“Zero Pellets Loss” Campaign Posters
Printing guidelines
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The “Zero Pellets Loss” campaign

PlasticsEurope is working together with the value chain for solutions on Marine litter. One of the key activities is a specific internal communication campaign, seeking to increase the awareness amongst our employees about the marine litter concern and the effects of pellets on the marine ecosystems. For this purpose PlasticsEurope has developed a communication toolkit which includes a set of two posters.

“Zero Pellets Loss” campaign mascot. The sweeper demonstrates simply what action needs to be taken to avoid pellets ending in the sea.
Where to place your logo? (Poster 1)

The campaign, designed by PlasticsEurope, is destined for member companies. To facilitate the campaign’s implementation and success, the posters are made available in an open-source format, in six different languages, thus allowing greatest possible flexibility in use.

Please place your logo here

Add your URL here, preferably in a sans-serif font
Where to place your logo? (Poster 2)

What goes in there...
...may end up in the sea!

Loose pellets may find their way to the sea.
You can help preserve our marine environment!
You can make a real difference!

www.marinelittersolutions.com

Campaign designed by PlasticsEurope

Please align the left side of the logo with the text above
Add your URL here, preferably in a sans-serif font

Your logo

www.yourURL.com
How to adapt the text to another language?

PlasticsEurope makes the posters available in: English, French, German, Italian, Polish and Spanish. To adapt them in another language, open the file either in InDesign or Xpress and replace the text as shown here.

Select text to be changed

Please don't alter the URL
www.marinelittersolutions.com

Select text to be changed

Please don't alter the URL
www.marinelittersolutions.com

Fonts used:

Slogan: Font Daniel Black
Text: DIN Bold
Posters sizes

You have the choice between 3 different poster sizes: A4, A3 and A2.

Beware! If you print the A4 or A3 posters on an office printer, you might end up with a white frame of a few millimeters around the edge.

A4 and A3 posters can be printed in-house on a good office printer (that allows for A3 format)

All posters can be printed either digitally or in offset at a professional printer
Printing and paper quality

The posters have to be printed in full colour (quadrichromy). The paper you can use is at your discretion but the colours will probably come out better on a white satinated paper. The weight range can vary between 135 gr and 200 gr.