



# 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.



### PRINT VS. DIGITAL

When using the R2 logo for either application please make sure of the following:

#### PRINT

#### DIGITAL

#### 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

Red: 79  
Green: 183  
Blue: 76

PMS (Pantone): 361  
HEX: #4fb74c

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HEX: #4fb74c



### 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.

## R2 LOGOS RECOMMENDED MINIMUM SIZES



#### PRINT

3.5 x 3.2 inches (300 DPI)



#### DIGITAL

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.