

# Brand guidelines

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# Our purpose

To inspire commitment and action so that our planet and future generations thrive.

## VISION

All together for our planet.

## MISSION

We bring dollars and doers together to accelerate smart environmental giving.

## MODEL

1% for the Planet is a global movement inspiring businesses and individuals to support environmental nonprofits through annual membership and everyday actions. We advise on giving strategies, we certify donations and we amplify the impact of our network.

# Our language

These are some basic guidelines that help create consistency throughout network communications.

To access comprehensive tools and resources to help you get the word out as well as showcase your membership, partnership and commitment, visit the login area of our site. Here you can find sample press releases, social media assets, referral language and much more!

*(1% network only)*

TONE	KEY PHRASES	
inspirational	individual member	commitment
empowering	business member	action
welcoming	giving	partnerships
proactive	nonprofit partner	partnership advising
optimistic	planet	impact
plainspoken	movement	network

## ABOUT 1% FOR THE PLANET

*(boilerplate language and for use in press releases)*

1% for the Planet is a global organization that exists to ensure our planet and future generations thrive. We inspire businesses and individuals to support environmental nonprofits through membership and everyday actions. We make environmental giving easy and effective through partnership advising, impact storytelling and third-party certification.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given more than \$265 million to our approved nonprofit partners to date. Today, 1% for the Planet's global network consists of thousands of businesses, individuals and environmental nonprofits working toward a better future for all.

Look for our logo to purchase for the planet and learn more at [onepercentfortheplanet.org](http://onepercentfortheplanet.org).



## Our name

We are 1% for the Planet.

Here are a few things to remember when using our name:

1% for the Planet should never be shortened to 1%FTP or abbreviated in any way and should reflect the proper capitalization: 1% for the Planet

We use [onepercentfortheplanet.org](http://onepercentfortheplanet.org) when referring to the website itself; it is not the organization's name. It should never appear with a "www." preceding it. Unless you are writing the URL, please write 1% for the Planet, not One Percent for the Planet.

See examples at right for other common mistakes to avoid.

- ✓ 1% for the Planet
- ✗ 1% For The Planet
- ✗ One Percent For The Planet
- ✗ One Percent for the Planet
- ✗ 1%forthePlanet
- ✗ 1% For The planet
- ✗ 1% for the planet
- ✗ 1%FTP
- ✗ 1 Percent for the Planet



# Primary logos

The 1% for the Planet logo is comprised of two elements: the logo icon and the wordmark. The proportions of these elements may not be altered in any way. The “FOR THE PLANET” wordmark may not be altered or translated into any other language. Please use provided art files only.

**To download, visit the login area of our site.**  
*(1% network only)*

## VERTICAL



## HORIZONTAL



# Stakeholder logos

These logos are intended for those individuals and organizations that fall into these specific stakeholder categories only.

**To download, visit the login area of our site.**  
*(1% network only)*

## BUSINESS MEMBER



## NONPROFIT PARTNER



## AMBASSADOR



## INDIVIDUAL MEMBER



## DONOR



## MEDIA PARTNER

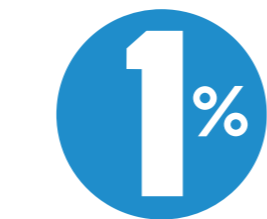


## One-color logos

When the logo needs to appear in a single color due to design or production needs, the one-color logo should be used to ensure proper reproduction. This version of the logo should only appear in medium blue, dark blue, black or white. The logo may only appear in white if the background is too dark and the primary full color or one-color logos do not provide enough contrast.

**To download, visit the login area of our site.**  
*(1% network only)*

MEDIUM BLUE



**FOR THE  
PLANET.**



DARK BLUE



**FOR THE  
PLANET.**



BLACK



**FOR THE  
PLANET.**



WHITE



**FOR THE  
PLANET.**



# Size and space

## MINIMUM SIZE

To ensure legibility, clarity and brand consistency, the height of the stacked logo should never be reduced to less than 0.25 inches in height. When using the horizontal version of the logo, the overall height should not be less than 0.16 inches.



## SAFE AREA

To ensure the integrity and visibility of the 1% for the Planet logo, it should be kept clear of competing text, images and graphics. This area is defined by the height of word "PLANET" within our logo.



# Common mistakes

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

*Old versions of the logo have been retired, and therefore should no longer be used in any application—to include versions with the <sup>SM</sup> service mark. Please use logos with the correct registered ® trademark.*

X



Don't add shadows, strokes, or other effects

X



Don't rotate or flip

X



Don't alter proportions of the wordmark or icon

X



Don't alter the letters or spacing in any way

X



Don't change the colors

X



Don't change the aspect ratio, stretch or squeeze

X



Please use the logo with the accurate trademark (®)

X



Don't place any text within the 1% icon

X



Don't add a border around the icon or wordmark





# Additional logos

The secondary logos on this page have specific uses and should not be used in place of 1% for the Planet primary or stakeholder-specific logos.

Use the Be 1% Better logos to highlight what you're doing to better our planet and that even small changes can make a world of difference. See pg. 14 for additional context.

The network-in-action logos provide members with a secondary logo design that's more decorative. Members have used this when creating various co-branded items to add some flair.

The network-in-action logo provides members with a secondary logo design that's more decorative. Members have used this when creating various co-branded items to add some flair.

As noted, please do not use any of these logos as your primary logo signifying membership or other affiliation with our network.

**To download, visit the login area of our site.**  
*(1% network only)*

## BE 1% BETTER LOGO

be **1%** better.

\_\_\_\_\_ **1%** better.

[verb] **1%** better.

be **1%** better.  
OUR PLANET IS CHANGING. ARE YOU?

be **1%** better.  
1% FOR YOU. 100% FOR THE PLANET.

be **1%** better.

\_\_\_\_\_ **1%** better.

[verb] **1%** better.

be **1%** better.  
OUR PLANET IS CHANGING. ARE YOU?

be **1%** better.  
1% FOR YOU. 100% FOR THE PLANET.

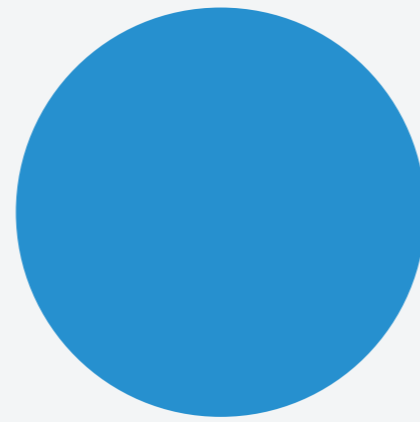
## NETWORK-IN-ACTION LOGO



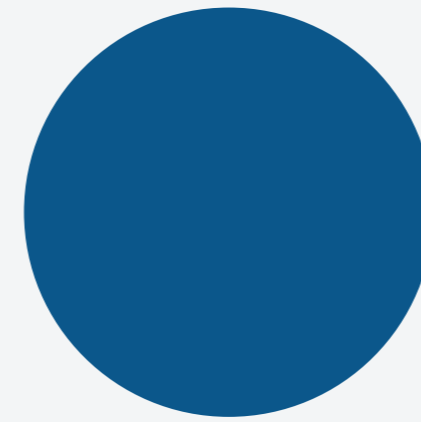
# Color palette

The 1% for the Planet brand incorporates four primary colors—medium blue, dark blue, light gray, dark gray, and black as well as four secondary colors—dark blue, teal blue, coral and yellow. The 1% for the Planet logo is never to appear in any colors other than those shown here.

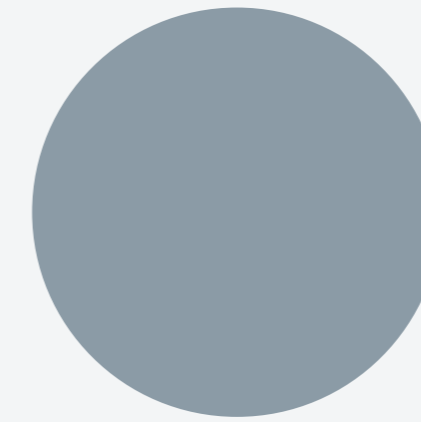
## PRIMARY COLORS



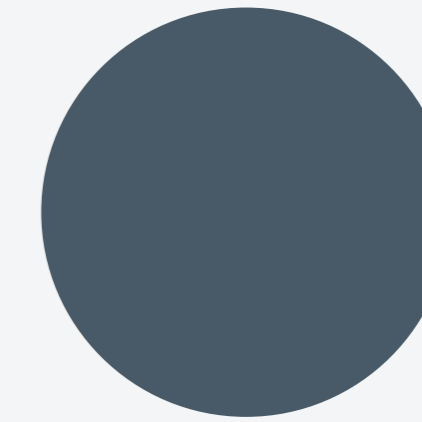
**LIGHT BLUE**  
CMYK: 77, 31, 0, 0  
RGB: 24, 145, 208  
HEX: 1791D1



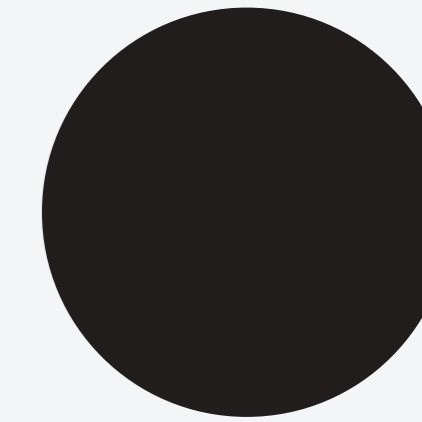
**MEDIUM BLUE**  
CMYK: 98, 69, 22, 6  
RGB: 0, 86, 137  
HEX: 00578A



**LIGHT GRAY**  
CMYK: 14, 2, 0, 41  
RGB: 129, 146, 150  
HEX: 819296

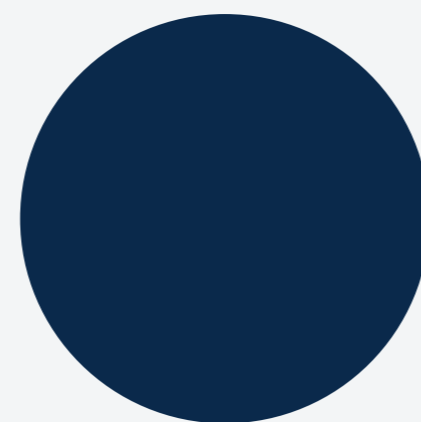


**DARK GRAY**  
CMYK: 74, 57, 45, 23  
RGB: 73, 89, 102  
HEX: 495966



**BLACK**  
CMYK: 69, 67, 65, 74  
RGB: 35, 31, 32  
HEX: 241F1F

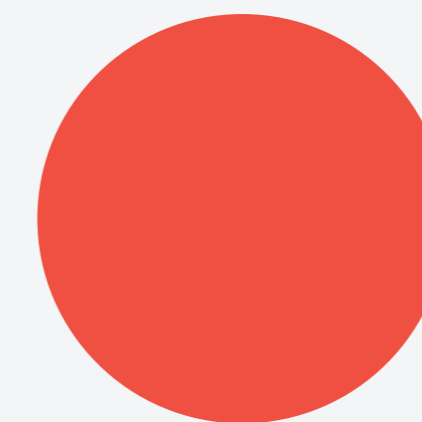
## SECONDARY COLORS



**DARK BLUE**  
CMYK: 100, 84, 42, 41  
RGB: 15, 43, 77  
HEX: 0F2B4D



**TEAL BLUE**  
CMYK: 53, 0, 7, 0  
RGB: 102, 204, 232  
HEX: 66CCE8



**CORAL**  
CMYK: 0, 84, 77, 0  
RGB: 240, 80, 67  
HEX: F04F42



**YELLOW**  
CMYK: 0, 18, 84, 0  
RGB: 255, 208, 67  
HEX: FFCF42



# Our typefaces

Our primary brand typeface is Montserrat. It's a legible and clear sans serif web font. It is available in the following fonts styles. Best of all, it's also available at no cost as a **free Google Font**.

Our secondary brand typeface is Bookmania; which is an Adobe serif font that provides personality, charm and humanity. It also features an extensive list of alt characters which can be used sparingly for creative kerning combinations. Bookmania is used **ONLY** for pull quotes, headings, and sub-headings—never for body copy.

To the right are 1% for the Planet's preferred typography styles. We recognize our network adopts their own unique typography styles. That said, please refrain from updating the font styles on any templates provided on behalf of 1% for the Planet.

## PRIMARY TYPEFACE

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat Extra-Light  
*Montserrat Extra-Light Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Regular Italic*  
Montserrat Medium

## SECONDARY TYPEFACE

Bookmania Light  
*Bookmania Light Italic*  
Bookmania Regular  
*Bookmania Regular Italic*  
Bookmania Semi-Bold

*Montserrat Medium Italic*  
**Montserrat Semi-Bold**  
***Montserrat Semi-Bold Italic***  
**Montserrat Bold**  
***Montserrat Bold Italic***  
**Montserrat Extra-Bold**  
***Montserrat Extra-Bold Italic***  
**Montserrat Black**  
***Montserrat Black Italic***

*Bookmania Semi-Bold Italic*  
**Bookmania Bold**  
***Bookmania Bold Italic***  
**Bookmania Black**  
***Bookmania Black Italic***

# Primary Typographic styling

Below are the preferred primary typography styles for web.

- 1 Header 1 | Montserrat - ExtraBold - 54px
- 2 Subheader | Montserrat - SemiBold - 21px - CAPS
- 3 Body | Montserrat - Medium - 16px
- 4 Quote | Montserrat - Medium - 21px
- 5 Quote caption | Montserrat - SemiBold - 16px - CAPS

# Secondary Typographic styling

Below are the preferred secondary typography styles for web.

- 1 Header 1 | Bookmania - ExtraBold - 54px
- 2 Subheader | Montserrat - SemiBold - 21px - CAPS
- 3 Body | Montserrat - Medium - 16px
- 4 Quote | Bookmania - Regular - 22px
- 5 Quote caption | Montserrat - SemiBold - 16px - CAPS

## Origin <sup>1</sup>

### EVER WONDER HOW 1% FOR THE PLANET BEGAN? <sup>2</sup>

It all started when two businessmen <sup>3</sup> met and bonded over their shared love for the outdoors. Realizing their responsibility to protect our planet, they decided to give 1% of their sales back to the environment—whether or not they were profitable.

In 2002, Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet and started a global movement.

“The intent of 1% for the Planet <sup>4</sup> is to help fund these diverse environmental organizations so that collectively they can be a more powerful source in solving the world’s problems.”

— YVON CHOUINARD <sup>5</sup>  
IN HIS BOOK “LET MY PEOPLE GO SURFING”

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# Our look

Everyone in our network has their own visual style but we prefer to feature images and video that show a diversity of people and places in which we live, work and play. Bold and colorful photography is preferred over black and white and documentary style over posed or studio setups.

For member products, we like to show them in use in a natural setting or a representative lifestyle image. (See *Sunski* example at bottom left.)

Please keep these styles and standards in mind when collaborating with us on storytelling or other marketing efforts.





# Our campaigns

Each year as part of our annual ad campaign, our network gains access to world-class creative that they can customize and use to tell their 1% stories. In these brand guidelines (pgs. 9, 14-16), we showcase some example creative that we provided to our network during our Be 1% Better campaign. The campaign's messaging and assets are evergreen, and we encourage continued use!

To view and download the full suite of assets, please visit the login area of our website. Here you can find further context as well as ideas and inspiration on how best to incorporate Be 1% Better messaging into your communications.  
*(1% network only)*





# Icon assets

Two sets of icons have been created in conjunction with the 1% for the Planet globe motif: globe icons that represent our six issue areas and general smiley globe icons.

Each set serves to activate its accompanying image in different ways. These icons can accompany graphics as well as photography. In the instances of photography, icons may function as a smiley face replacement for someone's face (sparingly) or (more common) may be placed on the photo to accompany it.

We recommend providing a caption or explanatory text which dives deeper into the photo contents or specific issue area(s).

## ISSUE AREA GLOBES



Climate



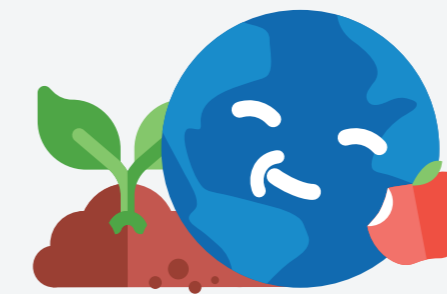
Land



Water



Wildlife



Food



Pollution

## GENERAL SMILEY GLOBES





## Tagging assets

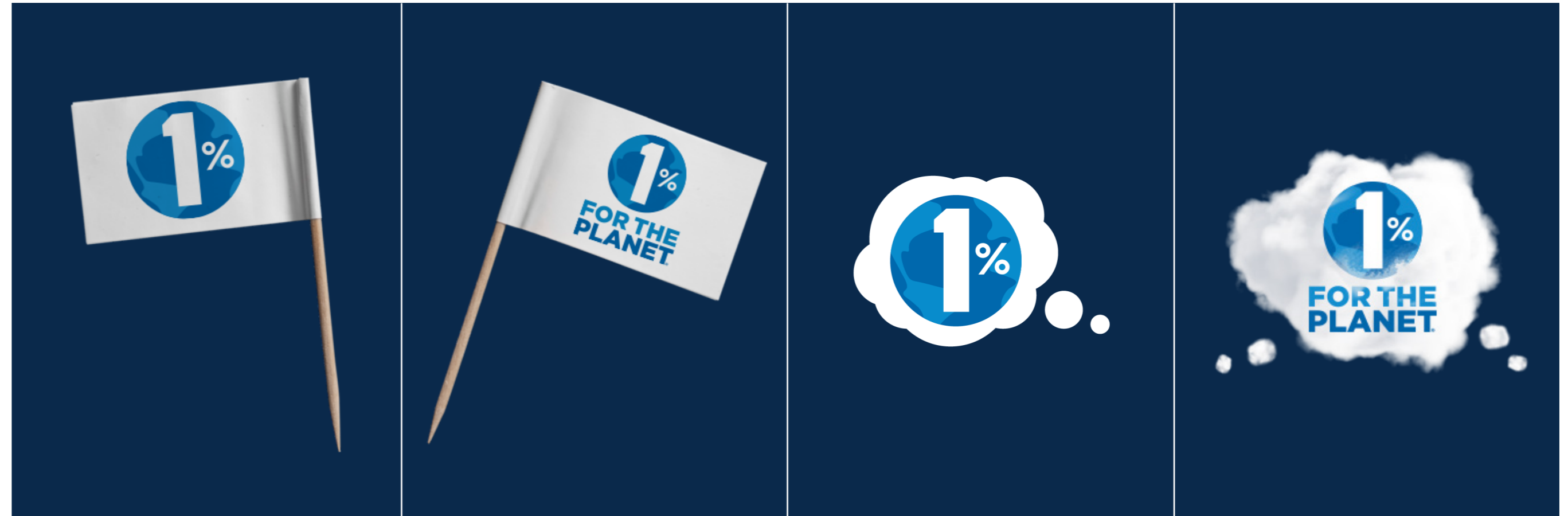
Whether using the 1% for the Planet thought bubbles, mini flags or hang tags, these assets provide ample opportunity to showcase your 1% commitment.

Mini flags are intended to identify food, beverage and restaurant members within the 1% network. These flags are placed on photos of experiential products such as food or beverage items, shot within eye level or a reasonable range above, but not from a bird's-eye view.

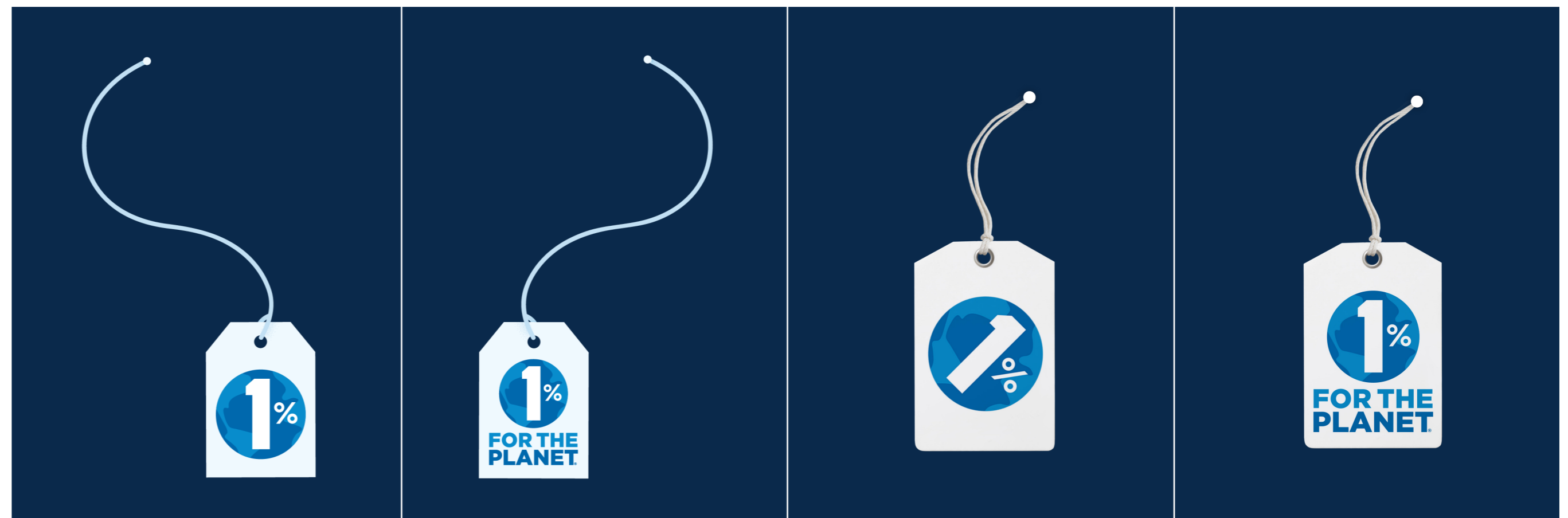
Thought bubbles and clouds are placed above the subject of a photo, cementing them as an active thinker or participant in our network. They serve as a medium for member stories—their journey and reason for being a 1% member can be highlighted in captions or supporting content and the graphic functions as a visual aid.

Hang tags serve as a reminder that every purchase makes a difference and when you support 1% for the Planet members, you're purchasing for the planet.

### MINI FLAGS



### VECTOR HANG TAGS



### THOUGHT BUBBLES AND CLOUDS

### PAPER HANG TAGS

# Our community

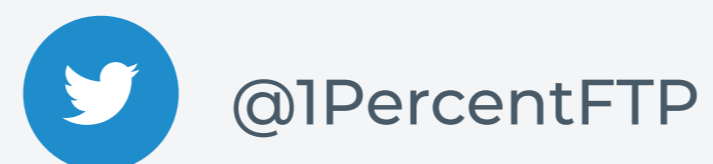
Share your membership, partnership and network stories on social media and help grow our global movement. Be sure to tag us so we can help amplify your story, too.

Visit the login area of our website for social media resources.  
*(1% network only)*

## HASHTAGS

**#onepercentfortheplanet**  
**#beonepercentbetter**  
**#purchasefortheplanet**

Note: our social media handles are abbreviated due to character and symbol restrictions but otherwise, please always use our full name (see pg. 3).



# Be in touch

This document is provided to ensure that the 1% for the Planet's brand identity is treated consistently across different executions and materials. The guidelines and suggestions here are to be used with discretion to support the brand. If there are questions that these guidelines do not answer, please contact:

**MARKETING**

[marketing@onepercentfortheplanet.org](mailto:marketing@onepercentfortheplanet.org)

+1 (802) 861-0460

