



Brand Guidelines



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Our Logo

Our 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.
- Do not attempt to redraw or recreate any element of the logo.
- This is the primary and only version of the logo.

A greyscale version of the logo exists for all media to be printed in black-and-white (such as internal literature). Only use this if possible in rare instances.

A white reversed logo can be used on solid plain coloured backgrounds.

A full colour breakdown can be found on page 11 of these guidelines.

Always use the approved files of the artwork. File formats exist in Illustrator AI, EPS, PNG and JPG.

Main Logo Full Colour – CMYK, RGB or Spot



Greyscale (only use in rare instances)



White Reversed



Our Logo

Clear space

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

Minimum size

We have created a minimum logo size to make sure the name is never lost or too small to read/render.

The logo should never be smaller than 28mm across its width or 100 pixels in width for websites. There is no maximum size – you can make it as big as you need it to be for your communication.



Logo sizing for offline use (printing materials)



32 mm

Logo sizing for online use (websites)



100 pixels width

Our Logo – logo treatment

Here are some guidelines for the placement of the logo and accompanying elements.

Wherever possible position the logo in a top corner of the design, observing the minimum clear space rules described on the previous page.



Here is an example of the logo being used within the design of the Training Handbook.

Main logo

Example of Handbook cover in here to be designed

Document title

Training Handbook

Our Logo – Do's and don'ts

It's important that we have a consistent message in everything we say.

Part of that is having a consistent logo that has the same, strong impact wherever it's seen.

When placing the logo, do not:

- Separate the icon from the wordmark.
- Change the logo's proportions.
- Flip the logo or any other elements
- Add any kind of effect (e.g. shadow, reflection, 3D or glow).
- Skew, rotate or stretch the logo.
- Use the logo within a sentence.
- Place the logo over an icon or any other object.
- Place the logo over a busy photo.
- Change the colour of the logo in anyway.

X



Don't separate the icon from the wordmark.

X



Don't change the logo's proportions.

X



Don't flip the logo or any other elements.

X



Don't add any kind of effect (e.g. shadow, reflection, 3D or glow).

X



Don't skew, rotate or stretch the logo.

X

We and  have agreed.

Don't use the logo within a sentence.

X



Don't place the logo over an icon or any other object.

X



Don't place the logo over a busy photo.

X



Don't change the colour of the logo in anyway.

Our Fonts

Our Fonts – How to use our fonts

Operation Earth uses one main font. **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 when working online or for in-house documents.**

Gilroy Extra Bold
Heading font

ABCDEF
abcdef

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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

Our Colours – primary palette

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

This colour palette has been carefully selected to complement and reflect Planet Earth and the main environments around us.

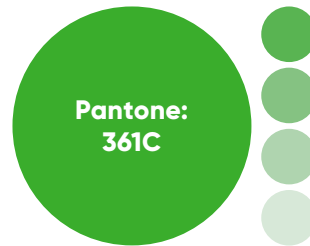
CMYK: this colour breakdown is used by printers when they are printing in a four colour process. It's best to use CMYK if you are producing full colour brochures, leaflets and other print projects.

Digital print: if you choose to have your project printed digitally, most digital printers will prefer a CMYK breakdown.

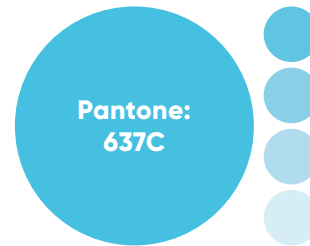
Pantone Matching System (PMS): this colour breakdown is used by printers when they are printing a 'spot' colour. This is most commonly used for two-colour projects such as letterheads or compliment slips.

Digital and online: you can use either the RGB or hexadecimal breakdowns for projects that will be viewed online or on screen only.

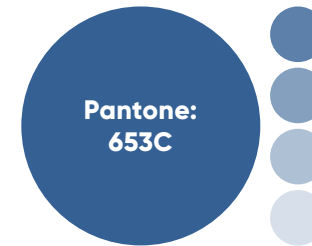
***Please Note:** When using Lush Green (Pantone 361C) as the dominant colour and Pale Ocean (Pantone 637C) together, please tint Pale Ocean down to a maximum of 60%.



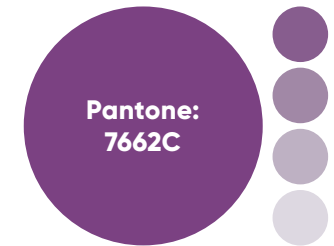
Lush Green
CMYK: 73:0:100:0
RGB: 63:174:42
Web colour: #3fae2a



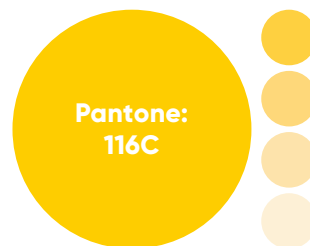
Pale Ocean*
CMYK: 64:0:11:0
RGB: 78:193:224
Web colour: #4ec1e0



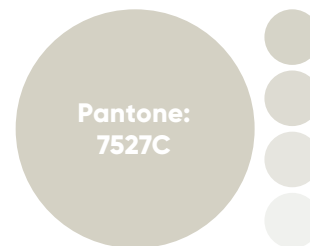
Planet Blue
CMYK: 86:59:19:4
RGB: 52:96:148
Web colour: #346094



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



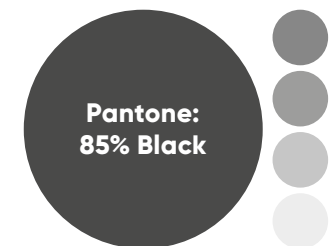
Bright Yellow
CMYK: 0:20:96:0
RGB: 255:206:0
Web colour: #ffce00



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



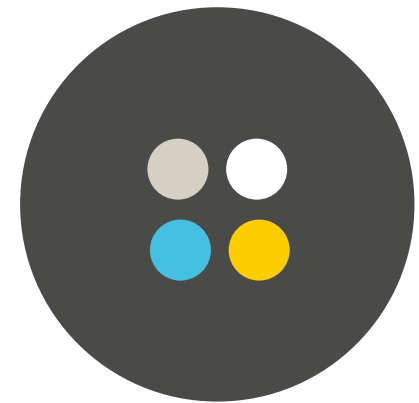
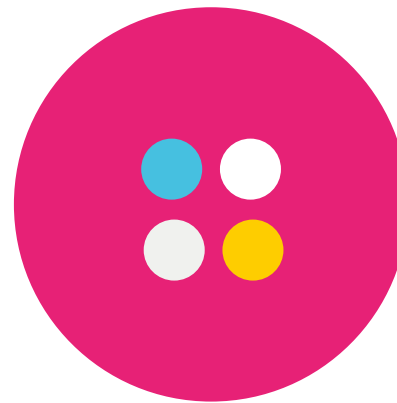
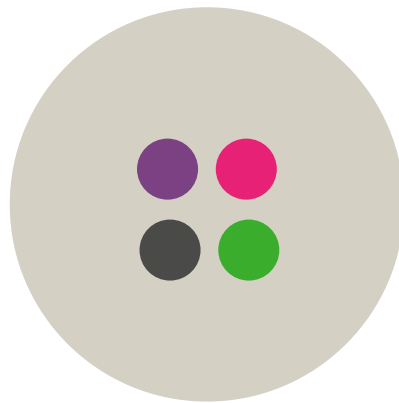
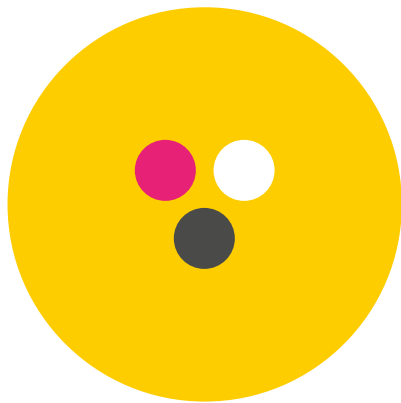
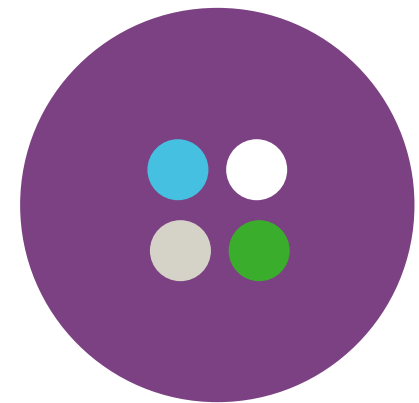
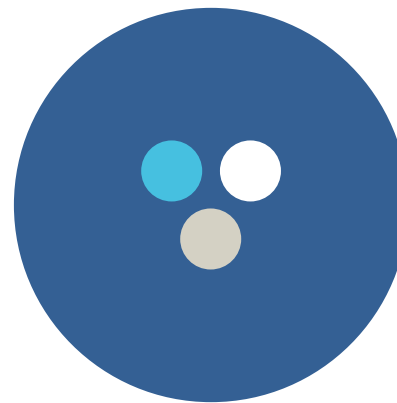
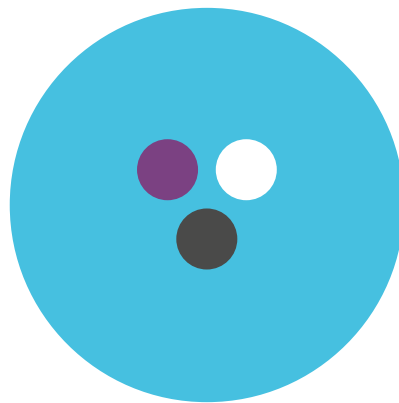
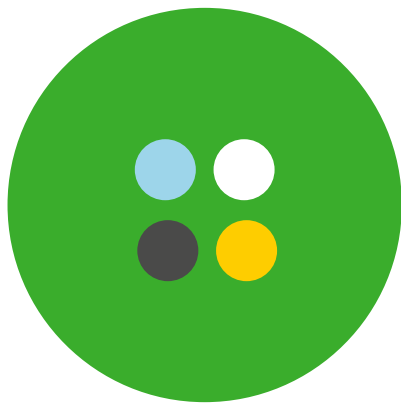
Coral
CMYK: 0:96:17:0
RGB: 234:29:118
Web colour: #ea1d76



Dark Grey
CMYK: 75:68:67:0 – 100%
RGB: 0:0:0 – 100%
Web colour: #000000

Our Colours - colour theory

We have created a guide so you can use certain colour combinations for Operation Earth.



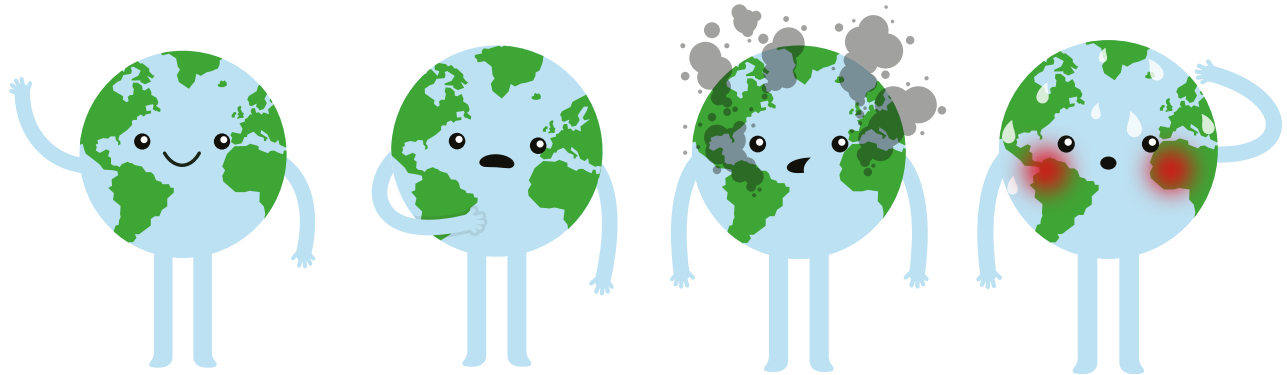
Our Look & Feel

Our Look & Feel

Supporting illustrated Earth and Scientist characters

A selection of illustrations have been created for Operation Earth. These graphics are to be used throughout the literature and web site to add excitement and visual reference for the reader/user.

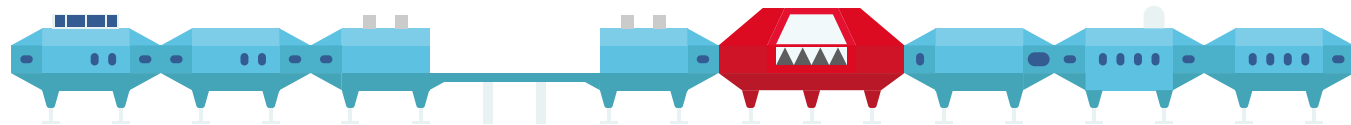
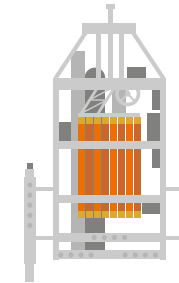
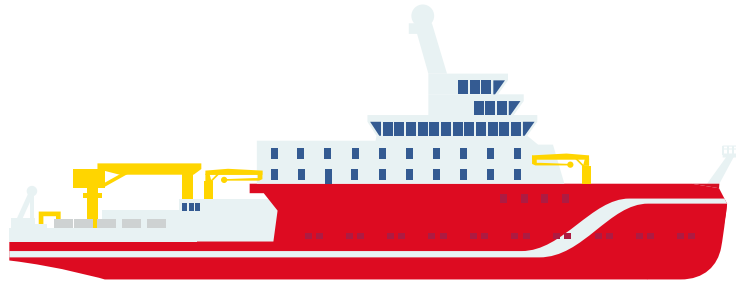
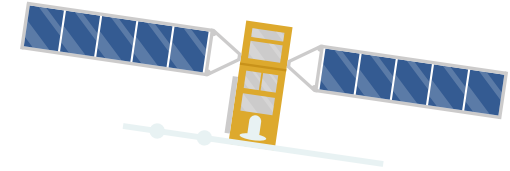
Please note: When using the earth illustrated graphics, the hot, polluted or ill earthy should be used sparingly and the focus should be on the positive healthy earth graphic.



Our Look & Feel

Further supporting illustrated objects

A further selection of illustrations have been created for Operation Earth. These graphics are to be used throughout the literature and web site to add excitement and visual reference for the reader/user.



Contact

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requests please contact:**

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