Earth Hour
Brand Guidelines
Earth Hour Brand Guidelines

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1 About the Earth Hour Brand Guidelines

Earth Hour™ is a non-profit entity owned jointly by WWF-Australia, Fairfax Media and Leo Burnett.

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, without exception, as part of the Earth Hour brand licensing arrangement.
2 Earth Hour Logo

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

There are three versions of the Earth Hour logo: standard colour logo; “stacked” colour logo; black and white logo.

All versions of the logo are trademarked and the ™ version should always appear. Logos are available in EPS and JPEG format on the Intranet.

Preferred version

- **Standard colour logo**
- **Black and white logo** used only when colour printing is not available.
- **“Stacked” colour logo** used only in newsprint under 50mm in size.
3 Logo Specifications: Background, Colours, Correct Usage

The logo should never appear over a different coloured background other than black. It must not sit over a photographic image or illustration.

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

Incorrect usage
4 Logo Specifications: Clear Space

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

This area is measured by an “X” height. The “X” height is the height of the “Earth Hour” words in the logo. An equal space of 2.5X surrounds the logo. The minimum size is 25mm high.

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.

Clear space Area marked 2.5x is the minimum area that must be clear and always black.

Newsprint For logo requirements under 50mm in height, use “stacked” logo.
5 Logo Specifications: 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.
6 Logo Mandatories: Official Earth Hour Sponsors/Partners

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. The example used in these guidelines is Earth Hour 2007 Media Partner *The Sydney Morning Herald*.

**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 pages 9 can be used when showing the WWF and Official Partner logos, where they appear with the Earth Hour logo.

The WWF logo should appear on all Earth Hour communication.

**Use of the Earth Hour URL**
Whenever the Earth Hour logo appears in advertising material, the Earth Hour website URL should be present. The URL is [www.earthhour.org](http://www.earthhour.org) or the URL of a local Earth Hour website.
6 Logo Mandatories: Official Earth Hour Sponsors/Partners (cont)

Official Sponsor/Partner logo and URL placement examples
7 Logo Mandatories: Earth Hour Participants and Other Supporters

Organisations/groups (including businesses, NGOs, community groups etc) 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 with the Earth Hour Project Manager in their respective country/city, and obtain official sign-off prior to production.

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.

In some cases, it may not be appropriate to use the WWF logo in non-partner/sponsor communication. See artwork example page 12.
Logo Mandatories: Earth Hour Participants and Other Supporters (cont)

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 communication:

“[Business/NGO/community group name] is committed to Earth Hour.”
Logo Mandatories: Earth Hour Participants and Other Supporters (cont)

Non-Partner/Sponsor support material examples

Guinness outdoor ad

Qantas postcard

Example where WWF/partner log not used
McDonald's traymat
8 Placement of WWF logo: Exceptions and Special Treatments

NOTE: information appearing in this section relates to WWF Teams running the Earth Hour project and refers to internal WWF policy and documents.

When WWF is branded as the lead organization, official Earth Hour communications must always follow WWF brand guidelines (see WWF Connect at https://intranet.panda.org/communities/livingwwf/) including the newly defined brand values and key message framework approved at the Assembly of the 2009 WWF Annual Conference (See WWF Connect at https://intranet.panda.org/documents/documents.cfm?uFolderId=84845&uDocId=155108).

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

Placement of WWF logo: Exceptions 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.

The following should provide some guidance.

1) 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. This can be achieved by use of "locked up" versions of WWF and Earth Hour logos, clearly separated from supporting sponsors.

2) WWF Logo Use Permitted – WWF as a standard sponsor alongside the brands of other company(s)
WWF can be projected as one of multiple sponsors for Earth Hour, alongside other organizations that WWF does not endorse, support, or normally co-brand with as Corporate Partners.

Use of the WWF logo must convey that WWF is a sponsor, alongside others, and must not appear as an endorsement of other company(s).
3) No WWF Logo Use Permitted
In the event that WWF feels the need to distance itself from a supporter or Earth Hour message, it is possible to use the Earth Hour logo without the WWF logo.

Situations where this might arise include:

a) A company/organization is considered a competitor or direct threat to WWF’s mission
b) a supporter of Earth Hour chooses to support the project without WWF’s guidance or adherence to the official campaign messaging,
c) a company/organization chooses to promote themselves – as opposed to the campaign – using the Earth Hour logo.
4) A WWF-Inspired Initiative
Whenever 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 WWF climate change initiative. Individuals, businesses, governments and communities are invited to turn out their lights for one hour on Saturday March 27, 2010 at 8:30 PM to show their support for action on climate change. The event began in Sydney in 2007, when 2 million people switched off their lights. In 2008, more than 50 million people around the globe participated and in 2009, Earth Hour reached more than 1 billion people in 4088 cities in 88 countries worldwide.”

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 WWF Connect at https://intranet.panda.org/documents/documents.cfm?uFolderId=4530&uDocId=116840

Information on our multi-national partners can be found on WWF Connect at https://intranet.panda.org/communities/corporatecomms/ on when WWF can co-brand with partners and companies.

WWF Brand:
WWF brand guidelines can be found on WWF Connect at https://intranet.panda.org/communities/livingwwf/

 Newly defined brand values and key message framework that was approved at the Assembly of the 2009 WWF Annual Conference can be found on WWF Connect at https://intranet.panda.org/documents/documents.cfm?uFolderId=84845&uDocId=155108
9 Earth Hour Name

The Earth Hour brand is a registered trademark.

Using the trademark ™ symbol
When using the Earth Hour™ name in text, the ™ symbol should appear after the word Hour (as above) for the first mention.

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, as opposed to in 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 project in media releases, media interviews and in other written and spoken communication:

“WWF's Earth Hour”

WWF’s Earth Hour should be used for the first mention.

All subsequent mentions within the same document/article should be Earth Hour.
9 Earth Hour Tone of Voice

Tone of voice refers to the language we use and the messages we convey when communicating about Earth Hour, either verbally or in print.

The Earth Hour tone of voice is positive, hopeful, inclusive, human, passionate and caring.

The aim of Earth Hour is to invite and encourage individuals and business to participate in the initiative, and to make the choice to change the way they live, not to frighten or shame them into doing so.

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

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

Preferred font is Helvetica, especially in artwork, but Arial can be substituted if Helvetica is not available.

For Headlines
Helvetica/Arial Bold

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

ABCDEFHGIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!.$&®©

Helvetica Bold

ABCDEFHGIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!.$&®©

Helvetica Medium

ABCDEFHGIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!.$&®©

Helvetica Light
11 Earth Hour Corporate Colours

Earth Hour’s two primary corporate colours are black and white for collateral. Tints should not be used. On a black background type is to be white, and on a white background, type is always black.

Additional colours
When developing artwork for Earth Hour, the two primary colours should ideally be used. If additional colours are required, secondary colours of orange and blue can be used (see right).

Using less black in printing
Large areas of black when printing can be problematic – it uses a lot of ink, is hard to recycle and often requires “heat drying” which uses excessive energy.
12 Sign-off Procedure

The Earth Hour Brand Guidelines have been developed to protect the 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.