be 1% better.

PARTNER TOOLKIT
PART 1
CAMPAIGN IDENTITY

shop
shred
surf
1% better.
be 1% better.
#beonepercentbetter
#onepercentfortheplanet
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
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* better.
* A yoga studio or products manufacturer: *flex* better.
* Eco-friendly cleaning or laundry products: *clean* better.
* Sustainable clothing and accessories: *dress* better.
* Photography studio: *create* better.
* Luggage, mugs, water bottles, etc.: *travel* better.

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

STRUCTURE FORMULA

secondary logo

shop
dress
wear
source
patch
repair
sew
dye

a verb describing an action your company has taken or your customers can take using your company’s product or services, to be 1% better for the planet

an image directly related to the verb chosen

pop these into the PSD templates in the toolkit and save off your image
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.).
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.
be 1% better.

Our planet is changing. Are you?
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.
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).
PART 2

USAGE
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**

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**PORTRAITS**

18
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

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**Vector Graphics**
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.
**HANG TAGS**

**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!
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 good 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**

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- **SLOPE — FLAG LEFT**
- **STACKED — FLAG LEFT**
- **SLOPE — FLAG RIGHT**
- **STACKED — FLAG RIGHT**
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.
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.
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.
The caption can speak to one or more products, encouraging users 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
be 1% better.
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 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 mention from 1% For The Planet’s feed on through members and partners like you helping to spread awareness for the campaign.
thank you.