

Visual and Messaging Guide

The RE:Source guide is the latest generation of online search tools from StopWaste.org, intended to provide answers for what to do with the things you no longer need. It replaces the previous online guide RecycleWhere.org, and is faster and easier to use, and more importantly, provides reuse & repair alternatives and comprehensive curbside service information.

This document is intended to provide guidelines and sample language that can be used when promoting the RE:Source guide. It is accompanied by a downloadable messaging kit which contains a variety of images that can be used to help promote RE:Source.

If you have questions or comments about the website or these materials, [get in touch](#).

Online Links

If linking directly to the "[RE:Source guide](#)", you can use the following URL as the target for a hyperlink: "<https://resource.stopwaste.org>". However, this direct URL should not be displayed in the text. If the URL needs to be displayed, visitors should be directed to "[StopWaste.org](#)".

Examples:

- ✓ Got unwanted stuff? Visit StopWaste's [RE:Source guide](#) for nearby reuse, repair, recycling and safe disposal options.
- ✓ Got unwanted stuff? Use the RE:Source guide at [StopWaste.org](#) for nearby reuse, repair, recycling and safe disposal options.
- ✓ Got unwanted stuff? Use the RE:Source guide at [StopWaste.org/resource](#) for nearby reuse, repair, recycling and safe disposal options.
- ✗ Got unwanted stuff? Visit [resource.stopwaste.org](#) for nearby reuse, repair, recycling and safe disposal options.

Curbside Guide:

You may also link directly to the curbside information for your city on RE:Source, following the same guidelines.

- ✓ Questions about what goes where in your curbside bins? Visit StopWaste's [RE:Source guide](#) for answers on what's accepted in [\[Insert City Name\]](#).
- ✓ [\[Insert City Name\]](#) Residents! Use the [RE:Source guide](#) at [StopWaste.org](#) for answers on what's accepted in your curbside bin.
- ✗ For questions about what goes where in your curbside bins, visit: resource.stopwaste.org/curbside/alameda

Additional Sample Text (see messaging kit for downloadable graphics)

Have a question about what to do with unwanted items? Search StopWaste's [RE:Source guide](#) for reuse, repair, recycling and safe disposal options.

Have a question about what to do with unwanted items? Visit [StopWaste.org](#) for nearby reuse, repair, recycling and safe disposal options.

Got unwanted stuff? Visit the RE:Source guide at [StopWaste.org](#) for nearby reuse, repair, recycling and safe disposal options.

Visit the RE:Source guide at [StopWaste.org](#) for nearby reuse, repair, recycling and safe disposal options.

Buttons and Embeds

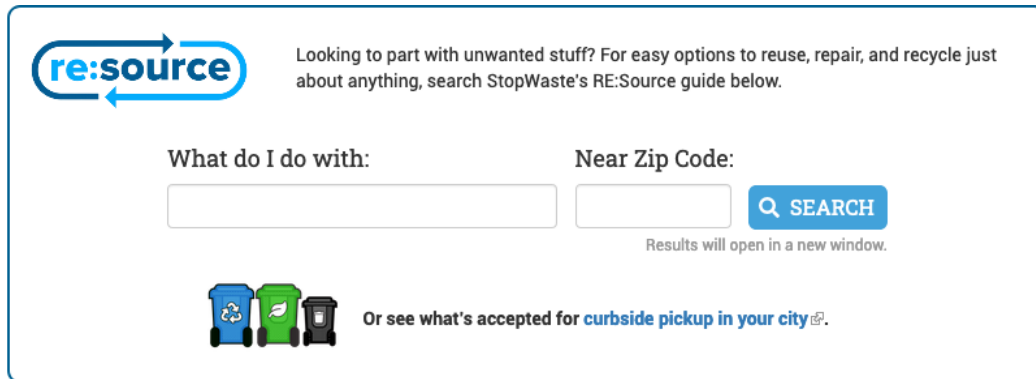
The messaging kit also includes example buttons and badges that can be used to direct visitors to the RE:Source guide:



You can also embed the RE:Source guide into directly into your website by inserting the following code:

```
<iframe frameborder=0 src="https://resource.stopwaste.org/embed" height="355" width="100%">
```

Example:




re:source Looking to part with unwanted stuff? For easy options to reuse, repair, and recycle just about anything, search StopWaste's RE:Source guide below.

What do I do with:

Near Zip Code: [SEARCH](#)

Results will open in a new window.

 Or see what's accepted for [curbside pickup in your city](#).

Printed Materials

When referring to RE:Source in printed materials where hyperlinks are not possible, it is best to direct people to the primary StopWaste homepage ("StopWaste.org"), where the RE:Source guide is prominently featured.

Sample text:

Your unwanted stuff might be someone else's treasure. Visit the **RE:Source guide** at **StopWaste.org** for questions about reuse, repair, recycling and safe disposal options for everything from electronics and clothes to furniture and bicycles.

Curbside specific:

Ever wonder what to put where in your curbside bin? Wonder no more! StopWaste's new **RE:Source guide** allows you to search your city's guidelines for everything from milk cartons to clamshells. Visit **StopWaste.org** to get started.

Social Media

Example posts (see messaging kit for downloadable graphic options)

Questions about reuse, repair, recycling or safe disposal options of unwanted items? Visit the Alameda County's [RE:Source guide](#) for easy options.

[Insert city name] Residents! Looking for an easy way to find out what goes where in your curbside bins? Visit StopWaste's [RE:Source guide](#) to get started.

Confused about what goes where in your curbside bins? StopWaste's [RE:Source guide](#) has the answers.

Logo Usage

The messaging kit includes the RE:Source logo in a variety of treatments to best match the manner in which it will be used.



Color Logo - White Background



Color Logo - Dark Background



Grayscale Logo - White Background



Grayscale Logo - Dark Background



Logo placed over photo or graphic

Mobile Apps

The RE:Source Guide is also available for iOS and Android devices.

Links to the app for both platforms are available at: <https://resource.stopwaste.org/apps>



Reduced size / Mobile Logo

iOS and Android buttons linking directly to the mobile apps may be provided via the following HTML:

```
<a href="https://apps.apple.com/us/app/re-source-guide/id1533107651?itsct=apps_box&itscg=30200" target="_blank"></a>
```

```
<a href="https://play.google.com/store/apps/details?id=org.stopwaste.resource" target="_blank"></a>
```

Apple App Store (iOS):

https://apps.apple.com/us/app/re-source-guide/id1533107651?itsct=apps_box&itscg=30200

Google Play (Android):

<https://play.google.com/store/apps/details?id=org.stopwaste.resource>