

lyft

EARTH DAY

Lyft is celebrating Earth Day by encouraging people to use Lyft Line, and emphasizing the impact that we can have by using shared transit rather than individual Lyfts.

- Passengers have saved 25M+ miles by opting to share the ride
- This means passengers have saved 935K+ gallons of gas
- And they've saved 10K+ metric tons of CO2 emissions

MANDATORIES:
Lyft Pink

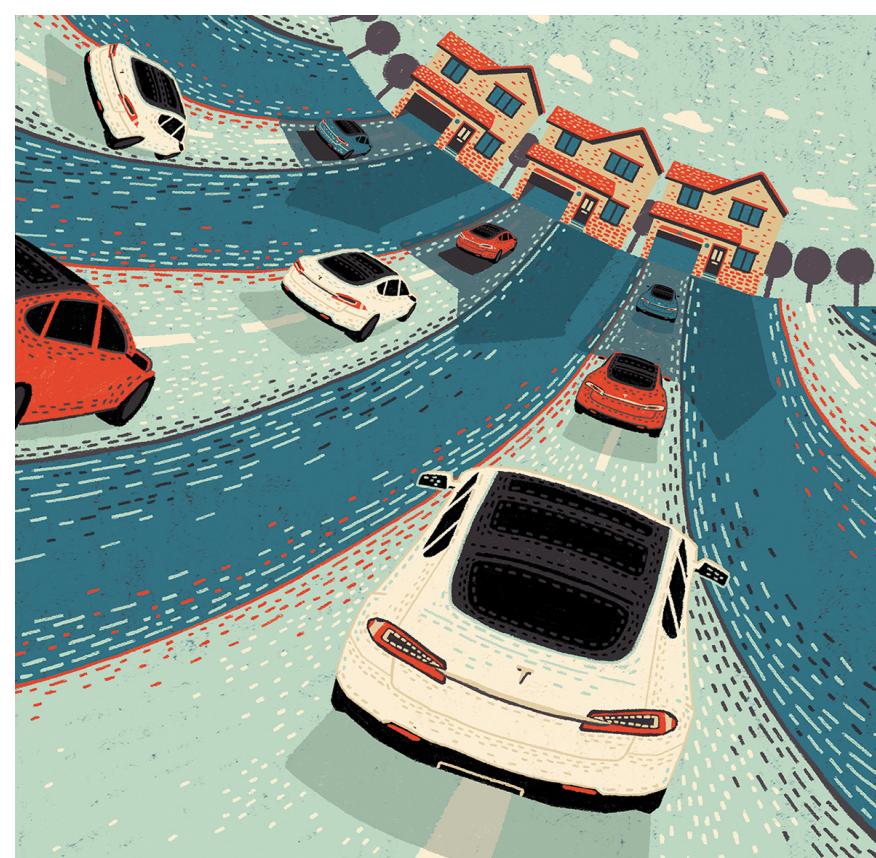
BONUS:
Include cars in some way -perhaps with an urban scene, map, or community
Horizontal and square crop

The History of Earth Day: <http://www.earthday.org/about/the-history-of-earth-day/>

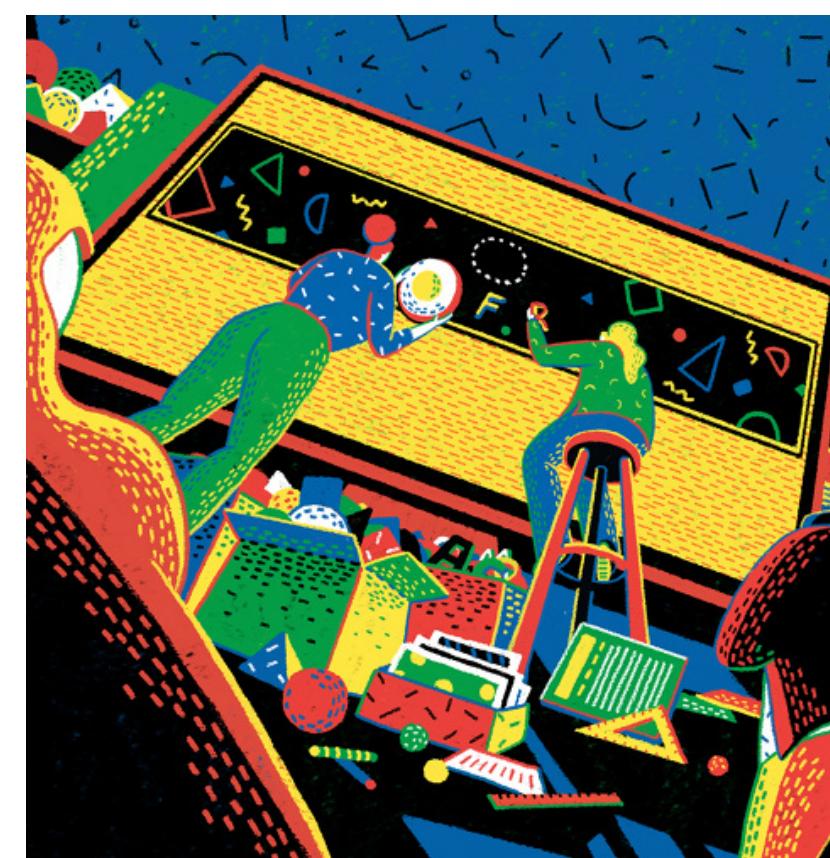
Lyft Future of Cities (see the end section): <https://www.youtube.com/watch?v=TVpbQLXEpMc&t=2s>

EARTH DAY

REF



LANDSCAPE/PERSPECTIVE



FOLIAGE

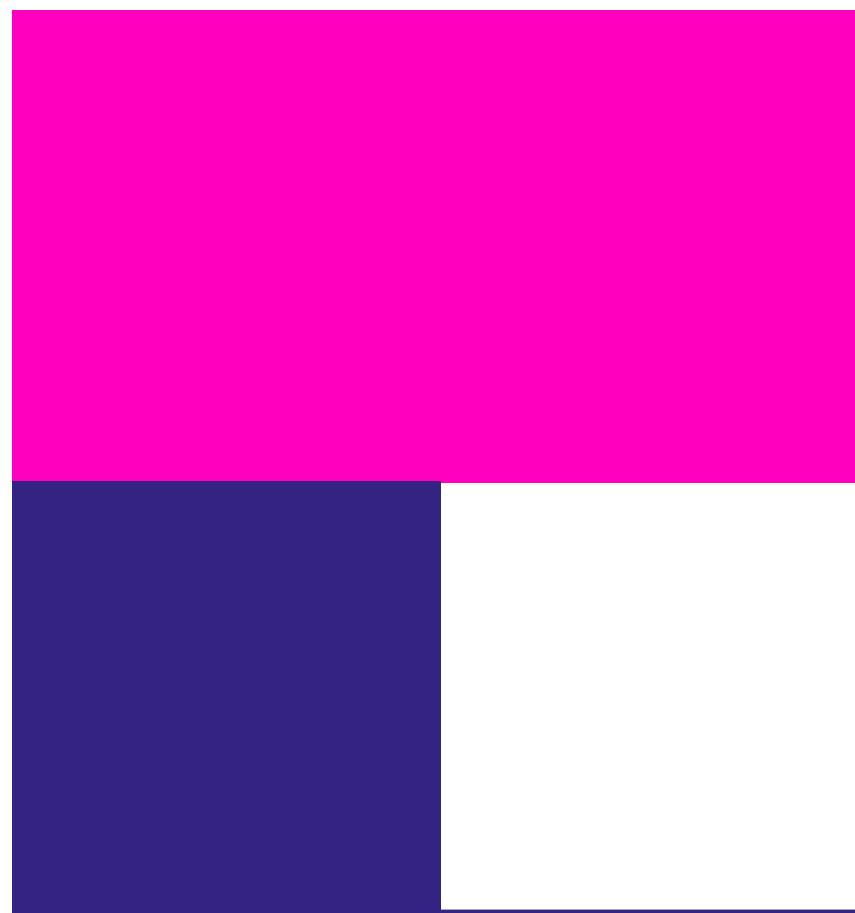


PEOPLE



EARTH DAY

COLOR



PRIMARY



SECONDARY

MANDATORY:

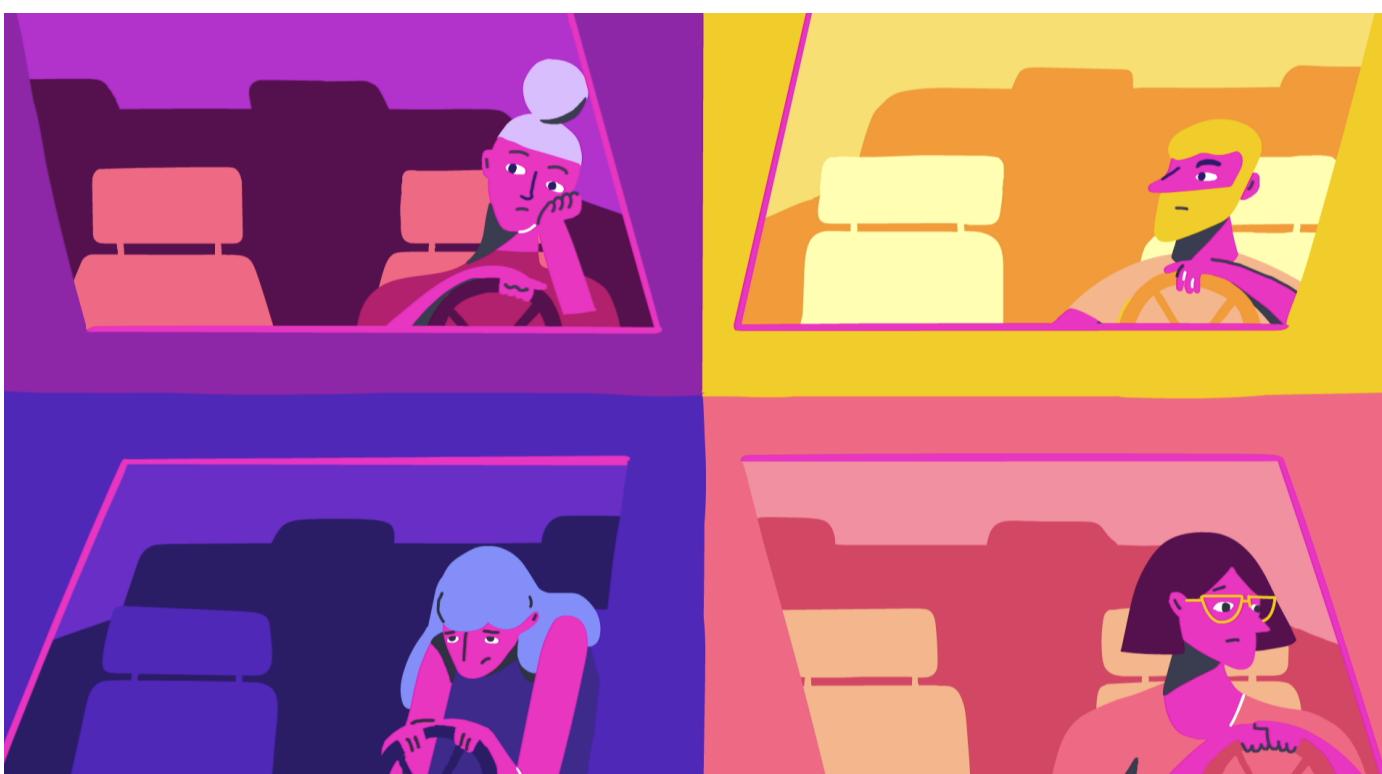
Lyft Pink #FF00BF

No Black

Use secondary tones, along with any personal signature color

OTHER PARTNERSHIP EXAMPLES

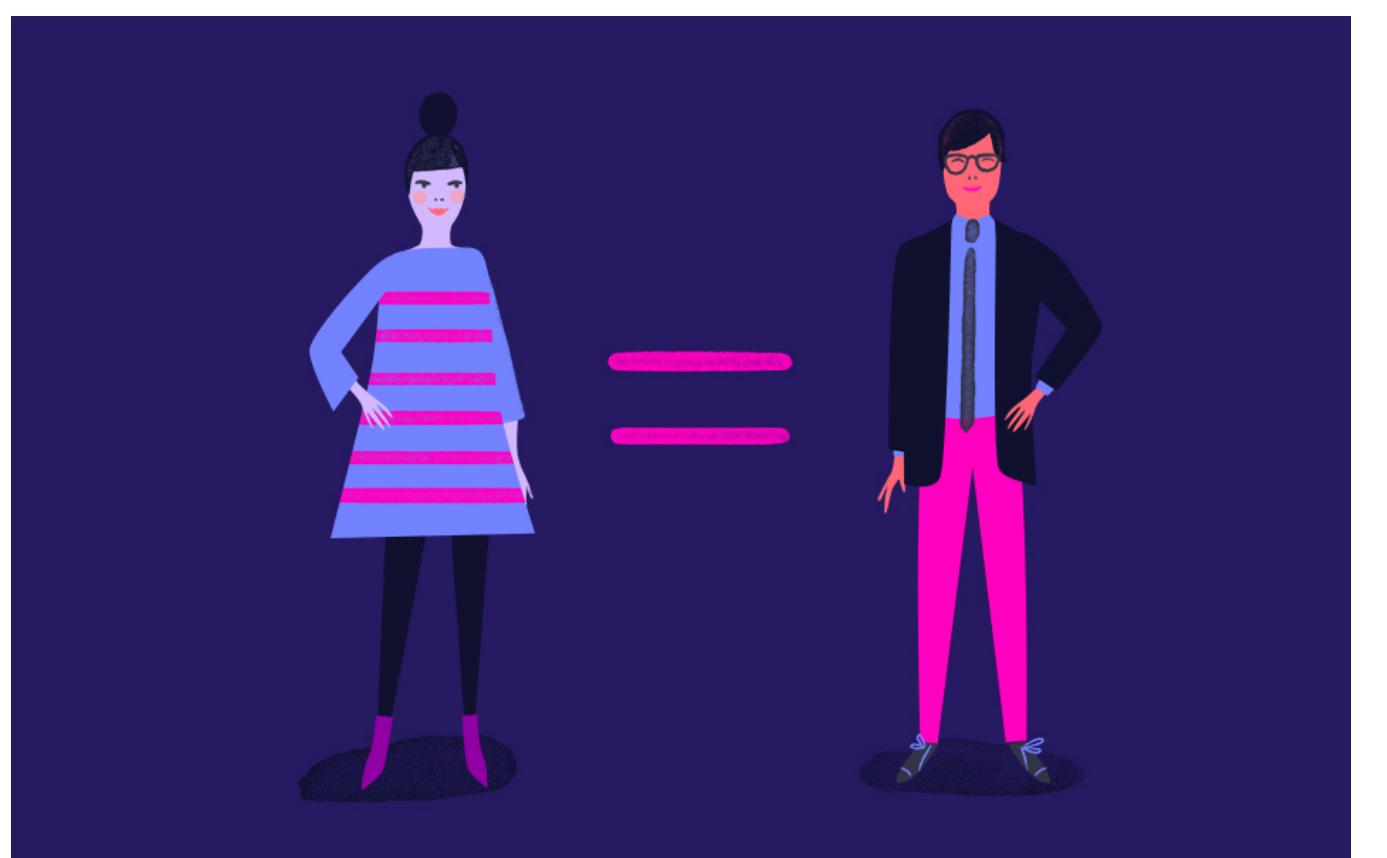
BUCK ORIGIN STORY



VIRGINE MORGANDE



LIBBY VAN DER PLOEG



EARTH DAY

BRANDING



LOGO:

If it works out, we'd like to try incorporate our logo subtly, but do not desire/require an end card or brand messaging



EARTH DAY

FORMAT



PLACEMENT:

Ideally, it should work in Square and Horizontal Format

FACEBOOK: 1200x628

TWITTER: 880x440

INSTAGRAM: 1080x1080

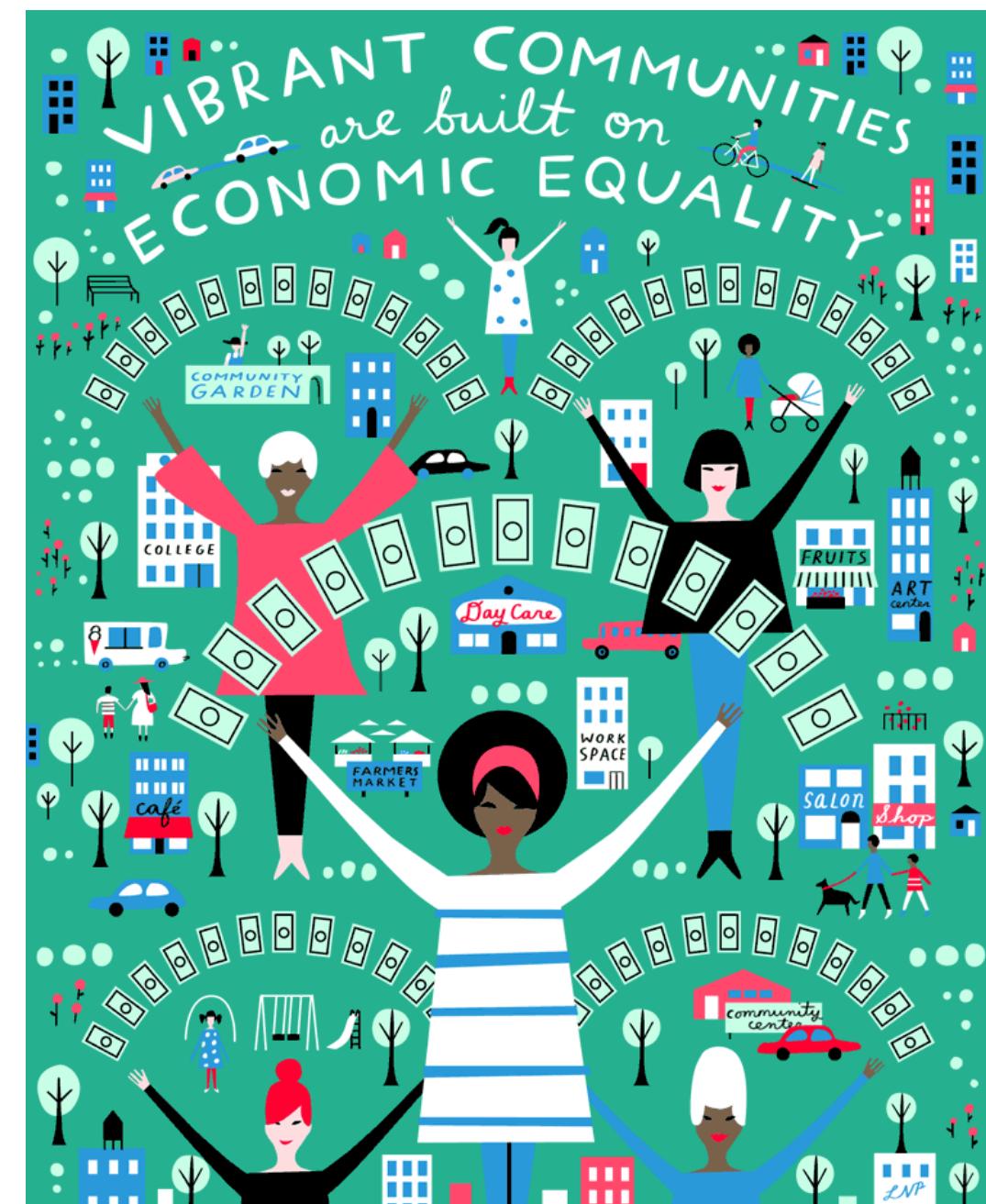
BLOG HEADER: 1500x600

Given the timeline, a Square Crop only would work.

EARTH DAY

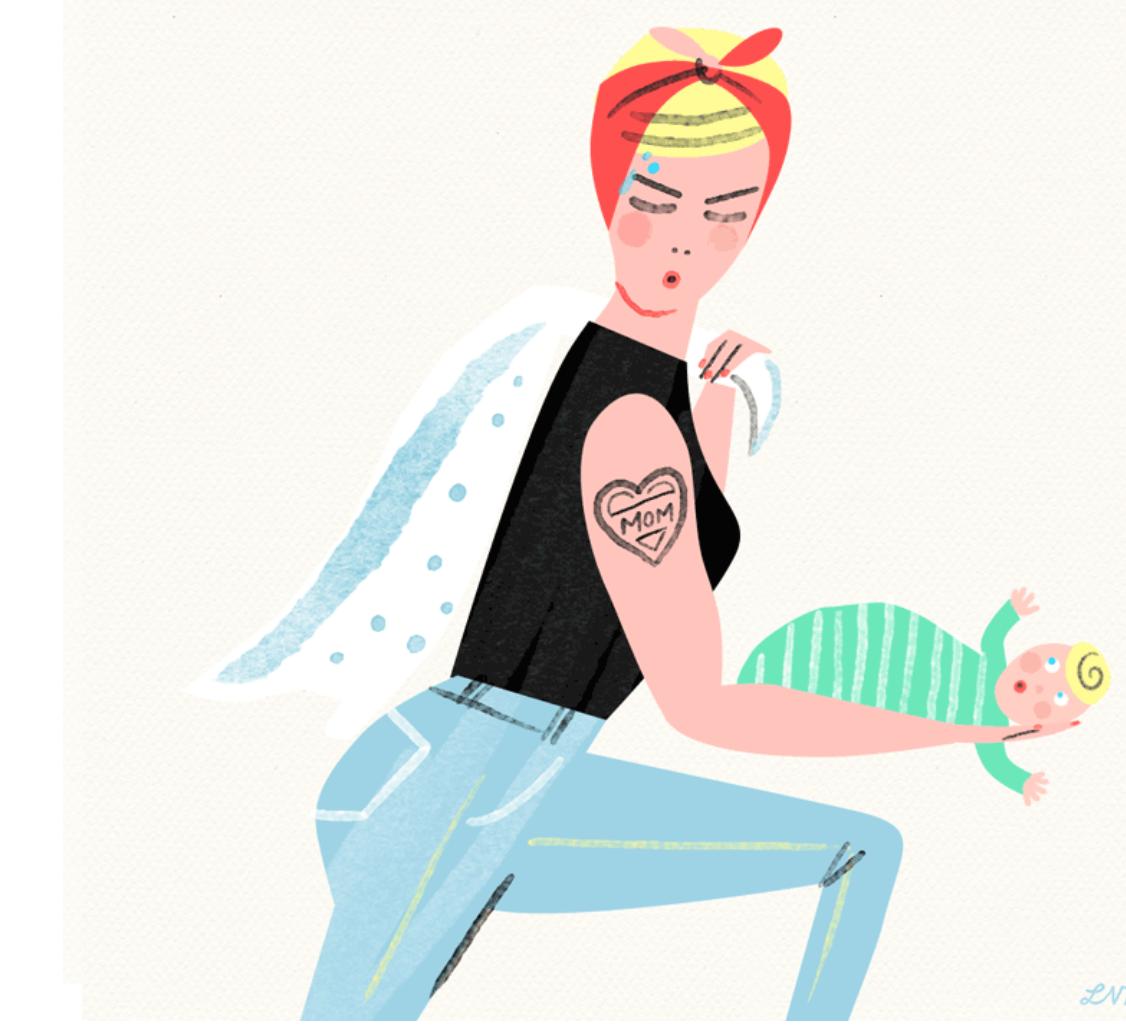
REF

DEVICE



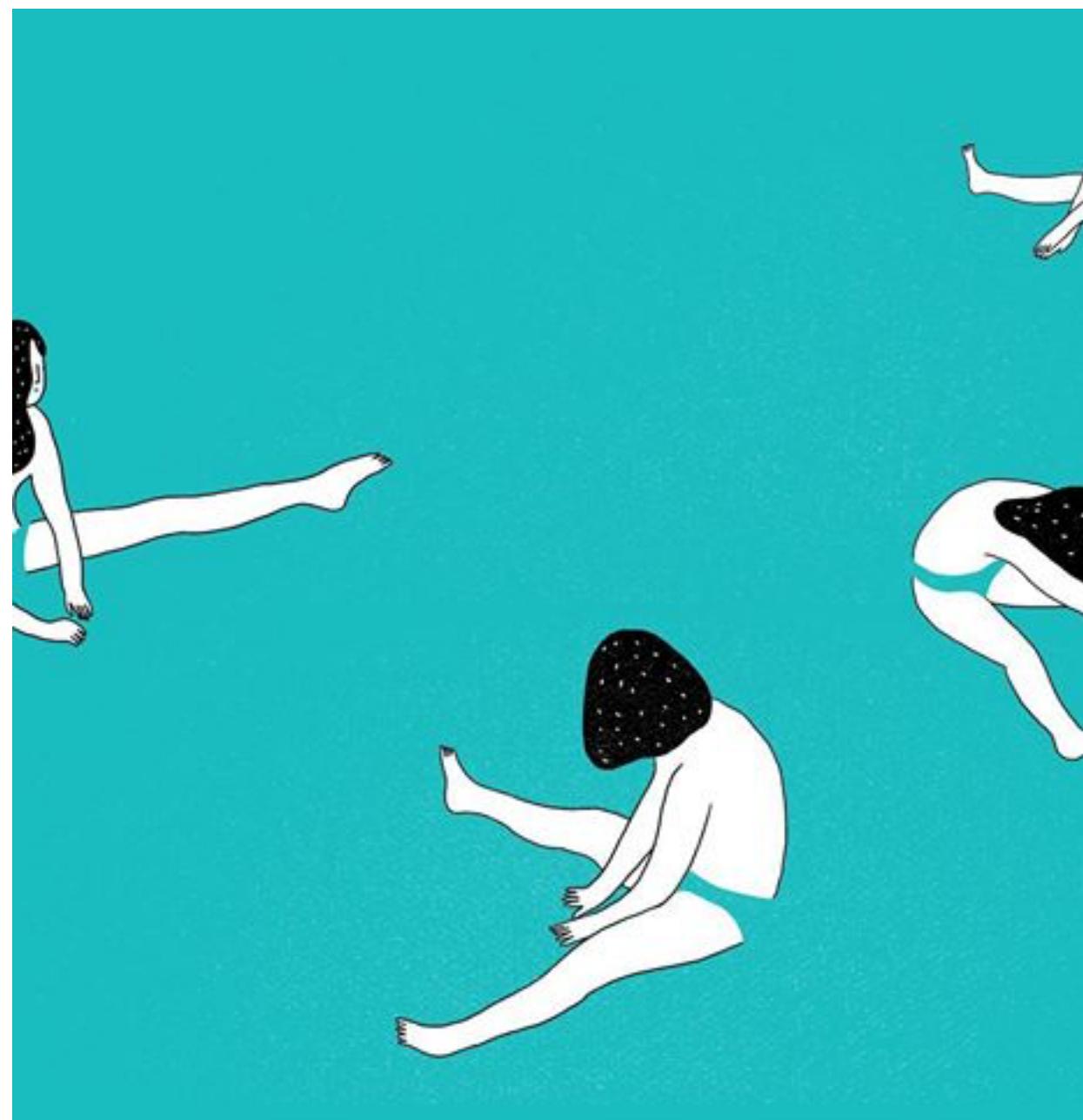
LIBBY VAN DER PLOEG

MESSAGE/EXECUTION



EARTH DAY

REF



AGATHE SORLET



LIBBY VAN DERPLOEG



SHIMMY IF YOU'RE WITH HER

LVP

EARTH DAY

REF



GM

GEOFF MCFETRIDGE

