

LOGO

Our primary visual identifier

The Waste Management logo is the primary identifier of our brand. There are two configurations and four color variations of our logo. These versions allow the logo to appear clearly and distinctly in any space, on any background, and with any reproduction method. The following pages describe these versions in detail.



LOGO CONFIGURATIONS

There are two configurations of the logo: primary and secondary.

PRIMARY LOGO

The primary logo is the preferred version and is used whenever there is sufficient vertical space to allow the logo to appear clearly and distinctly.

Use this version in most print applications, such as advertising, collateral, brochures, stationery, and packaging.

SECONDARY LOGO

The secondary logo is used only when the use of the logo at a smaller size makes the company name difficult to read.

In general, try to use the primary logo first – always base your choice on the legibility of the logo in the available space.

Both configurations of the logo are custom-drawn artwork with all components set in a fixed proportional relationship to each other. When reproducing the logo, always use the proper digital artwork.

Never resize the individual elements of the logo – do not redraw or alter them in any way. The logo may be scaled up or down as an entire unit.



Primary logo



Secondary logo

LOGO CLEAR SPACE AND MINIMUM SIZE

Always keep the logo visible and legible

CLEAR SPACE

Clear space is the area surrounding the logo that is free of all extraneous elements such as other logos, symbols, or text. Using an appropriate amount of clear space around the logo ensures that it stands out distinctively in any environment.

The minimum clear space for both the vertical and horizontal logos is defined as 2X, where X is defined as the distance between the bottom of the WM symbol and the top of the wordmark, as shown.

The minimum clear space should always be 2X on all sides of the logo.

In the digital artwork files of the logo, clear space is indicated by a bounding box without a stroke or fill.

MINIMUM SIZE

To ensure the clarity and legibility of the logo, a minimum reproduction size has been established.

The minimum size of the primary logo is 1.15" or 29.2mm wide, as measured by the width of the WM symbol as shown. The minimum size of the secondary logo is 1" or 25.4mm wide, as measured by the width of the wordmark as shown.

The scale of the logo may increase as necessary, but it should not be smaller than the minimum size shown here.

In exceptional circumstances, smaller sizes may be necessary for certain applications. Legibility should always be the top priority. Please contact Corporate Marketing for guidance and approval in these cases.



Clear space surrounding primary logo



Clear space surrounding secondary logo



Minimum size of primary and secondary logos

LOGO COLOR VARIATIONS

The logo may appear in four color variations. All color variations are available, and used identically for both the primary and secondary logo configurations as described below.

TWO-COLOR LOGO

The two-color logo is the preferred color variation of our logo and should be used whenever possible.

Always use the two-color logo on a white or light-colored background.

ONE-COLOR GREEN LOGO

In this color variation, all elements of the logo are WM Green. The one-color green logo is always reproduced in WM Green and never in any other shade of green from our color palette.

Use the one-color green logo on white backgrounds in situations where printing with a single spot color is available.

ONE-COLOR REVERSE LOGO

In this color variation, the entire logo reverses out of the background. Use the one-color reverse logo on any dark, solid-color or dark photographic background.

ONE-COLOR BLACK LOGO

In this color variation, all elements of the logo are 100% black. Use the one-color black logo on white backgrounds in situations where black is the only color available for printing, such as fax cover sheets or newspapers.

BIN SHAPE BACKGROUND

The white bin background shape is no longer to be used behind the Waste Management logo. When using a logo on a dark background, use the one-color reverse logo.



Two-color logo



One-color green logo



Reverse logo



One-color black logo



Bin logo

PHOTOGRAPHIC BACKGROUND USAGE

Whenever possible, place the logo on a white background. In cases where the logo appears on a photograph, always ensure that the logo remains legible.

Use the two-color version of the logo on light photographic backgrounds.

Use the one-color reverse logo on medium and dark photographic backgrounds.

When using the secondary logo, these same rules apply.



Two-color logo on light photographic background



One-color reverse logo on medium photographic background



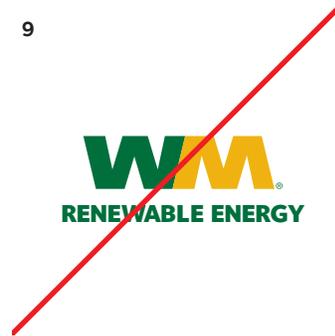
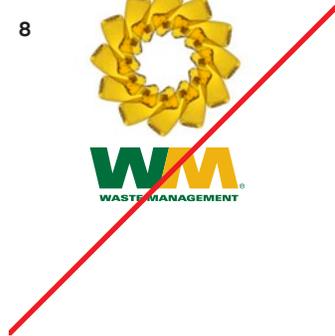
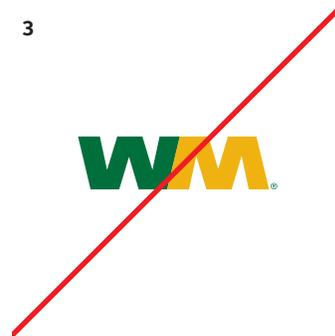
One-color reverse logo on dark photographic background

LOGO INCORRECT USE

Respect the value of our logo

Because our logo is one of our most valuable assets, it is important to treat it with respect and to use it thoughtfully.

The different configurations and color variations of the logo allow for use in any space and with any reproduction method. Do not take creative license with the logo or adapt it for uses other than those shown in these guidelines. The examples on this page show some common mistakes to avoid in using the logo.



- 1 Don't use the logo on background colors that provide insufficient contrast with the logo.
- 2 Don't create new color versions of the logo.
- 3 Don't remove the name *Waste Management* from the logo.
- 4 Don't use the logo without the trademark (®) designation.
- 5 Don't scale elements of the logo separately or rearrange any of the elements.
- 6 Don't create new logos for business units, departments, or other groups.
- 7 Don't redraw or recreate the logo.
- 8 Don't combine a cycle visual with the logo.
- 9 Don't create logos for capabilities or segments.