



**FOR THE
PLANET®**

BRAND GUIDELINES

INTRODUCTION



The collective impact of the 1% for the Planet logo is dependent on the correct use of the mark in your communications, promotion materials and on your products. We encourage you to use the 1% for the Planet brand marks whenever possible provide greater exposure for the network resulting in a stronger influence on our Planet. The 1% for the Planet mark and logo are registered trademarks of 1% for the Planet.

NAME

Our name is written out as “1% for the Planet” or “One Percent for the Planet” as often as possible.

Our name should not be written out as:

- “1% FTP”
- “1%FTP”
- “1%ftP”
- “1%”

FONT

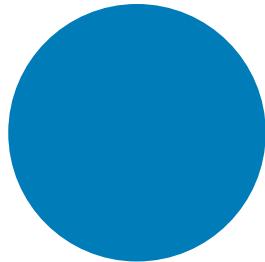
1% for the Planet’s logo is written in Gotham bold.

GOTHAM BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

COLOR PALETTE

The “1% for the Planet” brand incorporates two main colors; light blue and dark blue. The 1% for the Planet logo is never to appear in any colors other than those shown in this guideline.



Brand Light Blue

(or PANTONE® 7461

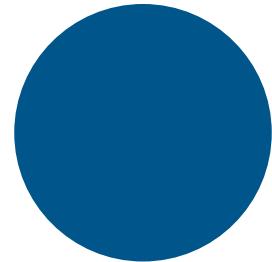
HTML: #007cba

C: 96 R: 0

M: 42 G: 123

Y: 6 B: 185

K: 0



Brand Dark Blue

(or PANTONE® 7462

HTML: #00538a

C: 100 R: 0

M: 71 G: 84

Y: 22 B: 139

K: 5

Disclaimer: The colors RGB, CMYK and HTML breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the Pantone Color Standards. Consult current Pantone Color Publications for accurate color.



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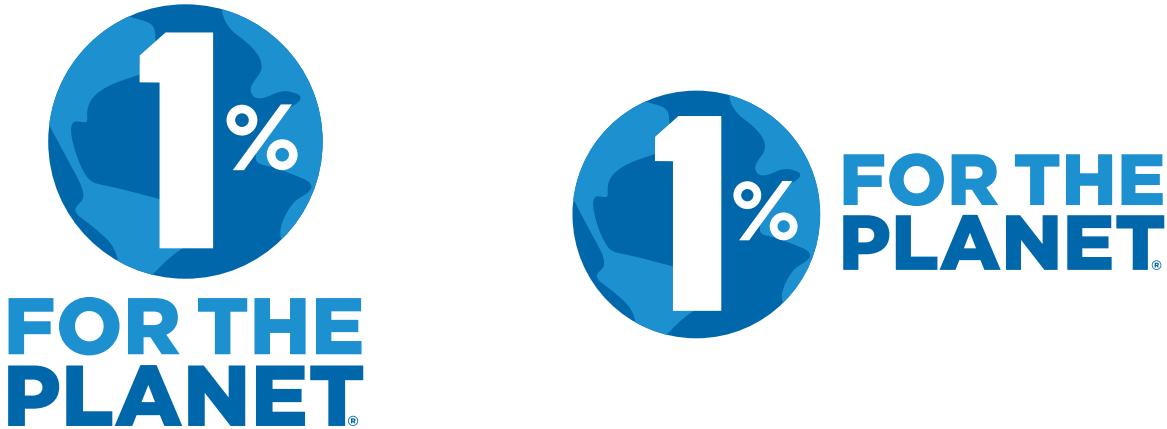
**FOR THE
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LOGO

The 1% for the Planet logo consists of two elements: the globe with “1%” and the words “for the Planet.” In no circumstance can the words “for the Planet” be altered or translated into any other language. Neither the 1% for the Planet globe, nor any of its parts may be altered. Please do not attempt to reconfigure the logo in any way, and use the provided artwork files only.

PRIMARY LOGO

The following are our primary logos. Please use these whenever possible.



WHERE

Display the 1% for the Planet logo on marketing materials, website, advertising and external communications.

HOW

Refer to guidelines to follow for detailed rules.

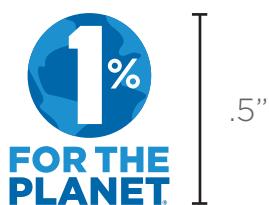
SAFETY ZONE

To ensure the integrity and visibility of the 1% for the Planet logo, it should be kept clear of competing text, images and graphics. The logo must be surrounded on all sides by a safety zone equal in size to the height of the word “Planet” as shown.



MINIMUM SIZE REQUIREMENTS

To maintain optimum clarity in reproducing the 1% for the Planet logo at a small size, minimum sizes have been assigned for all printing applications. It cannot be reproduced any smaller than this.



When using the 1% for the Planet vertical logo, it should be no less than .5 inches in height.



When using the 1% for the Planet horizontal logo, it should be no less than .25 inches in height.

COLOR VARIATIONS

MULTI-BLUE PRIMARY

This full-color version of the logo uses the two main brand shades of blue and should be used whenever possible.



ONE-COLOR LOGO

When the logo needs to appear in a single color due to design or production considerations, the one-color logo should be used to ensure proper reproduction. The only colors this logo version should appear are in dark blue or black.



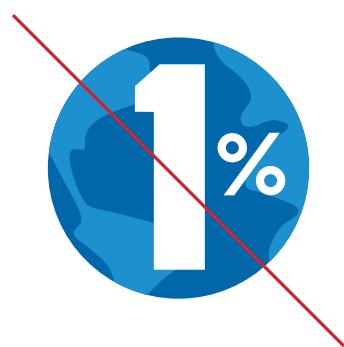
KNOCKOUT LOGO

When necessary for dark backgrounds, the one-color version of the logo can be knocked out to white to ensure legibility. Any use of the knocked out logo must first be approved by 1% for the Planet.



INCORRECT USAGE

In order to build a strong a visual identity for 1% for the Planet, it is crucial to use the 1% for the Planet logo consistently and correctly. Inconsistencies in the appearance of the 1% for the Planet logo will weaken its value and meaning. **Here are some examples of incorrect usages.**



NETWORK IN ACTION

The Network in Action logo increases visual interest for storytelling efforts between members and nonprofit partners.



WHERE

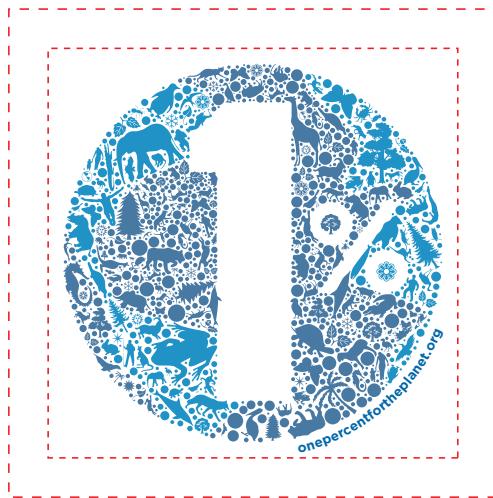
This logo can be used to increase visual interest in your storytelling efforts on your website and in social media.

HOW

It should be used in relation to the impact story between a member and nonprofit partner. It should not be used to represent general membership or partnership with 1% for the Planet and should not be used on packaging.

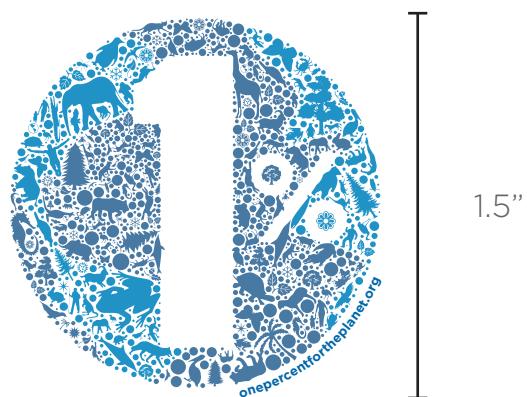
SAFETY ZONE

To ensure the integrity and visibility of the Network in Action logo, it should be kept clear of competing text, images, and graphics. The logo must be surrounded on all sides by a safety zone equal in size to the height and width of the Network in Action logo as shown.



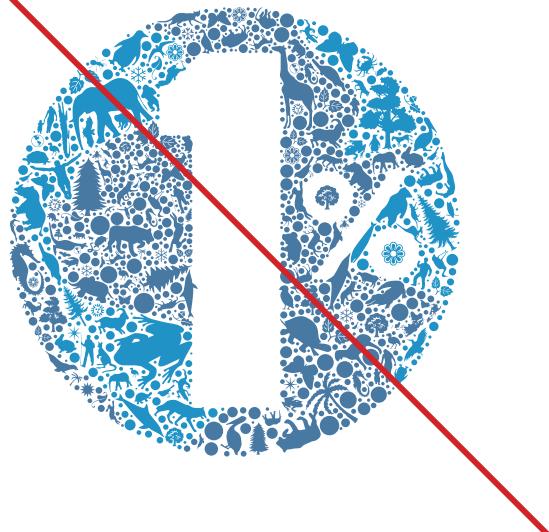
MINIMUM SIZE REQUIREMENTS

To maintain optimum clarity in reproducing the Network in Action logo at a small size, a minimum of 1.5 inches has been assigned for all printing applications. It cannot be reproduced any smaller than this. The proportions of the Network in Action logo may not be changed.



INCORRECT USAGE

In order to build a strong a visual identity for 1% for the Planet, it is crucial to use the Network in Action logo consistently and correctly. Inconsistencies in the appearance of the Network in Action logo will weaken its value and meaning. **Here are some examples of incorrect usages.**





**FOR THE
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— NONPROFIT PARTNER —

NONPROFIT PARTNER LOGO GUIDELINES

NONPROFIT PARTNER

The 1% for the Planet Nonprofit Partner logo consists of three elements: the globe with “1%” the words “for the Planet” and the words “Nonprofit Partner” with dash marks before and after. Please do not attempt to reconfigure the logo in any way, and use the provided artwork files only.



WHERE

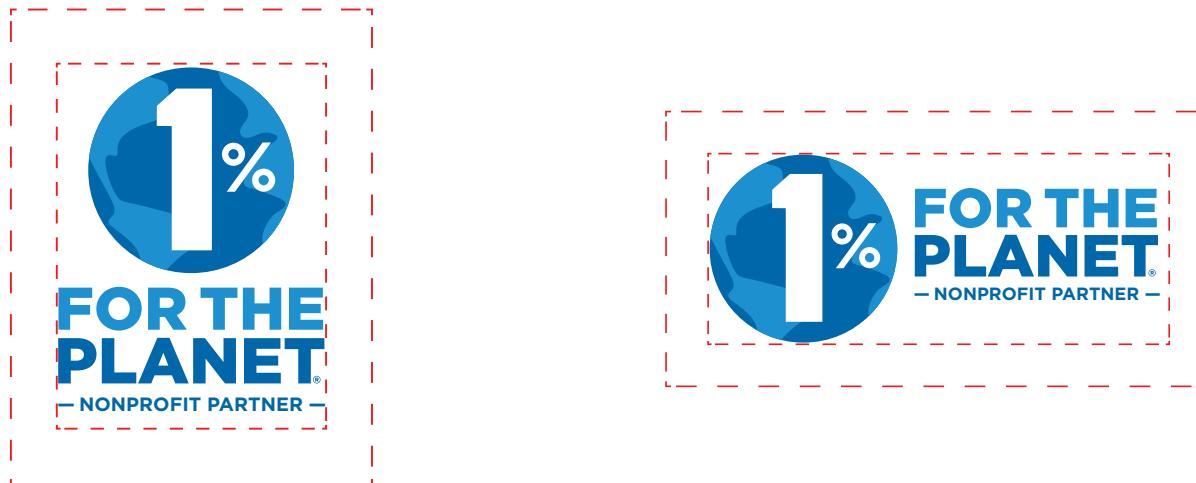
Display the 1% for the Planet Nonprofit Partner logo on marketing materials, website, advertising and external communications.

HOW

Refer to guidelines to follow for detailed rules.

SAFETY ZONE

To ensure the integrity and visibility of the 1% for the Planet Nonprofit Partner logo, it should be kept clear of competing text, images, and graphics. The logo must be surrounded on all sides by a safety zone equal in size to the height of the word "Planet" as shown.



MINIMUM SIZE REQUIREMENTS

To maintain optimum clarity in reproducing the 1% for the Planet Nonprofit Partner logo at a small size, minimum sizes have been assigned for all printing applications. It cannot be reproduced any smaller than this.



When using the 1% for the Planet Nonprofit Partner vertical logo, it should be no less than .5 inches in height.



When using the 1% for the Planet Nonprofit Partner horizontal logo, it should be no less than .25 inches in height.

INCORRECT USAGE

In order to build a strong a visual identity for 1% for the Planet, it is crucial to use the 1% for the Planet Nonprofit Partner logo consistently and correctly. Inconsistencies in the appearance of the 1% for the Planet Nonprofit Partner logo will weaken its value and meaning. **Here are some examples of incorrect usages.**

