

PLASTI FREE

STYLE GUIDE



LOGO

The planet icon in the logo represents Earth, emphasizing the global scale of plastic pollution and the campaign's focus on protecting the environment.

PLASTI FREE



The leaves symbolize sustainability, nature, and growth, reflecting a commitment to fostering a cleaner, greener future.

The green represents sustainability and hope, while the blue symbolizes oceans and unity, highlighting the global need to tackle plastic pollution.

Encased within a circle, the design conveys unity and collective action, representing interconnectedness and the comprehensive solutions needed to address this worldwide issue.

LOGO

PRIMARY LOGO - POSITIVE

PLASTI FREE



SECONDARY LOGO - POSITIVE

PLASTI FREE



LOGO

- COLOR VARIATIONS

PRIMARY LOGO - POSITIVE



SECONDARY LOGO - NEGATIVE





PRIMARY COLORS

Dark Teal

Represents stability, trust, and environmental consciousness.

Hex: #005555

RGB: (0, 85, 85)

CMYK:
(100%, 0%, 0%, 67%)

Deep Teal

Conveys depth and the importance of sustainability.

Hex: #009A8E

RGB: (0, 154, 142)

CMYK:
(100%, 0%, 8%, 40%)

Hex: #A6DAD3

RGB: (166, 218, 211)

CMYK:
(24%, 0%, 3%, 15%)

Pale Teal

Represents a fresh approach to environmental renewal.

Soft Lime Green

Reflects renewal, balance, and an organic connection to nature.

Hex: #BAD86F

RGB: (186, 216, 111)

CMYK:
(14%, 0%, 49%, 15%)



SECONDARY COLORS

Light Gray

Footer

Hex: #E5E1DA

RGB: (229, 225, 218)

CMYK:
(0%, 2%, 5%, 10%)

Vibrant Green

Symbolizes growth and vitality.

Hex: #5DBA5D

RGB: (93, 186, 93)

CMYK:
(50%, 0%, 50%, 27%)

Hex: #1A2130

RGB: (26, 33, 48)

CMYK:
(46%, 31%, 0%, 81%)

Dark Navy

Reflects cleanliness, renewal, and hope.

Hex: #15AF4B

RGB: (21, 175, 75)

CMYK:
(88%, 0%, 57%, 31%)

Bright green

Highlights energy and optimism.

FONTS

PRIMARY FONTS

ROBOTO

- **Style:** Modern sans-serif font with geometric shapes and great legibility.
- **Usage:** Suitable for interactive elements, buttons, and digital-first designs, as well as perfect fit in making webpage.
- **Example:**
“The world emits around 54.6 billion tonnes of CO2eq, plastics were responsible for around 3.3% of global emissions.”

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

MINION PRO

- **Style:** Classic serif font.
- **Usage:** Ideal for body text, reports, and longer passages where readability and elegance are essential as in digital products.
- **Example:**
“Our mission is to reduce plastic waste by adopting sustainable practices and innovative solutions.”

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

FO NTS

SECONDARY FONTS

ARIAL

- **Style:** Clean and versatile sans-serif font.
- **Usage:** Best for headings, subheadings, and general text requiring a modern and minimalistic feel. Mainly used for Style Guide
- **Example:**
“The leaves symbolize sustainability, nature, and growth, reflecting a commitment to fostering a cleaner, greener future.”

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

IMPACT

- **Style:** Bold sans-serif font with high visual weight.
- **Usage:** Reserved for key highlights, banners, or attention-grabbing titles. Used in digital products for headings.
- **Example:**
“GREENER SOLUTIONS”

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

ICONOGRAPHY

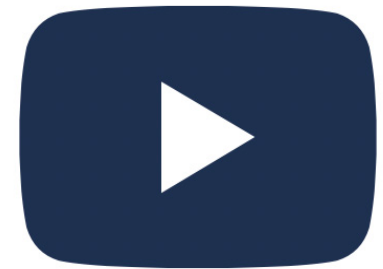
FACEBOOK



INSTAGRAM



YOUTUBE



BOTTLE-WATER



WATER



FISH-FINS

