



BEAT PLASTIC POLLUTION DAY

LOGO GUIDELINES FOR PARTNERS
2021



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LOGO PACKAGE

You will have access to our logo library for inclusion on your collaborative projects, collateral or website.

PLEASE ADHERE TO THE LOGO GUIDELINES OUTLINED ON THE FOLLOWING PAGES.



FULL COLOR LOGO

USAGE: ON WHITE

SUPPLIED AS –

- PNG FILE – DIGITAL APPLICATIONS – RGB FORMAT WITH TRANSPARENT BACKGROUND
- EPS FILE – PRINT APPLICATIONS – SUPPLIED ON REQUEST



ONE COLOR LOGO: DEEP OCEAN

USAGE: ON WHITE OR LIGHT COLORED GROUND

EACH SUPPLIED AS –

- PNG FILE – DIGITAL APPLICATIONS – RGB FORMAT WITH TRANSPARENT BACKGROUND
- EPS FILE – PRINT APPLICATIONS – SUPPLIED ON REQUEST



ONE COLOR LOGO: BLACK

USAGE: ON WHITE OR LIGHT COLORED GROUND



ONE COLOR LOGO: WHITE

USAGE: ON BLACK OR DARK COLORED GROUND

LOGO

This is our logo... It is present on all of our visual outputs. It can be used in two variations. Full Color or One Color. Refer below guidelines when choosing which option suits your needs.



FULL COLOR LOGO

USAGE: On a white background



ONE COLOR LOGO

USAGE: Used across solid or photographic backgrounds.

STANDARD LOGO COLORS: Deep Ocean, White or Black. (Grey may be used if required, but only on a white ground.)

ONE COLOR LOGO – ON COLOR BLOCKED BACKGROUND

USAGE: Applied to a solid color background from our Ocean Color Palette.

LOGO COLOR APPLICATION: Logo and accompanying text / image appear in a complimentary blue from our Ocean Color Palette.

NO-NO'S

Our logo is our primary identifying mark. For brand and campaign consistency, it's extremely important to stick to these rules on logo usage. This allows our identity to remain strong and clearly recognizable. Please adhere to the logo rules at ALL times. If in doubt, it's probably not an option.

NO RANDOM COLORS

Please refer to our **USAGE** and **PERMISSIONS** for our **FULL COLOR** and **ONE COLOR** logo options. Follow the colors permitted, and color palette at all times.

STICK TO THE PLAN

NEVER change the logotype. Always use logo files as supplied.

NO EFFECTS OR TREATMENTS

We know you're creative, that's why we love you... But when it comes to our logo, this is not the time to get funky. We're sure we don't need to tell you this, so we won't pain your eyeballs with examples of what not to do. But, just to be clear. **NO** rainbow color treatments. **NO** drop shadows. **NO** 3D effects. **NOT EVER**. Keep it simple and all will be well.

NO DISTORTION OR ROTATION

Once again, refrain from any strangeness. Do not rotate, bend, distort, pucker, squash or skew... **DO NOT** transform the visual appearance or proportions of the logo.

LOGO

LOGO CLEARSPACE

To avoid obstructing or cramping our logo, please allow it the breathing space it deserves. As a general guide, please observe the height of the bottle on any given side. By using the bottle height as a reference point, you can easily check this at any scale.

- 'X' indicates minimum suggested clearspace distance, on each side.



PLEASE GIVE OUR LOGO THE 'BOTTLE'S HEIGHT' IN CLEARSPACE

PARTNER LOGO POSITIONING

When our logo sits alongside partner logos, this how we see it working. In this instance, if using a vertical line to separate our logo, you may wish to reduce the advised clearspace slightly, based on what will look most visually balanced. Partner logos sit equal distance from the vertical line.



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LOGO OVER PHOTOGRAPH/MOVING IMAGE GUIDELINES

The One Color Logo may also be used over a photographic image. When choosing your image, it's important to select it based on its ability to house the logo and any complimentary text/illustrative elements, without them becoming compromised and unclear. THE AREA BEHIND THE LOGO MUST BE RELATIVELY EVEN IN TONE AND NOT OVERLY DETAILED, so that the logo and copy are unobstructed. If the logo appears alongside text or illustration, these elements must appear in the same color, and only in White or Sky.



ONE COLOR LOGO ON PHOTOGRAPHIC BACKGROUND

USAGE: On a photo background *Photo MUST NOT obstruct or compete with logo or other elements. Select photo and position accordingly.

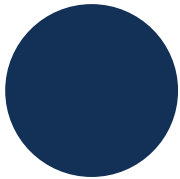
PERMITTED LOGO COLORS: White (or Sky on occasion).

COLOR

'OCEAN' COLOR PALETTE

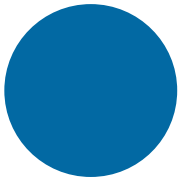
These are the colors that make up our Full Color logo. We use them confidently, combining typography, color and illustration. We're not afraid of using color to keep the vibes high and our communication up-beat.

On most visual outputs we exercise restraint and only combine two of our primary colors at any given time. This keeps the focus on the typographic and illustrative elements, and the message that we're sharing.



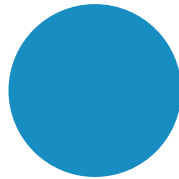
DEEP OCEAN

PANTONE 540 C
CMYK: C=100, M=80, Y=38, K=37
RGB: R=0 G=48 B=87



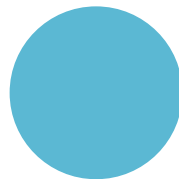
ARCTIC

PANTONE 3015 C
CMYK: C=92, M=57, Y=12, K=1
RGB: R=0 G=105 B=163



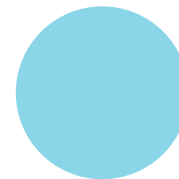
ATLANTIC

PANTONE 640 C
CMYK: C=80, M=32, Y=8, K=0
RGB: R=22 G=141 B=193



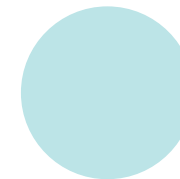
PACIFIC

PANTONE 638 C
CMYK: C=60, M=9, Y=12, K=0
RGB: R=91 G=183 B=211



MEDITERRANEAN

PANTONE 305 C
CMYK: C=42, M=0, Y=7, K=0
RGB: R=136 G=216 B=234

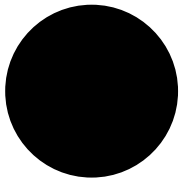


SKY

PANTONE 635 C
CMYK: C=25, M=0, Y=9, K=0
RGB: R=185 G=234 B=236

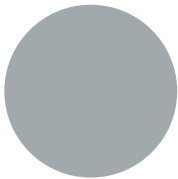
'LAND' COLOR PALETTE

This palette keeps us grounded, after the 'sea-legs' of our Ocean Color Palette. With the exception of white, we tend not to use these colors in our visual assets, but they're here when we need them.



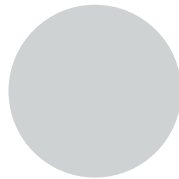
BLACK

PANTONE BLACK 6 C
CMYK: C=100, M=100, Y=100, K=100
RGB: R=0 G=0 B=0



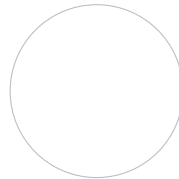
GRANITE

PANTONE 429 C
CMYK: C=38, M=27, Y=27, K=0
RGB: R=162 G=169 B=173



PUMICE

PANTONE 427 C
CMYK: C=18, M=12, Y=13, K=0
RGB: R=207 G=210 B=211



WHITE

PANTONE WHITE
CMYK: C=0, M=0, Y=0, K=0
RGB: R=255 G=255 B=255

Thank you for joining us!
We're so happy to be working
with you for a healthy planet.





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