




EARTHCHECK

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# Brand *style* guide

MARCH 2024



A brand is  
more than a logo.

*A brand is a well-rounded presence which is **applied consistently** across all touch points. It helps customers **identify us** and leads to a feeling or perception in the eyes of our customers.*

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# General tips



Ensure your text formatting and design is clear and uncluttered.



Use inspiring, high quality and relevant imagery.



Avoid images that are heavily edited, 'glossy' or look like obvious stock imagery.



Are you using the correct colours and fonts?




Is everything legible?  
Check font size image quality and contrast.



Has the logo been applied correctly?

# Logo and badge usage guidelines



 The Datai Langkawi, Malaysia

# Logos

PRIMARY LANDSCAPE LOGO



PRIMARY LANDSCAPE LOGO - REVERSED



PRIMARY STACKED LOGO



PRIMARY STACKED LOGO - REVERSED



It's important that care is taken when applying the EarthCheck logo to maintain consistency and brand recognition.

- ✓ Is the logo the same size or larger than the minimal usage size?
- ✓ Does the logo have enough clear space around it?
- ✓ Is the logo unmanipulated?
- ✓ Is the logo legible?

## EARTHCHECK BRAND GUIDELINES

We want our brands to look as good together as possible, which is why we ask you to implement our brand style guide.

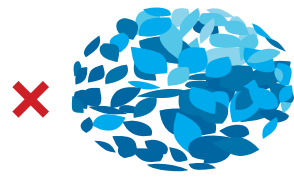
[Access our logo and badges here.](#)

# Logos usage

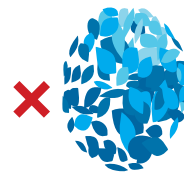
## DO'S AND DON'TS



**EARTHCHECK**  
Do not change, edit or recolor the logo in any way.



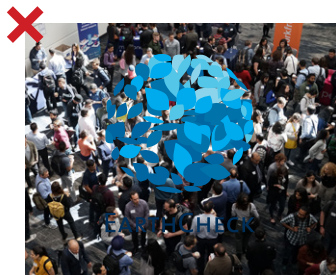
**EARTHCHECK**  
Do not stretch. Always scale proportionately.



**EARTHCHECK**  
Do not squeeze. Always scale proportionately.



Do not allow the logo to be illegible. Consider contrast when applying.



Do not allow the logo to be illegible. Consider contrast when applying.



Do not angle the logo.

## MINIMAL USAGE SIZE



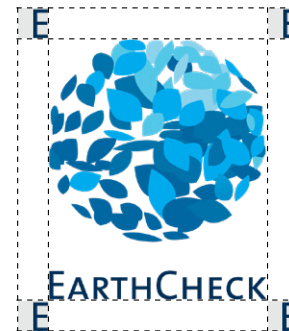
Minimum usage size is 20mm high



**EARTHCHECK**

Minimum usage size is 12mm high

## LOGO CLEAR SPACE



# Achievement badges



It's important that care is taken when applying the EarthCheck achievement badge.

- ✓ Is the badge the same size or larger than the minimal usage size?
- ✓ Does the badge have enough clear space around it?
- ✓ Is the badge unmanipulated?
- ✓ Is the badge legible?

The EarthCheck achievement badge may only be used by organisations that have successfully been assessed and been awarded EarthCheck Certified, Benchmarked, Destination or Eco status.

## EARTHCHECK BRAND GUIDELINES

We want our brands to look as good together as possible, which is why we ask you to implement our brand style guide.

[Access our logo and badges here.](#)

# Badge usage

## DO'S AND DON'TS



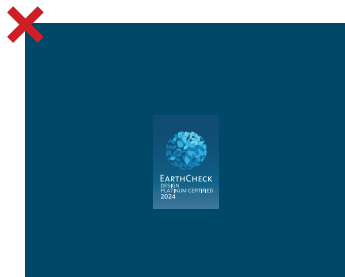
Do not change, edit or recolor the badge in any way.



Do not stretch. Always scale proportionately.



Do not squeeze. Always scale proportionately.



Do not allow the badge to be illegible. Consider contrast when applying.



Do not allow the badge to be illegible. Consider contrast and size when applying.



Do not angle the badge.

## MINIMAL USAGE SIZE



Minimum usage size is 40mm high

## BADGE CLEAR SPACE





# Creative guidelines



📍 Alila Hinu Bay, Oman

<p><b>Midnight</b></p> <p>#002749 R0 G39 B73 CMYK: 100/85/42/44 Pantone: 2768 C</p>	<p><b>Navy</b></p> <p>#002e57 R0 G46 B87 CMYK: 100/ 86/ 38/ 33 Pantone: 296C</p>	<p><b>Deep Blue</b></p> <p>#0067a1 R0 G103 B161 CMYK: 77/ 50/ 0/ 0 Pantone: 641 C</p>	<p><b>Blue</b></p> <p>#0073ab R0 G155 B171 CMYK: 89/ 50/ 11/ 0 Pantone: 640 C</p>
<p><b>Bright Blue</b></p> <p>#00abed R0 G171 B237 CMYK: 70/ 16/ 0/ 0 Pantone: 299 C</p>	<p><b>Sky</b></p> <p>#54c7e8 R84 G199 B232 CMYK: 58/ 0/ 5/ 0 Pantone: 305 C</p>	<p><b>Arctic</b></p> <p>#8cd4eb R140 G212 B235 CMYK: 41/ 1/ 5/ 0 Pantone: 636 C</p>	<p><b>Warm White</b></p> <p>#f5f5f3 R245 G245 B243 CMYK: 3/ 1/ 3/ 0</p>

## Colour palette

This colour palette has been pulled directly from the logomark for visual consistency.

A combination of this palette should be used across all designs to maintain brand consistency.

# 01 Zilla Slab

*Headings, sub-headings & feature sentences*

# 02 Mulish

Sub-headings, feature sentences and body copy.

# 03 Noto Sans

Sub-headings, feature sentences and body copy.

## Typeface

The EarthCheck brand uses three typefaces.

'Zilla Slab' is applied in different weights for interest. It has been chosen for its sophisticated look and friendly approachability. It should be used in sentence case, not CAPS.

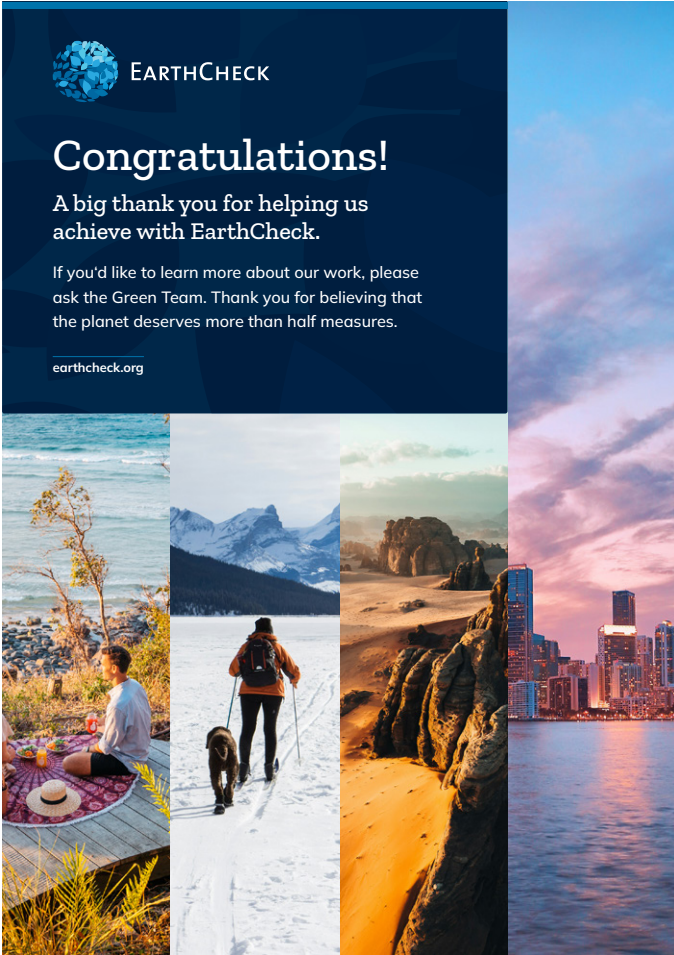
'Mulish' is being used for sub-headings, call to actions and feature sentences. This typeface is also being used for the achievement badges.

'Noto' is the typeface we recommend body copy that may be translated. This typeface has been specially formulated for ease of legibility and can host over 1,000 languages.

The 'Thesis Sans' typeface is only used within the logo.

### Example assets

These are design assets that correctly apply the brand style guide.



## Creative guidelines

### Example social assets

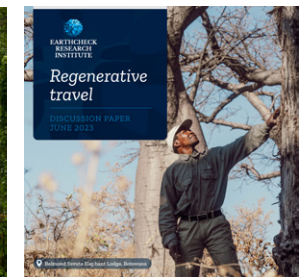
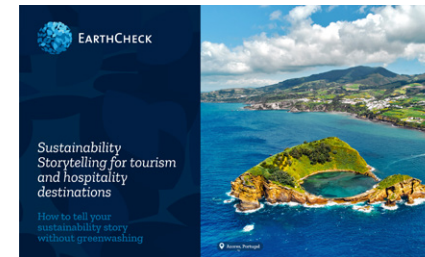
These are design assets that correctly apply the brand style guide.

Assets should be rolled out according to social platform recommended specs.

An illustrated style can also be applied.

<p><b>Together, we've done great things</b></p> <p>Here are some of our top highlights from 2023:</p> 	<p>Onboarded 8 new destinations: Noosa, Moreton Bay, Brisbane, Murweh Shire, Etheridge Shire, Zurich, Fiji (our first nation!), and County Clare.</p> <p>Reduced emissions by 761,005,529kg CO<sub>2</sub>-e (scope 1+2), akin to taking 255,371 cars off the road.</p> 	<p>Created a new suite of services and products tailored for ESG reporting.</p> <p>Completed 6,117 online courses through Typsy.</p> <p>Undertook 38 consulting projects across 5 countries.</p> 	<p>Saved 84,099,985MJ of energy, equivalent to the energy use of 3,530 four-person households for a year.</p> <p>Developed and launched a new range of services and products for the meetings and events industry.</p> 	<p>Diverted 838,682,872L of waste from landfills, comparable to the capacity of 25,228 shipping containers.</p> <p>Refreshed and released the national risk manual for tourism businesses with real world case studies.</p> <p>Thank you!</p> 
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<p><b>Together, we've done great things</b></p> <p>Here are some of our top highlights from 2023:</p> 	<p>Onboarded 8 new destinations: Noosa, Moreton Bay, Brisbane, Murweh Shire, Etheridge Shire, Zurich, Fiji (our first nation!), and County Clare.</p> <p>Reduced emissions by 761,005,529kg CO<sub>2</sub>-e (scope 1+2), akin to taking 255,371 cars off the road.</p> <p>Created a new suite of services and products tailored for ESG reporting.</p> 	<p>Completed 6,117 online courses through Typsy.</p> <p>Undertook 38 consulting projects across 5 countries.</p> <p>Published 2 white papers on Regenerative Tourism and ESG.</p> <p>Sponsored our inaugural PhD Scholarship student at Griffith University.</p> 	<p>Collaborated with Austrade, Tourism Australia, and all state and territory governments to deliver the Sustainable Tourism Toolkit.</p> <p>Conserved 6,527,584,797L of potable water, equal to 2.61 Olympic-sized swimming pools.</p> <p>Released our new carbon calculators, giving members the clearest picture of their emissions yet.</p> 	<p>Diverted 838,682,872L of waste from landfills, comparable to the capacity of 25,228 shipping containers.</p> <p>Refreshed and released the national risk manual for tourism businesses with real world case studies.</p> <p>Thank you!</p> 
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