

# Brand Guidelines

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We'll handle it from here.<sup>TM</sup>

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## Republic Services Brand

Our brand is more than a logo. It's an idea. One that explains why we exist, why customers turn to us, and why employees want to be a part of our Company.

Republic Services' employees are representatives of our brand. It is up to each employee to live the brand and uphold it at every touch point — from everything our audience sees to everything they experience. Beyond a visual image or style of wording, employees should express the Republic Services brand in everyday life.

Make a point of remembering what sets us apart: simple solutions for our customers, our reliable service and product offerings, our commitment to environmental responsibility.

The key to reinforcing our brand is consistency. These Brand Guidelines will equip you with the tools necessary to strengthen our brand.

## Republic Services Brand Guidelines

The purpose of the Brand Guidelines is to provide uniformity and clarity when creating communications that represent the Republic Services brand. It is vital that the brand maintain its identity across all internal and customer-facing platforms. This document serves as a guide for the Republic Services brand and an easy-to-use reference manual for those who implement it.



## How to Use These Guidelines

Use this guide to ensure consistent application of our brand — including design, logo, colors, fonts, copy tone and style, and more.

To ensure the Republic Services brand is maintained, consult these guidelines during planning and strategy phases, and during the actual development and execution of all materials. If you are new to our brand, please read the Brand Guidelines document in its entirety to understand how to properly represent the Republic Services brand.

## Frequent Updates

Just as Republic Services is constantly evolving, so are our Brand Guidelines. Please review the latest version of the Brand Guidelines on a regular basis to ensure you are applying the current standards across all employee and customer touch points.

For the most recent version of the Brand Guidelines, please visit [Inside Republic](#).



# Brand Outlook

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A quick look at our past, present and future.

## Where We Were

Republic Services was incorporated in 1996. We grew rapidly throughout the years by merging, acquiring and welcoming other organizations that shared our values. Although these acquisitions made us stronger, they also created brand confusion. We did not have a consistent brand. We lacked a clear identity.

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## Where We Are

Today we pride ourselves on being one Company, one brand, focused on meeting our customers' needs.

We do our best every day, putting our customers' needs first — helping simplify the process to make their world, their home, community and workplace better.

We aren't just a recycling and waste company. We are people, real people, who help our customers feel at ease, uplifted and delighted. Customers know that when they work with us, we make it effortless, and we make a positive impact on their lives and our environment.

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## Where We Are Going

Everything about our brand, from our colors and language to our people, and our products and services, lends itself to the Republic Services brand. We are focused on living up to our brand promise: Our customers can always rely on us to handle their recycling and waste needs in a way that's easy and effortless for them.

It is this promise that drives us to provide industry-leading products and services. Our customers come first.

# Brand Architecture

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The building blocks that make our brand strong.

## Our Brand Pillars

Our Brand Pillars act as the force behind every decision we make — guiding us and helping our brand stay consistent. The Brand Pillars support our strategy of:

Profitable growth through differentiation.

	Simple Solutions	Reliability	Environmental Responsibility
<i>How the Brand Pillars guide us as a Company and how we uphold them.</i>	Constantly look for and create solutions across all platforms and services that help make customers' lives easier.	Take personal responsibility in ensuring our customers can count on us. Hold safety and dependability as a top priority.	Strive to make environmentally responsible decisions. Help put customers at ease by handling recycling and waste safely and responsibly.
<i>What the Brand Pillars mean to our customers.</i>	Making my day easier so that I can pay attention to what's most important for my home and business.	Keeping the commitment to deliver all of my services on time.	The safe and ecological handling of my recycling and waste so that I can feel at ease about what happens after it's picked up.
<i>How the Brand Pillars are executed in the marketplace.</i>	Easy to use solutions and tools.	Reliable products and services.	Environmental commitment and investments.

## Our Attitudes

Our attitudes embody the emotional and rational qualities that our brand possesses. They are what guide us, strengthening how we operate and behave every day.

### True

We are genuine people, who show our human side in every customer interaction.

### Optimistic

We are positive about who we are and the work we do. Because of this, we help customers feel good, knowing they've made a positive impact.

### Committed

We are focused on the customer. We make a difference where it matters most, making their lives easier and delivering peace of mind.

### Responsible

We are fully dedicated to improving the planet and the communities we serve. We follow proper environmental and business practices.

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## Our Promise

Our promise embodies what customers should expect every time they interact with us — our products and services, our people, and our Company. Like all promises, ours is valuable only if it's kept.

**Our customers can always rely on us to handle their recycling and waste needs in a way that's easy and effortless for them.**

## Our Tagline



We'll handle it from here.<sup>™</sup>

Our tagline embodies our core pillars and what is important to our customers — simple solutions, reliability and environmental responsibility. It conveys our commitment to providing effortless service.

We provide the products and services our customers want. We are committed to delivering effortless service. When it comes to our customers' needs, they don't have to worry about a thing.

The tagline must always be used with the approved Republic Services logo. It is never to be used as a standalone logo, as a headline, or text. Any use outside of the approved logo is in violation of the Brand Guidelines.



For usage examples and guidelines of the tagline, please reference the [Visual Architecture Section](#) of the Brand Guidelines.

### Do

- ✓ The tagline must be in Container Blue when attached to the logo.
- ✓ The tagline may be used in body copy only if space does not permit use of the Primary Logo with tagline lockup. In the case of the exception, follow the rules below:
- ✓ If used in copy apart from the Republic Services Primary Logo with tagline lockup, the tagline must be in quotation marks.
- ✓ In copy, the tagline must be paired with the words "Our tagline" for Internal Communication or "Republic Services' tagline" for External Communication.

### Don't

- ✗ The tagline cannot be used as a standalone logo, a headline, or in text.
- ✗ The tagline cannot be used as or in a headline.



For special use cases or exceptions, contact Brand Marketing at [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Our Blue Planet™ Sustainability Platform



*Sustainability icon used to represent Blue Planet in small references.*

Our [Blue Planet](#) is a branded manner in which we convey Republic Services' ongoing responsibility to the environment and commitment to sustainable practices. From our recycling services to our landfills to our natural gas vehicles and more, we're committed to doing our part to take care of the environments where we live and work.

In text, the [Blue Planet](#) name should be shown in Light Blue. The trademark symbol should be used on first reference. In design, the [Blue Planet](#) initiative is often represented with a background of blue clouds to visually tie in a sustainability message. For smaller references, many times the sustainability icon can be used in layout.



Examples of the blue clouds and sustainability icon can be located in the [Visual Architecture Section](#) of the Brand Guidelines.

# Brand Voice

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The purposeful, consistent expression of our brand through words. The voice brings the brand personality to life and engages readers.

## Brand Voice

Our brand voice should be consistent — no matter the situation, it does not change.

Our brand voice has a personality — it's friendly, optimistic, positive and welcoming. We write as if having a conversation with a friend. Use plain, simple words, and speak in a way that is easily understood.

### Our voice is always:

- ✓ Friendly
- ✓ Optimistic
- ✓ Positive
- ✓ Easy to understand

### Our voice is not:

- ✗ Complicated
- ✗ Overly formal
- ✗ Chest-beating
- ✗ Pessimistic
- ✗ Standoffish

### Direction

Use customer-friendly word choices.

### Examples

✓ Request a container for your home now.

✗ Request a residential toter now.

Write the way you would speak to a co-worker or a friend, with short, easy-to-read sentences and phrases.

✓ Now you can schedule a pickup and pay your bill — anytime, anywhere, on any device. All with the touch of a button.

✗ Now you can schedule a pickup and pay your bill on any device with the touch of a button. That means you have access to your account anytime and anywhere.

## Tone

Although our brand voice should never change, we should adjust tone depending on the situation.

For example, when a customer shares a story about how our service helped them achieve a goal, our tone can be jovial. If customers experience a problem, our tone can be empathetic. Use your best judgment depending on the situation. But be sure to always use the same brand voice with your tone.

## Style

The style of our brand refers to what our writing "looks" like. What words should you use in certain circumstances? How should you punctuate? What needs to be capitalized? Follow these rules to keep our writing style consistent in all materials.

### Direction

### Examples

Use a collective "we" when referring to Republic Services after the first mention of Republic Services.

✓ No matter your recycling and waste needs, we can help.

✗ No matter your recycling and waste needs, Republic Services can help.

Lead with the customer.

✓ You have recycling and waste needs. We can help.

✗ We can help satisfy your recycling and waste needs.

Be benefit-driven.

✓ Easily pay your bill online.

✗ Pay your bill online. It's easy.

Do not abbreviate the Company name.

✓ Republic Services

✗ Republic

Use appropriate brand product names.

✓ All-in-One Recycling™

✗ Republic Services One Container Recycling

Do not use industry nicknames for products.

✓ Electronics Recycling with BlueGuard™

✗ e-waste

## Style (Continued)

Always use initial caps when writing Republic Services and the web address.

✓ Republic Services

✗ republic services

✓ RepublicServices.com

✗ republicservices.com

Use initial caps when writing web addresses. When possible, do not underscore or use spaces between the words in a web address.

✓ For more information, visit RepublicServices.com/BluePlanet

✗ For more information, visit republicservices.com/Blue\_Planet

Do not place a period after websites or email addresses if it is a standalone statement.

✓ Visit RepublicServices.com

✗ Visit republicservices.com.

✓ Contact John Doe at JDoe@RepublicServices.com

✗ Contact John Doe at jdoe@republicservices.com.

When writing web addresses, do not use http:// or www.

✓ For more information, visit RepublicServices.com

✗ For more information, visit www.RepublicServices.com

Use initial caps for all products, unless otherwise noted.

✓ Instead of discarding your electronics, let us take care of them with Electronics Recycling with BlueGuard™.

✗ Instead of discarding your electronics, let us take care of them with electronics recycling.

Place ™ symbol before punctuation in all instances, except our tagline. The ™ symbol should be placed only on the first reference, except with our tagline.

✓ Easily pay your bill online with My Resource™.

✗ Easily pay your bill online with My Resource.™

## Our Customer Types

We target several different audiences and customer types. The brand voice, tone and style should remain consistent to each audience and throughout all communications. However, there are unique applications and word choices for each audience, defined below.

### Residential

Residential customers focus on their individual homes, and the well-being of their family. Reliability and ease of use are main areas of concern.

#### Direction

Avoid using the word "residential." Instead, opt for more conversational word choices.

#### Examples

- ✓ Order a container for your home today.
- ✗ Order a residential container today.

When possible, include an "effortless" message with reliability and simple solutions.

- ✓ Let us make your life easier.
- ✗ We make waste disposal and recycling easy.
- ✓ Effortless waste and recycling solutions for your convenience.
- ✗ Request additional services through My Resource™, our easy-to-use account management tool.

## Businesses

We work with local, regional and national businesses. Each of these customers need to stay focused on their business. Essential concerns include reliability and a clean environment.

### Direction

Avoid using the word "commercial." Instead, opt for more conversational word choices.

### Examples

✓ We have your business' needs covered.

✗ We have your commercial needs covered.

When relevant, focus benefits on the customer's business.

✓ Now it's easier than ever to keep your business clean. Download the My Resource™ app today to order an extra pickup — all online.

✗ Now, it's easier than ever to order an extra pickup. Download My Resource™ today.

## Communities

Municipal customers are concerned about the well-being of their community and their residents. Safety ranks high on the list along with reliability.

### Direction

When relevant, focus on residents and/or the community.

### Examples

✓ We're building better communities, together. You can count on safe and reliable service proven every day.

✗ We provide safe and reliable service to you.

When relevant, focus benefits on the residents' needs.

✓ Your residents' electronics may contain personal information or hazardous materials that need to be recycled differently than everyday household waste.

✗ Offer your residents the chance to recycle their old electronics that may contain hazardous materials.

Speak to the benefits offered to the community.

✓ Keep your residents' personal information safe, while also protecting your community.

✗ Keep residents' personal information safe with Electronics Recycling with BlueGuard™.

✓ Universal Recycling can be customized to meet your community's unique disposal needs for bulbs, batteries, electrical ballasts and mercury-containing devices that your residents' households generate.

✗ Universal Recycling disposes of your residents' old bulbs, batteries, ballasts, and mercury-containing materials.

# Visual Architecture

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A guide for approved use of all Republic Services brand elements.

To maintain a consistent brand appearance, it is extremely important to adhere to the usage outlined here in the Brand Guidelines.

# Visual Architecture: Logo

## Overview

Our brand embodies simple solutions, reliable service and a dedication to environmental responsibility. The visual elements of our brand are intended to reflect these commitments. Consistency is key when it comes to visually representing the Republic Services brand. The visual architecture is intended to provide guidance on how to use and execute the primary elements that represent our brand. The more uniform our brand appears across every internal and customer-facing touch point, the more recognized and memorable our brand will be.



To request artwork files for each version of the logo, contact  
[Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Approved Logos

### Primary Logo

#### 1 Horizontal Logo with Tagline

*This is the primary logo. Use it in most applications. This logo does not change.*

*Use the logo with tagline anytime possible in design.*

*The Republic Services Star is always PMS 193C. The text must always be PMS 7692C.*



1

We'll handle it from here.<sup>TM</sup>

#### 2 Spacing Around

*The area defined by the "X" indicates the cushion around the logo. The "X" is equal to half the height of the Republic Services Star. No other elements or images should enter this space.*

*The size of the space around the logo varies according to the size of the logo.*



2

#### 3 Minimum Size

*The minimum size at which the logo may be represented in print is 1.25" wide, and the digital minimum is 110 pixels wide. The logo and tagline must be legible in all applications. In cases when the logo cannot be read, an alternate, approved logo may be used. All exceptions are to be approved by Brand Advertising.*



1.25"



110px

3

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We'll handle it from here.<sup>TM</sup>

## Primary Logo (Continued)

### 4 Horizontal Logo without Tagline

*When space does not allow the logo with the tagline, use the horizontal logo. Instances that do not warrant use of the tagline include limited design space in which the tagline will be too small to read or will appear to crowd the design. Best judgment should be applied in selecting the correct logo to use.*

*The Republic Services Star is always PMS 193C. The text must always be PMS 7692C.*



4

### 5 Spacing Around

*The area defined by the "X" indicates the cushion around the logo. The "X" is equal to half the height of the Republic Services Star. No other elements or images should enter this space.*

*The size of the space around the logo varies according to the size of the logo.*



5

### 6 Minimum Size

*The minimum size at which the logo may be represented in print is 1.25" wide, and the digital minimum is 110 pixels wide.*



1.25"



110px

6

## Secondary Logo

### 1 Stacked Logo with Tagline

*The stacked logo lockup with tagline is to be used when the horizontal lockup does not fit well.*

*The Republic Services Star is always PMS 193C. The text must always be PMS 7692C.*



We'll handle it from here.<sup>TM</sup>

1

### 2 Spacing Around

*The area defined by the "X" indicates the cushion around the logo. The "X" is equal to half the height of the Republic Services Star. No other elements or images should enter this space.*



2

### 3 Minimum Size

*The minimum size at which the logo may be represented in print is 1.25" wide, and the digital minimum is 110 pixels wide.*



We'll handle it from here.<sup>TM</sup>

1.25"



We'll handle it from here.<sup>TM</sup>

110px

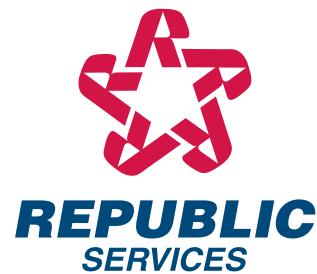
3

## Secondary Logo (Continued)

### 4 Stacked Logo without Tagline

*When space does not allow the secondary logo with tagline, use the stacked logo without the tagline.*

*The Republic Services Star is always PMS 193C. The text must always be PMS 7692C.*



4

### 5 Spacing Around

*The area defined by the "X" indicates the cushion around the logo. The "X" is equal to half the height of the Republic Services Star. No other elements or images should enter this space.*



5

### 6 Minimum Size

*The minimum size at which the logo may be represented in print is .82" wide, and the digital minimum is 59 pixels wide.*



.82"



59px

6

### Logo Use on Background

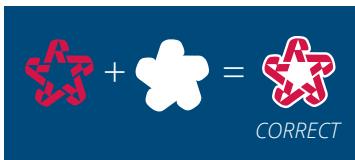
- 1 *In most cases, the tagline lockup is represented in a two-color application on White.*



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1

- 2 *The logo may also be used with PMS 7692C as the background. In this application, there is a White background surrounding the Republic Services Star.*



2

## Logo Use on Background (Continued)

- 3 Primary Logo on White  
*The primary application of the logo is on a White background.*



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3

- 4 Primary Logo on Container Blue  
*The logo may also be used with PMS 7692C as the background. In this application, there is a custom White outline surrounding the Republic Services Star.*



4

- 5 White Logo on Container Blue  
*When only one color is allowed, the logo may be displayed in solid White on PMS 7692C.*



5

- 6 Primary Logo on Light Blue  
*The logo may also be used with PMS 298C as the background. In this application, there is a custom White outline surrounding the Republic Services Star.*



6

*DO NOT make your own outlined version of the Republic Services Star.*

### Logo Use on Background (Continued)

#### 7 White Logo on

Light Blue

*When only one color is allowed, the logo may be displayed in solid White on PMS 298C.*



7

#### 8 Black Logo on White

*There may be times where color cannot be used in the logo. In these instances, the logo must be displayed in 100% Black on a solid White background.*



8

#### 9 Primary Logo on Clouds

*The logo may also be used with the official Republic Services cloud background.*



9

### Logo Use on Background (Continued)

#### Don't

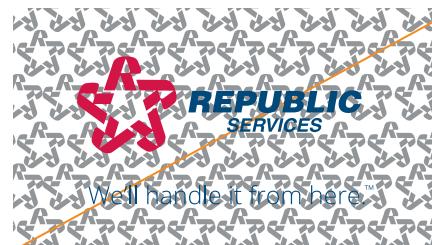
- ✗ 1 Use on a color besides the primary brand palette.
- ✗ 2 Use the logo on a color background without a white background behind the Republic Services Star.



1

2

- ✗ 3 Use the logo over a pattern.
- ✗ 4 Alter, deconstruct or pull apart the Republic Services Star.



3



4

- ✗ 5 Use the logo over the subject of an image or over a Republic Services asset.



5

## Logo and Tagline Don'ts

Altering the logo in any manner reduces the integrity of our brand. The logo should never be manipulated or changed. Below are examples of incorrect applications of the logo.



When in doubt about the proper application of the Republic Services logo, refer to the Brand Guidelines, or contact [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

### Don't

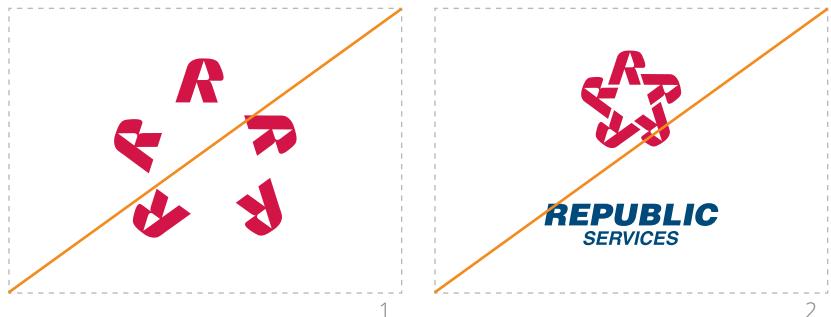
- ✗ 1 Alter the logo colors.
- ✗ 2 Deviate from approved background colors.
- ✗ 3 Apply any outlines or shadows to the logo.
- ✗ 4 Stretch or alter the proportions of the logo.
- ✗ 5 Rotate the logo.
- ✗ 6 Change the typeface of the logo text.
- ✗ 7 Change the text or icon size individually.
- ✗ 8 Use the standard (no outline) logo on a colored background.
- ✗ 9 Redraw or recreate the logo. Use only the provided artwork.
- ✗ 10 Remove the logo text apart from the lockup.



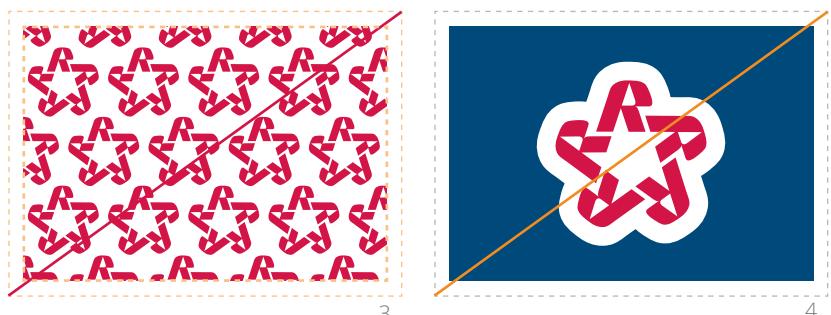
## Logo and Tagline Don'ts (Continued)

### Don't

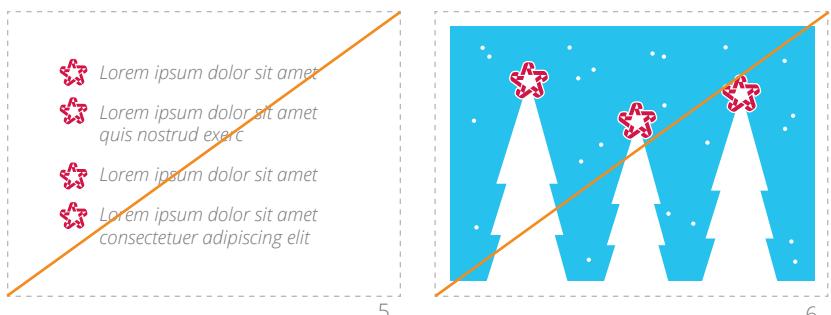
- ✗ 1 Alter, deconstruct or pull apart the Republic Services Star.
- ✗ 2 Use individual "R" elements of the Republic Services Star in other applications.



- ✗ 3 Use the Republic Services Star in any kind of pattern array.
- ✗ 4 Alter the custom White-outlined Republic Services Star for use on darker backgrounds.



- ✗ 5 Use the Republic Services Star for a bullet point.
- ✗ 6 Use the Republic Services Star or its individual elements as artistic accents, as part of an illustration, or as the basis for an illustration.



- ✗ 7 Use the Republic Services Star without the custom White background.
- ✗ Put the Republic Services Star or logo on mats, flooring or food items. Do not eat, plant, stand on, or swim through the Republic Services Star.

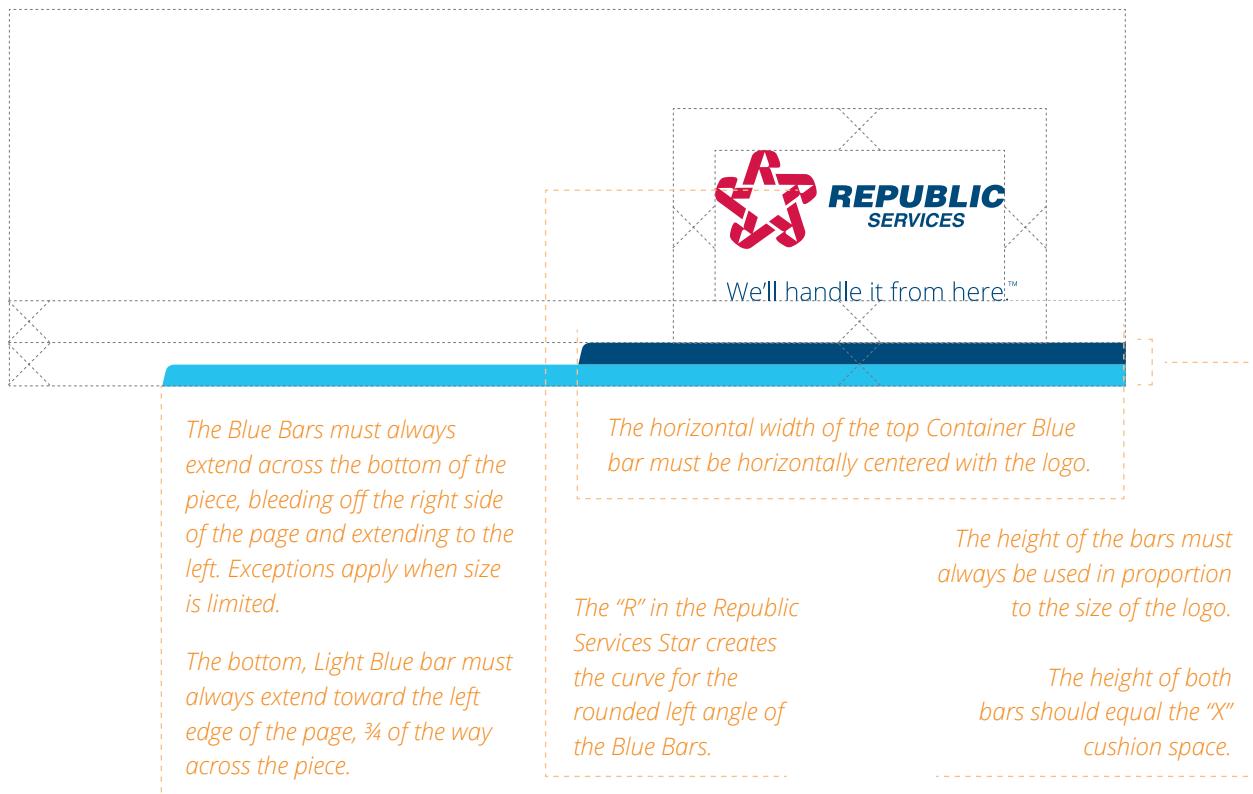


## Blue Bars

Another primary brand element is the set of two Blue Bars. These bars represent the relationship of waste and recycling; the top Container Blue bar embodies the waste business and the lower Light Blue bar represents recycling and sustainability.

These bars also act as a visual anchor point for internal and external communications including ads, promotional materials and digital iterations, and for the logo itself. The bars should only be used on a white background.

The height of the bars must always be used in proportion to the size of the logo — the height of both bars together should equal the "X" height diagrammed below. For reference, the cushion space "X" height is equal to the height of both bars. The length of the bars should span  $\frac{3}{4}$  of the size of the page. In instances that the design space does not allow for the Blue Bars to extend  $\frac{3}{4}$  of the page size, the bar's length should be as close to  $\frac{3}{4}$  of the page length to maintain a consistent brand look.



## Blue Bars in Layout

Whenever possible, the Blue Bars should bleed off the right page edge. The lower Light Blue bar should extend towards the left edge of the page,  $\frac{3}{4}$  of the way across the piece, as shown in the examples below.

The Blue Bars, logo and tagline lockup is to be used once on every piece. On a two-sided piece, the lockup may be placed on the front or back side depending on the space available. The opposite, corresponding side should have just the primary Republic Services logo without the tagline or Blue Bars.

### Ideal Blue Bar Design



**Smarter solutions to build our future better.**

Partnering with Republic Services brings strategic solutions to every job site.



We'll handle it from here.™

*The Light Blue Bar extends  $\frac{3}{4}$  of the way across the page.*

*Logo centered on Container Blue Bar.*

### Two-Sided Piece Example



Front



Back

## Blue Bars in Layout (Continued)

### Small Space Exceptions

Dumpster rentals for every project.

Whether you have a remodel, are moving or just cleaning out your home, Republic Services provides wide-ranging options, flexible scheduling and reliable service to fit your needs.

- ✓ Simple online ordering<sup>2</sup>
- ✓ 24/7 online account access with My Resource<sup>3</sup>
- ✓ 0 hidden fees<sup>4</sup>

Order your dumpster today at: [RepublicServices.com/shop](http://RepublicServices.com/shop)

©2016 Republic Services, Inc. 1. Areas and rates will vary. Minimum price required. 2. Provided by my service provider.

Half Page Horizontal Ad  
Blue Bars do not extend  $\frac{3}{4}$  across  
the page



Safe for your business.  
Good for our planet.

We provide reliable, safe and efficient solutions so you can properly and securely recycle your electronics waste. With **Electronics Recycling with Blueguard<sup>5</sup>**, you can protect your company from data theft and protect our planet from potentially hazardous materials.



Door Hanger  
No Blue Bars

## Blue Bars Don'ts

### Don't

- ✗ Use the Blue Bars except as outlined in the Brand Guidelines.
- ✗ Place the Blue Bars anywhere other than the bottom right corner of the art space.
- ✗ Flip or rotate the Blue Bars unless approved by Brand and Advertising.
- ✗ Alter the shape of the curved ends of the Blue Bars.
- ✗ Increase or decrease the height of the Blue Bars disproportionately from the Republic Services logo.
- ✗ Change the color of the Blue Bars.

# Visual Architecture: Color

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## Color Theory

How our brain perceives color and what certain colors evoke.

Republic Services uses a strategic combination of colors to nonverbally evoke a positive emotional connection between our brand and our customers. Each color has been thoughtfully selected to help competitively position Republic Services in the marketplace.

### Container Blue

The bright, rich tone of our Container Blue is regal and classic. It is used in our logo, main color palette and on most of our assets, including our containers and trucks.

### Light Blue

Our Light Blue is bright, modern and energetic. It creates a youthful balance to our more mature Container Blue and Republic Services Star Red.

### Republic Services Star Red

The hue of our Republic Services Star Red is robust and vibrant, and highlights the Republic Services Star in the logo design.

### White

We use copious amounts of White to emphasize cleanliness and simplicity. Our Company goal is to simplify our clients' lives; our materials should emphasize that ideal.

### Dark Gray

We use Dark Gray for all body copy in print and digital marketing materials.

## Primary Palette

The Republic Services color palette is simple and strong. By effectively using a few colors, we can ensure a consistent visual language on all Republic Services materials and promotions.

Container Blue is a brand-defining color for Republic Services. As such, it was selected as the color Republic Services should “own.”

Container Blue

Pantone 7692C  
Offset CMYK 100/45/0/45  
Digital CMYK 100/45/0/45  
Hex #004A7C  
RGB 0/74/124

Light Blue

Pantone 298C  
Offset CMYK 67/2/0/0  
Digital CMYK 67/0/3/0  
Hex #00ADEF  
RGB 0/173/239

Republic Services Star Red

Pantone 193C  
Offset CMYK 2/99/62/11  
Digital CMYK 2/99/62/11  
Hex #D01947  
RGB 208/25/71

White

White  
Offset CMYK 0/0/0/0  
Digital CMYK 0/0/0/0  
Hex #FFFFFF  
RGB 255/255/255

Dark Gray

65% Black  
Offset CMYK 0/0/0/65  
Digital CMYK 0/0/0/65  
Hex #76787A  
RGB 118/120/122

## Secondary Palette

Our secondary color palette has been selected to complement our primary palette. These colors are not to be used in a primary capacity within customer-facing promotional materials. The secondary palette may be used as accent colors or when segmenting or highlighting information (think graphs and charts).

Golden Orange

Pantone 130C  
Offset CMYK 2/38/100/0  
Digital CMYK 2/38/100/0  
Hex #F7A700  
RGB 247/168/0

Pale Gray

25% Black  
Offset CMYK 0/0/0/25  
Digital CMYK 0/0/0/25  
Hex #C6C8CA  
RGB 198/200/202

Pale Blue

Pantone 298C 40% Tint  
Offset CMYK 23/2/2/0  
Digital CMYK 23/2/2/0  
Hex #BFE0F4  
RGB 192/225/243

Orange

Pantone 144C  
Offset CMYK 2/54/100/0  
Digital CMYK 2/54/100/0  
Hex #F38A00  
RGB 243/139/0

## Black and White Use

The Republic Services brand exudes a feeling of cleanliness through intentional use of color and simplicity. Whenever possible, use ample amounts of White to ensure an uncluttered design. When selecting paper on which to print, avoid off-white stock. Using paper with eggshell or beige tones will give our White a yellow tint and disrupt color consistency for the rest of the palette.

The use of Black should be limited to text applications when the Republic Services Gray (65% Black) cannot be used and for logo application where the standard two-color applications cannot be used.

**Black**

100% Black  
Offset CMYK 0/0/0/100  
Digital CMYK 0/0/0/100  
Hex #000000  
RGB 0/0/0

**Dark Gray**

65% Black  
Offset CMYK 0/0/0/65  
Digital CMYK 0/0/0/65  
Hex #76787A  
RGB 118/120/122

**Pale Gray**

25% Black  
Offset CMYK 0/0/0/25  
Digital CMYK 0/0/0/25  
Hex #C6C8CA  
RGB 198/200/202

## Primary Brand Palette Example



### All-in-One Office™ Offerings and Solutions

Our simple recycling program is designed to fit your unique workplace. We can help determine the right mix of recycling and waste containers needed to make recycling effortless, so you can meet your sustainability and business goals.



We'll handle it from here.™

*White*

*Republic Services Star Red*

*Light Blue*

*Container Blue*

## Color Usage Barometer



*White:*  
Background

*Light Blue:*  
Accent color,  
headlines, call to  
action, used to  
represent recycling,  
and in the Blue Bars

*Container Blue*  
Accent color  
and logo

*Dark Gray:*  
Body copy

*Republic  
Services Star  
Red:*  
The Republic  
Services  
Star only

## Secondary Palette Example

The image shows a web page layout with the following color-coded sections:

- Light Blue:** The top header area.
- Golden Orange:** Labels for the first and third columns of content boxes.
- Dark Gray:** Labels for the second column of content boxes.
- Republic Services Star Red and Container Blue:** The logo and slogan for Republic Services at the bottom right.

Content sections include:

- Electronics Recycling with BlueGuard™:** Main title.
- 85% of electronics are discarded in landfills or incinerators.**
- 5 million tons are sent to storage.**
- 43% of companies implement a data breach H.R. 2014.**
- We specialize in the environmentally safe and responsible dismantling of electronics waste.**
- All electronics materials are processed in a facility that follows Department of Defense standards.**
- Software-based destruction**
- Physical data destruction**
- Database security management**
- We'll handle it from here."**

## Color Usage Barometer

30%	25%	10%	10%	5%	5%	5%	5%
White: Background	Light Blue: Accent color, headlines, call to action, used to represent recycling, and in the Blue Bars	Container Blue: Accent color and logo	Golden Orange, Pale Gray, Pale Blue and Orange: Subtle background and call outs, charts and for key points	Republic Services Star Red: The Republic Services Star only			

## Black and White Example



## Color Use Guide

### Do / Don't

- ✓ Consult the Brand Guidelines whenever you are unsure.
- ✓ Use a healthy dose of White (open) space. Keep it simple.
- ✓ Have a reason for your design choices.
- ✗ Use Republic Services Star Red for anything other than the Republic Services Star. This color limitation helps the Republic Services Star stand out among materials.
- ✗ Use color combinations that feel excessively heavy or drab.
- ✗ Add to the color palette.
- ✗ Alter the tone or opacity percentages of the approved palette.
- ✗ Use green or yellow.

# Visual Architecture: Typography

---

Open Sans is the approved brand font for Republic Services. It conveys a clean, light feeling with a neutral, yet friendly appearance. It is optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letterforms.

## Open Sans Print and Digital

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz

---

## Typeface Hierarchy

A proper application of the different Open Sans weights and sizes will create a cohesive and visually interesting typographic aesthetic. Note that the primary use is **Open Sans Light**, with Regular used for accent and emphasis purposes.

In most cases, avoid using **Open Sans Bold**. It is acceptable to use Bold only when legibility is compromised due to small font size on dark colors.

---

## Font Type Exceptions

Because Open Sans is not available on every computer, exceptions to typography rules apply for presentations.

Verdana Regular is the official font for presentations only.

### Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz



For further instruction, please see the [Presentation Section](#) of the Brand Guidelines.

## Proper Type Directions

Simply using the approved brand font is not enough. To properly convey a clean, light, friendly feeling, the font weight and text style must be taken into consideration. Follow the instructions below for proper type applications.

- 1 *Headlines should always be set in Open Sans Light.*

Good for your business,  
and your life.

1

- 2 *Never use Semibold or Bold for headlines.  
Doing so will make the Republic Services brand feel unpleasantly heavy.*

Good for your business,  
and your life.

2

- 3 *Most body copy should be set in Open Sans Light.*

*Use Open Sans Regular to highlight information and points of emphasis.*

*A careful application of Light Blue will give product names and contact information greater emphasis.*

Now you can schedule a pickup, pay your bill, discover new services, and make a difference. All with the touch of a button. Keep your life simple and our world clean with **My Resource™**, new from Republic Services.

Sign up now at [RepublicServices.com](#)

3

### Don't

- 4
  - ✗ Capitalize body copy for emphasis.
  - ✗ Bold body copy for emphasis.
  - ✗ Use italics in body copy.
  - ✗ Place sentences or large amounts of copy in Light Blue.
  - ✗ Use the Republic Services Star Red for anything other than the Republic Services Star.

**NOW** you can schedule a pickup, pay your bill, discover new services, and make a difference. *All with the touch of a button. Keep your life simple and our world clean with My Resource™*, new from Republic Services.

Sign up now at [RepublicServices.com](#)

4

## Proper Type Examples

The primary application of text in Republic Services ads and promotions will be on a white background, using mainly Light Blue and Dark Gray. Follow the example below to maintain a light, clean design aesthetic.

*For main headlines, a size difference of at least 20pt is advised. Sub-headlines may be closer in size.*

*Maintain a healthy contrast in size between headline and body copy.*

*Body copy should be set in Dark Gray.*

*Points of emphasis should be Open Sans Regular.*

*Light Blue should be applied to product names and contact information.*

# Good for your business, and your life.

Now you can schedule a pickup, pay your bill, discover new services, and make a difference. All with the touch of a button. Keep your life simple and our world clean with **My Resource™**, new from Republic Services.

Sign up now at [RepublicServices.com](#)

*Headlines should be set in Light Blue.*

*Primary body copy should never be smaller than 9pt. Legal text and disclaimers may be smaller.*

*Container Blue is limited to the top bar, the Republic Services logo text and tagline.*



We'll handle it from here.™

## Don't Example



## Full Color Background

There will be times that text must be set on a colored background. In most cases, text should be placed on Container Blue (PMS 7692C) when we can control the background color.

- 1 *The same usage rules apply here as they do for a White background.*

*Sometimes, using White text on a dark background creates a thinning effect on the letterforms. If legibility becomes compromised due to small size, it is acceptable to use Open Sans Regular in place of Light for body copy only. It is never acceptable to use Regular or Semibold for headlines.*

*This is the only time you may deviate from the standard typography rules.*

- 2 *If you must use Open Sans Regular, all other body copy use cases may be increased by one stage as well. (Semibold becomes Bold, etc.) The use of Open Sans Regular is allowed only when legibility is an issue.*

Good for your business, and your life.

Now you can schedule a pickup, pay your bill, discover new services, and make a difference. All with the touch of a button. Keep your life simple and our world clean with **My Resource™**, new from Republic Services.

Sign up now at [RepublicServices.com](http://RepublicServices.com)

  
We'll handle it from here.™

1

<p><b>OPEN SANS LIGHT</b></p> <p>Now you can pay your bill, schedule a pickup, discover new services, and make a difference.</p>	<p><b>OPEN SANS REGULAR</b></p> <p>Now you can pay your bill, schedule a pickup, discover new services, and make a difference.</p>
--	--

2

## Full Color Background (Continued)

Text may also be placed on Light Blue (PMS 298C).

- 3    *The same usage rules apply here as they do for a White background.*

*If legibility becomes compromised due to small size, it is acceptable to use Open Sans Regular in place of Light for body copy only. It is never acceptable to use Regular or Semibold for headlines.*

*In this case, emphasized content and contact information is to be Container Blue. This is the only time you may deviate from the standard Light Blue application.*

Good for your business, and your life.

Now you can schedule a pickup, pay your bill, discover new services, and make a difference. All with the touch of a button. Keep your life simple and our world clean with My Resource™, new from Republic Services.

Sign up now at [RepublicServices.com](http://RepublicServices.com)



We'll handle it from here.™

- 4    *If you must use Open Sans Regular, all other body copy use cases may be increased by one stage as well. (Semibold becomes Bold, etc.) The use of Open Sans Regular is allowed only when legibility is an issue.*

### OPEN SANS LIGHT

Now you can pay your bill, schedule a pickup, discover new services, and make a difference.

### OPEN SANS REGULAR

Now you can pay your bill, schedule a pickup, discover new services, and make a difference.

## Legibility

Type must be easy to read and quickly understood. In setting type, be cautious of using type that is too small. Also consider the contrast between the type and background colors. Aim for a high contrast between the type and background for optimal legibility.



This is easy to read.



This is easy to read.



This is easy to read.



This is easy to read.



This is easy to read.



This is easy to read.



This is difficult to read.



This is difficult to read.



This is difficult to read.

# Visual Architecture: Photography

---

All photography should communicate what the Republic Services brand stands for. Images should feel natural, showing how our products and services make customers' lives easier. Use only high-quality photos that are owned by Republic Services. Never copy and paste images from the web.

Professional photoshoots are administered by Marketing and Communications. **No other groups should be conducting photoshoots.**

## Image Release and Copyright Issues

All professional shots have copyrights and terms of use. Before using an image, ensure you are within the terms of use. Many images are restricted to use during a specific time frame. Confirm timing prior to use.

### Don't

- ✗ Pull images from the Internet.
- ✗ Copy and paste images from other pieces.
- ✗ Save images from websites.
- ✗ Save images to your desktop for future use.



To request photography files or if you have any questions, contact your Field Marketing Director or [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Primary Photography

All primary photography should be stylized images taken by a professional photographer. These images must appear natural. Avoid straight-on shots with subjects looking directly at the camera. As always, the subject/customer should come first. Integrate the Republic Services assets into the background, exemplifying how they benefit our customers. For all photography requests, please contact Brand Marketing.

### Do use primary photography images that:

- ✓ Are natural and light
- ✓ Integrate the sky and clouds
- ✓ Include Republic Services assets
- ✓ Show the customer in their environment

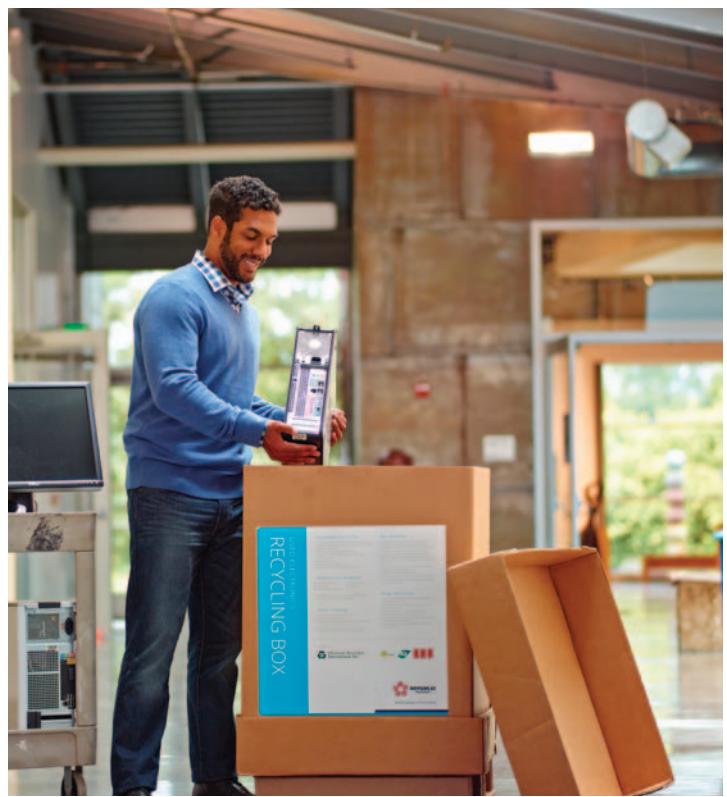
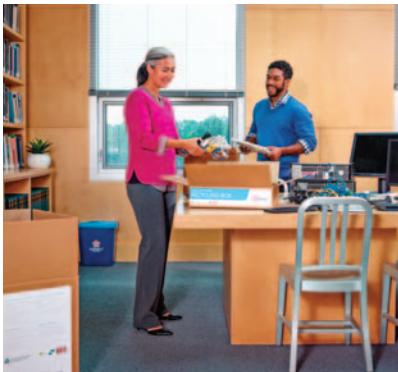
### Lifestyle with Product Exterior Examples



## Primary Photography (Continued)

When appropriate, incorporate shades of blue into any Republic Services imagery. As shown below, this incorporation could appear on a shirt, wall, tablet, accessories or other appropriate locations.

### Lifestyle with Product Interior Examples



## Secondary Photography

White background images should show customers interacting with Republic Services products and assets or their waste and recyclables. Images should be used with contextual background images. Most often these images are used on a landscape image with a Light Blue filter and cloud overlay. Less often, these images are used as a standalone.

**Do show customers that are:**

- ✓ Relaxed
- ✓ In a natural pose
- ✓ Interacting with asset when possible

### Customers on White Background Examples



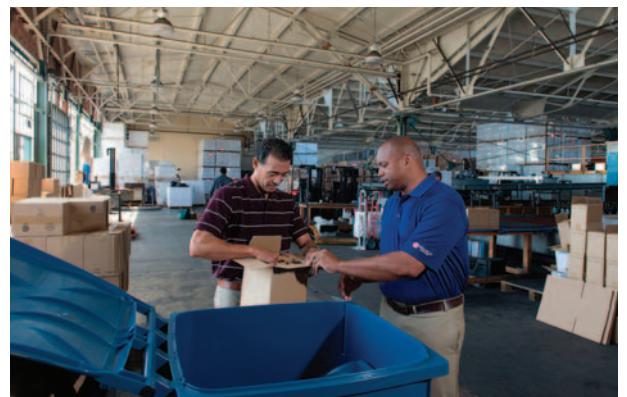
## Employee and Asset Photography

Employee and asset photography should be used on internal pieces or social media posts only. In some instances and when appropriate, these images can be used in other customer-facing materials. Unlike primary photography, secondary photography can focus more on Republic Services, highlighting assets and customer-employee interaction.

### Do use employees and assets that:

- ✓ Comply with Asset, Brand and Uniform Guidelines
- ✓ Use Republic Services employees when possible

### Employee and Asset Examples



## Stock Photography

In most cases, images with Republic Services assets are preferred. If no images are available, stock photography may be used. Images selected should match the outlined primary photography style. Stock photography may also be used as accent photography to highlight everyday life.

### Do look for images that are:

- ✓ Warm
- ✓ Sunspotted
- ✓ Light-feeling
- ✓ Incorporating shades of blue
- ✓ Consistent with Republic Services photography style

### Stock Examples

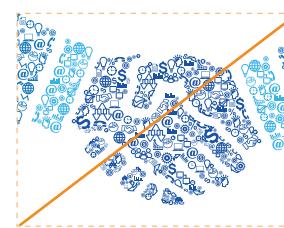


## Incorrect Use

Images should never feel unrealistic, overly staged, or have unnatural effects. Additionally, images with an extensive amount of green should be avoided, as to align with our brand color guidelines. The examples below show potential photography misuses.

### Don't

- ✗ Do not use black and white images.
- ✗ Do not use overly-staged images.
- ✗ Do not use clichéd images.
- ✗ Do not use images with an abundance of green.
- ✗ Do not apply filters or use unrealistic images.



# Visual Architecture: Iconography and Illustrations

---

Representative symbols of our assets,  
products and services.

Illustrations and icons have been created to represent our assets, products and services across internal and external communications platforms. These illustrations and icons establish a distinct and representative look and feel associated with the Republic Services brand.

## Purpose And Cases

The sheen surfaces and angled views of Republic Services illustrations and iconography convey a heroic feeling. The consistent color and clean surfaces help elevate our visual identity, making our assets recognizable as part of our portfolio of solutions and service offerings. Do not create or alter illustrations and icons.



### Illustrations

Illustrations are representations of our trucks and assets, but not exact replicas. They have been created to represent specific lines of business.



### Icons

Iconography serves as a visual cue to help customers easily locate information, products and services.



### Renderings

Instead of representing an illustrated version of our products and services, product renderings are meant to reflect the actual product a customer will receive.

#### Do / Don't

- ✓ Let illustrations "breathe" with white space
- ✓ Use as visual representations for products and services
- ✓ Note: The starfield on the American flag is to face forward on the truck illustrations. This is in keeping with transportation standards
- ✓ Check the MarCom Portal for the most recent version of the illustrations
- ✗ Alter or change illustrations in any way
- ✗ Create additional illustrations
- ✗ Mirror illustrations
- ✗ Save illustrations to your computer for future use

#### Do / Don't

- ✓ Use icons as a representation
- ✗ Alter or change icons in any way
- ✗ Create additional icons
- ✗ Overuse icons

#### Do / Don't

- ✓ Use renderings at or near point of purchase
- ✓ Use renderings on the eCommerce platforms
- ✗ Alter or change renderings in any way
- ✗ Create additional renderings

## Truck Illustrations

Illustrations should be used on overarching brand materials that do not speak to a specific audience, whereas the other truck illustrations should be used with their distinct line of business material. Illustrations are intended to represent Republic Services business and offerings. They should not be used on the eCommerce platform or as an icon.

Note: On national transportation vehicles the starfield on the American flag is to face forward as if riding along with the vehicle. This standard can be seen on all truck illustrations.



*Example of the truck illustration used in marketing materials.*

All your recycling and waste needs, handled by one provider.  
Better for your business. Easier for you.

Order now at [RepublicServices.com/shop](http://RepublicServices.com/shop)

 REPUBLIC SERVICES  
We'll handle it from here.™

## Truck Illustrations (Continued)

Check for the following markers to ensure you are using the most recent truck illustrations.

URL

Logo on mud flap



American Flag and Truck Number  
(see previous page)



Side Loader



Front Loader



Front Loader



Roll-off Truck



Roll-off Truck



Roll-off Truck



For the most recent versions of the truck illustrations, please refer to the [MarCom Portal](#) or contact your Field Marketing Director.

## Container Illustrations

Used individually, each container illustration serves as a visual representation of a particular product or customer type. Used together, or lined up, these illustrations help convey our breadth of service offerings.

Container illustrations may be used on printed marketing materials, as well as digital platforms.



*Example of the container illustrations used on a printed piece.*

### Container Illustration Examples



3 Lined Up



4 Lined Up



Solid Waste and All-In-One Recycling



All-In-One Recycling



Residential Carts



Large Container



Residential and Small Container



Compactor

## Iconography

Iconography has been created in a specific style to best coincide with our brand. Do not create additional iconography outside of this style or portfolio without Brand and Advertising approval. Use only the approved brand iconography.

Iconography can be used in both digital and print formats. Line drawings are only used in digital platforms.



For further instruction on the use of iconography, please refer to the [Digital Architecture and Design Section](#) of the Brand Guidelines.

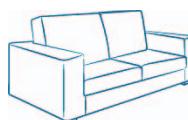


*Example of icon illustrations used on our website.*

### Digital Icon Examples



*Yard Debris*



*Bulk Waste*



*Special Waste*



*Solid Waste*



*Recycling*



*Universal Recycling*



## Product Renderings

Unlike our truck and container illustrations, product renderings are more true-to-life representations of our assets and products.

These renderings may be used at or near the point of purchase, and in our eCommerce platform.



For further instruction on the use of product renderings, refer to the [Digital Architecture Section](#) of the Brand Guidelines.

Select Products & Services

Products & Services for Your Business

**Solid Waste Small Container**

Experience safe and consistent solid waste service for your business.

From \$36.50 per month

[Order Online](#)

**All-in-One Recycling™ Small Container**

Receive effortless and efficient All-in-One Recycling™ while reducing your business environmental impact.

From \$38.25 per month

[Order Online](#)

**Solid Waste Dumpster Rental (Large Container Temp)**

Keep your business running without interruption with solid waste offerings designed to fit your business needs.

From \$447.00

[Order Online](#)

Prices listed above are the starting price for products and services and are subject to change at any time. All items are subject to applicable taxes & fees. Recurring service pricing is valid for new Republic Services customers only.

Example of Product Renderings used on the eCommerce platform.

### Product Rendering Examples



30-yard Curved Large Container



8-yard Small Waste Container



6-yard Slant Small Recycling Container



Universal Recycling Assorted Bulb Recycling Kit



Universal Recycling Large Battery Recycling Kit



All-In-One Office™ Recycling Bin

# Visual Architecture: Charts and Graphs

---

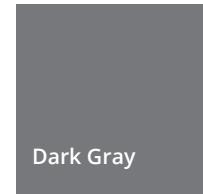
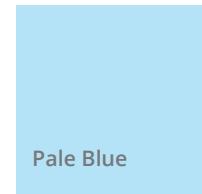
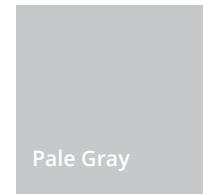
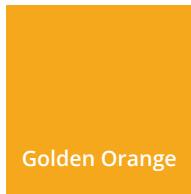
Charts and graphs should be used to make complicated information easily digestible. They should tell a visual story — bringing life to data and other facts. Ensure all charts and graphs **clearly and simply** present data with maximum impact.

- ✓ Always cite data sources.
- ✓ Keep brand design guidelines consistent throughout charts and graphs.
- ✓ Remember your medium. On digital devices, it is vital that charts and graphs are scaled appropriately for viewers.
- ✓ Ensure the charts and graphs are optimized for digital and print application.
- ✓ Illustrate a clear takeaway.

## Charts and Graphs

### Approved Color Palette

To help make our charts and graphs stand out on materials, use this color palette.



For color use and codes, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

### Approved Typeface and Weight

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Charts and Graphs Example

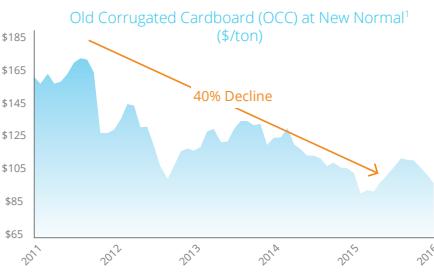
**Making Recycling Sustainable**

Recycling is no longer economically sustainable

Community markets are at a new 'normal'

Not all commodities are equal

Shifting focus from the recycling 'list'



How we can make recycling Better Together

Offering a sustainable recycling solution

Ensuring communities today

A mutual commitment is needed to make recycling sustainable.



63.8 million<sup>2</sup>

Americans said they will place an item into a recycling container even if they aren't sure it's recyclable

## Color Usage Barometer

30%	25%	10%	10%	5%	5%	5%	5%
White: Background	Light Blue: Accent color, headlines, call to action, used to represent recycling, and in the Blue Bars	Container Blue: Accent color and logo	Golden Orange, Pale Gray, Pale Blue and Orange: Subtle background and call outs, charts and for key points	Republic Services Star Red: The Republic Services Star only			

# Marketing Materials

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The stylistic representation of our brand integrated in all sales and advertising materials used to promote our service offerings.

## Approach

Republic Services has a wide variety of marketing materials available for use in promoting our service offerings to our customers.

To learn more about the proper use of the materials listed on the following pages, please contact your Field Marketing Director.



To request artwork files for any or all of the following materials, contact [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Primary Elements of Artwork



*Image selected shows customer interacting with a Republic Services offering*

**My Resource™**  
Simple account access. Anytime. Anywhere.  
Manage your account, from work or on the go.

**My Resource** gives you one simple tool to manage all of your recycling, waste disposal and account management needs. With 24/7 access on any device, you can:

- ✓ Pay your bill
- ✓ Schedule a pickup
- ✓ Find new products and services
- ✓ Receive proactive alerts
- ✓ And more

Download the **My Resource** app or visit [RepublicOnline.com](http://RepublicOnline.com) today.

**REPUBLIC SERVICES**

We'll handle it from here.™

*Primary Logo with Tagline and Blue Bars Lockup which should be used in all marketing materials.*



*Apply the "X" height rules as for all logo use. No other elements or images should enter this space.*

## Company Brochure

The quick-read Company Brochure is ideal for concisely communicating who we are and what we offer our customers.

**Provider for all your recycling and waste needs**

Better for your business.  
Easier for you.

**REPUBLIC SERVICES**

We put our drivers to the test. All Republic Services drivers receive annual defensive driver training and certification. We've even earned Driver of the Year top honors 13 out of 15 times since 2010\* – an award reserved only for the best and safest drivers in the industry. So when we say we're committed to keeping communities and businesses safe, you know we mean business.

\*National Waste and Recycling Association, Driver of the Year top honors

**Easily access your account 24/7**

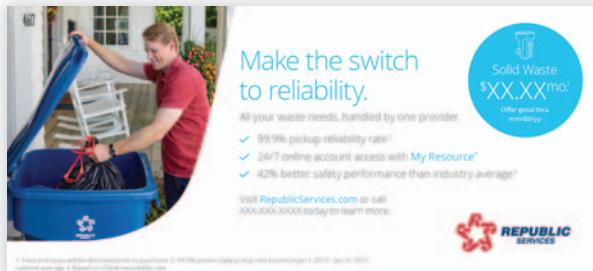
Your time is valuable. Schedule a pickup, pay your bill and discover new services anytime, anywhere, on any device with **My Resource®** – from Republic Services.

Sign up at [RepublicServices.com](http://RepublicServices.com)

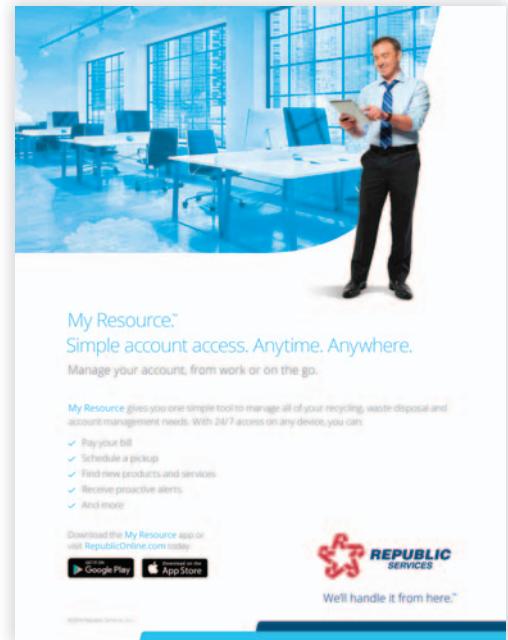
*Company Brochure*

## Leave-Behind

Our leave-behind pieces are intended to give a quick explanation of the products and services offered by Republic Services with a clear call to action. Commonly used leave-behind pieces are bill stuffers, door hangers, flyers and postcards.



*Bill Stuffer*



*Flyer*



*Door Hanger*



*Postcard*

## Print Ads

Our print ads are meant to quickly capture attention and concisely communicate our main message. Sizing of ads is taken into consideration for image and headline use. No matter the size, each print ad should feel light and convey ease.

Additional print ad sizes are full page, half page, horizontal and quarter page. For each size, there are several headline options depending on your marketing needs.

When sizing permits, images lead with the customer, helping audiences relate to the ad.



We're building better communities, together.

When Republic Services partners with your community, we build close relationships so we can identify opportunities, develop measurable goals and help create better communities, together. As true partners you can count on reliable and safe service with a 99.9% pickup reliability rate<sup>1</sup> proven every day.

- ✓ Serving over 2,700 communities nationwide
- ✓ 42% better safety performance than industry average<sup>2</sup>
- ✓ 24/7 online account access with [My Resource™](#)

Visit [RepublicServices.com](#) to learn more.

 We'll handle it from here.<sup>™</sup>

1. 99.9% proven daily pickup rate based on Jan 1, 2013 - Jan 31, 2015 national average. 2. Based on OSHA recordable rate. ©2016 Republic Services, Inc.

Full Page Ad

## Print Ads (Continued)

We're building better communities, together.

When Republic Services partners with your community, we build close relationships so we can identify opportunities, develop measurable goals and help create better communities, together. As true partners you can count on reliable and safe service with a 99.9% pickup reliability rate<sup>1</sup> proven every day.

✓ Serving over 2,700 communities nationwide  
✓ 42% better safety performance than industry average<sup>2</sup>  
✓ 24/7 online account access with [My Resource™](#)

Visit [RepublicServices.com](#) to learn more.

1. 99.9% proven daily pickup rate based on Jan 1, 2013 - Jan 31, 2015 national average.  
2. Based on OSHA recordable rate. ©2016 Republic Services, Inc.

**REPUBLIC SERVICES**  
We'll handle it from here.™

Half Page Horizontal Ad

Committed to your community.

When Republic Services partners with your community, we build close relationships so we can identify opportunities, develop measurable goals and help create better communities, together. As true partners you can count on reliable and safe service with a 99.9% pickup reliability rate<sup>1</sup> proven every day.

✓ Serving over 2,700 communities nationwide  
✓ 42% better safety performance than industry average<sup>2</sup>  
✓ 24/7 online account access with [My Resource™](#)

Visit [RepublicServices.com](#) to learn more.

1. 99.9% proven daily pickup rate based on Jan 1, 2013 - Jan 31, 2015 national average.  
2. Based on OSHA recordable rate. ©2016 Republic Services, Inc.

**REPUBLIC SERVICES**  
We'll handle it from here.™

Quarter Page Ad  
Example of Blue Bars exception due to small ad size measurements.

### Print Ads (Continued)

#### Black and White Applications

Full color print ads are preferred. When required by publications, black and white print ads may be used.



For color use, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

**Committed to your community.**

When Republic Services partners with your community, we build close relationships so we can identify opportunities, develop measurable goals and help create better communities, together. As true partners you can count on reliable and safe service with a 99.9% pickup reliability rate<sup>1</sup> proven every day.

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2. Based on OSHA recordable rate. ©2016 Republic Services, Inc.



**REPUBLIC SERVICES**  
We'll handle it from here.™

*Black and White Half Page Ad*

### Bill Stuffer

Our bill stuffers are intended to quickly promote products and services to current or prospective customers. These promotional pieces are inserted into mailing envelopes.



#### Make the switch to reliability.

All your waste needs, handled by one provider.

- ✓ 99.9% pickup reliability rate<sup>2</sup>
- ✓ 24/7 online account access with [My Resource™](#)
- ✓ 42% better safety performance than industry average<sup>3</sup>

Visit [RepublicServices.com](#) or call  
XXX.XXX.XXXX today to learn more.



1. Fees and taxes will be disclosed prior to purchase. 2. 99.9% proven daily pickup rate based on Jan 1, 2013 - Jan 31, 2015 national average. 3. Based on OSHA recordable rate.

*Bill Stuffer*

## Door or Cart Hanger

Hanging from the knob of a door, these two-sided pieces are ideal for advertising services to prospective residential customers.



All your waste disposal needs, handled by one provider.

When it comes to handling your waste needs, we know how important safe and dependable curbside pickup and disposal are to you.

That's why we strive to meet your needs day in and day out with a variety of disposal offerings, reliable pickups and simplified online account management.

Visit [RepublicServices.com](#) or call XXX.XXX.XXXX today to learn more.



1. Fees and taxes will be disclosed prior to purchase.

Door Hanger - Front



Switch to a better waste service provider today for only \$XX.XX<sup>mo</sup><sup>1</sup>

Let us make your life easier:

- ✓ 99.9% pickup reliability rate<sup>2</sup>
- ✓ 24/7 online account access with [My Resource](#)<sup>™</sup>
- ✓ 42% better safety performance than industry average<sup>3</sup>



We'll handle it from here.<sup>™</sup>

Door Hanger - Back

### Postcard

Our postcards are a cost-effective way to reach a large audience. They should quickly explain products and services with a clear call to action.



**Electronics Recycling  
with BlueGuard.<sup>TM</sup>**  
**We make it simple to  
keep your data safe.**

We provide reliable, safe and efficient solutions so you can properly and securely recycle your electronics waste. With **Electronics Recycling with BlueGuard**, you can protect your company from data theft and protect our planet from potentially hazardous materials.

Request service today at [RepublicServices.com](http://RepublicServices.com)

© 2016 Republic Services, Inc.

**REPUBLIC**  
SERVICES

We'll handle it from here.<sup>™</sup>

*Postcard*

## Flyer

Our flyers are intended to more thoroughly explain products and services. Depending on the flyer content, they may be handed out individually or at events, posted in a public place, or folded and sent through the mail.



**My Resource.<sup>™</sup>**  
Simple account access. Anytime. Anywhere.  
Manage your account, from work or on the go.

My Resource gives you one simple tool to manage all of your recycling, waste disposal and account management needs. With 24/7 access on any device, you can:

- ✓ Pay your bill
- ✓ Schedule a pickup
- ✓ Find new products and services
- ✓ Receive proactive alerts
- ✓ And more

Download the My Resource app or visit [RepublicOnline.com](#) today.

[GET IT ON Google Play](#)   [Download on the App Store](#)

**REPUBLIC**  
**SERVICES**

We'll handle it from here.™

©2016 Republic Services, Inc.

Flyer

### Banners

Our large, printed banners should be used to quickly convey an idea — whether that is branding or promoting a product or service.



Committed to  
your community.

As true partners you can  
count on safe and reliable  
service proven every day.

Visit [RepublicServices.com](http://RepublicServices.com) to learn more.



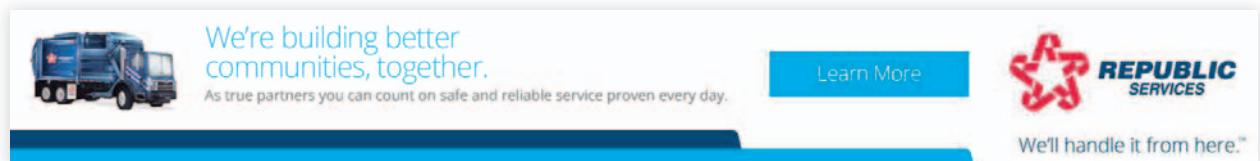
We'll handle it from here.™

©2016 Republic Services, Inc.

*Banner*

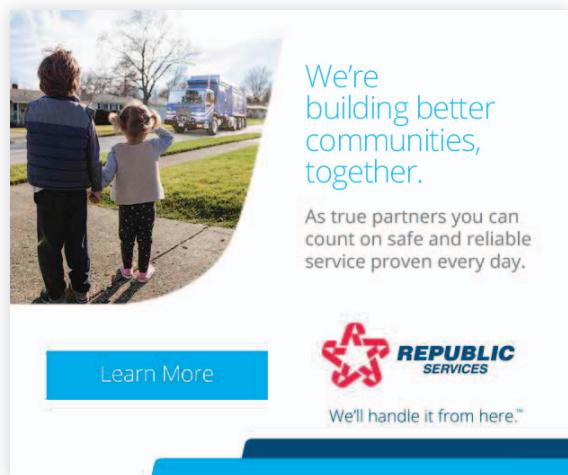
### Digital Banner Ads

Horizontal and vertical digital ads have been created in sizes that are most commonly needed. These banner ads are animated and the containers will rotate in to show breadth of service. The key to good digital ads is tracking. Use of digital ads in the field should be approved by the Field Marketing Director prior to placement.



728x90px

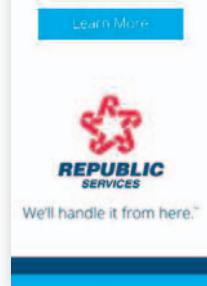
Example of flipped Blue Bars application.



300x250px



We're building  
better  
communities,  
together.  
As true partners you  
can count on safe and  
reliable service proven  
every day.



160x600px

Example of small space  
Blue Bars application.

# Co-Branding

---

Promoting our brand alongside other entities.

## Overview

When promoting our Company alongside another entity, be sure to respect the Republic Services brand and logo outlined in the Brand Guidelines. Co-branded materials should uphold our branding while including partner brands.

Place the other entity's logo where it seems appropriate in the layout, while still following white space guidelines. As shown below, partner logos cannot encroach on the logo cushion space. The "X" height is equivalent to the "R" in the Republic Services Star.



## Primary/Lead Brand

When Republic Services primarily influences the communication and drives the experience.

### Do:

- ✓ Follow our Brand Guidelines
- ✓ Use primary or secondary logo with tagline
- ✓ Place our logo first
- ✓ Make all logos the same size
- ✓ Display logo clearly

### Don't:

- ✗ Make co-branding logo bigger than ours
- ✗ Co-brand with an organization not in contract with us
- ✗ Place partner logo within cushion space of Republic Services logo

## Secondary/ Co-Leading Brand

Partner branding more heavily influences communication and experience.

### Do:

- ✓ Use primary or secondary logo with tagline if space allows
- ✓ Adhere to all logo guidelines
- ✓ Try to incorporate primary brand color palette if environment permits

### Don't:

- ✗ Alter logos in any way to fit partner's color scheme
- ✗ Place partner logo within cushion space of Republic Services logo

## Sponsorship Example

*Sponsor's Logo*



We'll handle it from here.<sup>SM</sup>

*Primary Horizontal Logo*

**WELCOME**  
REPUBLIC SERVICES  
GUESTS

## Multi-logo Mentions

In order to make the Republic Services logo stand out from other partners, separate it with a forward-slash line, giving it the opportunity to stand alone. Only use high-resolution approved logos from other entities. When possible, review partner brand guidelines for logo-specific and spacing regulations.

- 1    1-2 Logos  
*When pairing with only one or two additional logos, use the Republic Service primary logo with tagline.*



1

- 2    3+ Logos  
*When pairing with three or more logos, use the Republic Services secondary logo with tagline.*



2

- 3    Example  
*The example to the right shows the correct use of multi-logo lockups in layout.*



**What does a leading recycling and waste provider have to do with Castrol Lubricants?**

Republic Services and Castrol Heavy Duty Lubricants consistently work together to find innovative ways to use less oil and decrease our environmental footprints.

To learn more about how Castrol can save your business money, contact 888-CASTROL or visit [www.castrol.com/hd](http://www.castrol.com/hd)

To learn more about how Republic Services can ensure your business is receiving the best value from its recycling and waste program, call 816.254.1470 or visit [RepublicServices.com](http://RepublicServices.com)



3

# Tradeshows

---

A guide to representing the Republic Services brand to our customers and vendors at events.

## Overview

Tradeshow booths must represent our brand with a clean, open look. Use the Republic Services branded tablecloth and banner, available for purchase on the ePro site. If you wish to wear an approved, branded Republic Services shirt, visit the Company Store.

Employees manning the booth should present themselves in a professional manner. Wear business casual clothing and the Republic Services Star.



For information on how to correctly wear the Republic Services Star, refer to the [Intra-Organizational Communications — Wearing the Star Section](#) of the Brand Guidelines.

## Large Events and Expos

Use the large tradeshow display at large events and expos. Ensure that materials and handouts are relevant to the conference subject matter. Include Republic Services Company Brochures to supplement other handouts.

Tradeshow participants should come prepared with the appropriate promotional materials and collateral.



## Local Events

Utilize tabletop displays at local events. The tabletop should be set up in a neat, professional manner. Although materials should be readily available, do not overload the table with too many handouts.

Prior to the event, the appropriate promotional materials and literature should be purchased from eRAC. Contact your Field Marketing Director with any special material requests from the event host.

Unless otherwise directed, event staff should be dressed in business casual attire with a Republic Services branded polo.

## Available on ePro



Event Display, 3x7.5'



Event Display, 9x7.5'



Event Display, 6' Table Throw



For large events and expos, contact the [Corporate Communications Department](#). For local events, contact your [Field Marketing Director](#).

## Collateral

All approved Republic Services collateral is available on eRAC. Orders should be placed at least four weeks prior to an event.



For questions and additional information on eRAC, refer to the [Resources and Processes eRAC Section](#) of the Brand Guidelines.

# Digital Architecture

---

Creating a natural extension of our brand on the web and across all devices.

# Digital Architecture: Overview

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Currently more than 50% of web traffic generates from mobile devices which makes responsive, mobile-first design key. Our digital presence should employ simple solutions to create the best possible user experience for our customers.



To request more information, contact  
[Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Approach and Design

Our digital presence is a natural extension of our brand. The functionality is easy and intuitive: action buttons are clear, forms are simplified, and clicks are reduced when possible. Desired information should always be readily available with a simple, clean design that's easy to read. The following Digital Architecture offers guidelines for a well-designed user experience.

---

## User Experience

When customers view our website, they should understand the purpose of the page at a glance. This approach can be achieved only by keeping our site simple, clean and open, using a lot of white space. Copy should be concise but meaningful — speaking in a common vernacular. Text must be easy to read, and information should be made clear by creating hierarchies to communicate what matters most.

### Do:

- ✓ Friendly and informative
- ✓ Tells a story
- ✓ Clean, open and light
- ✓ Clear and direct
- ✓ Less is more!

### Don't:

- ✗ Over crowded
- ✗ Rambling
- ✗ Unclear actions

# Digital Architecture: Logo, Color, Typography, Buttons and Forms

---

Our brand logo, color and typography have all been optimized for digital use. The following Guidelines should be followed for digital applications only.

## Digital Logo

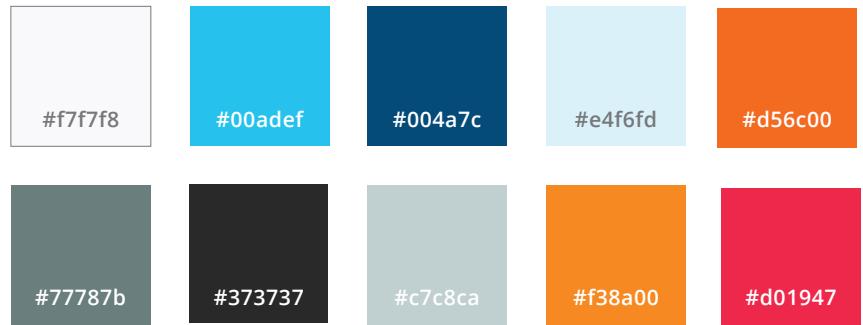
### Primary Logo

*This is the primary logo. Use it for all digital applications. The tagline should be used in all instances unless space does not allow.*



We'll handle it from here.<sup>TM</sup>

### Website Color Palette



For color use guidelines, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

## Typeface

### Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Open Sans Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Headline Standards

# Header 1

H1

Font: Open Sans Light

Color: #004a7c

Centered

## Header 2

## Header 3

H2

Font: Open Sans Light

Color: #004a7c

H3

Font: Open Sans Regular

Color: #004a7c

### Header 4

#### Header 4 (Small)

H4

Font: Open Sans Bold

Color: #004a7c

### Header 5

#### Header 5 (address)

H5

Font: Open Sans Light, Open Sans Bold

Color: #004a7c

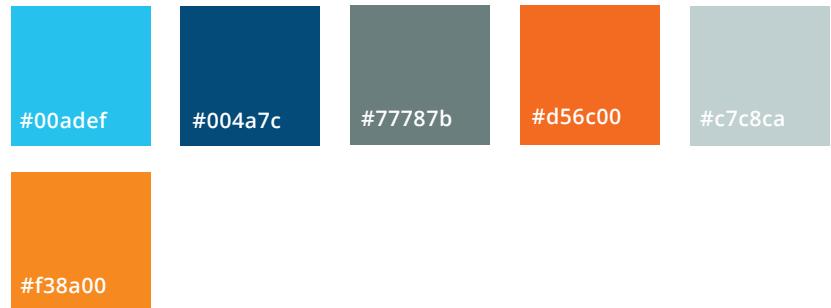
## Call to Action Buttons

On any given page, there should be one primary goal, eventually ending with the user clicking a button. The button should contain a call to action. Keep the call to action short, never using more than three words.

### Button Overview



### Button Color Palette



### Primary Buttons

Primary buttons should be used for primary calls to action or in situations where there is only one button.

Apply the following styles to all pages, except eCommerce pages.



Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #c7c8ca

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #d56c00

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #f38a00

## Call to Action Buttons (Continued)

### Secondary Buttons

Secondary buttons are for secondary calls to action. Apply the following styles to all pages, except eCommerce pages.



**Secondary**

#### Static

Font: Open Sans Bold  
Font Color: #004a7c  
Button Color: #FFFFFF  
Outline: #004a7c



**Secondary**

#### Hover

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #004a7c

---

### Tertiary Buttons

Tertiary buttons are for third calls to action. Apply the following styles to all pages, except eCommerce pages.



**Tertiary**

#### Static

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #004a7c



**Tertiary**

#### Hover

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #c7c8ca



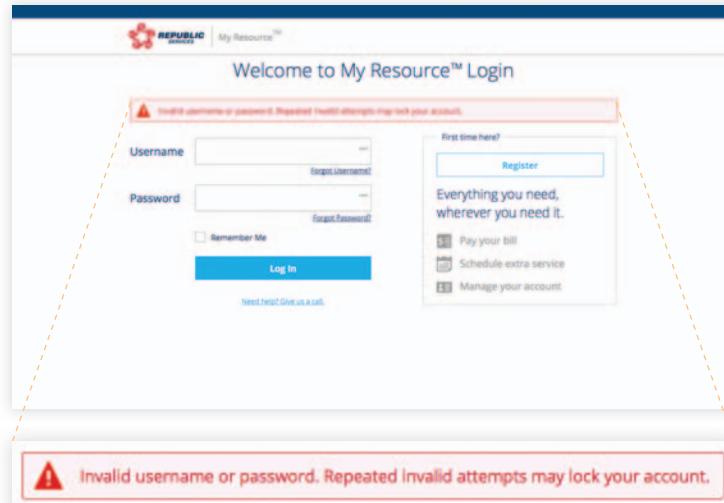
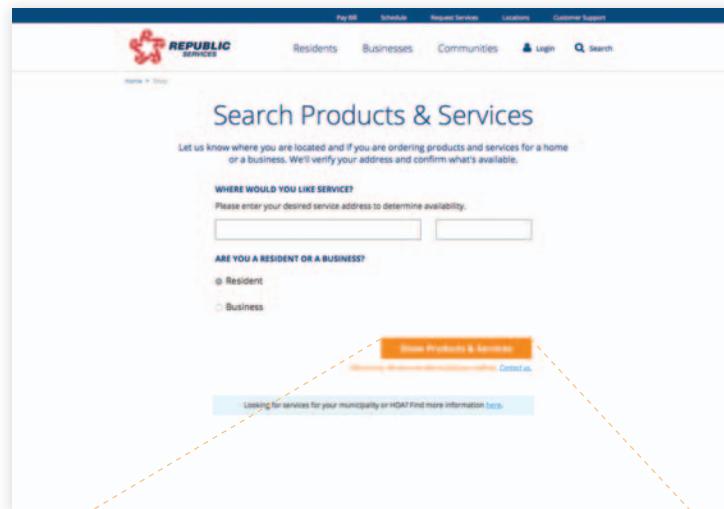
**Tertiary**

#### Hover

Font: Open Sans Bold  
Font Color: #FFFFFF  
Button Color: #00adef

## Call to Action Buttons Buttons (Continued)

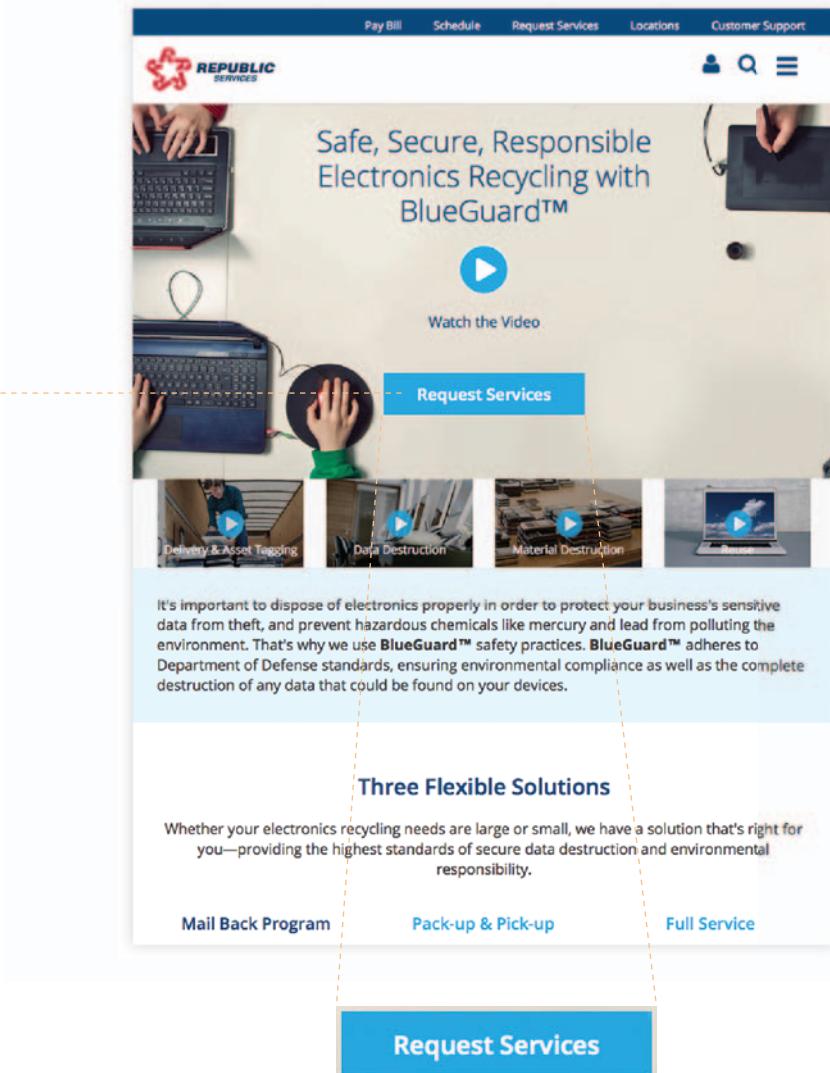
### Negative Call to Action Buttons



## Call to Action Buttons (Continued)

When placing a button over an image, the primary button style should be used. Position the button in an open-space section of the photo with minimal distractions. Always make sure the button is legible.

*Button Over Image Example*



## Call to Action Buttons (Continued)

### eCommerce Page Buttons

Apply the following styles to eCommerce pages only. Since the user is taking a definitive action, our secondary palette is used to help the user understand there are financial implications to clicking the button.

**Add to Cart**

#### Static

Font: Open Sans Bold

Font Color: #FFFFFF

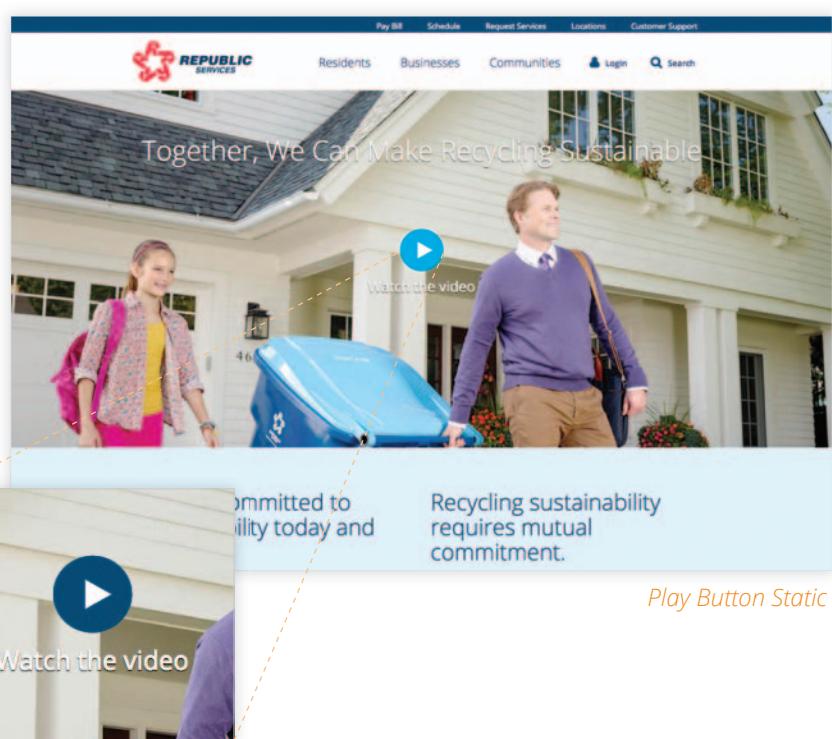
Button Color: #f38a00

## Call to Action Buttons (Continued)

### Play Button

When placing a video in design, the "Play" button icon should be placed over a thumbnail of the video. The "Play" button quickly communicates to watch the video.

Use the "Play" button icon over a thumbnail of the video on the page. Do not use text in place of the "Play" button.



Play Button Hover

# Forms

Forms are a valuable way to collect necessary customer information. As such, they should be kept as simple and minimalistic as possible to encourage completion.

Limit the number of questions asked by requesting only vital information. If any user data is already known, the fields should pre-populate this information and save a step for the user.

## Basic Fields

*Center question for clear choices.*

*Easy to read and concise directions.*

How can we help?

Ask a Question

Support Details

HOW CAN WE HELP YOU?

Enter your question here (Optional)

PREFERRED CONTACT METHOD

Email  Phone

HOW CAN WE REACH YOU?

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_ Phone Number \_\_\_\_\_

I am a Republic Services customer

Submit

## Forms (Continued)

### Task Oriented Fields

*Help users make choices quickly by using a Product Rendering to reference options.*

*Keep all form styles consistent.*

*Submit button in #d56c00*

The screenshot shows a user interface for requesting services. At the top, a dropdown menu says "How can we help?" with a sub-menu "Request New or Additional Services". Below this is a grid of service options:

Service	Description	Action
Solid Waste Container	A blue trash bin icon.	<input type="checkbox"/> I'm interested
All-in-One Recycling™ Container	A blue recycling bin icon.	<input type="checkbox"/> I'm interested
Bulk Waste	A blue sofa icon.	<input type="checkbox"/> I'm interested
Appliance Recycling	An icon of two washing machines.	<input type="checkbox"/> I'm interested
Dumpster Rental (Large Container Temp)	A large blue shipping container icon.	<input type="checkbox"/> I'm interested
Medical Waste	An icon of a medical waste bin.	<input type="checkbox"/> I'm interested
Yard Waste Container	An icon of a wheelbarrow.	<input type="checkbox"/> I'm interested
Electronics Recycling	An icon of a computer monitor and keyboard.	<input type="checkbox"/> I'm interested

Below the grid, there's a section titled "Request Details" with a sub-section "HOW CAN WE HELP YOU?". It contains a text input field labeled "Enter your question here (Optional)".

Under "PREFERRED CONTACT METHOD", there are radio buttons for "Email" (selected) and "Phone".

Under "HOW CAN WE REACH YOU?", there are four input fields: "First Name", "Last Name", "Email", and "Phone Number".

At the bottom, there's a checkbox "I am a Republic Services customer" and a large orange "Submit" button.

*How can we help?*

*Request New or Additional Services*

## Error Message Styles

In order to alert a user of an error, all error messages should be Orange. Whenever possible, utilize in-line validation to immediately display an error message, blurring the form field.

When in-line validation is not possible, include a summary message about incorrect information at the top of the page in Orange. Also include an error message in Orange immediately under the incorrect form field.

Error messages should be used to alert the customer when a consequential action is being taken. Error messages should be used sparingly.

The form has a header 'HOW CAN WE REACH YOU?' in blue. It contains three input fields: 'Last Name', 'Email', and 'Phone Number'. Each field has an orange border. Below each field, the text 'This field is required' is displayed in orange.

Avoid using tech-speak in error messages. Keep message tonality friendly and helpful.

### Do:

- ✓ Have you recently moved?
- ✓ Please make sure all fields are completely filled out.

### Don't:

- ✗ The address you entered is not correct.
- ✗ Error #4937 Incomplete information.

## Example of Assets In Use

*Use only Republic Services  
Horizontal Logo in layouts.*

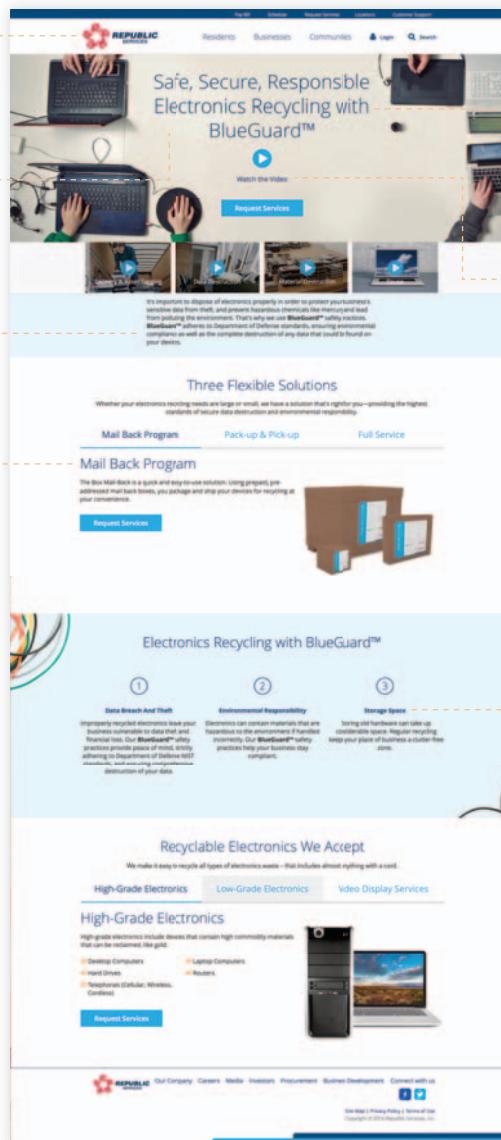
*Open Sans Light used for  
header for headline.  
#004a7c*

*Open Sans Regular used for  
body copy.  
#373737*

*H2 Example*

*Use colors in palette to help  
differentiate sections within  
scrolling website.*

*Consistent Footer  
across all devices.*



*Consistent Header across all  
devices on white background.*

*H1 Example*

*Above the fold section for  
laptop and tablet devices.*

*H4 Example*

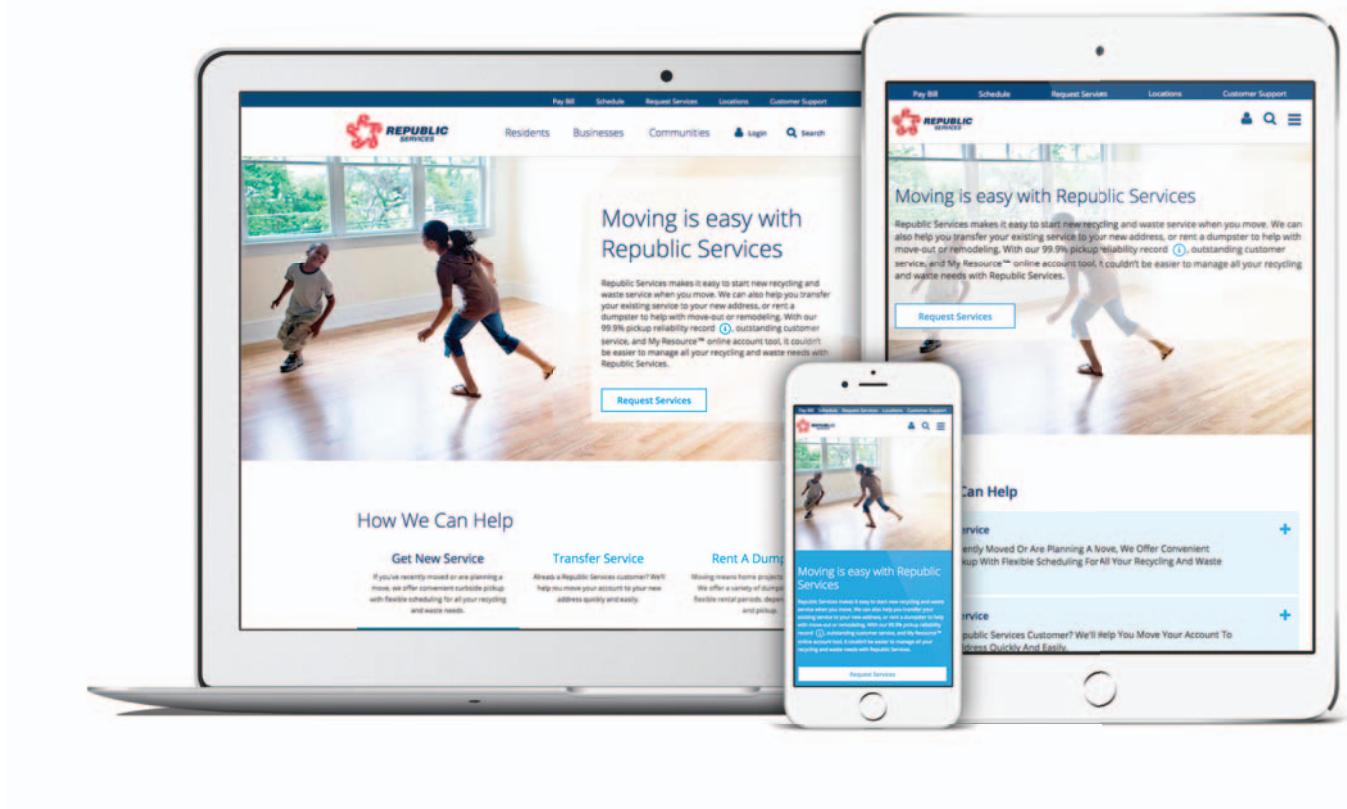
*Use generous white space  
and clear call to action.*

*H3 Example*

*Blue Bars always used at the  
bottom of the site.*

# Digital Architecture: Mobile, Tablet and Desktop

Mobile devices make up a large portion of our traffic, so design should be responsive across all formats. Any information that is available on a desktop should also be available on a mobile device.



## Mobile, Tablet and Desktop (Continued)

To keep mobile platforms clean, easy to view and accessible, information should be minimized instead of removed. That way, the customer has the option to access more information if needed, without having to use a desktop.

### Be obvious

When making the choice to hide information, make sure it is clear that there are more options available.

### Pay attention to button size

Buttons should be adequately sized to ensure click accuracy. A user should be able to click a button without clicking other information.

### Check for legibility

Font sizes should be legible, 13-15px minimum, and easy to view on a mobile device.

### Move text when necessary

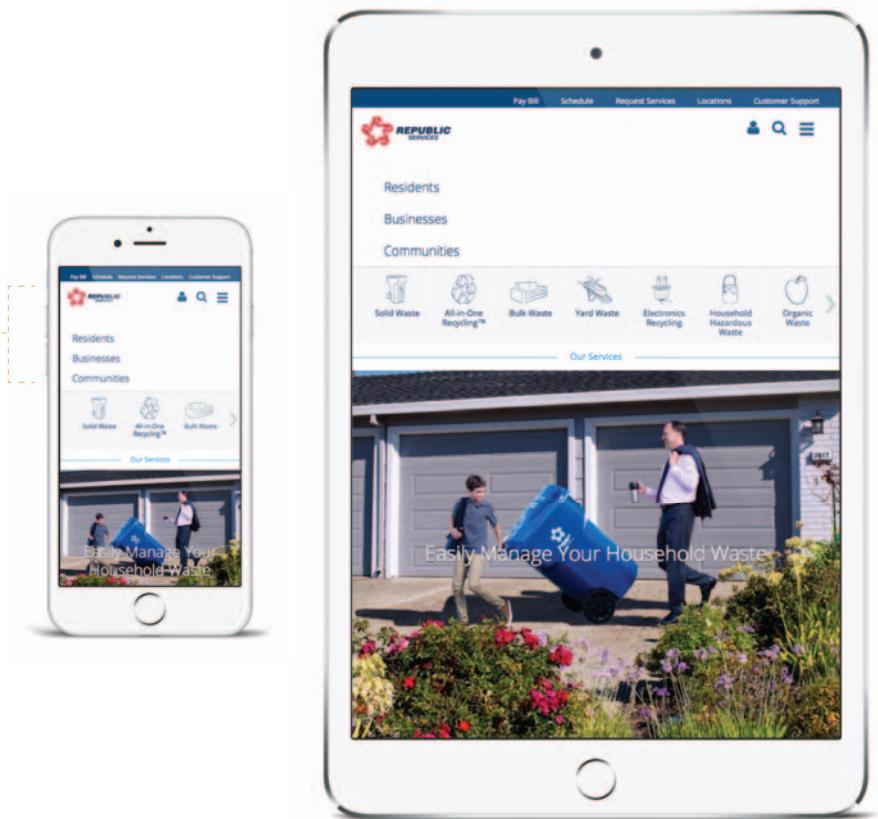
When text overlays an image on a desktop, move it underneath the image on a mobile device.

## Mobile, Tablet and Desktop (Continued)

### Menu Options

Use a mobile-optimized accordion, tab or tabbordion menu to present information. Users should not have to go to another page to read information. Instead, it should expand on the same page.

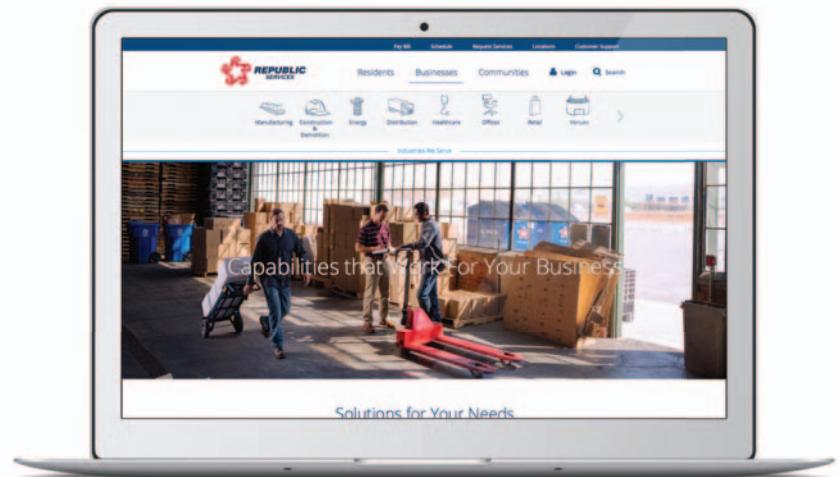
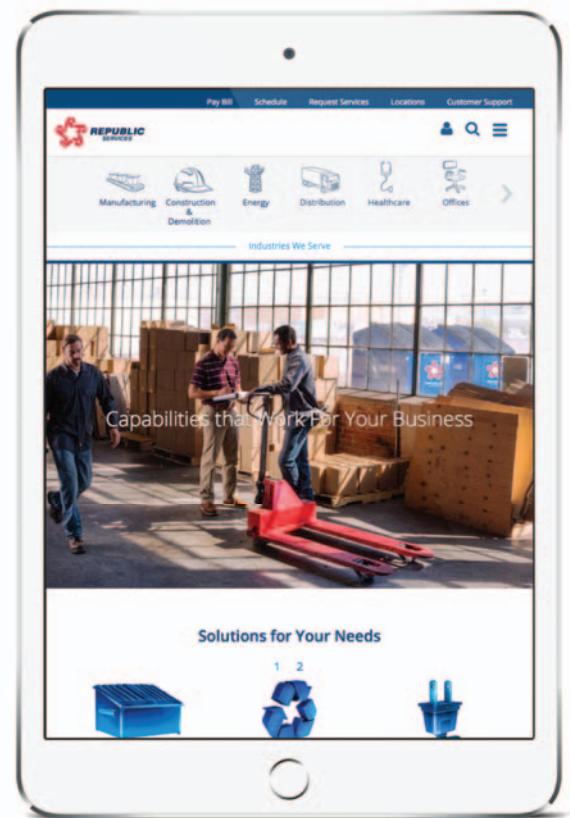
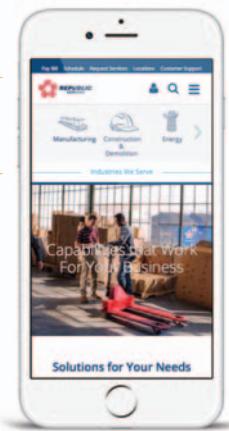
*Accordion  
Information expands down  
when accordion is clicked.*



## Mobile, Tablet and Desktop (Continued)

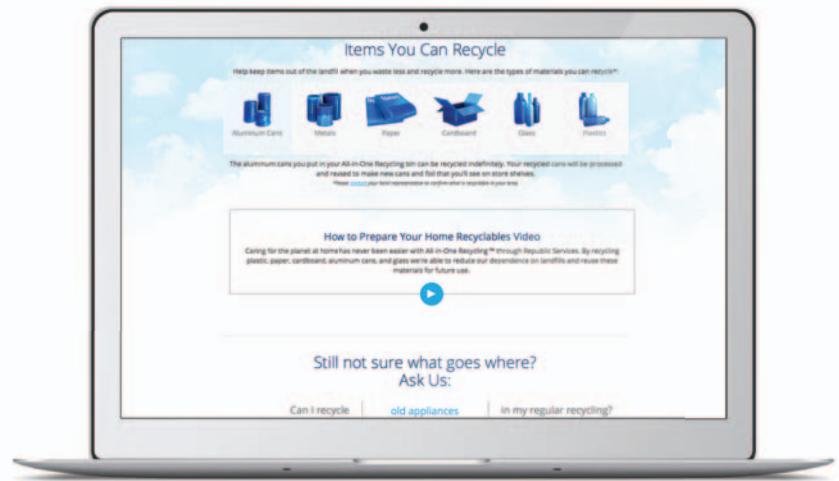
*Tab*

*More options populate  
when tab is clicked.*



## Mobile, Tablet and Desktop (Continued)

*Tabbordion  
Information first expands  
down and then populates  
more options.*



# Digital Architecture: Photography

---

Photography used on digital platforms should tell the story of how we fit into our customers' lives, and how we make their lives easier.



For photography guidelines, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

## Primary Images

On the website, primary images were specifically chosen to work best in a wide, horizontal landscape layout. Great care was given to making sure the primary image not only displayed our assets, but also included our customers in their natural setting.

Use primary images in page headers. These images should convey an emotional connection with warm, inviting photography.

### Do

- ✓ Use landscape, horizontal-orientation images only.
- ✓ Represent the Republic Services logo, branding, and assets in a natural setting.

### Don't

- ✗ Place type across a subject's face.
- ✗ Cut off Republic Services branding or assets.

## Cropping Examples



## Images and Cut Points

Special care should be taken to avoid cropping or cutting off important parts of imagery.

When cropping an image with a Republic Services asset, every effort should be made to avoid cropping the asset. If an asset must be cropped, do not cut the Republic Services logo.

- ✓ Give ample headroom to the subject.
- ✓ Use images with a theme throughout.
- ✗ Crop out the Republic Service logo.
- ✗ Use images with green.

### Do



- ✓ Show branded assets.



- ✓ Give ample headroom.



- ✓ Use images with blue accents.

### Don't



- ✗ Cut Republic Services logo.



- ✗ Cut off important parts of the image.



- ✗ Use images with too much green.

# Digital Architecture: Iconography

---

Iconography on our digital platforms should be used to help customers find what they're looking with greater speed. They serve as visual representations of our products and services.

## Iconography

### Icons

Icons should be used to show different categories of services throughout the website.



Static  
Line Art Example



Hover  
Icon Example



For more information on Icons, refer to the [Illustrations and Iconography Section](#) of the Brand Guidelines.



Example of the hover state of an icon.



### Digital Icon Examples



Yard Waste and Landscape Debris



Bulk Waste



Special Waste



Solid Waste



All-in-One Recycling™



Universal Waste



## Iconography (Continued)

### Product Renderings

Product renderings should be used only when a customer is at or near the point of purchase on our eCommerce platform.



*Curved Industrial Container  
3D Example*



*Commercial  
Waste Container*



*Slant Commercial  
Recycling Container*

*Product Rendering  
examples used in  
the eCommerce  
Platform.*

The screenshot shows the Republic Services website's "Select Products & Services" section. At the top, there's a navigation bar with links for Pay Bill, Schedule, Request Services, Locations, Customer Support, and a search bar. Below the navigation, it says "Service Address: 2777 E CAMELBACK RD". There are links for Residents, Businesses, Communities, Login, and Contact Us. The main heading is "Select Products & Services" with a subtext "You can count on us for reliable recycling and waste collection and responsible processing and disposal." Below this, there's a section titled "Products & Services for Your Business" featuring a "Solid Waste Dumpster Rental (Large Container Temp)" option, which includes a small image of a large blue container, a price of "From \$447.00", and a note about service pricing being valid for new Republic Services customers only. Further down, there's a section titled "Additional Products & Services" with links for "Solid Waste Small Container", "All-in-One Recycling™ Small Container", "OCC (Cardboard) Recycling Small Container", "Medical Waste", "Electronics Recycling", and "Compacors". Each item has a small image, a brief description, and a "Request Services" button.



For more information on Product Renderings, refer to the [Illustrations and Iconography Section](#) of the Brand Guidelines.

# Digital Architecture: Landing Pages and Local Pages

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Landing pages are standalone pages and should be developed for a specific promotion, product or service offering. Landing pages should be developed with a responsive design.

Like the rest of our website, local pages should have a clean, light look and feel. Local pages should contain market-specific messaging, supporting content and add increased search value.

# Landing Pages

## Electronics Recycling Landing Page Example

*Example of Play  
Button and call to  
action over an image.  
Copy and buttons do  
not cover the focus of  
the image.*

*Product Rendering  
used to quickly  
represent a product  
or service.*

## Local Pages

### City of Minneapolis Local Page Example

Headline and copy tailored to the market.

Content over an image with a slight background for increased legibility.

The screenshot shows a local page for Republic Services in Minneapolis. At the top, there's a banner with the headline "Taking Care of Minneapolis with Recycling, Trash Pickup Services & More". Below the banner, there's a section titled "Recycling and Waste Service Offerings in Minneapolis" with a sub-section for "For My Home" and "For My Business". A search bar is present above the service offerings. The main content area lists various services with icons and descriptions:

- Solid Waste Cart:** Get dependable curbside pickup and disposal for your home.
- All-In-One Recycling™ Cart:** Reduce your home's environmental impact and help make our Blue Planet™ better with curbside recycling pickup.
- Bulk Waste:** Get bulk pickup for your large items. We'll return and recycle whatever we can.
- Yard Waste Cart:** Enjoy reliable pickup of your yard waste and landscape debris.
- Appliance Recycling:** Get rid of large appliances like refrigerators and washing machines effortlessly. We'll help refurbish and recycle whatever we can.
- Organic Waste:** Manage organic waste materials easily and consistently while continuing our commitment to our Blue Planet™.
- Household Hazardous Waste:** Get reliable and convenient disposal of household hazardous wastes and help prevent harm to the environment and your home.
- Dumpster Rental:** Get a dumpster today for projects large or small. We provide safe and reliable delivery and pickup.
- Medical Waste:** Get safe and effortless disposal compliance for medical sharps and needles, helping to ensure proper handling and regulations compliance.
- Electronics Recycling:** Enjoy convenient solutions for recycling all types of electronic items such as computers, phones, tablets and almost anything with a cord.
- Portable Restrooms:** Enjoy a clean environment with convenient, on-site portable toilets and restrooms.

At the bottom, there's a map titled "Drop-off Locations & Service Areas" showing service areas across the Twin Cities and surrounding regions. Specific drop-off locations are marked with pins and listed below the map:

- 4495 117th Street East, Inver Grove Heights, MN 55077, 651-457-2778
- 245 39th Avenue SE, St. Cloud, MN 56304, 320-252-0711
- 1207 West Knapp Street, Rice Lake, WI 54868, 800-542-2124
- W5987 County Highway D, Sarina, WI 54870, 715-699-3356
- 7610 Madison Road (Rt 2), Shirley, WI 54872, 715-866-4835

Market-specific imagery.

Service address.

Products available shown in static state.

Map of service area and drop-off locations.

# Digital Media

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Social media and email marketing are efficient methods to quickly spread information to customers. The Communications Department is in charge of all social media outlets, with the exception of LinkedIn which is managed by Human Resources. The Brand and Advertising Department is responsible for paid social media.

Social media should be used in three specific ways:

## Paid Social

All advertisements that exist on social media outlets and have been paid for

## Owned Social

All Republic Services digital platforms including our website, blog, social media channels and email

## Earned Social

All unpaid social media, including information that customers share and customer reviews



If you have any questions about LinkedIn, please contact Randy Goldberg at [RGoldberg@RepublicServices.com](mailto:RGoldberg@RepublicServices.com)

For questions about YouTube paid or owned social, contact your **Field Marketing Director**.

If you have questions about all other social media outlets, contact Russ Knocke at [RKnocke@RepublicServices.com](mailto:RKnocke@RepublicServices.com)

## Paid Social

In order to reach a more specific, targeted audience, paid social media advertisements should be used. All advertisements should reflect the standards outlined in the Brand Guidelines.

**Republic Services**  
Sponsored

We make it simple to get service, transfer service, or rent a dumpster when you move.

Moving Soon?  
From packing and cleanouts, renovations and repairs, you have a lot to think about when you move. We make it simple to set up service at your new address.

REPUBLICSERVICES.COM [Learn More](#)

27 Reactions 5 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

**Republic Services**  
Sponsored

We make it simple to get service, transfer service, or rent a dumpster when you move.

Moving Soon?  
From packing and cleanouts, renovations and repairs, you have a lot to think about when you move. We make it simple to set up service at your new address.

REPUBLICSERVICES.COM [Learn More](#)

104 Reactions 21 Comments 2 Shares

[Like](#) [Comment](#) [Share](#)

**Republic Services**  
Sponsored

We make it simple to get service, transfer service, or rent a dumpster when you move.

We Make Moving Easy  
From packing and cleanouts, renovations and repairs, you have a lot to think about when you move. We make it simple to set up service at your new address.

REPUBLICSERVICES.COM [Learn More](#)

472 Reactions 75 Comments 61 Shares

[Like](#) [Comment](#) [Share](#)

**Republic Services**  
August 23

Protect your business' information & our Blue Planet™ with safe Electronics Recycling.

Electronics Recycling with BlueGuard™ safety practices  
Everyday electronics can contain sensitive information and hazardous materials. Recycling with BlueGuard™ helps protect your business from data theft and financial loss, and our Blue Planet™ from contamination.

REPUBLICSERVICES.COM [Learn More](#)

22 Likes 3 Comments 1 Share

[Share](#)



For ad guidelines, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

## Social Media

Use our social media platforms as a way to engage with audiences by providing meaningful content. Always ask, what does our audience care about? Content doesn't always have to be directly related to our Company. Instead, offer information that encourages communication and makes our customers' lives easier.

### Do

- ✓ Speak in a friendly, conversational tone with a focus on the customer.
- ✓ Share positive customer stories/experiences.
- ✓ Use the word "We" when referring to Republic Services.
- ✓ Keep posts clean by deleting hyperlinks from text when using a link preview.

### Don't

- ✗ Adjust font color or size on the provided files in any way.
- ✗ Speak like a salesperson. Instead, communicate and educate our customers.
- ✗ Use visuals that are not Republic Services owned, unless sharing content from another user.

## Facebook



  
**Republic Services**  
May 19 ·

A great story from WHBF TV about what it means to #RepTheStar.



**Disposable Income**

Doctor, lawyer, CEO: Those are what you typically think of when you think of a high paying job. Another job that pays a lot of money: Garbage men. In some parts of the country, garbage truck drivers can make more than \$100,000 a year

OURQUADCITIES.COM | BY GRETNA PATRICK



  
**Republic Services**  
May 19 ·

A great story from WHBF TV about what it means to #RepTheStar.  
<http://www.ourquadcities.com/news/disposable-income>



**Disposable Income**

Doctor, lawyer, CEO: Those are what you typically think of when you think of a high paying job. Another job that pays a lot of money: Garbage men. In some parts of the country, garbage truck drivers can make more than \$100,000 a year

OURQUADCITIES.COM | BY GRETNA PATRICK

Keep posts short using quick, easy-to-read sentences. Avoid posting long paragraphs.



  
**Republic Services**  
June 4 at 9:26am ·

DYK? Over 1,200 acres of land were donated for open space and parks at our Sunshine Canyon Landfill. #NationalTrailsDay



  
**Republic Services**  
June 4 at 9:26am ·

DYK? Over 1,200 acres of land were donated for open space and parks at our Sunshine Canyon Landfill, which is located in Los Angeles. Because of our strict attention to rules and regulations these new open spaces and parks are completely safe and sanitary. Feel free to stretch out and enjoy the new space with your family. If you are using the space for a fun activity, please be sure to share your photo with us.

## Twitter

Use trending hashtags only when relevant and appropriate:

- ✓ #TruckTuesday
  - ✗ #RioOlympics2016
- 

When hashtagging, capitalize the first letter of each word:

- ✓ #BluePlanet
  - ✗ #blueplanet
  - ✓ #RepTheStar
  - ✗ #rephestar
- 

Create and promote campaign-specific hashtags that are easy to remember:

- ✓ #ElectronicsRecycling2016
  - ✗ #ER
- 

Avoid hashtags that are lengthy/do not serve a purpose:

- ✗ We train in all conditions so that we're #PreparedForAllConditions
  - ✗ #OurDriversAreSaferThanYours
- 

Shorten and customize links using bitly:

- ✓ [bit.ly/2aY77EH](http://bit.ly/2aY77EH)
- ✗ [www.republicservices.com/promo/electronics-recycling](http://www.republicservices.com/promo/electronics-recycling)

## YouTube

### Do

- ✓ Only upload professionally produced videos.
- ✓ Capitalize the first word of each letter in the video title.
- ✓ Quickly capture the essence of each video in the video title.
- ✓ Further introduce video topic by including a brief description in the About section.
- ✓ Make sure all videos are optimized to view on a mobile device!



### Don't

- ✗ Upload videos that are longer than two to four minutes, when possible.
- ✗ Upload videos from cell phones or other non-professionally produced videos.

## LinkedIn

Unlike our other social media outlets, our LinkedIn company page should feel slightly more formal — targeting other business professionals as opposed to speaking directly to customers. When necessary, text can be longer, utilizing full sentences with a less conversational tone. Avoid promoting services and products. Instead, focus more on Republic Services as an industry leader.

### Do

- ✓ Use full sentences.
- ✓ Share professional accomplishments, industry awards and new developments.

### Don't

- ✗ Promote services and products for purchase.
- ✗ Post tips and how-to's related to service.

## Do's / Don'ts of Production

Make sure all external communication materials follow the rules and regulations outlined in these guidelines. Do not deviate from these rules and regulations.



For specific layout and copy instructions, please refer to the [Brand Voice Section](#) of the Brand Guidelines.

### Do / Don't

- ✓ Lead all ads with a focus on the customer, both in visuals and copy.
- ✓ Keep copy short and easy to read, focusing on a clear message.
- ✓ Read copy out loud to make sure tone is friendly and conversational.
- ✓ Have a clear, actionable call to action.
- ✓ Include correct, up-to-date version of Republic Services logo.
- ✗ Alter logo in any way; this includes adding a drop shadow.
- ✗ Lead materials with our trucks or other assets. Instead, show how customers interact with our assets.
- ✗ Use extensive copy or have more than three messages in one ad.
- ✗ Make copy too formal. Write how you speak.
- ✗ Bury or hide the call to action. It should be easy to find.
- ✗ Forget to include our website on all pieces. When possible, include RepublicServices.com.
- ✗ Use the color green.
- ✗ Use red outside of the Republic Services Star.

## Email Rules and Procedures

Email is the primary tool we use to communicate with customers. Whether marketing new products, confirming service and payments, or simply welcoming a customer, it is an immediate form of communication.

As with all of our customer-facing materials, be sure to lead with the main benefit and customer-first imagery.

Note: Employees outside of the corporate marketing team are NOT allowed to directly send mass emails to customers or potential customers. The corporate marketing team is responsible for managing the email calendar and strategy to ensure customer experience is not negatively impacted by an influx of emails. In addition, they help ensure emails are compliant with spam rules, email opt-out/opt-in, and other processes for email marketing.

This does not prohibit day-to-day communications via email with customers and prospects. If you want to send an email blast to your customers, contact your Field Marketing Director to discuss this option.

## Best Practices Structure and Copy

### Subject Line

The customer needs to open the email. Therefore, the subject line should capture your audience's attention in a quick, captivating way. Be sure it is no more than 50 characters. This number will help ensure your main message is not cut off by on-screen limitations.

### Preview Text

Since preview text appears directly after the subject line in a customer's inbox, it should be meaningful and concise — giving customers one more reason to open your email. Summarize the most important content of your email or offer.

### Headline and Body Copy

The headline should be short and succinct — leading with the customer benefit. The copy that follows needs to be engaging but still concise. Avoid long paragraphs; instead, break up copy into quick, easy-to-read sections and lists.

### Call to Action

Always include a strong, clear call to action in the form of a button or link. Your call to action should entice readers to click and take the next step.

One call to action should be placed "above the fold" to prompt the customer's action. Likewise, a second call to action should be placed in the bottom third of a lengthy email.



For more information on structure and copy, refer to the [Digital Architecture: Logo, Color, Typography, Buttons and Forms](#) section of the Brand Guidelines.

## Best Practices Visuals and Video

### Visual

Emails should incorporate engaging visuals that align with the primary message of the email. In many cases, lifestyle images are used to show the customer interacting with our product. However, emails for eCommerce or for a specific product may lead with a visual representation of the product alone. Discretion and visual design best practices should be considered in determining which image is best to use.

### Video

Videos are often used in email marketing to quickly communicate the primary message and increase reader engagement. Videos should focus on the primary message of the email and clearly communicate the benefit to the customer. As a guide, videos in email should be no more than one to two minutes. All videos should adhere to the principles outlined in the Visual Architecture and Video Production sections of the Brand Guidelines.

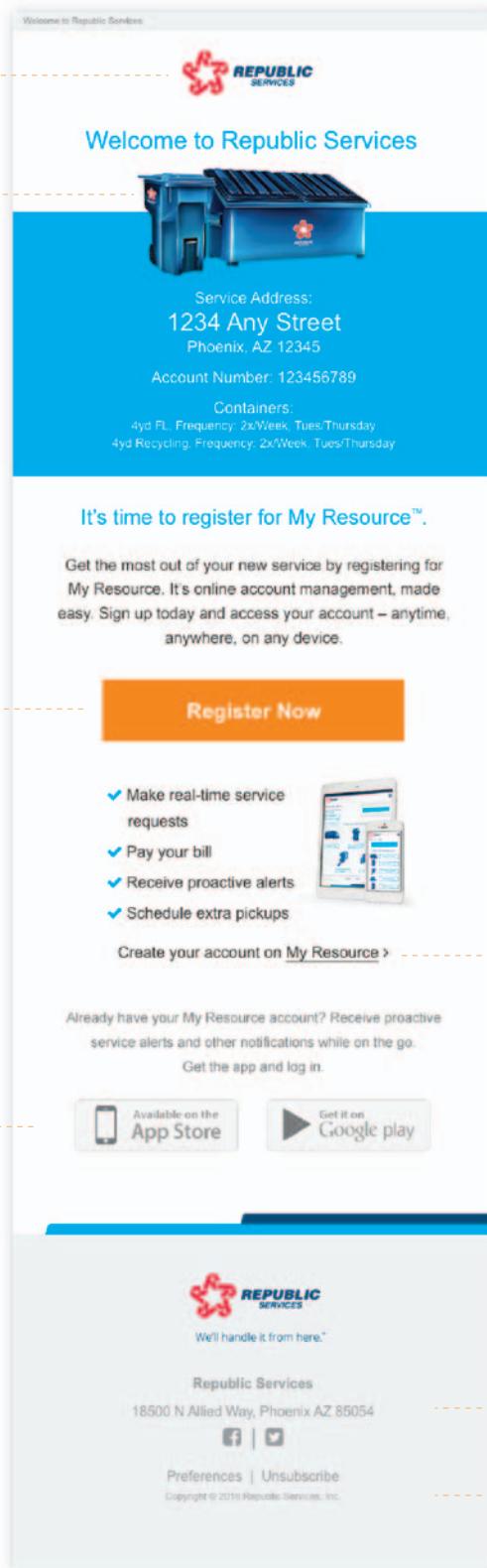
## Email Example

Center Republic Services Primary Logo without tagline on top.

Hyperlink images to RepublicServices.com

Call to action button, white type over orange button.

Highlight a secondary message or cross promotion of a complementary product.



Primary email message should be placed "above the fold."

Additional call to action in text.

Footer used for social media icons Facebook and Twitter.

# Video Production

---

The process of bringing the Brand Guidelines to life in videos intended to engage and inform viewers.

## Overview

The following guidelines are meant to provide support and resources to employees and vendors creating video content about Republic Services. The approach to video should take inspiration from the image style and photography guidelines outlined in the Visual Architecture section. To support Company-initiatives, branded videos can be developed and posted on the website, social media channels and in emails.

### Do

- ✓ If customer-facing, videos should be captioned if possible.
- ✓ Use a fade to white transition into the ending art card at the conclusion of the video.
- ✓ Fade in first with logo and legal, followed by tag line and concluding with the call to action.
- ✓ Branded graphics that include an intro, outro and title cards. These graphics should feature the standard Republic Services logo appearance, animation, Blue Bars and copyright/trademark information.
- ✓ An end frame with the logo and URL.
- ✓ The highest possible level of picture and sound quality (shouldn't look or sound like grainy viral video).
- ✓ Brand voice reflected in the script, voiceover and subject matter.
- ✓ Relevance and good taste that is appropriate for our client base.

### Don't

- ✗ Fly-in unless all transitions in video are fly-ins.
- ✗ Play music or sound effects during ending art card.
- ✗ Use starbursts, distorted logos, etc.

## Approach and Style

Republic Services uses video to engage and inform viewers on new topics. Videos can be used to motivate the audience, educate on a specific product or issue, instruct with a How To, or discuss a specific topic.

All videos should incorporate the Republic Services brand. Lead with the benefit and utilize a friendly tone with conversational language. When possible, incorporate the Republic Services brand colors. Use only the approved Open Sans font and approved logos.



For more information on incorporating the brand, refer to the [Visual Architecture Section](#) of the Brand Guidelines.

## Music Style

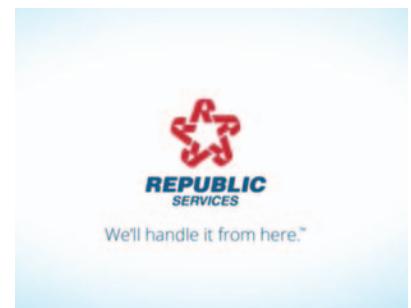
In most cases, upbeat music should be used in all Republic Services videos. The music selection should help set the tone of the video and move the story along, but it should not distract from the actual storyline. Likewise, sound effects that further the story may be used, but they should not overwhelm the video.

## Voiceovers

The voiceover style should complement the video storyline. Regardless of content, all voiceovers should be friendly, approachable and helpful. Voiceover style should evoke a sense of expertise and trustworthiness, while encouraging positive opinion among viewers.

## Animation

The animation style should be visually engaging, while utilizing approved brand colors and fonts. Animations should further the video narrative with seamless transitions and not distract from the primary message. Discernment should be applied to ensure too many animations or overly childish animations are not used.



## Ending Art Card

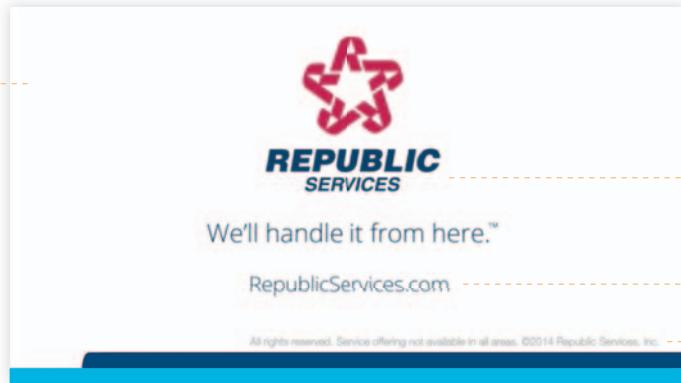
Each video should end with the Republic Services primary or stacked logo lockup on a clean White background. The art card should also contain the Republic Services tagline, Blue Bars and a relevant URL/phone number with necessary legal information.



For more video examples, visit the [MarCom Portal](#).

*White background*

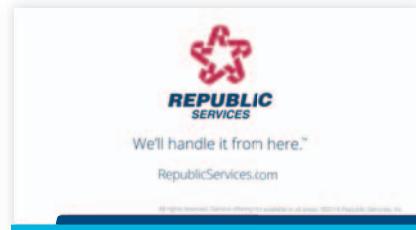
*Blue Bars animate in  
and stay bottom, Light  
Blue bar extends to the  
left edge.*



*Use Republic Services  
Secondary logo with  
tagline lock-up.*

*The URL  
[RepublicServices.com](#)*

*Legal must be above  
6pt type, Light Gray.*



# Corporate Communications

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How we speak and present our brand to Republic Services employees and external audiences.

# Internal Communications

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How we speak and present our brand to fellow employees.



Specific exceptions to the Brand Guidelines are permitted only in [internal communication materials](#). Examples of these few exceptions are outlined below. When in doubt, stick to the Brand Guidelines or contact [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

## Use of the Republic Services Star

For internal communication, you may display the Republic Services Star by itself on White, Container Blue, or approved background images. However, the brand application principles still apply. For example, if using the Republic Services Star on a colored background, you must use a white outline behind the Republic Services Star.



Reference the [Visual Architecture Section](#) for a full list of guidelines.

*The Republic Services Star must have a White outline in every case.*



The Republic Services internal publication, *Blue Nation*, is an example of allowed use of the Republic Services Star separate from the approved logo.



*Do not eat, stand on, plant, swim or run through the Republic Services Star.*

## Wearing the Star

When you wear the Republic Services Star, you are representing Republic Services; you are part of a dedicated team. It is meant to be worn in a professional manner, on professional attire. Do not give it out as a promotional item or to customers. Respect the Republic Services Star and the commitment that it represents. If it is casual Friday, be sure to wear the pin on a lapel, as opposed to directly on your clothing.



All employees should receive a Republic Services Star pin during orientation. If you need a pin, please request one from the Employee Corporate Communications. Contact **Karen Henson**: 480.718.6340 [KHenson@RepublicServices.com](mailto:KHenson@RepublicServices.com)



## Department Names

Department-specific merchandise and materials must adhere to the logo use guidelines outlined in the [Visual Architecture Section](#) of the Brand Guidelines.



Branded merchandise and apparel must be purchased through the [Republic Services Company Store](#).

### 1 Primary Lockup

*This is the correct use of the approved logo with the addition of a department name. The department name should be written in initial caps.*

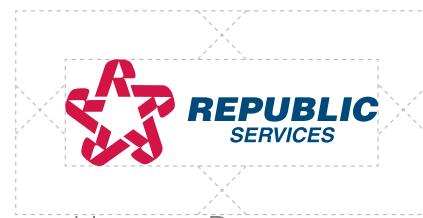


Human Resources

1

### 2 Spacing

*The area defined by the "X" indicates the cushion around the logo. The "X" is equal to half the height of the Republic Services Star. No other elements or images should enter this space.*



Human Resources

2

### 3 Do Example

*The minimum size at which the logo may be represented in print is 1.25" wide.*



3

### 4 Don't Example

*The department name is set inside the cushion area around the logo. The title must be outside of the allotted cushion space. Department name should be in initial caps.*

✗ Have the title too close to the logo.



✗ Use all-caps for the title.

4

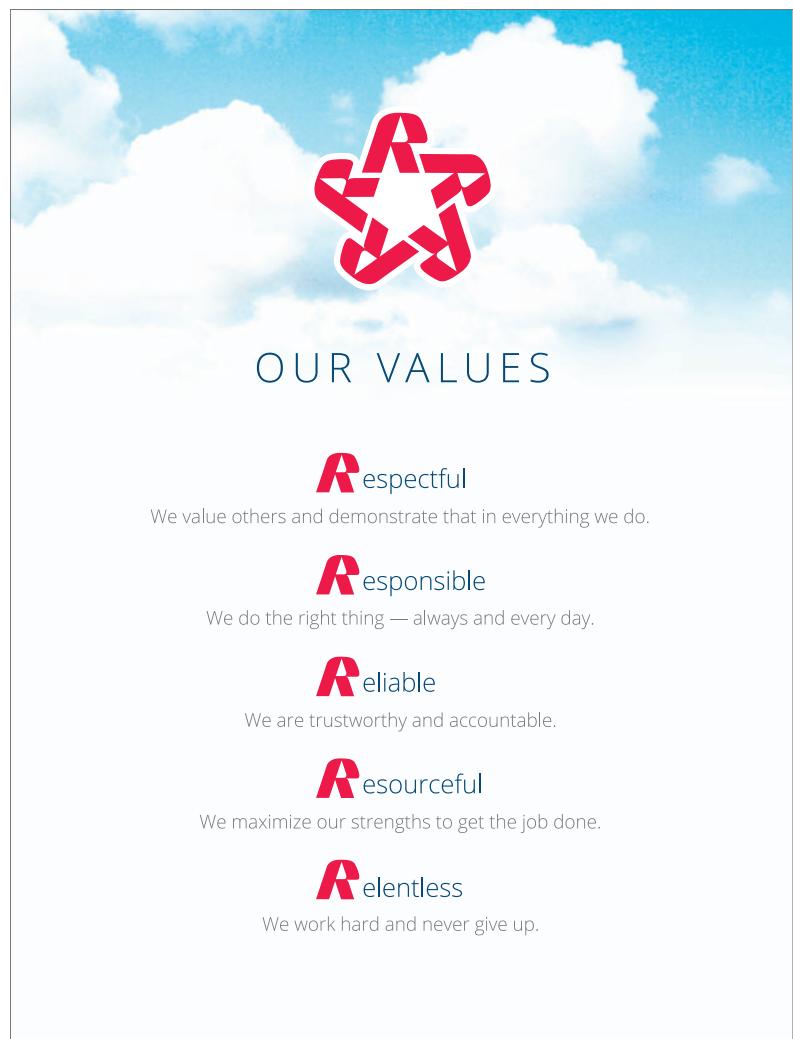
## Corporate Employee Values (The Five R's of Republic Services)

Republic Services is guided by these principles. We have adopted them as our core values and are reminded of them every time we see the 5 R's of the Republic Services Star.

These are our corporate employee values — they are meant to guide our team internally.

## Use of the 5 R's

The individual "R" elements that make up the Republic Services Star may be used only when defining the 5 R's of Republic Services internally. They may not be used in advertising, marketing or customer-facing material.



*Internal Communications example of using the R's.*

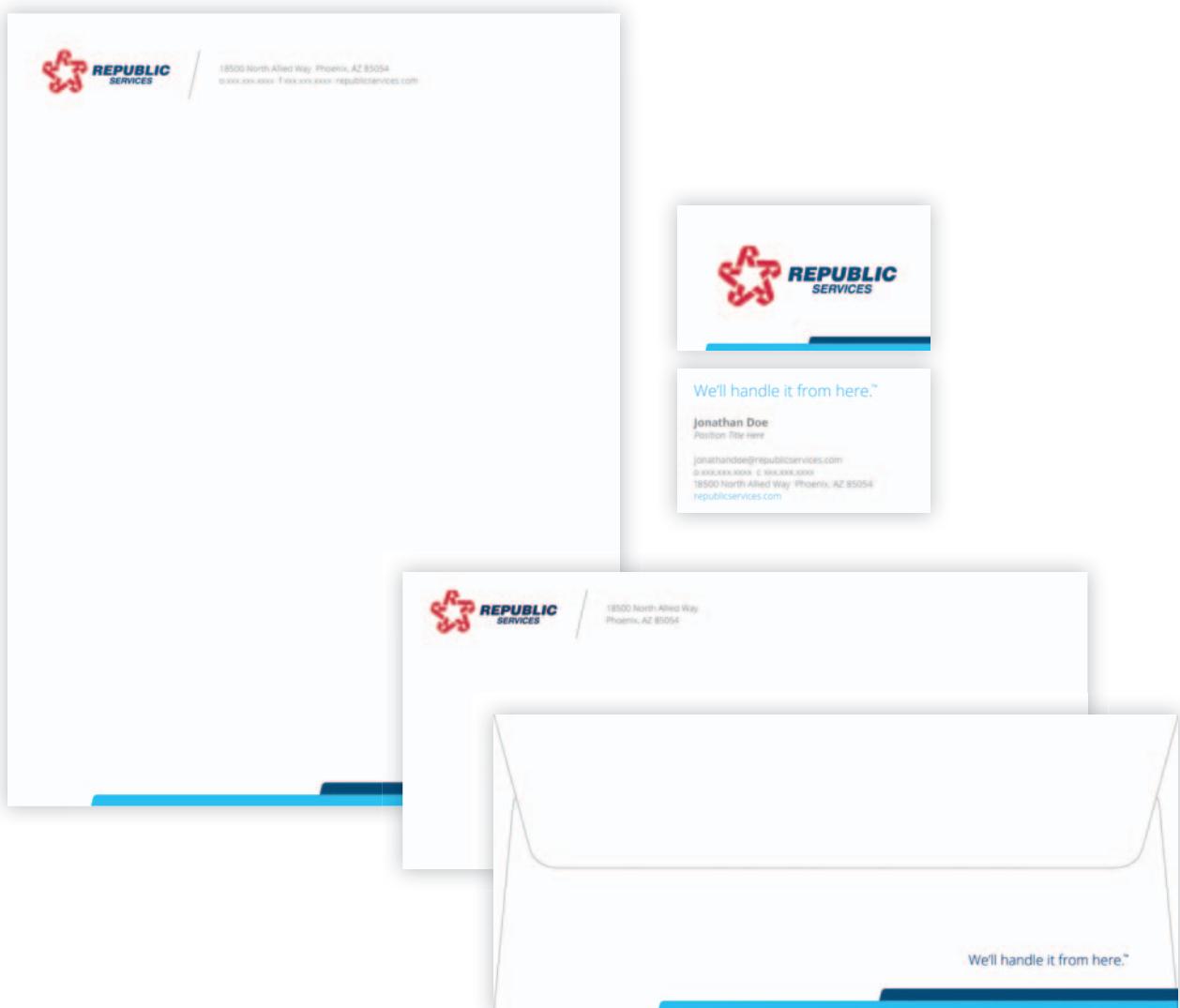
# Business Systems

When communicating with fellow Republic Services employees, it is important to make sure our brand is consistent and looks professional Company-wide.

When sending a memo or letter to a fellow Republic Services employee, use our Republic Services branded memos, envelopes and letterheads.



These items can be ordered through ePRO.



## Letterhead Formatting

We have three approved letterhead templates built in Microsoft Word. Each template has preset document spacing, but details have been highlighted below for your benefit.

### Don't

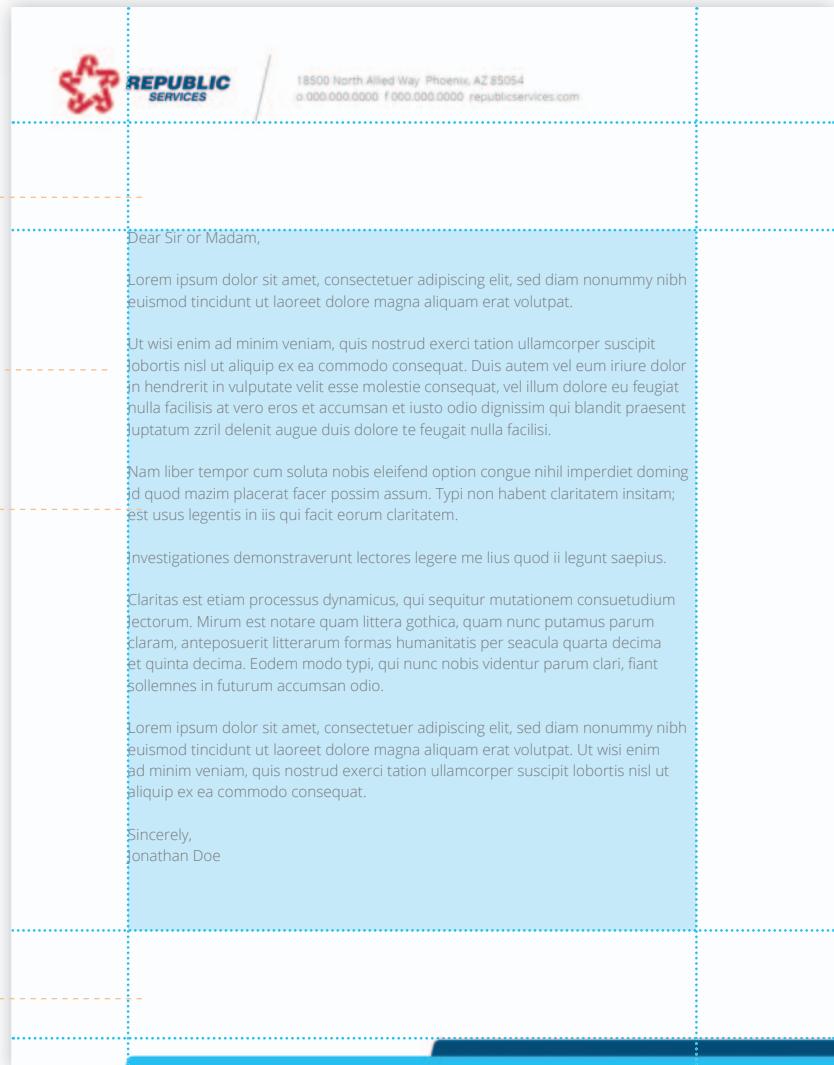
- ✗ Alter or replace the locked background artwork.
- ✗ Adjust font size, color, or line spacing.
- ✗ Create your own original letterhead; use only the brand-approved files provided to you.

*Always leave 1" between header and body copy.*

*Always follow the preset margin boundaries for body text.*

*Text is set in Open Sans Light at 11pt size.*

*Always leave at least 1" of space between body copy and the color bars in the footer.  
If your body copy extends beyond the designated space, use a second page.*



# Presentation Template

## Best Practices

We have one approved presentation template built in Microsoft PowerPoint. The template has preset slide design and content spacing, but details have been highlighted below for your benefit.

Presentations should serve as a guide for the presenter. Help keep audience attention on the presenter, versus reading along, by highlighting key points, facts and figures on screen. Avoid long paragraphs, lists and copy-heavy slides.

### Do

- ✓ Include charts and graphs when relevant, but use clear, legible data points.
- ✓ Keep slides clean and concise. Simpler slides are easier for your viewers to digest.
- ✓ Use a takeaway box, as appropriate, at the bottom of the page for a brief and clear conclusion statement.
- ✓ Proofread final presentations to ensure correct spelling and formatting.

### Don't

- ✗ Overload the slide with content.
- ✗ Overuse animation or text transitions.

Hello. I am a title slide.

I'm very pleased to meet you.



This is a page title.

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat nomi.

2. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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## Presentation Template (Continued)

### Selecting Slide Options

There is one approved presentation template available for use. This theme is to be used both internally and externally. The template is designed to utilize less color, and therefore less ink, as many of these presentations get printed and handed out.



Templates can be downloaded through [Inside Republic](#) in the Marketing Section.

---

### Font

Although Open Sans is the official Republic Services font, it may not be readily available on all computers. To resolve this while maintaining consistency among all presentations, we have made Verdana the official font for presentations only.

Verdana is a system-standard font that is accessible on every computer. Preset-use cases have been designed into each PowerPoint template. Despite the shift in font, the typography guidelines still apply.



For more information on approved typography, refer to the [Typography Section](#) of the Brand Guidelines.

### Approved Presentation Font Verdana Regular

ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890  
abcdefghijklmnoprstuvwxyz

---

### Color

In order to make the presentation legible to audience members in the front row, the last row, and to those who print out the slides, please do not substitute colors that are different than the colors provided in the template.

## Presentation Template (Continued)

### Don't

- ✗ Change the theme font to anything other than Verdana.
  - ✗ Excessively use Verdana Bold.
  - ✗ Create your own theme design.
  - ✗ Alter the approved theme color palettes.
- 

### Importing Slides

#### Do

If importing slides from other presentations, make sure to:

- ✓ Copy slide content and paste as "destination theme."
- ✓ Adjust copy placement and font sizes as necessary.
- ✓ Align PowerPoint with slide themes when necessary.

## Email Signature

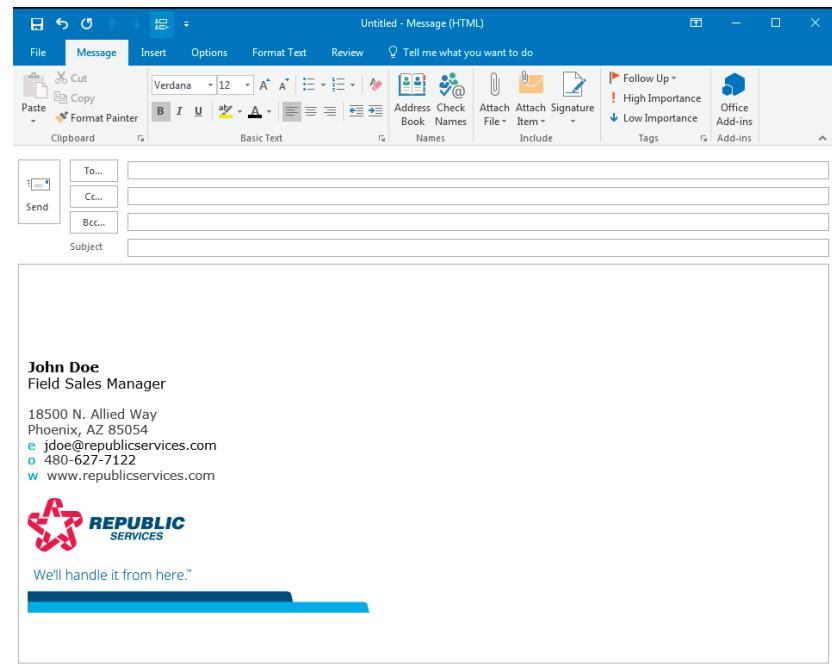
Email signatures are the final sign-off in every digital environment. All email signatures should properly and consistently represent the Republic Services brand. Email signatures are to be created using the Signature Generator located on Inside Republic.

### Signature Specs

Font: Open Sans, 10pt

Color: Dark Gray

Hyperlink: Ensure your email address and the Republic Services website are hyperlinked.



## Account Management and Sales-Related Emails

When sending non-mass-communication emails to customers, be sure to:

- ✓ Use a professional, friendly tone.
- ✓ Proofread your email before sending. Ensure all grammar and spelling are correct.
- ✓ Not exceed ten email recipients. Emails that exceed ten recipients are considered mass communication.

Emails sent to groups larger than ten for invitations to networking events, customer appreciation events, etc. are allowed as long as the email does not include pricing, offers or a specific call to action to buy or promote Republic Services.



Email must use the approved, branded email signature. The Email Signature Generator is located on [Inside Republic](#) through the IT Help Desk.

## Newsletter

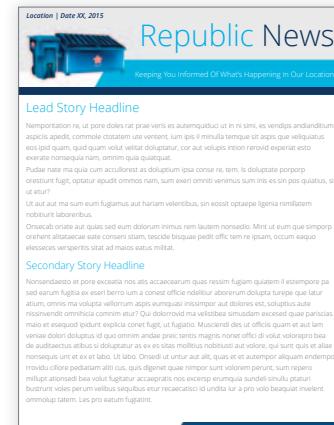
Internal newsletters are a great way to engage employees, share relevant articles and information, and celebrate achievements. There are four approved newsletter templates. You must use one of these templates when sending out internal newsletters. Although these are templates, you will find opportunities in each to make content unique to your location.

### Do

- ✓ Use one of our four newsletter templates.
- ✓ Use brand logo, colors, and font. Refer to Visual Architecture of these Brand Guidelines for more information.
- ✓ Make your newsletter two-sided when printing.

### Don't

- ✗ Place stories and corresponding images in separate locations. Keep them together.
- ✗ Use decorative photos that don't relate to content in your newsletter.



## Newsletter (Continued)

### Content

#### Do

- ✓ Proofread twice before you send. Good punctuation and spelling keeps our image professional and helps make articles easier to understand.
- ✓ Point out how an article's topic will benefit employees or the Company.
- ✓ Include your Business Unit and local information under the title.

#### Don't

- ✗ Reuse stories or any other content from *Blue Nation*. Your newsletter should contain original content that focuses on items relevant to your location.
- 

### Content Review and Approval

Articles in your newsletters may have some legal considerations. Please use good judgment and contact the appropriate partners in Legal to review the content as needed. Please review all customer-facing newsletters with your designated Field Marketing Director before they are published.



Newsletter templates are located on [Inside Republic](#) in the Communications Section.

# External Communications

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How we speak and present our brand to partners and other public entities.

## Customer-Facing Presentations

The presentation theme was designed in anticipation of its pages being printed and dispersed.



Refer back to the [Internal Communications Presentation Section](#).

### Hello. I am a title slide.

I'm very pleased to meet you.



We'll handle it from here."

1. *Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat nomi.*
2. *Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.*

*Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.*

### This is a page title.

*Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.*



*Nam liber tempor cum soluta nobis eleifend option.*

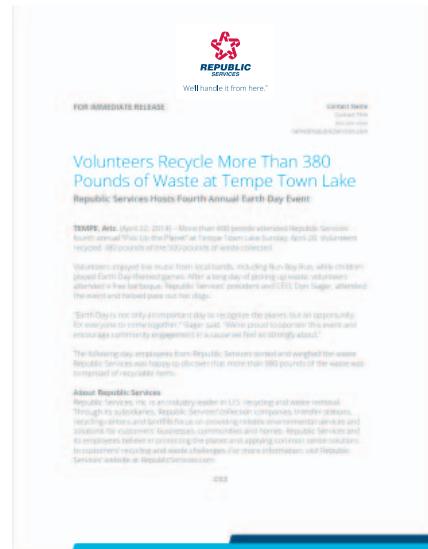
## Press Releases

### Local Press Release

Republic Services has two approved press release templates to be created only through the Corporate Communications Team.



To request local press release development, please contact  
[Communications@RepublicServices.com](mailto:Communications@RepublicServices.com)



### Two-Page Release

When a press release extends beyond a single page, it follows the same guidelines as with standard letterhead.



# Trucks and Containers

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Using our assets to represent our brand.

## Overview

Truck and container assets are vital to Republic Services' business. In addition to being the tools used to get the job done, they are also the main visual representation of our brand. Customers see our trucks and containers every day — every time they take out their trash or drive down the street.

Because of this association, truck and container branding must be consistent across the nation. Assets need to be clean, functioning and in the best shape possible at all times.

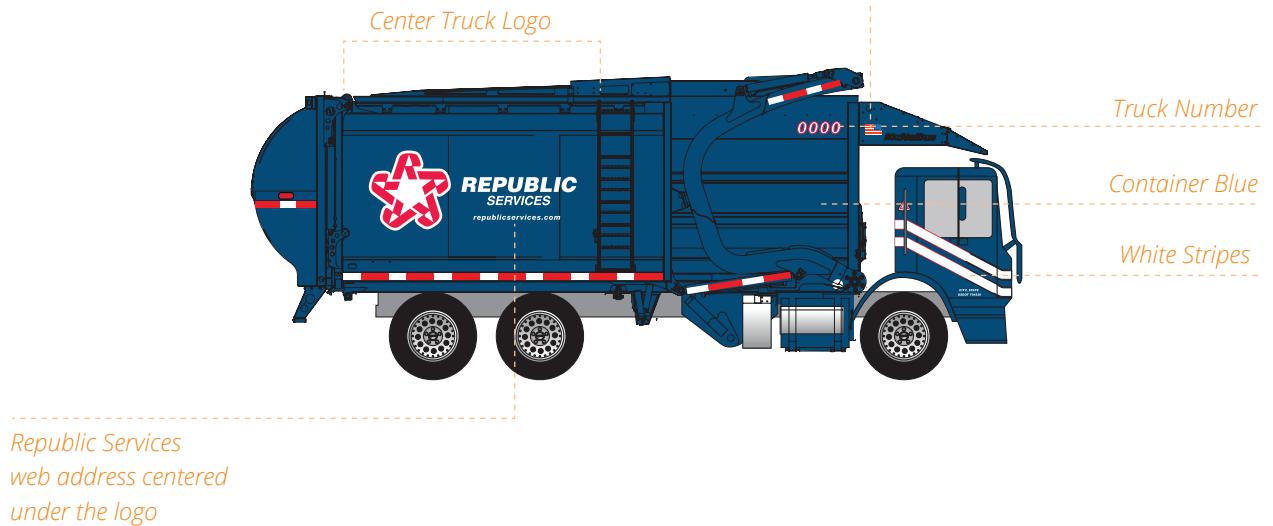


The truck illustrations are a representation only. For direction on decal and branding application, please refer to the [Trucks and Containers Graphics Layout Guide](#) located on [Inside Republic](#) in OneFleet under Operations.



## Front Loader

*On national transportation vehicles, the starfield is to face forward as if riding along with the vehicle. This standard can be seen on all truck illustrations.*



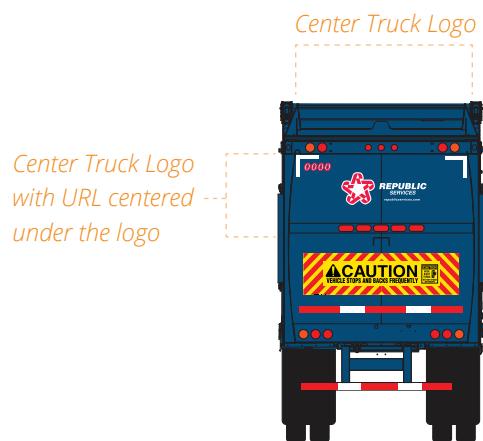
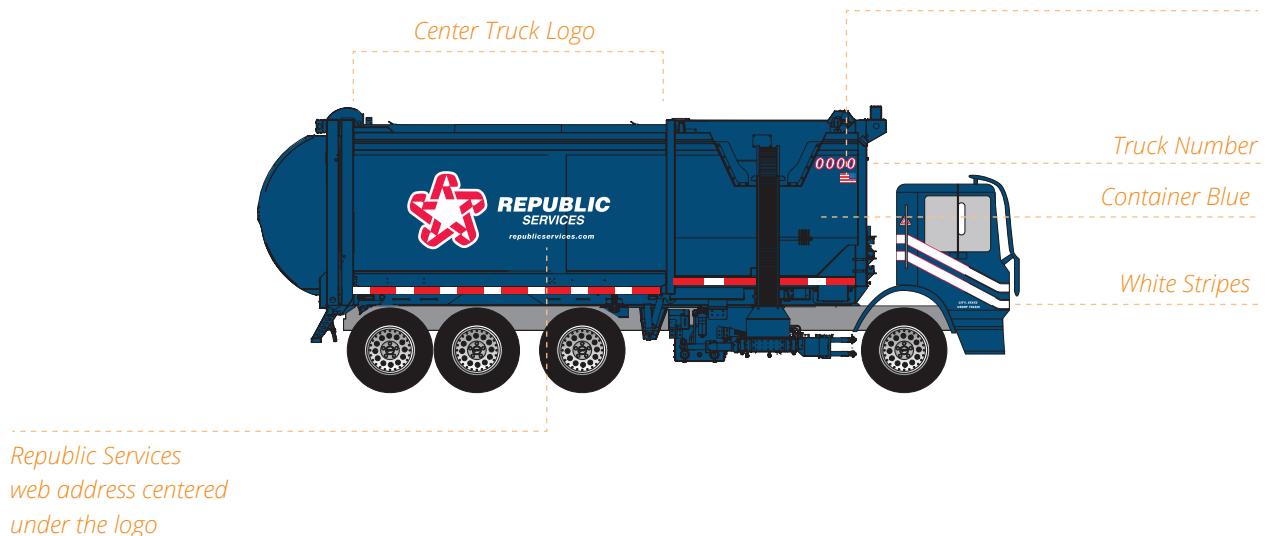
The truck illustrations are a representation only. For direction on decal and branding application, please refer to the [Trucks and Containers Graphics Layout Guide](#) located on [Inside Republic](#) in OneFleet under Operations.

Please note - While we will continue to focus on excellence in how we operate, the terms "Excellence Driven" and "XD" are no longer core to our brand message.

Effective immediately, the Excellence Driven decals cannot be ordered for trucks, and any new and newly rebranded trucks will not have the decals on them.

## Side Loader

*On national transportation vehicles, the starfield is to face forward as if riding along with the vehicle. This standard can be seen on all truck illustrations.*



The truck illustrations are a representation only. For direction on decal and branding application, please refer to the [Trucks and Containers Graphics Layout Guide](#) located on [Inside Republic](#) in OneFleet under Operations.

Please note - While we will continue to focus on excellence in how we operate, the terms "Excellence Driven" and "XD" are no longer core to our brand message.

Effective immediately, the Excellence Driven decals cannot be ordered for trucks, and any new and newly rebranded trucks will not have the decals on them.

### Residential Cart

*Trash spelled out in white on lid.*

*Container Blue*



*Secondary Stacked Logo in white*

*RepublicServices.com in white  
centered under the logo.*

### Lid Color Categories

*Trash Black*



*Recycling Light Blue*



*Yard Waste Brown*



*Food Waste Orange*



*Shredding Light Gray*



## Recycling Small Container



## Solid Waste Small Container



### Large Container



### Lids, Containers and Decals



For Container and Decal questions, contact **Roy Svela** at  
[RSvela@RepublicServices.com](mailto:RSvela@RepublicServices.com)

# Facilities and Signage

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How to keep interior and exterior facility space looking consistent across the nation.

# Facilities and Signage: Interior

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Branding your facility helps remind customers and employees what Republic Services stands for. Our look and feel should remain consistent nationwide, across all facility and building types.

When branding the interior of your facility, please refer to these guidelines to ensure your location aligns with the approved brand look and feel.

Generally, your location should have a simple, clean look. Color paint should be used sparingly with one to five photos on each wall — taking the size of the wall into consideration.



## Interior (Continued)

### Customer-Facing Materials

Branded materials are available to use around your facility. Use in lobbies, waiting areas and other rooms that have high customer traffic.

#### Wall Wraps, Decals and Letters

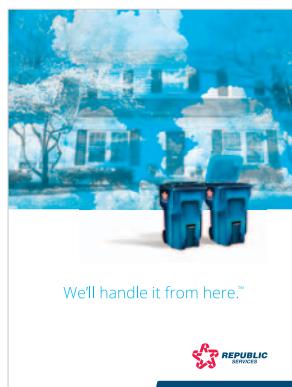
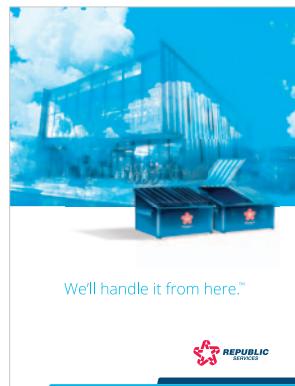
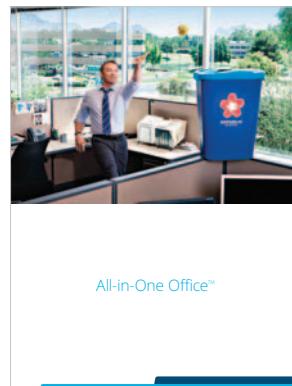
These materials must be sized to meet your wall dimensions. When requesting art, be sure to include accurate measurements to ensure proper installation.

#### Posters

Posters should be framed and are available in 16x24 and 24x36 sizes. If you need a different size, please contact your Field Marketing Director. If purchasing new frames, be sure to select a black frame that is approximately two inches thick with clean, flat lines and a sleek look.



See [Facility Branding Guide](#) for full Building Interior guidelines.



### Examples



See Facility Branding Guide for full building interior guidelines.



## Examples (Continued)

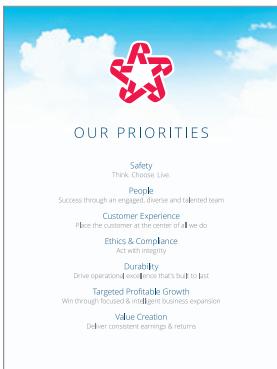
### Employee-Facing Materials

The priorities, promise, strategy, vision and values posters should not be visible to or used as collateral with customers. Use in training rooms, break rooms, offices and other internal rooms. The posters are internal Company materials for employees only.

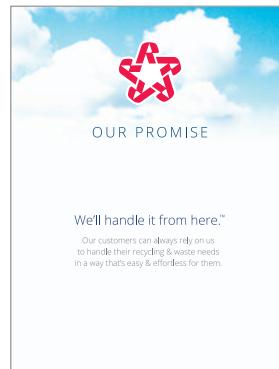


Posters are available for download and print on [Inside Republic](#) under Communications.

Our Priorities



Our Promise



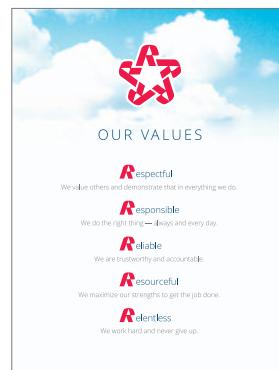
Our Strategy and Approach



Our Vision



Our Values



## Checklist

Before you begin to brand your facility, please use this checklist as a guide:

### Assess Your Space

Walk through your location to determine brand needs. Pay close attention to common areas with high traffic, including training rooms, lobbies and waiting areas.

Inventory the images and assets you have that require rebranding. Pay close attention to logos used on posters, signage, framed art, etc.

Identify existing frames that can be reused, and measure the window opening of the frame.

Measure walls and hallways that you may wish to brand.

### Prepare Your Space

Remove old photos and old logos.

Patch, paint and prime walls.

Re-measure walls and hallways you wish to brand.

### Plan Your Space

Determine how you are going to frame any wall art. Will you use existing frames or purchase new ones?

To use existing frames, provide measurements for the open space within the frame when ordering artwork. Do not include the frame's border in your measurements.

If purchasing new frames, stick with a standard size, such as **16x24** or **24x36**, to avoid needing custom frames.

Identify local vendors who can paint the walls, print the artwork, frame if necessary and provide installation on any wall wraps or letters.

Use the template included in the **Facility Branding Guide** to identify location of new art/branding, size needs, etc. This will help to make sure you order the correct number of images/art for your space.

### Create Your Space

Download art for the Values Posters on the Communications page on **Inside Republic**.

#### Do

- ✓ Keep it simple!
- ✓ Use existing frames when possible.

#### Don't

- ✗ Use any materials with a former brand.
- ✗ Put the Republic Services Star on any rugs.
- ✗ Paint any walls or accents Red.
- ✗ Create your own art, wall wraps, clings, etc.
- ✗ Modify approved images in any way.
- ✗ Overuse the Republic Services Star.
- ✗ Over-decorate. Less is more.



Preview the available art options in the **Facility Branding Guide** to begin laying out how you want your space to look.



To request resized artwork, contact Jordan Adams at [JAdams@RepublicServices.com](mailto:JAdams@RepublicServices.com). Please allow 1-2 weeks for artwork.

## Process

### Prepping the Space

The first step in branding a facility is prepping your space. Take down old photos and any references to outdated brands. Check to ensure the correct logo is used throughout your facility. Walls should be patched, painted and primed before painting or installing new art or wraps. More important than the design, the space should be clean. White paint is not standardized. The use of Sherwin-Williams Swiss Coffee is recommended.

Light Gray

Color: P4 Pantone Cool  
Gray 8C (Pantone 65% Black)  
Finish: Promar 200 0 VOC  
Eggshell

Light Blue

Color: P3 Pantone 298C  
Finish: Promar 200 0 VOC  
Eggshell

Dark Blue

Color: P5 Pantone 7692C  
Finish: Promar 200 0 VOC  
Eggshell



When you are ready to order signs, complete the  
Interior Wall Signs Order Form and email it to  
[Orders.RepublicServices@inwk.com](mailto:Orders.RepublicServices@inwk.com)

## Resources

For inspiration and more information on how to correctly brand your facility,  
please refer to the [Facility Branding Guide](#).

For specific questions, contact your Field Marketing Director.



See the [Facility Branding Guide](#) for full Building  
Interior Guidelines

# Facilities and Signage: Exterior

---

How to keep Republic Services facilities on brand across the nation.

## Guidelines and Structure

Branding your facility helps remind customers and employees what Republic Services stands for. Our look and feel should remain consistent nationwide, across all facility and building types.

### On Buildings

#### Dimensional Building Sign

3-D Letters with Mounting Pins

##### Do

- ✓ Place the signage in clear, unobstructed area on the facility
- ✓ Use the logo according to the Brand Guidelines
- ✓ Use the primary horizontal logo with tagline
- ✓ Include the white outline behind the Republic Services Star



## Monument Signs

### Do

- ✓ Use the current logo lockup.
- ✓ Include the Blue Bars.
- ✓ Apply approved brand colors.



## Signage

### Don't

- ✗ Alter the logo colors.
- ✗ Deviate from approved background colors.
- ✗ Apply any outlines to the logo.
- ✗ Stretch or alter the proportions of the logo.
- ✗ Rotate the logo.
- ✗ Use the logo text apart from the lockup.
- ✗ Use old logos.
- ✗ Change the typeface of the logo text.
- ✗ Use the Republic Services Star apart from the lockup.



## Requests and Processes

We have partnered with InnerWorkings for our exterior sign production needs. Do not use any other vendor when ordering exterior signage. Follow the instructions below.

- ✓ Fill out the correct order form.

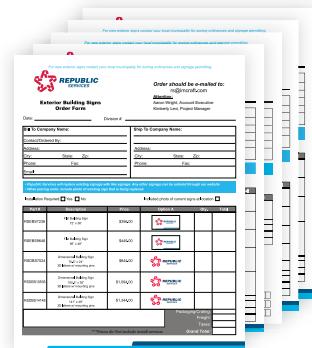
There are four forms for you to choose from. **Choose the form the best suits the location/medium for your order:**

Exterior Building Signs Order Form

Landfill/Transfer Station/MRF Signs Order Form

Monument Signs Order Form

Window/Door Signs Order Form



- ✓ Email completed order form to the address listed on that order form.

- ✓ InnerWorkings will provide confirmation after receiving your order.

- ✓ You will be notified when your order ships.

- ✓ At this point, the vendor will reach out to schedule installation.

- ✓ Once installation is complete, pictures of the signage should be clearly labeled and sent to your area's designated Field Marketing Director.



When you are ready to order signs, complete Exterior Building Signs Order Form and email it to [Orders.RepublicServices@inwk.com](mailto:Orders.RepublicServices@inwk.com)

# Uniforms

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Representing our brand through clothing.

## Overview

All Republic Services employees are representatives of our brand. It's important that all Republic Services employees look professional when in uniform and representing the brand.

### Do

- ✓ Order uniforms through Cintas (except for high-visibility items, available through Ritz Safety).
- ✓ Replace uniform pieces as they become damaged, worn, or no longer fit.
- ✓ Have uniforms laundered by Cintas.
- ✓ Tuck in your shirt.
- ✓ Replace items if they are not neat, clean and in good condition.

### Don't

- ✗ Wear jeans, black pants or any non-Cintas pants.
- ✗ Wear personal clothing.
- ✗ Wear high-visibility hats.
- ✗ Wear pale blue oxford shirts.
- ✗ Wear off-brand clothing.

## Dress Code

The dress code for specific field positions, including outerwear, is outlined on the following pages. All other positions, including but not limited to gate attendants, scale house operators, dispatchers, office staff and managers, should follow the local dress code.



## Frontline Operations Employees

Striped shirts, either long or short-sleeve  
Navy blue pants or shorts (including cargos)  
Flex fit/Velcro blue cap with the Republic Services Star  
Long or short-sleeve high-visibility t-shirt,  
during warmer weather  
Black or brown boots, as specified in safety booklet



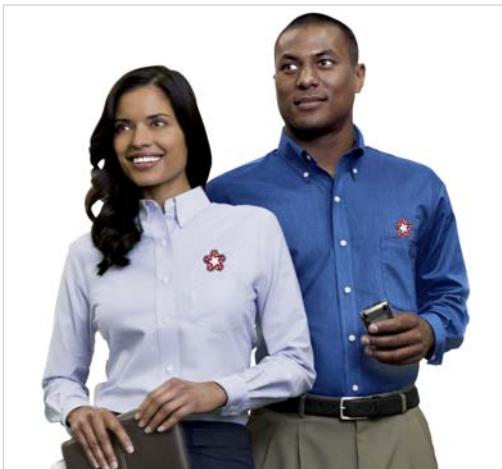
## Technicians and Welders

Navy blue shirt, either long or short-sleeve  
Navy blue pants  
Navy blue coveralls  
Navy blue t-shirt for technicians,  
during warmer weather  
Black or brown boots, as specified in  
safety booklet



## Supervisors

White or blue long or short-sleeve oxford  
Blue polo  
Navy blue or khaki pants (including cargos)  
Black or brown boots, as specified in safety booklet



## Outerwear (All)

Navy blue jackets  
Navy blue coveralls  
Container Blue beanie hat  
Container Blue full-brimmed hat  
Mesh back/Velcro blue cap with the Republic Services Star  
High-visibility jackets  
Rain suits  
High-visibility sweatshirt, either crewneck or hoodie



# Legal

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Regulatory principles to be included in branded materials.

## Trademarks

Use trademark symbols only on the first use of the trademark in any text. Always capitalize trademarked words, even if they do not have a trademark symbol **except** for our tagline, We'll handle it from here.<sup>TM</sup>

We'll handle it from here.<sup>TM</sup> All-in-One Recycling<sup>TM</sup>

My Resource<sup>TM</sup>

BluePrint<sup>TM</sup> Waste Assessment

Electronics Recycling with BlueGuard<sup>TM</sup>

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## Copyright

The following copyright line should be included on all marketing materials. Use a minimum of 6pt font. When possible, place the copyright in the lower left corner.

©YEAR Republic Services, Inc.

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## Disclaimers

All disclaimers should be legible, using at minimum 6pt font, and placed in the lower left corner immediately following the copyright.

When listing any type of service offering, include the disclaimer:

**Service offerings may vary by location.**

When listing any data, facts, figures or claims, you must provide current substantiation with a citation that follows APA citation format. In addition, include the disclaimer:

**All data contained in these materials pertains to  
Republic Services.**

### Example

\*Rate based on national average from January 1, 2013 – January 31, 2015.

# Resources and Processes

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Where to turn for all of your branding needs.

### eRAC Your online collateral storefront

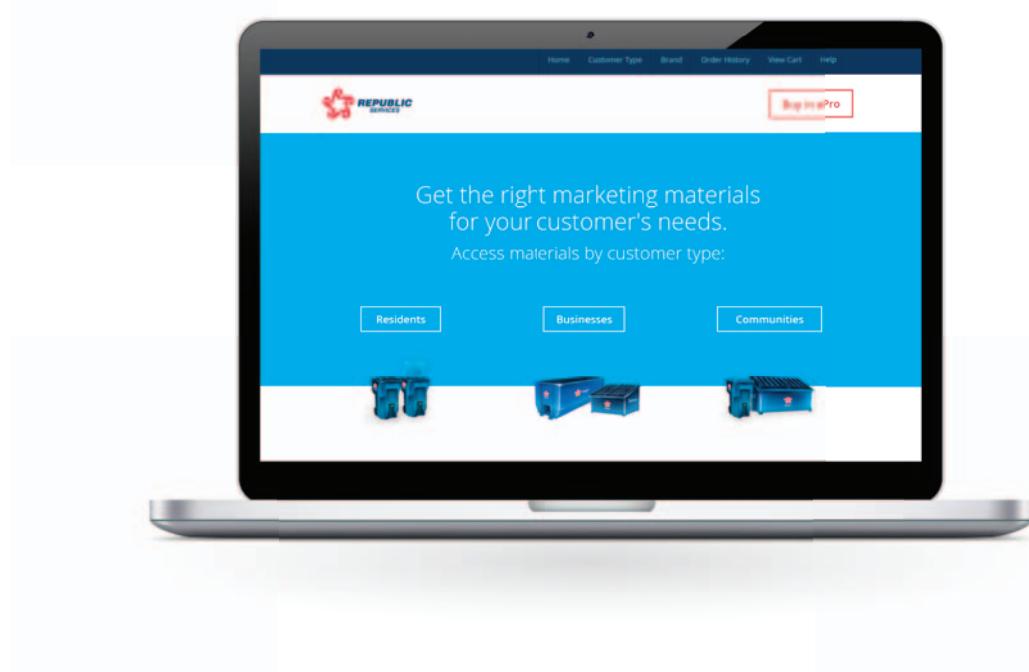
Order all printed marketing and brand materials through eRAC — our online marketing materials hub. Professionally printed items, including brochures, sales sheets and customizable fact sheets, are available through eRAC.

To request access to eRAC, please contact your Area's Field Marketing Director.

For Areas 1-5, contact **Mark Zittel**: 480.477.5133  
[MZittel@RepublicServices.com](mailto:MZittel@RepublicServices.com)

For Areas 6-10, contact **Rob Ahrensdorf**: 480.627.2338  
[RAhrensdorf@RepublicServices.com](mailto:RAhrensdorf@RepublicServices.com)

For technical issues, contact **Natalie Ross**: 602.243.2949  
[NRoss@PrismaGraphic.com](mailto:NRoss@PrismaGraphic.com)



## Communications

For questions and requests regarding Internal Communications, Creative Services, meetings and events, charitable giving or the Company Store, contact [Communications@RepublicServices.com](mailto:Communications@RepublicServices.com)

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## Public Relations and Social Media

For questions and requests, contact [Communications@RepublicServices.com](mailto:Communications@RepublicServices.com)

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## Field Advertising

For local advertising and customized requests, contact your Area's Field Marketing Director. Requests include specialized materials, local ads, logos, and image files.

For Areas 1-5, contact **Mark Zittel**:  
480.477.5133 [MZittel@RepublicServices.com](mailto:MZittel@RepublicServices.com)

For Areas 6-10, contact **Rob Ahrensdorf**:  
480.627.2338 [RAhrensdorf@RepublicServices.com](mailto:RAhrensdorf@RepublicServices.com)

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## Brand and Advertising

For questions, contact **Meredith Levenson**:  
480.627.7099 [MLevenson@RepublicServices.com](mailto:MLevenson@RepublicServices.com)

# FAQS

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Frequently Asked Questions

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### Who are these Brand Guidelines for?

Republic Services employees, its associated agencies (advertising, public relations, graphic design companies), and any other groups or individuals responsible for upholding, interpreting, and applying the Brand Guidelines across platforms.

### What is the purpose of these Brand Guidelines?

To define and outline coherent and standardized rules for brand representation. This consistency must extend both visually and verbally from all touch points. Every Republic Services employee is a representative of the brand; the Brand Guidelines should empower employees and Company partners to confidently communicate and "live" the Republic Services brand.

### Will the Brand Guidelines change?

Yes, the Brand Guidelines are meant to be a "living" document. They will update and change as our brand continues to evolve. Always use the most current version of the Brand Guidelines located on the MarCom Portal. Visit the [Resources](#) section of the Brand Guidelines for further direction.

### Where can I get the logo?

If you are in the field, contact your Field Marketing Director. If you are a corporate employee, contact **Meredith Levenson** at [MLevenson@RepublicServices.com](mailto:MLevenson@RepublicServices.com)

### How can I get the Open Sans font?

If you are a corporate employee, the approved brand font is preloaded on your computer. If you are a Company partner, please contact [Brand@RepublicServices.com](mailto:Brand@RepublicServices.com)

### Can I design my own materials?

Only the Marketing and Corporate Communications Team and its partners are allowed to design materials including photography, publications and videos.

All marketing materials are available for purchase on eRAC. For questions/additional information on eRAC, refer to the Resources and Processes eRAC section of the Brand Guidelines.

If you need customizable pieces, contact the Field Marketing Director assigned to your area.

### Who should I contact if I need materials made?

If you need specific materials designed that are not already available on eRAC, contact the Field Marketing Director assigned to your area.



We'll handle it from here.<sup>TM</sup>