

THE GREAT BRITISH  
**BEAUTY**  
**CLEAN UP**

POWERED BY THE  
SUSTAINABLE BEAUTY COALITION

BRAND GUIDELINES

<b>Introduction</b>	<b>4</b>	<b>Marketing Materials</b>	
Wider Context	5	In-store Signage	15
		Window Decal	16
<b>Brand Identity</b>		Social Media Templates	17
Colour Scheme	8		
Fonts	9	<b>Communication &amp; Tools</b>	
Primary Logo	10	Communications & Roll-out Timeline	19
Secondary Logo	11	Campaign Checklist	20
QR Code	12	FAQS	21
Tag Line & Key Facts	13	Tone of Voice	22
Illustrations	14		



## THE CAMPAIGN

The Sustainable Beauty Coalition, formed by The British Beauty Council, is comprised of the leading beauty retailers, brands, salons, manufacturers and associations such as Boots, L'OCCITANE and more.

"The Great British Beauty Clean Up" is set to be a nationwide collaboration between retailers, brands and professionals aiming to reduce the amount of waste created by the beauty industry.

The campaign is designed to mobilise brands and retailers to collectively educate consumers on kerbside recycling, 'hard to recycle' products, and encourage them to use existing 'take back' schemes available in shops and retailers across the UK.

"The Great British Beauty Clean Up" will kick-off in March 2025 to tie in with Global Recycling Day (18th March) and the United Nations International Day of Zero Waste (30th March) with a call to action to up recycling rates instore, in-salon and in-home.

**BEAUTY KITCHEN**  
EFFECTIVE • NATURAL • SUSTAINABLE

*Boots*

Holland  
& Barrett

ESTÉE  
LAUDER  
COMPANIES

**iaaa**

**B**  
BYBI

M&S

L'OCCITANE  
EN PROVENCE

**WELEDA**  
Since 1921

**LUSH** Juni  
Superdrug ☆

**KMI BRANDS**  
live life beautifully

**N°7** BEAUTYCOMPANY

**CULT BEAUTY**

**ELEMIS**  
LONDON

L'ORÉAL  
Professional Products

**COTY**  
SINCE 1904

**THG**  
**SEPHORA**

We **can** and **must** do better.  
We urgently need to **reimagine**  
and **rethink** for the future.

Our industry brings a lot of joy to a great amount of people, helping them to look and feel their very best. However, this must not come at the cost of our beautiful planet. According to *The Courage to Change* report we produce over **120 BILLION** units of packaging globally\*, much of which goes to landfill. In fact, **86%** of plastic beauty packaging is **NOT recycled\*\***.

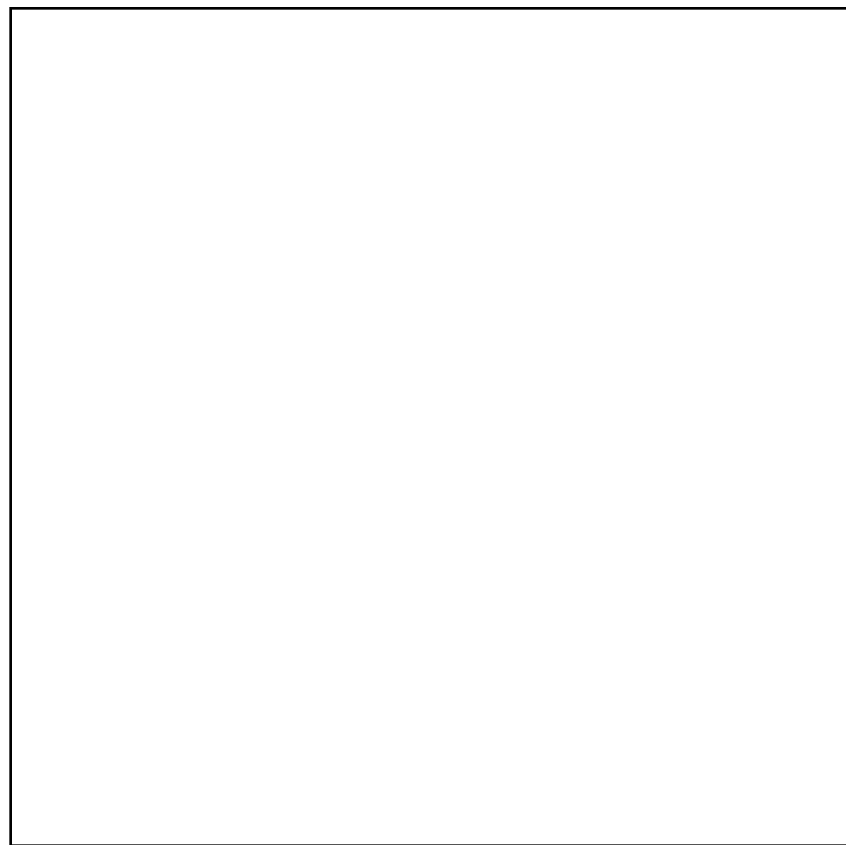
\**The Courage To Change*, British Beauty Council    \*\*Planet Positive Beauty Guide, British Beauty Council

## WIDER CONTEXT

As a supporter of the British Beauty Council, we invite you to take part in a very exciting Sustainable Beauty Coalition initiative called “**The Great British Beauty Clean Up**” which aims to reduce the amount of waste currently produced by the British Beauty Industry.

“The Great British Beauty Clean Up” will kick-off on 3<sup>rd</sup> March 2025 to tie in with Waste Week 3<sup>rd</sup>- 9<sup>th</sup> March, it will then run throughout March to link in with Global Recycling Day (18<sup>th</sup> March) and the United Nations International Day of Zero Waste (30<sup>th</sup> March) with a call to action to **REFILL, REUSE** and **RECYCLE** in-store, in-salon and in-home. This will then run as a sustained initiative encompassing brands, retailers as well as professional hair & beauty salons.

Together, united we will make a huge, **positive movement for change** and a brighter, better, more beautiful future for us all.



**WHITE**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



**LIGHT PINK**  
C0 M35 Y18 K0  
R255 G191 B191  
#FFBFBF



**LIGHT GREEN**  
C51 M18 Y57 K2  
R140 G171 B128  
#8CAB80



**MID GREEN**  
C68 M34 Y59 K21  
R84 G120 B102  
#547866



**DARK GREEN**  
C91 M41 Y75 K47  
R0 G77 B59  
#004D3B



# AILERON

\*Font family available on Adobe Fonts

THE GREAT BRITISH BEAUTY CLEAN UP AILERON LIGHT  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON LIGHT ITALIC  
 THE GREAT BRITISH BEAUTY CLEAN UP AILERON REGULAR  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON ITALIC  
 THE GREAT BRITISH BEAUTY CLEAN UP AILERON SEMIBOLD  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON SEMIBOLD ITALIC  
 THE GREAT BRITISH BEAUTY CLEAN UP AILERON BOLD  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON BOLD ITALIC  
 THE GREAT BRITISH BEAUTY CLEAN UP AILERON HEAVY  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON HEAVY ITALIC  
 THE GREAT BRITISH BEAUTY CLEAN UP AILERON BLACK  
*THE GREAT BRITISH BEAUTY CLEAN UP* AILERON BLACK ITALIC

**PREFFERED WEIGHTS TO USE**  
**HEADINGS/TITLES:** Aileron Black or Aileron Bold in uppercase (if the amount of copy allows)  
**BODY COPY:** Aileron Regular

TO BE USED ON **DARK** BACKGROUNDS



TO BE USED ON **LIGHT** BACKGROUNDS



**LOGO**

Primary logo to be used on large scale activations and printed materials (window decals/signage, strut cards, recycling bins etc).

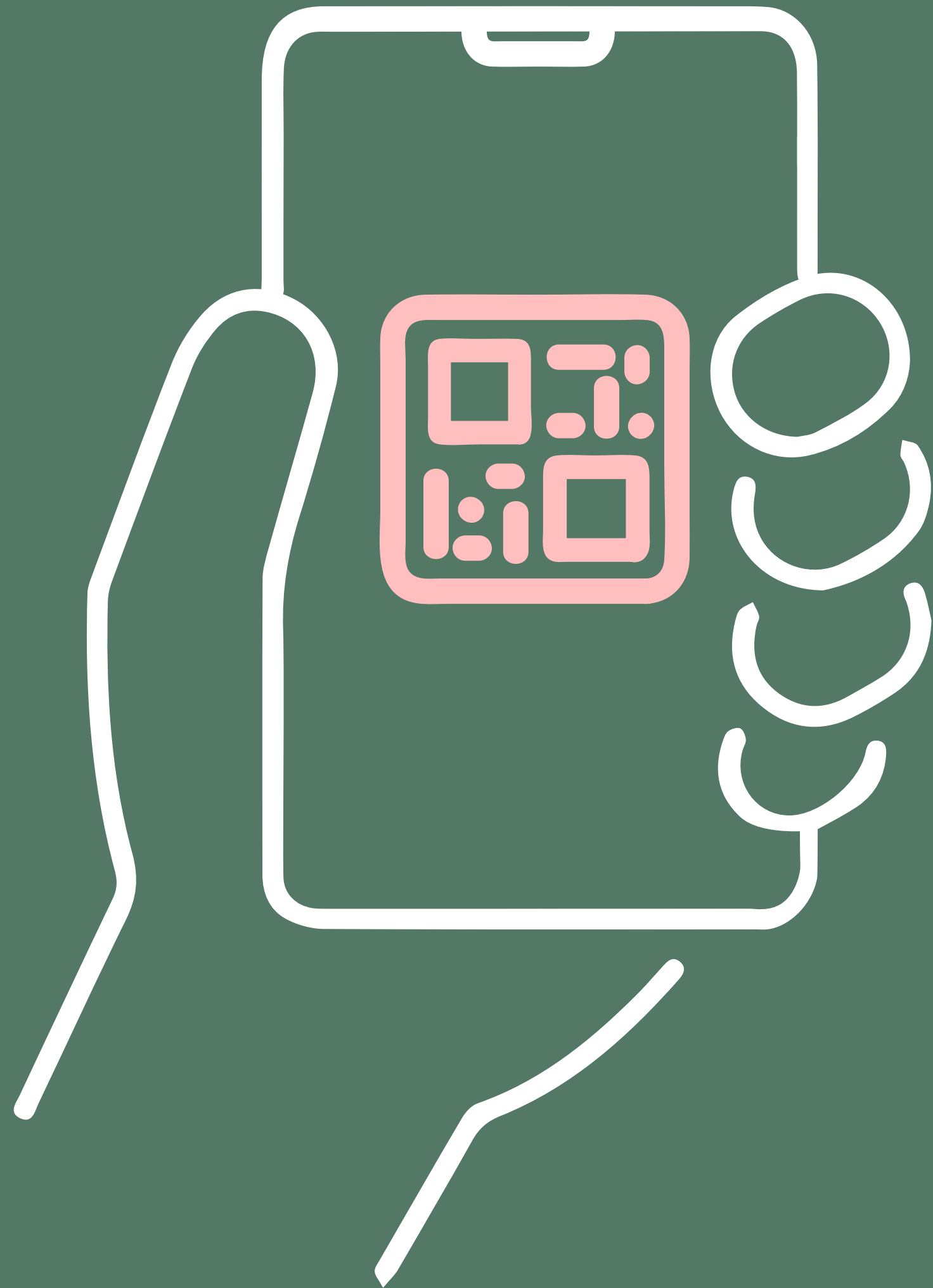
**DOWNLOAD**



**SECONDARY LOGO FORMATS**

Logo featuring QR code to be used to drive consumers to brand/retailers websites to discover more about the initiative. From here they will be able to access a dedicated landing page for 'The Great British Beauty Clean up' which will include a recycling point locator to find their closest beauty recycling location.

[DOWNLOAD](#)



**QR CODE**

A QR code can be found in the downloadable files in this toolkit. This will link directly to the landing page of 'The Great British Beauty Clean Up' where consumers will be able to discover more about the initiative and access a recycling point locator to find their closest beauty empties recycling location. This will go live on the 15th January and will direct to the SBC homepage ahead of this date.

We encourage brands and retailers to, generate their own QR code and create a dedicated web page as an opportunity to talk about their commitments to reducing waste, from here linking directly to 'The Great British Beauty Clean Up' landing page and inviting consumers to discover more.

**DOWNLOAD**

TAGLINE

# BRING BACK YOUR BEAUTY EMPTIES

KEY FACTS

## DID YOU KNOW?

56% of people DO NOT recycle their BATHROOM empties\*  
86% of plastic beauty packaging is NOT recycled\*\*

\* *The Courage To Change*, British Beauty Council

\*\* Planet Positive Beauty Guide, British Beauty Council



**ILLUSTRATIONS**

To support messaging on all touchpoints both online and offline

[DOWNLOAD](#)





THE GREAT BRITISH  
**BEAUTY**  
**CLEAN UP**

POWERED BY THE  
SUSTAINABLE BEAUTY COALITION




Bring back your beauty empties

DID YOU KNOW?

**56%**

**OF PEOPLE DO  
NOT RECYCLE  
THEIR BATHROOM  
EMPTYES\***

Scan the QR code and discover your nearest drop off point to recycle your empty beauty products.



**THE GREAT BRITISH  
BEAUTY CLEAN UP**  
POWERED BY THE  
SUSTAINABLE BEAUTY COALITION



\*The Courage To Change, British Beauty Council

DID YOU KNOW?

**86%**

**OF PLASTIC  
BEAUTY  
PACKAGING IS  
NOT RECYCLED\***



Scan the QR code and discover your nearest drop off point to recycle your empty beauty products.



**THE GREAT BRITISH  
BEAUTY CLEAN UP**  
POWERED BY THE  
SUSTAINABLE BEAUTY COALITION



\*Planet Positive Beauty Guide, British Beauty Council

A5 SIGNAGE TEMPLATES

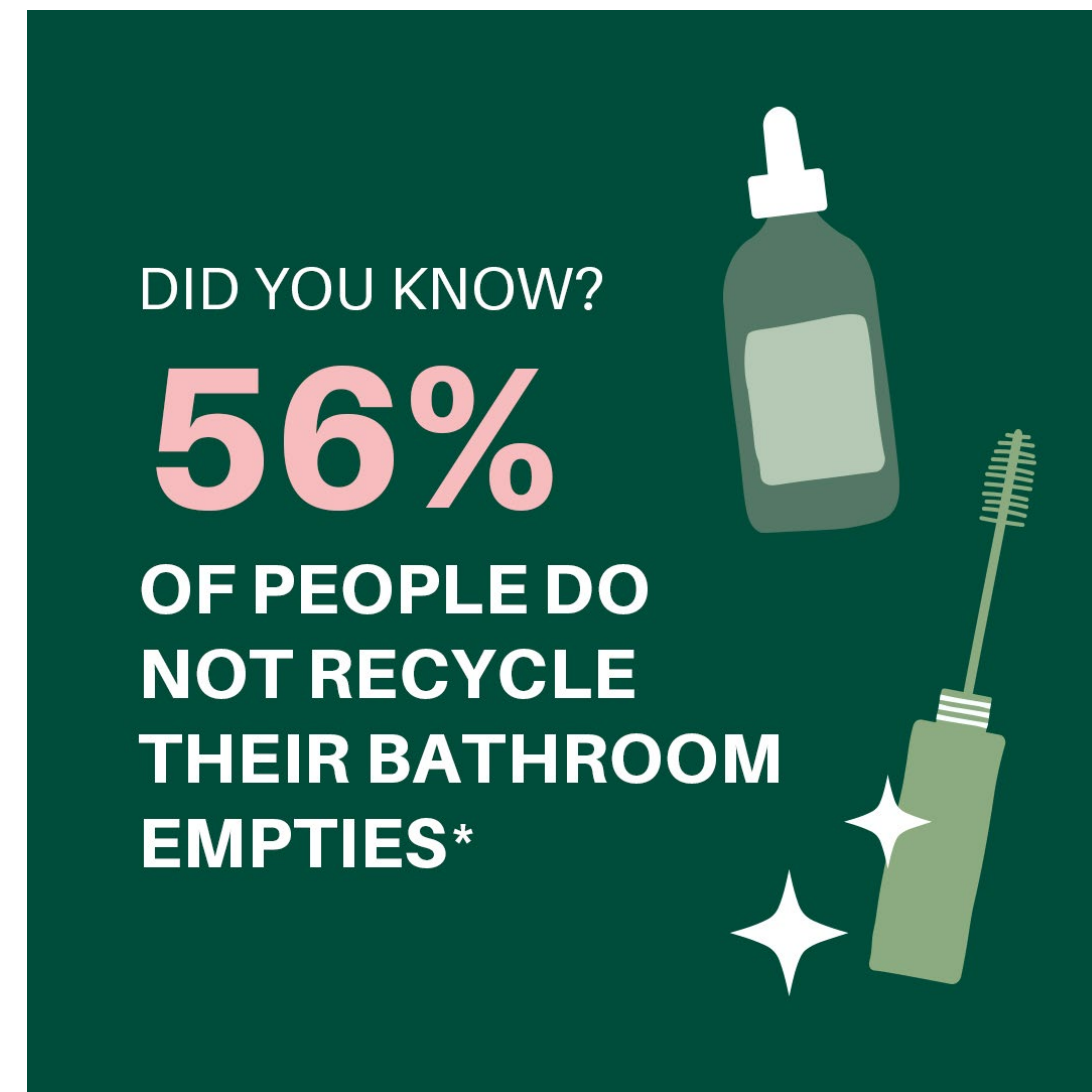
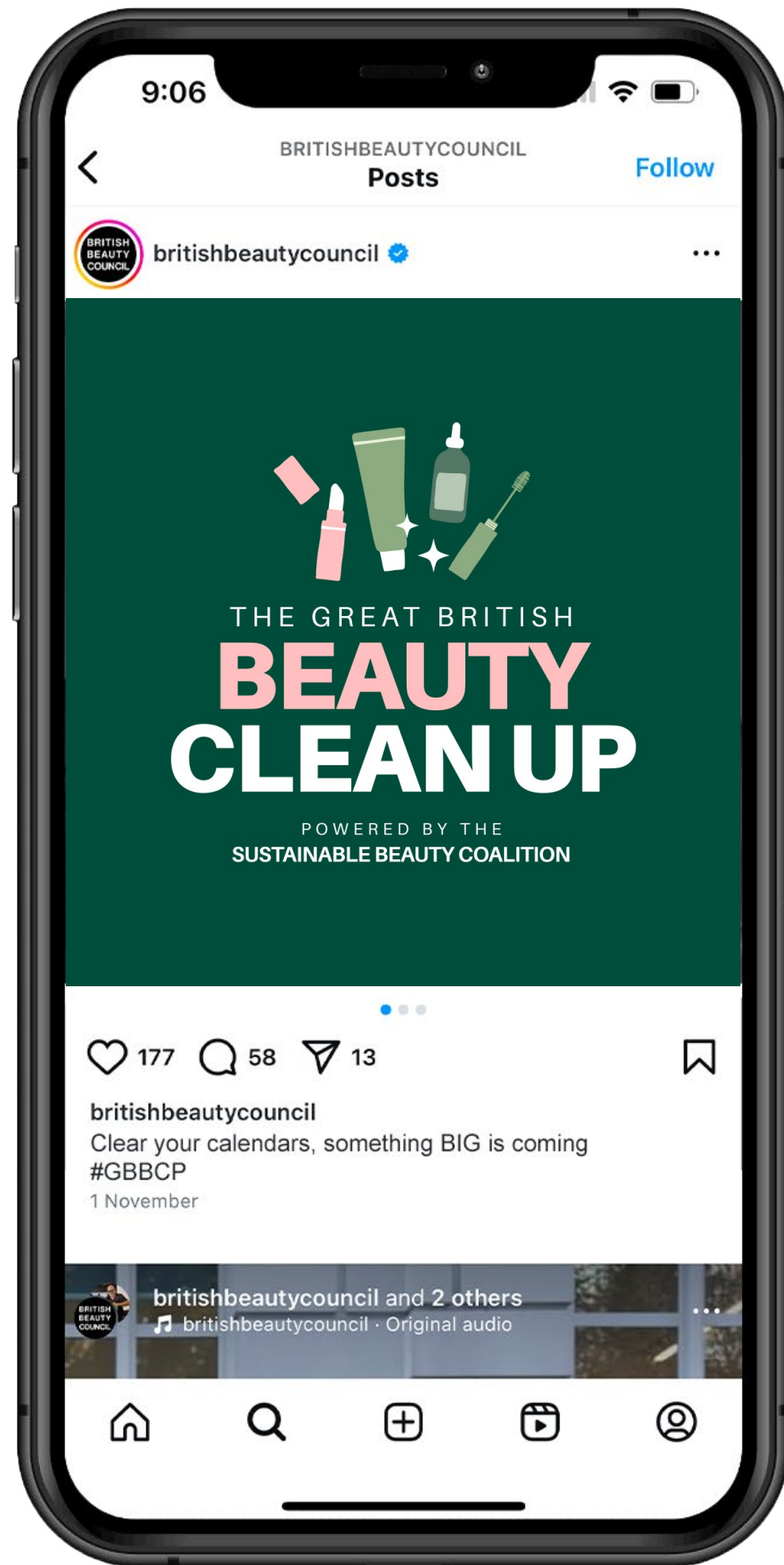
[DOWNLOAD](#)



WINDOW DECAL TEMPLATE

[DOWNLOAD](#)





**INSTAGRAM POST EXAMPLE TEMPLATES**


Please ensure to reference the key facts if using on social. This can be added into the caption (\*The Courage To Change, British Beauty Council \*\*Planet Positive Beauty Guide, British Beauty Council)

[DOWNLOAD](#)

We're proud to be participating in



THE GREAT BRITISH  
**BEAUTY  
CLEAN UP**  
POWERED BY THE  
SUSTAINABLE BEAUTY COALITION



DID YOU KNOW?  
**56%**  
OF PEOPLE DO  
NOT RECYCLE  
THEIR BATHROOM  
EMPTIES\*

DID YOU KNOW?  
**86%**  
OF PLASTIC  
BEAUTY  
PACKAGING IS  
NOT RECYCLED\*\*



**THE GREAT BRITISH  
BEAUTY CLEAN UP**  
POWERED BY THE  
SUSTAINABLE BEAUTY COALITION  
X

Insert Brand Logo Here

Bring back your beauty empties  
to your nearest xxxxxx store/  
boutique & receive **XX% OFF**  
your purchase

INSTAGRAM STORY EXAMPLE TEMPLATES

[DOWNLOAD](#)







# TAKING PART?

## DOWNLOAD THE CAMPAIGN CHECKLIST

### [CLICK HERE](#)

<h2 style="text-align: center;">THE GREAT BRITISH BEAUTY CLEAN UP</h2> <p style="text-align: center;">POWERED BY THE SUSTAINABLE BEAUTY COALITION</p>			
<p>Thank you for being part of the beauty industry's first cross-sector campaign designed to reduce the impact of beauty's waste on the planet. To ensure we make the most out of the campaign, please complete this checklist and share all of the relevant details. This will help the British Beauty Council amplify your contribution and track the performance of the campaign.</p>			
Action	Deadline	Information	Done?
Download the campaign toolkit and watch the campaign webinar to help you brainstorm implementation.	30/01/25	<a href="#">Download the toolkit here. Watch the webinar recording here (to be added post 30th).</a>	<input type="checkbox"/>
Confirmed your commitment to the campaign with the British Beauty Council team.	05/02/25	To confirm your commitment, email <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> . Once you make this commitment, you agree to be cited in press as a contributing brand.	<input type="checkbox"/>
Confirmed if you are implementing The Great British Beauty Clean Up in-store or online.	12/02/25	You can implement the campaign in whichever way you see fit for your company. From one social post to in-store decals, the sky is the limit.	<input type="checkbox"/>
Shared the full detail of your activation with the British Beauty Council team.	17/02/25	Please email <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> with full details of your marketing implementation. Outlining the: WHAT, WHEN AND WHERE of your implementation. Please also share details of you main point of contact for this campaign and their contact details.	<input type="checkbox"/>
<a href="#">Prepped a brand press release outlining your involvement in the campaign, you can use this as an outline</a>	27/02/25	We will need you to circulate this via your own PR team, so that multiple releases are hitting inboxes from brands. This should have an embargo date of the <b>3rd March</b> . Please notify the British Beauty Council team at <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> of when/if you plan to issue a release to ensure campaign cohesion. - In this press release you should detail any existing waste commitments to increase reduce, reuse, refill & recycle and what you will be doing for The Great British Beauty Clean Up. Note please put recycle as your last commitment.	<input type="checkbox"/>
<a href="#">Shared information of your beauty takeback scheme with the British Beauty Council team to ensure locations are listed on the central recycling map (if applicable to you)</a>	26/02/2024	<a href="#">Fill out this spreadsheet with all location details - email to: <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a></a>	<input type="checkbox"/>
Shared details of how to track reach/performance of your implementation with the British Beauty Council	26/02/2024	Email information metrics to <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> . This information is needed to measure the overall impact of the campaign, this could be social reach, web traffic, number of take backs and more.	<input type="checkbox"/>
GO LIVE	03/03/25	We would ideally like all brands and businesses to go live digitally on 3rd March to flood socials etc. However, we are open to activations happening throughout the month.	<input type="checkbox"/>
Throughout campaign - share performance and press coverage	03/03/25 - 31/03/202	To ensure we are tracking all performance metrics and coverage, please keep in touch with the British Beauty Council team via <a href="mailto:sbc@britishbeautycouncil.com">sbc@britishbeautycouncil.com</a> , sharing any press coverage and uptick in engagement with refill/reuse and recycle systems.	<input type="checkbox"/>



## **Do I have to have a takeback scheme/recycling programme to take part in The Great British Beauty Clean Up?**

NO. We welcome brands and businesses who have take back schemes and those who don't to activate. If you don't have a scheme, you can divert people to the British Beauty Council's recycling map, or spotlight your retailers' takeback scheme.

Can't do either of those things? You can still spotlight your commitment to managing beauty's waste issue and refill/reuse systems.

## **How do I get my takeback scheme listed on the British Beauty Council map?**

If you do have a takeback scheme, we would love to list it on our interactive map. All we need is a list of store names, locations and phone numbers. There is a handy form you can fill out linked to the campaign checklist.

## **Will the British Beauty Council be launching a takeback scheme as part of this campaign?**

No, the Council is listing all of your schemes - this means you'll maintain your scheme's success and (hopefully) see an increase in footfall too!

## **How big do I have to go?**

As big as you see fit for your brand or business! We want the campaign to work for you. All we ask is that you plan your campaign activation for March 2025 and let us know how you are going to activate.

## **Do I have to 'go live' on March 3rd?**

We ask that all brands and businesses circulate the launch release via their internal PR teams on 3rd March, but you can activate at any time throughout the month.



# WRITING STYLE

Communication from the Sustainable Beauty Coalition needs to reflect our brand - no matter the medium of communication, the messaging or the intended audience. We need to ensure that our communication is in a tone which provides the reader with an overall impression of our brand personality - **authoritative, informative, consumer-based.**



## Writing Style

As well as good grammar and punctuation, our writing style needs to reflect us as a brand, no matter the writer, intended audience or content.



SUSTAINABLE BEAUTY COALITION  
BRAND GUIDELINES

## TOGETHERNESS QUALITY

As a trusted organisation, quality should run through everything that we do, to further instil confidence from our stakeholders, and in the work we do.

Our communications should be:

- **Factually Accurate**
- **Grammatically Correct**
- **Balanced**
- **Written with the Reader in Mind**

Where possible, make communications personal and personable.

Try to use positive and collaborative language where possible:

- Use 'we' and 'our' when you can.
- If you're writing to an individual let them know you're interested in them, not just what you want from them.
- Talk possibilities and solutions rather than problems.
- Always attempt to empathise that there is no 'them and us'. There's only 'us'.
- When relevant, thank your reader for their time and expertise.

**Off Brand:** *"The Marketing Department expresses its thanks to those who attended the webinar on Brexit. Any queries can be referred to sbc@".*

**On Brand:** *"Thank you for attending our webinar on Brexit. We hope you found it useful and enjoyable. We'd love to hear from you if you have any questions. Please email sbc@ or jenna@".*



## House Style

The house style will help to write with consistency, and to a high standard which will reinforce Quality in our brand.



SUSTAINABLE BEAUTY COALITION  
BRAND GUIDELINES

### GENERAL

The Sustainable Beauty Coalition should be referred to in the singular:

- *The Sustainable Beauty Coalition has signed an open letter to the Prime Minister*

The Sustainable Beauty Coalition can be referred to the acronym (SBC):

- *The SBC invites SMEs to sign the Climate Pledge*

Titles within communications should be in lower case bar the words which require capitalisation (e.g. proper nouns).

- *The Sustainable Beauty Coalition launch 'The Planet Positive Beauty Guide', to help consumers make greener beauty choices.*

### SPELLING

Set your automatic spell check in Microsoft and Gmail to English (UK), rather than English (US).

### NUMBERS

Use words for numbers one to nine, then use numerals for 10 and above.

### DATE + TIME

Use the 12-hour clock: 2pm, not 14:00. Use either 'midday' or '12noon', but not 12pm. Write the day before the month, don't use th, st, nd or commas:

- Tuesday 9 November 2021.

### DIGITAL

The webpage should be referred to as <https://britishbeautycouncil.com/sustainable-beauty-coalition/>.

Social media campaigns and event hashtags always use capital letters to help differentiate each word: @sustainablebeautycoalition #planetpositivebeautyguide



