MARKETING KIT

1 CONGRATULATIONS ON YOUR R2 CERTIFICATION!
NOW, HOW DO YOU MAKE THE MOST OF IT?

FIRST, TAKE A DEEP BREATH AND PAT YOURSELF ON THE BACK ...
... THEN REVIEW THE R2 LICENSE AGREEMENT

Congratulations - your facility has just gone through an intensive process and some heavy scrutiny and is now R2 Certified, which separates you from the pack. While every facility says they do the right thing, your R2 Certification is how your customers know you actually will.

How do you let the world know you are helping lead the charge toward electronics sustainability and doing your part toward achieving a true global circular economy? That sensitive data is safe with you, and that you are protecting the health and safety of your employees and the environment?

Well, we'll give you some tips and tools to help you shout out to the hills and tell your current and prospective customers that you are R2 Certified and what that means to them.

First things first, though - make sure you understand the license agreement because there's some important stuff in there.
You can find a copy here.

2 CONGRATULATIONS ON YOUR R2 CERTIFICATION!
NOW, DISPLAY YOUR R2 CERTIFICATION
... LOUD AND PROUD

THE R2v3 CERTIFICATION MARK IS FOR THE EXCLUSIVE USE OF FACILITIES THAT HAVE EARNED R2 CERTIFICATION

You are now in elite company! Only R2v3 Certified Facilities may use the R2v3 Certification Mark when describing activities in a manner strictly consistent with the scope of their R2 Certification(s). This includes displaying and referencing the Certification Mark in promotional materials, including in electronic and print advertisements.

Please note, the R2v3 Certification Mark cannot be used on or to describe products, including the packaging for such products, in any manner that implies the product itself is subject to or within the scope of R2 Certification. The R2v3 Certified Facility may not use the R2v3 Certification Mark in any way that relates to noncertified activities or facilities or that might otherwise cause confusion as to which of Applicant's facilities and/or activities are within the scope of Applicant's R2 Certification.

Use of this Certification Mark by anyone other than a facility certified to the R2v3 is prohibited – even SERI can't use the R2v3 Certification Mark since we aren't R2 Certified. Please get in touch with your CB to get clean hi-res versions of this logo directly from them.

2 R2 LOGO USAGE

The R2 logo is a registered trademark of SERI and may not be used in any way that could imply a product, vendor, or service provider has been approved or endorsed by SERI.

BASE R2 LOGO

The base R2 logo is used for general references to R2 and can be used by anybody as long as they aren't using it to improperly imply R2 Certification. This R2 logo symbolizes the Reuse and Recycling Standard and is the most important graphical representation as it anchors the R2 brand.

This logo should be used when not referencing any specific version of the R2 Standard and should not be used to communicate your R2 Certification.

R2v3 LOGO

The R2v3 logo is used when referencing the specific third version of the R2 Standard, R2v3, and again, should not be used to communicate your R2 Certification.

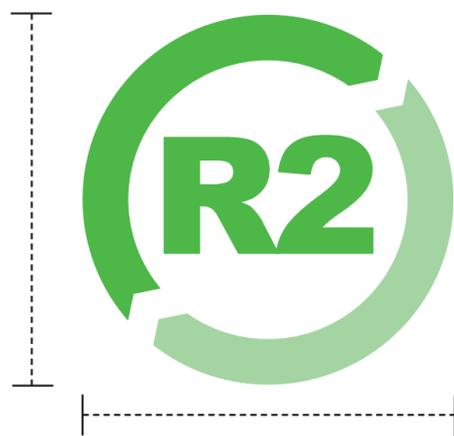The R2v3 logo is a registered certification mark of SERI.

First, no R2 logos may be altered in any way. Please don't add anything to them, don't take anything away, don't change the colors, and don't stretch the logo. Second, get to know the different R2 logos and the right times to use each.

② R2 LOGO USAGE

R2 LOGOS RECOMMENDED MINIMUM SIZES

PRINT

3.5 x 3.2 inches (300 DPI)

WEB

160 x 150 pixels (72 DPI)

PRINT OR DIGITAL

Using an R2 logo or Certification Mark on your website? Or maybe you want to put it on a large banner. It's good to know the best format to use:

PRINT	DIGITAL
FILE FORMAT	
Use TIFF for best quality. EPS for large files like banners.	Use JPG, PNG for faster loading time.
RESOLUTION	
No less than 300 dpi	72 dpi
COLORS	
Cyan: 70 Magenta: 0 Yellow: 100 Key (Black): 0	Red: 79 Green: 183 Blue: 76
PMS (Pantone): 361	HEX: #4fb74c

R2 LOGOS IMPROPER USE

DO NOT use a low-resolution logo or combine with other certification taglines.

DO NOT stretch or distort the logo.

DO NOT use the R2 as a standalone.

DO NOT change the color.

**DO NOT** use old versions of the R2 logo.

3 CONGRATULATIONS ON YOUR R2 CERTIFICATION!
NOW, HOW DO YOU MAKE THE MOST OF IT?

UTILIZE THE RESOURCE CENTER

You'll want to talk about your R2 Certification and let everyone know how it distinguishes your facility from the others. Maybe you need some copy for a press release, social media post, or your website. Perhaps you want a sell sheet to send to a prospective client or leave behind after a sales pitch. Maybe you want to educate a new contact with a video. Not to worry – we've got you, and it's why we created the R2 Resource Center.

It's like our marketing people got together with your marketing people and created a bunch of resources just for you.

The Resource Center is just for R2 Certified facilities, and it's updated often, so make sure you have this unpublished page bookmarked to get the latest resources.
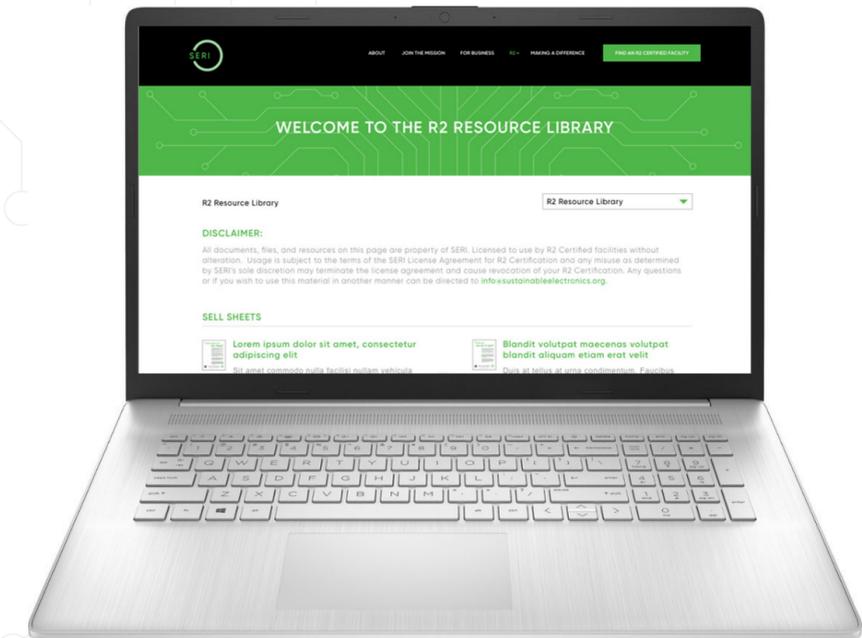
SUBSCRIBE TO OUR NEWSLETTERS

Make sure you subscribe to our newsletters to get the latest updates. We send out our R2 Newsletter at the end of each month and use this platform to communicate significant changes to the R2 Certification program so you can always stay in the know. Our R2 Marketing Newsletter goes out quarterly(ish) and will provide marketing and sales updates along with some helpful tips.

(4) CONGRATULATIONS ON YOUR R2 CERTIFICATION!
NOW, HOW DO YOU MAKE THE MOST OF IT?

FIND US ON SOCIAL MEDIA, JOIN OUR COMMUNITY

DON'T LEAVE THE BACK DOOR OPEN

OUR R2 CERTIFICATION IS HOW YOU KNOW YOUR DATA IS SECURE

Finally, connect and engage with us on social media! Social media is becoming more popular, and it's a great way to address a range of stakeholders. So, follow us, give us a thumbs up, make a comment about how much you love your R2 Certification, and repost our content to your connections to help promote your services. It's not stealing if we encourage it!

When promoting your R2 Certification or engaging with one of our posts, we encourage you to use the following hashtags: #R2 #R2certification #R2Standard

FOLLOW US ON LINKEDIN

We always encourage folks to follow us on social media. Follow our **R2 feed** for the latest news on the Standard, help us celebrate special occasions or campaigns, and our **SERI** posts for a broader look at how we're working toward achieving electronics sustainability.

IF YOU HAVE ANY QUESTIONS, WE'RE HERE WITH ANSWERS. JUST REACH OUT AND WE'LL CLEAR THINGS UP.

Contact: marketing@sustainableelectronics.org