



Earth Hour

Brand Guidelines





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.



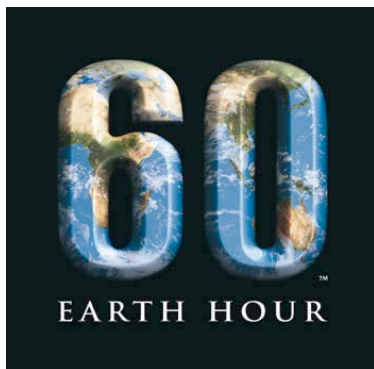
2 Earth Hour Logo

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 TM 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



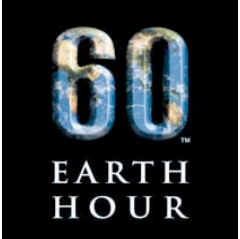


4 Logo Specifications: Clear Space

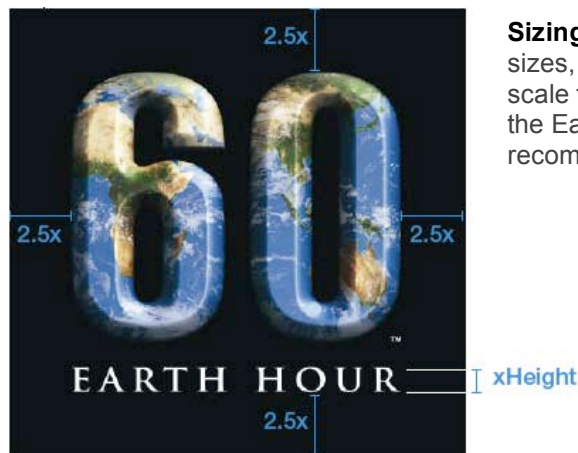
The logo must always have “clear space” around all edges to retain its No other graphic element, copy or image may cross

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

Minimum size is 25mm

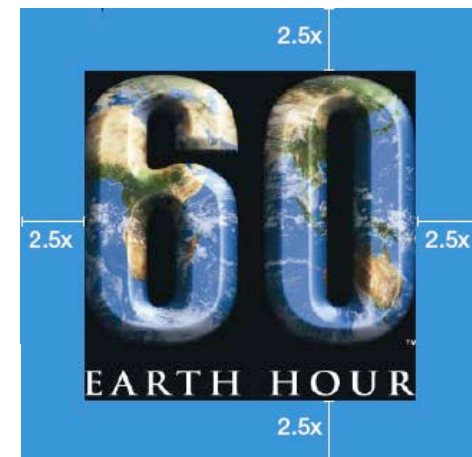


Newsprint
For logo requirements under 50mm in height, use “stacked” logo.



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.

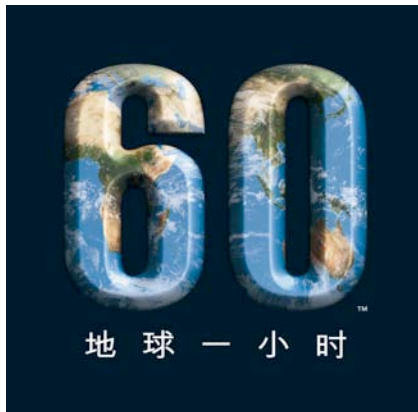




5 Logo Specifications: Languages

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.



Earth Hour China logo



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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?, \$ \$ & ™ @ ® ©**

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?, \$ \$ & ™ @ ® ©**

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 to 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.

Primary colours

Black

Spot: Pantone Black
Process: C50 M0 Y0 K100
Web/Screen: R0 G15 B31

White

Spot: (paper)
Process: C0 M0 Y0 K0
Web/Screen: R255 G255 B255

Secondary colours

Orange

Spot: Pantone 159
Process: C0 M70 Y100 K11
Web/Screen: R198 G96 B5

Blue

Spot: Pantone 299
Process: C87 M18 Y0 K0
Web/Screen: R0 G163 B221