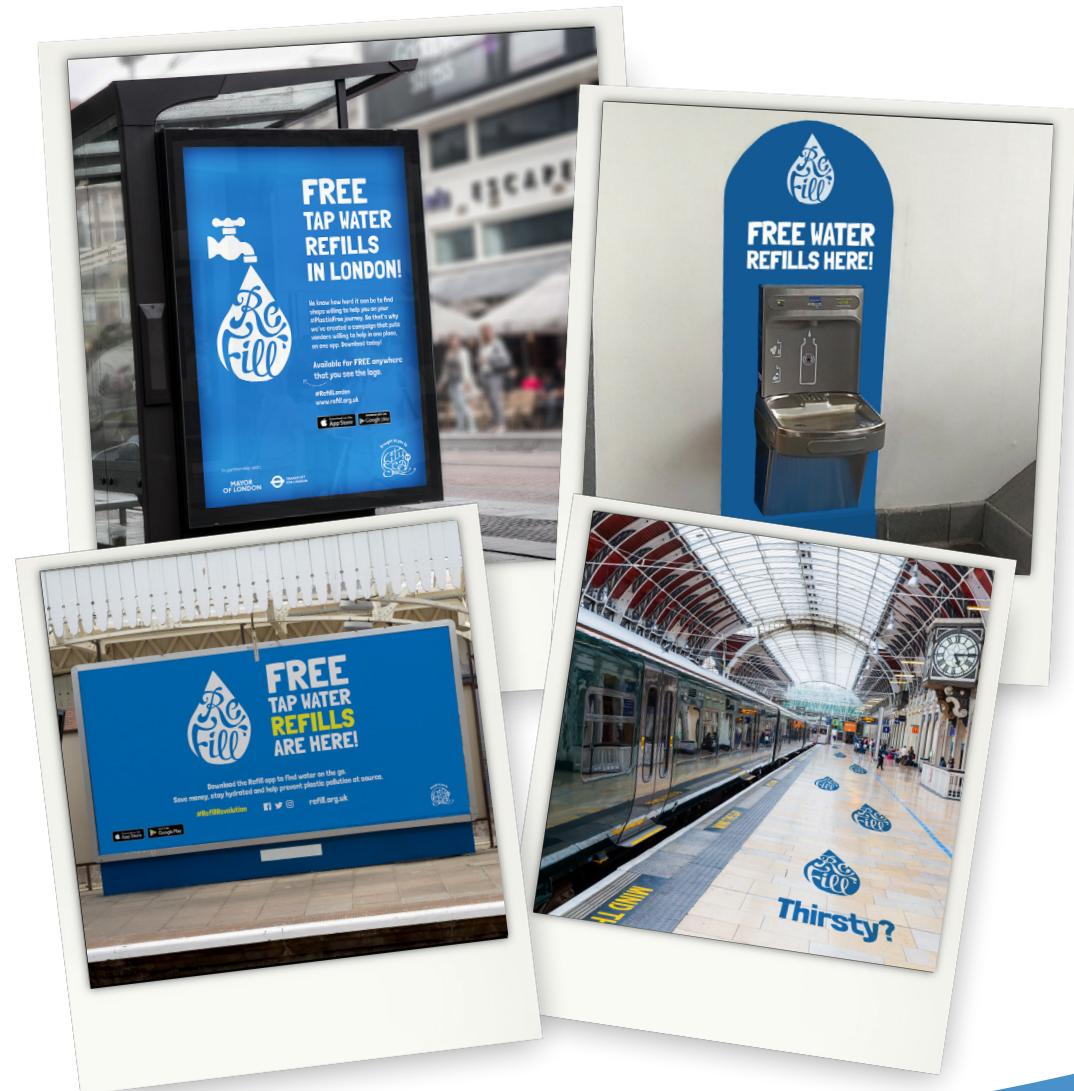
## Refill Resources & Materials

If you want to promote Refill in your local community, you're welcome to use our generic Refill resources which can be downloaded [here](#).

If you're a partner looking to create a customisable poster, banner or window sticker you should get in touch.

To discuss branding partnerships and for questions relating to this document, email [marketing@refill.org.uk](mailto:marketing@refill.org.uk).

To request stickers for your organisation email [info@refill.org.uk](mailto:info@refill.org.uk).



# Who we are

Depending on the material, it can be useful to have a brief summary of who we are and what we do. This is our 'boilerplate': You can use this copy when talking about the Refill campaign on your own materials, channels or website.

Refill is an award-winning campaign to prevent plastic pollution at source by making it easier to reuse and refill your water bottle on the go than buy a single-use disposable plastic bottle. The campaign works by connecting people who are looking for water with thousands of local business, transport hubs and public spaces where they can refill for free via a location-based app. Anyone can download the free app to find Refill Stations near them. Participating cafes, bars, restaurants, banks, galleries, museums and other businesses simply sign up to the app and put a sticker in their window – alerting passers-by that they're welcome to come on in and fill up their bottle.

## The Refill mission is:

Our aim is to prevent plastic pollution from single-use water bottles and reduce Co<sub>2</sub> emissions.

## We want to:

- Make carrying a reusable water bottle 'the new normal'.
- Give 'everyday activists' a simple way to create lasting change by setting up a Refill scheme.
- Make sure people can quickly and easily find free tap water refills through our app.
- Make free tap water more widely available in public spaces like transport hubs, shopping areas and civic venues.

## How we do it

1. Encouraging and inspiring behavioural change through positive and engaging content.
2. Connecting people with free Refills using our location-based app, website and window stickers.
3. Facilitating action through business networks and partnerships.
4. Empowering grassroots local communities through Refill Schemes.





## Positive

Positive is about focusing on the achievable ways that people can make a difference. We wholeheartedly support a solutions-based approach, empowering individuals and communities at the same time. We inspire people to change their behaviour, rather than making them feel guilty. We focus on the good rather than the bad and we never name and shame. We're believe change happens when people work together.



## Playful

Playful is about reminding ourselves that although we're speaking about a serious problem, we're approaching it with a fun solution and a playful spirit. We're focused on creating engaging content and working together as a community. We believe making a positive impact to protect the environment is possible and you can have fun along the way.



## Inclusive

We started as a grassroots movement and have always worked collaboratively with everyone from local communities and councils right up to the boardroom of major corporations. We work across all business sectors to join the dots to make our mission a reality.



## Simple

We believe in simple solutions that help people make positive changes. Life's complicated enough.

# Our brand identity

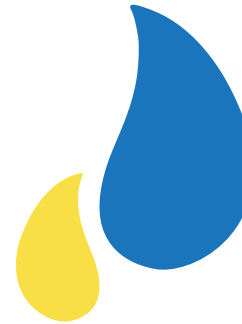


## Core elements

Our logo, colour palette, typeface and tone of voice are at the heart of our brand. Our identity is not just a logo. It is a brand composed of these core elements that come together to create a distinctive look and feel. This makes the Refill identity recognisable. Implemented with cohesion and consistency, they help to project our unique personality and identity. The following pages guide you through our core elements. They will assist you in designing and producing compelling communications with a good degree of creative flexibility.



Logo



Colour palette



Typography



Photography

**Positive** **Inclusive**  
**Playful** **Simple**

Tone of Voice



## 1) 'The Refill Droplet'

This is our core brand asset – essential on all of our materials – in two colourways; white script in a blue droplet and the reverse. These may be used on a white or on Refill's 'Deep Sea Blue' background (see [page 9](#)) and sometimes in conjunction with the 'tap' asset. Please avoid using them placed on patterns/on a photograph or other image. Read on for examples of our logo in action.

Make sure you always keep the correct 'exclusion zone' around the logo and always make sure the logo is legible so that it stands out. The logo should not be reproduced in any colour other than black or white.

Here's a guide to how large the logo should be on different paper sizes:

A3 80mm

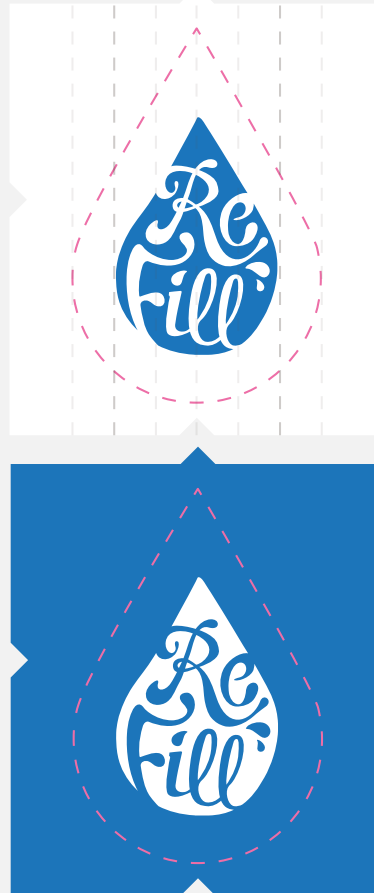
A4 55mm

A5 40mm

DL 40mm

[Download Refill Droplet logo](#)

### Logo safe space



### Logo rules



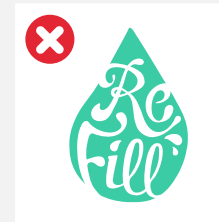
Use supplied logo.



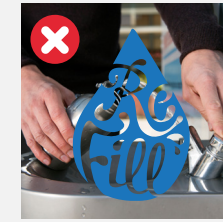
Do not distort, stretch or otherwise alter proportions.



Do not crop.



Do not change the colour.



Do not place over a photo background...



...not even with the white version.



Respect the exclusion zone around the logo.



Run smaller text around the exclusion zone if needs be.



Never place any other material over the logo.

## 2) Droplet with Tap Logo

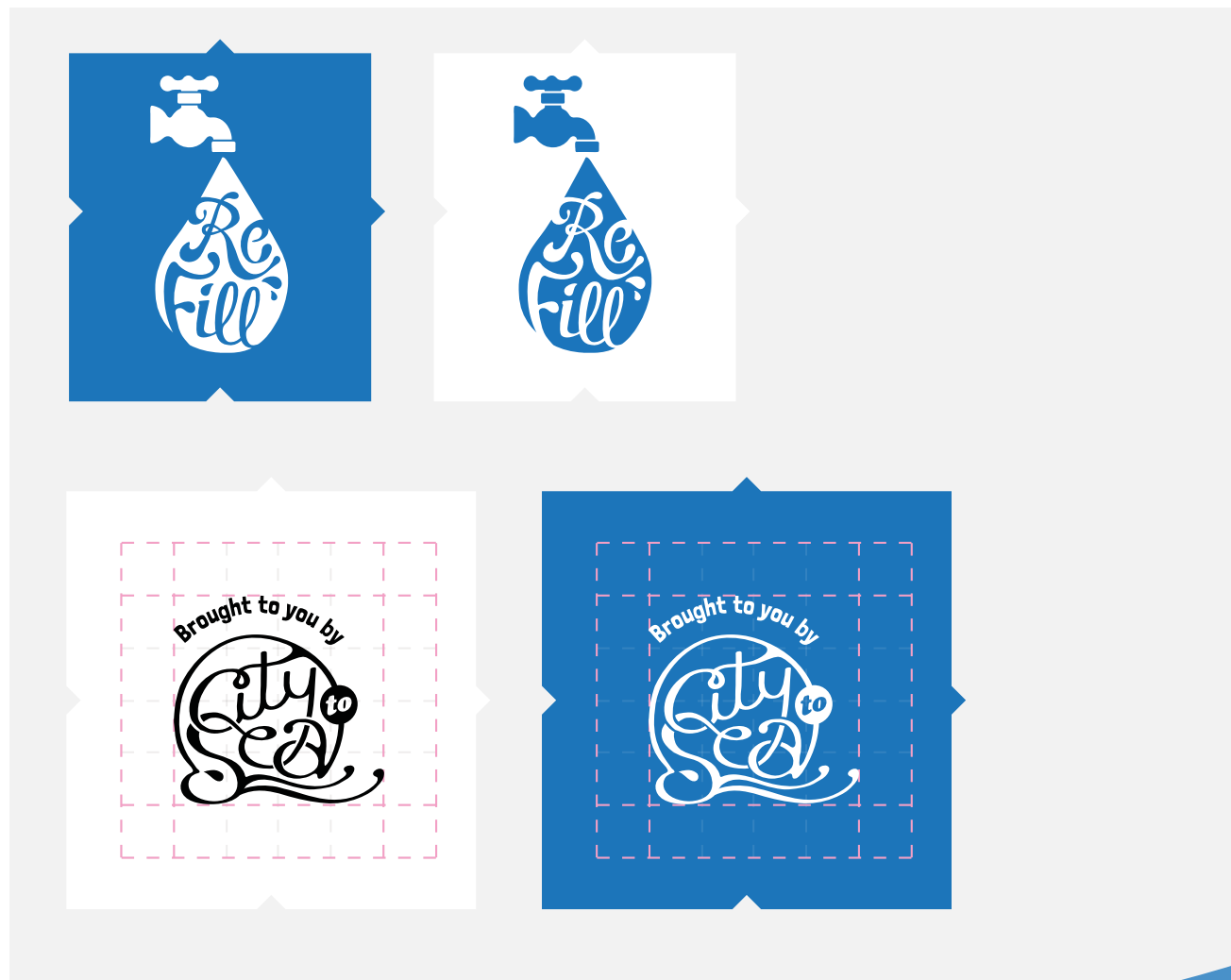
The droplet with tap logo can be used on marketing materials and is a great way to communicate how the scheme works – simply by connecting people with free tap water. This is our secondary logo and should never be used on materials promoting the scheme but should never replace the droplet as the primary Refill branding.

[Download Refill Droplet with Tap logo](#)

## 3) The City to Sea Logo

Refill is a City to Sea scheme and as such, City to Sea must be credited when applying the Refill Brand. This should appear in black or reversed out in white.

[Download City to Sea logo](#)





# Our logo



## The brand in action - using with partner logos

Partner logos should be no more than a third of the size of the standard Refill droplet logo. These should always be in white or black (if background is white).



## Partner logo example



## Refill Blue

'Deep-sea blue' is our primary and most important colour within our branding. In all instances of asset creation, this is what should be used in order to solidify our brand identity.

## Refill Yellow

Used sparingly as a supporting colour. This should never be used as a background colour or for a Header in any situation. It is used to bring the brand to life in some situations.



R: 27  
G: 117  
B: 188

C: 85  
M: 50  
Y: 0  
K: 0

Hex:  
#1B75BC

Pantone®:  
660



R: 249  
G: 223  
B: 70

C: 5  
M: 8  
Y: 80  
K: 0

Hex:  
#F9DF46

Pantone®:  
107

## Colour combinations

<b>YES</b>	<b>YES</b>
<b>NO</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>

## 1) Headline typeface

Our primary and most recognisable brand typeface is Londrina Solid Regular, which should be used in headings, titles and links. The Black weight can be used where necessary for optical balancing but should be used sparingly.

\*Please be mindful of the natural spacing of Londrina Solid Black as, if used, the designer may need to manually kern the lettering for increased legibility.

In order to keep our line-spacing consistent, we follow a rule of setting our leading to +20% for body copy. Titles can have tighter leading, equal to the point size.

## 2) Secondary typeface

Europa should be used for body copy online and on all marketing materials.

## 3) Alternative typeface

Please use Arial for internal documents and any Refill related comms.



### Headline

**LONDRINA SOLID REGULAR**  
**LONDRINA SOLID BLACK**

Find Londrina Solid on [GoogleFonts](#)

### Secondary

Europa Regular  
**Europa Bold**  
Europa Light

Find Europa typeface on [Adobe fonts](#)

### Alternative (for internal comms)

Arial

# Other useful assets



## 1) Window sticker

Instantly recognisable as part of the Refill brand and visible in thousands of windows across the land — we'll provide you with the stickers, they are not for re-creation by anyone. We're that protective of this item! The sticker is not a graphic and should only be used to place in windows.

## 2) App store logos

When talking about the app, we like to make it as clear and easy for people to find out where they can get their hands on it. Where possible, we like to include the Google & Apple App Store logos. They can be found [here](#) (GooglePlay) and [here](#) (Apple App Store).

## 3) Reusable Refill bottle

This is the shape of a lush Chilli Refill bottle. It is metal not plastic. Use this graphic as a perfect example of a durable, reusable alternative to single-use plastic. No plastic bottles in design work please!

Download [Refill bottle](#) icon

## 4) Icons and infographics

Download [Twitter](#) icon

Download [Facebook](#) icon

Download [Instagram](#) glyph icon

Download [Splash](#) icons

Window sticker



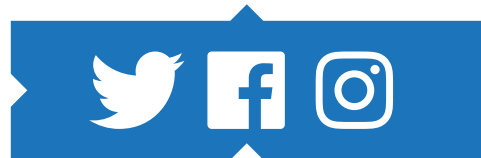
Reusable Refill bottle



App store icons



Social icons



Refill splashes



# Photography



- Use of – we don't use photography on our core marketing materials but love to get creative on social media and online.
- Style – bold, fun and positive.
- Core assets – download a selection of core Refill images [here](#).
- We like to use muted but bright colours (wherever possible to incorporate brand colours of yellow, refill blue and also primary colours like red).
- Try to balance your use of photos to include the refill window sticker, people refilling, people using the app, Refill Stations, reusable bottles - especially our beautiful Chillys Refill X bottle and then also highlight the issue of plastic pollution caused by bottles.



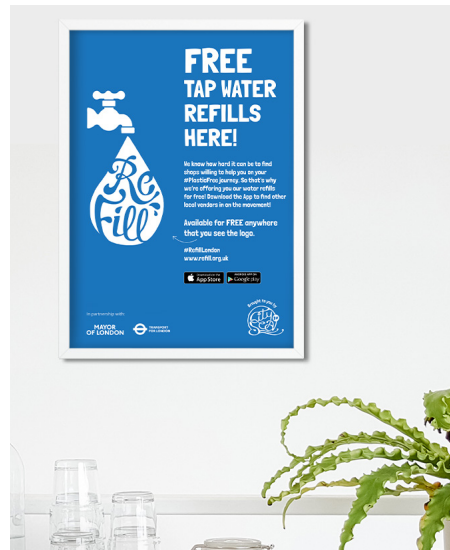


# Our brand in action



We outline many of our fixed brand-principles here. We favour a creative, partnership approach to working however so please get in touch if you feel you need something more bespoke. Contact the team on [marketing@refill.org.uk](mailto:marketing@refill.org.uk) and we'd be happy to review any creative ideas you have.

We demonstrate several principles in the following pages which are a 'must'. We like to work creatively with partners and welcome your thoughts and ideas.





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The language we use is as important as the way we look, so here are some examples of things that you can write or say so that you can become a fully-fledged champion of the Refill brand.

## HEAD vs HEART

Consider what the function of the text is and where it is to be used. There are two main types of communication:

### HEAD

- This type of writing is clear, concise and factual. Examples: PowerPoint presentations, informational blogs.

### HEART

- This type of writing involves and influences the audience. It tells more of a story and has a more emotional tone. Examples: Advertising, campaigns, volunteer recruitment and sign up leaflets, posters.

## Positive, playful, inclusive and simple

Bring our brand values to life in your written language and when talking about the Refill campaign.

## What do these mean?

These values lie at the core of Refill and should come across in any messaging whether it's on a website or in a Tweet.



### Positive

is about focusing on the positive ways that people can make a difference, and not always focusing on negative stories around plastic pollution.



### Inclusive

is crucial to the success of any community project and we want as many people as possible to reap the benefits of the Refill scheme. We should all be mindful how we could be excluding others without even realising it and send out messaging in a variety of forms. We keep our language **simple, accessible and friendly** so that as many people as possible can understand the benefits of the Refill scheme.



### Playful

is reminding ourselves that although we're talking about a serious problem we're talking about a fun solution where everyone is a winner. We have fun with our communication and a sprinkling of water puns is encouraged – well, we do want you to make a splash! Have fun with your language: "It's never far to refill" "it's so easy to tap-up!". It's great to use emojis or gifs (tiny animations) on social media.



### Simple

We don't like to over complicate things - life is complicated enough! Keep your content and messaging, clear, concise and avoid any unnecessary jargon.

## Our common phrases

### Refill Co-ordinator

A Refill Regional Co-ordinator is a City to Sea contractor who is responsible for rolling out Refill in their region and providing support and guidance to Refill Local Champions.

### Local Refill Scheme

A Local Refill Scheme refers to any community based Refill scheme, set up under the Refill umbrella that has signed an Memorandum of Understanding (MOU) or license agreement.

### Refill Local Champion

A Refill Local Champion is the lead volunteer who manages a Local Refill Scheme. They are the person who signs the MOU.

### Refill Volunteer Co-ordinator

A Volunteer Coordinator works with the Local Champion on a Refill Scheme. They are the person who are responsible for coordinating volunteer activity for that scheme.

### Refill Volunteer

A volunteer is anyone who voluntarily supports the Local Champion in the delivery of a Local Refill Scheme.

## What we say

### Your voice is: **Positive**

#### Write like this...

Our company is a proud supporter of Refill. Together we're preventing plastic pollution. Are you thirsty for change? Join the Refill Revolution and sign up as a Refill Scheme to help your community find a positive solution to plastic pollution.

#### Not like this...

Our company is vehemently against plastic pollution which is destroying our countryside...

#### Why?

The Refill philosophy – there's enough green (or blue) shaming out there without us adding to it. Instead, we use positive messaging to highlight the benefits of our bold solution and playful language to delight the reader.

To do this, focus on the positive ways that people can **make a difference** – the solutions – instead of negative stories around plastic pollution. Plus, inject a playfulness into the copy by using **imaginative** descriptors to inform or express ideas. Try using alliteration to make phrases more **memorable** to readers, such as 'find your fill' and 'reuse, refill refresh.' Another way we welcome play is by using water related puns – well we do want you to make a splash! And if all else fails, you can't go wrong with a well chosen emoji or gif – that is, unless it has plastic in it!

## What we say

### Your voice is: **Inclusive**

#### Write like this...

Refilling your water bottle has never been easier. Thanks to our amazing Refill Stations and people like you - everyone, everywhere can simply tap the app, find their local Refill Station and well-a (that's Voilà to anyone who isn't a fan of puns!) – fresh, drinking water on the go.

#### Not like this...

Find our Refill Stations by downloading the app on your high tech smartphone and see where you can Refill your £100 bottle.

#### Why?

We make refilling water bottles as easy and convenient as possible for people on the go by providing access to thousands of refill stations for free. It's important that the tone of voice reflects our mission by encouraging users to make the most of the service.

To get this tone of voice, use words and expressions that **simplify** what people have to do and **reassure** them of the app's ease of use, along with our other initiatives such as becoming a champion, or partner.

## What we say

### Your voice is: **Fun**

#### Write like this...

Who sez yer never get summat fer nowt?

Put your tap on the map here. By signing up as a Refill Station you'll be helping to keep Britain hydrated and free of plastic pollution – water you say?

#### Not like this...

Today is our National Refill Day to fight plastic pollution. We're on the news tonight and will be signing up new stations all day. find out how to get involved by visiting our website and reading more then filling in a long boring form.

#### Why?

Although we're speaking about a serious problem, we're approaching it with a fun solution and a playful spirit. We're focused on creating engaging content and working together as a community.



## What we say

### Your voice is: **Simple**

#### Write like this...

If you're a business with a publicly accessible tap, then it's super simple to add yourself to the map!

#### Not like this...

The Refill campaigns exists to solve one of the greatest environmental issues of our time. pollution caused by plastic bottles contributes to over XXX million tonnes of carbon and is a scourge to our environment. the issues and solutions are complex and the solutions multi faceted.

#### Why?

We want to engage people, not confuse or depress them so keep the jargon to a minimum and explain issues in a way everyone can understand.

We believe in simple solutions that help people make positive changes. Life's complicated enough.

# Our straplines



## Our Straplines

Call to action

**Find your Fill**

What the message is

**Free tap water  
refills are here**

Why the message  
is important

**Save money, stay hydrated,  
help prevent plastic pollution.**

Call to action

**Join the Refill Revolution**

URL

**refill.org.uk**



## QUESTIONS?

If you have any questions regarding these brand guidelines,  
please contact us at [marketing@refill.org.uk](mailto:marketing@refill.org.uk).