EarthCheck

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

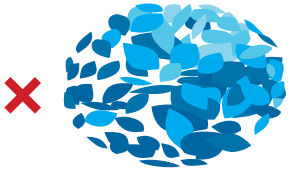
We want our brands to look as good together as possible, which is why we ask you to implement our brand style guide.

Access our logo and badges in the resources on your MyEarthCheck.

Logos usage

DO'S AND DON'TS

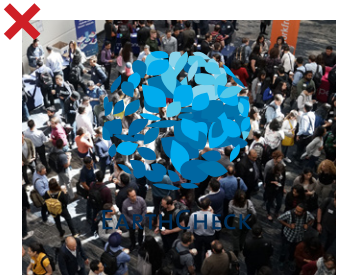
Do not change, edit or recolor the logo in any way.



Do not stretch.
Always scale proportionately.

Do not sqeeze.
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

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

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Access our logo and badges in the resources on your MyEarthCheck.

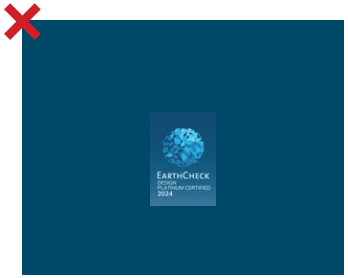
Badge usage

DO'S AND DON'TS

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

Do not stretch.
Always scale proportionately.

Do not sqeeze.
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

Midnight

#002749
R0 G39 B73
CMYK: 100/85/42/44
Pantone: 2768 C

Navy

#002e57
R0 G46 B87
CMYK: 100/ 86/ 38/ 33
Pantone: 296C

Deep Blue

#0067a1
R0 G103 B161
CMYK: 77/ 50/ 0/ 0
Pantone: 641 C

Blue

#0073ab
R0 G155 B171
CMYK: 89/ 50/ 11/ 0
Pantone: 640 C

Bright Blue

#00abed
R0 G171 B237
CMYK: 70/ 16/ 0/ 0
Pantone: 299 C

Sky

#54c7e8
R84 G199 B232
CMYK: 58/ 0/ 5/ 0
Pantone: 305 C

Arctic

#8cd4eb
R140 G212 B235
CMYK: 41/ 1/ 5/ 0
Pantone: 636 C

Warm White

#f5f5f3
R245 G245 B243
CMYK: 3/ 1/ 3/ 0

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

Segoe UI

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.

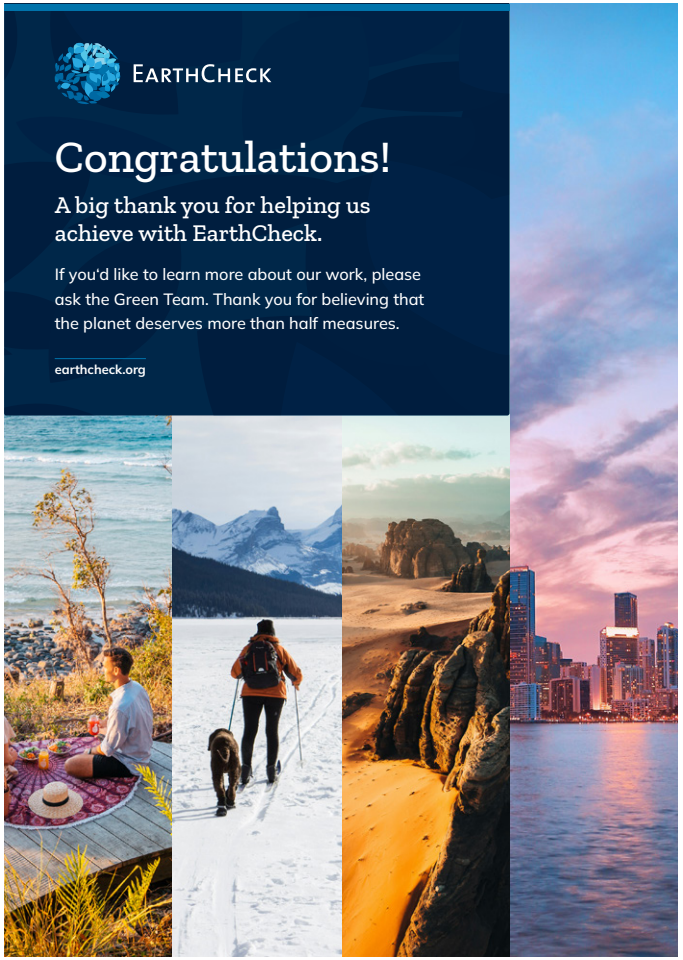
'Segoe UI' is being used for sub-headings, call to actions and feature sentences. This typeface is also being used for the achievement badges.

'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.

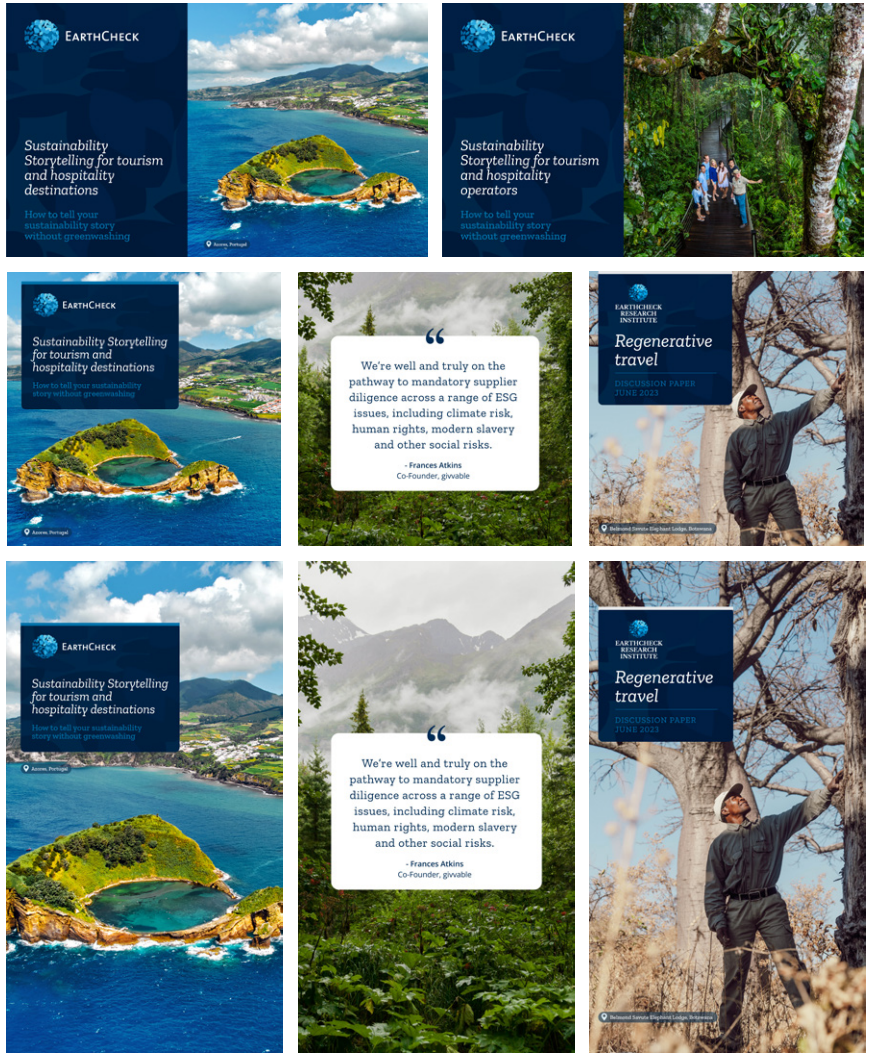


Example social assets

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.



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