



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.*

---

|                           |    |
|---------------------------|----|
| General tips              | 03 |
| Logo and badge guidelines | 04 |
| Creative guidelines       | 09 |

---

# 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 STACKED LOGO



PRIMARY LANDSCAPE LOGO - REVERSED



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.*

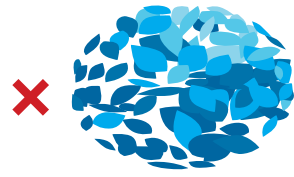
# Logos usage

## DO'S AND DON'TS



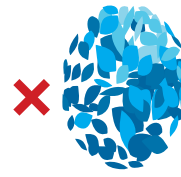
**EARTHCHECK**

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



**EARTHCHECK**

Do not stretch.  
Always scale proportionately.

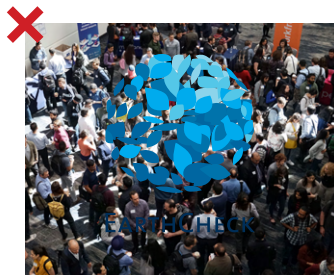


**EARTHCHECK**

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



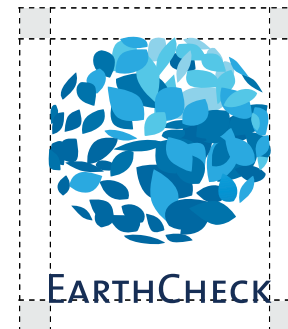
Minimum usage size  
is 20mm high



**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 awarded EarthCheck Certified, Benchmarked, Destination, Eco, or Sustainable Event Management 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 in the resources on your MyEarthCheck.*

# Badge usage

## DO'S AND DON'TS



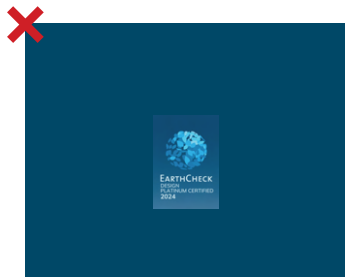
Do not change, edit or recolor the badge in any way.



Do not stretch.  
Always scale proportionately.



Do not 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



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

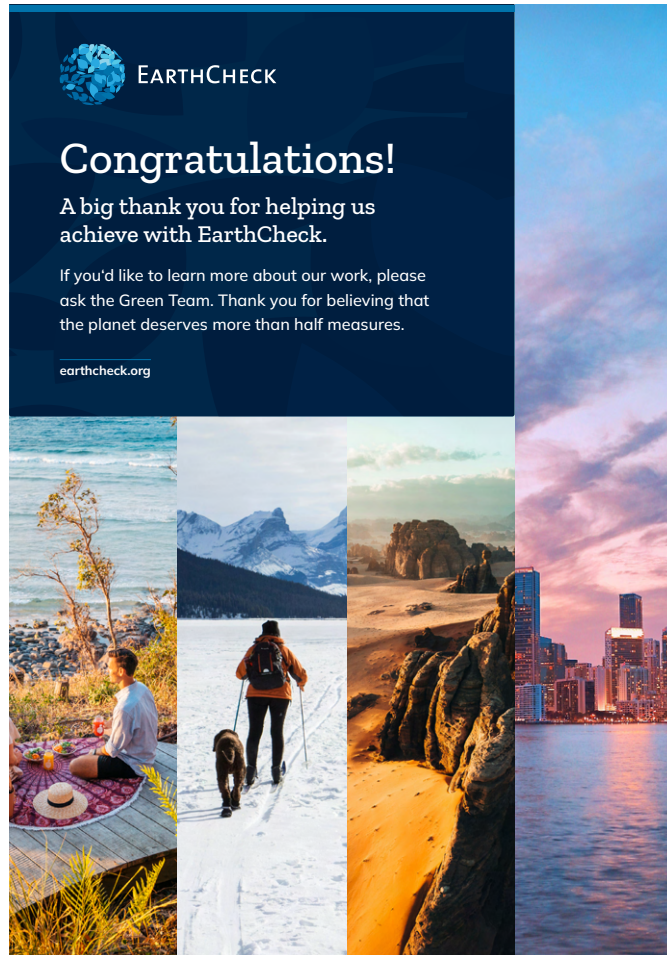
'Noto' is the typeface we recommend body copy that may be translated. This typeface has been specially formulated for ease of legibility and can host over 1,000 languages.

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



## Example assets

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





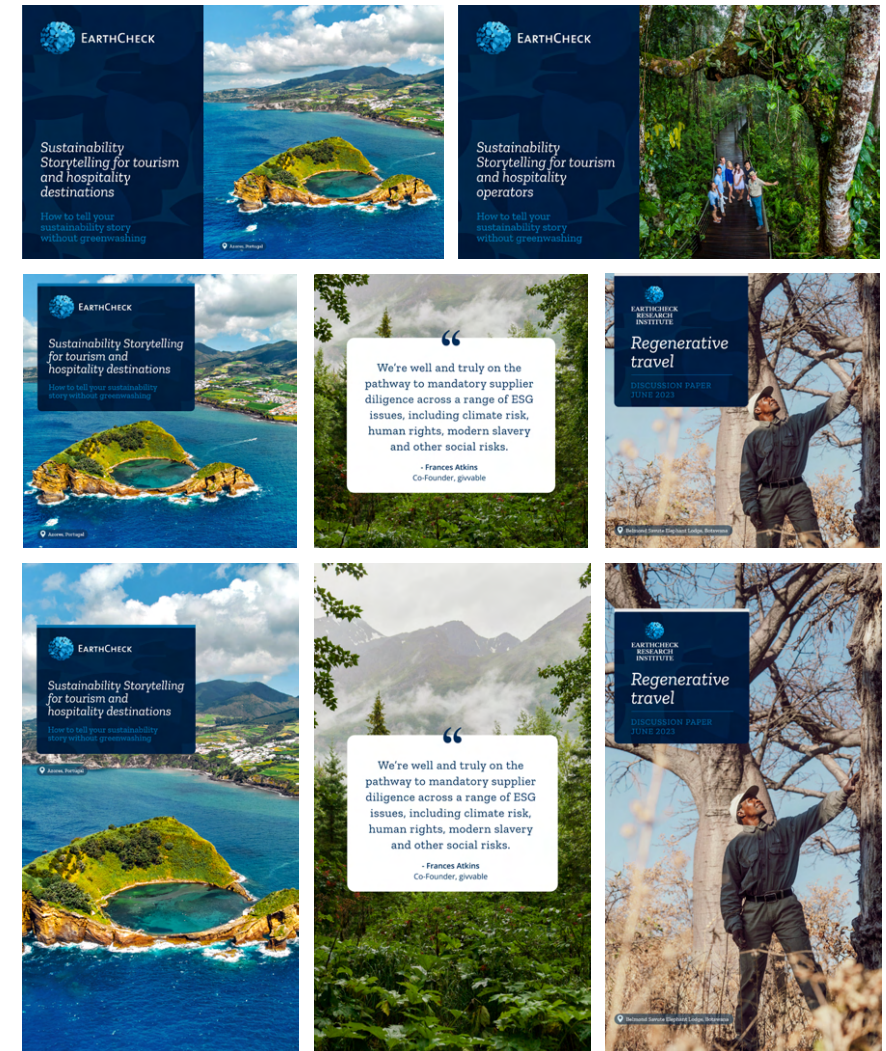
## Creative guidelines

### 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.





EARTHCHECK

---



5/189 Grey St,  
South Brisbane QLD  
Australia 4101



+61 7 3924 4200



[relationshipmgt@earthcheck.org](mailto:relationshipmgt@earthcheck.org)

---