

earth

BRAND MANUAL



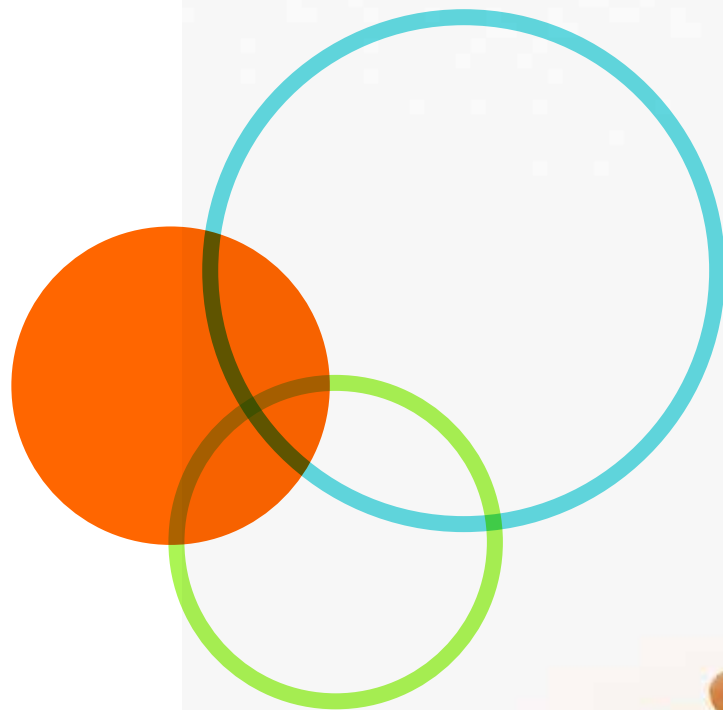
BRAND GUIDELINES

Build a Better Earth



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BRAND **MANIFESTO**

Building a better earth starts with a shared belief. That people, working together with care, attention and honesty, can do just about anything.

Together, we can seek out roads not yet traveled, seas not yet sailed, to discover a new way forward, for all of us.

Together, we can lead with our actions, inspiring new hope and committing more of us to our cause.

Together, we can embrace our common humanity, share our mutual truth and celebrate the beauty inside all of us.

Together, we can change the world.

LOGO IDENTITY

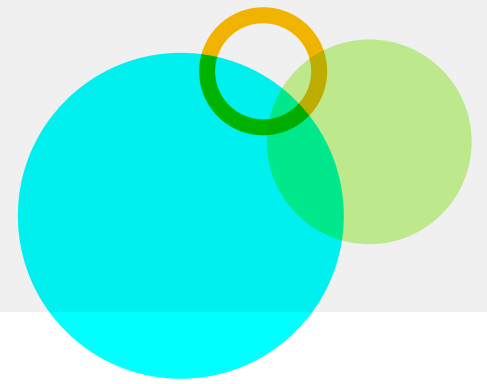




earth

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OUR LOGOS



VERTICAL

HORIZONTAL

WORDMARK

OPTIONS



earth

CLEAR SPACE



MORE LOGO VARIATIONS

MULTI-COLORS SOLID



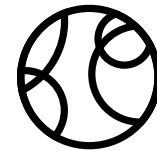
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MULTI-COLORS OUTLINE



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SINGLE COLOR OUTLINE



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LOGO VARIATIONS

FOUR COLORS
(BLUE, GREEN, YELLOW, BROWN)



THREE COLORS
(BLUE, GREEN, BROWN)



ONE COLORS
(BLUE)



ONE COLORS
(BLUE)



ONE COLORS
(GRAY)



ONE COLORS
(BLACK)



LOGO USAGE

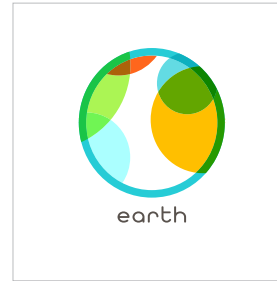
DON'T



DON'T



DON'T



DON'T



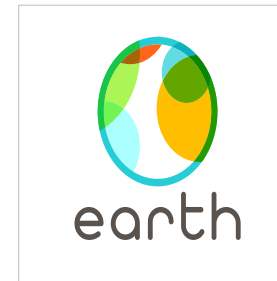
DON'T



DON'T



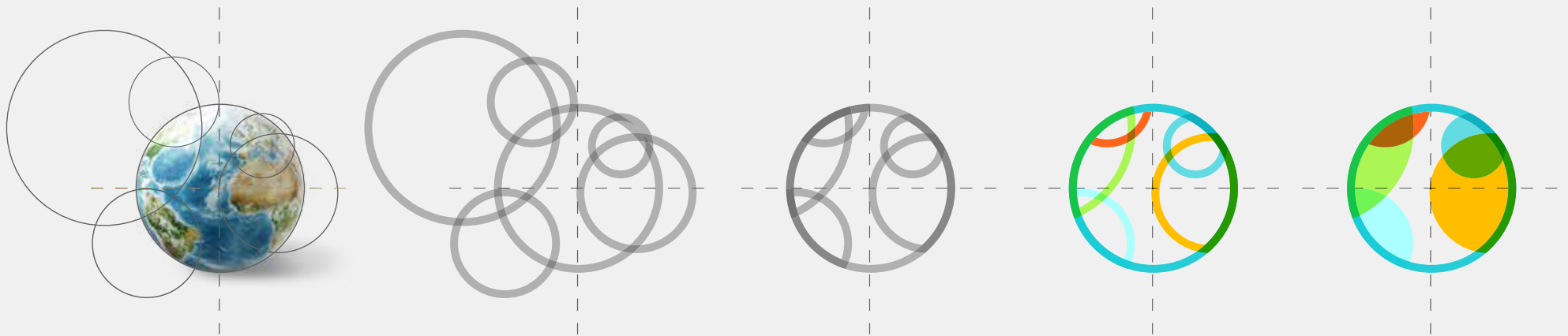
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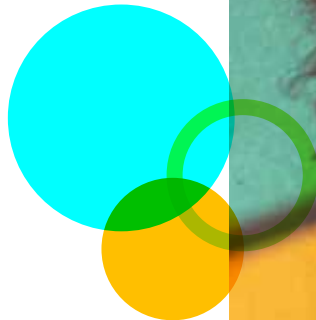
DON'T



LOGO PROCESS



BRAND COLORS



Earthy Brown
#59524D

Watery Blue
#008FAD

Fiery Orange
#CF4527

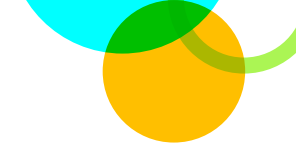
PRIMARY PALETTE

Pure White
#FFFFFF

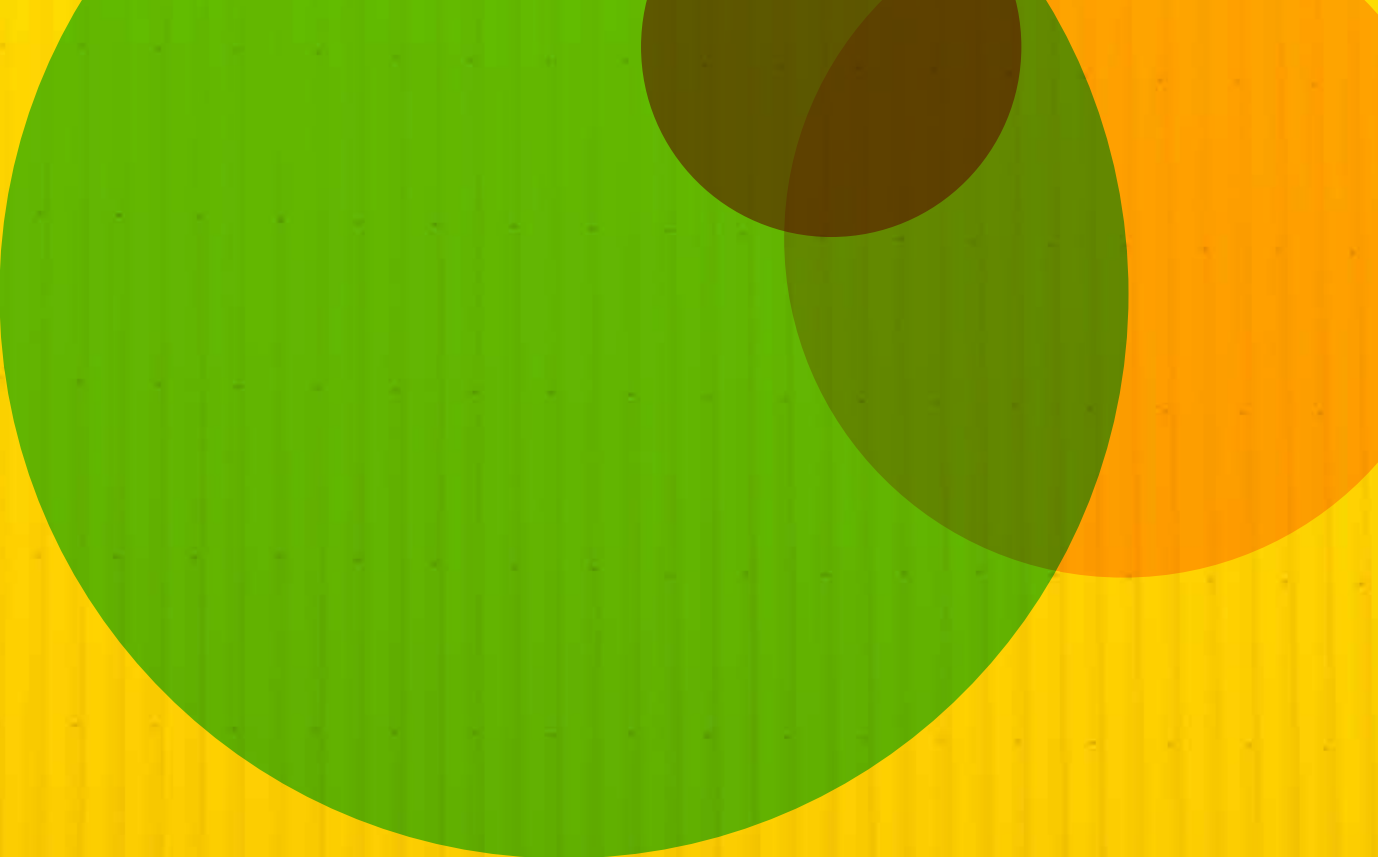
Veggie Green
#43B12E

Sunny Yellow
#FFA40D

FULL PALETTE



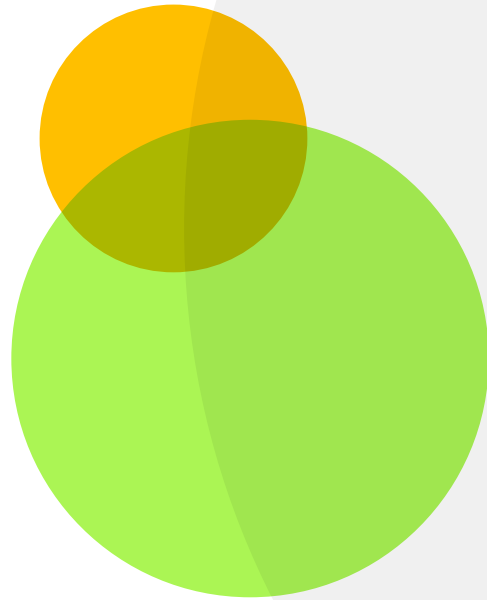
Hex: #CF4527 RGB: 207, 69, 39 CMYK: 0, 83, 99, 4 PMS: 173	Hex: #FFA40D RGB: 255, 164, 13 CMYK: 0, 36, 100, 0 PMS: 137	Hex: #43B12E RGB: 96, 179, 76 CMYK: 67, 5, 97, 0 PMS: 360	Hex: #008FAD RGB: 0, 143, 173 CMYK: 80, 16, 5, 4 PMS: 3135	Hex: #59524D RGB: 89, 82, 77 CMYK: 59, 57, 60, 34 PMS: WARM GRAY 11	Hex: #666666 RGB: 102, 102, 102 CMYK: 0, 0, 0, 60 PMS: COOL GRAY10
Hex: #FF6A1B RGB: 255, 106, 27 CMYK: 0, 66, 99, 0 PMS: 1585	Hex: #FFC94F RGB: 255, 201, 79 CMYK: 0, 16, 80, 0 PMS: 1225	Hex: #ABF554 RGB: 171, 245, 84 CMYK: 30, 0, 66, 4 PMS: 375	Hex: #00C2DE RGB: 0, 194, 222 CMYK: 70, 0, 13, 0 PMS: 3115	Hex: #968F87 RGB: 150, 143, 135 CMYK: 43, 39, 44, 4 PMS: WARM GRAY 8	Hex: #F0F0F0 RGB: 240, 240, 240 CMYK: 0, 0, 0, 6 PMS: COOL GRAY6
Hex: #FFBA9D RGB: 255, 186, 157 CMYK: 0, 29, 40, 0 PMS: 1555	Hex: #FBD97E RGB: 251, 217, 126 CMYK: 0, 7, 61, 0 PMS: 1215	Hex: #D4ED98 RGB: 212, 237, 152 CMYK: 15, 0, 53, 0 PMS: 372	Hex: #B1E4F1 RGB: 177, 228, 241 CMYK: 26, 0, 6, 0 PMS: 317	Hex: #C4BFBA RGB: 196, 191, 186 CMYK: 23, 21, 23, 0 PMS: WARM GRAY6	Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0



TYPYOGRAPHY

AaBbCcDd123@&!

BRAND FONTS



HEADLINE

OSWALD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

BODY COPY

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

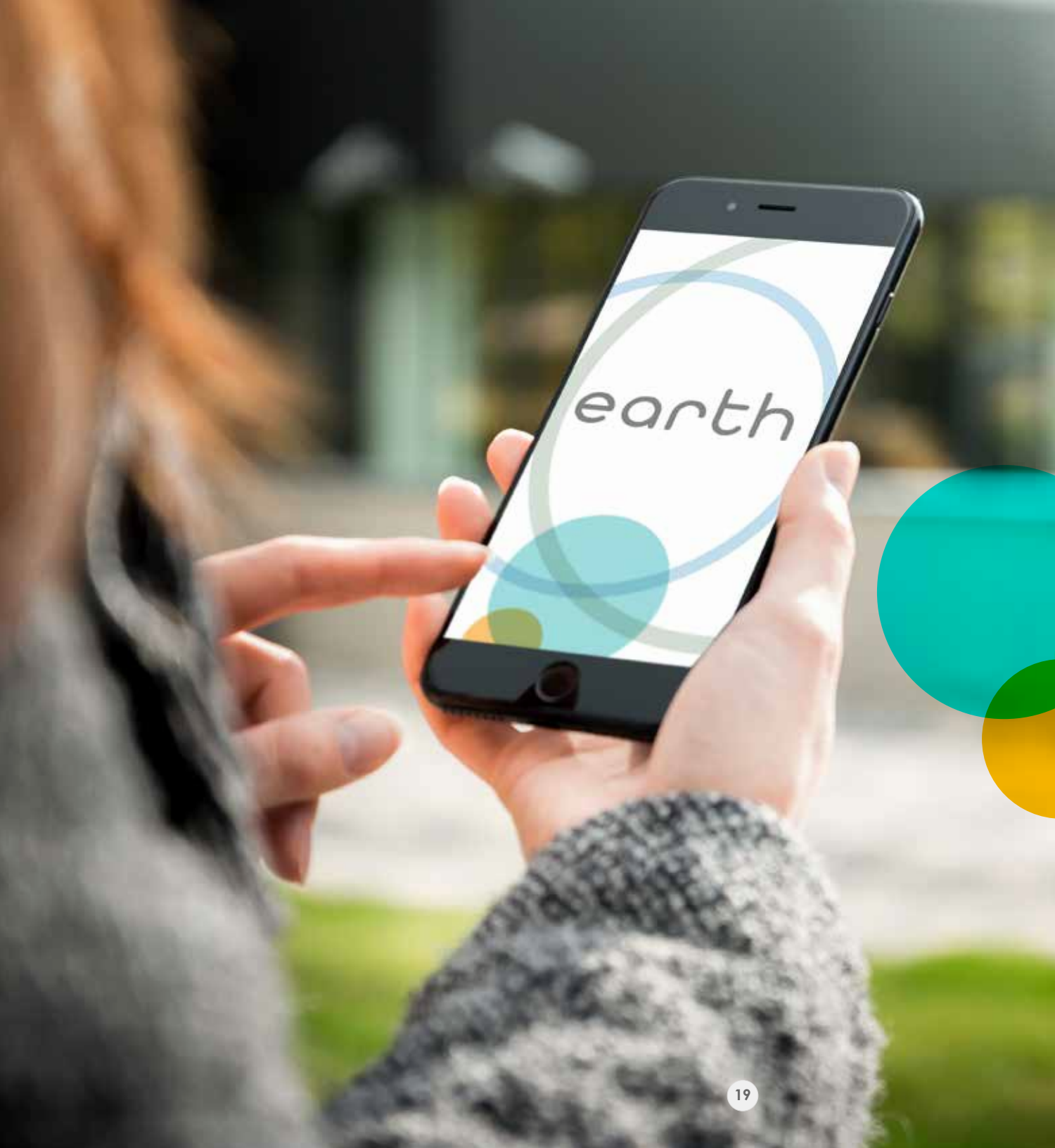
01234567890

Arial can be used when the primary typefaces are not available.

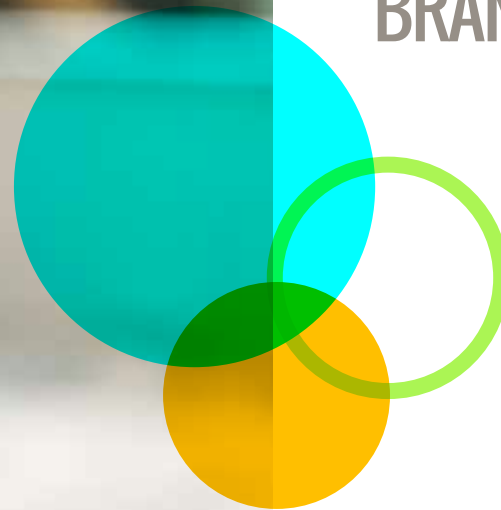
A high-angle, close-up photograph of two young women lying on their backs on a lush green lawn. The woman on the left is wearing round, gold-rimmed sunglasses with orange-tinted lenses and has a wide, joyful smile. She is wearing a blue and white patterned top. The woman on the right is wearing round, gold-rimmed sunglasses with pink-tinted lenses and is also smiling broadly. She is wearing a red, white, and black floral patterned top. Both women have long, wavy brown hair. Their hands are visible near their faces, adjusting their sunglasses. The overall mood is bright, happy, and summery.

LIFESTYLE **IMAGERY**





BRAND **SAMPLES**







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MADE TO THRIVE



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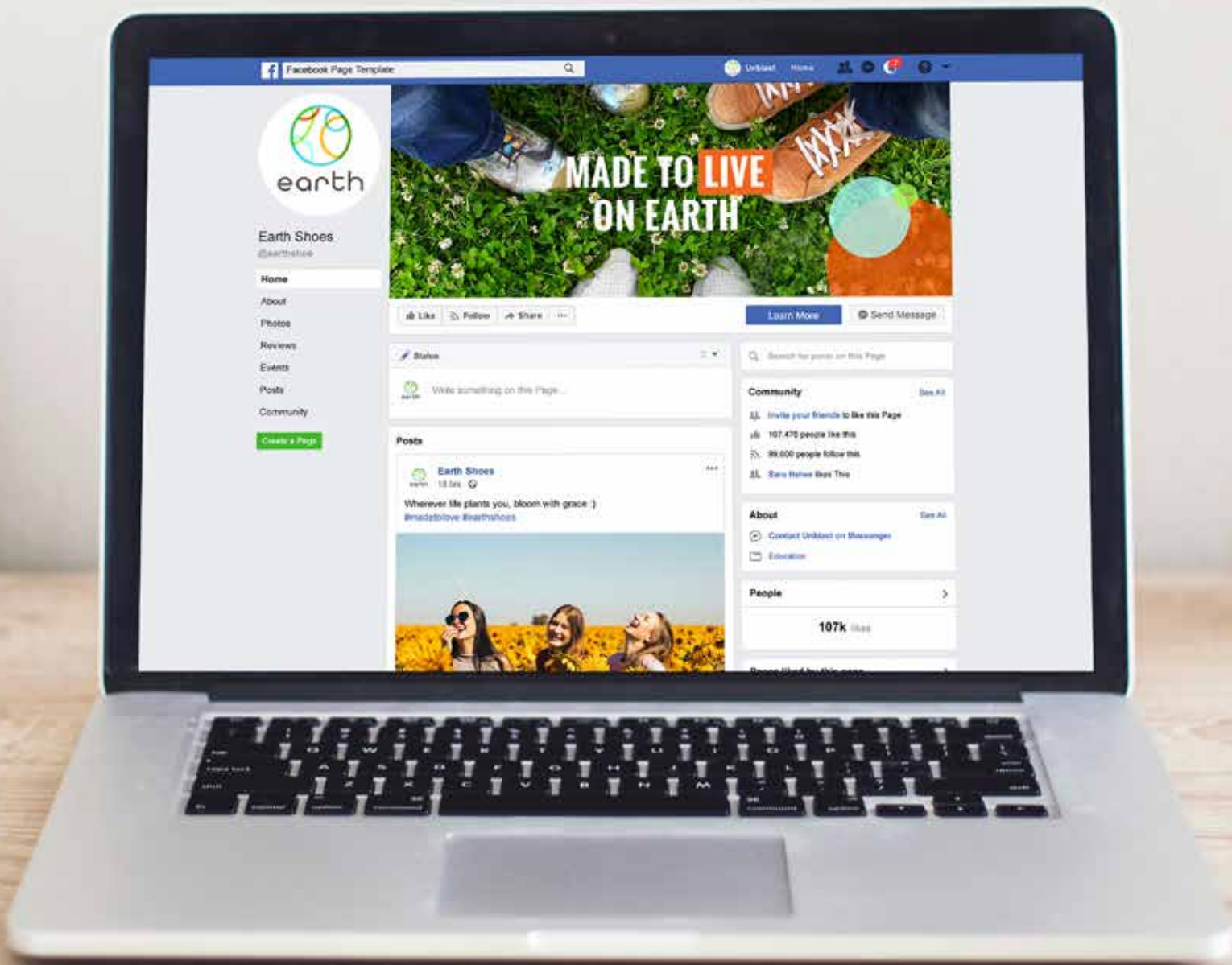


MADE TO LOVE



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