

EARTH HOUR BRAND GUIDELINES 2014

YOUR POWER AMPLIFIED. MULTIPLIED. GLOBALISED.



60+
EARTH HOUR

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1. THE BIRTH OF EARTH HOUR

WWF started Earth Hour to engage a mass audience behind the issues facing our planet, and to make a statement that when united we can make a difference.

This was an audience that we were struggling to reach out to at the time, so from the beginning, it was decided that Earth Hour would run on hope, not fear.

It would be street party, not street protest.

It would be about a common purpose.

We've proven that people do and will care about protecting the planet if the message is communicated in a way that is different, positive, hopeful and inspirational.

Earth Hour has always been more than just a lights-off event. Now, eight years on, we are seeing some extraordinary environmental achievements leading to the realisation of our long-term vision.



© WWF – Pakistan

2. THE BRAND EVOLUTION

04/34

EARTH HOUR
BRAND GUIDELINES 2014

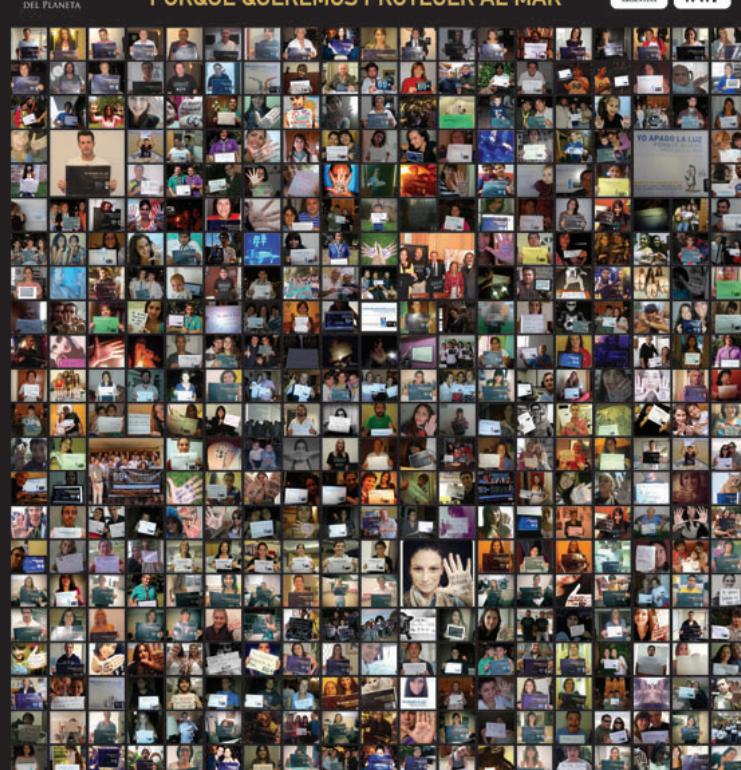
Earth Hour was designed to evolve in three stages.

The first stage has been achieved - the symbolic act of lights out around the world, the moment of inspiration for people to connect behind a common purpose.

The second stage was to take Earth Hour beyond the hour. We've seen major success in the past two years through I Will If You Will, Earth Hour City Challenge and extraordinary environmental outcomes from Russia and Madagascar, to Argentina and more.

To complete the shift from an event to a movement, it is now time to embark on the third stage of Earth Hour, of mobilising an interconnected global community for our planet.

We call this **Earth Hour Blue**.



**NOSOTROS APAGAMOS LA LUZ
PORQUE QUEREMOS PROTEGER AL MAR**

60+
LA HORA DEL PLANETA

NECESITAMOS MÁS ÁREAS MARINAS PROTEGIDAS

La sanción del proyecto de Ley que crea el Área Marina Protegida Namuncura / Banco Burdwood, elevará la superficie protegida del Mar Argentino del 1% a más del 4%.

Es un primer paso para cumplir con los compromisos internacionales establecidos en el Convenio de Diversidad Biológica, firmado en 1992 por el gobierno argentino y ratificado por Ley 24.375 de 1994. El Convenio establece que la Argentina, así como los demás países firmantes, deberá proteger al menos un 10% de su superficie marina al año 2020.

© Fundación Vida Silvestre Argentina

3. OUR MISSION AND VISION

Earth Hour's mission is to Unite People to Protect the Planet. Together we've built a global community and created phenomenal success around the world through an open-sourced campaign model, but our communities are in a somewhat fragmented state.

Earth Hour Blue seeks to bring together our unique mix of on-the-ground and digital communities and form a movement that is further empowered and capable to act beyond the hour.

The power of the crowd is no longer in doubt. In today's digital world, we see successful campaigns to fund climate institutes or innovative products, witness grassroots projects uniting diverse communities to find a global voice, and use digital platforms from Instagram to Baidu to unite behind an event or a campaign.

We have an extraordinary opportunity to shape a common future if we apply ourselves to providing the tools and environment to enable people to mobilise and take action.

We cannot do this alone, but must rely on those who want to act, to act.

INTRODUCTION OF EARTH HOUR BLUE

In 2014, Earth Hour will be launching Earth Hour Blue, the first crowdfunding and crowdsourcing platform for the planet, an offshoot of the world's largest grassroots environmental event in history.

Our job is to garner the support of millions of participants and enable people and communities on the ground to achieve outcomes, big or small.

We aspire to shift the paradigm of how people raise funds, get support, and mobilise others to change the world through crowdfunding and crowdsourcing for environmental and social projects.

Amplify – Celebrate Earth Hour. Show where you stand on the night of Earth Hour and engage your friends and network to support the cause.

Multiply – Back A Project. Use the crowd to fund your project, or join the crowd to fund a project you love.

Globalise – Add Your Voice. Mobilise the crowd behind a local, regional or global campaign that doesn't need your money, but needs your voice.

**Your Power
Amplified. Multiplied. Globalised.**



© WWF – Canada

3. OUR MISSION AND VISION (CONT'D)

Earth Hour Blue in its first stage seeks to provide three tools to achieve tangible outcomes:

1. An open crowdfunding platform, as a resource to help WWF and external communities fund their efforts for the planet and to give the crowd a choice of what environmental and social projects they would like to financially support.
2. Provide a platform for individuals to voice their support with WWF for some of the most critical conservation and sustainability campaigns of our time, giving a local or regional issue a global stage that can harness the power of the crowd.
3. Join WWF for the world's biggest celebration of the planet as a way to further inspire hope and action. By connecting communities not just for an hour, but for days, months and years, we can better drive our crowdfunding and crowdsourcing initiatives.

We've built Earth Hour together. Now let's use it. earthhour.org



© WWF – Belgium

4. EARTH HOUR BLUE NAME

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EARTH HOUR
BRAND GUIDELINES 2014

EARTH HOUR BLUE

Earth Hour™ Blue is an all-encompassing global platform that enables people to amplify, multiply and globalise their power to protect the planet.

For external communication, 'Earth Hour Blue' can be used in copy and content, accompanied by compelling design, photography and other artwork materials.

The powerful and uplifting usage of the colour blue represents an evolved and refreshed brand image for Earth Hour's next stage.

The Earth Hour™ brand is a registered trademark.

USING THE TRADEMARK™ SYMBOL

On the first mention of the Earth Hour's name in text format, the trademark ™ symbol should appear after the word Hour (as above).

All subsequent mentions within the same document/article do not have to show the ™ symbol.

Note: In some large size fonts, the ™ symbol may sit incorrectly. For this reason, the first use/mention of Earth Hour™ should be in body text only, as opposed to headings or cover pages.

WWF'S EARTH HOUR

In order to emphasise the importance of the relationship between WWF and Earth Hour, countries may wish use the following words when describing the Earth Hour movement:

"WWF's Earth Hour"

WWF's Earth Hour should be used on the first mention only.

All subsequent mentions within the same document/article should be: Earth Hour.

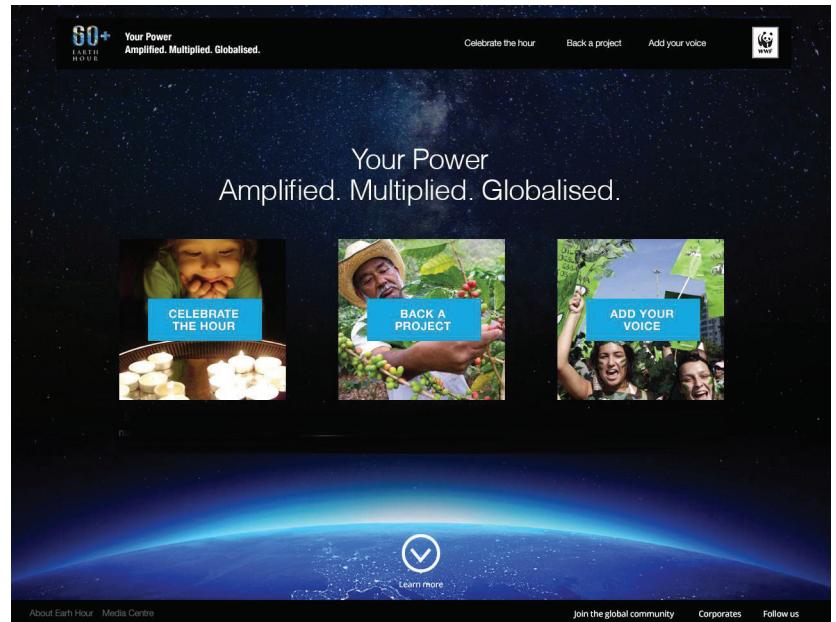
5. EARTH HOUR BLUE TONE-OF-VOICE

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EARTH HOUR
BRAND GUIDELINES 2014

The **Earth Hour Blue** tone-of-voice is refreshing, action-driven, empowering and inspiring. It is essential for the language to be human, social, positive, hopeful and locally relevant.

Earth Hour should never appear to be aggressive or use fear/scare tactics in communication.



Mock up of Earth Hour 2014 website that illustrates the refreshed tone-of-voice and look-and-feel

6. EARTH HOUR BLUE LOOK-AND-FEEL

From photography and typography to the colour palette, all communication materials should have a consistent look and feel.

Unifying the appearance of all marketing materials not only builds recognition of the brand direction, but also reinforces **Earth Hour Blue** to internal and external audiences. The design guidelines in sections 6 and 7 outline the creative use of key elements to build a strong brand.

The **Earth Hour Blue** look-and-feel should be contemporary, vibrant, and powerful. It should illustrate energy, feel alive, be creative and inspiring.



6. EARTH HOUR BLUE LOOK-AND-FEEL (CONT'D)

This refreshed look-and-feel should be communicated in all materials, from copy and images to creative artwork. It can be illustrated through words (such as headlines), moving images and visuals, as well as design or graphic treatment with blue as the main colour in the palette.



Example of using the colour blue in local campaign artwork. This is also an example of the exception to the rule of placing the Earth Hour logo on the left and WWF logo on the right (see page 21 for more information).

7. EARTH HOUR BLUE IMAGES

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EARTH HOUR
BRAND GUIDELINES 2014

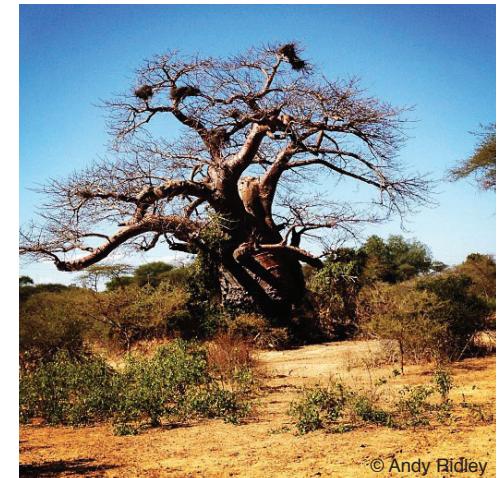
Photography is a powerful tool that can be used to express our brand values. Photos are about visual storytelling. In today's media-rich environment, people often look first to images, then to words. With this in mind, it is important that every image communicates a story and does so with maximum impact.

The concept of **Earth Hour Blue** and 'Your Power Amplified, Multiplied, and Globalised' can be powerfully conveyed through evocative images of people, moving landscapes of nature, action-shots that speak of emotion and vibrancy, and visuals that feature a beautiful shade of blue.

From local campaign artwork to Facebook posts and Instagram photos, it is essential to enhance vibrancy and emotion through design and treatment. For example, when using Instagram, it is recommended to increase contrast levels and use dynamic effects such as 'Lomo-fi' and 'X-Pro II' to bring out the energy and vibrancy of the images as well as accentuate the colour blue.



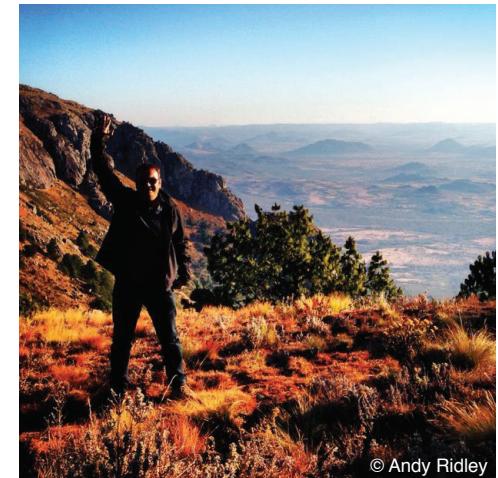
© Andy Ridley



© Andy Ridley



© Andy Ridley



© Andy Ridley

Examples of increased contrast and Instagram 'Lomo-fi' effect

7. EARTH HOUR BLUE IMAGES (CONT'D)

A useful method to bring focus and add drama to the image is to crop the image appropriately. This can also help improve the composition and impact of the image.



Examples of close-up cropping of photos

7. EARTH HOUR BLUE IMAGES (CONT'D)

Other visual treatment ideas to accentuate the 'blue' element and illustrate vibrancy include lens flare effect, icon, graphic treatment, colour splash, infographics, etc.

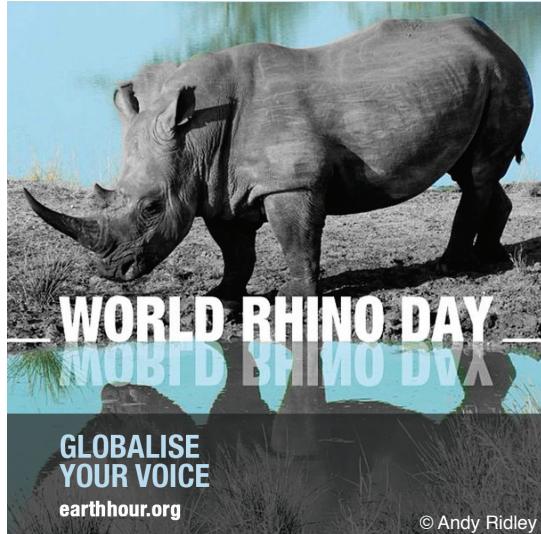


Photos with lens flare

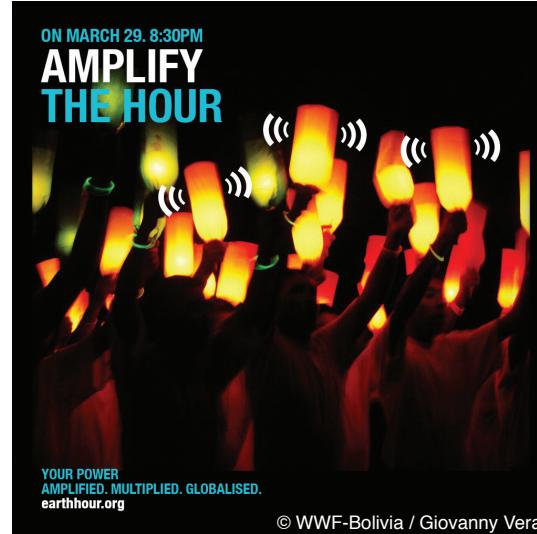


Examples of lens flare effect

7. EARTH HOUR BLUE IMAGES (CONT'D)



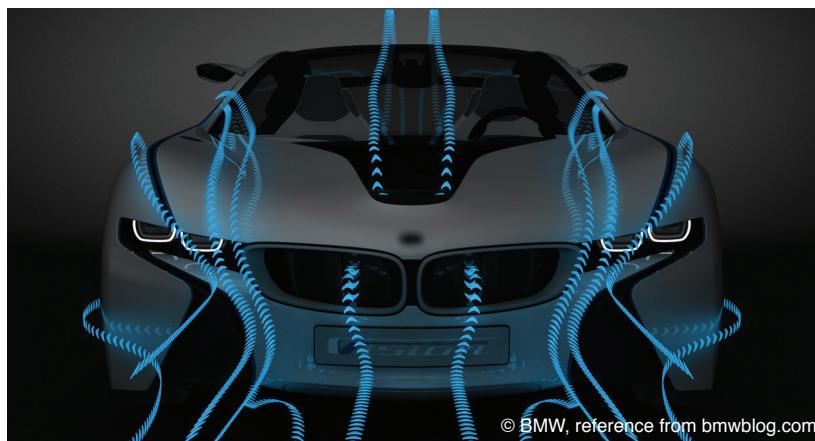
Example of colour splash with blue



Example of usage of icon



Example of usage of copy



Example of graphic treatment



Example of infographic

8. EARTH HOUR COLOUR PALETTE

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EARTH HOUR
BRAND GUIDELINES 2014

Earth Hour's colour palette for collateral use includes: blue, sky blue, black, white, light green and grey.

When developing artwork for Earth Hour, these colours should ideally be used.

The CMYK, RGB and Pantone breakdowns for these colours appear on the right.



C100 M98 Y2 K3
R43 G50 B140
Spot: Pantone Blue 072 C



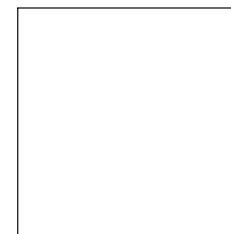
C97 M93 Y0 K0
R24 G37 B170
Spot: Pantone 661 C



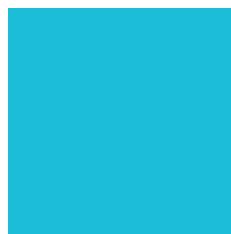
C76 M25 Y0 K0
R0 G155 B222
Spot: Pantone 2925 C



C30 M30 Y30 K100
R0 G15 B31
Spot: Pantone Black



C0 M0 Y0 K0
R0 G15 B31
Spot: Paper



C70 M0 Y15 K0
R3 G191 B215
Spot: Pantone 638 C



C60 M0 Y100 K0
R114 G191 B68
Spot: Pantone 376 C



C33 M10 Y13 K37
R149 G163 B171
Spot: Pantone 430 C

9. EARTH HOUR BLUE FONTS

Helvetica (Bold, Medium and Light) and Arial are the two typefaces to be used for Earth Hour collateral.

The preferred font is Helvetica, especially in artwork. Arial can be used as an alternative, if Helvetica fonts are not available.

FOR HEADLINES

Helvetica Bold, or
Helvetica Neue Bold Condensed

FOR SUB HEADINGS AND BODY COPY

Helvetica Bold, or
Helvetica Medium, or
Arial Bold

FOR BODY COPY

Helvetica Medium when reversed on black, or
Helvetica Light when text is on a white background, or Arial

HELVETICA BOLD

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
0 1 2 3 4 5 6 7 8 9 ! ? , \$ \$ & ™ @ ® ©

HELVETICA NEUE BOLD CONDENSED

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
0 1 2 3 4 5 6 7 8 9 ! ? , \$ \$ & ™ @ ® ©

HELVETICA MEDIUM

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
0 1 2 3 4 5 6 7 8 9 ! ? , \$ \$ & ™ @ ® ©

HELVETICA LIGHT

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
0 1 2 3 4 5 6 7 8 9 ! ? , \$ \$ & ™ @ ® ©

10. EARTH HOUR LOGO

Using the Earth Hour logo correctly (i.e. in the correct format, size and in the correct location) helps to protect its integrity.

60+ LOGO

In 2011, Earth Hour introduced the 60+ logo as a way of inspiring and empowering people to take Earth Hour beyond the hour.

The idea of 60+ was to create a symbol that would unite the world in a global commitment to action that would last all year long, not just for one hour.

COMPULSORY USE

From 2012, the 60+ logo officially replaced the original Earth Hour logo and should now be used across ALL Earth Hour communication materials.

FORMATS

The 60+ logo is available in high-resolution EPS format and JPEG format:

Primary Logo: Use on majority of artwork

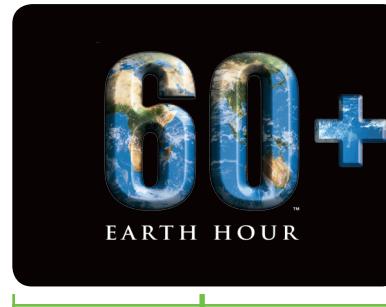
Secondary Logo: Use on left-aligned logo artwork only

Stacked Logo: Use when logo is smaller than 50mm in height

Digital Stacked Logo: Use on social media and as avatar

Access the logo files via link below:

<http://ehour.me/brand2014>



PRIMARY 60+ LOGO

This logo centred on '60' can be used is on all artworks



SECONDARY 60+ LOGO

This logo is only to be used when placed on the left top or bottom corner of the artwork



STACKED 60+ LOGO
(Centred on '60')



DIGITAL STACKED 60+ LOGO
(Centred on '60')
Squared corners for social media/avatar



Example of left-aligned secondary logo placement

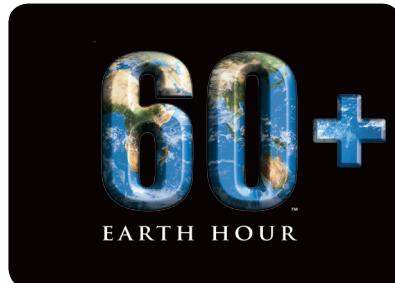
10.1 LOGO: BACKGROUND + COLOURS

To give more flexibility to the use of the **Earth Hour Blue** brand, the text '60+ Earth Hour' can now appear over the approved shades of the colour blue. However, the '60+ Earth Hour' should be readable and clearly identifiable.

It must not be altered, stretched, rotated or manipulated in any way.

The Earth Hour text must always sit underneath the '60' as a unit.

CORRECT USAGE

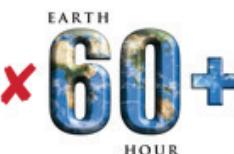
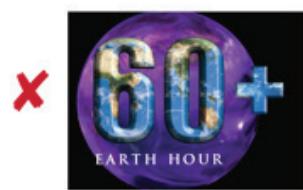
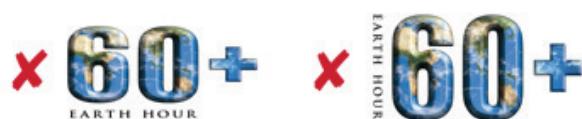


Standard Primary 60+ logo



Example of '60+ Earth Hour' on approved blue background artwork

INCORRECT USAGE



10.2 LOGO: CLEAR SPACE

The Primary and Secondary logo must always have clear space around all edges to retain strong visual impact. No other graphic element, copy or image may cross this space.

This area is measured by an "X" height. The "X" height is the height of the "Earth Hour" word in the logo.

Clear space: Area marked 6X is the minimum area that must be clear and always black. The clear space on this side is dictated by the space created by the 'X' on the right side and the logo being centred on '60'.



PRIMARY 60+ LOGO
This logo centred on '60' and is for most artwork usage

Sizing: The logo may be used in different sizes. However the size must be relative in scale for the execution. When using the Earth Hour logo, minimum size recommendations apply. Please see next page for more information.

Clear space: Area marked 1X is the minimum area that must be clear and always black. Note it is the same width appearing between the '0' and the '+'.



SECONDARY 60+ LOGO
This logo is centred on '60+' and only for artwork where the logo will be aligned to the left

Clear space: Area marked 3X is the minimum area that must be clear and always black.

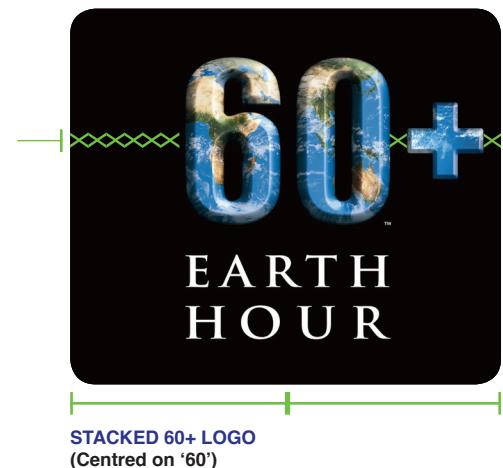
10.2 LOGO: CLEAR SPACE (CONT'D)

For any logo under 50mm in height, use the “stacked logo”. The minimum size is 25mm in height.

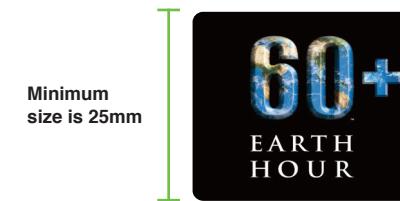
The stacked logo must always have “clear space” around all edges to retain its strong visual impact. No other graphic element, copy or image may cross this space.

This area is measured by an “X” height. The “X” height is the width of the black space appearing between the ‘0’ and the ‘+’.

Clear space: Area marked 6X is the minimum area that must be clear and always black. The clear space on this side is dictated by the space created by the ‘X’ on the right side and the logo being centred on ‘60’.



Clear space: Area marked 1X is the minimum area that must be clear and always black. Note it is the same width appearing between the ‘0’ and the ‘+’.



Newspoint: For logo requirements under 50mm in height, use “stacked” logo.

10.3 LOGO: POSITIONING

CENTERING

The logo must always be “centred” vertically on the artwork using “60” (without the “+”) for reference.

This is the correct usage of the 60+ logo.

Use examples (right) as guides.

ORDER OF EH AND WWF LOGOS

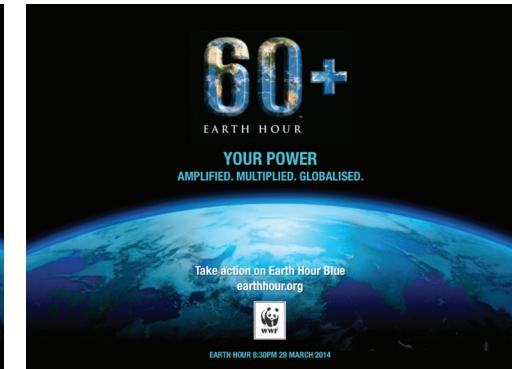
When the Earth Hour and WWF logos appear together on collateral, the Earth Hour logo must always be positioned on the left, and the WWF logo should be positioned on the right.

An exception to the rule: In the case when WWF and Earth Hour are both supporting partners of an external campaign by another organisation, the positioning of logo would depend on the arrangement with WWF, Earth Hour, and the external organisation (see page 10 for an artwork example).

CORRECT



INCORRECT



CORRECT



INCORRECT

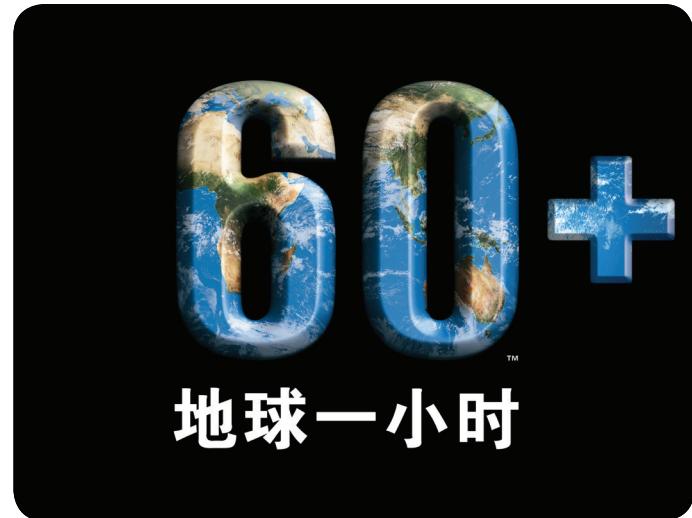


10.4 LOGO: LANGUAGES

Versions of the Earth Hour logo containing the words 'Earth Hour' in languages other than English are permitted. The font used in the Earth Hour logo is Trajan, however a similar-looking font can be used if required.

Brand guidelines must still apply to non-English versions of the Earth Hour logo.

Teams should supply the Earth Hour Global Team with a copy of the translated logo.



Earth Hour China logo

11. PLACEMENT OF WWF LOGO

IMPORTANT NOTE: Information appearing in this section relates to WWF teams running the Earth Hour campaign and refers to internal WWF policy and documents. The WWF logo is NOT to be used under any circumstances by non-WWF teams coordinating Earth Hour.

WWF is the primary Earth Hour Partner in most countries. Other Official Partners/Sponsors may include media organisations or other corporates, depending on the city or country.

PLACEMENT OF PARTNER LOGOS

WWF and other Official Partner logos will always appear within the space that the Earth Hour logo appears, but are never to be combined within the Earth Hour logo itself.

Any of the combinations on page 29 can be used when showing the WWF and Official Partner logos, where they appear with the Earth Hour logo.

For WWF teams, the WWF logo should appear on all Earth Hour communication, positioned to the right of the Earth Hour logo. (See artwork examples on page 25.)



Master Panda Logo



Master Panda Logo
on Dark Background

USE OF THE EARTH HOUR URL

Whenever the Earth Hour logo appears in any advertising material, the Earth Hour website URL should be present. The URL is earthhour.org or the URL of a local Earth Hour website.

11. PLACEMENT OF WWF LOGO (CONT'D)

When WWF is branded as the lead organisation, official Earth Hour communications must always follow WWF brand guidelines (see OneWWF at [https://sites.google.com/a/wwf.panda.org/brand-development/](https://sites.google.com/a/wwf.panda.org/brand-development)) including the newly defined brand values and key message framework approved at the Assembly of the 2009 WWF Annual Conference.

Following these guidelines will help to ensure that WWF's special and different characteristics are communicated around Earth Hour.

PLACEMENT OF WWF LOGO: EXCEPTION AND SPECIAL TREATMENTS

WWF should endeavour to build its brand through Earth Hour while maintaining the open-source nature that ensures a wide dissemination of the message.

In some cases, it may not be appropriate for the WWF logo to appear in Earth Hour communication products and in other cases, special care should be taken to ensure the WWF logo is placed appropriately.

WWF should not be seen to endorse, support, or co-brand with companies that WWF has not already explicitly given the rights to use the WWF trademarks to. It is still possible, however, for companies and organisations to sponsor/support Earth Hour.

11. PLACEMENT OF WWF LOGO (CONT'D)

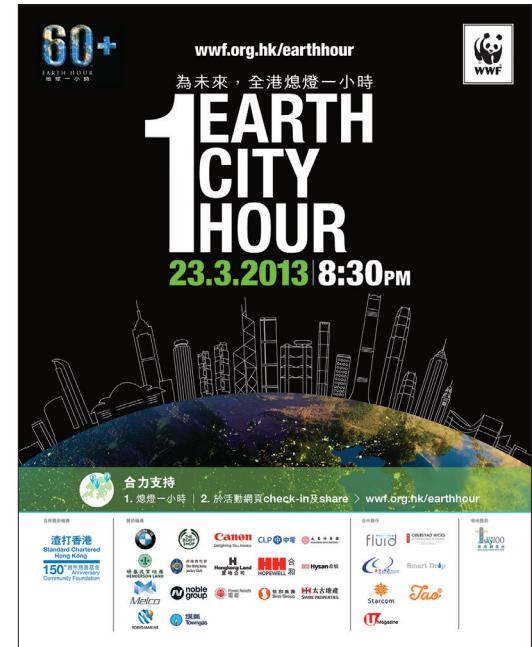
WWF LOGO USE PERMITTED – WWF AS LEAD SPONSOR ALONGSIDE THE BRANDS OF OTHER COMPANY(S)

WWF and Earth Hour should be clearly branded as the lead brands when communicating official, approved Earth Hour campaign messages (adhering to both WWF and Earth Hour brand guidelines.)

The message can be sponsored/supported by various companies, provided WWF does not appear to be endorsing their products or services – please refer to the WWF Corporate Guideline for more information:

<https://sites.google.com/a/wwf.panda.org/corporate-relations-wwf-international/tools/internal/corporate-engagement-tool-box>

This can be achieved by use of “locked up” versions of WWF and Earth Hour logos, clearly separated from supporting sponsors. As per the guidelines on page 21, the Earth Hour logo must always be positioned on the left, and the WWF logo should be positioned on the right.



Example of WWF as lead organisation and supporting partners

11. PLACEMENT OF WWF LOGO (CONT'D)

A WWF-INSPIRED INITIATIVE

Wherever possible, WWF should still be named as the lead partner or creator of Earth Hour.

The following text, used as “boilerplate” information appearing on standard Earth Hour media releases, is a useful way of describing WWF’s involvement in Earth Hour.

“Earth Hour is a global environmental movement of WWF. As one of the first open-sourced environmental campaigns, Earth Hour has grown from a symbolic event in one city to a global movement, crowdsourcing actions from individuals, businesses, organisations and governments to generate environmental outcomes. In 2014, Earth Hour Blue sees the movement enter the most exciting stage of its evolution, to be at the forefront of crowdfunding and crowdsourcing for causes, innovation and creativity for the planet.”

ADDITIONAL GUIDANCE AND RESOURCES:

Earth Hour Project Managers should work with WWF Brand Managers and Corporate Relations Managers in their office, who can in turn work with the Brand Unit and Corporate Relations Unit at WWF International, to develop a system that works for their WWF office sponsors and local audience.

CORPORATE RELATIONS:

WWF International Corporate Relations guidelines can be found on OneWWF at <https://intranet.panda.org/documents/documents.cfm?uFolderid=4530&uDocid=116840>

Information on our multi-national partners can be found on One WWF at <https://intranet.panda.org/communities/corporatecomms/>

WWF BRAND

The WWF Brand Guidelines can be seen at Google site: <https://sites.google.com/a/wwf.panda.org/brand-development/>
Basecamp site: <https://wwf.basecamphq.com/projects/4788393-brand/files>

11. PLACEMENT OF WWF LOGO (CONT'D)

A WWF-INSPIRED INITIATIVE

For our Network colleagues, we have posted all the chapters, the asset bank folders and a logo application appendix on our Google site. Please access these files via the link below:

<https://sites.google.com/a/wwf.panda.org/brand-development/>

For all external partners we have posted all the chapters, the asset bank folders and a logo application appendix on our Basecamp project space – see link below. You will need to register with us to access the files. Please send us the individual's name, company name and email address to register for access.

<http://wwf.basecamphq.com/projects/4788393/files>

If you have problems accessing these two links, please contact Danielle Chidlow at dchidlow@wwfint.org or Wee Ping Tan at wptan@wwf.sg

12. EARTH HOUR PARTICIPANTS AND OTHER SUPPORTERS

Business groups, NGOs, community groups or any other organisations which are NOT Official Earth Hour Partners/Sponsors – but that wish to develop their own advertising or promotional material in support of Earth Hour – are permitted to use the Earth Hour brand as per the following conditions:

1) CONSULTATION & SIGN-OFF PROCEDURE

Non-partner/sponsor companies or groups developing support material must consult the Earth Hour Project Manager in their respective country/city, and obtain official sign-off prior to production. (See page 33 for contact information.)

2) USE OF TIME/DATE & URL

Non-partner/sponsor communication must always include the Earth Hour time and date and Earth Hour URL.

3) USE OF THE EARTH HOUR LOGO & OFFICIAL PARTNER LOGOS

The suitability of use of the Earth Hour logo and partner logos on non-partner communication is up to the discretion of the Earth Hour Project Manager in the respective country/city.

4) POSITIONING OF NON-PARTNER/SPONSOR LOGOS

Non-partner/sponsor logos must never appear next to Official Partner logos in communication.

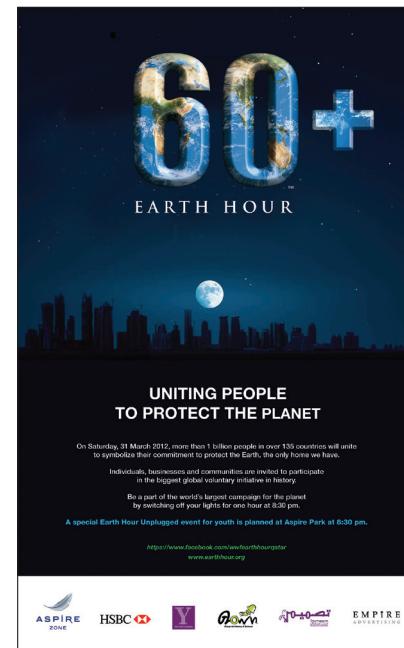
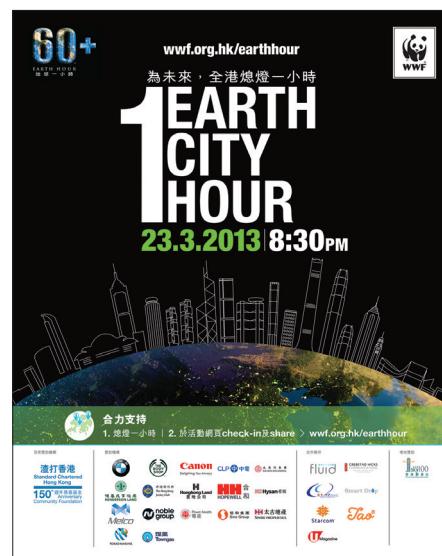
5) USE OF THE NON-PARTNER/SPONSOR STATEMENT

Non-partner/sponsor logos must be accompanied by the following words defining their support in all communications:

“[Business/NGO/community group name] is committed to Earth Hour.”

12. EARTH HOUR PARTICIPANTS AND OTHER SUPPORTERS (CONT'D)

NON-PARTNER/SPONSOR SUPPORT MATERIAL EXAMPLES



Example of WWF as lead organisation and supporting partners

Example of WWF as lead organisation and supporting partners

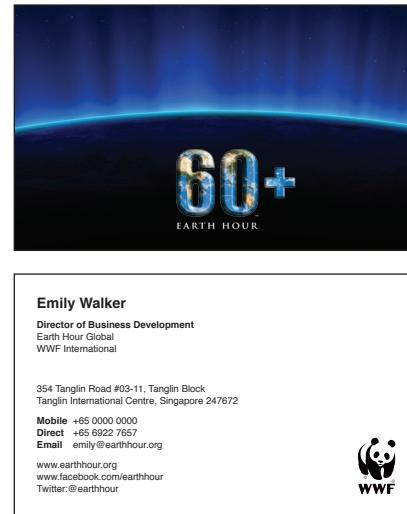
Example of non-WWF Earth Hour team and supporting partners

Example where WWF logo is not used

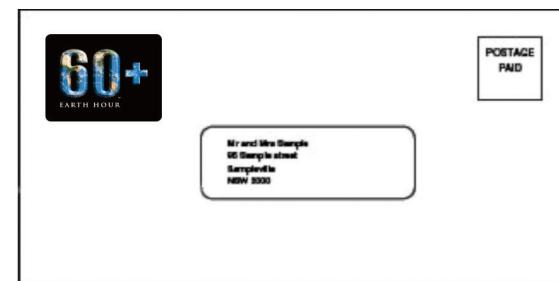
Example where WWF/partner logos are not used

13. EARTH HOUR ADMIN COLLATERAL

EARTH HOUR ADMIN COLLATERAL EXAMPLES



Letterhead



Envelopes

14. SIGN-OFF PROCEDURES

The Earth Hour brand has been built to allow for creative flexibility. However, there are some rules that have been developed to ensure the longevity and integrity of the Earth Hour brand, by providing a professional, standardised look and feel for the project.

They are intended to help Earth Hour Teams communicate consistently and effectively about the project in written and spoken communication.

Earth Hour Project Managers need to manage sign-off procedures to ensure the correct usage of the Earth Hour brand in their respective countries.

15. ABOUT THE BRAND GUIDELINES

Earth Hour™ Global (EHG) is a registered Charity under the Charities Act in Singapore and company limited by guarantee. The principal objective of EHG is to operate as an independent organisation and charity with the mission of uniting people to protect the planet.

The Earth Hour brand is trademarked worldwide and licensed for use by authorised organisations delivering the Earth Hour project.

This set of Earth Hour Brand Guidelines outlines how the Earth Hour name and logo should be used across all mediums.

The guidelines are to be adhered to in all forms of internal and external communication as part of the Earth Hour brand licensing arrangement. Direct any questions or concern to internal Yammer network or contact EHG at bonnie@earthhour.org

16. CONTACT AND REFERENCE INFORMATION

EARTH HOUR GLOBAL TEAM

Brand and Marketing Director: Bonnie Chia bonnie@earthhour.org

REFERENCE LINKS

Visit <http://ehour.me/brand2014> to download the Earth Hour Brand Guidelines 2014, Earth Hour logo assets and Helvetica Neue Condensed Bold font file.

Yammer for EH Network: <http://yammer.com/earthhour.org>

Official EH Global Website: www.earthhour.org

YouTube IWIYW Platform Website: www.youtube.com/earthhour

WWF Brand Guidelines on Google and Basecamp:

<https://sites.google.com/a/wwf.panda.org/brand-development/home>

<https://wwf.basecamphq.com/projects/4788393-brand/log>

We turned out the lights
To prove that we can unite
That we can come together
To change the world

Earth Hour has become far more than just an hour
From rebuilding forests in Africa
To protecting seas of Argentina
To changing lives in Madagascar
And taking challenges to create change

In 2014, we will launch Earth Hour Blue
The world's first platform for action for our planet
From crowdfunding projects
To using your voice to make a difference
And sharing your inspirations on March 29 at 8:30pm

Earth Hour
Your Power Amplified. Multiplied. Globalised

Bonnie Chia
Brand and Marketing Director, Earth Hour Global

