LOGO

Use this image (referred to as the "icon") for display at small scales, and in other situations where including text would be inappropriate.

Use the circular outline if it is necessary to specify the organization's name, or if the logo needs a background colour behind it.

Because this logo has text, it does not scale down particularly well. If you have more room, consider instead placing the text "EARTH STRIKE" beside, or below, the icon:

EARTH STRIKE

This layout is particularly suited for placement at the top or bottom of a document, and is used in the banner for the website.

Be mindful of:

Font size: 100% icon height (in this case, 24px).
Space between icon and text: 50% icon height (in this case, 12px).

This layout is particularly suited for a large vertical header or title page, like the cover page of this style guide.

Be mindful of:

Font size: 1/3 icon height (in this case, 24px).
Space between icon and text: 1/6 icon height (in this case, 12px).

EARTH STRIKE

An unfortunate but necessary caveat: the head of the matchstick is coloured #222222 - one of the colours in the palette recommended for dark backgrounds. Don't place the logo directly over this background colour - place it in a light-coloured circle if necessary.
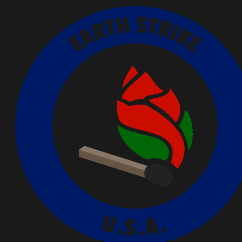
THE MONOCHROME ICON

Recommended for use atop background images.

The coloured icon is suited only to very light or very dark backgrounds. The monochrome versions - either white or black - do a decent job of preserving the meaning of the logo.

CUSTOMIZATION

National and local campaigns can create their own version of the logo, by changing the leaf design and/or the colours of the matchstick. Examples:

When redesigning the leaf, it should maintain its general inward and upward direction, so that the icon fits nicely inside the circle.

The shape of the matchstick should not be changed.