WORLD CLEANUP DAY

Visual Corporate Identity
SLOGAN
PEOPLE FOR A CLEAN PLANET!
THE LOGO

Where ever and when ever possible, please always use the colorful logo! Please be aware, the logo text colors are always the same - please do not change nor switch the colors or the order.

Logo may be adapted to your own language.
LOGO WITH SLOGAN USAGE

Variations, combinations, proportions.
COLORS

The color logo main colors are: blue, black, white, violet red and yellow.

1) Always make sure you use the original logo

2) Use the eyedropper tool to mark the right colors from the logo

BLACK: Pantone Process Black
RGB: 0/0/0
CMYK: 0/0/0/100

BLUE: Pantone 279
RGB: 62/142/222
CMYK: 71/37/0/0

VIOLET RED: Pantone 219
RGB: 225/19/131
CMYK: 6/99/9/0

YELLOW: Pantone 109
RGB: 255/194/14
CMYK: 0/25/100/10
ONE-COLOR LOGO

WORLD CLEANUP DAY

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LOGO MINIMUM SIZE

The minimum size of the logotypes is 20 mm width.
Note: In case of minimum logo size logo, place date separately.

19 SEP 2020

19 SEP 2020
The protected area of the logo
is measured by the logo word “DAY”.

LOGO PROTECTED AREA
# Logo Placement Grid

<table>
<thead>
<tr>
<th>Grid 1</th>
<th>Grid 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="World Cleanup Day Logo" /></td>
<td><img src="image2" alt="World Cleanup Day Logo" /></td>
</tr>
<tr>
<td><img src="image3" alt="World Cleanup Day Logo" /></td>
<td><img src="image4" alt="World Cleanup Day Logo" /></td>
</tr>
</tbody>
</table>
LOGO PLACEMENT ON IMAGES

1 YEAR LEFT to the biggest civic action: WORLD CLEANUP DAY
JOINT COMMUNICATION

If you are working in a country that already has a big LDI following please feel free to make use of both communication logos. All good so long as people act!

Some ideas for local communities:
MAIN LOGO USAGE WITH PARTNER LOGOS

Logo with color background is preferred.

Bottom placement of logos also allowed.
PROHIBITED LOGO USAGE

Samples of prohibited logo usage: distortion, additional effects, mad color combinations etc.
Corporate identity font for World Cleanup Day is Chau Philomene One, which is free to use for everybody!

**YOU NEED TO INSTALL THIS FONT BEFORE CREATING ANY MATERIALS!**

Find install here: [https://fonts.google.com/specimen/Chau+Philomene+One](https://fonts.google.com/specimen/Chau+Philomene+One)

Arial is a secondary font option where Chau is not possible to be used for any reason.
APPLICATIONS
ICON STYLE

Find and download icons here: https://letsdoitworld-my.sharepoint.com/personal/ldiw_letsdoitworld_org/_layouts/15/guest-access.aspx?folderid=15359e8e11e174aaca9559823487d00ebe&authkey=AUdfqO2xDYpxB4tZBCUQ0es
BUSINESS CARD

Your Name
Your position

+ (country + area code) phone number
your@emailaddress
worldcleanupday.org
letsdoitworld
your skype

People For a Clean Planet!

People For a Clean Planet!

People For a Clean Planet!
PRESENTATION TEMPLATE

PEOPLE FOR A CLEAN PLANET

COMMON TOOLS, YOUR LANGUAGE
USE WHAT WORKS!
KEEP IT EASY

SHARING is CARING

Upload where you can (Dropbox, Google Drive, ftp, other) – files and working files (vector, movie, soundtrack, voiceover, txt, pic etc.)
Send a link and a FEW WORDS – what is it, how it works, ok with author rights, can everyone adapt and edit to: katrin.talvak@letsdoitworld.org
Katrin collects all works and materials to Google Drive and organizes all files and works by themes: https://drive.google.com/drive/folders/0B39W7rPZYHCHT3g5TNv5NCjSjA
Every two weeks Katrin writes a letter to everyone and informs about new stuff in our marketing network
Download, translate, adapt, change, use, publish and share again!
SOCIAL MEDIA HASHTAGS

#worldcleanupday2020
#worldcleanupday
#letsdoitworld
#worldcleanup
#letsdoit
#threefingersup
PEOPLE FOR A CLEAN PLANET!

Lorem ipsum dolor lorem ipsum dolor lorem ipsum dolor!

19 SEPTEMBER 2020

www.worldcleanupday.org
CAR DESIGN
T-SHIRTS

Full-color is the main and preferred version to use. The logo and text should be preferably A4 size (maximum size). Usage of the logo in local languages is permitted.
GLOVES