

Taylor Customer Guidelines

For the preparation and submission of logos to be applied to Taylor containers



the name for **innovation.**



Customer Guidelines for the preparation and submission of logos to be applied to Taylor containers

Introduction

This guide is designed to help Taylor customers to supply, at the time of ordering their containers, the appropriate information when a new logo is required (we already have your design for existing logos but ask you to verify the logo is still correct and that any telephone numbers on it are still current).

Supplying us with the requisite information for a new logo delivers benefits to you as:

- It ensures a “no surprises” approach, avoiding the considerable delay in production and delivery of containers that can occur due to logo issues, but is often not expected by customer;
- It avoids the potentially disappointing logos that can result when vague or incorrect logo information is supplied. Poor quality logo information also generates continued dialogue on the logo back and forth between Taylor and the customer, a frustration to the customer and a cost to doing business.
- It ensures customer satisfaction because the logo and any graphics will appear with first class quality when printed (as inferior images yield a grainy result)
- It ensures that any graphics supplied will not be distorted due to changes in the aspect ratio to fit the logo field



The Benefits of Logos

Logos, alongside with innovative paint schemes, are a key aspect of container design, improving the aesthetics of recycling and waste collection as well as providing a very powerful branding and messaging opportunity.

Innovative logo and paint schemes actually target people’s psychology, and can be used to trigger a response that boosts public participation in recycling by causing the public to “walk the first ten feet” to deposit their empty bottle, can or old newspaper in the appropriate compartment of a recycling container.

Nowhere has this been more strongly demonstrated than the CowBins program in Lewisham, where recycling rates increased by a massive 61% through the use of artwork on recycling container logos and paint schemes.¹



¹ The Art of Recycling – A report on the Cowbins recycling promotion project in New Cross Gate, Lewisham. The Onyx Environmental Trust, March 2006. See www.taylorbins.co.uk

Taylor has the powerful logo and paint scheme capabilities to help you achieve your branding, messaging and recycling participation aims.

Our Logo Production Service

We will do our utmost to meet your exact needs and we can print logos with virtually any graphic, any colour of background and any colour of text.

We offer two processes to produce logos, ‘die cutting’ and ‘digital printing’:

- Die cutting – a sheet of constant colour material is cut to shape to form a logo.
- Digital Printing – a sheet of material is printed onto and then cut to size.



Die cut example

Logo Design

Our in house graphic design team will do their best to meet your requirements. They can:

- Put text onto a logo;
- Put a graphic supplied by you (provided it is of sufficient resolution and size, see below) onto the logo with or without text.
- Design a graphic from a sketch; (please note depending on complexity, this may be subject to additional charges)
- We may be able to improve the resolution of a graphic or change its colours. For example you may supply us a high resolution graphic that is physically 4-5cm in size, but on the logo it needs to be blown up to 10-15cm. We cannot do this and maintain the appearance of the logo, without additional work being carried out. Therefore it is important that any artwork supplied is both of sufficient resolution and of the actual size required (or very close to it)



Screen print example

Please note: A maximum of 3 design revisions per order are included free of charge, this is satisfactory for the vast majority of orders. Additional charges may apply for logo design change requests in excess of 3 revisions.

talk to us
01299 251 333

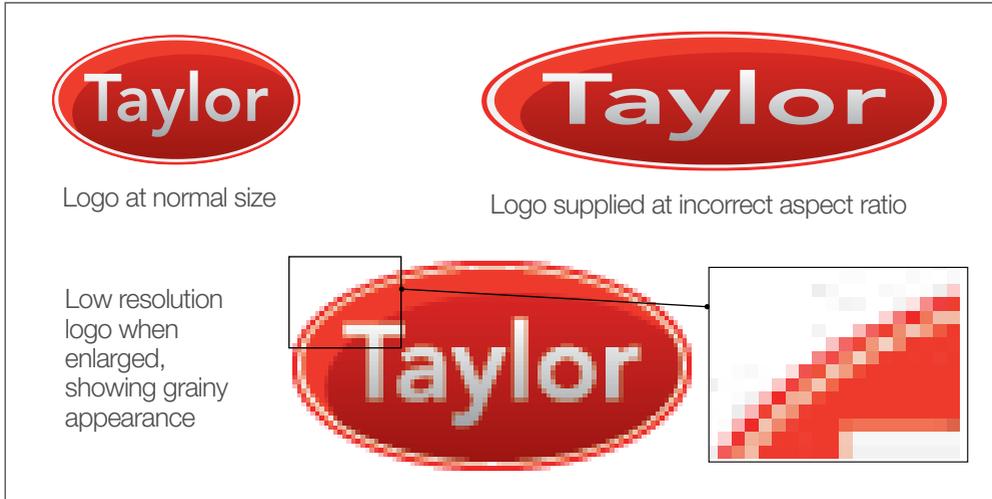
e-mail us
custserv@taylorbins.co.uk

online
www.taylorbins.co.uk



Supplied Image Quality

- To avoid loss of quality and poor results please supply us with a high quality image.



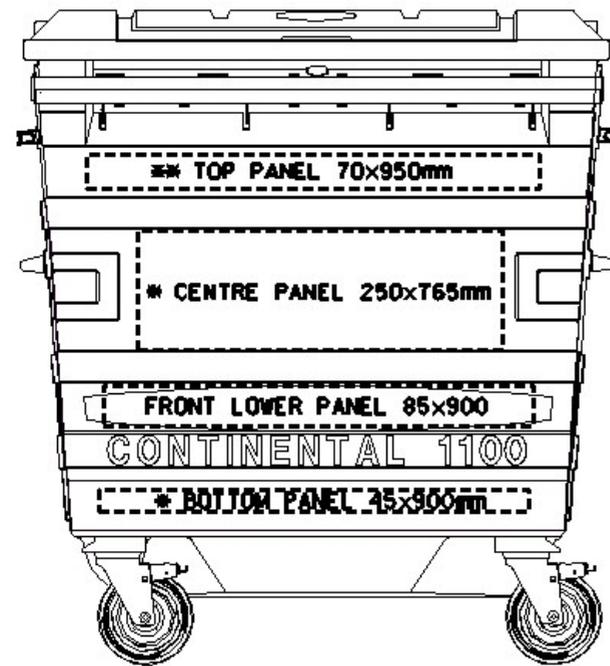
Undertaking graphic design work can delay the production and delivery of containers, and we recommend that it be performed prior to ordering your containers. It can be arranged through your Taylor Area Business Manager or through Taylor Customer Services (01299 251333 / custserv@taylorbins.co.uk).

Supplying us the correct logo information

In order to produce logos with a first class appearance we require digital artwork that meets the following criteria:

- Our graphic design team are able to accept almost all file types, however vector files such as .eps .ai and .pdf are recommended to produce the best results
- It has a resolution of at least 96 dots per inch (DPI), and we recommend 150DPI for the best results;
- The actual printed size of the image (without any scaling) matches the container type and panel location. The following tables detail absolute maximum sizes in mm for each logo area on each container:

Please note: We are able to accept almost all file types. however vector files (AI, EPS, PDF) produce the best results.



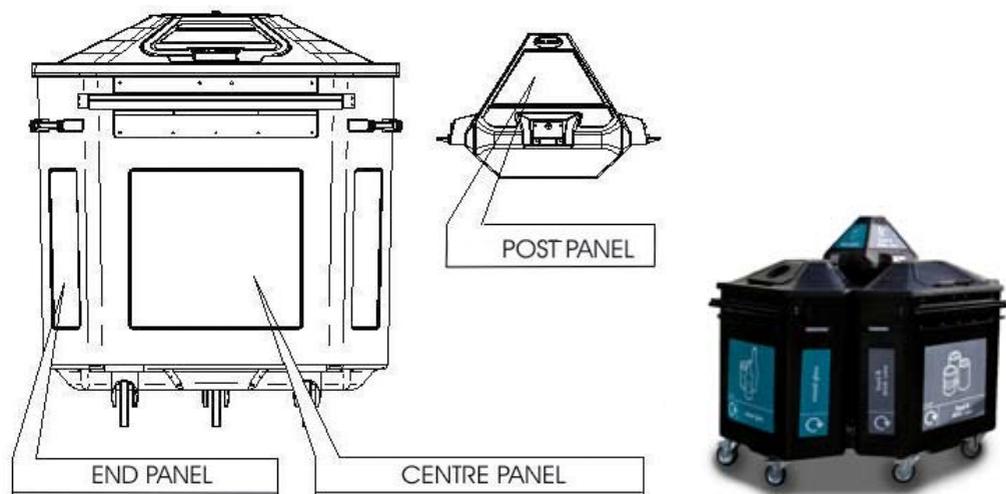
WRAP Logos



Container	Top Panel		Centre Panel		Lower Panel		Bottom Panel	
	Width	Height	Width	Height	Width	Height	Width	Height
Continental 500	-	-	850	185	850	90	-	-
Continental 660	950	70	765	250	900	85	900	45
Continental 770	950	70	765	250	900	85	900	45
Continental 820	950	70	765	250	900	85	900	45
Continental 1100	950	70	765	250	900	85	900	45
Continental 1280	950	70	765	250	900	85	900	45
Chamberlain 720	-	-	765	250	765	250	-	-
Chamberlain 940	-	-	765	250	765	250	-	-

All dimensions in mm.

Taylor node logo options



Container	Post Panel		Centre Panel		Side Panel	
	Width bottom/top	Height	Width	Height	Width	Height
Node 90	390/165	217	584	535	170	538
Node 180	390/165	217	584	535	170	538
Node 270	390/165	217	584	535	170	538
Node 360	390/165	217	584	535	170	538

All dimensions in mm.

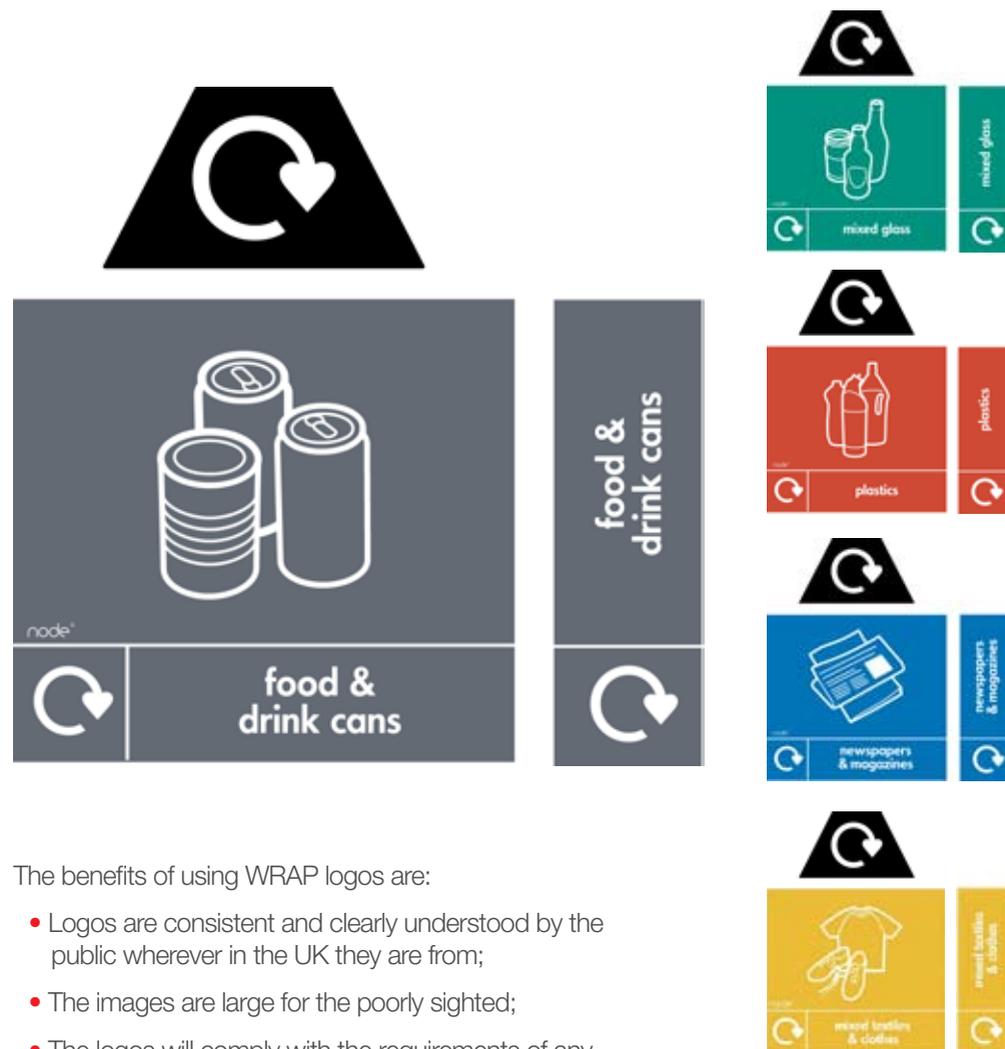
Recommended WRAP Logos for Node

Taylor customers can have any logos it is within our ability to produce subject to the above guidelines. This is true for the Node and for any of our other containers.

For the Node we do however offer a suggested logo layout for our customers, one that follows the Waste and Resources Action Programme (WRAP) guidelines. WRAP produce a guidelines detailing specifications and rules governing their images and layouts.

Customer specific logos and information can be added to the standard logo in line with WRAP logo guidance.

Taylor node logo options

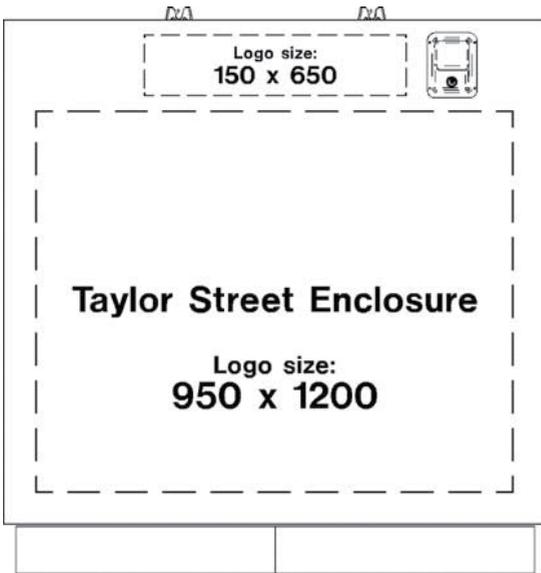


The benefits of using WRAP logos are:

- Logos are consistent and clearly understood by the public wherever in the UK they are from;
- The images are large for the poorly sighted;
- The logos will comply with the requirements of any WRAP funding used to purchase the Node
- Images are easy to understand for non-english speaking users

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Taylor Street Logo options:



WRAP Logos

There are three logo options for the front door panel of the Taylor Street.

- Option A is a smaller logo of 150x650mm
- Option B is a larger logo of 950x1200mm
- Option C includes both options A and B

Both Digital Print and Die-cut options are available for all Taylor Street Logos