

Bin information posters for London businesses

Design brief (Ref 2019/20 – 2)

1. Who are we?

Resource London is a jointly funded support programme for London waste authorities delivered in partnership by the London Waste and Recycling Board and WRAP, the UK's resources efficiency body.

Its primary goal is to help local authorities across London achieve 65% recycling by 2030. The stated objectives of the programme are to:

- reduce the city's waste footprint and reinvigorate recycling to make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030;
- make an effective contribution to the Mayor of London's CO₂ emissions performance standard; and
- make a significant contribution towards England achieving its 50% household waste recycling target by 2020.

An element of this programme is to support boroughs with commercialising their waste and recycling collections, as well as help businesses improve their waste and recycling services.

2. What is this brief about?

As part of our commercial waste and recycling support offering, we would like to create five posters that businesses can use to communicate what can and can't go in their bins. The posters will be provided to businesses, who will display them on or near bins in offices, kitchens, shops and other commercial premises.

The posters need to be simple, clear and informative. They need to be visually arresting to catch attention in busy work environments, as well as deliver key information at a glance; the audience the posters are aimed at is busy, and will not deliberate for long over which bin to use, so the posters need to impart the necessary information in seconds. The posters will need to be easily understandable by people whose first language is not English, so where possible, imagery should take precedence over words.

The posters will need to be provided as editable templates, along with a selection of YES item imagery and NO words using the London Recycles brand font, which businesses can drag and drop into the templates, so providing the ability to tailor each poster according to individual waste and recycling services.

3. What will the posters need to communicate?

We will need five posters designing, one for each waste stream, namely:

- General waste
- Dry mixed recycling
- Food waste recycling

- Paper & card recycling
- Glass recycling

Each poster will need to have a bold headline which explains what the bin is for, visually communicate what should be thrown into that bin, as well as list some items which should not be thrown in. The London Recycles logo should be included in the bottom left corner, and space should be left for a business or local authority logo in the bottom right. Space for contact details – a website URL and telephone number - should be included in the bottom center.

3.1 Desired poster layouts and content

General Waste

Headline: General waste

Copy: Yes please

Space for six item images: three by two.

The images should be single-item photographic images, shot against a grey background. A large green tick and the item name should accompany each image.

Item images:

- Crisp packets
- Coffee cups
- Sweet wrappers (chocolate bar)
- Single-use cutlery (plastic and wood)
- Polystyrene takeaway boxes
- Polystyrene packaging
- Paper towels

Copy: No thank you

List with red cross next to each word. Allow space for four words. Food waste, paper and card, plastic bottles, plastic pots

London Recycles logo, website URL and phone number, business or local authority logo

Dry mixed recycling

Headline: Mixed recycling

Copy: Yes please.

Space for six item images: three by two.

The images should be single-item photographic images, shot against a green background. A large green tick and the item name should accompany each image.

Item images:

- Plastic bottle
- Plastic pots (e.g. yoghurt pot)
- Paper and card

- Carton (e.g. OJ and non-dairy milk)
- Food and drink tins and cans (e.g. soft drink can, or soup can)
- Glass bottles and jars

Copy: No thank you

List with red cross next to each word. Allow space for 6 words. food waste, coffee cups, polystyrene takeaway boxes, crisp packets, tissues, paper towels, black bags

London Recycles logo, website URL and phone number, business or local authority logo

Food recycling

Headline: Food waste recycling

Copy: Yes please.

Space for four images: in a line

The images should be single-item photographic images, shot against a green background. A large green tick and the item name should accompany each image.

Item images:

- tea bags
- coffee grounds
- leftovers
- fruit peelings

Copy: No thank you

List with red cross next to each word. Allow space for 6 words. Plastic film, plastic packaging, tissues, paper towels, coffee cups, oil, compostable packaging, black bags

London Recycles logo, website URL and phone number, business or local authority logo

Glass recycling

Headline: Glass recycling

Copy: Yes please.

Space for four images: in a line

The images should be single-item photographic images, shot against a teal background. A large green tick and the item name should accompany each image.

Item images:

- Green glass bottle (e.g. green wine bottle)
- Brown glass bottle – (e.g. beer bottle)
- Clear glass jar – (e.g. jam jar with lid)
- Clear glass bottle, e.g. soft drink style such as Coca-Cola / fever tree

Copy: No thank you

List with red cross next to each word. Allow space for 6 words. Drinking glasses, cardboard and paper, corks, plastic bottles, black bags, Pyrex

London Recycles logo, website URL and phone number, business or local authority logo

Paper and card recycling

Headline: Paper and card recycling (this heading needs to be amendable, so it is either paper and card recycling, or paper recycling, or card recycling. This is because some businesses only collect one, or have separate bins for these)

Copy: Yes please.

Space for four images: in a line

The images should be single-item photographic images, shot against a blue background. A large green tick and the item name should accompany each image.

Possible items:

- Newspapers and magazines
- Food packaging (e.g. tea bags box)
- Window envelopes
- Delivery packaging, (show as flat-packed)

Copy: No thank you

List with red cross next to each word. Allow space for 6 words. Jiffy bags, bubble wrap, glass bottles and jars, food, paper towels, coffee cups, wet or dirty paper

London Recycles logo, website URL and phone number, business or local authority logo

4. What do we want from you?

We would like you to create five posters, one for each waste stream. The five posters should be provided in both A4 and A5 formats. The posters will need to be delivered as editable templates, allowing the businesses to tailor each one depending on their individual waste and recycling services. The editable sections will need to be:

- Header on the paper and card poster
- Images communicating what should go in the bin. The number of items possible to include should be fixed though
- List communicating what shouldn't go in the bin. Again, the number of items should be fixed
- Website URL and phone number
- Business or local authority logo

The rest of the poster will need to be locked from editing.

We will also need a set of images and a set of words using the London Recycles brand font, delivered alongside the posters, which the businesses can drag and drop into the posters.

5. Branding:

All designs should use the main elements of the London Recycles brand guidelines and include a space in the bottom right where businesses can drop in their logo. Along the center bottom, an editable website URL and space for a phone number should be included.

Any new item images created will need to look and feel the same as the images already designed by London Recycles – see appendix 1. London Recycles can supply some item imagery, but most will need creating.

6. Agency requirements:

Once appointed, the selected agency would be asked to:

- Deliver mock-ups of each poster by COP Wednesday 8 May 2019 (see the timetable below).
- Create final materials and deliver them as InDesign files to Resource London by Wednesday 15 May 2019.
- Work with Resource London collaboratively on poster development and sign-off.

Please allow for two rounds of amends to the designed materials. Please also provide an hourly rate for design time in case further amends are required.

7. Budget:

An upper limit of £7,000 (including VAT) has been specified for this work. Costs should include image photography and artwork development, design and final production work.

8. Timetable:

Step	Responsible	Deadline
Brief out to agencies	RL	Wed 24 April 2019
Response to brief (see below for requirements)	Agency	Wed 1 May 2019
Decision made on agency appointment	RL	Thu 2 May 2019
First poster drafts delivered	Agency	Wed 8 May 2019
Feedback on posters	RL	Thu 9 May 2019
Second drafts delivered	Agency	Mon 13 May 2019
Feedback on posters	RL	Tue 14 May 2019
Materials delivered to Resource London	Agency	Wed 15 May 2019

9. Your response:

Your response should be no more than 2 x A4 pages and focus on the requirements outlined above. Responses should include:

- Confirmation you can design and deliver the posters and accompanying collateral required
- A full breakdown of costs
- A schedule of timescales and confirmation you can meet our deadlines above

Please email submissions to: sarah.craddock@lwarb.gov.uk

Please call Sarah with any questions or issues: 07732 681 832

Appendix 1

Example YES/NO imagery



 plastics



 **card & paper**



 **fruit scraps**



 **tea bags**