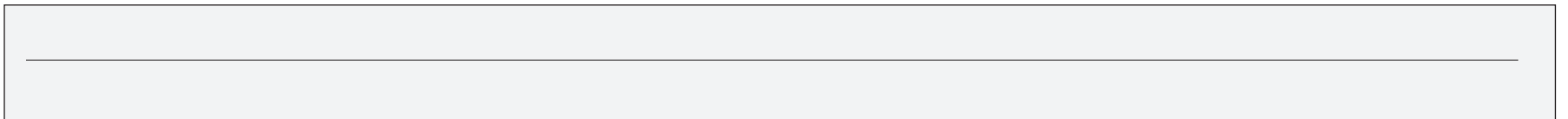




LITTERATI
A LITTER FREE WORLD

Logo Guidelines | July 1, 2016





Welcome.

This set of logo brand guidelines is designed to introduce you to the new Litterati logo, and to help you use it consistently, with clarity and creativity accross all media, and over time.

These guidelines will describe the approved useage of the logo, and also point out what you should NOT do.

While not yet an exhaustive "brand manual" these guidelines will also describe the Litterati color palette, typefaces, and offer some guidelines on making Litterati's photographs more ownable in brand communications .



LOGO SIGNATURE



001_Litterati_Logo_Signature_2Color_MASTER_WhiteorLight_Background

This is Litterati's full "logo signature." It includes the Logo Icon, the Brand Tag Line, and the Litterati Wordmark in a formal lockup.

It is not always necessary to use the full Logo Signature, (more on that later), but when you do, it must be one of these approved versions. Each of the 3 signature elements must stay in these exact proportions and spatial relationships to one another.



The chart above shows that there are six distinct color versions of the full Litterati Logo Signature, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.



HERO LOGO



011_Litterati_Logo_Hero_2Color_MASTER_WhiteorLight_Background

This is Litterati's "Hero Logo." It includes the Logo Icon and the Litterati Wordmark in a formal lockup.

This is the logo you'll use most often and when you do, it must be one of these approved versions. Each of the 2 Hero logo elements must stay in these exact proportions and spatial relationships to each other.



The chart above shows that there are six distinct color versions of the Litterati Hero Logo, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.



HORIZONTAL LOGO



021_Litterati_Logo_Horizontal_2Color_MASTER_WhiteorLight_Background

This is Litterati's "Horizontal Logo." It includes the Logo Icon and the Litterati Wordmark in a formal, side-by-side lockup.

Use this logo only when the space it must go in is very horizontal (more on that later). For now, just remember that when you do use this logo it must be one of these approved versions, and each of the 2 Horizontal logo elements must stay in these exact proportions and spatial relationships to each other.



The chart above shows that there are six distinct color versions of the Litterati Horizontal Logo, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.

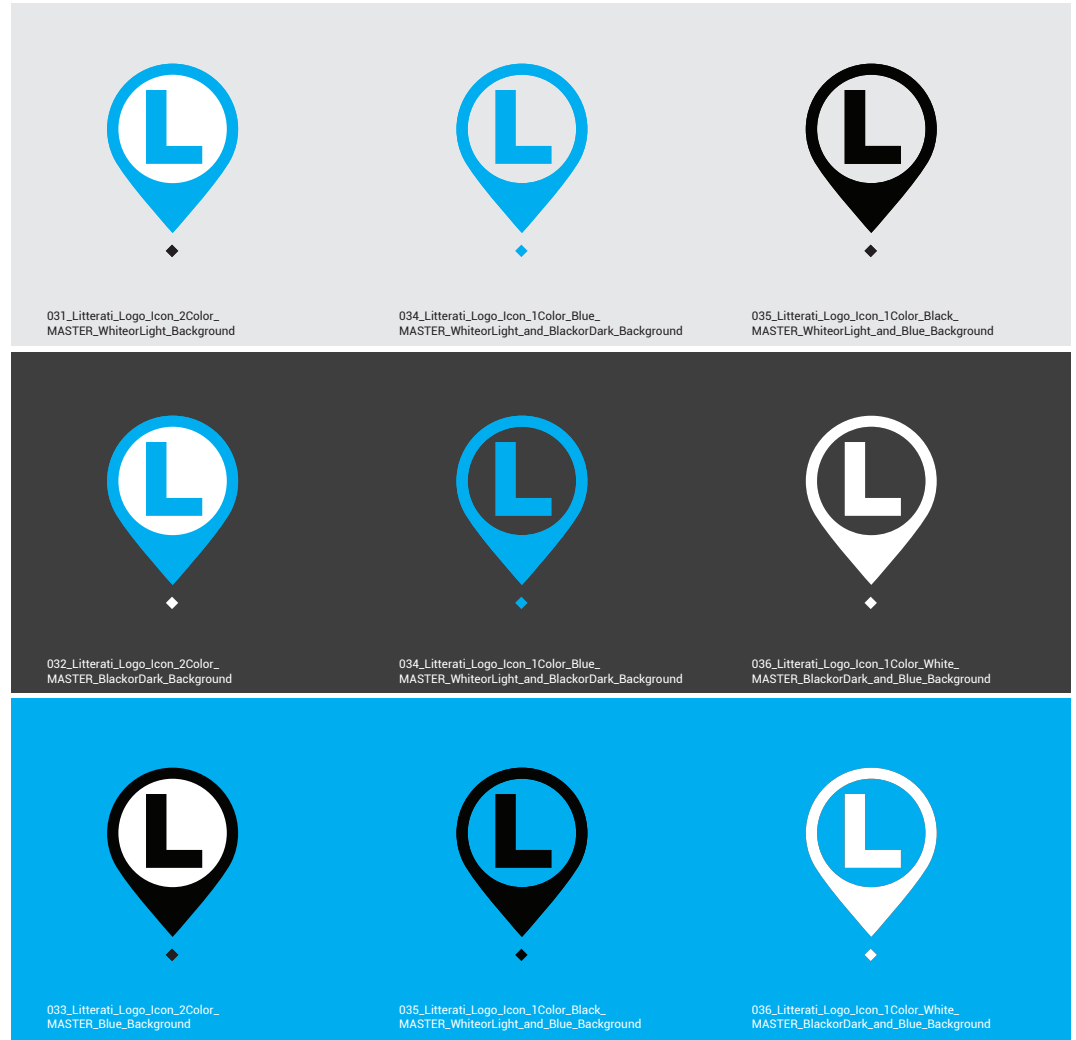
LOGO ICON



031_Litterati_Logo_Icon_2Color_MASTER_WhiteorLight_Background

This is Litterati's Logo Icon. It symbolizes the geotagging of pieces of litter by Litterati's members, the big data and it generates and the analysis the activity enables.

This icon may be used alone (more on that later), but when it is used it must be one of these approved versions, and each of the icons elements (the pointer, the litter "bit" and the "L" letterform, must stay in these exact proportions and spatial relationships to one another.



The chart above shows that there are six distinct color versions of the Litterati Logo Icon, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.



LITTERATI

041_Litterati_Logo_Wordmark_2Color_MASTER_WhiteorLight_Background

This is Litterati's "Wordmark." It contains two custom ligatures - TT and RA. It also has a diagonal "Bit" of trash in the TT ligature, which appear to be falling into a rectangular bin evoked by the ligature's negative space.

This Wordmark may be used separately from the Litterati Icon and Tagline that comprise the full Signature (more on that later). For now, just remember that when you do use this Wordmark it must be one of these approved versions, and all of its typographic and graphic elements must stay in these exact proportions and spatial relationships to one another.



The chart above shows that there are six distinct color versions of the Litterati Wordmark, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.

TAGLINE

A LITTER FREE WORLD

051_Litterati_Tagline_1Color_Blue_MASTER_WhiteorLight_and_BlackorDark_Background

This is Litterati's "Tagline." It is a simple declaration of Litterati's mission, as well as a call-to-action for it's global members.

The Litterati Tagline is always set in the ROBOTO - REGULAR font, All Caps.

The Tagline may be used independently of the Litterati Logo Signature (more on that later), but when it is used, it must be in ALL CAPS and in one of the approved color versions described to the right.

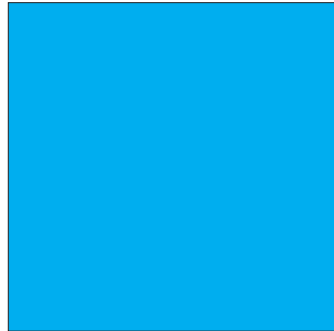


The chart above shows that there are three distinct color versions of the Litterati Tagline, that can be used in three different situations - over a white or light background, a black or dark background, and a blue background.



COLOR PALETTE

Litterati Blue



H: 196° R: 0 C: 100
S: 100% G: 174 M: 0
B: 93% B: 239 Y: 0
K: 0
#: 00AEEF

Black



H: 0° R: 0 C: 75
S: 0% G: 0 M: 68
B: 0% B: 0 Y: 67
K: 90
#: 000000

Dark Grey



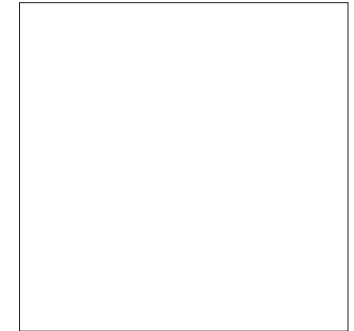
H: 0° R: 76 C: 66
S: 0% G: 76 M: 58
B: 30% B: 76 Y: 57
K: 37
#: 4C4C4C

Light Grey



H: 0° R: 230 C: 8
S: 0% G: 230 M: 6
B: 90% B: 230 Y: 7
K: 0
#: E6E6E6

White



H: 0° R: 255 C: 0
S: 0% G: 255 M: 0
B: 100% B: 255 Y: 0
K: 0
#: FFFFFFFF

This is Litterati's branded color palette. Its primary color is Cyan, which is simple, and designed to leverage several positive and traditional associations with this color:

- The blue planet, our home, Earth
- The clear blue sky, endless potential,
- The deep blue sea, boundless and pristine nature

The color is "clean," (without any black, or color contamination) and brite, which symbolizes Litterati's mission, to rid the planet of trash.

Litterati's Brand Blue is supported by a range of neutral colors - Black, Dark Grey, Light Grey, and White. These colors, like those found in an art gallery, are designed to offer variety, without unnecessary distractions. These colors will improve the likelihood that the Litterati logo, and the photographic imagery associated with the brand to "Pop" in a wide variety of contexts.



FONTS

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Italic

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold Italic

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Black Italic

The font family used by the Litterati brand is called ROBOTO. While it comes in many sizes and weights, those featured above should be the primary versions used. This is not to say that decorative type or typefaces outside the Roboto family cannot be used on occasion to create brand communications, but Roboto should be the brand's primary choice and default option.



PHOTOGRAPHY

Straight Photo

Litterati Blue Overlay
Transfer Mode 100%

Photo in Lighten
Transfer Mode 100%
over Litterati Blue

Photo in Luminosity
Transfer Mode 100%
over Black

Straight Photo



A large portion of Litterati’s brand presence is created through photographs of Litter and Members picking it up all over the globe. When photographic images of Litter or Litter Removal are part of a brand promotion or corporate communication, the goal should be to assert ownership of the image or activity it presents for the Litterati brand. One way to do this is to bring the image into a closer relationship with the brand’s color palette.

This can be accomplished by overlaying a “Litterati Blue” rectangle in the Overlay Transfer Mode, onto the image. You can also create a Litterati Blue Mono-Chromatic Image, or a turning the image black and white (eliminating non- Litterati colors).

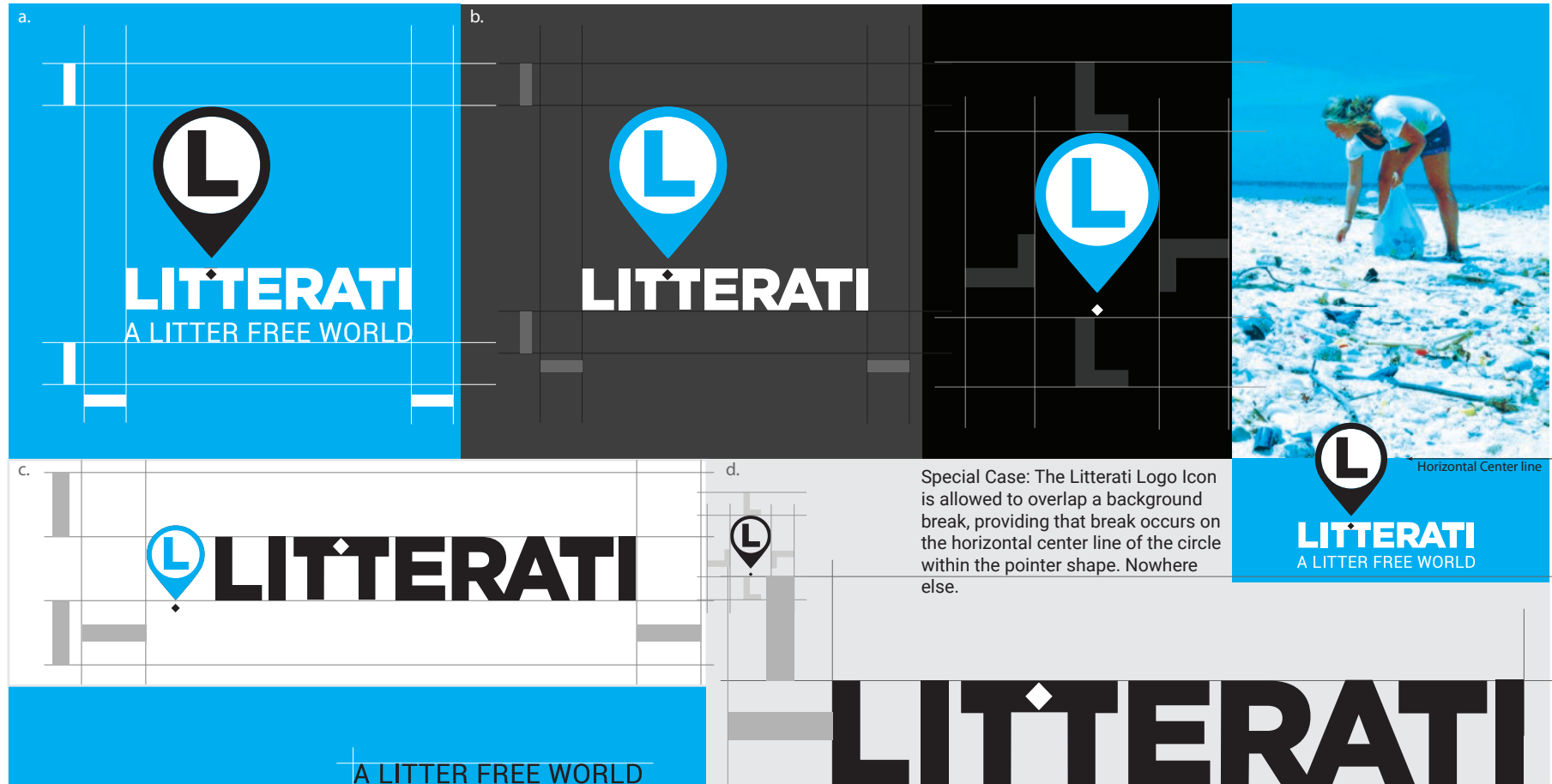


LOGO SAFE AREAS

The approved Litterati Logos have a “safe area” around them, within which no color break, typography, graphic element, or photograph may enter.

In the case of the Logo Signature, the Hero Logo and the Horizontal Logo, that safe area is defined by the vertical “cap height” of the letter “l” in the Litterati Wordmark. (a,b,c)

The logo Icon, when used by itself, also has a safe area. It is defined by the “Cap Height” of the “L” letterform within the pointer shape.



The Litterati Wordmark, and the Tagline may also be used individually, and in combination. There is no “Safe Area” around these items, but graphic shapes, typography, color breaks, and photo borders may not occur within the box defined by the Wordmark and Letterform.

Special Case: The Litterati Logo Icon is allowed to overlap a background break, providing that break occurs on the horizontal center line of the circle within the pointer shape. Nowhere else.

When the elements of the Litterati Logo Signature (The Logo Icon, the Wordmark, and the Tagline) are used individually - not in the official nesting proportions and spatial relationships, each must be separated by a safe area, at least as large as when it is used entirely alone (d).



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LOGO DONT'S

While we cannot possibly describe all the things you shouldn't do with your logo, we offer this page of "Don'ts" to help prevent some of the more common mistakes made by many designers. In general, we recommend an abundance of caution when deviating from the common usage of the Litterati logo system, because a strong brand is a function of consistency and clarity, both of which are undermined by outlier designs.

Do not allow typographic elements, graphic shapes, or background color breaks to intrude into the "Logo Safe Area" (a). Do not deviate from the approved logo color breaks, or introduce new colors into the branded logo system (b).

Do not change the scale or spatial relationship between the elements of the logo signature, hero logo, wordmark, icon, and tagline. Do not crop the elements of the logo (c,d).

a. Do not allow typographic elements, graphic shapes, or background color breaks to intrude into the "Logo Safe Area" (a).

b. Do not deviate from the approved logo color breaks, or introduce new colors into the branded logo system (b).

c. Do not change the scale or spatial relationship between the elements of the logo signature, hero logo, wordmark, icon, and tagline. Do not crop the elements of the logo (c,d).

d. Do not set the Tagline in other than ROBOTO REGULAR - ALL CAPS. Do not skew, italicize, outline, kern, overlap, or otherwise alter the elements of the icon, wordmark, signature, or tagline. (d).

e. Do not allow the pointer to overlap a background break, except through the horizontal center line of the circle. Never the vertical center or another horizontal(f).

f. Do not use multiple elements of the same Litterati Logo system in a single composition. Do not deviate from the approved color versions on specific brand color backgrounds. Do not overlap logo elements, and for God's sake, please don't use drop shadows. (e).

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Do not use multiple elements of the same Litterati Logo system in a single composition. Do not deviate from the approved color versions on specific brand color backgrounds. Do not overlap logo elements, and for God's sake, please don't use drop shadows. (e).

Do not set the Tagline in other than ROBOTO REGULAR - ALL CAPS. Do not skew, italicize, outline, kern, overlap, or otherwise alter the elements of the icon, wordmark, signature, or tagline. (d).



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These logo guidelines were produced for Litterati by BETTER BUREAU, a non-profit branding agency, whose mission it is to make the world a better place by helping social enterprise brands thrive.
For questions or concerns relating to these guidelines, please contact Jeff Boortz, at jeff@betterbureau.us