

#OneLess campaign

Brand guidelines

Updated January 2017

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1. Logo



1B. Logo vertical colour version



1C. Logo (with Marine Safe) horizontal colour versions



- 1 -



- 2 -



- 3 -



- 4 -

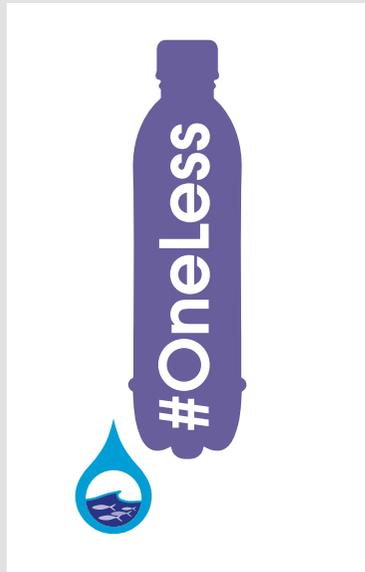


- 5 -

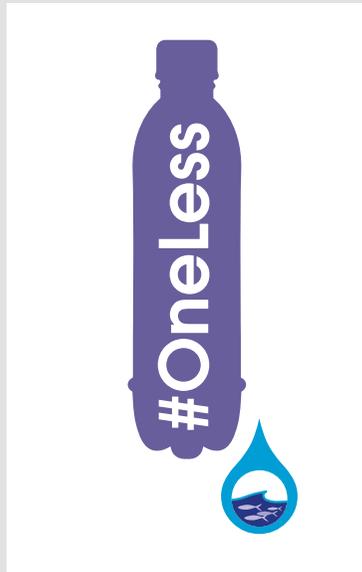


- 6 -

1D. Logo (with Marine Safe) vertical colour versions



- 1 -



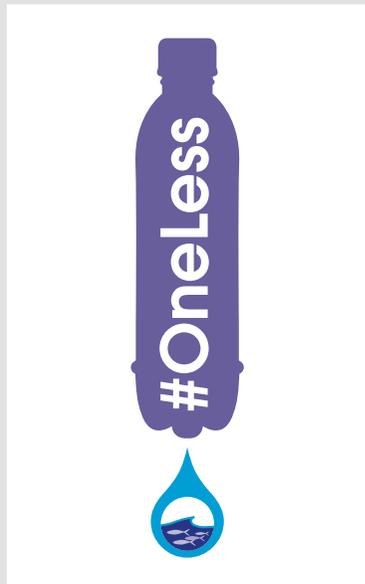
- 2 -



- 3 -



- 4 -



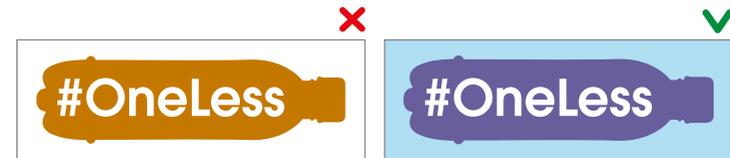
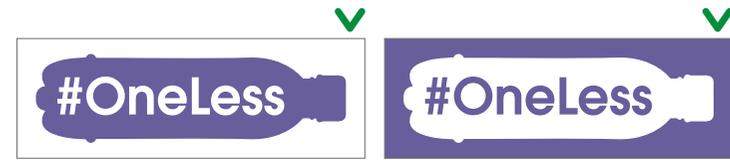
- 5 -



- 6 -

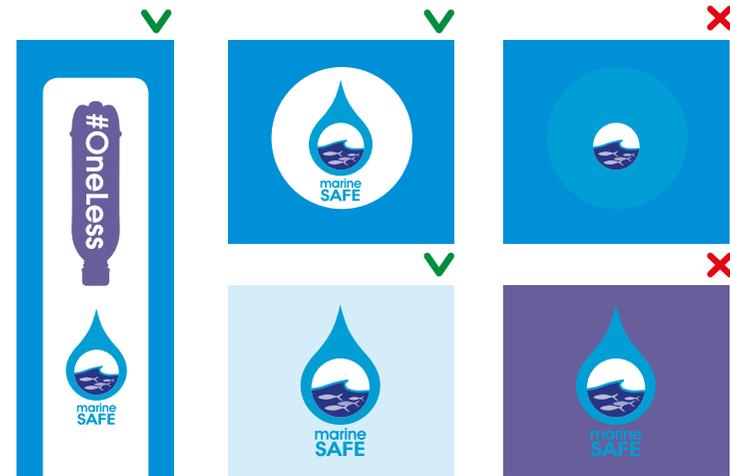
1. USING #ONELESS LOGO:

- #OneLess logo preferably to be used in purple (no blue version allowed) on a white background.
- White version of #OneLess logo to be used only on a 100% coloured background.
- Purple #OneLess logo can be put on a coloured background of a maximum 35% tint.
- Correct spacing around logo:
The logo should have a margin of clear space on all sides equal to one-quarter of the height of the logo. No other elements (text, images, other logos, etc.) can appear inside this clear space.



2. USING MARINE SAFE LOGO:

- Marine Safe logo needs to be put on a white background or on a maximum 20% colour tint background.
- See pages 5 and 6 for combinations with #OneLess logo and proportions.



2. Typography

1. MAIN FONTS FOR TITLES, BODYTEXT AND LOGO:

Ikea Sans Heavy Regular

Ikea Sans Heavy Italic

Ikea Sans Regular

Ikea Sans Italic

2. TYPOGRAPHY AND LAYOUT:

- Text can be put in purple and in blue (only 100% colours, no tint of colours).
- Text can be put on a white background or on a coloured background (primary and secondary colours) with a minimum of 50% tint colour (background).
- *Basic graphic elements can be used throughout the artwork:
circles and image of bottle, river, City of London ...*

3. Colour use

1. COLOURS FOR LOGO

- Logos need to be put in 100% colour.



Purple:

RGB: 103, 94, 155

CMYK: 70, 67, 11, 0

Pantone Coated: 5265 C

Pantone Uncoated: 273 U



Blue:

RGB: 0, 158, 212

CMYK: 100, 0, 10, 0

Pantone Coated: 313 C

Pantone Uncoated: 313 U

2. PRIMARY COLOURS:

- Purple (1), Marine Safe blue (2) and extra blue (3) are the main colours.
- Different tints of purple and blue can be used throughout artwork.

1 RGB: 103, 94, 155
CMYK: 70, 67, 11, 0

2 RGB: 0, 158, 212
CMYK: 100, 0, 10, 0

3 RGB: 0, 126, 168
CMYK: 83, 36, 19, 4

3. SECONDARY COLOURS:

- The secondary colours are used to bring contrast and give more colour punch to the artwork.
- The primary colours should be used as the main colours in artwork. The secondary colours are only to be used to highlight design elements and in combination with a minimum of 2 of the primary colour set.
- There are 4 sets of colours (these sets should be used separately and preferably not mixed.)
- Tints of the colours can be used, but only with a minimum of 1 colour of that set as 100% colour.

Colour set 1



 RGB: 235, 229, 104
CMYK: 13, 1, 70, 0

 RGB: 0, 158, 129
CMYK: 93, 0, 61, 0

 RGB: 194, 194, 194
CMYK: 27, 20, 21, 2

Colour set 2



 RGB: 242, 144, 111
CMYK: 0, 54, 55, 0

 RGB: 143, 202, 170
CMYK: 49, 0, 42, 0

 RGB: 166, 155, 160
CMYK: 36, 35, 28, 9

Colour set 3



 RGB: 231, 75, 148
CMYK: 2, 82, 0, 0

 RGB: 184, 64, 126
CMYK: 26, 85, 14, 6

 RGB: 194, 194, 194
CMYK: 27, 20, 21, 2

Colour set 4



 RGB: 222, 93, 104
CMYK: 8, 75, 48, 1

 RGB: 53, 180, 161
CMYK: 71, 0, 45, 0

 RGB: 166, 155, 160
CMYK: 36, 35, 28, 9

4. Layout examples

Colour set 1



London-on-Sea

How plastic water bottles damage the ocean

The great river Thames links London with the ocean by bringing us oxygen, water, fish and nutrients. Yet, flowing the other way, from city to ocean, is plastic. Lots of it. A water bottle – even when put in a bin – can find its way to the sea by floating down the Thames or blowing through the air.

Most ocean litter is plastic, used on land before travelling out to sea via wind and waterways such as the Thames.

In the UK we get through 13 billion single-use plastic bottles each year – more than 200 per person.

Each bottle – made to be used only once – takes 450 years to break down into tiny, toxic plastic particles, called microplastics.

In the process it kills seabirds and marine creatures, poisons the water and damages habitats and ecosystems.

By 2025 the ocean is expected to contain 1 tonne of plastic for every 3 tonnes of fish.

It is estimated that there are more than 150 million tonnes of plastic in the ocean today.

The plastic ends up in the food chain, with microplastics in the fish we eat.

Switching from single-use to refillable water bottles makes sense for London, the Thames, the ocean and our planet.

Every time you refill, one less single-use plastic bottle will pollute our land and water.

Help save our ocean, one drink at a time!

Because everything we do touches the ocean
zsl.org/oneless @OneLessBTL

Colour set 2



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