

E-waste graphic elements

Individual icons for e-waste.

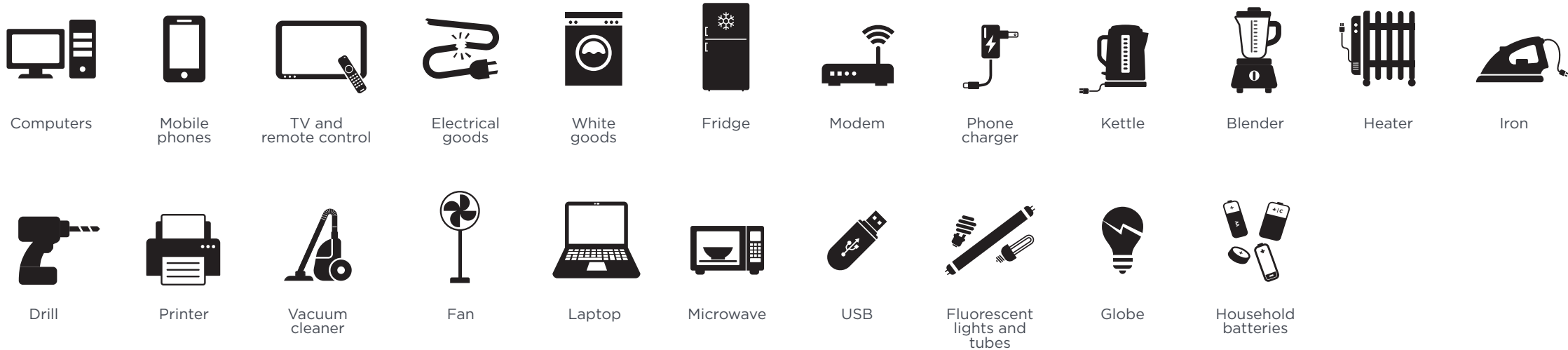
Version 1

July 2024



ELECTRONIC WASTE (E-WASTE) ICONS

E-waste may contain materials of value as well as hazardous materials that require responsible management to prevent harm to the environment and human health. These items should never go in any kerbside bins. Take them to drop-off points at retail shops or local government facilities. To find your nearest drop-off location, search ‘WasteSorted’.



THE WASTESORTED MASTER BRAND

The name WasteSorted positions the program as an effective solution to household waste management.

The logo is based on the bin lid colours used under a better practice three bin system.

The endorsement line 'A Waste Authority Program' must be included with the WasteSorted logo in the style and format shown. It should always sit beside the State Government Crest. The only time it can be removed is in applications which require the logo to be used at a size smaller than 40mm and/or in some online applications.

The brandmark has a fixed ratio and should not be altered in any way. The elements should not be separated, distorted, redrawn, recoloured, inverted, added to or scaled disproportionately.



STATE GOVERNMENT CREST | HEIGHT AND CLEAR SPACE

State Government Crest

The WasteSorted logo should always sit beside the State Government Crest.

Height and clear space

The WasteSorted logo should not exceed the 'X' height of the State Government Crest.

The amount of clear space around the State Government Crest should be at least half the 'X' Height.



'X' height



Half the 'X' height



Minimum size

We recommend the brandmark be no smaller than 40mm wide.



A Waste Authority Program



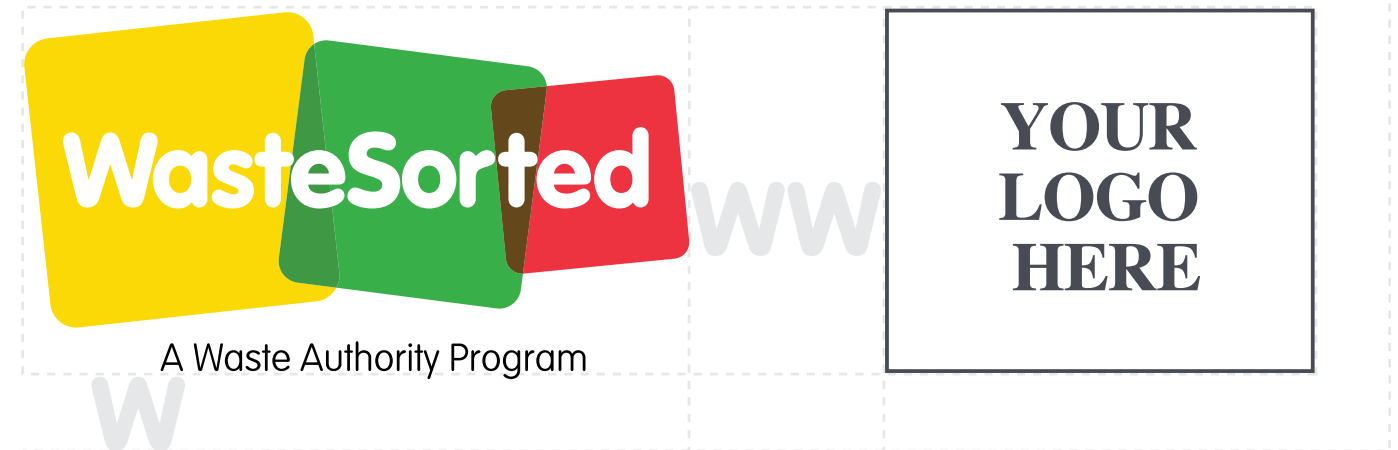
Recommended minimum size 40mm

JOINT BRANDED COMMUNICATIONS

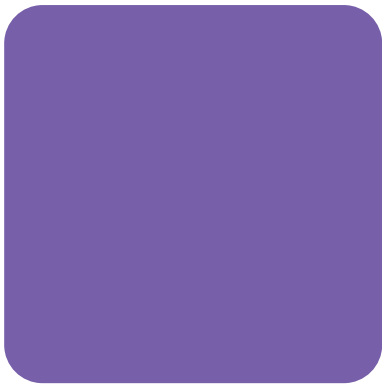
Master brand and partner logo

The partner logo should not exceed the height of the yellow bin lid, and the space between the Waste Sorted Logo and partner logo should be at least the space of two 'W's.

The amount of space around should be at least the height of the letter W.



COLOUR



PANTONE
7676 C

C 61
M 71
Y 0
K 0

R 119
G 96
B 169

HEX 7760a9

For assistance using this guide or any elements of the WasteSorted toolkits, please email the Department of Water and Environmental Regulation at info@wastesorted.wa.gov.au

