



be better.

PARTNER TOOLKIT



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PART 1

CAMPAIGN IDENTITY

PART 1 | CAMPAIGN IDENTITY

3

shop
shred
surf



better.



CAMPAIGN IDENTITY

PRIMARY LOGOTYPE

be  better.

#beonepercentbetter
#onepercentfortheplanet

TAGGING + TRACKING

CAMPAIGN HASHTAGS

When creating posts and captions for social media, it’s essential to include the campaign hashtag and the parent hashtag — both [#beonepercentbetter](#) and [#onepercentfortheplanet](#) — not only to track the campaign, but also to ensure its spread. The more incidents of the hashtags, the more it gets used, the wider its spread, and the more unifying the campaign.

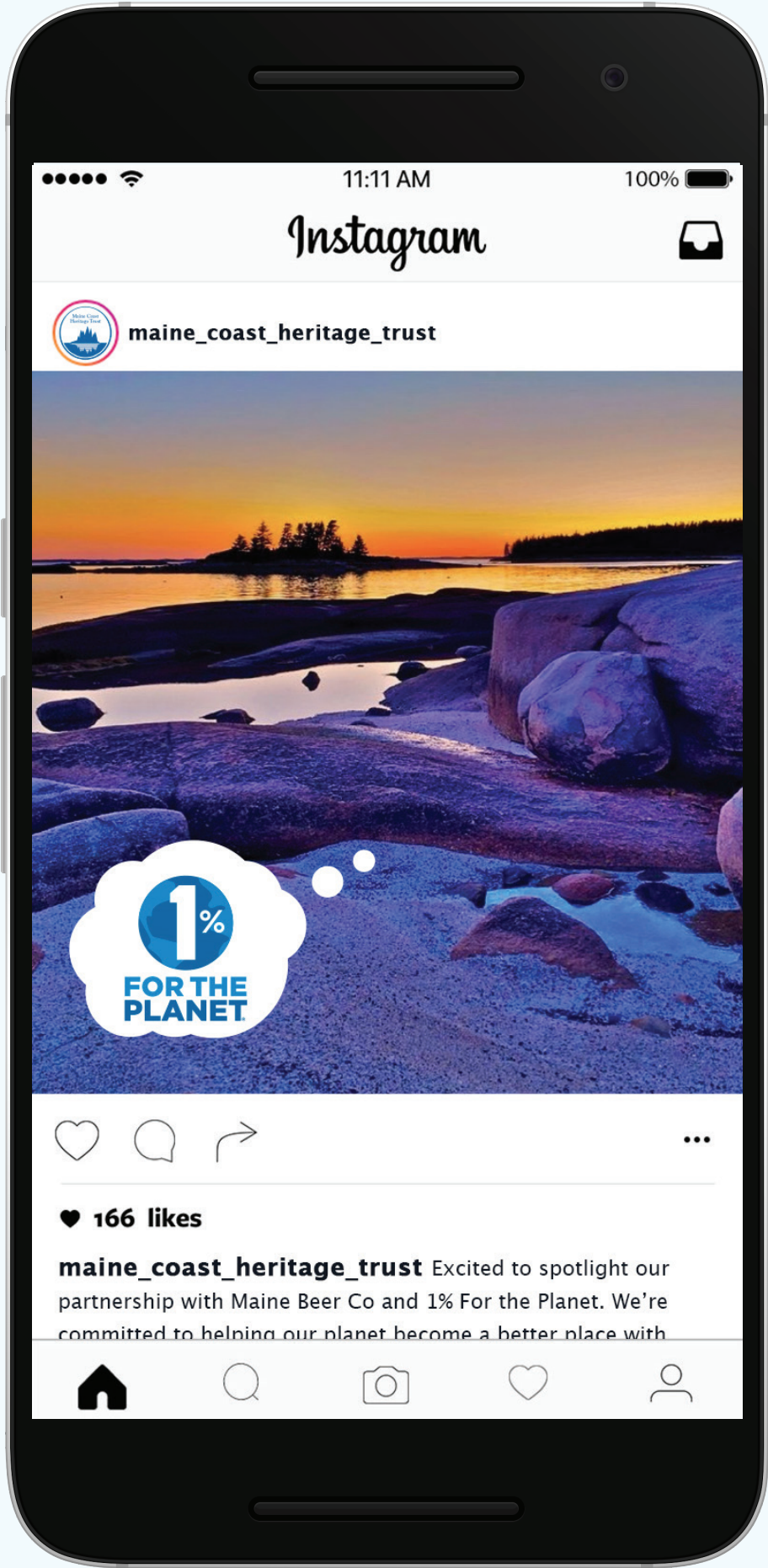
It’s also highly encouraged to @-tag 1% For the Planet and your non-profit partners when you mention them in a social post. Additional hashtags are voluntary, and can speak to the issue area you’re addressing (i.e. food, climate, pollution, etc) or other initiatives like renewable energy or sustainability.

HANDLES

Instagram: [@1percentftp](#)


Facebook: [@1percentfortheplanet](#)

Twitter: [@1PercentFTP](#)





SECONDARY LOGOTYPE

_____  **better.**

drink

eat

shop



better.

act

live



SECONDARY LOGOTYPE

VARIABLE CALL TO ACTION

The secondary logo is intended for customization across a broad range of applications. Iterations can include any number of action words, as long as the word is a verb and implies an action that relates to the company being promoted.

Here are a few examples:

A musician or a band in the network:

listen 1% **better.**

A yoga studio or products manufacturer:

flex 1% **better.**

Eco-friendly cleaning or laundry products:

clean 1% **better.**

Sustainable clothing and accessories:

dress 1% **better.**

Photography studio:

create 1% **better.**

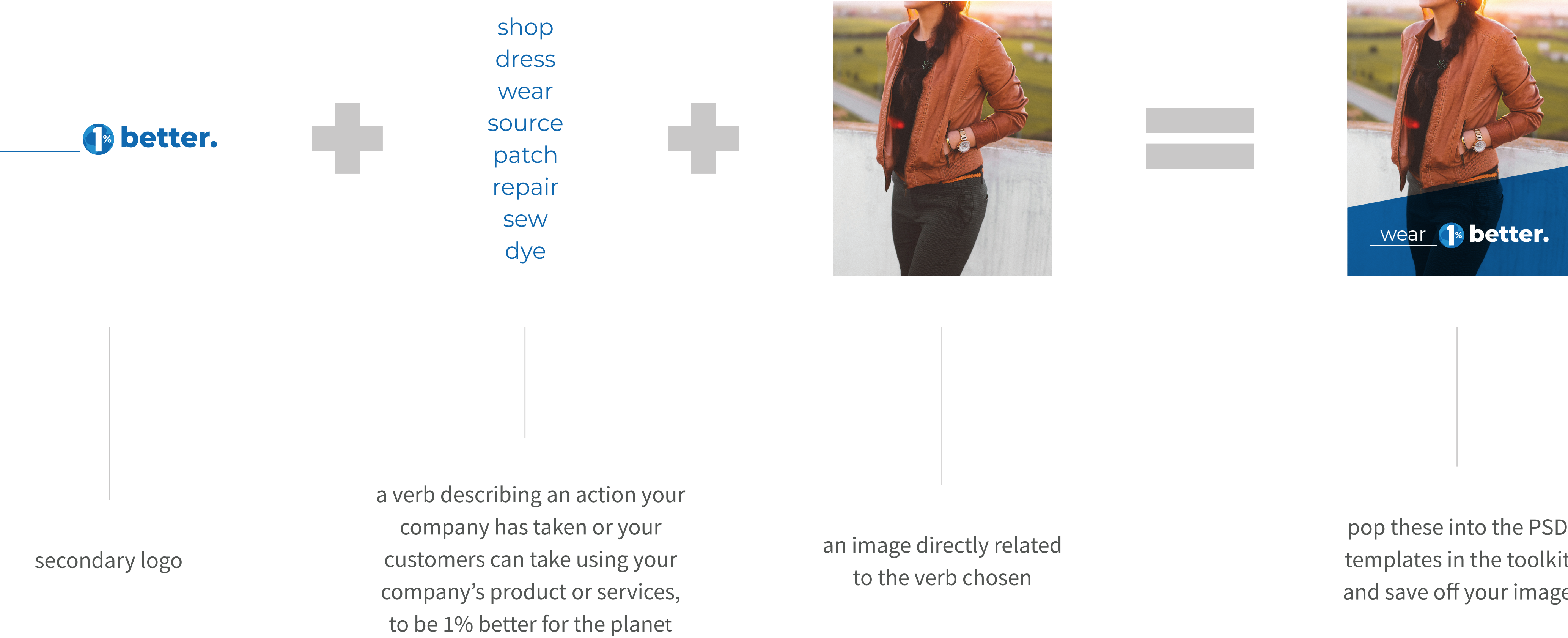
Luggage, mugs, water bottles, etc. :

travel 1% **better.**

- | | | | |
|----------|---------|--------|--------|
| act | create | lift | sew |
| advocate | dine | listen | shop |
| bake | dress | live | shred |
| bike | drink | love | sing |
| bottle | eat | paddle | sip |
| brew | educate | party | ski |
| build | farm | play | swim |
| camp | fish | power | think |
| chill | flex | relax | travel |
| clean | give | ride | walk |
| climb | grow | rock | wash |
| cook | hike | roll | work |
| craft | learn | run | write |

VARIABLE CALL TO ACTION

STRUCTURE FORMULA



CUSTOMIZATION EXAMPLE — BREWERY

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 —
As a brewery, we’re committed to giving back and using our platform for good. We’re proud members of the [@1percentftp](#) network, pledged to give back to our global community through non-profits working to make a difference. We believe that sustainability and accountability go hand in hand, and we’re committed to [#beonepercentbetter](#). You should too. Follow the link in our bio to see how. [#onepercentfortheplanet](#) [#independentbrewers](#) [#environment](#) [#sustainable](#)



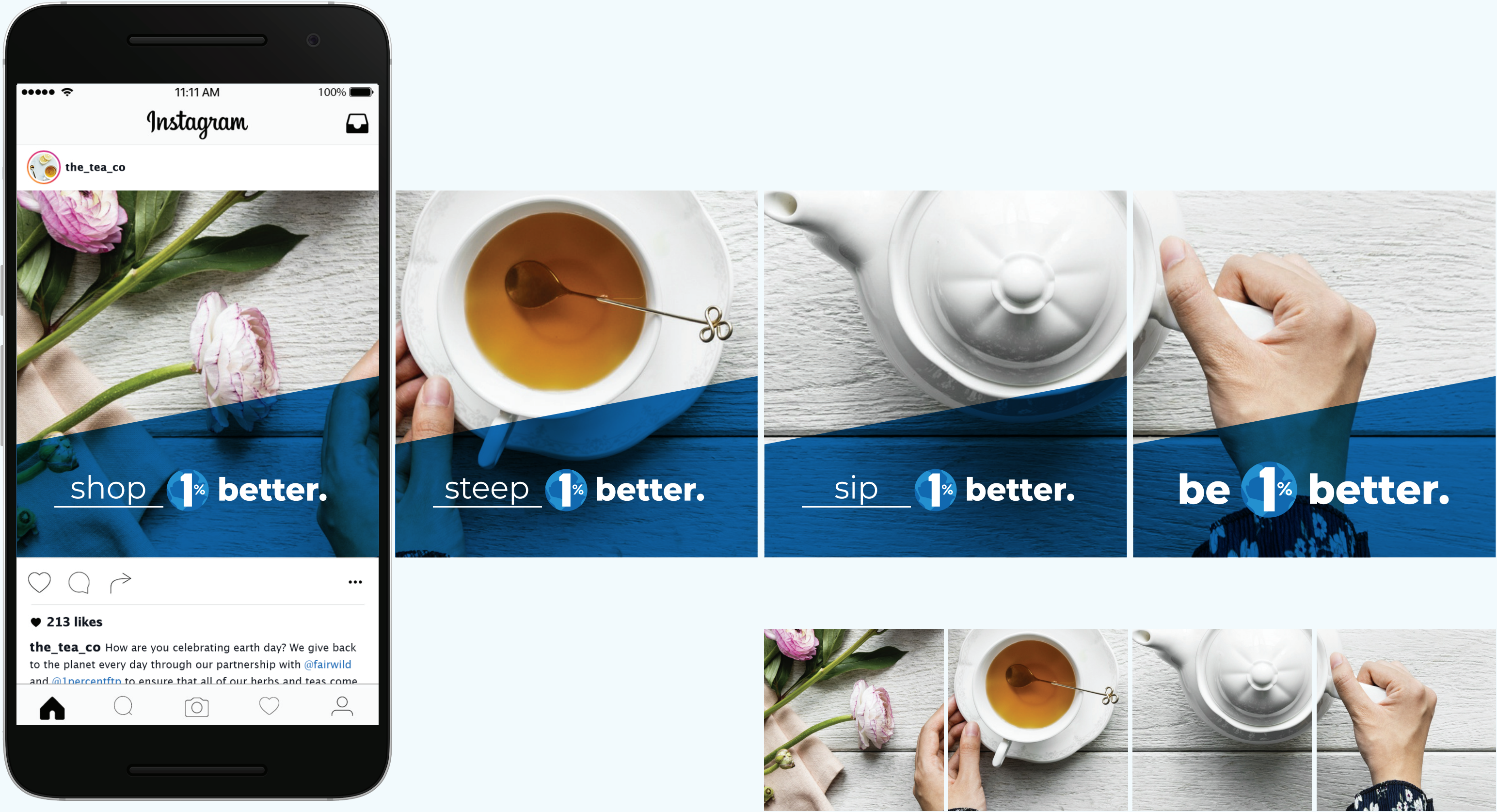
EXAMPLE CAPTION —
Did you know? Our brewery uses bottles made from 100% post-consumer recycled glass and labels from a local printer made with recycled paper. We’re reducing our carbon footprint by choosing to reuse and recycle, and from shopping local. We’re taking action to ensure our brewery can [#beonepercentbetter](#) and you can too. Follow the link in our bio to see how. [#onepercentfortheplanet](#) [#independentbrewers](#) [#environment](#) [#sustainable](#) [#carbonfootprint](#) [#reduceuserecycle](#)



EXAMPLE CAPTION —
You might have noticed the giant solar panels outside our taproom soaking up some rays. They’re just one of the ways we’re using renewable energy resources to power our brewery. By going 100% renewable, our brewery is able to [#beonepercentbetter](#) and help reduce our local community’s dependence on non-renewable energy. Want to know how you can help? Follow the link in our bio to learn more. [#onepercentfortheplanet](#) [#environment](#) [#renewableenergy](#) [#solarpower](#) [#sundayfunday](#)

VARIABLE CALL TO ACTION

CUSTOMIZATION EXAMPLE — CAROUSEL STYLE POST




For social posts, it's also possible to do a carousel of images. The images do not have to be sequential (as shown) but should be related to one another. Captions should be encompassing of the entire carousel, include mentions and hashtags, and be emotionally compelling.



THE LOGOTYPE

LOGO WITH TAGLINE

be  better.

OUR PLANET IS CHANGING. ARE YOU?

CUSTOMIZATION

VARIABLE TAGLINE

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, a New England brewery might partner with a coastal conservation organization dedicated to Maine’s coastlines. In such an instance, the CTA can highlight the coastline or wildlife.

—

These customizations should not happen within the logo lockup itself, when the primary logotype is paired with the tagline. Rather, these customizations should live outside of the logo as a supplement to it and/or the content with which it is being posted.



OUR PLANET IS CHANGING. ARE YOU?

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 EXAMPLE — OUTDOOR GEAR COMPANY

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](#)



act
live
hike  **better.**

PENNY FOR YOUR THOUGHTS...

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.



THOUGHT BUBBLES

PRIMARY SET — CLOUDS



THOUGHT BUBBLE: ALL VARIATIONS

| | | | | | | | | | |
|--------------------------|--|----------------------------|--|---------------------------|--|-----------------------------|--|-------------------|--|
| 1 CLOUD GLOBE LEFT UP | | 1 CLOUD STACKED LEFT UP | | 1 VECTOR GLOBE LEFT UP | | 1 VECTOR STACKED LEFT UP | | 1 ICON LEFT UP | |
| 1 CLOUD GLOBE LEFT DOWN | | 1 CLOUD STACKED LEFT DOWN | | 1 VECTOR GLOBE LEFT DOWN | | 1 VECTOR STACKED LEFT DOWN | | 1 ICON LEFT DOWN | |
| 1 CLOUD GLOBE RIGHT UP | | 1 CLOUD STACKED RIGHT UP | | 1 VECTOR GLOBE RIGHT UP | | 1 VECTOR STACKED RIGHT UP | | 1 ICON RIGHT UP | |
| 1 CLOUD GLOBE RIGHT DOWN | | 1 CLOUD STACKED RIGHT DOWN | | 1 VECTOR GLOBE RIGHT DOWN | | 1 VECTOR STACKED RIGHT DOWN | | 1 ICON RIGHT DOWN | |
| 2 CLOUD GLOBE UP | | 2 CLOUD STACKED UP | | 2 VECTOR GLOBE UP | | 2 STACKED UP | | 2 ICON UP | |
| 2 CLOUD GLOBE DOWN | | 2 CLOUD STACKED DOWN | | 2 VECTOR GLOBE DOWN | | 2 VECTOR STACKED DOWN | | 2 ICON DOWN | |
| 3 CLOUD GLOBE UP | | 3 CLOUD STACKED UP | | 3 VECTOR GLOBE UP | | 3 VECTOR STACKED UP | | 3 ICON UP | |
| 3 CLOUD GLOBE DOWN | | 3 CLOUD STACKED DOWN | | 3 VECTOR GLOBE DOWN | | 3 VECTOR STACKED DOWN | | 3 ICON DOWN | |

PORTRAITS

CUSTOMIZATION EXAMPLES



Bubbles can identify the founders of a company, with a caption that could share why 1% is important to them.



Bubbles can activate individuals, within or without the company, like employees or individual members.



Bubbles can identify groups of people, such as an office or group of volunteers.



Bubbles can identify a company as a whole, without singling out a specific person or group.

HANG TAGS




















Consumer experience has conditioned us to expect everything to have a price tag — but what if that price tag helped the planet? With these 1% hang tags, the campaign seeks to call out products that mean more than just a price tag. Part of a company that supports 1% For The Planet, these tagged products are available at the retail level to anyone willing to seek them out.

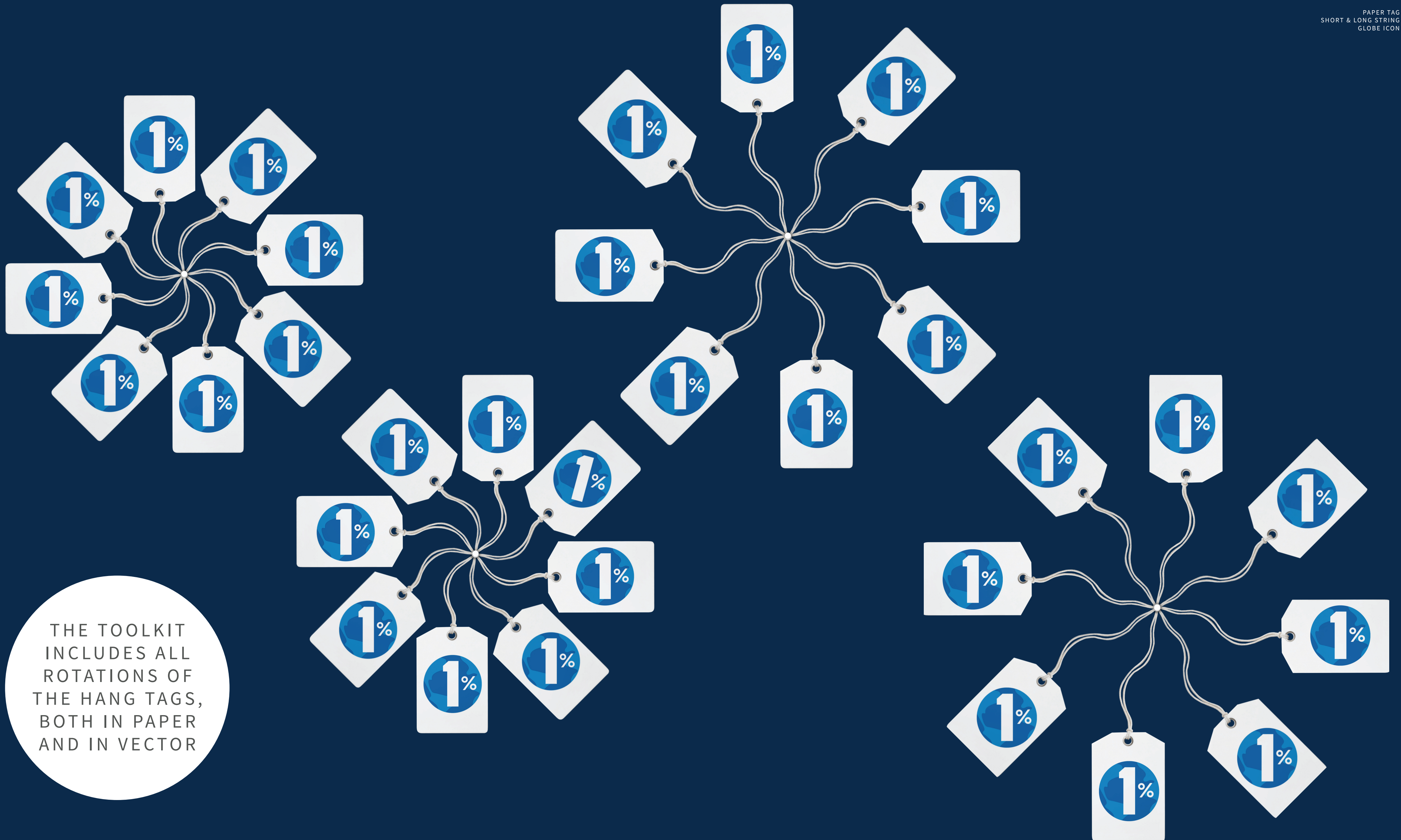
The tags serve as a reminder that every purchase makes a difference, and when they support 1% For The Planet members, they're helping to be part of the bigger change at hand.

Photos used should be lifestyle shots that give character and vibrancy to the products, as opposed to clean-cut studio shots. These products paint the picture of a lively, inviting network of 1% members.

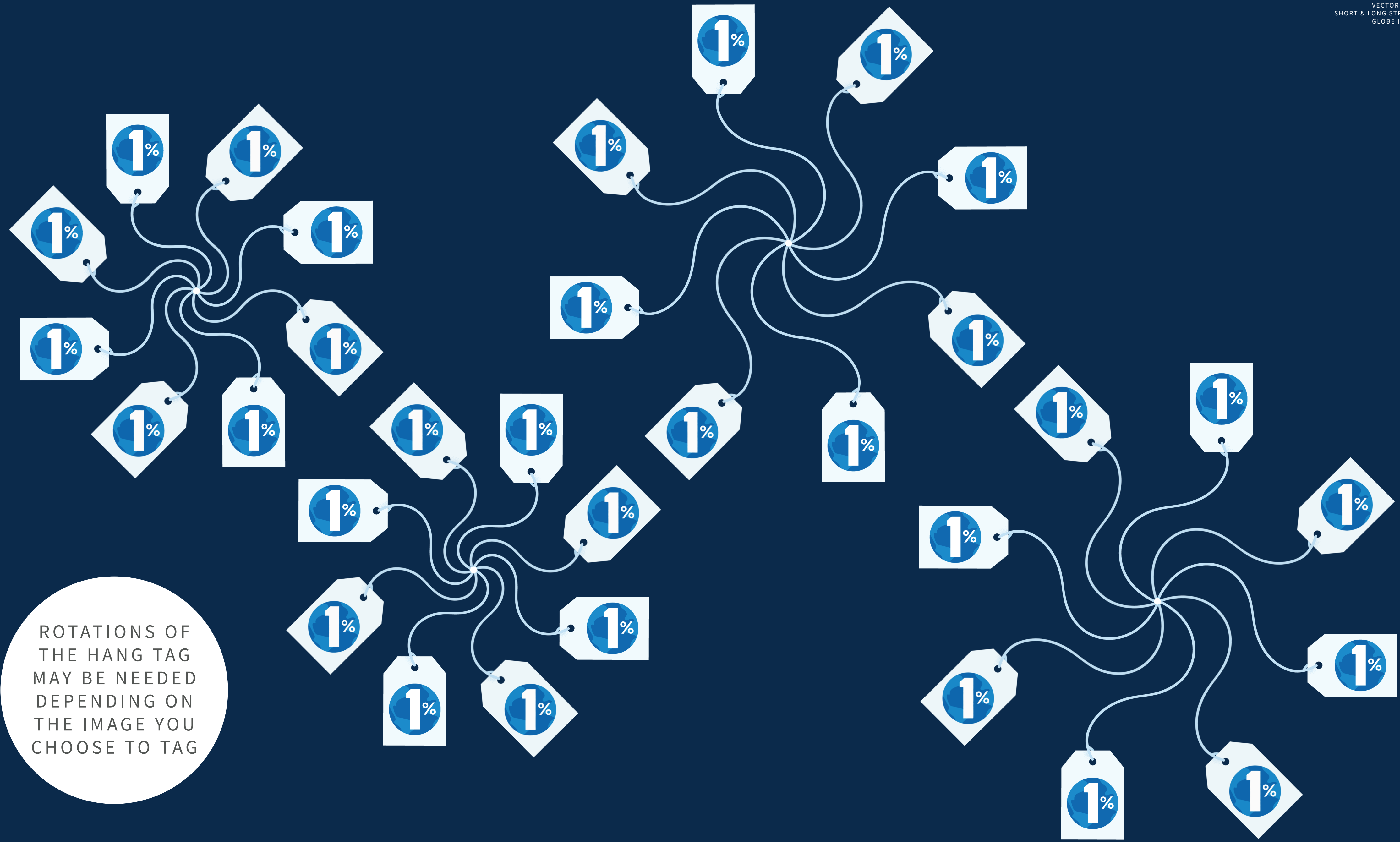


HANG TAGS: ALL VARIATIONS

| | | | | | | | |
|-----------------------|---|-------------------------|---|------------------------------|---|--------------------------------|---|
| GLOBE LEFT UP |  | STACKED LEFT UP |  | GLOBE LEFT UP VECTOR |  | STACKED LEFT UP VECTOR |  |
| GLOBE LEFT DOWN |  | STACKED LEFT DOWN |  | GLOBE LEFT DOWN VECTOR |  | STACKED LEFT DOWN VECTOR |  |
| GLOBE RIGHT UP |  | STACKED RIGHT UP |  | GLOBE RIGHT UP VECTOR |  | STACKED RIGHT UP VECTOR |  |
| GLOBE RIGHT DOWN |  | STACKED RIGHT DOWN |  | GLOBE RIGHT DOWN VECTOR |  | STACKED RIGHT DOWN VECTOR |  |
| GLOBE RIGHT UP LONG |  | STACKED RIGHT UP LONG |  | GLOBE RIGHT UP LONG VECTOR |  | STACKED RIGHT UP LONG VECTOR |  |
| GLOBE RIGHT DOWN LONG |  | STACKED RIGHT DOWN LONG |  | GLOBE RIGHT DOWN LONG VECTOR |  | STACKED RIGHT DOWN LONG VECTOR |  |
| GLOBE LEFT UP LONG |  | STACKED LEFT UP LONG |  | GLOBE LEFT UP LONG VECTOR |  | STACKED LEFT UP LONG VECTOR |  |
| GLOBE LEFT DOWN LONG |  | STACKED LEFT DOWN LONG |  | GLOBE LEFT DOWN LONG VECTOR |  | STACKED LEFT DOWN LONG VECTOR |  |



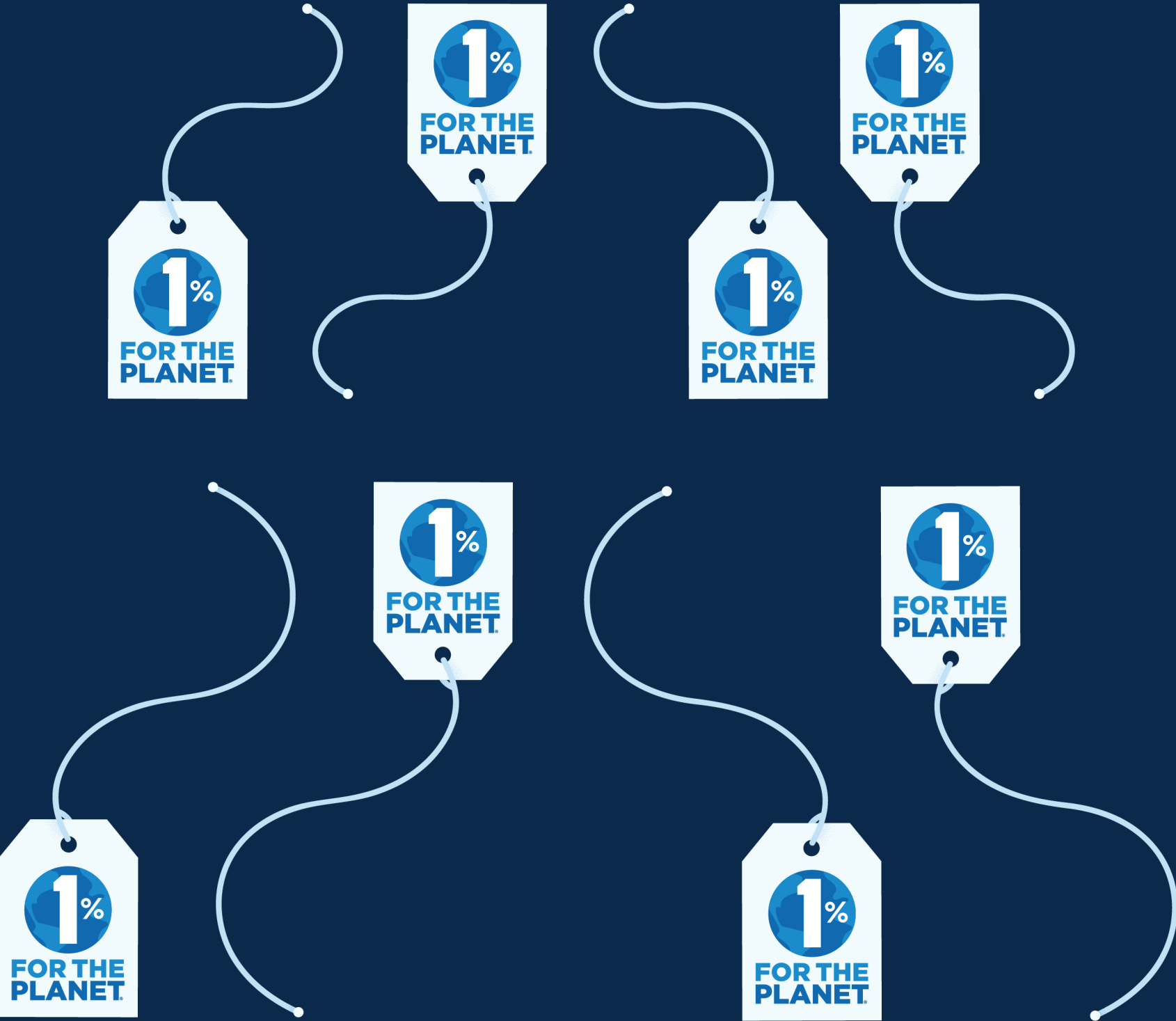
THE TOOLKIT
INCLUDES ALL
ROTATIONS OF
THE HANG TAGS,
BOTH IN PAPER
AND IN VECTOR



ROTATIONS OF
THE HANG TAG
MAY BE NEEDED
DEPENDING ON
THE IMAGE YOU
CHOOSE TO TAG



HANG TAGS
USING THE
FULL STACKED
LOGO ARE ALSO
INCLUDED, WITH
BOTH SHORT
AND LONG
STRINGS



HOW TO USE / HOW NOT TO USE



DO place with intent. The tag's end point should make contact with the product in a way that makes sense.



DON'T place arbitrarily. Don't leave the tag hanging in space, without attaching it to the product.



DO make sure the tag is visible. On white or light images, you may need to add a slight shadow, but...



...**DON'T** use a photo if you can't make the necessary adjustments. Might be a different photo works better!

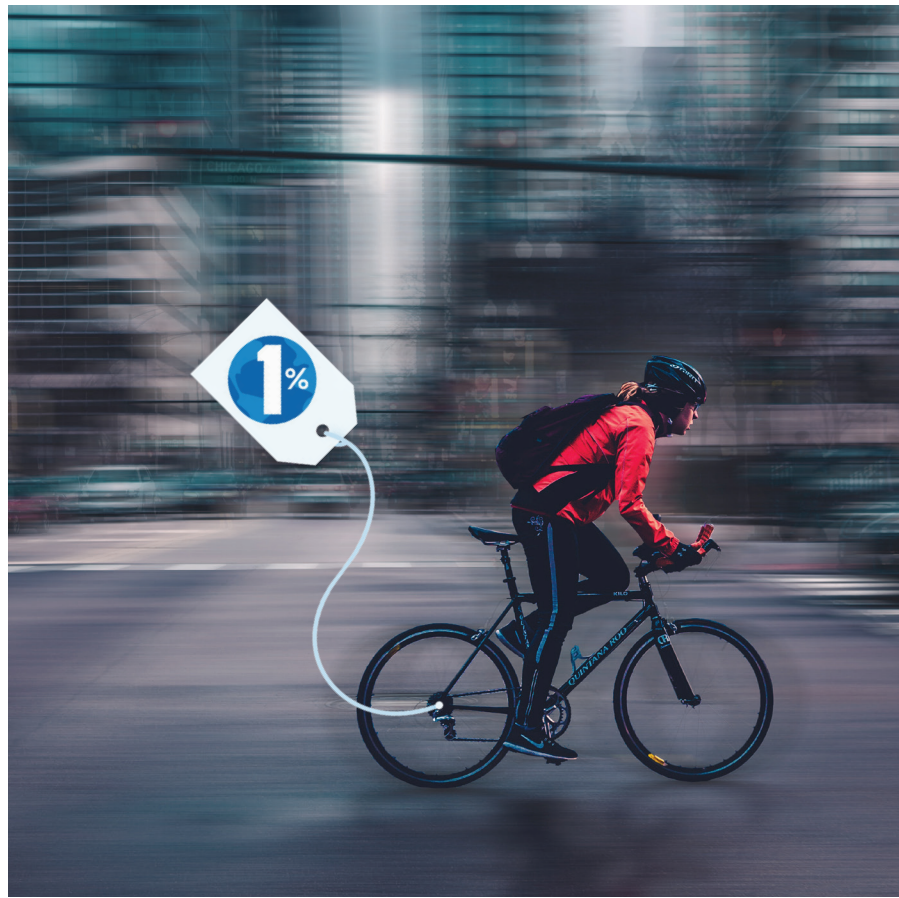
CUSTOMIZATION EXAMPLES



Captions can speak about the product or the company, and the connection to 1% For The Planet.



The tag could apply to one part of the product, like here where it applies to the line and not the whole reel.



Text could speak about how the product facilitates greener choices for everyday life, like bike commuting.



The caption might highlight an aspect of the member company, i.e. sunglasses using recycled ocean plastic.

MINIATURE FLAGS





Mini flags are intended to identify food, beverage, and restaurant members within the 1% network. These flags are placed on photos shot within eye level or a reasonable range above, but not from a birds' eye view (in such views, the flag would be barely visible anyway). These flags serve to highlight members whose products are more experiential than material.

These flags can be stuck into plates of food or accompany beverage glasses or containers. Think about where these types of flags occur in the real world, and follow those as guidelines for where these 1% mini flags can live.





MINI FLAGS: ALL VARIATIONS

| | | | |
|--------------------|---|----------------------|---|
| GLOBE — FLAG LEFT |  | STACKED — FLAG LEFT |  |
| GLOBE — FLAG RIGHT |  | STACKED — FLAG RIGHT |  |

CUSTOMIZATION EXAMPLES



It's important to place the flag somewhere realistic, like in the top of a smoothie or sandwich.



Flags could represent one or more dishes or the whole restaurant. Captions will be helpful to elaborate.



Photos can be close up, or farther away, but all should be visually interesting and highlight the 1% mini flag.



Captions could talk about the company's green initiatives, like composting or using local food sources.

FLAGS, TAGS, AND THOUGHT BUBBLES

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 hang 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.



SELECTIVE FOCUS

With selective coloring and a bold call to action, the CHOOSE WISELY graphic treatment allows for directly highlighting 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 to steer them toward 1% For The Planet network members.



CUSTOMIZATION EXAMPLES



The caption can speak to one or more products, encouraging uses to buy products of 1% members.



Selective focus on a group of people would single out the product from a 1% member in color.



The callout could be about a member's operating practices, such as composting or using local vendors.



A mission statement or why the company has chosen to be a member would serve as a caption as well.

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.



GLOBE ICONS

GENERAL SMILEYS



GLOBE ICONS

ISSUE SPECIFIC



Climate



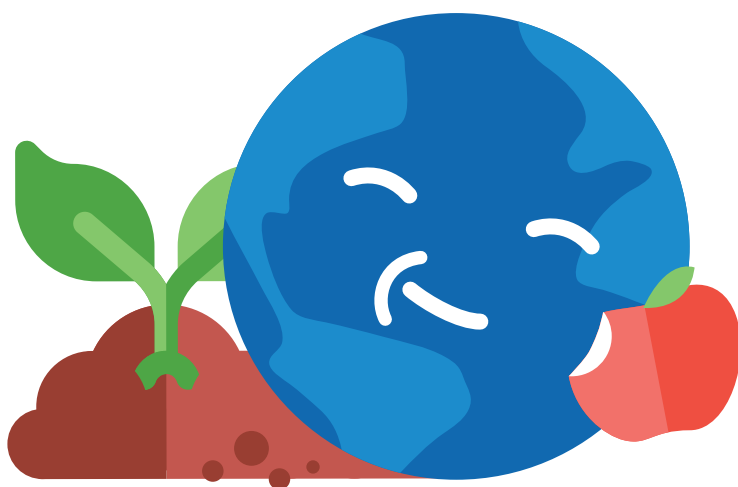
Land



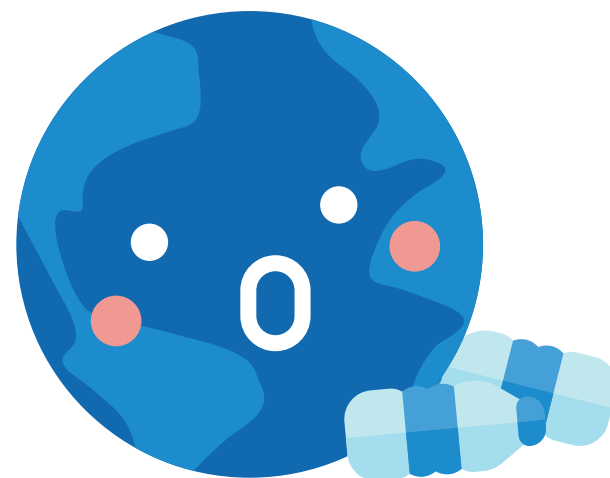
Water



Wildlife



Food



Pollution

ISSUE SPECIFIC

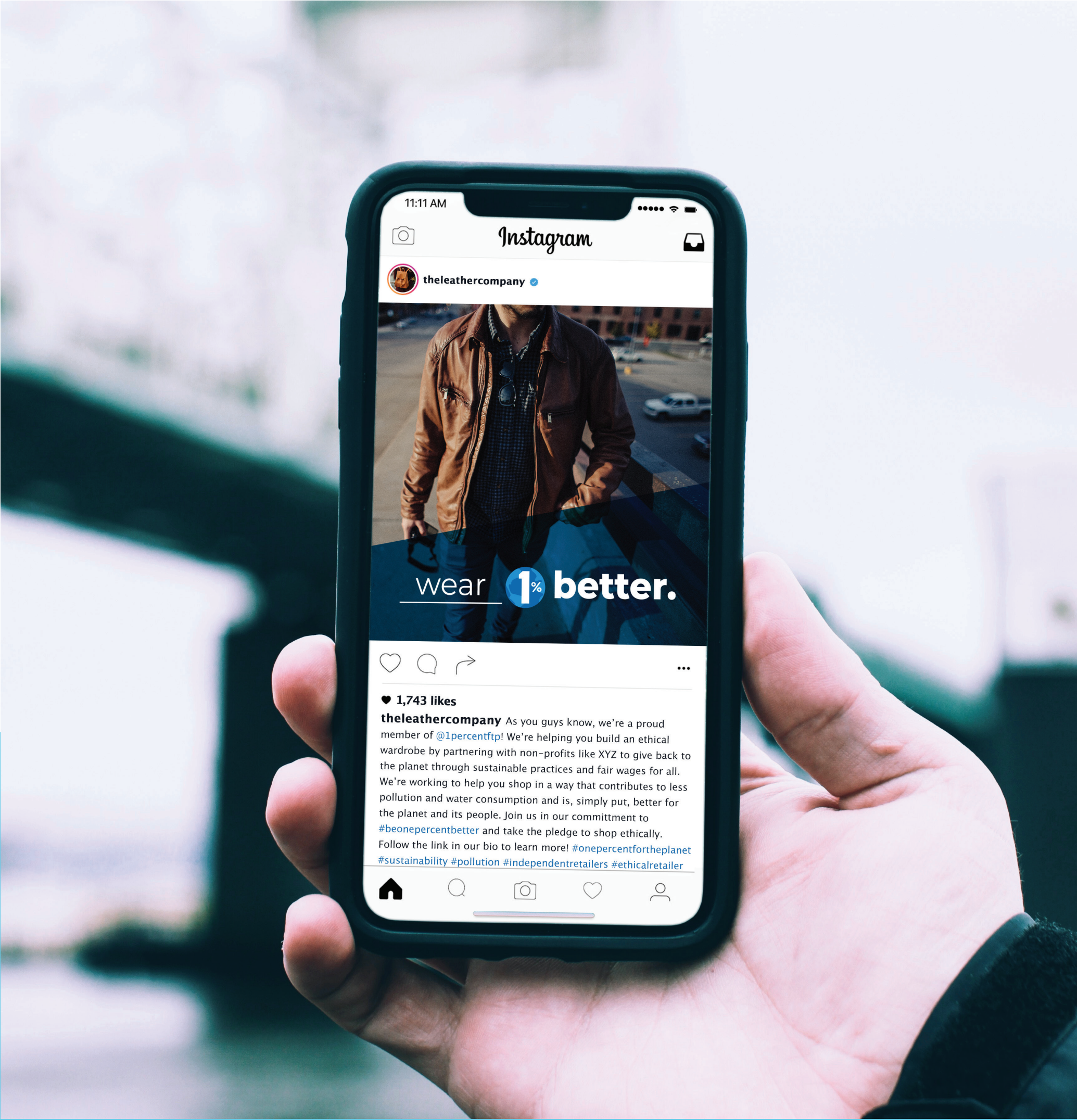


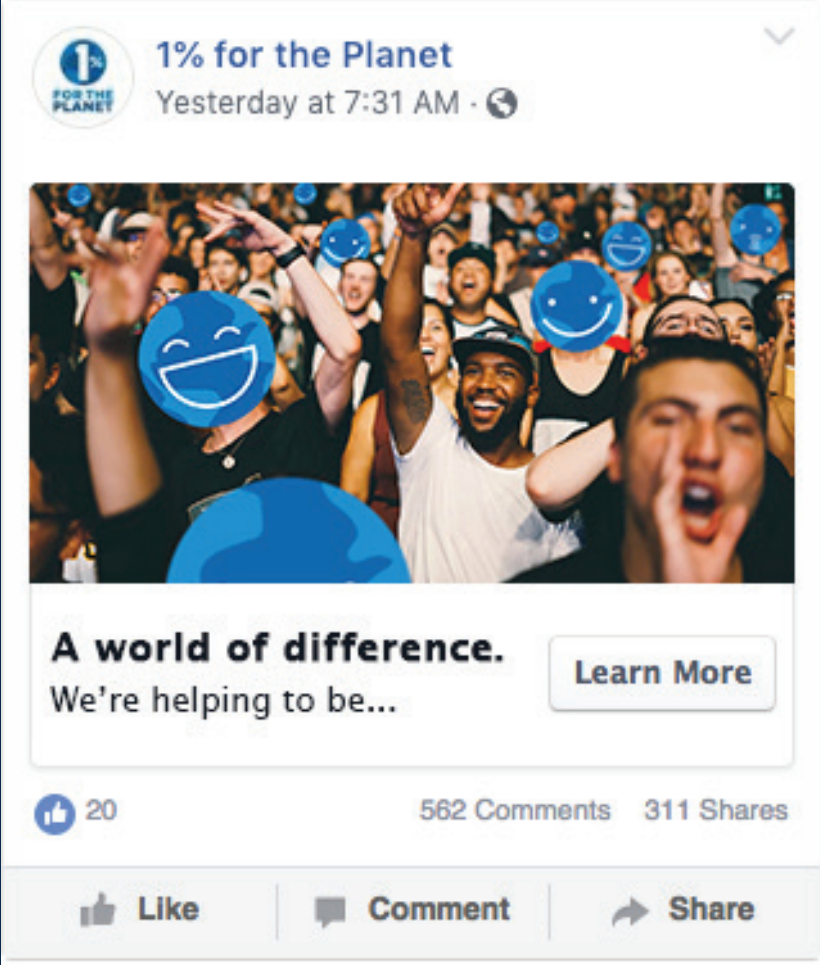
GROUP PHOTOS



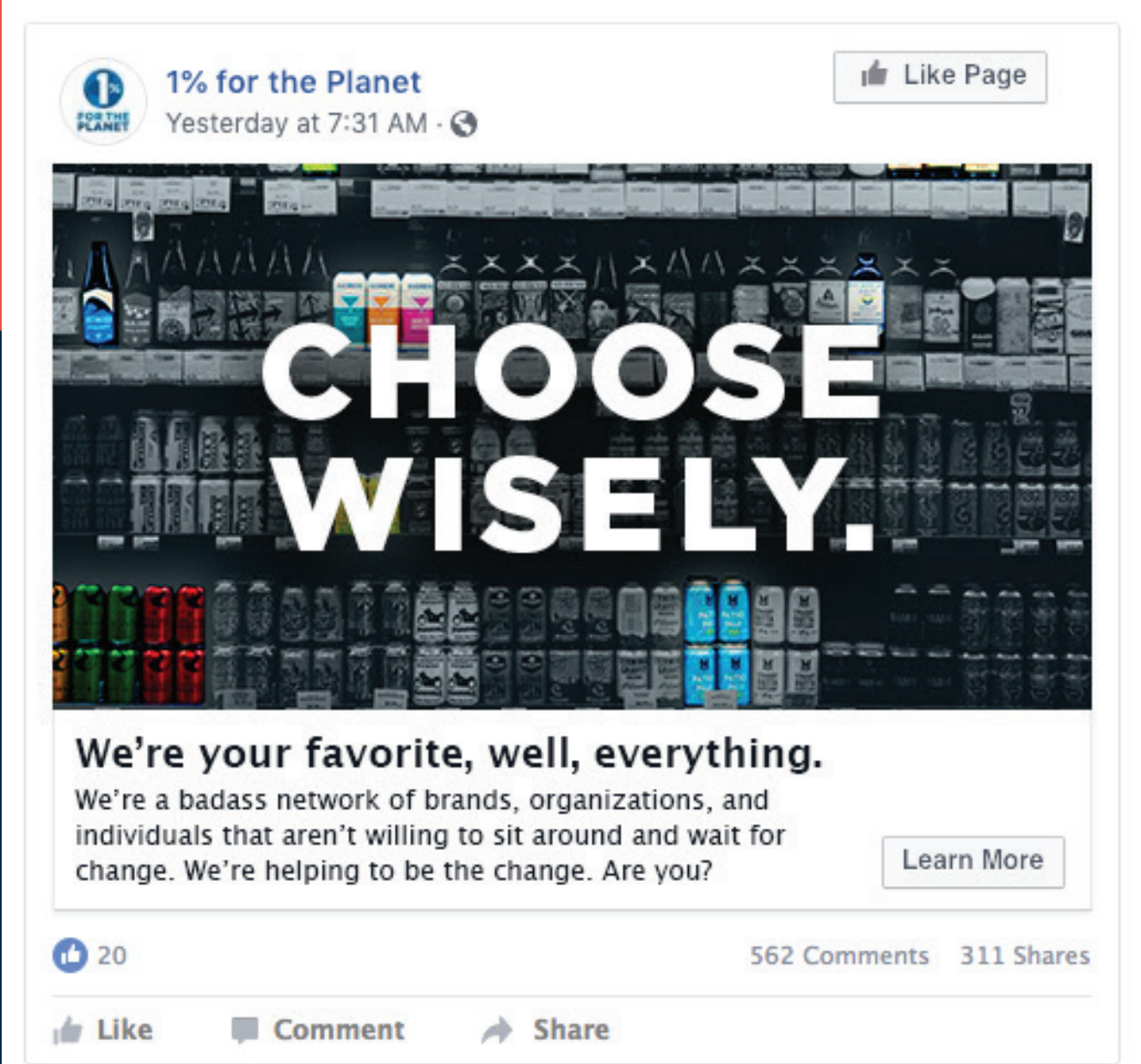
VERSATILITY + VARIETY + VOLUME

Variety is the spice of life. The same is true for this campaign. It’s best to sprinkle in campaign assets throughout social feeds so that they don’t become saturated. It’s also recommended to vary up the posts so that overall the campaign stays visually dynamic. The assets in this toolkit provide a starting point for your own set of customized graphics that can help carry the wave of momentum from 1% For The Planet’s feed on through members and partners like you helping to spread awareness for the campaign.





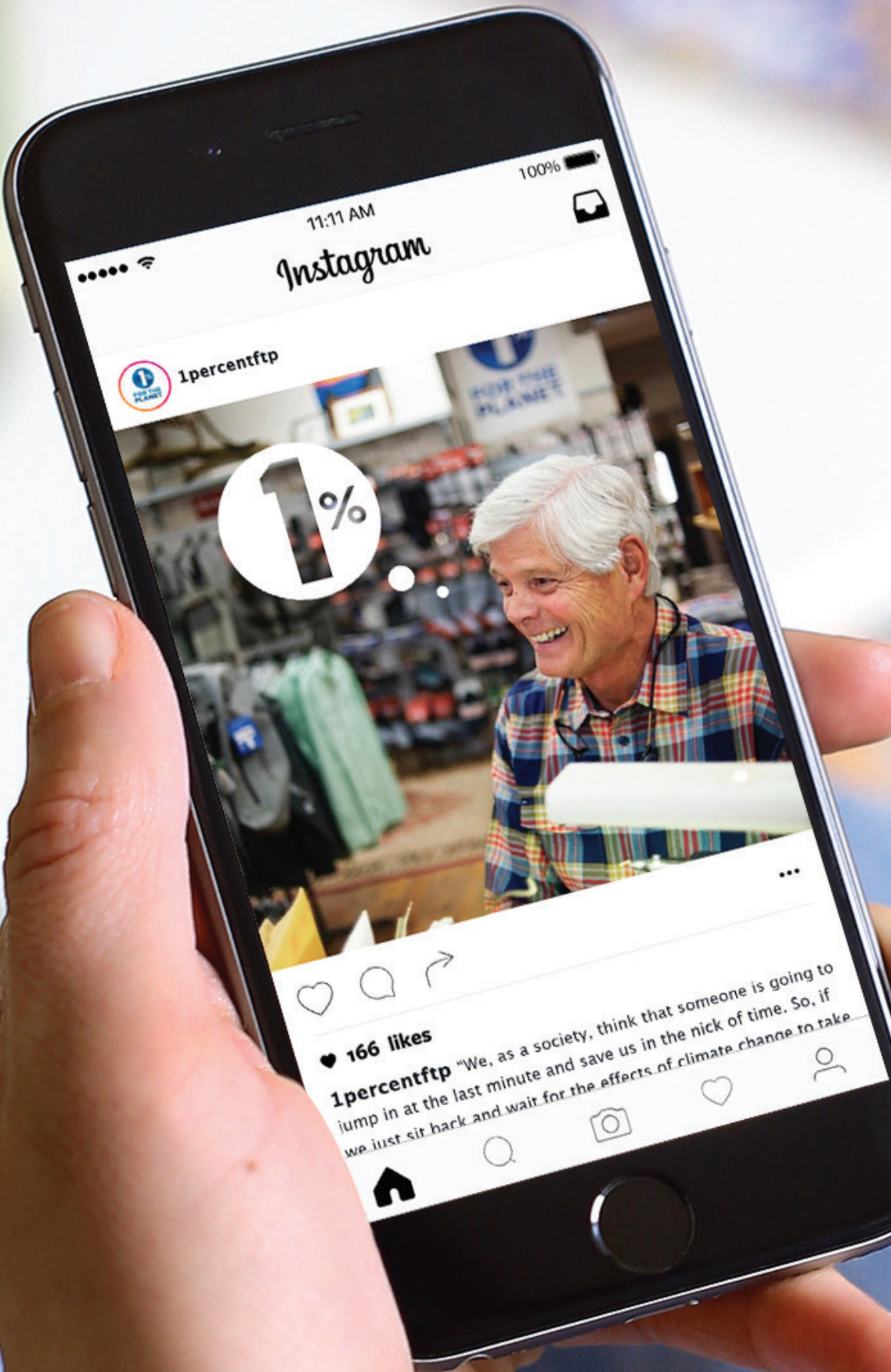
FACEBOOK PAID AD

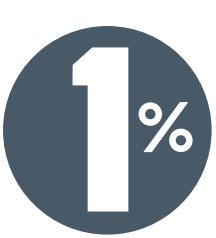


FACEBOOK PAID AD



INSTAGRAM AD





1%
ADDS UP



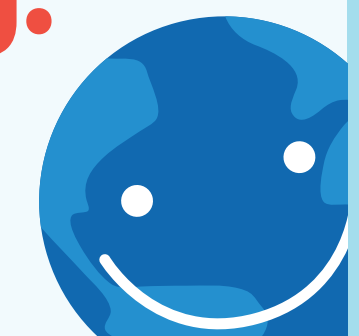
see your impact.
shop 1% better.



1% BETTER.



easy
giving.
amplified
doing.



your dollar
↓
1% member
↓
nonprofit partner
↓
the planet

CHOOSE
WISELY.



BE ONE
PERCENT
BETTER.



1% BETTER.

thank you.