

BATTERY RECYCLING SEAL USAGE STANDARDS

If it's rechargeable, we recycle it! Call2Recycle® is a program of the Rechargeable Battery Recycling Corporation (RBRC) promoting environmental sustainability by providing free battery and cell phone recycling in North America. The following standards illustrate the methods of implementation that should be applied continuously and consistently in order to achieve the highest degree of identification and recognition for the seal. These standards are to be applied when using the seal on any medium and for any purpose including battery packaging, advertising, instruction manuals/forms and all other visual media. Contact RBRC at (678) 419-9990 or licensee@call2recycle.org for PC and MAC formatted electronic files or logo sheets suitable for scanning.

Rechargeable Battery Chemistries

Call2Recycle offers recycling programs for Nickel Cadmium, Nickel Metal Hydride, Lithium Ion, Small Sealed Lead Acid (SSLA/Pb) and Nickel Zinc. Five seal versions are offered for each battery chemistry. See the Seal Versions section for descriptions of each version. Please reference the seal numbers below when ordering artwork (Figures A-E).



**Figure A:
Nickel Cadmium
(PMS 389)**
A1. 800CLR
A2. 800B&W
A3. 800CLRko
A4. 800B&Wko
A5. Mfg.#CLR



**Figure B:
Nickel Metal Hydride
(PMS 1375)**
B1. 800CLR
B2. 800B&W
B3. 800CLRko
B4. 800B&Wko
B5. Mfg.#CLR



**Figure C:
Lithium Ion
(PMS 312)**
C1. 800CLR
C2. 800B&W
C3. 800CLRko
C4. 800B&Wko
C5. Mfg.#CLR



**Figure D:
Small Sealed Lead Acid (SSLA/Pb)
(PMS 421)**
D1. 800CLR
D2. 800B&W
D3. 800CLRko
D4. 800B&Wko
D5. Mfg.#CLR



**Figure E:
Nickel Zinc
(PMS 368)**
E1. 800CLR
E2. 800B&W
E3. 800CLRko
E4. 800B&Wko
E5. Mfg.#CLR

Seal Versions

RBRC 800 Number (i.e., A1, A2, A3, A4) The RBRC 800 number version of the seal contains RBRC's automated toll-free number for locating a drop-off site. This version is recommended for use by marketers and manufacturers who do not have their own recycling toll-free number.

Manufacturer Recycling Telephone Number (i.e., A5) This seal version is left blank for those manufacturers who have their own toll-free recycling telephone number.



800CLR - This logo is for use on white or light colored backgrounds. PMS color will vary according to rechargeable battery chemistry. (A1, B1, C1, D1, E1)



800B&W - This logo is for use on white or light colored backgrounds. It prints black. (A2, B2, C2, D2, E2)



800CLRko - This logo is for use on black or dark colored backgrounds. It prints black with a PMS color. (A3, B3, C3, D3, E3)



800B&Wko - This logo is for use on black or dark colored backgrounds. It prints black. (A4, B4, C4, D4, E4)



Mfg#CLR - This logo is for use on white or light colored backgrounds. It prints black with a PMS color. (A5, B5, C5, D5, E5)

Battery Recycling Seal Usage Standards (continued)

Minimum Size

The minimum reproduction size of any of the seal versions or variations is 13mm diameter (Figure F).

Logo Field

The seal requires a field of “white space” equal to the width of its outer ring to increase the visibility of the seal (Figure G).

Color

RBRC recommends usage of the color variations of the seal to enhance readability and recognition. The PMS color is to be used as the background color in the center of the seal. A four-color process build of the PMS color is permitted (Figure G).

- Nickel Cadmium - PMS 389
- Nickel Metal Hydride - PMS 1375
- Lithium Ion - PMS 312
- Small Sealed Lead Acid (SSLA/Pb) - PMS 421
- Nickel Zinc - PMS 368

Figure F.

13MM DIAMETER



Figure G.

Incorrect Usage

The seal must be used as shown in Figures A-E. Alterations to the seal invalidate the recycling agreement and will void Environmental Protection Agency certification (Figures H-L).



Figure H: A telephone number must accompany the seal.



Figure I: Seal must be used with RBRC name and chemistry.



Figure J: Seal requires usage of “Recycle” and telephone number.



Figure K: Seal requires usage of “Recycle” and telephone number and outer ring.



Figure L: Seal requires usage of a black outer ring and reversed usage of “Recycle” and telephone number.