

Marketing resources

Overview:

On the project website (www.operationearth.co.uk), you will find the full marketing pack in electronic form. This includes:

- Marketing Images.
- Project logos and partner logos.
- Brand assets, including templates.
- Characters created for Operation Earth.
- Pre-approved text that can be used to describe the family show and activities.
- Sample Press Release.

Everything that has been created for the project including assets, materials and content has been licensed under Creative Commons, to encourage people to share, innovate and push the field forward.

Images for your use

To assist with marketing your events, we have commissioned photographers to provide images that can be used in promoting Operation Earth. You are free to use these as you wish, on web, social media, print media and internal training resources. Images are also available from NERC via their Flickr account.

www.flickr.com/photos/nercscience

Copyright on materials

All the project resources, including the handbook, show content and images are also licensed under Creative Commons.



Referring to the show

You should use 'Operation Earth' as the title of all your activities associated with this project.

The Logo

Main Logo



All components of the logo are precisely defined. Other elements may not be placed within them.

- The logo should not appear more than once on a single page or screen.
- Always set the aspect ratio.
- This is the primary and only version of the logo.

Logo Usage

A minimum area of clear space should be maintained around the logo. This is equal to the height of the capital 'E' in the logo – see example below:



Logo do's and don'ts

When placing the logo do not:

- Squash the logo
- Stretch the logo
- Crop or adjust the logo



Don't squash the logo's proportions.



Don't skew, rotate or stretch the logo.



Don't crop or change the logo's proportions.

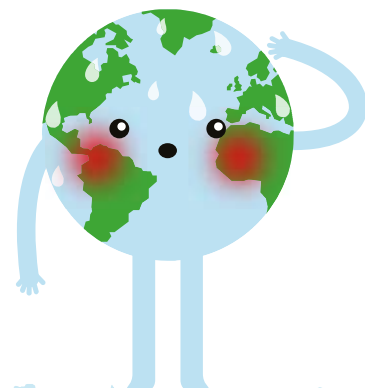
Minimum size

We have created a minimum logo size to make sure the name is never lost or too small to read. The logo should never be smaller than 32mm across its width. There is no maximum size.

Logo sizing for printed materials



Logo sizing for online use



Our Fonts - How to use our fonts

Operation Earth uses two main fonts, Gilroy Extra Bold and Gilroy Regular. Gilroy Extra Bold is intended to be used for heading and Gilroy Regular for body text. Montserrat can be used as a substitute for Gilroy Regular when working online or for in-house documents. These are all available to you via the Project website.

Gilroy Extra Bold Heading font

ABCDEF
Abcdef

ABCDEFGHJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
12345678910 £\$%&@#?*{}

Headings: Generally heading text should be Gilroy Extra Bold. It should be reproduced in white when on a dark/coloured background. This can also be used for standfirst and sub heading text.

Gilroy Regular Body font

ABCDEF
Abcdef

ABCDEFGHJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
12345678910 £\$%&@#?*{}

Body Text: Body text should be Gilroy Regular and Gilroy Medium when used on a coloured background. It should be no smaller than 9pt on 12pt leading (line spacing). It should be reproduced in black or white when on a dark/coloured background. Gilroy Extra Bold can be used sparingly to highlight elements of body text that have extra importance.

Montserrat Body font for web use and In house documents

ABCDEF
Abcdef

ABCDEFGHJKLMNOPQRSTUVW
YZ. Abcdefghijklmnopqrstuvwxy
z 12345678910 £\$%&@#?*{}

Body Text for web and in-house use: If Gotham is not available, Montserrat can be used as a body font for web use and In house documents. It should be used no smaller than 16px for web and 9pt on 12pt leading (line spacing) for in-house documents. It should be reproduced in black or white when on a dark/coloured background. This font has an Open Font License from Google.

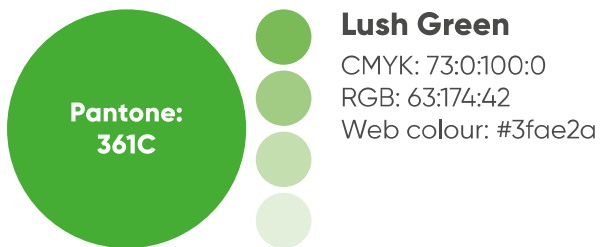
<https://fonts.google.com/specimen/Montserrat>



Our colours – primary palette

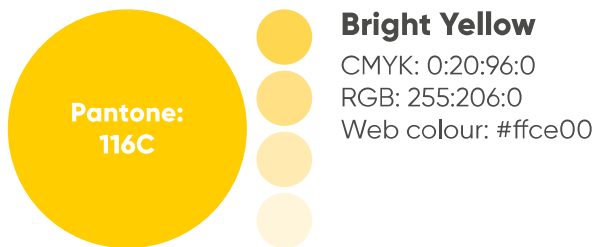
A small palette of strong, complimentary colours will help Operation Earth to be easily recognised wherever seen, even without the logo.

***Please note: When using Lush Green (Pantone 361C) as the dominant colour and Pale Ocean (Pantone 637C) together, please tint Pale Ocean down to a maximum of 60%.**



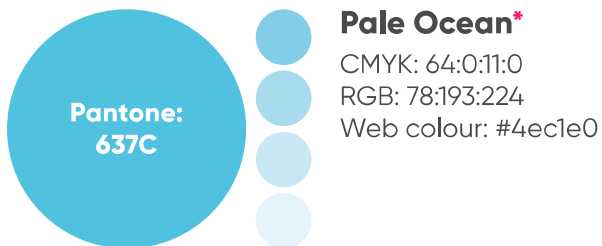
Lush Green

CMYK: 73:0:100:0
RGB: 63:174:42
Web colour: #3fae2a



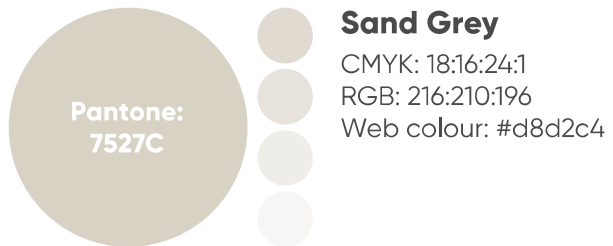
Bright Yellow

CMYK: 0:20:96:0
RGB: 255:206:0
Web colour: #ffce00



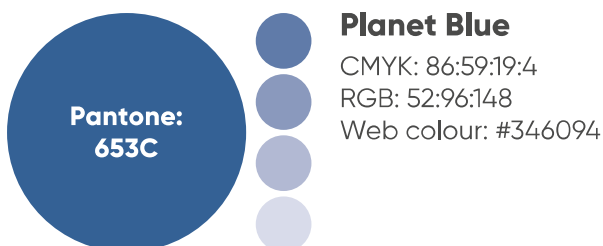
Pale Ocean*

CMYK: 64:0:11:0
RGB: 78:193:224
Web colour: #4ec1e0



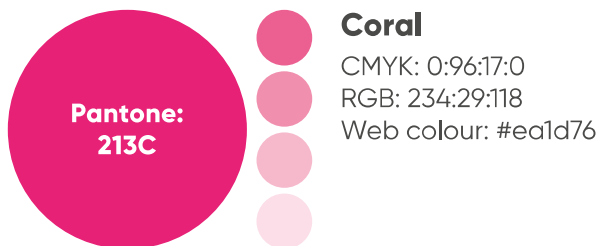
Sand Grey

CMYK: 18:16:24:1
RGB: 216:210:196
Web colour: #d8d2c4



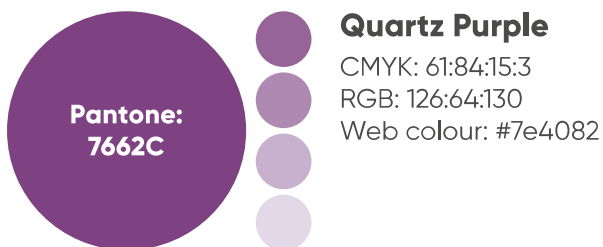
Planet Blue

CMYK: 86:59:19:4
RGB: 52:96:148
Web colour: #346094



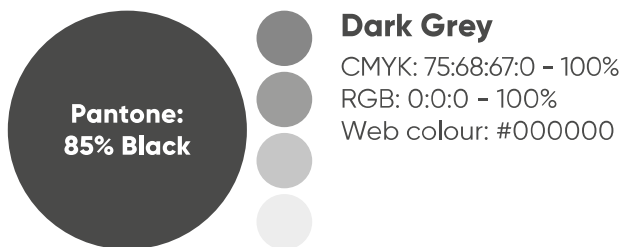
Coral

CMYK: 0:96:17:0
RGB: 234:29:118
Web colour: #ea1d76



Quartz Purple

CMYK: 61:84:15:3
RGB: 126:64:130
Web colour: #7e4082



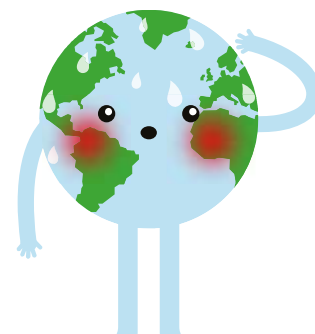
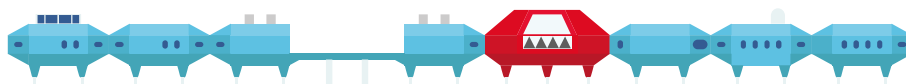
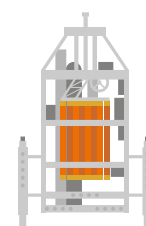
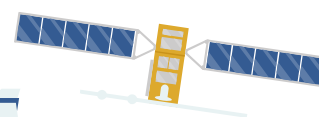
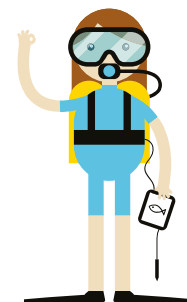
Dark Grey

CMYK: 75:68:67:0 - 100%
RGB: 0:0:0 - 100%
Web colour: #000000

Our Look and Feel

A selection of graphics have been created to compliment the main illustrations for Operation Earth. These graphics are to be used to highlight a section or paragraph of text to make it more prominent and exciting for the reader/user.

Please note: When using the earth illustrated graphics, the hot, polluted or ill earthy should be used sparingly and the focus should be on the positive healthy earth graphic.



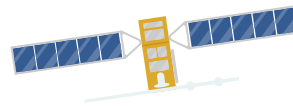


Website and social media

The website for the project is
www.operationearth.co.uk

Here you will find all project resources, including images, templates, full brand guidelines, additional training resources and information.

We would also be delighted if you would post pictures, comments or videos onto the facebook page on twitter using the hashtag **#OperationEarth** or **@Operation_earth**.



Approved text and press releases

Approved text for the promotion of the Operation Earth programme can be found online at www.operationearth.co.uk.

Centres should use this text or extracts from it within their press releases and promotional material. For any additional information please contact the ASDC project manager.

