



Brand Guidelines

Preface

The 1% for the Planet® Brand Guidelines contain important information that illustrates how to use the various components of our brand. In the pages that follow, you'll find directions on everything from mark usage to typography and tone.

Whether you're a business member, environmental partner, donor, or media partner, one of the easiest ways to communicate your commitment to the planet is by harnessing the power of the 1% for the Planet logo. While we created these guidelines for the general public and our valued stakeholders, access to our brand and logos is one of the biggest benefits of being a part of our network. We encourage our members and environmental partners to visit our online portal to download logos and leverage other comprehensive resources ranging from customizable creative and campaign assets to press release templates and more.

Thank you for adhering to our guidelines and growing our brand.

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Our purpose

We inspire commitment and action so that our planet and future generations thrive.

VISION

All together for our planet.

PROMISE

The opposite of greenwashing.

MISSION

We accelerate smart environmental giving.

CORE VALUES

Unleash passion every day.

Grow stronger together.

Celebrate commitment.

Think big, act now.

Brand pillars

WE'RE IMPACTFUL.

We are a solutions-focused organization that works to drive timely and effective environmental impact. Our impact to date and expertise in environmental philanthropy is what makes the call to join 1% for the Planet so compelling.

WE'RE CREDIBLE.

We are a leader in certification. Our logo represents transparency as we hold our members accountable in their commitment to environmental philanthropy. Our impact to date, stories of partnership and our global community demonstrate our integrity. As our network grows, so does our credibility.

WE'RE MOBILIZING.

We are a catalyst for collective action. We connect individuals, businesses and nonprofits to accelerate environmental philanthropy. The 1% for the Planet network creates a sense of urgency and aspiration—because giving back is no longer optional, it's essential for our future.

WE'RE GLOBAL.

We are a global organization—from the breadth of our network to our expansive impact. We work to deepen accessibility to ensure our planet and all people thrive. Our global network is the collective response to the reality that, although disproportionately, the environmental crisis affects us all. We're big picture.

Our language

We created these basic language guidelines to help create consistency when discussing 1% for the Planet. To access comprehensive tools and resources for members and environmental partners, visit our portal.

About 1% for the Planet

(BOILERPLATE LANGUAGE AND FOR USE IN PRESS RELEASES)

1% for the Planet is a global organization that exists to ensure our planet and future generations thrive. We inspire businesses to support environmental partners through membership and everyday actions. We make environmental giving easy and effective through partnership advising, impact storytelling and third-party certification.

Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, our members have given hundreds of millions of dollars to our approved environmental partners to date. Today, 1% for the Planet’s global network consists of thousands of businesses and environmental partners working toward a better future for all.

Look for our logo to purchase for the planet, learn more and join at onepercentfortheplanet.org.

Our language

You can leverage the following brand language and talking points in communications about 1% for the Planet.

TALKING POINTS

- 1% for the Planet accelerates smart environmental giving.
- 1% for the Planet works to prevent greenwashing, certify reputable giving and provide accountability for environmental giving.
- Why 1% of annual sales? For businesses of any size, 1% of sales—not profits—is a real and substantial commitment. You can always give more but you should never give less than 1%.
- Currently, only 3% of philanthropic giving goes to the environment. Our planet needs more support and the 1% for the Planet® network is on a mission to change that.
- The 1% for the Planet® membership model drives critical philanthropic support to address the most urgent environmental issues of our time.

— TONE

- EMPOWERING
- WELCOMING
- URGENT
- PLAINSPOKEN
- ACCESSIBLE
- MOBILIZING

Our language

TALKING POINTS

- Becoming a 1% for the Planet® member is an investment in ethical business and the future of our planet.
- 1% for the Planet provides personalized giving strategies and forges powerful partnerships between businesses and environmental nonprofits to ensure the most impact possible.
- Business members give directly to environmental causes meaning there's no middleman between members and their environmental partner(s).
- The 1% for the Planet® logo is on millions of products and services worldwide, featured widely and is growing in awareness every day. In short: this globally recognized, trusted platform gives your giving even more power.
- 1% for the Planet® Environmental Partners work on a diverse range of environmental problems, ensuring a multifaceted approach to our planet's most pressing issues.

KEY TERMS

NETWORK

business member
environmental partner
donor

SERVICES

partnership advising
impact storytelling
third-party certification

Our marks

1% for the Planet owns and uses several trademarks, service marks and logos, which represent valued intellectual property rights owned by 1% for the Planet. Our marks, whether registered or unregistered, must be used in accordance with these Brand Guidelines.

Any use of our marks must be truthful, fair and not misleading. Unless a specific license has been granted by us, our name or marks may not be used in a manner that suggests or implies 1% for the Planet's endorsement or approval of any person, product, service, or activity.

For stakeholders only: Your agreement includes a license to use our marks for authorized purposes and you should refer to your agreement for additional details on those permissible uses.

"Do you offer the logo in other languages?"

We only hold the trademark on the logo as it is presented, with the words in English. The good news is that with members located across the globe, our primary logo is on millions of products and services and growing in awareness each day. Our diverse members meaningfully engage with their stakeholders through leveraging our globally recognized brand while translating supporting promotional language, beginning with and including our standard boilerplate language (see pg. 3).

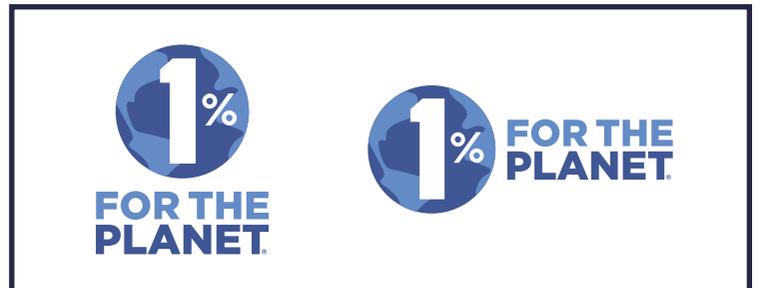
REGISTERED MARKS

The below trademarks and combination marks are registered in one or more countries, including the U.S.

WORD MARKS

1% for the Planet®

LOGO MARKS



UNREGISTERED MARKS

WORD MARKS

1% for the Planet Business Member

1% for the Planet Environmental
Partner

1% for the Planet Donor

LOGO MARKS



Mark usage

Always use our marks in text as adjectives, to modify the goods or services to which they refer. (See examples at right.) Never use our marks as nouns or possessives.

Use appropriate markings: Our marks should be used with the proper trademark symbol (® or SM as applicable) where possible.

Show the trademark symbol in superscript format, but if this is not possible, then use parentheses ((R) or (SM) as applicable).

® should only be used when the mark is registered. SM may be used for all marks that are not registered.

The appropriate symbol should be used, where possible and practical, with the most prominent use and again in the first occurrence in text. Symbols need not be used with each subsequent appearance. If the first 'in text' instance proceeds a registered logo mark, then you do not need to include the ® in this first use of the word mark.



Don't Use: 1% for the Planet® is a program that encourages environmental philanthropy.



Use: The 1% for the Planet® program encourages environmental philanthropy.



Don't Use: 1% for the Planet's® best feature is its coordination with vetted environmental organizations.



Use: The best feature of the 1% for the Planet® program is its coordination with vetted environmental organizations.

Note: 1% for the Planet is not only a mark used to identify our services, it is also the name of our organization. When used as the name of our organization, there is no need to include any type of trademark or service mark symbol after 1% for the Planet. (For example, "1% for the Planet announces a new global initiative.") However, when used as a mark or brand name for our services, please follow the above guidelines.

Our name

We are **1% for the Planet**.

Here are a few things to remember when using our name:

1% for the Planet should never be shortened to 1%FTP or abbreviated in any way and should reflect the proper capitalization:

1% for the Planet.

We use onepercentfortheplanet.org when referring to the website itself; it is not the organization's name. It should never appear with a "www." preceding it. Unless you are writing the URL, please write 1% for the Planet, not One Percent for the Planet.

USE:

✓ 1% for the Planet

DO NOT USE*:

✗ 1% For The Planet

✗ One Percent For The Planet

✗ One Percent for the Planet

✗ 1%fortheplanet

✗ 1% For The planet

✗ 1% for the planet

✗ 1%FTP

✗ 1 Percent for the Planet

***Examples of common mistakes, but not inclusive of all potential mistakes.*

Primary logos

The 1% for the Planet logo is comprised of two elements: the "globe" logo icon and the word mark. The proportions of these elements may not be altered in any way.

The '1% for the Planet' word mark may not be altered or translated into any other language. Please use provided art files only.

To download, visit our [online portal](#).
(1% network only)

VERTICAL



HORIZONTAL



Size & space

PRIMARY LOGO MINIMUM SIZE	STAKEHOLDER LOGO MINIMUM SIZE
] 0.25" ] 0.16"	] 0.4" ] 0.3"

MINIMUM SIZE

To ensure legibility, clarity and brand consistency, the height of the stacked logo should never be reduced to less than 0.25 inches in height. When using the horizontal version of the logo, the overall height should not be less than 0.16 inches.

Note: While we always prefer our logo as visible as possible, if packaging requires a small (or our minimum size displayed here), we recommend using the primary logo vs. stakeholder-specific logo.



SAFE AREA

To ensure the integrity and visibility of the 1% for the Planet logo, it should be kept clear of competing text, images and graphics. This area is defined by the height of word "PLANET" within our logo.

Common mistakes

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

Old versions of the logo have been updated and modernized, and therefore older versions should no longer be used in any application. Please use logos with the correct trademark symbol (® or SM as applicable).

***Examples of common mistakes, but not inclusive of all potential mistakes.*



Don't add shadows, strokes, or other effects.



Don't rotate or flip.



Don't alter the letters or spacing in any way.



Don't change the colors. This includes changing the color logo to gray-scale.



Don't use the logo with the service mark SM symbol; check for the registered (®) mark.



Don't use just the 1% circle without "FOR THE PLANET"



Don't alter proportions of the word mark or icon.



Don't change the aspect ratio, stretch or squeeze.

Stakeholder logo usage

Whether a business member, donor, or environmental partner, our stakeholders use the 1% for the Planet logo to demonstrate their shared values, credibility and commitment to environmental philanthropy.

Our stakeholders leverage the 1% for the Planet logo on a wide range of distribution channels, including but not limited to: product packaging, print and digital advertising, web, social media, brand communications and more. When using the 1% for the Planet logo, stakeholders can use their designated stakeholder logo OR our primary logo options.

Note: Product line members must adhere to stricter guidelines. (See page. 15.)

For business members: To ensure proper logo use on member products and services, please submit requests for approval via our **1% for the Planet Logo Use Submission Form**. Once submitted, our team will review within 5 business days and follow up with our approval or with requested changes needed for approval.

Stakeholder logos

These logos are intended for those individuals and organizations that fall into these specific stakeholder categories only.

The following page provides clarity on logo usage for product line members.

To download, visit our **online portal**. (1% network only)

BUSINESS MEMBER	ENVIRONMENTAL PARTNER
 	 
DONOR	
	

Product line usage

1% for the Planet offers product line membership as an on-ramp to brand-level and whole-company level membership. For this reason, product line membership is reserved for established, significant products or lines within a larger brand portfolio. These products or lines must have a clear, substantive commitment to sustainability and must adhere to strict logo usage.

LOGO USAGE:

Logo use is restricted to packaging and marketing materials specifically associated with participating products. Any use of the logo outside of this specific use is not allowed. Any product line logo use must be approved by 1% for the Planet prior to the start of membership or when any new logo use arises.

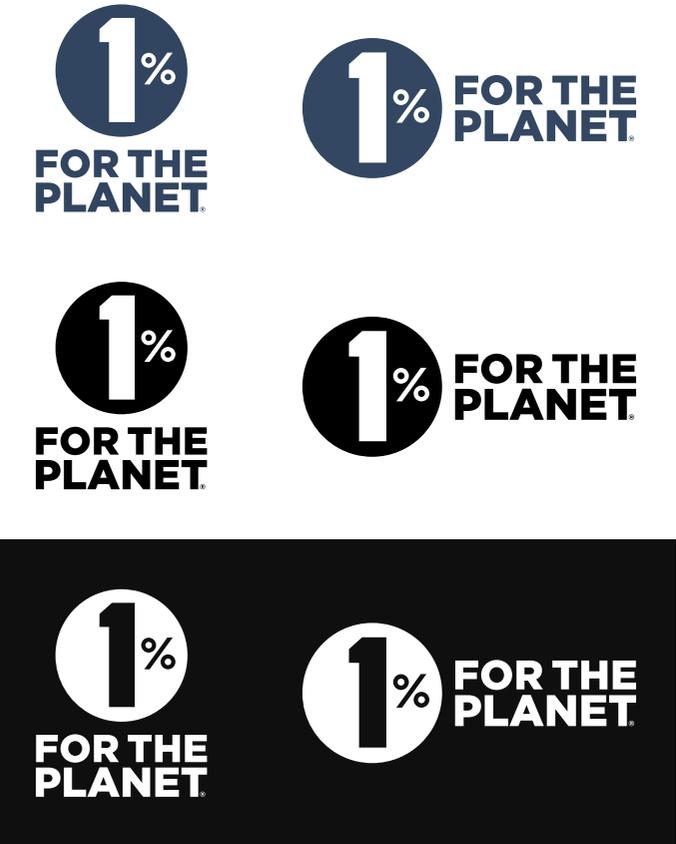


One-color logos

When the logo needs to appear in a single color due to design or production needs, the one-color logo should be used to ensure proper reproduction. We recommend this version of the logo in black, white or navy (also known as midnight see pg. 20).

We recognize that members may wish to modify the one-color logo to align with their unique brand colors and needs. (Please avoid gradient use.)

With any first-time logo use on business member products and services—and especially modified color logo use—we ask for business members to submit for approval via the [1% for the Planet Logo Use Submission Form](#).



To download, visit our [online portal](#).
(1% network only)

Approved logo usage examples

PACKAGING EXAMPLES

- 1. SeaVees
- 2. Maine Beer Company
- 3. OXO
- 4. Bank of the West
- 5. Patagonia
- 6. Island Brand
- 7. MadTree Brewing



DIGITAL EXAMPLES

- 1. Cell Signaling Technology
- 2. Ooni Pizza Ovens
- 3. Sunski
- 4. Jones Snowboards
- 5. Avocado Green Mattress
- 6. Woven
- 7. Pukka Herbs



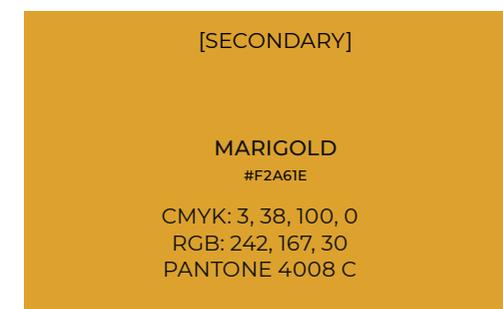
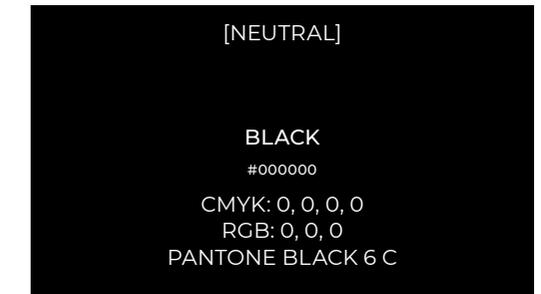
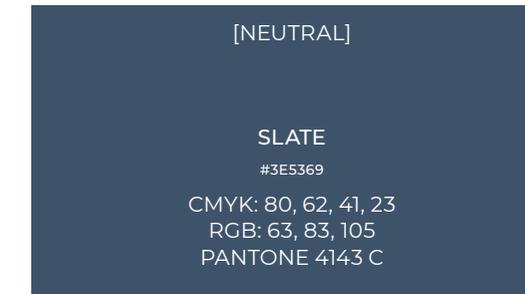
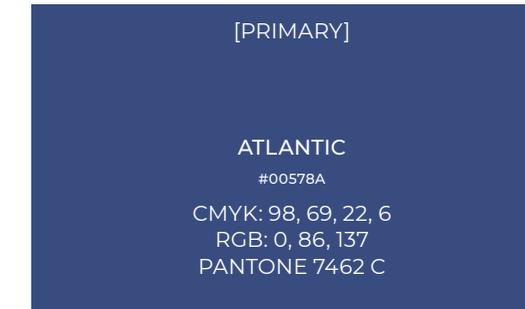
Color palette

The 1% for the Planet color palette consists of three groups of color: our brand blues, a neutral palette and a secondary palette.

The brand blues are our tried-and-true colors that most people would associate with our brand globally. They project a sense of credibility and transparency, while bringing to mind the oceans that cover the majority of our planet.

The neutral palette is able to pair with any of the secondary palette colors or brand blues. It is the bridge between the blues and the secondary palette, and provides flexibility and contrast to the bold colors found in the secondary palette.

The secondary palette is used to bring variation and energy to our brand. These colors provide the mobilizing power and excitement to complement the blue tones. They work best when used on their own or with a color from the neutral palette, rather than in conjunction with another secondary palette color.



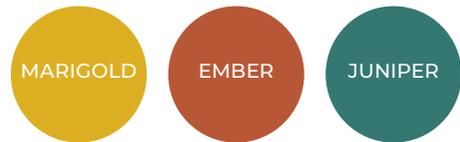
Color usage

PAIRING GUIDE



Our brand blues are our trademarked logo colors, and appear consistently throughout our branding.

They can be paired with any of the neutral colors in the palette or with **one** secondary color per design.



Secondary colors are to be used **separately** to provide contrast and emphasis to designs.

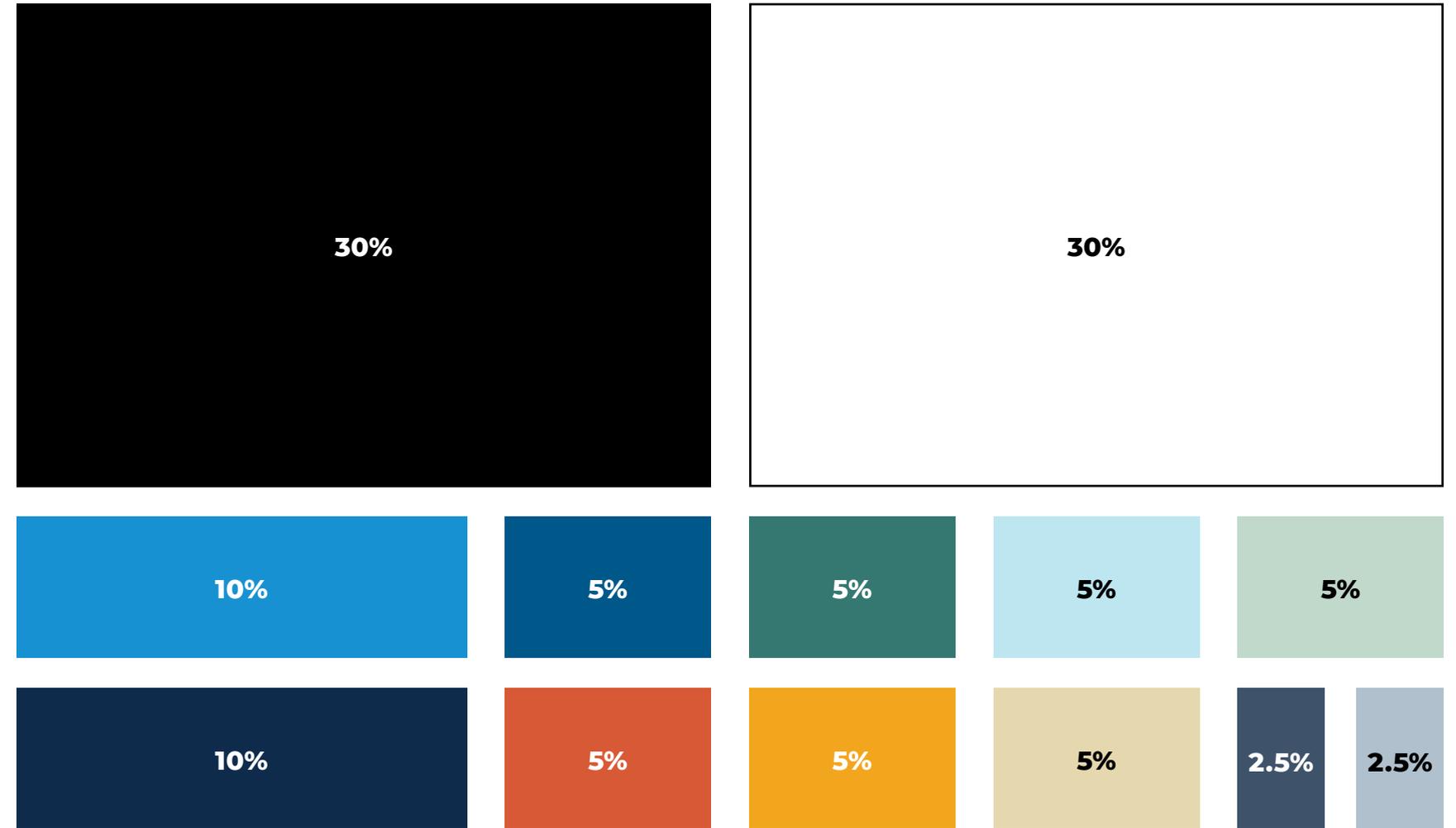
They should be paired with any of the brand blues or neutral colors in the palette.

APPROVED GRADIENTS



Color usage ratios

To ensure consistency throughout all our communications and media, we utilize our color palette with distinctive ratios. The ratio presented below is intended to show a high level overview of the frequency in use of each color in our brand.



Typography

Our primary brand typeface is Montserrat. It's a legible, approachable and clear sans serif web font. It is available in the following fonts styles. Best of all, it's also available at no cost as a free Google Font.

Our secondary brand typeface is Bookmania, which is an Adobe serif font that provides personality, sophistication and humanity. It also features an extensive list of alt characters which can be used sparingly for creative kerning combinations. Bookmania is used ONLY for pull quotes, headings, and sub-headings—never for body copy. When using Bookmania, set its tracking to -20 to ensure legibility over colored or photographic backgrounds.

Both fonts should always be set using optical kerning, and with ample leading to provide readability in body copy usage.

To the right are 1% for the Planet's preferred typography styles. We recognize our network adopts their own unique typography styles. That said, please refrain from updating the font styles on any templates provided on behalf of 1% for the Planet.

PRIMARY TYPEFACE

Montserrat Thin
Montserrat Thin Italic
Montserrat Extra-Light
Montserrat Extra-Light Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Regular Italic
Montserrat Medium

Montserrat Medium Italic
Montserrat Semi-Bold
Montserrat Semi-Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra-Bold
Montserrat Extra-Bold Italic
Montserrat Black
Montserrat Black Italic

SECONDARY TYPEFACE

Bookmania Light
Bookmania Light Italic
Bookmania Regular
Bookmania Regular Italic
Bookmania Semi-Bold

Bookmania Semi-Bold Italic
Bookmania Bold
Bookmania Bold Italic
Bookmania Black
Bookmania Black Italic

EMAIL TYPEFACE

Verdana Regular
Verdana Italics

Verdana Bold
Verdana Bold Italic

Typography usage

Primary typographic styling

Below are the preferred primary typography styles.

- 1 Header 1 | Montserrat - ExtraBold - 54px
- 2 Subhead | Montserrat - SemiBold - 21px - CAPS
- 3 Body | Montserrat - Medium - 16px
- 4 Quote | Montserrat - Medium - 21px
- 5 Quote caption | Montserrat - SemiBold - 16px - CAPS

Secondary typographic styling

Below are the preferred secondary typography styles.

- 1 Header 1 | Bookmania - ExtraBold - 54px
- 2 Subhead | Montserrat - SemiBold - 21px - CAPS
- 3 Body | Montserrat - Medium - 16px
- 4 Quote | Bookmania - Regular - 22px
- 5 Quote caption | Montserrat - SemiBold - 16px - CAPS

Origin ¹

EVER WONDER HOW 1% FOR THE PLANET BEGAN? ²

It all started when two businessmen met and bonded over their shared love for the outdoors. Realizing their responsibility to protect our planet, they decided to give 1% of their sales back to the environment—whether or not they were profitable. ³

In 2002, Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, created 1% for the Planet and started a global movement.

“The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful source in solving the world’s problems.” ⁴

— YVON CHOUINARD
IN HIS BOOK “LET MY PEOPLE GO SURFING” ⁵

Origin ¹

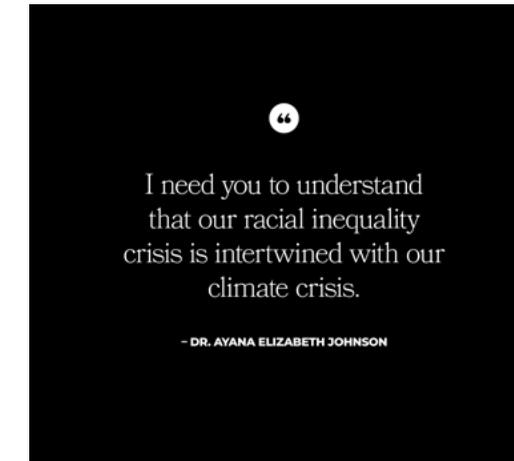
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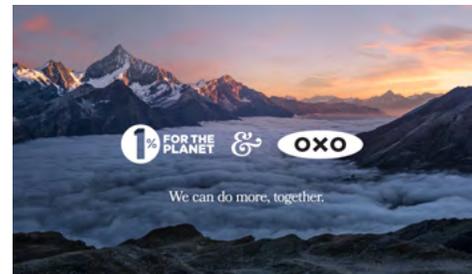
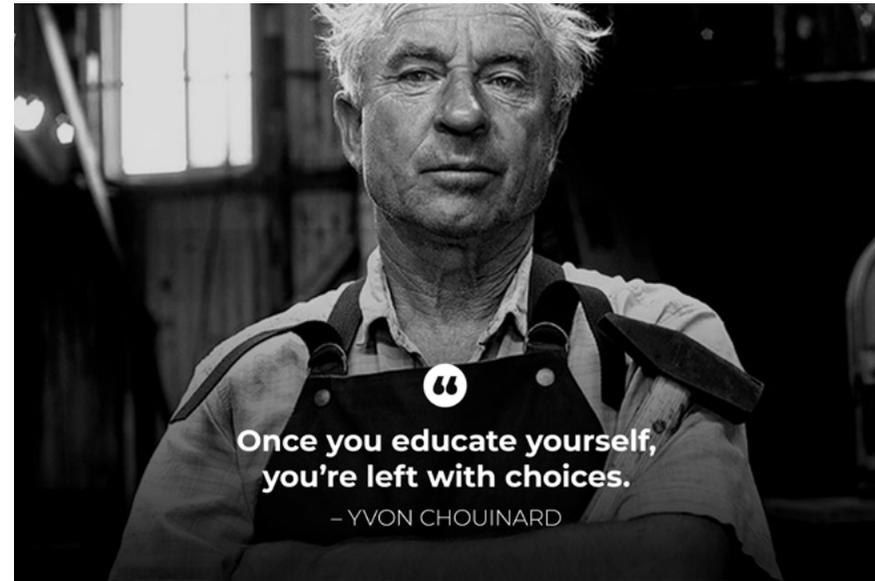


Our look

Our brand cannot be personified by a single image or video; we strive to build accessibility, inclusivity, representation and intersectionality into our everyday work—because we exist to ensure our planet and all people thrive.

We represent our global network by showcasing a diversity of people and places in which we live, work and play. Core to our existence, our look exhibits the real impact of our members and environmental partners.

In terms of imagery, we prefer color over black and white and more often highlight our beautiful planet over its degradation. Our look conveys our brand pillars of impactful, credible, mobilizing and global.



Our community

The compelling beauty of 1% for the Planet is that we can all participate. We do this in myriad ways—through daily purchases, partnerships, memberships—and we bring our diversity of choices together to create a groundswell of collective action through the 1% for the Planet community.

Through shared storytelling and amplification, our network can leverage the power of our logo and collective action.

What's your story of impact? Share your membership, partnership and network stories with your audience. Be sure to tag us so we can help amplify your story, too.

HASHTAGS

#onepercentfortheplanet



@1percentfortheplanet



@1PercentFTP



@1percentftp



@onepercentfortheplanet



@1%fortheplanet

Let's be in touch

If you have any questions, please reach out to your account manager, or email ben@onepercentfortheplanet.org.



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