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Introduction

The Earth's resources are being used at an unsustainable rate; one way to slow the current rate of global warming is to get each individual to make small adjustments to the way they live. To achieve individual change we need to demonstrate how simple and easy these changes are.

Earth Hour is owned jointly by WWF-Australia, Fairfax Media and Leo Burnett. Earth Hour is an event that gets full community involvement in a simple action that will make a difference. On the 29th March, 2008, Earth Hour aims to get the world to turn off its lights for one hour for global warming.

This document outlines how the Earth Hour name and logo should be used across all mediums. The guidelines set out in this document are to be adhered to in all forms of communication without exception.
Partners & Earth Hour Supporters

Earth Hour™ is to have two Primary Partners at all times. A Primary Partner can be defined as an entity that has committed resources to the core Earth Hour team responsible for the creation and on-going management of the Earth Hour program in a given city or country. A company who is helping support Earth Hour but is not part of the creation and ongoing management of the Earth Hour program is not considered a Primary Partner.

Primary Partners should be present on all communication. The first Primary Partner for Earth Hour is WWF. The second Primary Partner should be a media entity to help drive coverage and communication of the cause. If no media entity is available, a corporate entity will be considered. All partnerships must be approved by WWF-Australia, Fairfax Media and Leo Burnett – contact the Global Earth Hour Project Manager at 61 (0)2 9281 5515.

Earth Hour Supporters can be defined as companies that are supporting Earth Hour, but are not part of the creation and ongoing management of the Earth Hour program. Their name and/or logo may appear on select communication sponsored by Earth Hour.
Primary Partners &
Earth Hour Supporters

1. Primary Partners
The first Primary Partner for Earth Hour is WWF. The second Primary Partner will depend on the city or country. For example, the Sydney Morning Herald which is used throughout these guidelines.

The WWF and alternate Primary Partner logos will always appear within the confines of the space that the Earth Hour logo appears but are never to be combined with the Earth Hour logo.

Any of the combinations on this page can be used when showing the WWF and Primary Partner logos where they appear with the Earth Hour logo.
2. Earth Hour Supporters
Earth Hour Supporters must define their support as follows:

“[Business/community group name] is committed to Earth Hour.”

Artwork will be provided to Earth Hour Supporters (i.e. Qantas) if they wish to post their own work.
Fonts

Helvetica bold, Helvetica medium and Helvetica light are the selected typefaces to be used for all Earth Hour collateral.

For Headlines
Helvetica bold

For sub headings and body copy
Helvetica bold or Helvetica medium

For body copy
Helvetica medium when reversed on black, or Helvetica light when text is on a white background.
Colours

Black and white are the fundamental colours. Tints are not to be used. Black is the ‘primary’ colour and white is ‘secondary’. On a black background type is to be white and on a white background, type is always black.

**Black**
Spot: Pantone Black  
Process: C50 M0 Y0 K100  
Web/Screen: R0 G15 B31

**White**
Spot: (paper)  
Process: C0 M0 Y0 K0  
Web/Screen: R255 G255 B255
Logos

There are three Earth Hour logos to choose from, a colour and mono option, and a stacked version. All versions are trademarked and the TM version should always appear. The preferred version is the coloured logo with the Earth Hour text reversed against black.

Preferred Option

Coloured

Mono reverse

Stacked (newsprint only)

The mono reverse logo is only to be used if the colour option is not available.

Only to be used if logo is required in newsprint under 50mm in size.
Logo Placement

The logo should never appear over a different coloured background other than black. It must not sit over a photographic image or illustration. It must not be altered/stretched/rotated or manipulated in any way. The Earth Hour text must always sit underneath the 60 as a unit.
Logo Specifications

The logo always has an exclusion zone. This is the area surrounding the logo which must be kept clear. No other graphic element, copy or image may cross into it. This prevents the logo from being crowded and gives the logo a comfortable space to breathe. This area is measured by an xheight. The xheight is the height of the text that reads ‘Earth Hour’. An equal space of 2.5x surrounds the logo. The minimum size is 25mm high.

The logo may be used in different sizes, however the size must be relative in scale for the execution. When using the Earth Hour logo, minimum size recommendations apply.

Newsprint

For logo requirements under 50mm in height use the stacked logo.

Minimum size is 25mm

This area marked 2.5x is the minimum area that must be clear and always black.
Logo Mandatories:
Earth Hour Sponsored Communication

Whenever the Earth Hour™ logo appears the earth hour URL must be present. The URL is [www.earthhour.org](http://www.earthhour.org) The Earth Hour logo must also be accompanied by both WWF and the Primary Partner (i.e. Sydney Morning Herald in Sydney, Australia) logos as per the examples on this page.

Where the words Earth Hour™ appear alone (unaccompanied by the 60 logo) they should appear for the first mention with a TM symbol after the word hour (as above). All subsequent mentions within the same document/article do not have to show the TM symbol.

**Logo as hero**

Whenever the logo is to be used as the hero image in any media, it must always bleed off the page. The 60 motif and Earth Hour copy should be visually centred in whatever medium it is being used.
Logo Mandatories: Third Party Support Communication

Companies who wish to develop their own advertising in support of the Earth Hour message, must include the Earth Hour logo, WWF logo and alternate Primary Partner logo as per the criteria in this guide. Depending on the creative, alternate information may be included such as the www.earthhour.org website or the date and time of the event.

Earth Hour Supporters must define their support as follows:

“[Business/community group name] is committed to Earth Hour.”
Tone of voice

The Earth Hour tone of voice is human, optimistic, inclusive, passionate and caring.

The Brand should never appear to be aggressive or use scare tactics to incite participation. The aim of Earth Hour is to encourage individuals to make the choice to change the way they live in order to achieve ongoing and long term shifts in behaviour not to scare them into doing so.

Samples

To retain the integrity of the Earth Hour brand we have developed a number of key executions and samples demonstrating how Earth Hour collateral needs to look. They include business cards, letter heads and an envelope design. All other executions must have the same style and visual appeal.
Business Cards

The Earth Hour business cards are double sided. The front features the Earth Hour logo. The back contains the person’s name, position, address and contact details on the left side. A line in the middle creates a space on the right to place the WWF and Primary Partner logos. This template can be accessed via Leo Burnett Sydney.

Sample Sampleton
Marketing manager WWF
PO Box 528 Sydney NSW 2001
Phone +61 2 9281 5515
Fax +61 2 9281 1060
Email Grant@earthhour.org
Web www.earthhour.org

The logo is centred
**Envelopes**

A white label with the recipients address is attached to the front as a sticker. The size comfortably holds a DL folded letter. The Earth Hour logo sits on the top left. The back flap has the Earth Hour web address, WWF and Primary Partner logos printed on it. This template can be accessed via Leo Burnett Sydney.
Letterheads

The below template is available through Leo Burnett Sydney and should be used for all letters regarding Earth Hour.

Dear Mr Sample,

Dear Mr Sample,

Earth Hour is not 1 4000th of the energy we use. It amounts to saving a tree for our children. It's a personal choice to save energy - whether it is a light bulb or your every day habits. When you light up, you kill it.

Over the last 5 years, millions of people have joined Earth Hour. It is a global celebration of the power of individuals. It is an event that brings together people from all walks of life. It is a movement that is growing stronger every year. It is a moment that is shaping the future.

Earth Hour is a moment that represents the power of action. It is a moment that represents the power of unity. It is a moment that represents the power of our vision.

Let us come together and shine a light on our future. Let us come together and create a brighter tomorrow.

Yours sincerely,

[Signature]

Level 13, 235 Jones St
Ultimo NSW 2007
PO Box 528 Sydney NSW 2001
Phone +61 2 9281 5515
Fax +61 2 9281 1060

www.earthhour.org

WWF and Primary Partner logos are to sit at the bottom left with the Earth Hour website on the bottom right.
Digital and TV

The way the Earth Hour logo is to be animated is through a transition from a black screen then slowly revealing a small section bit by bit. Light gradually shines the world with glistening light on the edges. Finally, the complete 60 is exposed. The reversed Earth Hour text then appears on screen.

**Initial frame**
- Screen is black

**2nd frame**
- Light slowly reveals the logo

**3rd frame**
- More of the logo is revealed and continues until it’s all exposed

**End frame**
- The Earth Hour text then appears on screen.
This style guide is based on InDesign. Please contact the Earth Hour team at Leo Burnett on (02) 9925 3555 for information. The Earth Hour device can be obtained from Leo Burnett as an Illustrator and Photoshop file. Any brochures, press and outdoor executions are to be created using these guidelines.