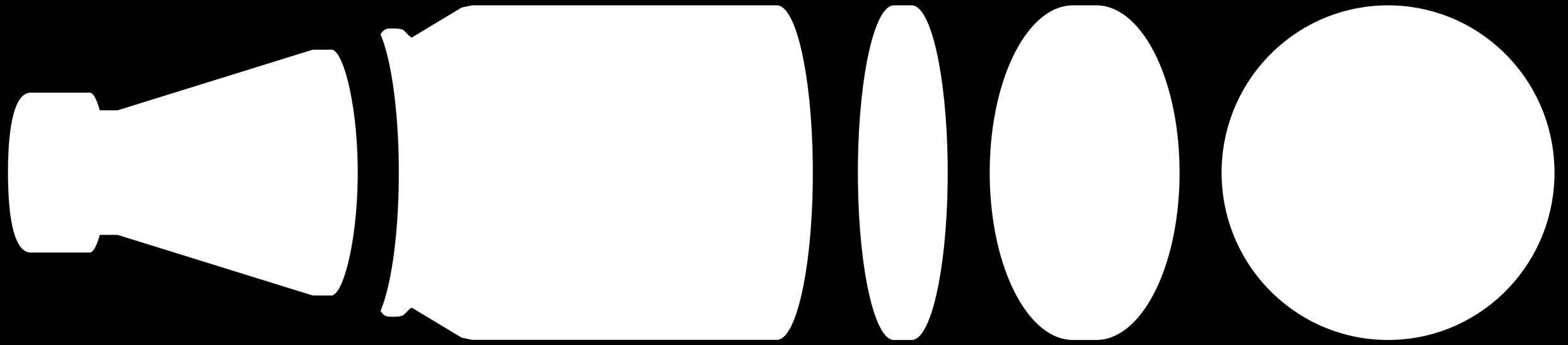

RVM Guidelines

exchange for change

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RVM Guidelines Overview

These guidelines have been developed to create a **clear, consistent and recognisable customer experience** across Reverse Vending Machines (RVMs). Whatever the machine, supplier or retailer, customers should be able to easily identify where to return their empty bottles and cans, understand what they need to do and complete their return **quickly and easily to get their deposit back, whilst having a positive experience with the retailer.** Above all, RVMs should remain focused on their primary purpose: **making it simple for customers to return their empty bottles and cans through the Deposit Return Scheme.**

Exchange For Change is working **hand in hand with retailers and RVM suppliers** to deliver this experience consistently. These guidelines set out **what is required and how it should be applied**, with specific guidelines and artwork for certified RVM models published on the Exchange For Change website as they become available.

If your chosen RVM supplier or model is not yet certified, or the relevant artwork is not yet available, please contact the Exchange For Change Helpdesk at **enquiries@exchangeforchange.co.uk** for guidance.

Logo

Logo: Stacked

Our logo is one of the most recognisable elements of the Exchange For Change brand and should be used consistently across all RVMs and customer communications.

Our logo is made up of two elements: our brand icon and our stacked wordmark. These elements have been carefully designed and should not be altered, redrawn or recreated.

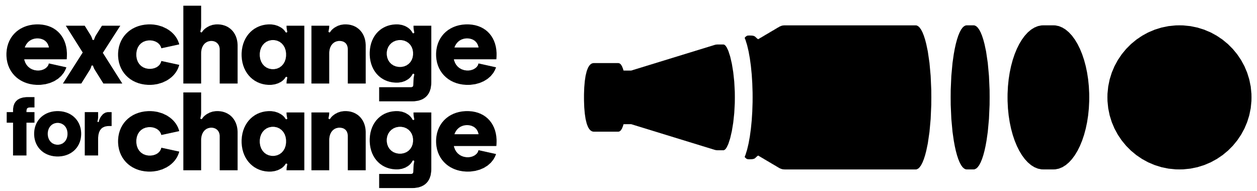
Always use the approved master artwork provided by Exchange For Change. Approved logo assets can be found on the Resources page of the Exchange For Change website.



Logo: Landscape

Our landscape logo combines our brand icon and our stacked wordmark in a landscape format.

It is designed for wider spaces, allowing our brand icon to have greater prominence whilst maintaining a clear and consistent Exchange For Change identity.



Logo: Horizontal

The horizontal logo should be used in applications where the available space is wider and limited in height. This configuration gives the wordmark greater prominence and ensures it remains clear and legible where the stacked logo may feel too small or constrained.

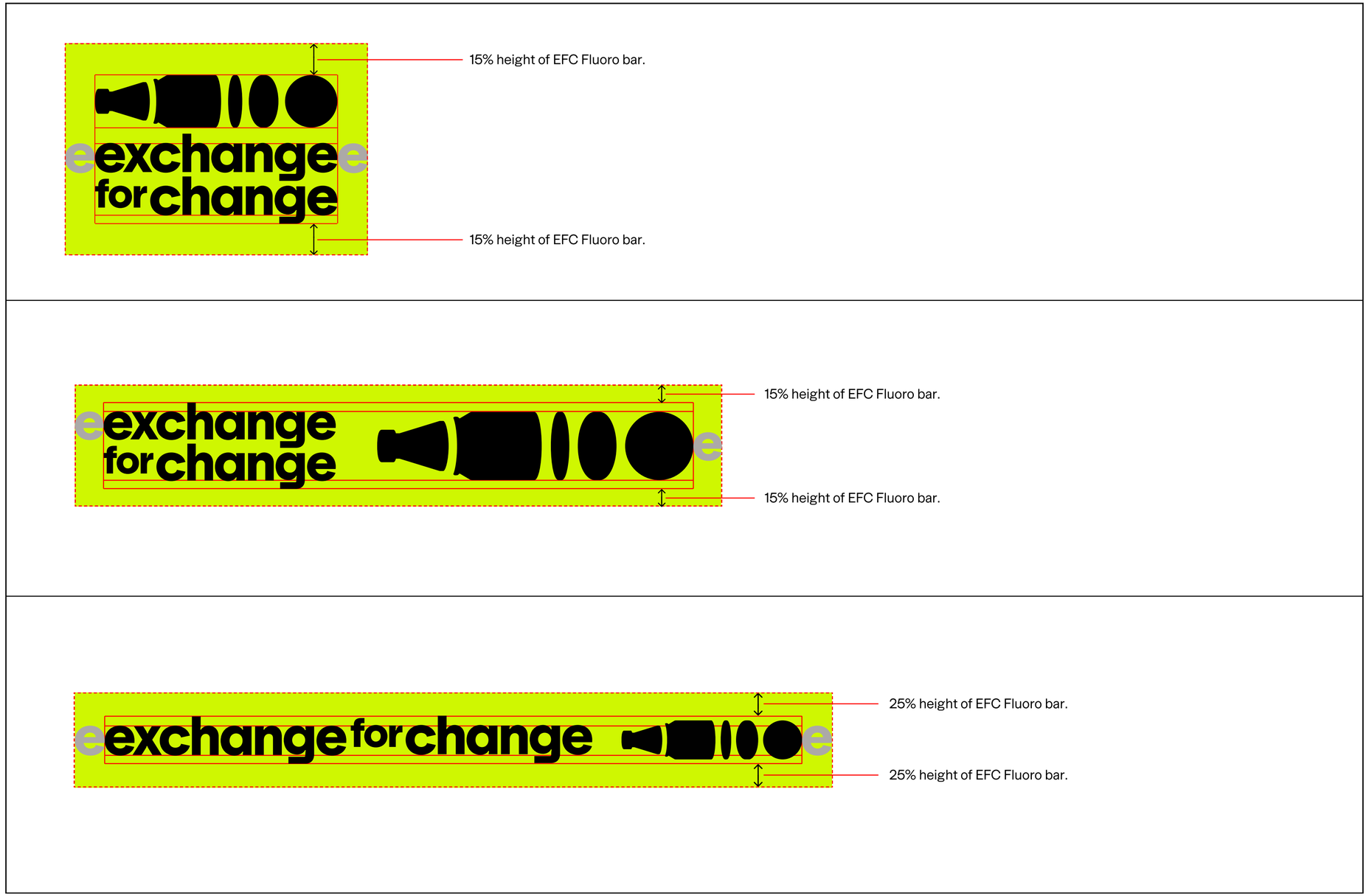


Logos: Safe space

The Exchange For Change logo lockup (stacked, landscape, or horizontal) must always have a minimum area of clear space around it. This area of isolation keeps headlines, text, and other visual elements from crowding the logo.

The required clear space for RVMs depends on which logo layout is used.

Select the layout based on the space available. Because we want our branding to stand out, always choose the layout that allows the largest possible logo for that space.



Lockup flex: Horizontal

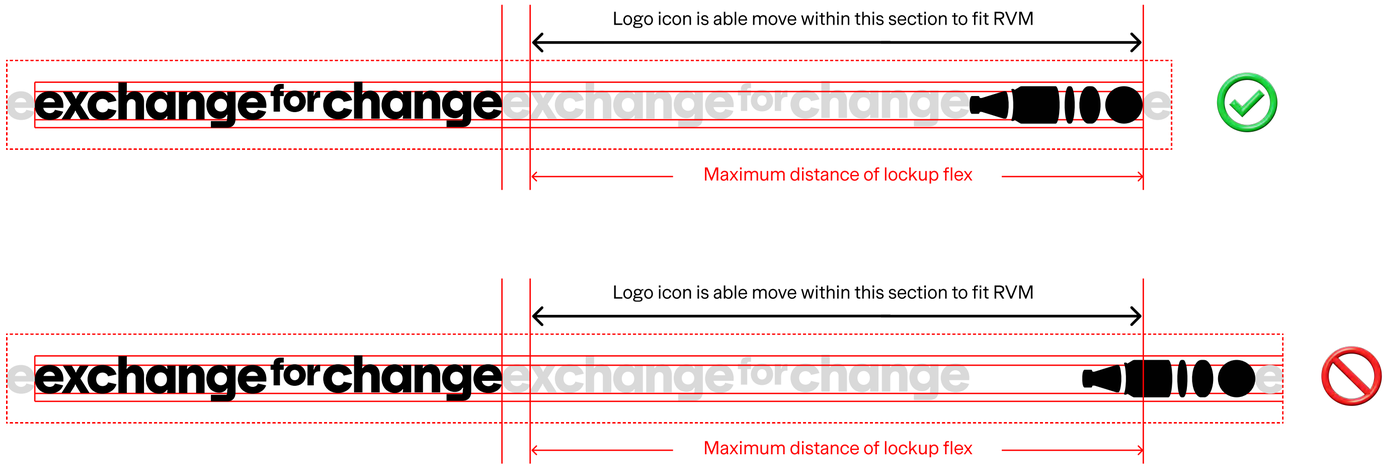
To make the most of the space on each RVM, our lockup can flex across the EFC Fluoro band.

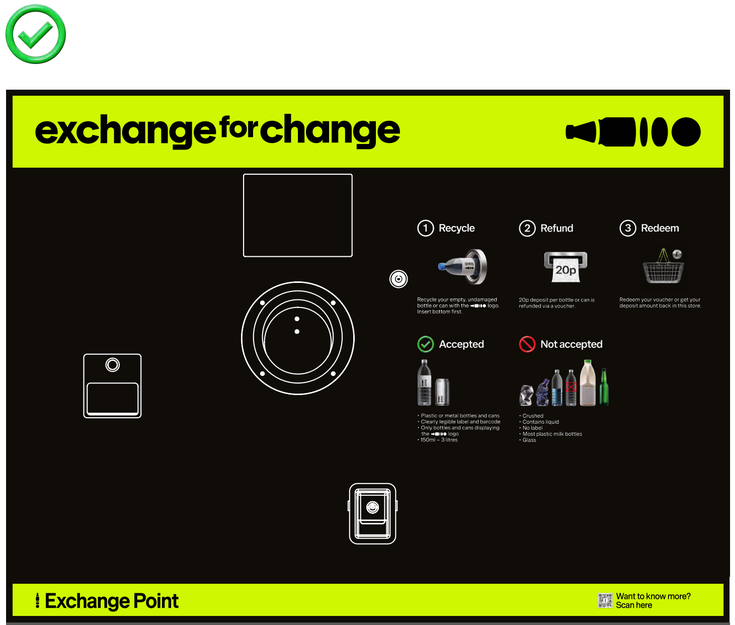
The Exchange For Change wordmark stays anchored on the left, while the logo icon can slide to the right.

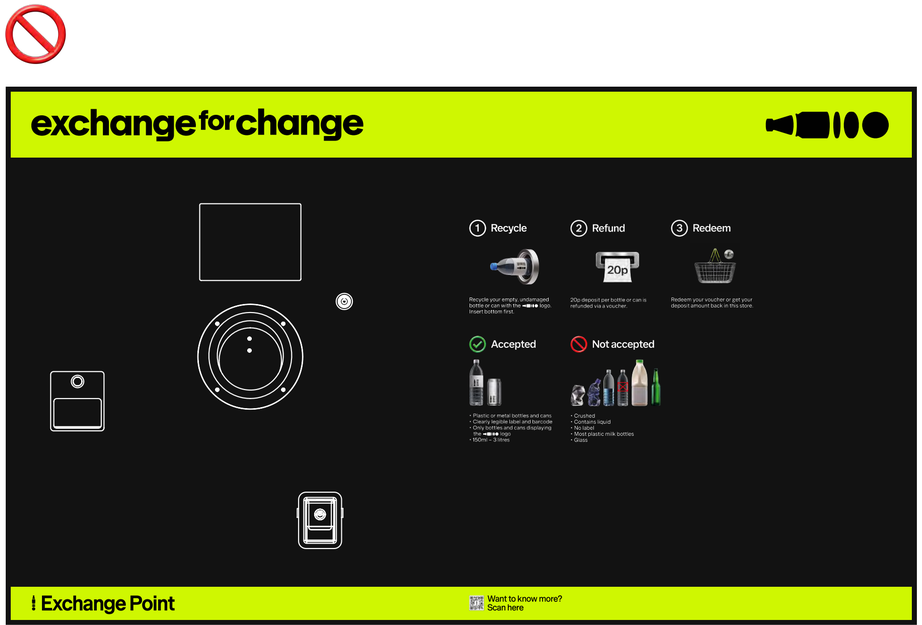
Placing the icon on the right side of the machine helps balance the negative space. The icon can sit up to one wordmark-width away from the wordmark, but no further.

If the space is wider than this, switch back to one of our main lockups.

See examples in the RVM section of these Guidelines.







Lockup flex: Landscape

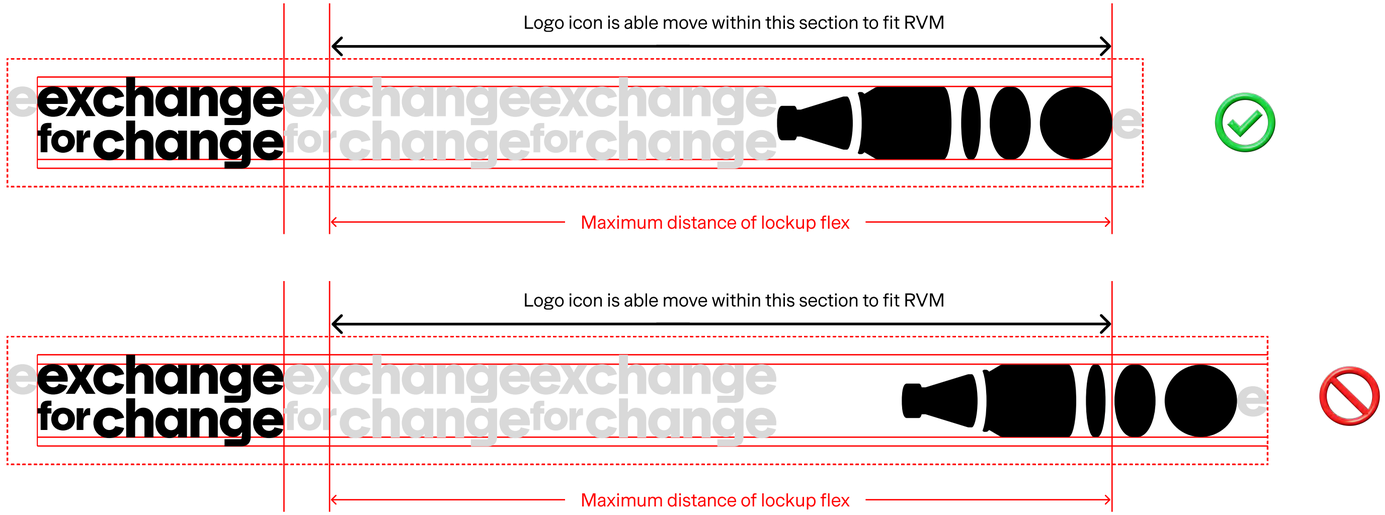
To make the most of the space on each RVM, our lockup can flex across the EFC Fluoro band.

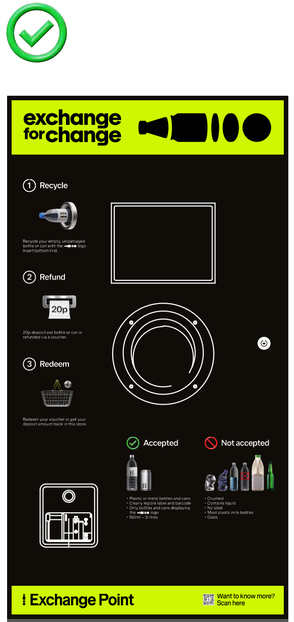
The Exchange For Change wordmark stays anchored on the left, while the logo icon can slide to the right.

Placing the icon on the right side of the machine helps balance the negative space. The icon can sit up to two wordmark-width away from the wordmark, but no further.

If the space is wider than this, switch back to one of our main lockups.

See examples in the RVM section of these Guidelines.







Logo:
Colour usage

The Exchange For Change logos (stacked / landscape / horizontal) should always be either white or black.







Incorrect logo usage

The elements of our logos are fixed and should always be reproduced using the approved master artwork provided by Exchange For Change. Their proportions, positioning and appearance should not be altered.

On this page are some examples of ways you should never treat the logos.

On the right we have used our stacked logo as an example, but these rules apply to all versions of our logo.



DO NOT distort the logo



DO NOT rotate the logo



DO NOT make the icon larger



DO NOT change the positioning of the icon



DO NOT create a multi-coloured logo



DO NOT use a drop shadow on the logo

Colour

Colour page

Colour is an essential part of our brand. It helps to create a consistent and recognisable identity, whilst allowing us to communicate clearly across different touchpoints.

Consistent use of our colour palette helps build recognition and strengthen our brand presence across every customer touchpoint.

EFC Fluoro
EFC Fluoro is one of our primary brand colours. Please use these colour breakdowns below.

CMYK 20/0/100/0
We use CMYK 20/0/100/0 as the standard CMYK breakdown.

Some printers may need to tweak based on their printers and colour profiles. If possible, please colour match to a physical swatch supplied by EFC. If necessary, adjust the CMYK values in the artwork file, until the printed colour matches the swatch.

Pantone 388C
If you cannot receive a physical swatch from EFC, please match to Pantone 388C.

Swatches
Ideally, EFC will supply a physical swatch sample to printers. Match the printed colour to this swatch, adjusting the CMYK values where necessary.
To request a vinyl swatch, email enquiries@exchangeforchange.co.uk.

EFC Black

CMYK: 40 / 40 / 40 / 100
RGB: 0 / 0 / 0
HEX: 000000

EFC Fluoro

Pantone: 388
CMYK: 20 / 0 / 100 / 0
RGB: 207 / 247 / 0
HEX: CFF701

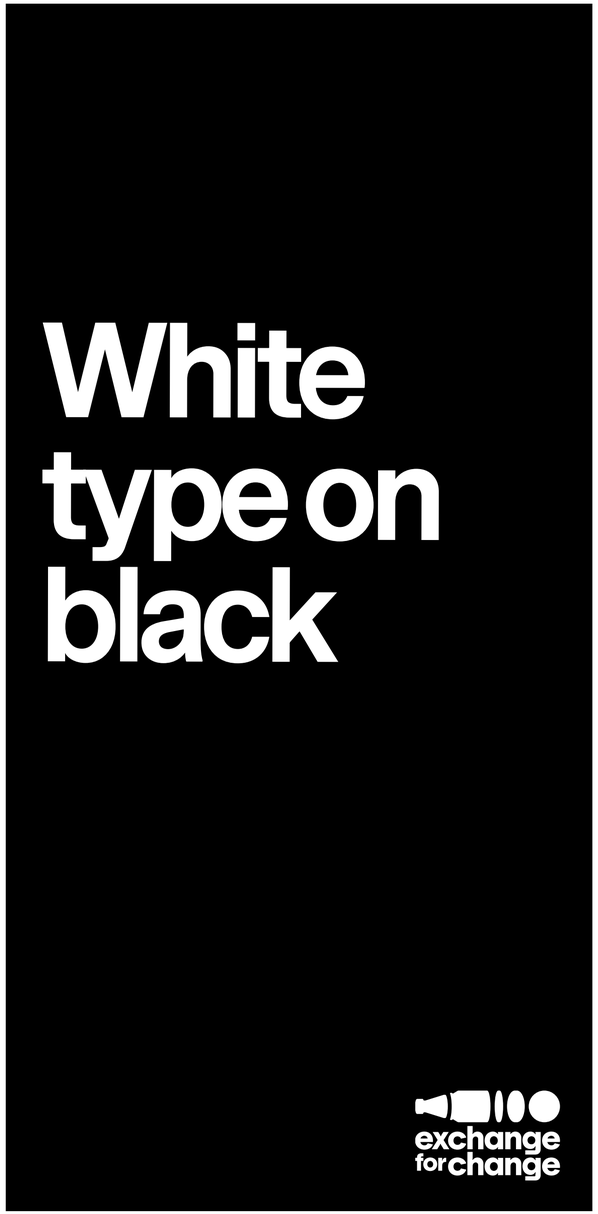
EFC White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFF

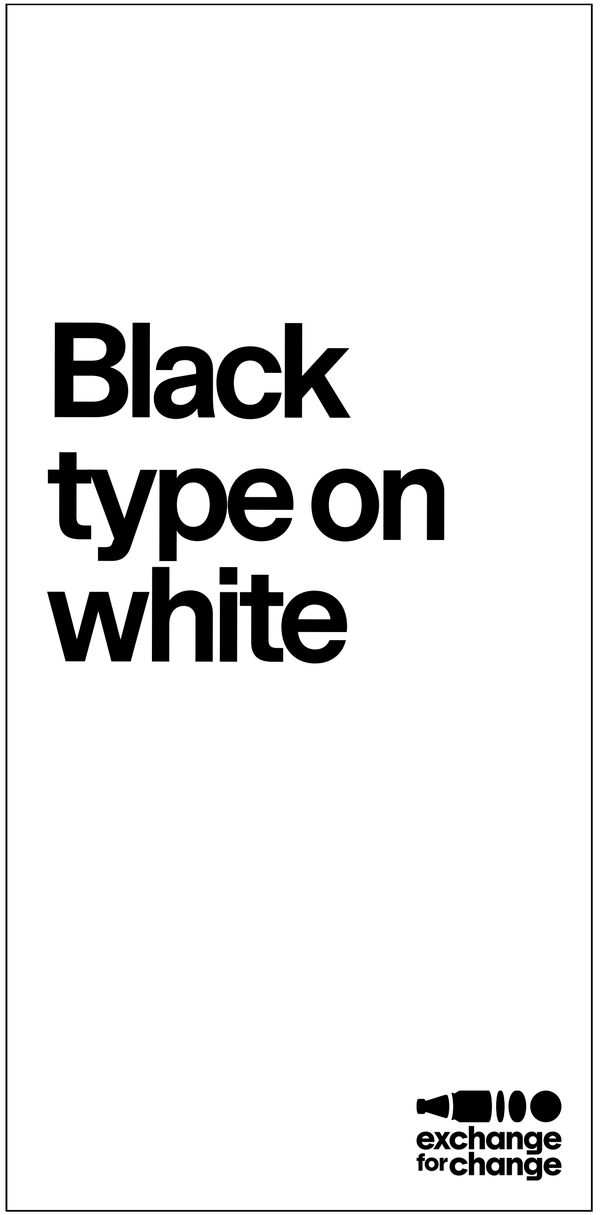
Colour usage

Our colour palette has been designed with specific colour combinations that create clear contrast and allow each colour to stand out.

Please adhere to these combinations. See the next page for examples of incorrect colour usage.

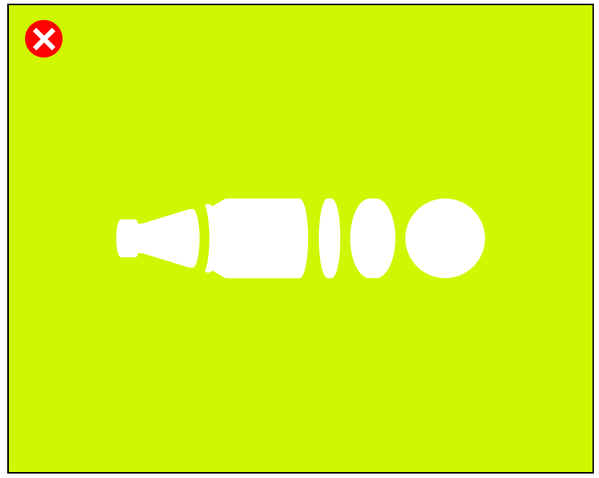






Incorrect colour usage

Please see some examples of incorrect colour usage.



DO NOT use white on EFC Fluoro background



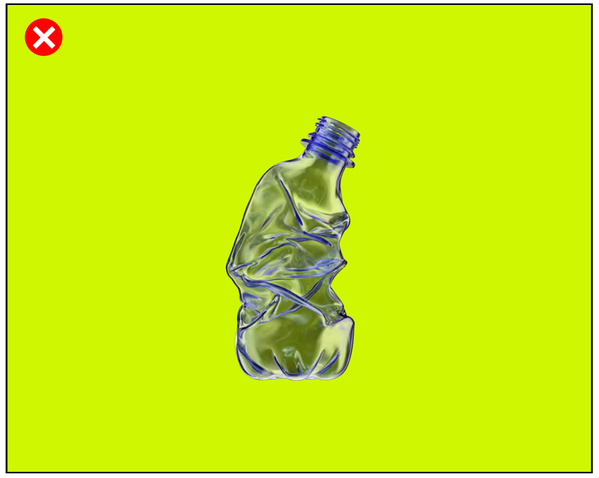
DO NOT use EFC Fluoro on white background



DO NOT use gradients



DO NOT use EFC Fluoro on black background



DO NOT use Dark Mode Icons on light surface



DO NOT use tints of our brand colours

Typography

Brand typeface

DT SAS Beta is our brand typeface. By default you should use it in sentence case and never in full caps.

DT SAS
EFC

Typeface range

We have three weights of our typeface: Regular, Medium and Bold.

DT SAS EFC: Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PPQqRrSsTtUuVvWwXxYyZZ
0123456789£%&?!@()+

DT SAS EFC: Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PPQqRrSsTtUuVvWwXxYyZZ
0123456789£%&?!@()+

DT SAS EFC: Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnO
oPPQqRrSsTtUuVvWwXxYyZZ
0123456789£%&?!@()+

Typeface setting: Components

Our typeface uses slightly tighter kerning to create a more modern and friendly feel.

For our RVMs, pre-designed components are provided with the typeface settings already applied. Please refer to the visual examples on this page for guidance on how these component blocks should be used.

When scaling these components as a group, please ensure the body copy within the components are kept between 24-30pt for the size.

Approved RVM artwork will be published on the Resources page of the Exchange For Change website as individual RVM suppliers and models are certified. If artwork for your chosen RVM is not yet available, please contact Exchange For Change for guidance.
enquiries@exchangeforchange.co.uk



Typeface setting: Signage / CTA

Our signage and call to action (CTA) components are also supplied assets for the RVMs. Please see the visual reference for how we set up our signage and call to action (CTA).

Approved RVM artwork will be published on the Resources page of the Exchange For Change website as individual RVM suppliers and models are certified. If artwork for your chosen RVM is not yet available, please contact Exchange For Change for guidance.
enquiries@exchangeforchange.co.uk



Body copy + Logo icon

Inside our components in the body copy section, the brand icon is embedded within our copy. We use the middle coin of the icon as our clearance space.

1 Recycle



Recycle your empty, undamaged bottle or can with the logo. Insert bottom first.

Accepted



- Plastic or metal bottles and cans
- Clearly legible label and barcode
- Only bottles and cans displaying the logo
- 150ml – 3 litres

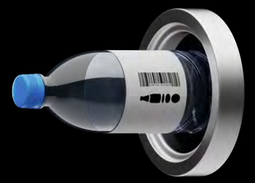
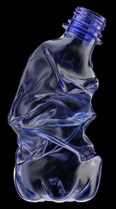
Recycle your empty, undamaged bottle or can with the logo. Insert bottom first.

Clearance space:
Middle coin

Icons

Icons

Our brand has a unique set of icons, designed to be impactful and easily recognisable when set up as part of our instructions for the RVMs.

			
Bottle entering hole	Voucher	Basket	Bottle
			
Can	Crushed can	Crushed bottle	Bottle with liquid
			
Bottle without label	Plastic milk carton	Glass bottle	Accepted / Not accepted

Components

Components: Assets

Our components are crucial to our RVM designs. They have been set up to scale and supplied so users can just drag and drop the components to the media space. When scaling the components, please ensure that all components are kept at the same ratio. This ensures that all RVM designs stay consistent.

Instructional components

1 Recycle



Recycle your empty, undamaged bottle or can with the logo. Insert bottom first.

2 Refund



20p deposit per bottle or can is refunded via a voucher.

3 Redeem



Redeem your voucher or get your deposit amount back in this store.

Accepted



- Plastic or metal bottles and cans
- Clearly legible label and barcode
- Only bottles and cans displaying the logo
- 150ml – 3 litres

Not accepted



- Crushed
- Contains liquid
- No label
- Most plastic milk bottles
- Glass

Signage component

Exchange Point

Call to action (CTA) component

Want to know more?
Scan here

Instructional components usage

Our instructional components are set up in either horizontal or vertical layouts. You can mix and match the orientation of components for the RVMs. Please always keep the groups of components together. Never break them apart; always keep them grouped with the signage and call to action (CTA) components when scaling.

When scaling these components as a group, please ensure the body copy within the components are kept between 24-30pt for the size.

The spacing between individual components can be adjusted to fit the desired space.

Please see next page for some layout examples.



Horizontal components



Vertical components

Instructional components layout

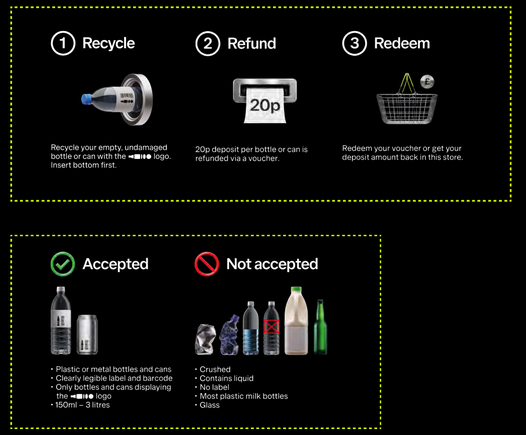
Here are four layout options for our instructional components.

Please note that the grouped components don't necessarily need to sit side by side, as shown in the references. They can be separated and arranged independently to fit the RVMs if necessary.

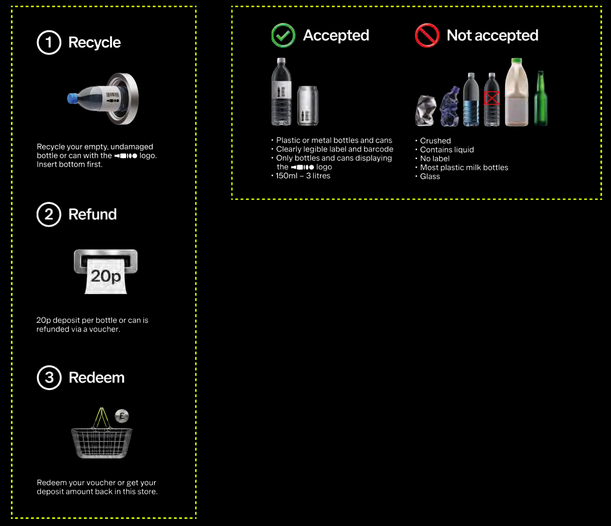
Layout 1



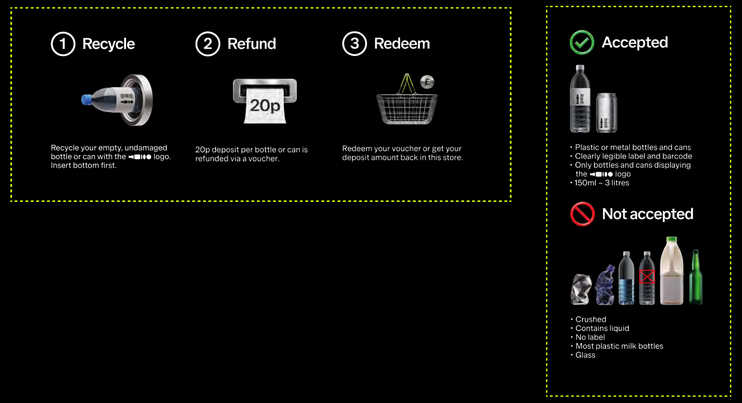
Layout 2



Layout 3



Layout 4

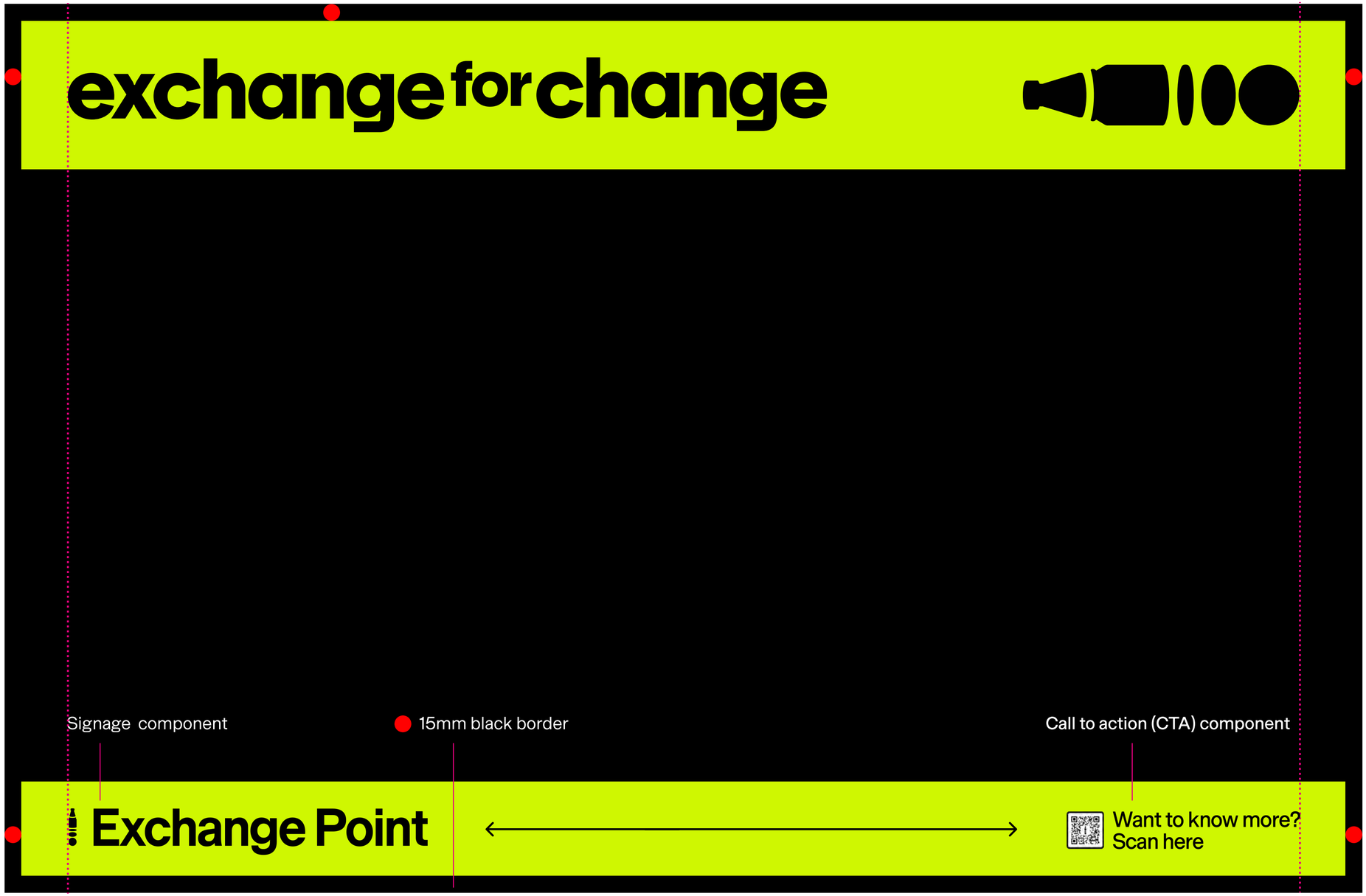


Signage /CTA component usage

The signage and call to action (CTA) components always sit below the instructional components. The signage component is always anchored on the left to line up with the wordmark logo above.

The call to action (CTA) component can slide left or right within the yellow bar. The desired landing point of the call to action (CTA) component will depend on the layout. Please ensure this is anchored to line up with the logo icon or an instructional component.

Please note that we apply a 15mm inset black border around the entire machine. This ensures that our EFC Fluoro does not clash with retailers' brand colours.

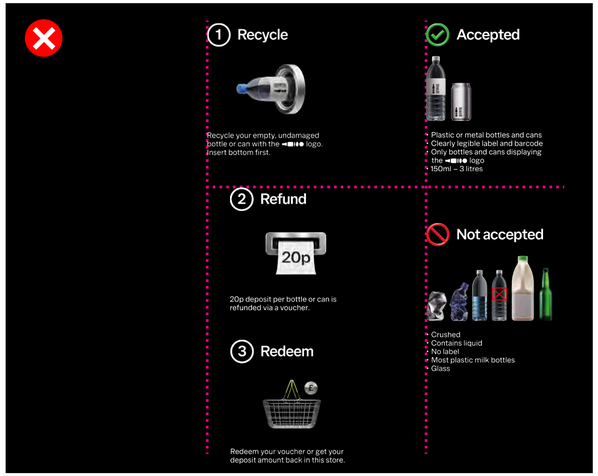


Incorrect components usage

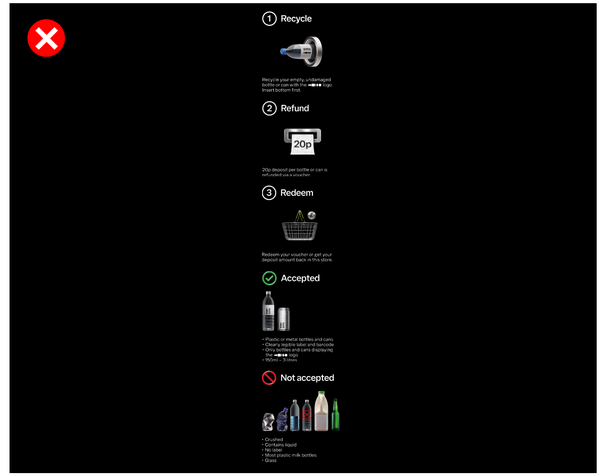
Please see some examples of what not to do for our component usage.



DO NOT have inconsistent spacing



DO NOT have misaligned components



DO NOT vertically stack all instructional components



DO NOT just scale one grouped component



DO NOT stack the signage and call to action (CTA)



DO NOT change the order of the signage and call to action (CTA)

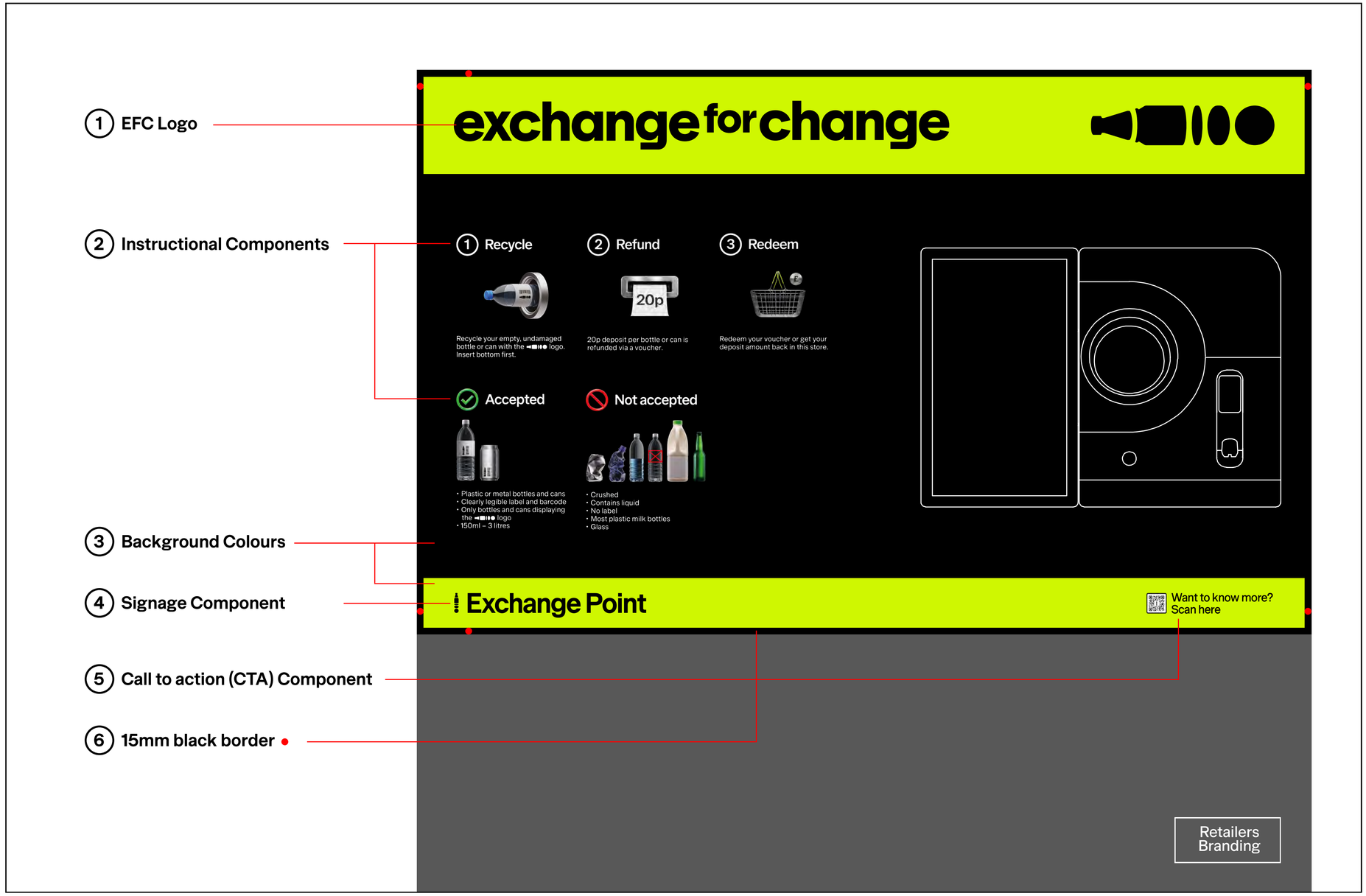
RVM

Design Adherence

This section of our guidelines demonstrates how our Reverse Vending Machines (RVMs) should be co-branded. We have provided design examples for small, medium, large and extra-large RVMs. Up to 75% of the front and side panels will be allocated to Exchange For Change branding (top down) with 25% allocated to the retailer (bottom up).*

The Exchange For Change branding should be placed on the top portion of the machine, as indicated in the design samples, so that consumers can easily read all of the information. The lower section of the RVM can be wrapped in your own retailer branding.

*Exchange For Change branding (inclusive of the consumer journey) will occupy 50-75%, depending on the RVM's size and configuration. Exchange For Change will be working closely with RVM suppliers and retailers to ensure a clear and consistent journey for consumers. This area needs to clearly and legibly feature all of the assets that are shown in our design examples (please see checklist below).



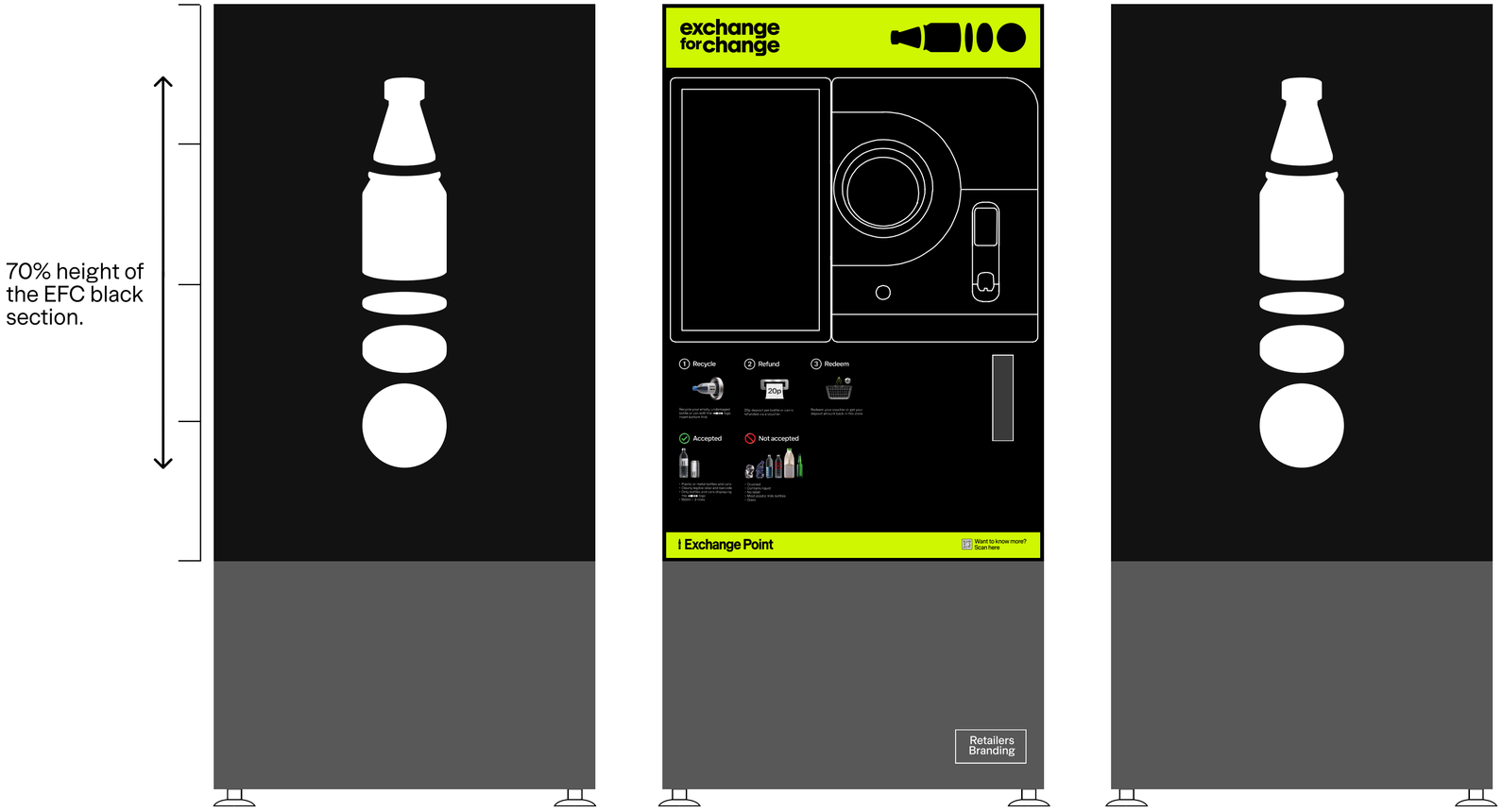
Assets Checklist

Your design needs to feature:

1. EFC Logo
2. Instructional components
3. Background colours
4. Signage component
5. Call to action (CTA) component
6. 15mm black border

Side panels

On freestanding RVMs with visible side panels, place the Exchange For Change icon in the centre of the black panel. Size the icon to 70% of the panel's height.



Side Elevation (Left)

Front Elevation

Side Elevation (Right)

Design Adherence: Retail housing/ modular units

In some scenarios, our RVMs will be enclosed within a retailer's branded housing.



Retail housing in-situ



Asset Guidance

Machine formats may vary, but the Exchange For Change identity, content hierarchy and user journey should remain consistent.

Wordmark and Icon
The Exchange For Change wordmark and icon should always sit at the top of the machine, using the EFC Fluoro brand colour as the background bar. The wordmark and icon should remain the most prominent brand assets on all RVMs. Where the Exchange Point signage component is larger than the wordmark and icon, scale it down so it remains visually secondary. The QR code signage should also be scaled accordingly, with body copy kept at a minimum of 24pt to ensure legibility.

Recycle / Refund / Redeem
Recycle, Refund and Redeem instructions should each include a header, icon and description. These can be arranged horizontally, vertically or mixed depending on the machine format and available space. The order of the components is: 1. Recycle, 2. Refund and 3. Redeem.

Accepted / Not Accepted
The Accepted and Not Accepted sections should each include a header, icon and description. Keep each set of information clearly grouped. They should always appear in this order: 4. Accepted, 5. Not Accepted, placed after the Recycle, Refund and Redeem instructions.

Exchange Point
The Exchange Point signage component is locked up with a vertical logo icon. The lockup is supplied and must not be altered. It should always sit towards the bottom of the branded area, in black, with the EFC Fluoro brand colour as the background bar.

Scan here and QR code
“Want to know more? Scan here” and the QR code should sit to the right of Exchange Point within the lower EFC Fluoro brand bar. The QR code and ‘Want to know more? Scan here’ form a supplied lock-up and must not be altered.

Layout
The EFC Fluoro band containing the logo is always positioned at the top of the layout. A 15mm inset black border should run around the entire machine. This will visually impact the two EFC Fluoro bands, preventing our brand colour from touching any partner colours. The Recycle, Refund and Redeem components form one group, and the Accepted and Not Accepted components form another. Both groups sit on the face of the machine. Below them are the signage and call to action (CTA) components, which sit in an EFC Fluoro bar with 15mm inset black border.

Digital Screen and Controls
Our components should be positioned around the machine opening, digital screen and controls, maintaining clear space and ensuring all functional elements remain visible and easy to use.

Colour
Use only the specified Exchange For Change brand colours and colour combinations shown within these guidelines.

Scaling
The supplied instructional, signage and call to action (CTA) components have been set to scale. When scaling the components up or down, please ensure that they are scaled together as a set. For body copy within the components, please keep it in-between 24-30pt for the size when scaling.

Side panel Icon
Freestanding RVMs have visible side panels. We make use of this space by applying our logo icon in its vertical format. The logo icon is set at 70% of the height of the EFC black panel and set in white. Logo icon is placed in the centre of the panel. Please do not add any other information to the side panels.

Digital Screen Journey

All RVMs include a primary customer interface screen, which forms an integral part of the return journey.

The screen guides customers through the return process by providing clear instructions, transaction details and accessibility information at the right point in their journey. All content displayed on the screen should contribute to making the return journey clear and simple.

Exchange For Change is currently developing a comprehensive digital user journey, which will outline the full experience for Retailers to follow. This work is underway and the guidance will follow soon. In the meantime, if you have any questions, please contact Exchange For Change at enquiries@exchangeforchange.co.uk



Secondary Screens

Some RVMs also incorporate a separate additional display screen, distinct from the primary consumer interface screen, which may be described by RVM suppliers as an “advertising screen”.

The primary purpose of an RVM is to provide consumers with a quick, clear and intuitive container return journey. Any additional display screen must not compromise the space required to communicate the Deposit Return Scheme journey or introduce competing messaging that could distract, confuse or potentially mislead consumers in completing a return.

Recognising that RVM configurations vary significantly, as a baseline design principle, the central 60% of the front-facing area of the RVM should be protected and dedicated to essential Deposit Return Scheme consumer messaging. This includes the consumer return journey, Steps 1) Recycle, 2) Refund and 3) Redeem and information on what can and cannot be returned (Accepted and Not Accepted).

The upper and lower 20% of the machine should not be relied upon for essential consumer messaging, because these areas may be less prominent, accessible or usable across different RVM configurations. The precise application of this principle will be determined through the RVM Brand Asset Guidelines according to the configuration and available space on each machine.

Where an additional display screen occupies or materially impacts this central consumer communication area, particularly where the screen represents 50% or more of the usable front-facing space, that screen must be treated as part of the consumer communication area. Throughout the active consumer interaction, the screen must be used exclusively for Deposit Return Scheme messaging (using the instructional components within these guidelines), consumer instructions and accessibility information that support the consumer return journey.

Retailer or third-party content may be displayed on an additional display screen only outside the active consumer return journey, such as when the machine is in an idle* state or following completion of a transaction. Once a customer initiates interaction with the RVM, the additional display screen must display Deposit Return Scheme consumer journey content exclusively for the duration of that interaction. Retailer or third-party content must not interrupt, compete with, obscure or detract from the information customers need to identify the RVM, understand what can be returned and successfully complete their return.

This approach is intended to support the accessibility principles set out in the RVM specification, including the requirement for the consumer interface to be intuitive and easy to use for people with a range of access needs. It is also intended to help RPOs meet their obligations under the Equality Act 2010. However, the design principles and thresholds set out above should not be read as requirements of the Equality Act itself.

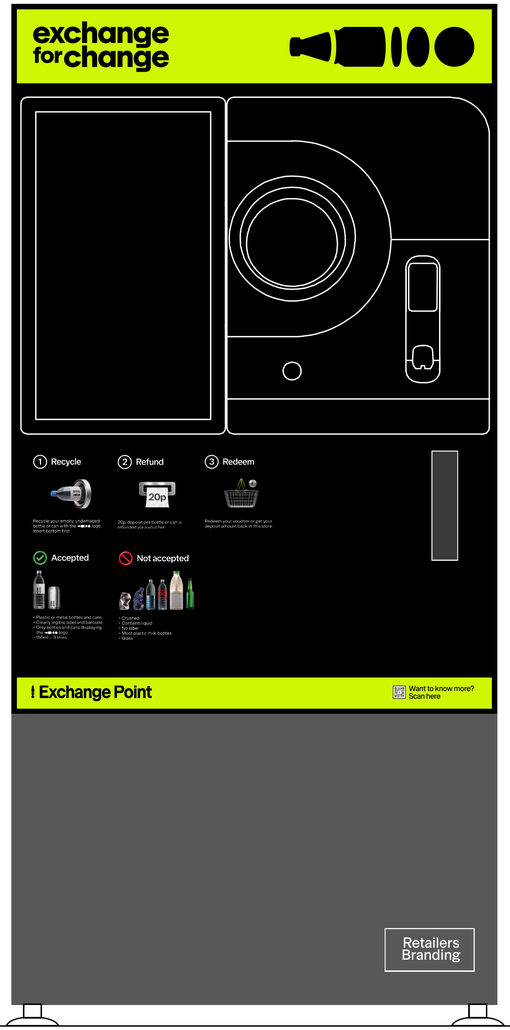
* An idle state may be triggered following a defined period of no customer interaction, with the appropriate timeout to be established through the technical specification.

RVM
Sonic Branding

At Exchange For Change, we know sonic branding is a powerful tool for building recognition and driving behaviour change. As part of the ongoing development of the EFC brand experience, we are actively exploring how sound and sonic identity can be applied to the RVMs. This work is underway, and guidance will follow soon. In the meantime, if you have any questions, please contact Exchange For Change at enquiries@exchangeforchange.co.uk.



RVM: Small Example 1



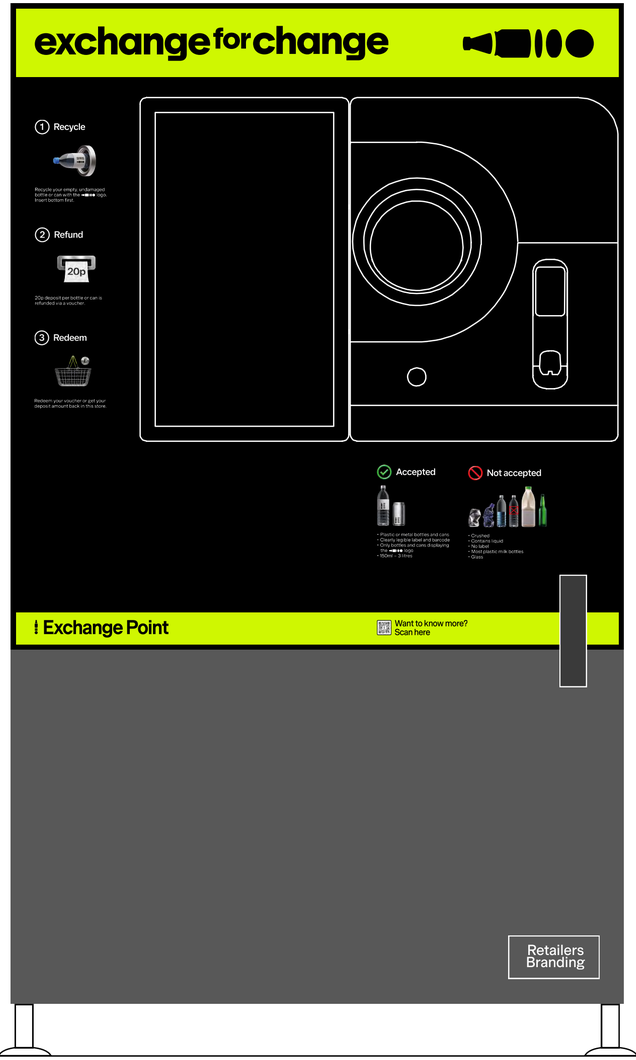
RVM: Small Example 2



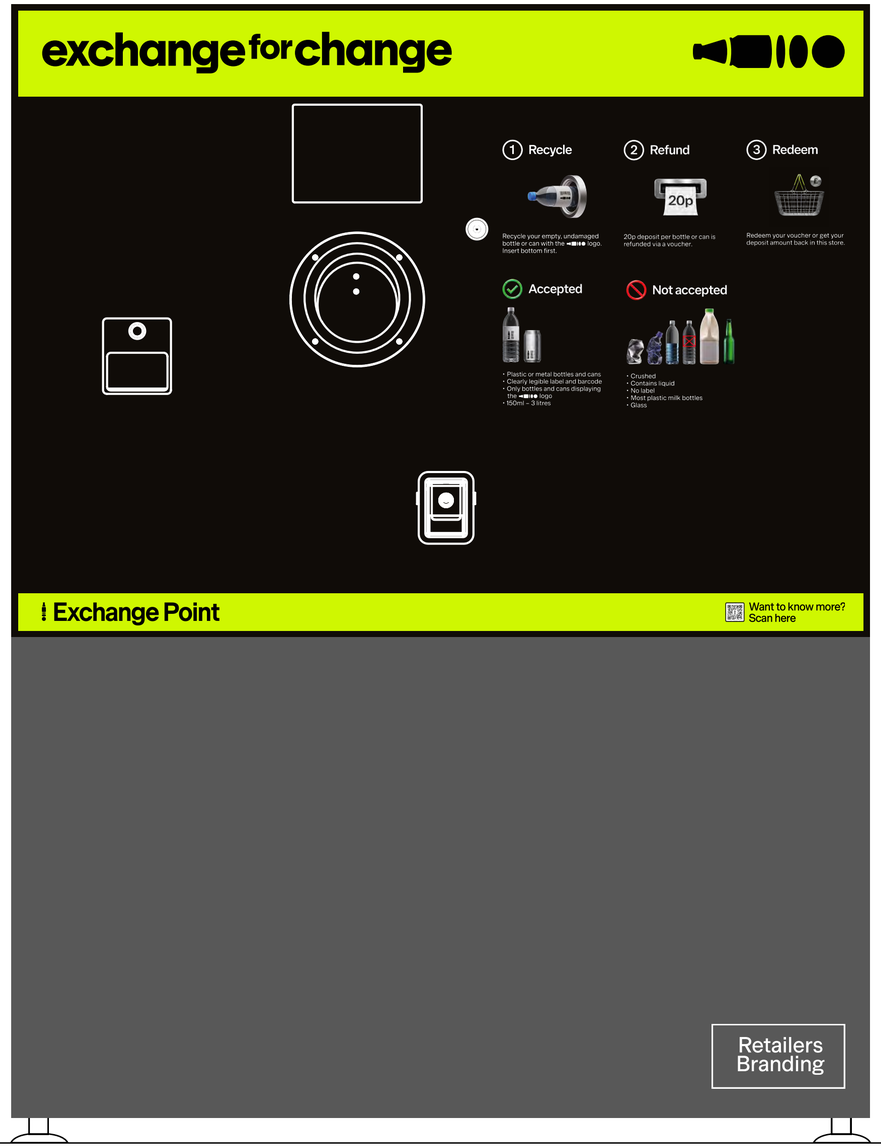
RVM: Small Example 3



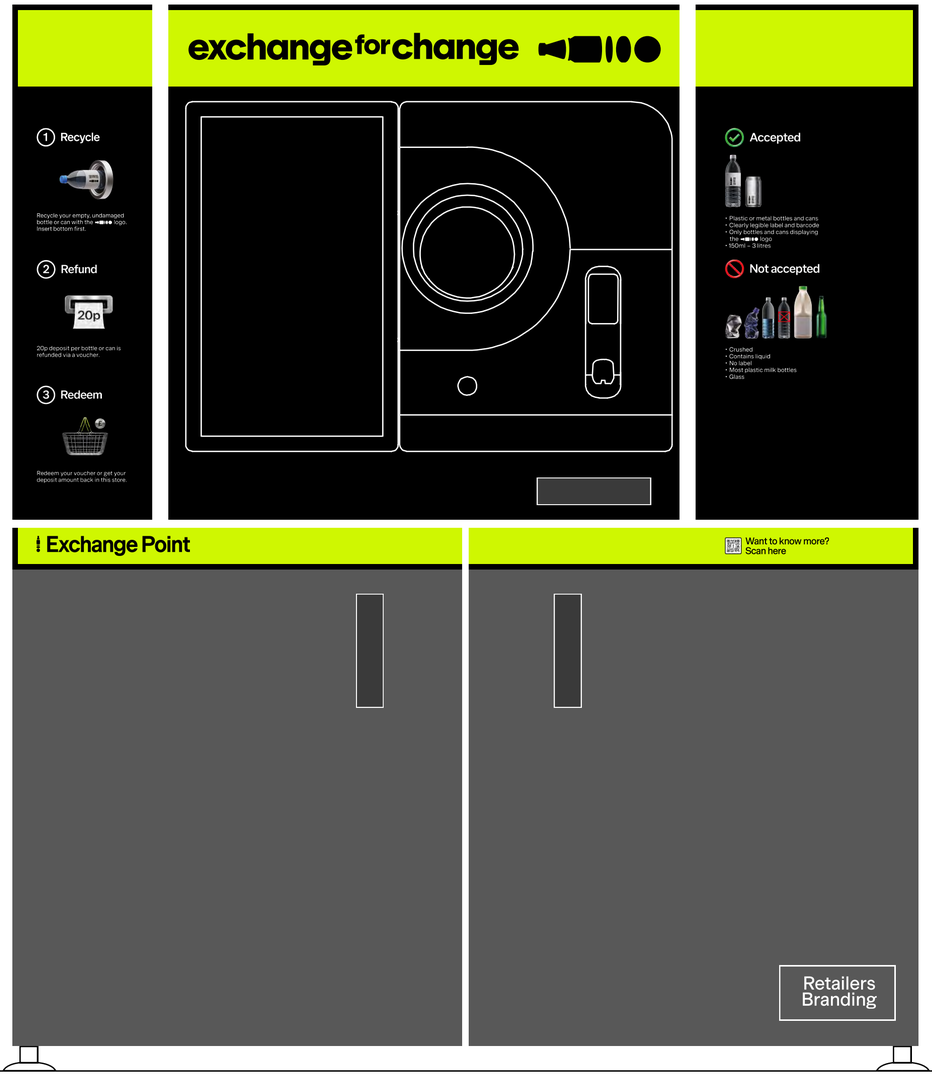
RVM: Medium Example 1



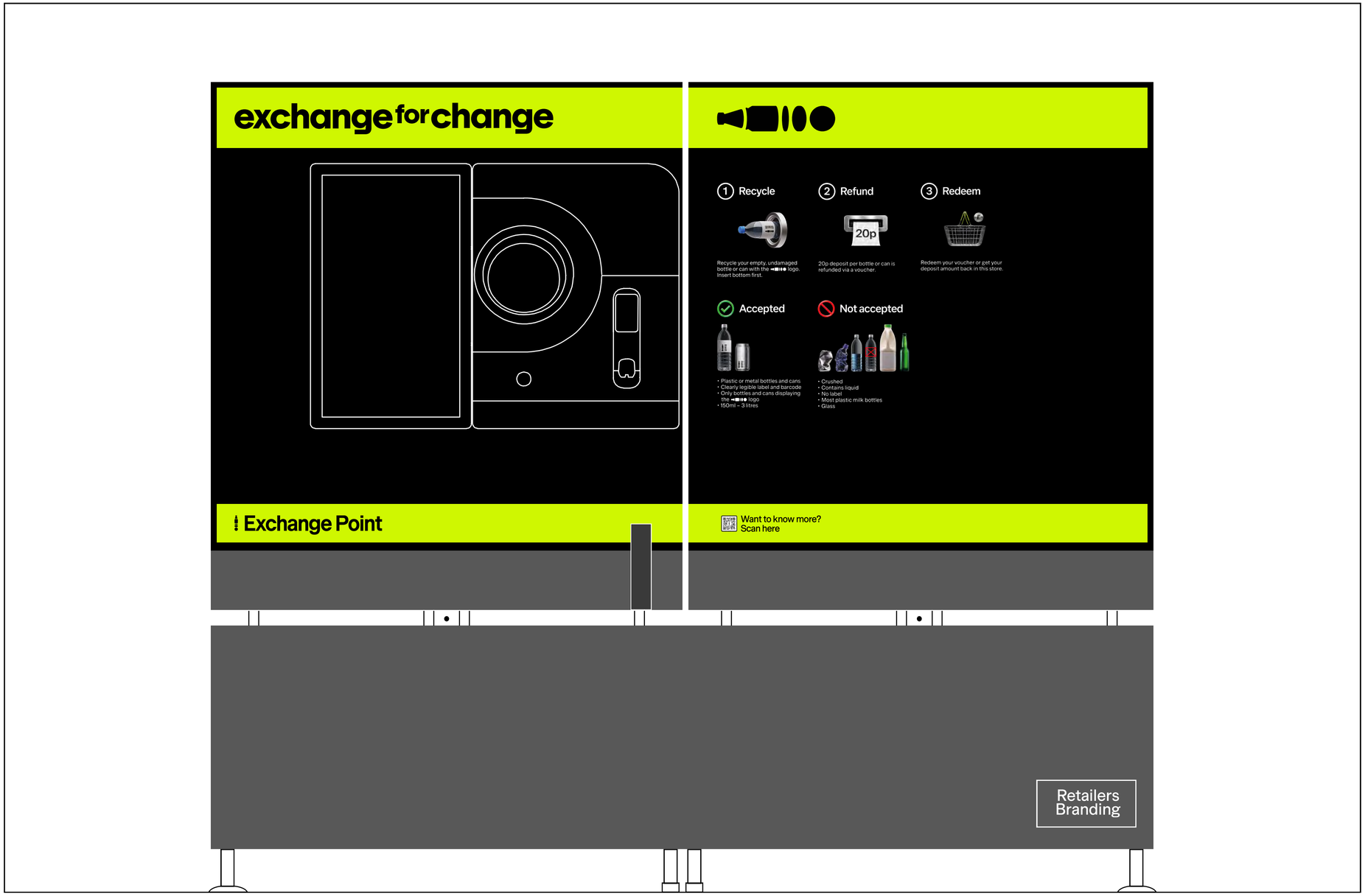
RVM: Medium Example 2



RVM: Large


exchange for change
1 Recycle
Recycle your empty, undamaged bottle or can with the logo. Insert bottom first.
2 Refund
20p
20p deposit per bottle or can is refunded via a voucher.
3 Redeem
Redeem your voucher or get your deposit amount back in this store.
Accepted
• Plastic or metal bottles and cans
• Clearly legible label and barcode
• Only bottles and cans displaying the logo
• 100ml - 3 litres
Not accepted
• Crushed
• Contains liquid
• No label
• Most plastic milk bottles
• Glass
Exchange Point
Want to know more? Scan here
Retailers Branding

RVM: X Large


exchange for change
1 Recycle
Recycle your empty, undamaged bottle or can with the logo. Insert bottom first.
2 Refund
20p
20p deposit per bottle or can is refunded via a voucher.
3 Redeem
Redeem your voucher or get your deposit amount back in this store.
Accepted
• Plastic or metal bottles and cans
• Clearly legible label and barcode
• Only bottles and cans displaying the logo
• 150ml – 3 litres
Not accepted
• Crushed
• Contains liquid
• No label
• Most plastic milk bottles
• Glass
Exchange Point
Want to know more?
Scan here
Retailers
Branding

Dark coloured large RVM external enclosure

This mockup shows how a dark-coloured RVM enclosure should be co-branded with Exchange For Change.

The title 'Exchange Point' must be present, on the fascia. The Exchange For Change landscape or stacked lockup sits on the right-hand side of the fascia next to the retailer logo (if desired). There are two colour options for the title 'Exchange Point' and our logo on the fascia. For the darker coloured external enclosure we use white.

For the RVM wall, our recommended design guidelines still apply. Instructional components should be laid out to fit the available media space so the instructions are easy to follow.

The Exchange For Change bottle logo may be placed at a larger scale on the front or side panels of your enclosure. We recommend using it, as it is an effective signal to the public, even from a distance. In the example shown, it has been applied as translucent decals.



Light coloured large RVM external enclosure

This mockup demonstrates how a light coloured RVM external enclosure should be co-branded with the Exchange For Change brand.

The title ‘Exchange Point’ must be present, on the fascia. The Exchange For Change landscape or stacked lockup sits on the right side of the fascia next to the retailer logo (if desired). There are two colour options for the title 'Exchange Point' and our logo on the fascia. For the lighter coloured external enclosure we use black.

For the RVM wall, our recommended design guidelines still apply. Instructional components are to be laid out to fit the media space so that the instructions are easy to follow.

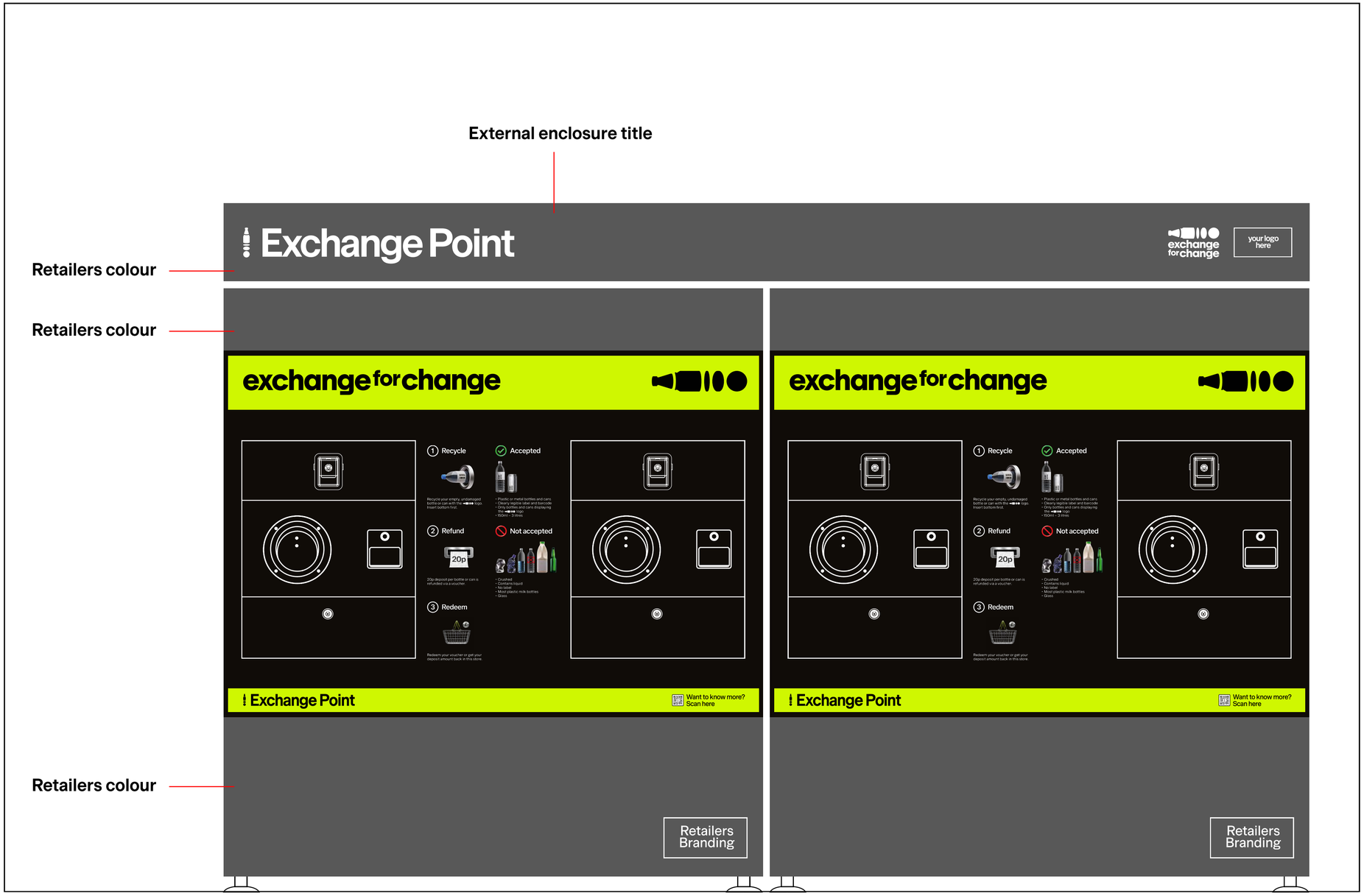
The Exchange For Change bottle logo may be placed at a larger scale on the front or side panels of your enclosure if you wish. We recommend using it, as it is an effective signal to the public, even from a distance. In the example shown, they have been applied as translucent decals.



Front elevation: Large external enclosure

Shown here is a dark coloured version of the external housing for the design adherence. The same rules applies to the light coloured version. The only difference is the colours of the Exchange Point and Exchange For Change logo on the external enclosure title. These two items are always either set in white or black.

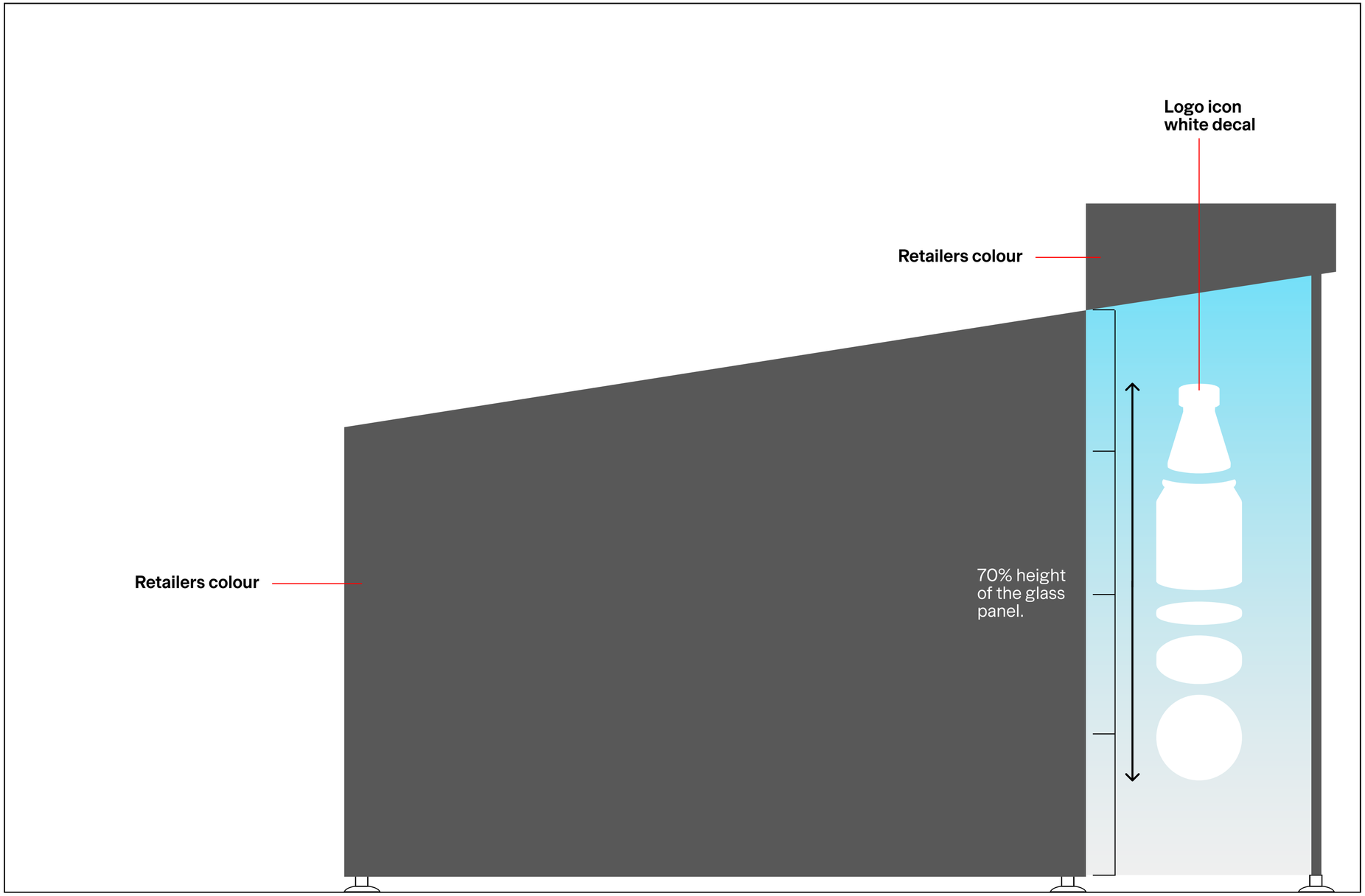
For more information on how to design the Exchange For Change panels, please see page 32.



Side elevation: Large external enclosure

Shown here is a dark coloured version of the external housing (side elevation) for the design adherence. The same rules applies to the light coloured version.

On some larger RVM's there might be a side glass panel. If there is one please use our logo icon. RVM's without side glass panel, please brand in retailers colour.

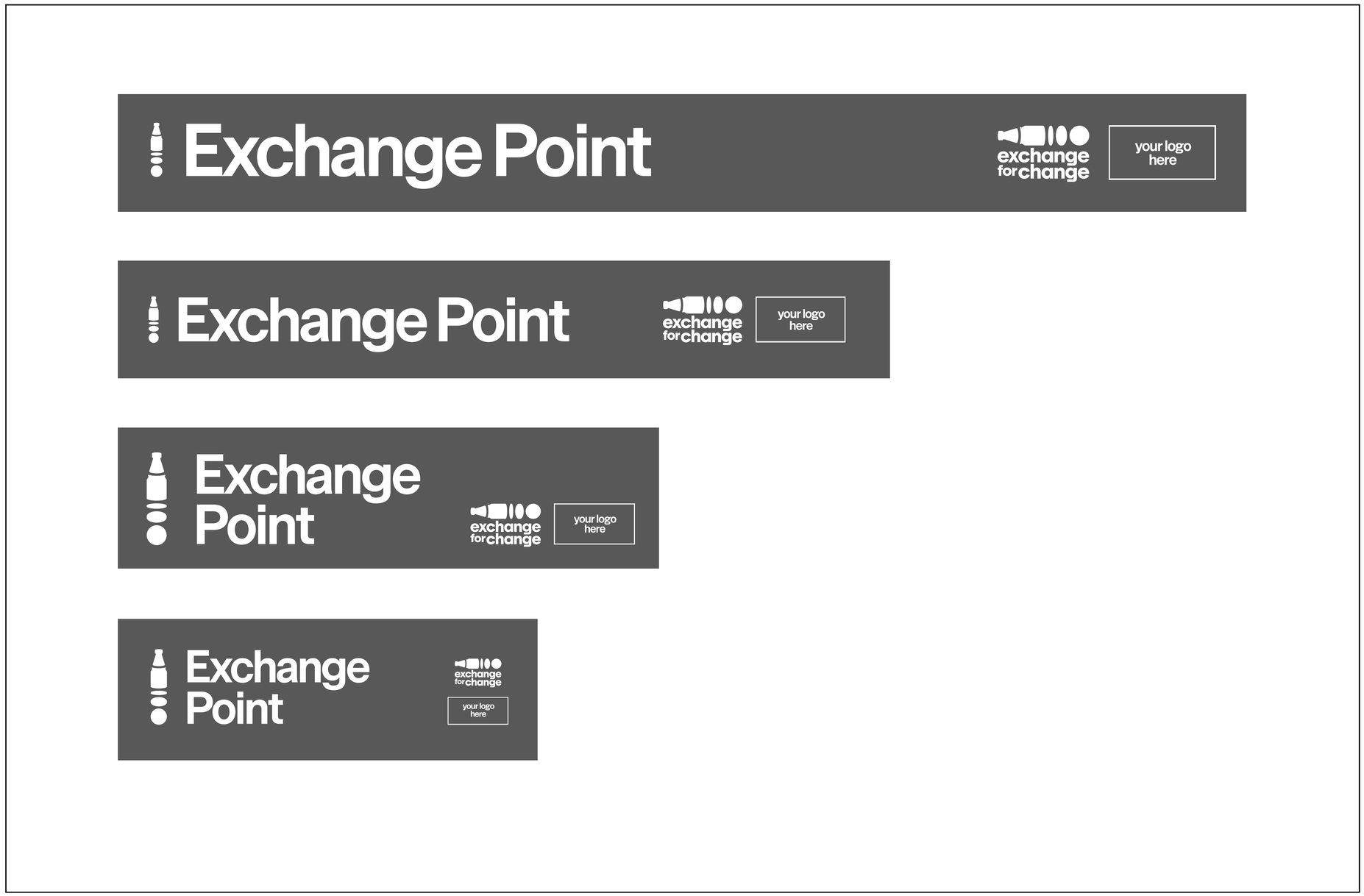


RVM external enclosure title: Sizing guidance

These mockups show how to size and lay out the 'Exchange Point' title, the Exchange For Change logo and the retailer logo (if desired) on different fascia formats.

The title should be the most prominent asset on the fascia. It may be set over two lines if necessary.

The Exchange For Change logo and the retailer logo should be the same size. Ideally, they should sit side by side, but they can be stacked if necessary.



RVM external enclosure title: Sizing guidance

These mockups show how to size and lay out the 'Exchange Point' title, the Exchange For Change logo and the retailer logo (if desired) on different fascia formats.

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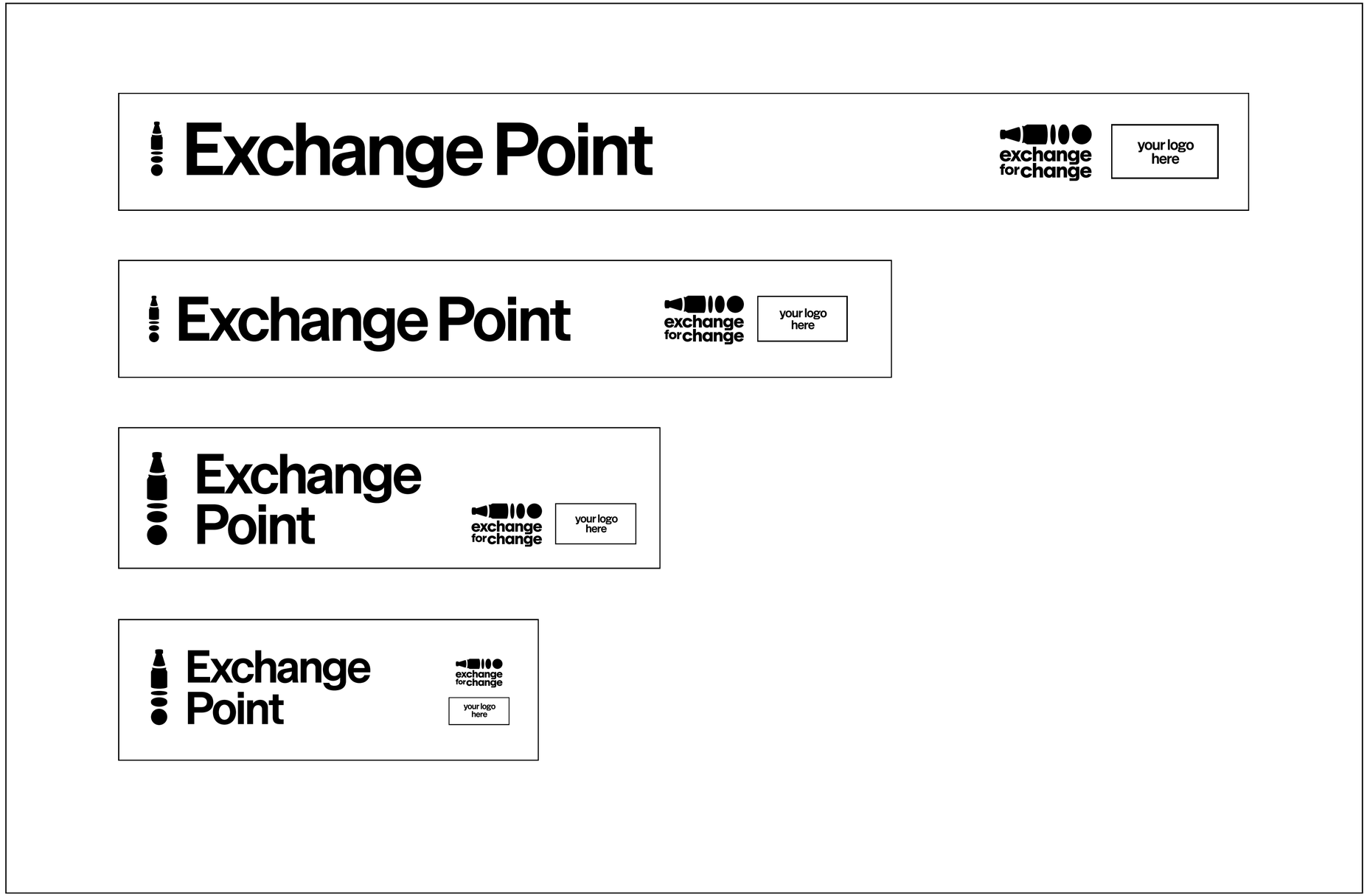

RVM external enclosure small version

This mockup shows how to co-brand a smaller RVM's external enclosure. On the side panels, place the Exchange For Change icon in the centre of the black panel. Size the icon to 70% of the panel's height.



RVM external enclosure small version: Elevation view

For more information on how to design the Exchange For Change panels, please see page 32.



Side Elevation (Left)

Front Elevation

Side Elevation (Right)

Contact

For more information, help or guidance, please contact our marketing team, who will be happy to help.

enquiries@exchangeforchange.co.uk

