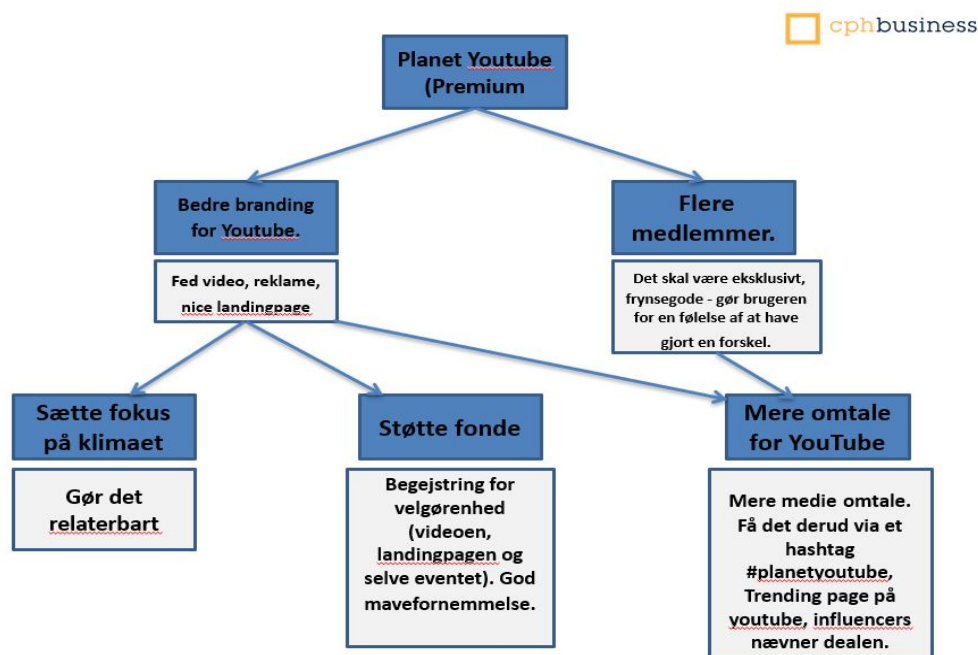


# FLOW 4 - VERDENSMÅLSKAMPAGNE

Gruppe K: Louise Henningsen, Mie Jørgensen, Johan Bregnballe & Jacob Dolleris  
FN's Verdensmål 13

## Projektstyring:

## OBS



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## Projekt, Planet YouTube:

### Hovedformål:

1. Bedre branding for Youtube.
2. Flere medlemmer.

### Succeskriterier for hovedformål:

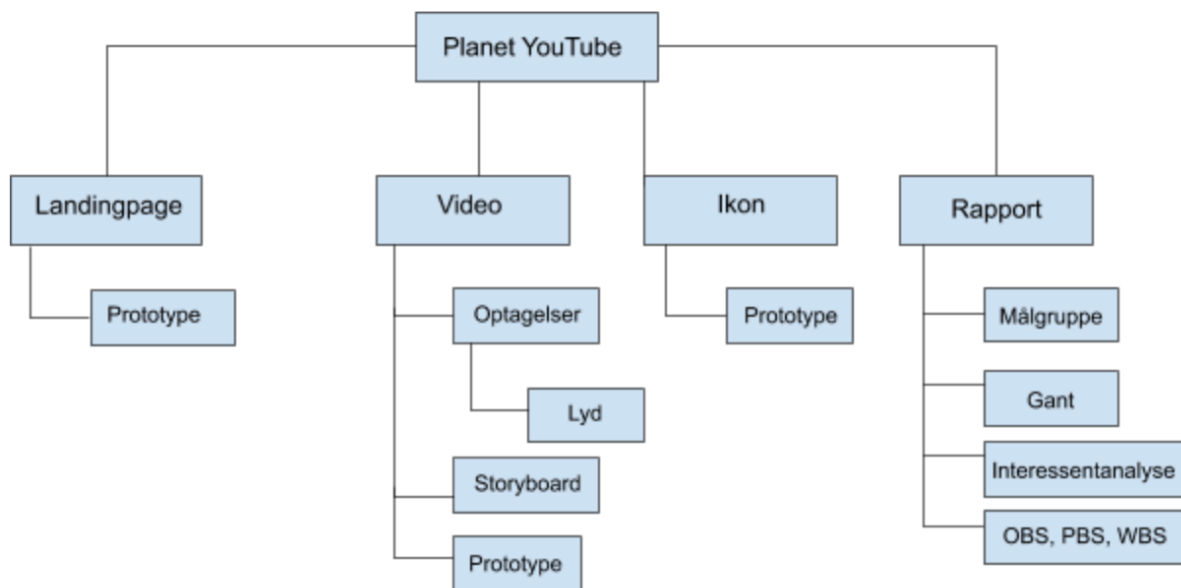
1. Fed video, reklame, nice landingpage
2. Det skal være eksklusivt, frynsegode - give brugeren en følelse af at have gjort en forskel.

### Underformål:

1. Sætte fokus på klimaet
2. Støtte fonde
3. Mere omtale for YouTube

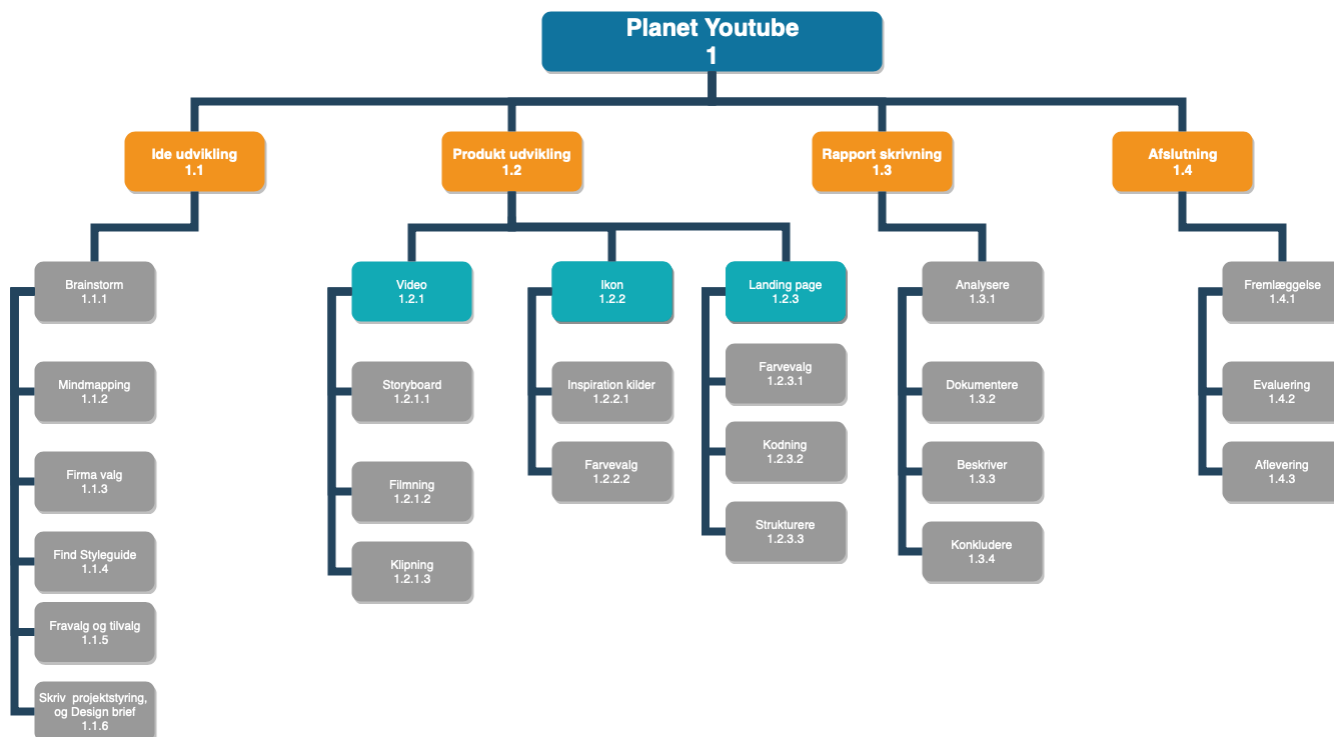
### Succeskriterier for underformål::

1. Gør det relaterbart
2. Begejstring for velgørenhed (videoen, landingpagen og selve eventet). God mavefornemmelse.
3. Mere medie omtale. Få det derud via et hashtag #planetyoutubePremium, Trending page på youtube, influencers nævner dealen.

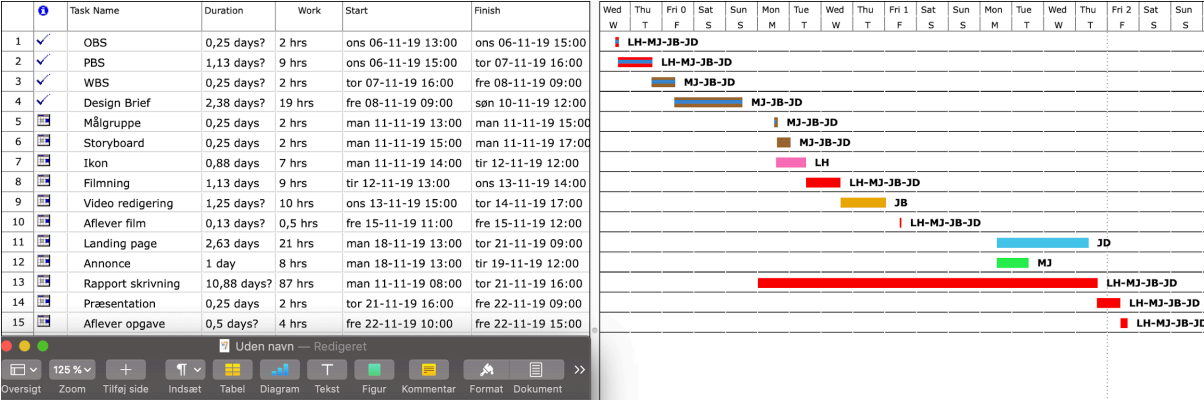


PBS

WBS



# Gantt



LH= Louise Henningsen  
MJ= Mie Jørgensen  
JB= Johan Bregnballe  
JD= Jacob Dølleris

# Design brief:

Link: til Youtube style guide. [https://www.youtube.com/intl/en-GB/about/brand-resources/?fbclid=IwAR3Bx5W8b8HwKsbCbb8AhLU5g3Q5CvJuPpvkmsUZPBFzSb\\_ezLpGlmvSy08#logos-icons-colors](https://www.youtube.com/intl/en-GB/about/brand-resources/?fbclid=IwAR3Bx5W8b8HwKsbCbb8AhLU5g3Q5CvJuPpvkmsUZPBFzSb_ezLpGlmvSy08#logos-icons-colors)

## Krav fra YouTube:

- Bedre brand for dem.
- Flere medlemmer.
- Sætte fokus på klimaet
- Støtte fonde
- Mere omtale for YouTube

## Vores ideer/kundens ønsker.

- Bliv medlem og få et ikon som viser dig og andre brugere at du er medlem af YouTube Premium og at du støtter en god sag.
- YouTube donere penge fra Premium medlemmer i de 3 måneder
- Skal være medlem i de 3 måneder, for at beholde ikonet.
- Gamle medlemmer får også ikonet hvis de forbliver medlemmer over de 3 måneder.
- Gøre det eksklusivt at have ikonet. Man kan ikke få det hvis man ikke når at være med de 3 måneder.
- Lave en kampagne for hvornår de 3 måneder er og hvad man støtter
- Simplificeret ikon - så det matcher youtubes guidelines.
- Træ fra det 13. verdensmål, klimaindsats - som ikon.

# Regler fra styleguide:

## Safe space

The YouTube logo always needs safe space that is free of imagery and text surrounding it. Use half the icon's width to determine the minimum amount of safe space that should surround the logo.

If copy appears below the logo, you should measure safe space from the bottom of the logo to the x-height of the text.



## Minimum size

The word 'YouTube' should always be easy to read. So in digital content the logo should never appear smaller than 24 dp in height.

The minimum size for applying the logo in print is 0.125 inches/3.1 mm in height.

24dp 

Minimum digital height: **24 dp**

0.125" 

Minimum print height: **0.125 inches or 3.1 mm**

## What not to do with the logo

The YouTube logo is a symbol people recognise, so it should never be altered.

Here are a few examples of what not to do with the YouTube logo.

### Don't

- Change the spacing between the icon and the word 'YouTube' or its letters
- Use any colours other than red, almost black or white
- Choose a different typeface for 'YouTube'
- Add visual effects like a drop shadow
- Change or replace the word 'YouTube' in any way
- Change the shape of the logo
- Use the logo in a phrase or sentence



Subscribe to my  channel.

## Using the logo on solid backgrounds

These examples show the correct application of the YouTube logo on different solid backgrounds. The almost-black full-colour logo should be used on a background that's lighter than 40% grey. The white full-colour logo should be used on a background that's darker than 50% grey.



## Full-colour logo

There are two versions of the full-colour logo, almost black and white – but the triangle in the icon should always be white.

Use the almost-black full-colour logo on a light background.  
Use the white full-colour logo on a dark background.



## Monochrome logo

If a background colour makes the full-colour logo hard to see, you should use a monochrome logo instead.

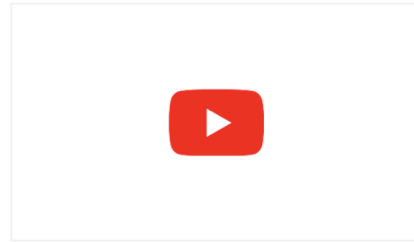
The almost-black (#282828) monochrome logo contains a white triangle in the icon. It should be used on light multi-coloured images.

The white (#FFFFFF) monochrome logo has a no-fill triangle. It should be used on dark multi-coloured images.



## Our icon

Our icon is a flexible mark that works as a call to action and a shorter version of our logo. If you don't have enough room to use the logo at 24 dp with the correct amount of safe space, you should use the YouTube icon instead.



## Bilag:

