

BUSINESS MEMBER

Brand guidelines



Our name

We are 1% for the Planet. Here are a few things to remember when using our name:

- We use 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, our name should be written, 1% for the Planet, not One Percent for the Planet.
- 1% for the Planet should never be shortened to 1%FTP or abbreviated in any way.

✓ **1% for the Planet**

✗ ~~**One Percent for the Planet**~~

✗ ~~**1%forthePlanet**~~

✗ ~~**1% for the planet**~~

✗ ~~**1%FTP**~~

✗ ~~**1 Percent for the Planet**~~

Our purpose

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 solutions through annual membership and everyday actions. We advise on giving strategies, we certify donations, and we amplify the impact of our network.

We are
a global
movement

Our language

How 1% for the Planet talks is just as important as what we're saying. These are some basic guidelines that help create consistency throughout network communications.

In our **online member portal**, you'll find additional resources about showcasing your membership and getting the word out including sample press releases, social media shares, referral language, and more.

Giving statement

We take responsibility and give back to our planet.

Talking about your membership

Our online member portal has the latest press release templates, packaging and website examples, and other tools to help you tell your 1% for the Planet story - plus we regularly update our social media sharing toolkit on our website. Our single sentence giving statement can be used on it's own or as an intro to a more detailed explanation of why 1% for the Planet membership is important and how this relates to your core values.

Tone

inspirational
empowering
welcoming
proactive
optimistic
plainspoken

Key phrases

business member
individual member
giving
nonprofit partner
planet
movement
network
commitment
action
partnerships
collaboration
impact

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.

[Download](#)

STACKED LOGO

The stacked version of our logo is preferred for most applications. Refer to logo guidelines for details on usage.



HORIZONTAL LOGO

The horizontal lock-up of our logo can be used when the stacked logo does not fit comfortably in the allotted space or cannot be clearly represented. Refer to logo guidelines for details on usage.



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.

[Download](#)



Size and space

In the interest of protecting the integrity of the 1% for the Planet brand, we have created basic logo guidelines in regards to safe area and size restrictions. Use your discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.

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.



MINIMUM SIZE

To ensure legibility, clarity and brand consistency, the height of the stacked logo should never be reduced to less than 0.75 inches in height. When using the horizontal version of the logo, the overall height should not be less than 0.478 inches.



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.

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



Don't make the logo into an outline

X



Don't place any text within the 1% icon

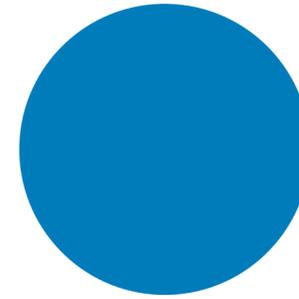
X



Don't use the icon without the wordmark and vice-versa

Primary palette

The 1% for the Planet brand incorporates two main colors – medium blue and dark blue. The 1% for the Planet logo is never to appear in any colors other than those shown in this guideline.



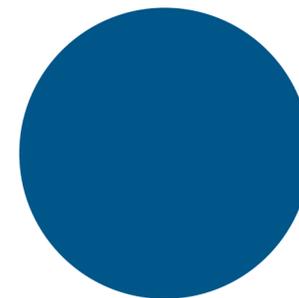
MEDIUM BLUE

CMYK: 95, 41, 6, 0

RGB: 0, 124, 186

HEX: 007CBA

PANTONE: 7461 C



DARK BLUE

CMYK: 100, 71, 22, 5

RGB: 0, 84, 139

HEX: 00548B

PANTONE: 7462 C

Our font

Our primary brand font is Gotham. It's a legible and modern sans serif that works well in both print and on the web. It is at your discretion to use which weight (i.e. light, book, medium, bold, black and ultra) works best for each design. Generally, we use black or ultra for headlines and book for body copy.

If our primary font - Gotham - is not available, we rely on Helvetica for other uses. Helvetica should not be used in our logo - it should only be used in place of headlines, body copy, etc.

PRIMARY FONT

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold
Gotham Black
Gotham Ultra

ALTERNATIVE FONT

Helvetica Light
Helvetica Regular
Helvetica Bold

Our photos

Everyone in our network has their own visual style but we prefer to feature images that show a diversity of people and places in which we live, work, and play. Color photography is preferred over black and white; and documentary style over posed or studio setups. For environmental issues, we like to show positive and hopeful images that depict the change our network creates. For member products, we like to show them in use in a natural setting or a representative lifestyle image.



Our community

Join us in sharing your membership, partnership, and network stories on social media and help grow our global movement. Please tag us so we can help amplify your messages.

Note: our social media handles are abbreviated due to character and symbol restrictions but otherwise please always use our full name (see p. 2).

Check out our regularly updated **social media toolkit** for shareable content.

HASHTAGS

#alltogether
#fortheplanet
#purchasefortheplanet



@1percentfortheplanet



@1PercentFTP



@1percentftp



linkedin.com/company/one-percent-for-the-planet



youtube.com/user/1percentfortheplanet

CONTACT

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

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