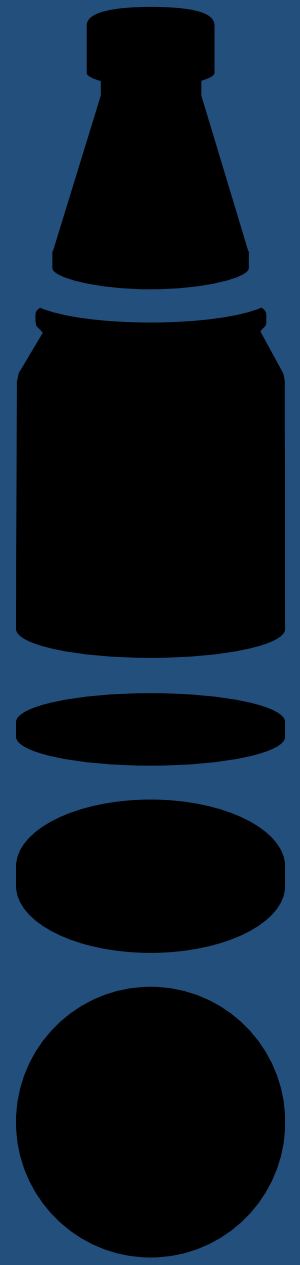
Logo Regulatory Requirements

EXCHANGE FOR CHANGE



Version 1.0-260130

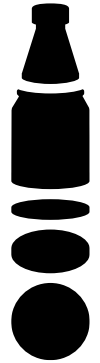
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BACKGROUND TO LOGO DEVELOPMENT PROCESS

A STRATEGIC SYMBOL FOR BEHAVIOUR CHANGE AT NATIONAL SCALE

Exchange for Change is designed to change everyday behaviour across the UK.

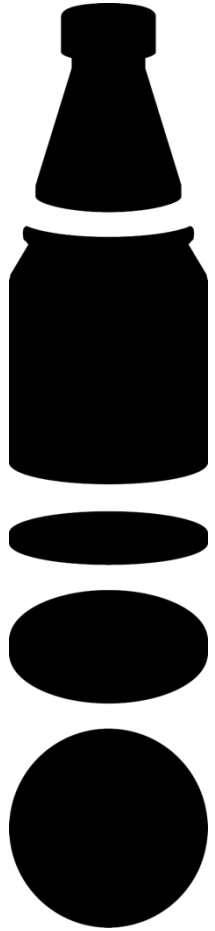
The bottle–can–coin logo supports this by making the core action of the scheme **instantly clear:**

Container → Return → Value

By visually showing how **Exchange for Change** works, the logo:

- **Enables understanding without relying on language**
- **Cuts through a crowded packaging landscape with a distinctive, ownable mark**
- **Works consistently across every touchpoint — from packaging and return points to communications**

This icon is to be on all in-scope PET, Aluminium and Steel drinks containers from 1 October 2027



LOGO USAGE FROM 01 OCTOBER 2027

4 GUIDING VALUES FOR THE DEVELOPMENT OF THE EXCHANGE FOR CHANGE LOGO

1

SIMPLICITY

No over-complication or over-intellectualising. The logo clearly represents how **Exchange for Change** works, using a simple visual of the transformation from drinks container to value.

2

DISTINCTIVE

Designed to stand out clearly amongst a crowded landscape of recycling, compliance and packaging marks. The bottle–can–coin icon avoids familiar recycling cues, ensuring it is immediately recognisable as **Exchange for Change**.

3

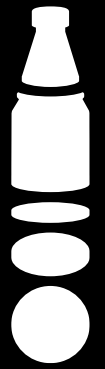
FLEXIBILITY

Built to work consistently across all touchpoints; from packaging and return points to in-store signage and communications. The mark remains legible, functional and recognisable at different sizes and in different environments.

4

ATTENTION

A clear, bold symbol designed for fast recognition in low-attention settings. The logo supports universal recognition across the UK, helping embed **Exchange for Change** into everyday behaviour over time.



LOGO DIMENSIONS AND GUIDELINES

We are providing you here with the minimum requirements needed to ensure compliance with the scheme when it launches in October 2027.

In the future, we may offer additional options for logo presentation that allow you more flexibility in how the logo is displayed and positioned on your packaging.

For avoidance of doubt, use of this logo in accordance with these requirements will be mandatory for producers from October 2027, to remain compliant with DRS regulations.



GUIDANCE

Primary and Secondary Logo Usage

- Producers are **required to display a single instance of the Exchange for Change logo** on each in-scope packaging item. **Only one scheme logo should be used per application.** The primary logo (with vertical placement) is the preferred option, while the secondary logo (with horizontal placement) is available for use when the primary logo cannot be applied due to space constraints or other factors.
- The **primary logo must be used** in all applications as the default.
- The **secondary logo may only be used** where demonstrable space, format, or layout constraints prevent the primary logo from being applied clearly and legibly.
- The secondary logo **must not be used** for preference, aesthetic choice, or brand variation.

The OPRL Explained

- The **On-Pack Recycling Label (OPRL)** was originally designed to explain how to recycle different types of packaging.
- Use of the OPRL **remains a decision for individual producers.**
- As an alternative, producers **may choose to use the Exchange for Change (EfC) logo** to provide recycling guidance.
- Where the Exchange for Change logo is used, it **must be applied in accordance with the logo usage guidelines set out in this document.**

LOGO DIMENSIONS - PRIMARY

We have a variety of options for how our Primary (portrait) logo will appear on pack. Each of which adheres to the minimum and maximum size requirements.

From left to right we have:

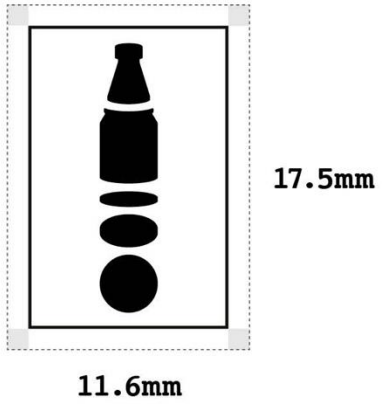
- **OPRL Replacement**
- **Square**
- **Exchange for Change Preference**

Each option includes a 1mm clear space rule on either side.

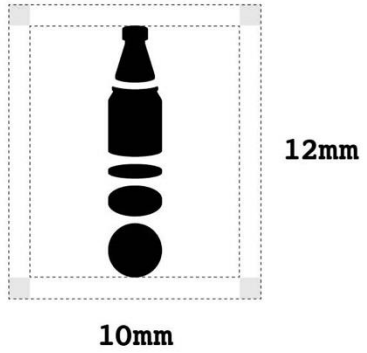
Please note: The measurements detailed opposite are for the logo and do not include the clear space.

EXCHANGE FOR CHANGE

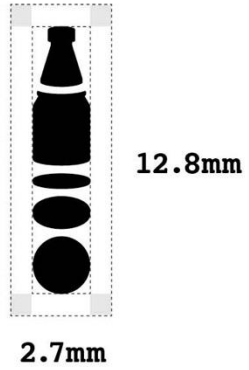
Maximum Spec



OPRL Replacement

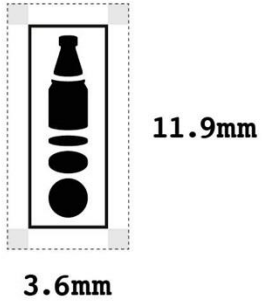


Square



Exchange for Change Preference

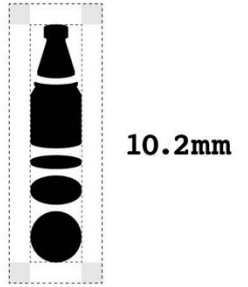
Minimum Spec



OPRL Replacement



Square



Exchange for Change Preference

LOGO DIMENSIONS - SECONDARY

We have a variety of options for how our Secondary (landscape) logo will appear on pack. Each of which adheres to the maximum and minimum size requirements.

From left to right we have:
- OPRL Replacement

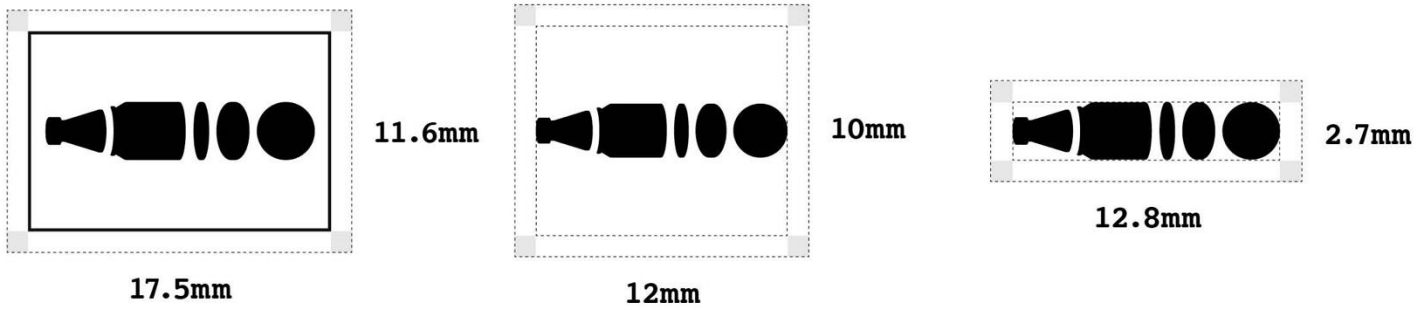
- **Square**
- **Exchange For Change Preference**

Each option includes a 1mm clear space rule on each side.

Please note: The measurements detailed opposite are for the logo and do not include the clear space.

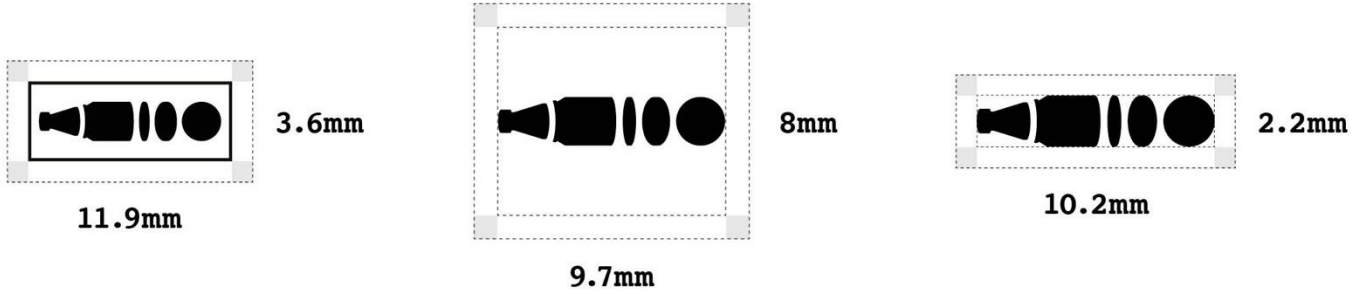
EXCHANGE FOR CHANGE

Maximum Spec



OPRL Replacement | Square | Exchange for Change Preference

Minimum Spec



OPRL Replacement | Square | Exchange for Change Preference

ICON - COLOUR

The icon should always be printed in a single colour. With the preference being either black or white, at the discretion of the producer.

If these colours are not suitable for a producer, then other available colours may be utilised - either brand colours, or nutrition label colours (e.g. green, amber, red).

Green:
C48 M0 Y94 K0

Pantone PMS375

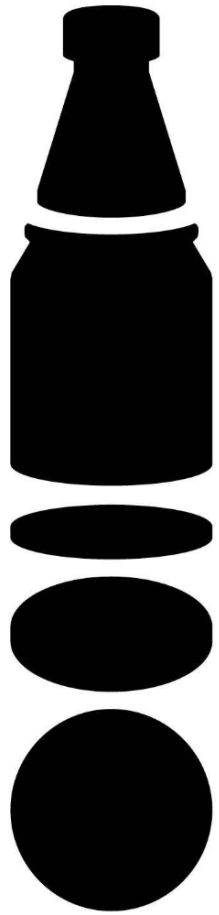
Amber:
C0 M36 Y87 K0

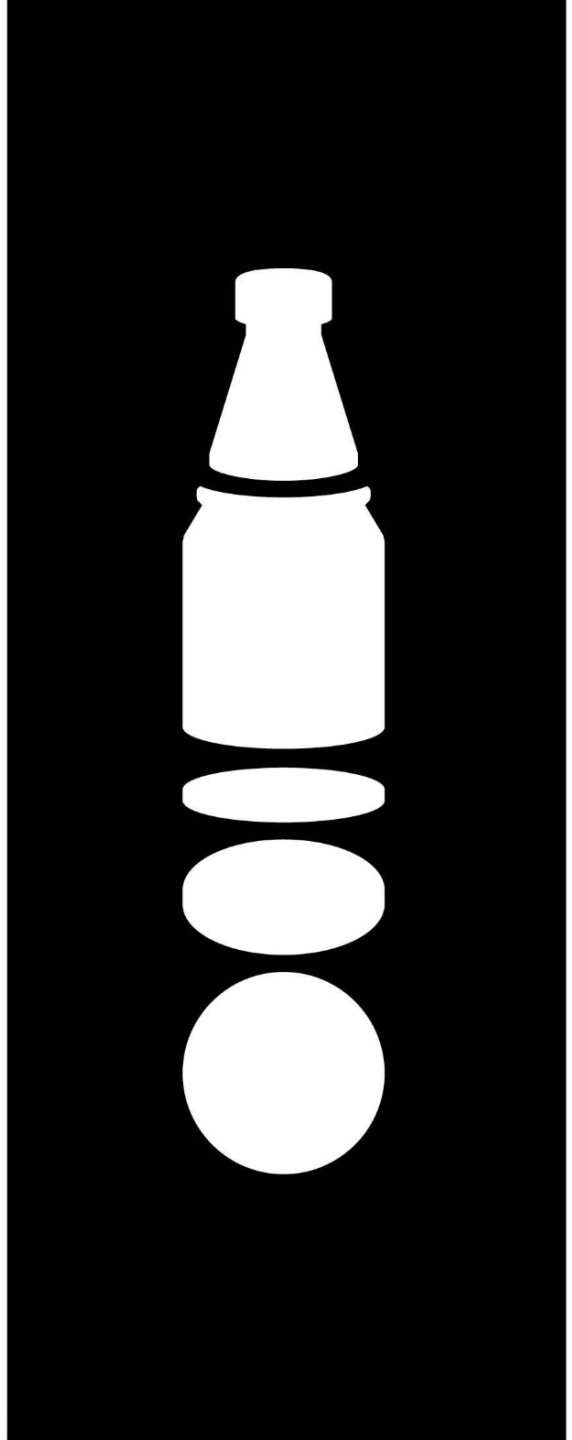
Pantone PMS143

Red:
C0 M90 Y86 Ko

Pantone Red 032

EXCHANGE FOR CHANGE









HOW WILL THE SCHEME LOGO BE ISSUED?

HOW WILL THE EXCHANGE FOR CHANGE SCHEME LOGO BE ISSUED?

The Exchange for Change logo will be made available in a full set of **standard, print- and digital-ready file formats**, suitable for use across packaging, in-store materials and communications.

RGB:

- AI (Editable)

- EPS

- JPEG

- PNG

- SVG

- TIFF

CMYK:

- AI (Editable)

- EPS

- JPEG

- TIFF

Access and distribution

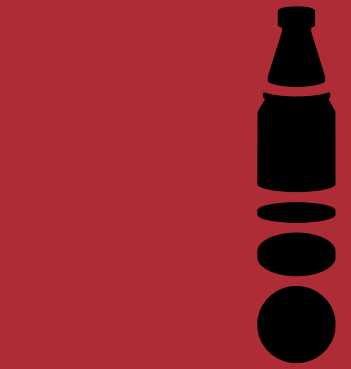
The full logo asset pack will be hosted on the **Exchange for Change website**, alongside clear usage guidelines.

Download the logo pack here

This ensures all producers and retailers are using the **correct, consistent and approved version** of the scheme logo.

The icon can also be downloaded from

Dropbox



WHAT IS THE PROCESS FOR WITHDRAWAL / REPLACEMENT OF THE SCHEME LOGO?

What is the process for withdrawal / replacement of the scheme logo?

Exchange for Change recognises that any withdrawal or replacement of the scheme logo may have operational, and cost implications for registered producers. Accordingly, any such change will be managed in line with the following principles.

Key principles

Before withdrawing or replacing a scheme logo, Exchange for Change will:

- Have regard to the likely impact on registered producers, including impacts on packaging design cycles, stock, and labelling processes
- Clearly articulate the rationale for the withdrawal or replacement
- Provide sufficient notice to allow producers to make necessary changes in a reasonable timeframe

Process

Where Exchange for Change determines that a scheme logo should be withdrawn or replaced, it will:

1. Develop and approve the revised logo and associated technical guidance.

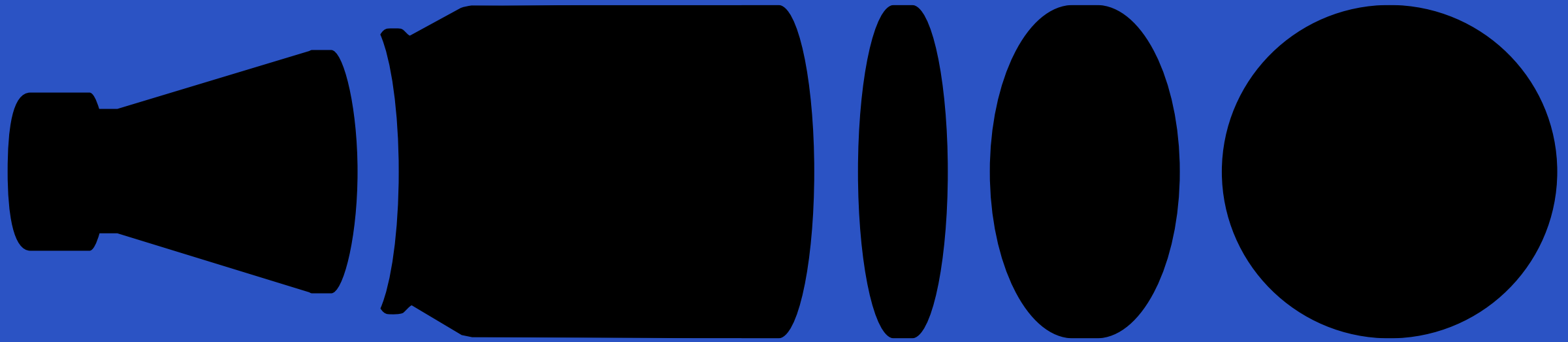
2. Specify a clear effective date from which the new or replacement logo is to be used. This date will be set to ensure Exchange for Change is satisfied that registered producers have sufficient notice before the change takes effect.

3. Issue formal communications to all registered producers, setting out:

- The nature of the change
- The reasons for the withdrawal or replacement
- The effective date and any applicable transition arrangements

4. Communicate the change widely using the same channels applied to logo issuance, including direct communications to registered producers, industry updates, and wider trade communications, as appropriate.

Where necessary, Exchange for Change may also provide supporting guidance or clarification to assist producers in implementing the change.



THANKS