WORLD CLEANUP DAY

Visual Corporate Identity

SLOGAN

WORLD CLEANUP DAY

PEOPLE FOR A CLEAN PLANET!

LOGO

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, propotions.

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

LOGO MINIMUM SIZE

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

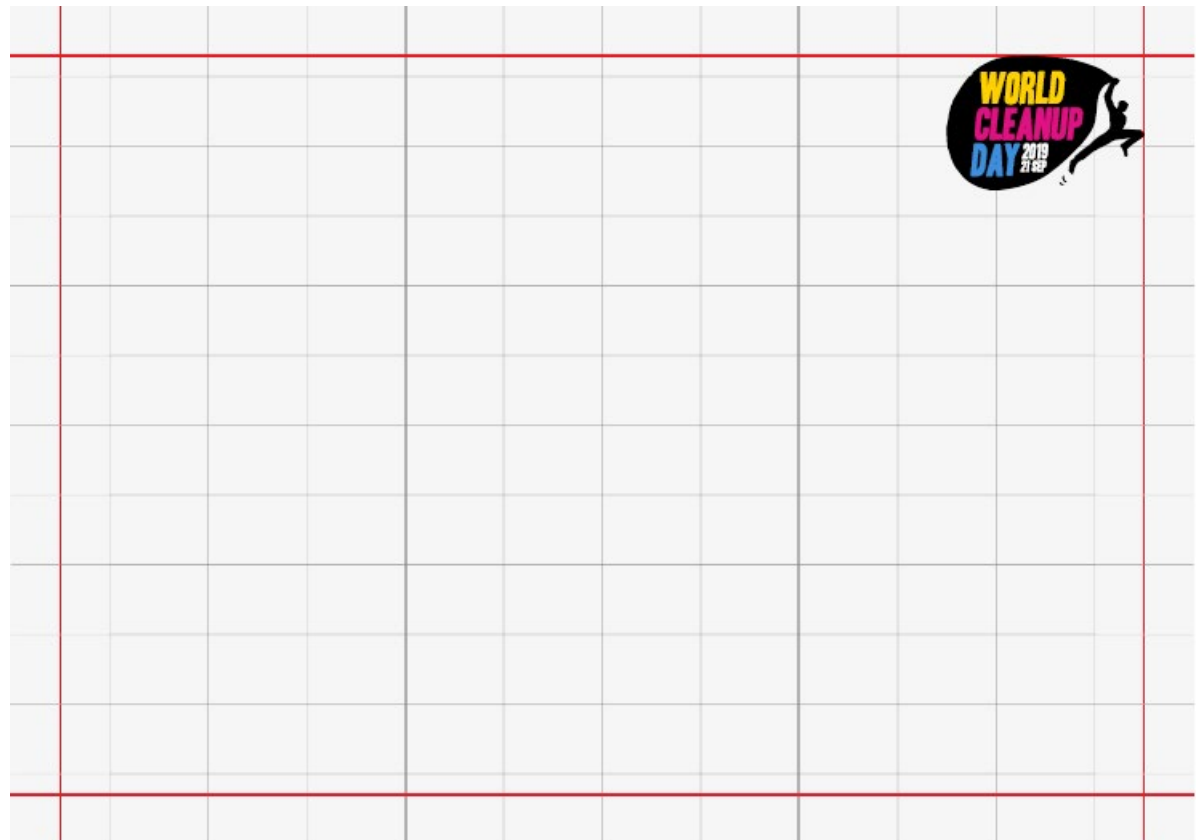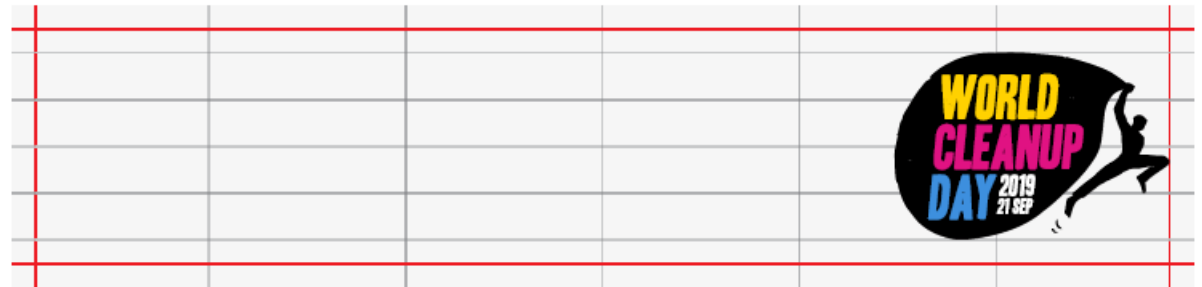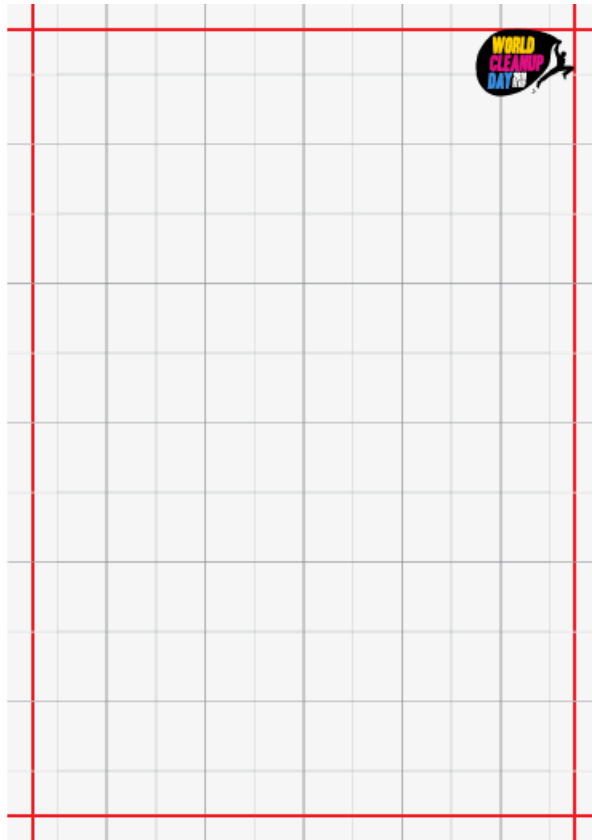**19 SEP 2020**

20 mm

19 SEP 2020

LOGO PROTECTED AREA

The protected area of the logo
is measured by the logo word "DAY".

LOGO PLACEMENT GRID

LOGO PLACEMENT ON IMAGES

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:
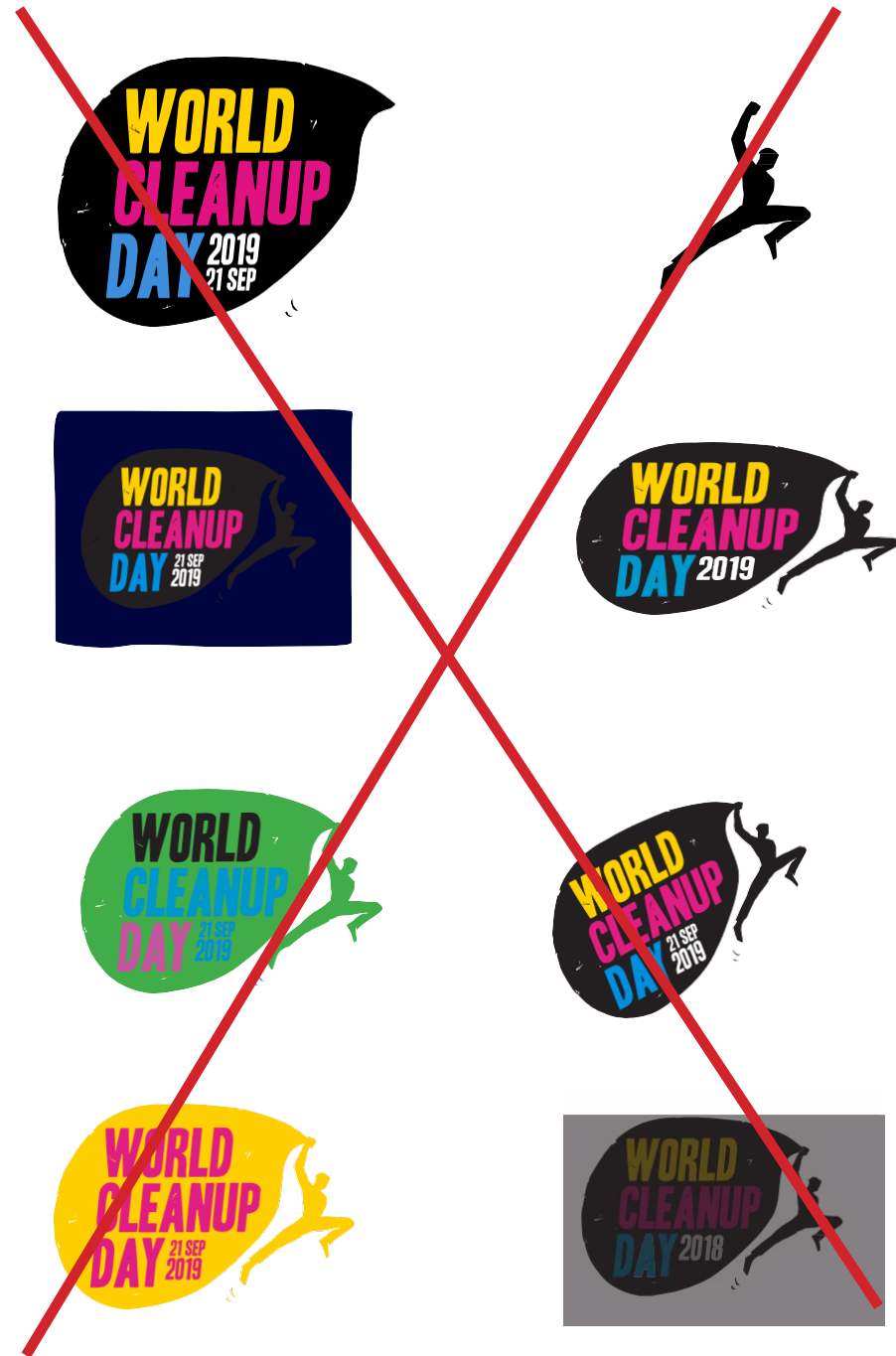
MAIN LOGO USAGE WITH PARTNER LOGOS

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.

TYPOGRAPHY

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

TŠAU, HI, CIAO, CHAU!

ABCDEFGHIJKLMNOPQRSTU VWŌÄÖÜXYZ
abcdefghijklmnopqrstuvõäöü
01234567890

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

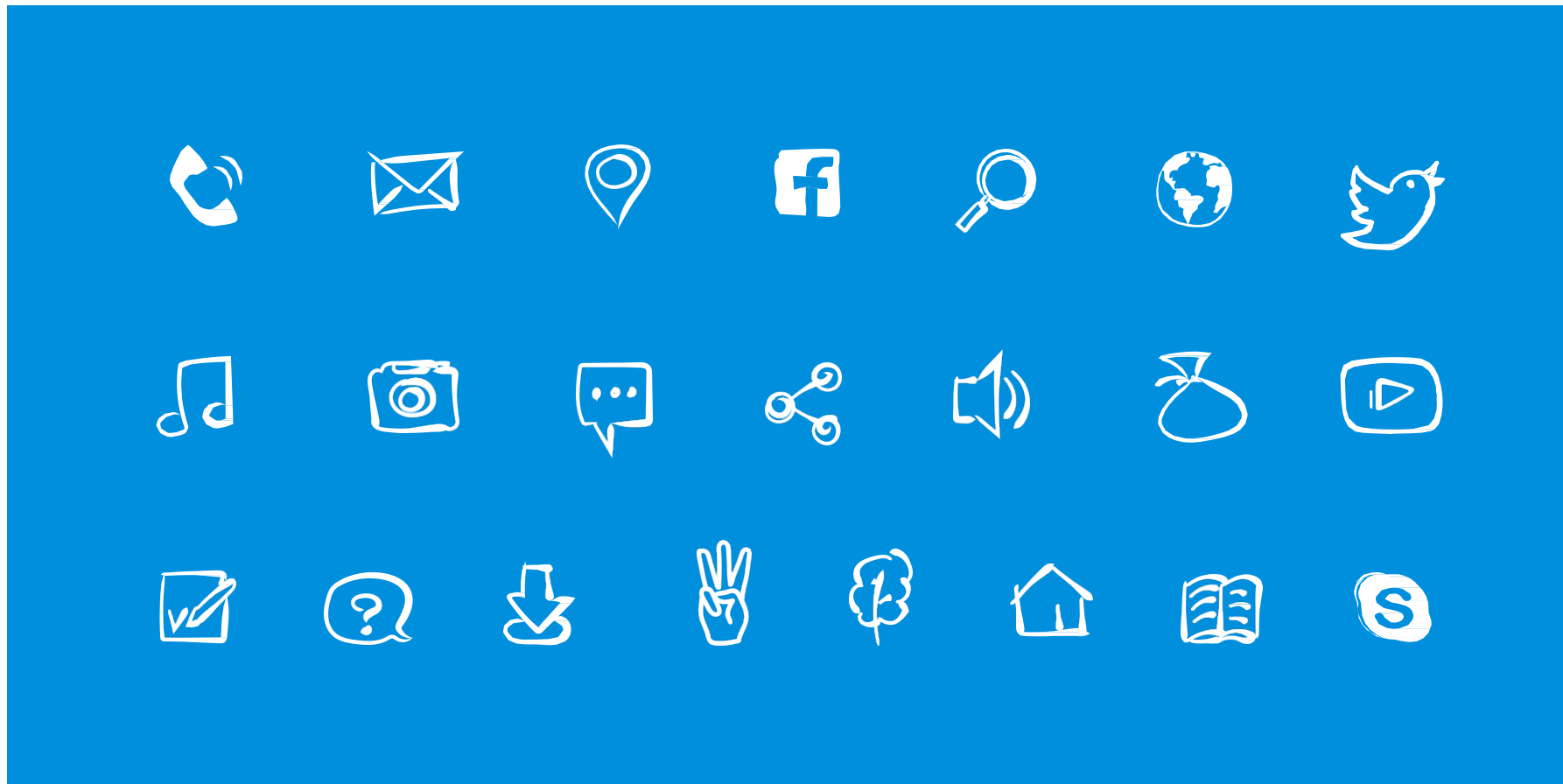ABCDEFGHIJKLMNOPQRSTUVWÕÄÖÜXYZ
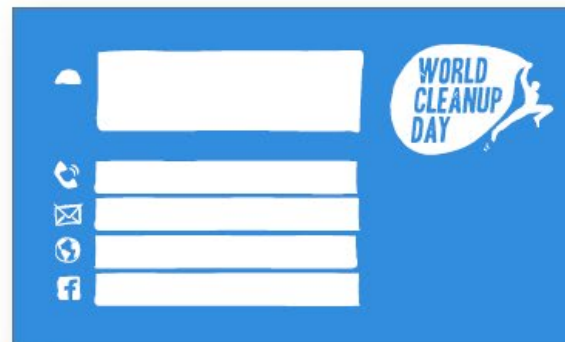abcdefghijklmnopqrstuvõäöü
01234567890

APPLICATIONS

ICON STYLE

Find and download icons here:
https://letsdoitworld-my.sharepoint.com/personal/ldiw_letsdoitworld_org/_layouts/15/guest-access.aspx?folderid=15359e8e11e174aaca9559823487d00eb&authkey=AUDfqO2xDYpxB4tZB-CUQOes

BUSINESS CARD

Your Name
Your position

📞 +(country + area code) phone number
✉️ your@emailaddress
🌐 worldcleanupday.org
f letsdoitworld
🅢 your skype

WORLD CLEANUP DAY 2019 21 SEP

Your Name
Your position

📞 +(country + area code) phone number
✉️ your@emailaddress
🌐 worldcleanupday.org
f letsdoitworld
🅢 your skype

WORLD CLEANUP DAY 2019 21 SEP

Your Name
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People For a Clean Planet!

People For a Clean Planet!

People For a Clean Planet!

PRESENTATION TEMPLATE

PEOPLE FOR A CLEAN PLANET

worldcleanupday.org

COMMON TOOLS, YOUR LANGUAGE

USE WHAT WORKS!
KEEP IT EASY

worldcleanupday.org

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/0B39W7tPZYHHCTHg5TnNVbS1KSjA
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!

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BANNERS

PEOPLE FOR A CLEAN PLANET!
19 SEPTEMBER 2020

WORLD CLEANUP DAY

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MAIL SIGNATURE

19 SEPTEMBER 2020 WORLD CLEANUP DAY

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19 SEPTEMBER 2020 WORLD CLEANUP DAY

LOGO USAGE ON PARTNER WEBSITE

SOCIAL MEDIA HASHTAGS

#worldcleanupday2020
#worldcleanupday
#letsdoitworld
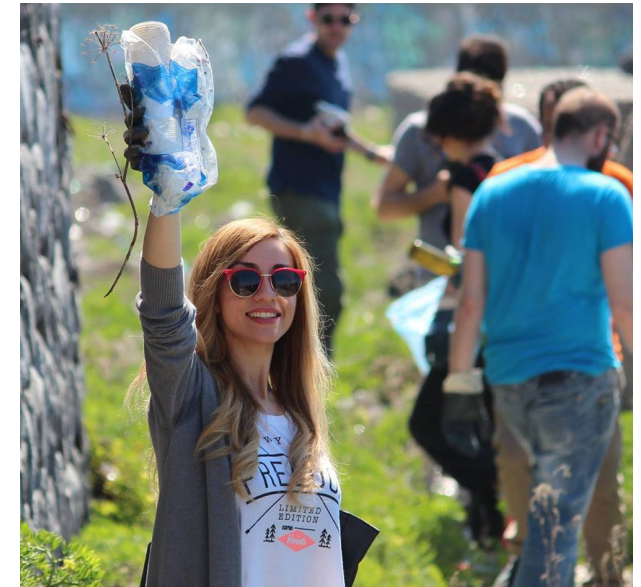#worldcleanup
#letsdoit
#threefingersup

POSTER

PEOPLE FOR A CLEAN PLANET!

Lorem ipsum dolar lorem ipsum
dolar lorem ipsum dolar!

19 SEPTEMBER 2020

www.worldcleanupday.org

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ROLL-UP

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STICKERS

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.

One-Color

Full-color

GLOVES

WASTEBAG

FLAGS