



# BEAT PLASTIC POLLUTION DAY

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SELECT ASSET & COMMUNICATION OVERVIEW  
FOR PARTNERS AND SUPPORTERS, 2021



Let's reimagine our world...  
And redefine our future.  
Together, we create a  
healthy planet.



BEAT PLASTIC  
POLLUTION DAY



# WELCOME,

We're so glad you're joining us! Together we can amplify the Beat Plastic Pollution Day message. We'll use our voice and creativity to inspire awareness, innovation and action, by celebrating positive impact stories and solutions for a healthier planet.

Beat Plastic Pollution Day is a campaign initiated by Voice for Nature Foundation and the Plastiki Project. But this is not just our day, it's a day for everyone. A day we can all unite to celebrate and inspire solutions that support Nature.

Here is an overview of the assets available for you to use. We have provided some optional messaging to assist you, or you are welcome to personalize your own.

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# PARTNER COMMUNICATIONS

## KEEPING IT REAL

Something we're conscious of is the fact that we're all at different stages of the plastic journey. We don't pretend to have all the answers, and we all slip up on plastic. We know all too well, it's hard to avoid. We're not about being perfect, but we are constantly learning and improving and making conscious, considered, informed decisions. When we don't know the answers, we say so... Then we seek them out.

It's likely that as an individual, company, or organization you will also be using plastic in your day to day existence. That's okay, it's part of our current world. We feel the best approach is to acknowledge the fact that none of us are perfect, but that we're taking steps to eliminate our plastic dependency. We lead by example, seeking always to improve and make better choices or implement alternative solutions throughout our personal or business practices. We imagine you have a similar approach.

## LET'S LEVEL

### SUGGESTED PARTNERSHIP ANNOUNCEMENT COPY

—Include the *\*asterisked\** copy if feeling the need to level on plastic. This keeps our message accessible, and diffuses expectations, both internally and externally governed.

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#### (ORGANIZATION /COMPANY AS PARTNERS)

[Insert Organization/Company Name] is proud to partner with Voice for Nature for Beat Plastic Pollution Day.

*or*

[Insert Organization/Company Name] is proud to support Beat Plastic Pollution Day.

[Insert any positive actions that your Organization/Company is taking against plastic pollution, or motivated by that you'd like to share].

*\*We're not perfect when it comes to plastic, but we're inspired, learning and working to do better.\* We're taking action for Nature.*

Let's reimagine our world... And redefine our future. Together, we create a healthy planet.

#BeatPlasticPollutionDay #VoiceForNature

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#### (INDIVIDUALS AS PARTNERS)

I'm proud to partner with Voice for Nature for Beat Plastic Pollution Day.

*or*

I'm proud to support Beat Plastic Pollution Day.

[Insert any positive actions you're taking against plastic pollution, or motivated by that you'd like to share].

*\*I'm not perfect when it comes to plastic, but I'm inspired, learning and working to do better.\* I'm taking action for Nature.*

Let's reimagine our world... And redefine our future. Together, we create a healthy planet.

#BeatPlasticPollutionDay #VoiceForNature

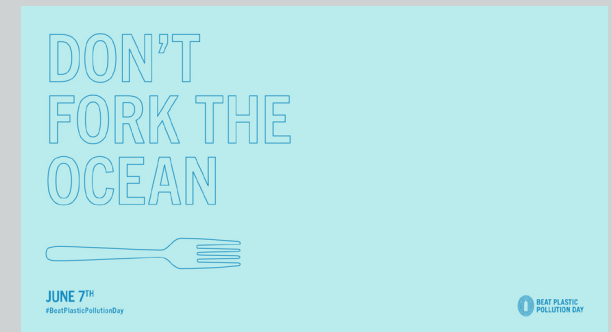
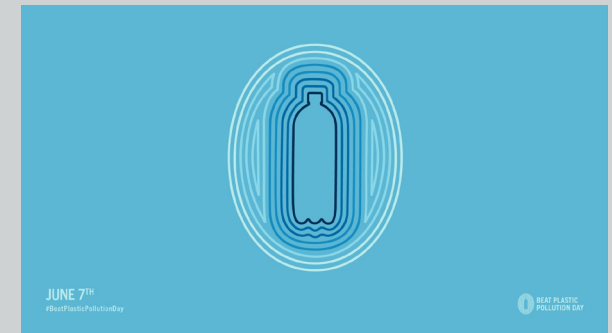
# WIDESCREEN BANNERS

## DIGITAL ASSETS

Supplied at 1920 x 1080px.

- WIDESCREEN FOR WEBSITE OR PRESENTATIONS

\*Refer to asset library folders for actual files.



# INSTAGRAM TILES

## DIGITAL ASSETS

Supplied at 2000 x 2000px.

- ADD THESE TILES TO YOUR INSTAGRAM FEED
  - USE OUR MESSAGING OR YOUR OWN PERSONAL MESSAGE
  - TAG #BeatPlasticPollutionDay #VoiceForNature  
OR @beatplasticpollutionday @avoicefornature
- \*Refer to asset library folders for actual files.

## ALTERNATE MESSAGING

It's #BeatPlasticPollutionDay and everyone's invited to the party. Let's work together to create a world without throwaway plastic. We're not interested in a future that pollutes our planet.

#VoiceForNature

OR

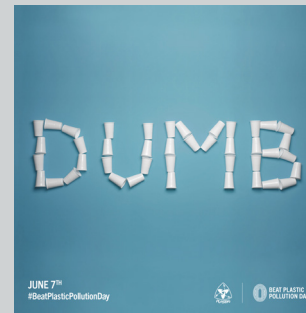
Nature needs a break. Our oceans need a break.

We can live without single-use plastic.

Humans currently produce almost 300 million tonnes of plastic waste each year. That's the approximate weight equivalent of 3 million blue whales.

We suspect the whales are not impressed. It's time to turn this ship around.

#BeatPlasticPollutionDay #VoiceForNature





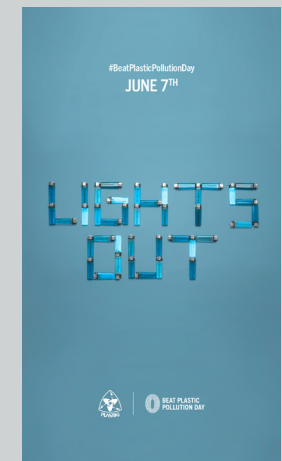
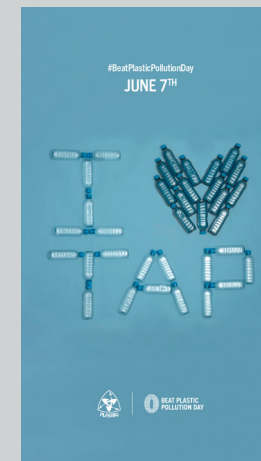
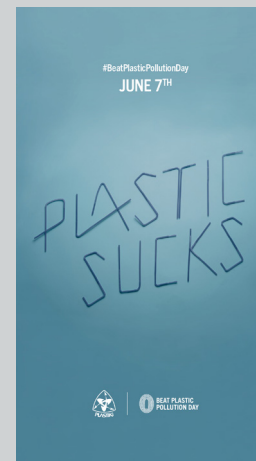
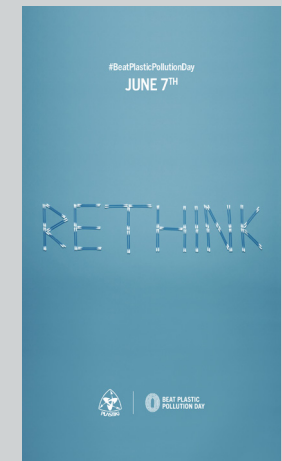
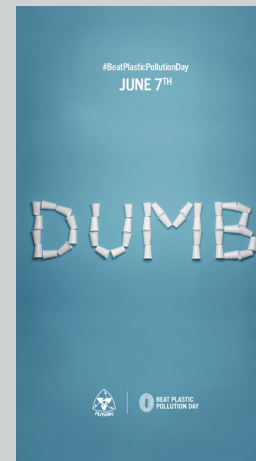
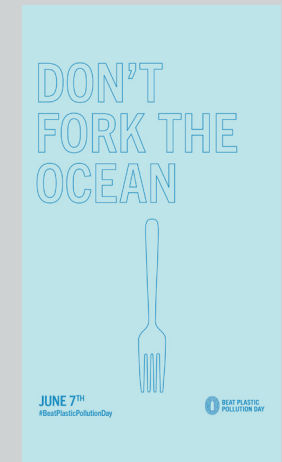
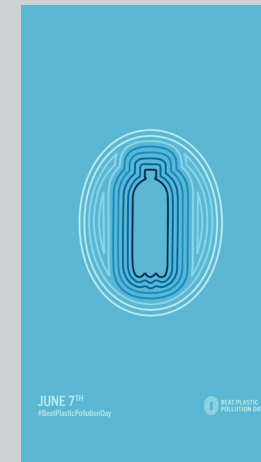
# INSTAGRAM STORY

## DIGITAL ASSETS

Supplied at 1080 x 1920px.

- ADD THESE SLIDES TO YOUR INSTAGRAM STORIES
- TAG #BeatPlasticPollutionDay #VoiceForNature  
OR @beatplasticpollutionday @avoicefornature

\*Refer to asset library folders for actual files.



# LOGO PACKAGE

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

**If using our logo, please adhere to the logo guidelines contained in the logo folder.**



**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



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





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[THEPLASTIKI.COM](http://THEPLASTIKI.COM)



**BEAT PLASTIC  
POLLUTION DAY**

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[BEATPLASTICPOLLUTIONDAY.ORG](http://BEATPLASTICPOLLUTIONDAY.ORG)



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[VOICEFORNATUREFOUNDATION.ORG](http://VOICEFORNATUREFOUNDATION.ORG)