



Re+ Style Guide

Reimagining a waste-free King County



King County

Department of
Natural Resources and Parks
Solid Waste Division

INTRODUCTION

The Re+ initiative

King County launched the Re+ initiative to return valuable materials to the economy and reduce greenhouse gas emissions created by the region's waste system.

Re+ aims to recover nearly 70% of materials that are currently being sent to the landfill that could avoid becoming waste in the first place by being reused, recycled, or composted.

Our goal is to minimize waste by keeping valuable materials in use and out of the landfill. Through Re+, we're deepening our waste prevention and reduction methods. We're finding innovative ways to match materials with end markets. And in doing so, we're reducing climate emissions and helping create new opportunities in a greener economy.

King County Executive Dow Constantine today launched Re+, an initiative to reinvent the region's waste system to significantly cut greenhouse gas emissions and transition to a sustainable circular economy.

While King County has achieved one of the highest recycling rates in the country, nearly 70% of the materials currently brought to the regional landfill could be reused, recycled, or composted, rather than buried as waste that generates potent greenhouse gas emissions. Re+ will mobilize the public, private, and nonprofit sectors to extend producer responsibility, make it more convenient to recycle, reduce food waste, and invest in new technologies that recover valuable materials.

Re+ will advance a goal in King County's 2020 Strategic Climate Action Plan to cut countywide greenhouse gas emissions in half by the end of the decade.

"Re+ is our commitment to reinventing the waste system to dramatically reduce carbon emissions and transition to a more sustainable economy," said Executive Constantine. "The people and businesses of King County want to contribute to climate solutions. With these systemic changes, we will make it easier and less expensive for everyone to make sustainable choices."



Food Waste in King County

IN 2019:
King County households and businesses threw out over **135,000 tons** of food

It took **126 million gallons of water** to grow that food

60,000 tons of that was edible food waste and could have fed **92,000 people**

The rest could have been recovered and transformed into **30 million pounds of compost**

The food waste is now in Cedar Hills Regional Landfill emitting the equivalent of **39,000 metric tons of CO2e**

Re+ will divert food waste for proper processing to prevent further climate impacts



MESSAGING

Re+ Voice Guide

Re+ Description

When describing the Re+ initiative in printed or digital materials, use the following program description:

Re+ is King County's approach to building a healthy environment and economy by reinventing our system of waste management. Nearly 70% of the materials currently brought to our regional landfill could be reused, recycled, or composted. Through Re+, we're deepening our waste prevention and reduction methods, finding innovative ways to match materials with end markets, and, in doing so, we're reducing climate emissions and helping create new opportunities in a greener economy.

Acknowledgment

When referencing Re+ on any printed or digital materials, please acknowledge King County's support with a simple phrase, such as "in partnership with King County Solid Waste Division".

If using the provided artwork or text, include acknowledgments such as, "artwork provided courtesy of King County Solid Waste Division" and/or "text provided courtesy of King County Solid Waste Division."

Re+ Communication Principles

- Trustworthy but not dull
- Informative but not pedantic
- Upbeat but not superficial
- Innovative but not combative

Voice Chart

	Trustworthy	Informative	Upbeat	Innovative
Concept	Our disposal practices impact the health of our planet.	Leading the way in waste reduction and resource recovery	Working together toward a common purpose	Rethinking the concept of "waste"
Vocabulary	Equitable, environmentally responsible, protecting public health, care	New business model, waste reduction	Community, collaboration, positive impact, action-oriented	Circular economy, clean technologies, green jobs
Verbosity	Enough words to have unambiguous info	Adjectives and Adverbs that convey context	Adjectives and Adverbs that add character	Adjectives and Adverbs that are purposeful
Grammar	Simple sentences and phrases	Complete sentences	Simple sentences and phrases	Simple sentences and phrases

Questions

Questions about suitability of specific marketing and branding efforts can be directed to the King County Solid Waste communications team at jbasile@kingcounty.gov.

LOGO

As of October 2024, the Re+ logo mark is a registered trademark. Re+ logo marks should be used with the ® symbol. Any previous logo marks should be replaced.



White and grayscale versions of the Re+ logo mark can be used to match a variety of materials and applications. Approved versions can be downloaded with the Re+ logo package. The color of the Re+ logo should not be altered from the original.

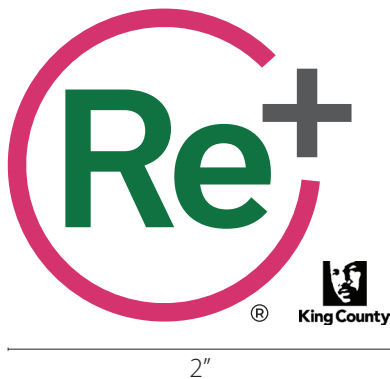
The Re+ logo is available in PNG and PDF formats. For alternate formats or logo mark questions email sstgeorge@kingcounty.gov.

[Download the Re+ logo package here](#)

The smallest the logo mark should be when used without the King County logo is 1.125" wide.



When used with the King County logo, the smallest the logo mark should be is 2 inches wide. The King County logo cannot be any smaller than 0.5 inches wide.



When using the Re+ logo mark over images the reversed (white) version should be used.



The Re+ logo shall not be used in combination with taglines or other graphics.

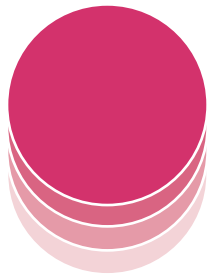


Reducing single use items
Reusing everything that can be
Recycling what's left
Renewing communities
Rethinking what's possible

COLORS & TYPOGRAPHY

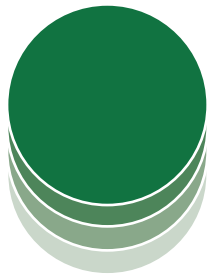


PRIMARY COLORS



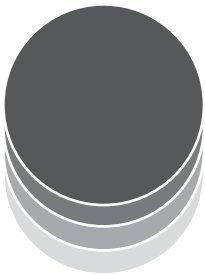
DUST MAGENTA

CMYK	13 93 37 1
RGB	211 56 109
Hex	#D3386D



FRST GREEN

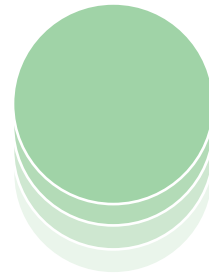
CMYK	87 31 93 21
RGB	26 115 65
Hex	#336633



80 GRAY

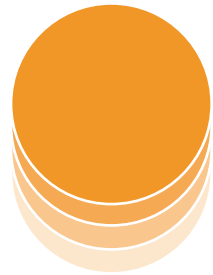
CMYK	0 0 0 80
RGB	88 89 91
Hex	#666666

SECONDARY COLORS



MINT

CMYK	38 0 44 0
RGB	161 212 167
Hex	#A1D4A7



GOLDEN

CMYK	3 47 96 0
RGB	241 152 40
Hex	#F19828

TYPOGRAPHY

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINES AND SUBHEADS

Montserrat Bold

Montserrat Semibold

Montserrat Light

BODY TEXT

Myriad Pro Light

