be 1% better.
## INSIDE THE BRAND

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be 1% better.
CAMPAIGN MANIFESTO

We are your favorite food, drinks, bands, and gear. Your warmest jacket and your tastiest beer.

We’re a badass network of brands, organizations, and individuals that aren’t willing to sit around and wait for change. We’re helping to be the change. But we need you, your family, your friends, and your coworkers to be part of the solution, too.

We’ve made a commitment to be at least 1% better. And by supporting us and other brands in the 1% family, you’re helping to amplify our impact and commit to something bigger than all of us.

Come on in, the water’s warm — and only getting warmer.

NOTES ON THE BRAND

While in line with the parent 1% For The Planet brand, this campaign brand uses lowercase and accentuated punctuation to drive the message of friendly urgency. Straightforward typography allows creative executions to take on the bulk of experimentation, pulling the campaign away from the parent brand just enough to become its own entity without losing sight of the primary messaging: help make our planet a better place, for all of us.
be 1% better.
be 1% better.

1% FOR YOU. 100% FOR THE PLANET.

be 1% better.

OUR PLANET IS CHANGING. ARE YOU?
drink
eat
shop
act
live

1% better.
be 1% better.
1% better.

drink

eat

shop

act

live
Montserrat’s round and geometric letterforms lend well to legibility at all sizes and in many configurations. This is the primary typeface found in all of the wordmark iterations.

Hello world.

Montserrat Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?
LOGO USAGE

INCORRECT USES

Do not change the logo colors

Do not move pieces around

Do not stretch or squish the logo

Do not apply effects

Do not add drop shadows

Do not remove logo elements
<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
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<tbody>
<tr>
<td>100 / 86 / 42 / 41</td>
<td>15 / 45 / 77</td>
<td>#0F2B4D</td>
</tr>
<tr>
<td>0 / 84 / 77 / 0</td>
<td>240 / 80 / 67</td>
<td>#F04F42</td>
</tr>
<tr>
<td>98 / 69 / 22 / 6</td>
<td>0 / 86 / 137</td>
<td>#00578A</td>
</tr>
<tr>
<td>69 / 67 / 65 / 74</td>
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<td>#241F1F</td>
</tr>
<tr>
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<td>24 / 145 / 208</td>
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<td>73 / 89 / 102</td>
<td>#495966</td>
</tr>
<tr>
<td>53 / 0 / 7 / 0</td>
<td>102 / 204 / 232</td>
<td>#66CCE8</td>
</tr>
<tr>
<td>0 / 0 / 0 / 0</td>
<td>255 / 255 / 255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
PART 2  |  USAGE

CAMPAIGN USAGE

act
live
hike

1% FOR THE PLANET

1% better.
#beonepercentbetter
#onepercentfortheplanet
The tagline has the ability to vary based on the issue area it is intended to live within. For example, if it is being used as a call to action for climate, it can be modified from “planet” to something climate-specific that would provoke an emotional response or an action that we seek.

The tagline additionally is able to reflect a partnership with a non-profit, when used in conjunction with a 1% For the Planet member highlight. For example, Maine Beer Co. partners with Maine Heritage Trust, a coastal conservation trust dedicated to Maine’s coastlines. In such an instance, the CTA can highlight the coastline or wildlife.

OUR ______ IS CHANGING. ARE YOU?
OUR COAST IS CHANGING. ARE YOU?
OUR LAKE IS CHANGING. ARE YOU?
OUR WILDLIFE IS CHANGING. ARE YOU?
OUR FOOD SYSTEM IS CHANGING. ARE YOU?
OUR ENVIRONMENT IS CHANGING. ARE YOU?
CUSTOMIZATION

TAGGING ASSETS

THOUGHT BUBBLES

MINI FLAGS

HANG TAGS
ASSET CUSTOMIZATION

Tags can be applied to products or to consumables, in order to show the campaign is an extension of the 1% network at large.

For example, Maine Beer Company: They might have products that are pictured with a flag or a tag, or the signage or building may be identified by a thought bubble. In the same vein, one of their non-profit partners, Maine Coast Heritage Trust, might be identified on 1%’s or Maine Beer Company’s feed by a 1% thought bubble as well.

In this way, 1% For The Planet members have a suite of assets in their toolkit to apply to posts as needed within the campaign. With a number of graphics to choose from, posting with variety and volume is easily managed.
The caption could speak to sustainability and accountability for businesses and individuals. Perhaps MBC uses recycled glass or purchases bottles and labels from a local vendor, reducing carbon footprint. Caption speaking to solar power and renewable power resources that the brewery is using.
Be sure to use the campaign hashtag #beonepercentbetter and @-tag 1% For the Planet and your non-profit partners when you mention them in a social post. Additional hashtags are voluntary, and can speak to the issue area you’re addressing (i.e. food, climate, pollution, etc).

EXAMPLE CAPTION —
We’ve made a pledge to our planet to #beonepercentbetter. Have you? We’re proudly a @1percentftp member, pledging a portion of our profits to non-profit organizations that make our planet a better place. We’re committed. You should be too. Follow the link in our bio to see how. #onepercentfortheplanet #environment #sustainable #climate #pollution #wildlife #renewableenergy

EXAMPLE CAPTION —
Our coast is changing. Are you? // Every year, billions of pounds of plastic enter our waterways and clog our coastlines. With help from @bureo, we’re turning ocean plastic into the components on our daypack collection and helping to reduce a growing global problem. We’re committed to #beonepercentbetter. You should be too. Follow the link in our bio to see how. #onepercentfortheplanet #upcycle #pollution

EXAMPLE CAPTION —
Our oceans are changing. Are you? // Each dollar spent on our products helps fund coral reef restoration through our partnership with @coralrestorationfoundation. Partnerships like these help us stay committed to #beonepercentbetter. You can be part of the solution too. Follow the link in our bio to learn more. #onepercentfortheplanet #coralreefrestoration #environment #climate

EXAMPLE CAPTION —
Our food systems are changing. Are you? // As a @1percentftp member, we’re helping to reduce overfishing by partnering with non-profits like @wwf who advocate sustainable practices that conserve ecosystems, but also sustain livelihoods and ensure food security. Through partnerships like these, we’re committed to #beonepercentbetter. You should be too. Follow the link in our bio to see how. #onepercentfortheplanet #food #sustainable #wildlife
The 1% network is made up of a diverse group of individuals, businesses, non-profits, and more. By showing the 1% globe and logo in a thought bubble, we’re cementing these members as active thinkers and participants. These thought bubbles provide an easy and unobtrusive way to “tag” individuals or groups who contribute to the network. These bubbles also 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.
With selective coloring and a bold call to action, the CHOOSE WISELY graphic treatment allows us to directly highlight brands that are 1% members while subtly calling out those that are not. Visually engaging, these graphics are meant to encourage people to look more closely at their retail decisions in order for us to steer them toward 1% For The Planet network members.
A sampling of how the tags might be applied.

Since 1% For The Planet has a large member network, images used will be varied across industries. We might show the toothpick flag in a plate of food to represent a restaurant; the price tag could be applied to a water bottle, a jacket, a pair of sunglasses; the thought bubbles could apply to individual or to groups.

The brand is meant to be customizable and highly versatile across the member network. Partners should be able to use items in the toolkit to customize graphics that work for them and ultimately for 1% For The Planet on a larger scale.
GLOBE ICONS + ISSUE AWARENESS

Two sets of icons have been created in conjunction with the 1% For The Planet globe motif — a set of smiley faces, and a set of issue-specific faces. Each set serves to activate its accompanying image in different ways, with the smileys pertaining to groups of individuals and the issue-specific ones accompany member highlights and nonprofit outreach.

These icons can accompany support 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. Images should be followed by a caption or explanatory text that dives deeper into the photo contents and the issue it supports or relates to.
be 1% better.
1% FOR YOU, 100% FOR THE PLANET.

Choose wisely.
GLOBE ICONS

ISSUE SPECIFIC

Climate

Land

Water

Wildlife

Food

Pollution
be 1% better.

be 1% better.
SNAPCHAT STICKER CONCEPT

GLOBE ICONS | CUSTOMIZATION

going 1% further!

CHOOSE WISELY!

doing my 1%
SOCIAL SAMPLING

FACEBOOK PAID AD

1% for the Planet
Yesterday at 7:31 AM

A world of difference.
We're helping to be...

FACEBOOK PAID AD

1% for the Planet
Yesterday at 7:31 AM

CHOOSE WISELY.

We're your favorite, well, everything.
We're a badass network of brands, organizations, and individuals that aren't willing to sit around and wait for change. We're helping to be the change. Are you?

FACEBOOK PAID AD

1percentftp

Have you heard? Kammok has a line of outdoor gear built for the planet. Experience the classic Firebelly™ liner to keep you warm on those chilly, moonlit nights under the stars.

INSTAGRAM AD
CAMPAIGN SAMPLING | CREATIVE

1% ADDS UP

BE ONE PERCENT BETTER.

LIVE

1 BETTER.

EAT

CHOOSE WISELY.

see your impact.

shop 1 better.

ey easy giving. amplified doing.

your dollar ↓ 1% member ↓ nonprofit partner ↓ the planet
thank you.