

# BEAT PLASTIC POLLUTION DAY

BRAND GUIDELINES FOR PARTNERS, 2020



# 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.

We feel that it's important to stick to a few guidelines to keep our campaign impactful, cohesive and succinct. Adhering to these brand guidelines, will enable us all to unify our voices around this campaign, and speak boldly together on behalf of something we care deeply about... A healthy, thriving natural world.

The following pages will guide your usage of logo, brand elements and communications for Beat Plastic Pollution Day.

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

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

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# BEAT PLASTIC POLLUTION DAY CAMPAIGN

## INTENTION

A day in which everyone can come together around an act of solidarity: Living without throwaway plastic goods.

## VISION

A world beyond throw away plastic.

## APPROACH

We're taking an approach that is positive, informative and inclusive. Our campaign and communications reflect these values. Beat Plastic Pollution Day is an opportunity to focus our combined efforts on one day, rather than many, to amplify the message and impact. This day will bring the 'out-of-sight' back into our minds through stories of positive impact and solutions to our plastic waste problem.

## VEHICLE

• COLLABORATE • INSPIRE • ENABLE • AMPLIFY POSITIVE ACTION •

# 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.



**BEAT PLASTIC  
POLLUTION DAY**

## 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.

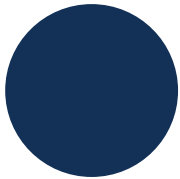
**PERMITTED LOGO COLORS:** White (or Sky on occasion).

# COLOR

## 'OCEAN' COLOR PALETTE

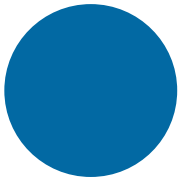
These are the colors that make up our Full Color logo. We use them confidently, combining typography, color and illustration. We're not afraid of using color to keep the vibes high and our communication up-beat.

**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.**



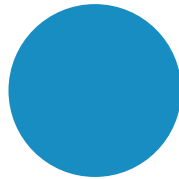
### DEEP OCEAN

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



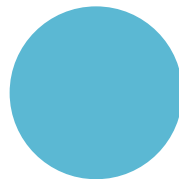
### ARCTIC

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



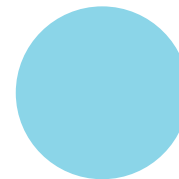
### ATLANTIC

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



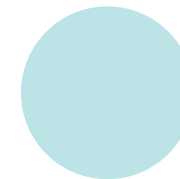
### PACIFIC

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



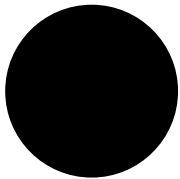
### SKY

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

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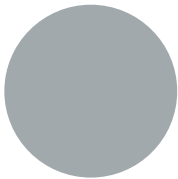
## 'LAND' COLOR PALETTE

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.



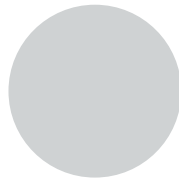
### BLACK

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



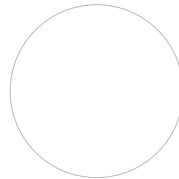
### GRANITE

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



# TYPOGRAPHY

## TYPEFACE & USAGE

### PRIMARY

#### TRADE GOTHIC NEXT LT PRO

Bold Condensed

A contemporary gothic font, combining vertical emphasis and round curves. Striking, stand alone, and accessible.

To be used as signature headline font across collateral, along with headings and sub-headings.

Optical kerning required for headlines. For headings, the type size is equal to leading.

### SECONDARY

#### SOPHIA PRO

Regular, Bold

A considered, approachable and timeless sans serif that is versatile and legible, lending itself well to body copy, feature copy, or quotes etc.

#### TRADE GOTHIC NEXT LT PRO

Bold Condensed

Type size: 45pt

Leading: 20pt

Tracking: 45pt

Kerning: Optical

DIVE  
DEEP ON  
PLASTIC

#### EXAMPLE FEATURE COPY

SOPHIA PRO

Bold

Type size: 12pt

Leading: 17pt

Tracking: 70

RETHINKING POSSIBILITY THROUGH INNOVATION,  
DESIGN AND CULTURE. WORKING TOGETHER FOR  
CONNECTION AND CONSIDERED CHANGE.

#### EXAMPLE BODY COPY

SOPHIA PRO

Regular

Type size: 9pt

Leading: 16pt

Tracking: 50

Plastic bags are not fantastic, find a fabric one that will go the distance... The sea turtles agree. 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.

# PHOTOGRAPHY & ILLUSTRATION

## PHOTOGRAPHY

We prefer to celebrate the good news stories, so our choice of imagery is dominated by photographs of clean oceans. We use imagery that promotes optimism.

That's not to say we're against using images that show our confronting reality, but we think it's important that use of shocking images is considered and used with restraint... Too many of these kind of images can leave us feeling overwhelmed and powerless. If we do show this kind of imagery, it's worth teaming it up with an outcome of hope, or as an invitation a direct action, to harness the emotional response to such an image, and turn it into a positive.

We make sure our visual communication is tempered with images that convey hope, to remind us that there is still plenty of room for optimism and there's much worth protecting.

Where possible we choose to celebrate stories of positive impact and solutions with equally uplifting imagery.

## ILLUSTRATION

Our illustrative style is clean and minimal. We use vector based custom illustrations and icons to allude to a more complex object or concept.

We keep it simple, so your imagination has room to move. With these basic elements, we create hints and gestures to invite you into the conversation. We also believe this minimal and refined graphic approach allows space and scope for a broader range of partners, because at the end of the day, that's what it's all about... A passionate, vibrant community working together to look after this marvelous earth.

We encourage more elaborate, diverse, varied and intricate creative responses from others, but for the purposes of our campaign messaging our graphic vehicle speaks to the 'less is more' sentiment.



# TONE & LANGUAGE

Beat Plastic Pollution Day brings the “out-of-sight” back into our minds through stories of positive impact and solutions to our plastic waste problem.

## POSITIVE REINFORCEMENT

By celebrating these solutions and positive impact stories, we aim to inspire others to take action. As humans we’re more likely to contribute when we feel like our actions will make a difference, and we feel more optimistic knowing we are not working on this issue alone. We’ve also learned from experience that contributing to something bigger than ourselves brings a sense of purpose and connection, which leads to more positive vibes. It’s a win-win.

## TONE

Beat Plastic Pollution Day sets a tone that is optimistic, informative and approachable. The language we use in our communications reflects this philosophy. We share our wins, support and empower each other. We stay up-beat and educated. We ask questions. We’re giving of knowledge. We keep it real, but we also keep it light with humor. We stay humble, it’s not about perfection. We enable others to take positive action, simply, by doing so ourselves. We believe that by working together we can all create a world without throwaway plastic.

• OPTIMISTIC • INFORMATIVE • INCLUSIVE •

## LANGUAGE

Here are some words that will help keep the tone up-beat and action focused.

• INSPIRED • POSSIBLE • TOGETHER • CONTRIBUTE • ACTIONS • SOLUTIONS • UNITED • OPTIMISTIC • POSITIVE • CHANGE • MOTIVATED • HEALTHY • AWARE • CURIOUS • INFORMED • EMPOWERED • COLLECTIVELY • SOLVE • CREATE • COMMUNICATE • SHARE • SUPPORT • REINVENT • CARE • CONSIDER • REIMAGINE • RESPOND • EVOLVE • ELEVATE • ACT • CELEBRATE • CONNECT



## WE USE HUMOR

Yes, we have a plastic problem on our hands, but it doesn’t help to fall into despair. A bit of humor can go a long way, and helps us positively reinforce our actions or thoughts. Humor used well will be playful, respectful, elevating, and uniting.

# PARTNER COMMUNICATIONS

We're looking forward to collaborating with you on brand campaigns for Beat Plastic Pollution Day, and we're here to support you. We can't wait to see what this challenge inspires in you. Here's some food for thought...



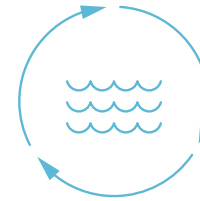
## STORIES OF POSITIVE IMPACT

Who is out there kicking goals against plastic pollution? Are you proposing new policies? Have a song that's inspiring change? Has your business implemented new practices? Invented the game changer? Artwork that evokes a plastic epiphany? Is your community leading initiatives to eliminate plastic pollution?



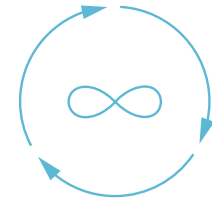
## SOLUTIONS

Let's talk about what the science is telling us. Are we asking the right questions? What is 'out-of-sight' and what are we working on to solve this? Let's talk about policy, forward thinking solutions, inventions, tools already at our disposal. What are the individual actions that we can take? Communities and action groups, business practices, legislation. How do our perspectives inform our approach? What can we accomplish together that we cannot achieve alone?



## YOUR JOURNEY

We all have those moments that have made a profound impact on us, and how we see the world. Do you have a moment or experience that shifted your awareness, and motivated you to reconsider the impact of plastic on the health of the planet? What inspires you to address plastic pollution? Was there one pivotal moment, or a series of insights/experiences? What makes you feel hopeful, or enables you to remain optimistic, about our ability to eliminate plastic pollution?



## IMAGINATION

How do we reframe this challenge to inspire change? What does a future without plastic pollution look like, and how do we create it? Use those marvelous mind-squiggles (whether creative, scientific, or otherwise inclined) to invent, inspire, communicate, and eliminate plastic pollution. You're an important piece of the puzzle.

# 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

# 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 earlier in this document.**



**FULL COLOR LOGO**

USAGE: ON WHITE

**SUPPLIED AS –**

- PNG FILE – DIGITAL APPLICATIONS – RGB FORMAT WITH TRANSPARENT BACKGROUND
- EPS FILE – PRINT APPLICATIONS – CMYK FORMAT, VECTOR ARTWORK



**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 – CMYK FORMAT, VECTOR ARTWORK



**ONE COLOR LOGO: BLACK**

USAGE: ON WHITE OR LIGHT COLORED GROUND



**ONE COLOR LOGO: WHITE**

USAGE: ON BLACK OR DARK COLORED GROUND

# ASSET LIBRARY

## ‘ACTIONS’ CREATIVE

A graphic to convey some simple ways to use less plastic in your everyday. Visually refined with a pinch of humor in the copy.

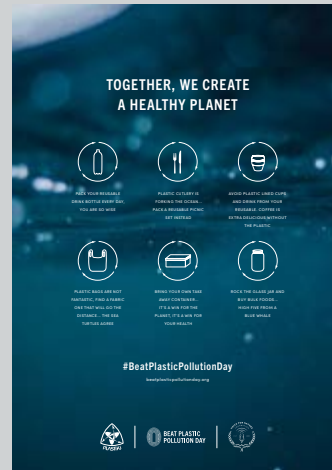
You will have access to our creative assets, which includes these sharable files, in formats specified:

### PRINT

- POSTER – A4

### DIGITAL

- 9 SLIDE – INSTAGRAM TILE – 2000x2000px
- 9 SLIDE– INSTAGRAM STORIES – 1080x1920px
- BANNER – WIDESCREEN FOR WEBSITES etc. – 1920x1080px



## ‘IMAGINE’ CREATIVE

A graphic to invite reflection, collaboration, problem solving, solutions based thinking and action.

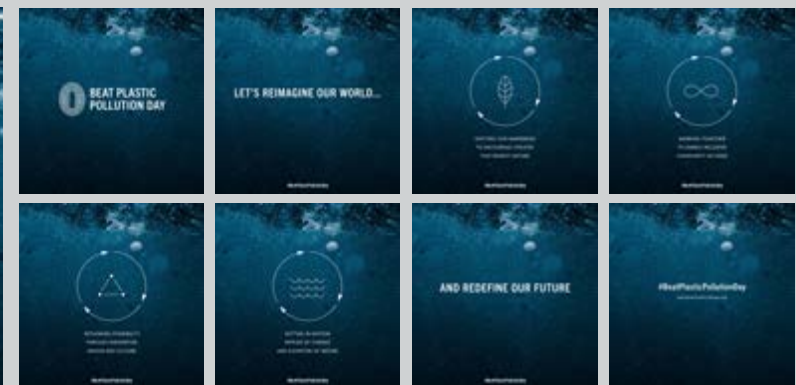
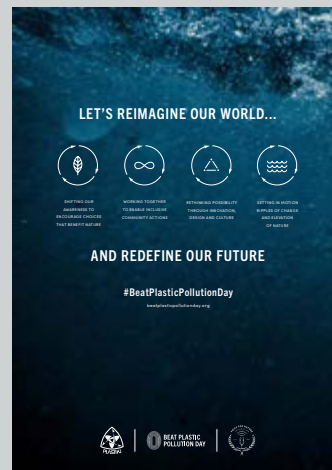
You will have access to our creative assets, which includes these sharable files, in formats specified:

### PRINT

- POSTER – A4

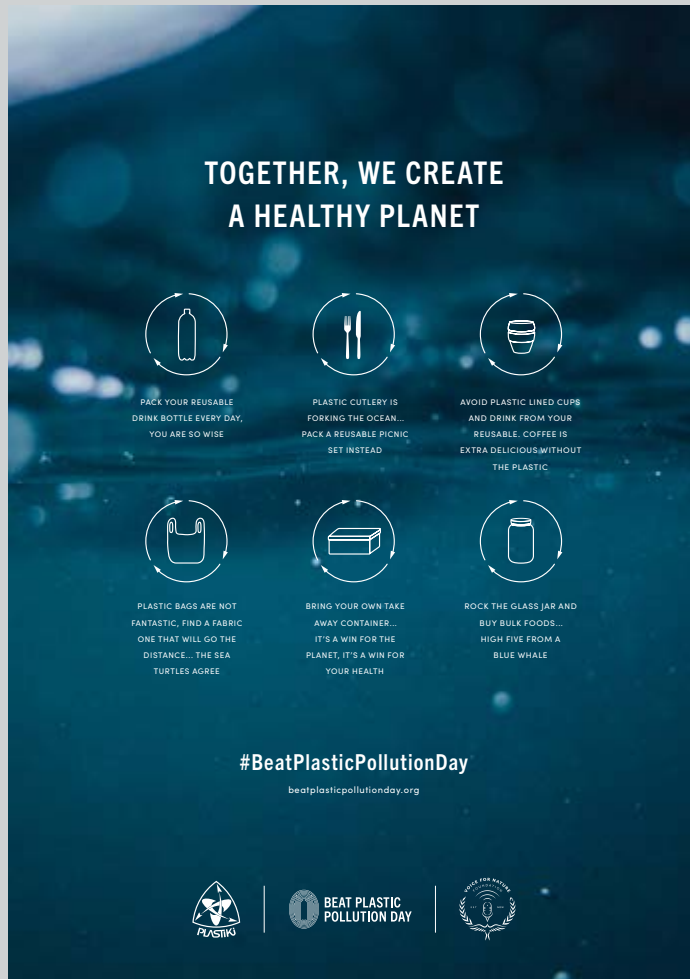
### DIGITAL

- 8 SLIDE – INSTAGRAM TILE – 2000x2000px
- 8 SLIDE– INSTAGRAM STORIES – 1080x1920px
- BANNER – WIDESCREEN FOR WEBSITES etc. – 1920x1080px





## 'ACTIONS' CREATIVE



### SUGGESTED MESSAGING

The simplest way to receive a high-five from a sea turtle?

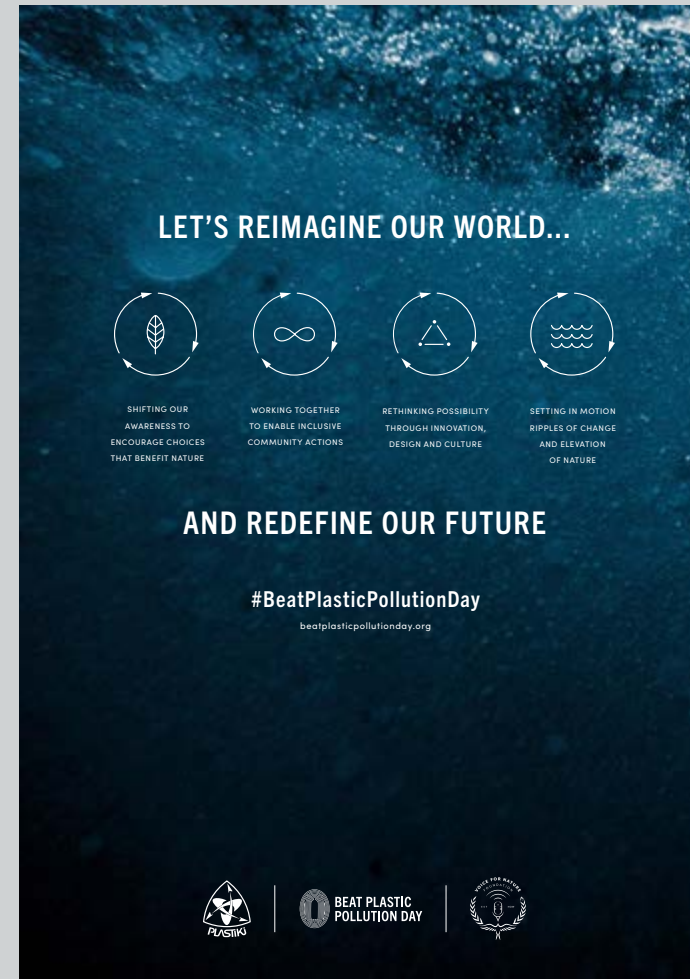
Refuse single-use plastic and rock the reusable option.

Less than one-fifth of plastic is recycled across the globe.

Tell us the steps that you are taking to use less plastic?

#BeatPlasticPollutionDay #VoiceForNature

## 'IMAGINE' CREATIVE



### SUGGESTED 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



# ASSET LIBRARY

## ‘ERASE SINGLE-USE’ CREATIVE

An effective play on space and perspective, using negative space to inspire us to rethink our choices.

You will have access to our creative assets, which includes these sharable files, in formats specified:

### PRINT

- POSTER, LANDSCAPE - A4

### DIGITAL

- 4 x 2 SLIDE – INSTAGRAM TILE - 2000x2000px
- 4 x 2 SLIDE – INSTAGRAM STORIES - 1080x1920px
- BANNER – WIDESCREEN FOR WEBSITES etc. - 1920x1080px



### SUGGESTED MESSAGING

What is wrong with this picture? Absolutely nothing.

Let's erase single use-plastic from the environment.

People ingest almost 5 grams of micro plastic a week. If it's in your food, it's in you.

It's time to keep Nature plastic free.

#BeatPlasticPollutionDay #VoiceForNature



'ERASE SINGLE-USE' – PLASTIC BOTTLE



'ERASE SINGLE-USE' – TAKE AWAY CUP  
PRINT POSTER – A4, LANDSCAPE



'ERASE SINGLE-USE' – PLASTIC BAG



'ERASE SINGLE-USE' – PLASTIC CUTLERY

# ASSET LIBRARY

## ‘PLASTIC CATCH’ CREATIVE

Playful typography created from everyday plastic to help us rethink our current plastic output.

You will have access to our creative assets, which includes these sharable files, in formats specified:

### PRINT

- POSTER, LANDSCAPE – A3

### DIGITAL

- 1 SLIDE – INSTAGRAM TILE – 2000x2000px
- 1 SLIDE – INSTAGRAM STORIES – 1080x1920px
- BANNER – WIDESCREEN FOR WEBSITES etc. – 1920x1080px



### SUGGESTED MESSAGING

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



'PLASTIC CATCH' – RE-USE ME



'PLASTIC CATCH' – NOT FOR EATING



'PLASTIC CATCH' – LIGHTS OUT



'PLASTIC CATCH' – DUMB



'PLASTIC CATCH' – RETHINK



'PLASTIC CATCH' – PLASTIC SUCKS



'PLASTIC CATCH' – I HEART TAP



# ASSET LIBRARY

## ‘IN THE SOUP’ CREATIVE

Color blocking, type, and illustration focused creative. Bold and playful statements to keep the conversation accessible.

You will have access to our creative assets, which includes these sharable files, in formats specified:

### PRINT

- POSTER, LANDSCAPE - A4

### DIGITAL

- 1 SLIDE – INSTAGRAM TILE – 2000x2000px
- 1 SLIDE – INSTAGRAM STORIES – 1080x1920px
- BANNER – WIDESCREEN FOR WEBSITES etc. – 1920x1080px



**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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[VOICEFORNATURE.ORG](http://VOICEFORNATURE.ORG)