



Colorado Department
of Public Health
and Environment

Senate Bill 12-133: The Electronic Recycling Jobs Act Publication Information for Consumers (Overview and Editing)

Overview

This toolkit includes e-waste outreach and education materials for the general public. Spanish versions are being developed for each tool, and will be available soon. A list of the materials available in this toolkit follows:

- *Poster 001*: This “You are the Key” poster is the [CDPHE] **preferred** default poster.
- *Poster 002*: This alternative poster exists to provide a less traditional option for those who do not prefer the default poster.
- *Brochure*: This brochure explains what the law means for the public, what products will be banned from landfills, where members of the public can take their e-waste, how they can protect their private information and where they can find more in-depth information.
- *Fact Sheet*: This fact sheet provides the general public with information about the Electronic Recycling Jobs Act. It is similar to the brochure, but more compressed and word-heavy.
- *PSAs/Hold Messages*: These public service announcements (PSAs) promote e-waste law awareness. They are each approximately 30 seconds long and can be used for telephone hold messages or on-air promotions.
- *Labels*: These stickers can be placed on anything — particularly pocket folders used with press kits or information packets.
- *Electronic Recycling Jobs Act*: This PDF is the text of the statute.
- *Talking Points*: These talking points are brief and simple highlights of the law.

Editing Options

1. Edit in-house
2. Send request to Kate Lemon, public information specialist, Colorado Department of Public Health and Environment

1. Edit in-house

A number of programs can be used to adapt these materials to your local audiences. To accommodate the many different editing programs in use around the state, all files also have been uploaded as .jpg files (photo files) alongside the PDF files. A .jpg file can be opened and edited in a number of programs, such as Adobe Photoshop, Adobe InDesign, Microsoft Publisher, Microsoft Office Picture Manager or Microsoft Paint.

Although customization is encouraged, please remember the outreach campaign will be more effective if wording and imagery remain consistent throughout the state. Please keep your edits minimal and straightforward. For example:

- Add your logo(s) to boost regional attention and support
- Replace the word “Colorado” in the title of posters or the brochure with the name of your town, county or region, i.e., “You are the key to a greener Grand Junction.”

The brochure has been designed specifically so you can remove the e-waste recycle bin image from the “Protect Your Privacy” panel and insert local or regional information, such as a list of e-waste recycling centers, local government contacts or a schedule of collection events.

Before Printing – Important!

All of the .jpg files’ color codes are RGB by default: set up to be viewed *online only*. To *print* .jpg files, convert the color code to CMYK or convert to PDF.

Colors and Fonts

- a. Bold header font: **Impact, all caps**
- b. Copy text font: **Arial Narrow, 12-pt.**
- c. Font and detail colors: **black** and **green** (see color codes below)

- Black: R-0, G-0, B-0; C-0, M-0, Y-0, K-100
- Green: R-27, G-107, B-70; C-84, M-32, Y-79, K-16

2. Send to Kate Lemon

Email Kate Lemon, public information specialist with the Colorado Department of Public Health and Environment, Hazardous Materials and Waste Management Division at katherine.lemon@state.co.us to request changes. In the body of email, please include the file name, the precise changes you would like made, and attach any images you would like to include, such as a logo, and where you would like the image(s) placed.

Example: “*File name:* e-waste poster_001. *Changes:* In the header, please replace the word ‘Colorado’ with ‘Hinsdale County.’ *Attachments:* Two logos to be placed at the bottom of the page, to the right of the CDPHE logo.”