



EARTHDAY.ORG

Brand Style Guide

NAME CHANGE

Moving forward, we will now refer to ourselves as **EARTHDAY.ORG**.

- Whenever you use our name, **make sure to always capitalize the entire name.**

If necessary, our new abbreviation is **EDO**.

International Regions

Please make note that each international branch of EARTHDAY.ORG will now be referred to as “EARTHDAY.ORG – [INSERT REGION]”

- For Example:
 - EARTHDAY.ORG – India
 - EARTHDAY.ORG – Mexico
 - EARTHDAY.ORG – South America

PRIMARY LOGO

REGULAR LOGO

The EARTHDAY.ORG logo is the identity of our organization, setting it apart from other environmental nonprofits.



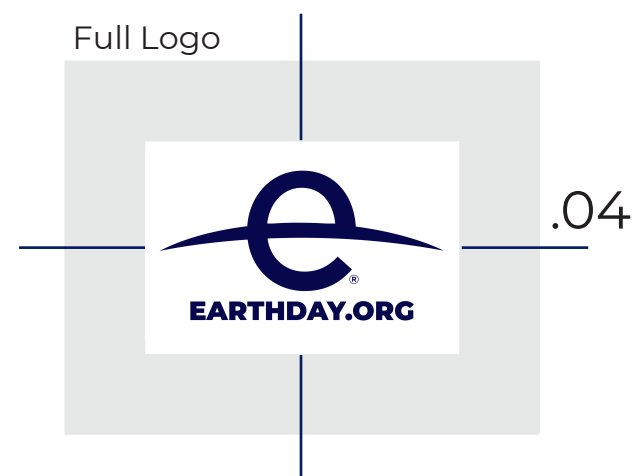
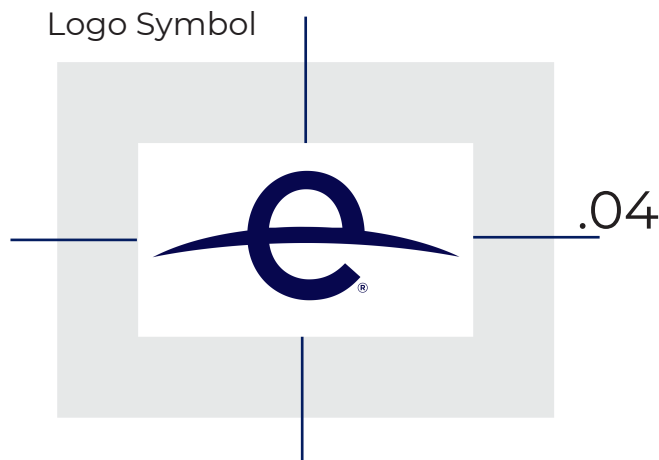
PRIMARY LOGO - INVERSE

To ensure readability, the logo is white when placed on dark backgrounds.



CLEAR SPACE

Whenever you use the logo, surround it with clear space to ensure visibility and impact. No graphic elements of any kind should invade this zone.



PRIMARY LOGO

REGULAR LOGO

Moving forward, please use the thicker version of our logo. Please note the subtle change to a thicker letter e as well as a bolder "EARTHDAY.ORG"



New



Old

50TH ANNIVERSARY LOGO

REGULAR LOGO

The EARTHDAY.ORG 50th logo is the identity of the 50th anniversary of Earth Day.



CLEAR SPACE

Whenever you use the logo, surround it with clear space to ensure visibility and impact. No graphic elements of any kind should invade this zone.

**END DATE FOR 50TH
LOGO: OCT. 22, 2020**

PRIMARY LOGO - INVERSE

To ensure readability, the logo is white when placed on dark backgrounds.



Full Logo



RESTORE OUR EARTH LOGO

REGULAR LOGO



**RESTORE
OUR
EARTH**



**RESTORE
OUR
EARTH**

1 BILLION PEOPLE | 192 COUNTRIES | 150,000 PARTNERS

CLEAR SPACE

Whenever you use the logo, surround it with clear space to ensure visibility and impact. No graphic elements of any kind should invade this zone.

**START DATE FOR
RESTORE OUR EARTH
LOGO: OCT. 22, 2020**

Full Logo



LOGO FONT

MONTSERRAT REGULAR

DESIGNER

Montserrat Regular is the EARTHDAY.ORG logo font. It is a geometric modern sans-serif font that can be used as a display and paragraph font.

Julieta Ulanovsky

When uppercase, Montserrat has a bold, clean presence.

When lowercase, Montserrat has a significant x-height that maintains legibility at small sizes.

A B C D E

F G H I J K L M N O P Q R

S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - =

LOGO VARIATIONS

DOS

The logo may be used without the brand name.

If the background is too dark for the logo to be clearly visible, convert the logo to white. If the logo is still unclear, add a drop shadow to the logo.

Use our official, unmodified logo to represent the Earth Day brand.

NOTE: There is some leeway of different colors for the EARTHDAY.ORG logo, granted that the color is part of the approved color palette; however, this should be a last resort. Otherwise, prefer oxford blue or white with a drop shadow.



LOGO VARIATIONS

DON'TS

Do not stretch or condense.



Do not place additional text or make the logo unreadable.



Do not change to a color that is not in the style guide.



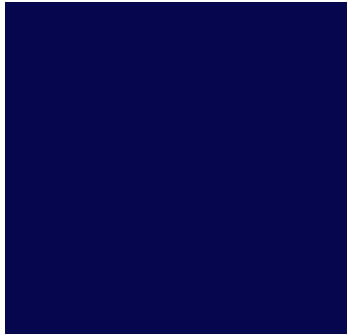
Do not place the logo at an angle.



Do not modify or replace the font of the logo.

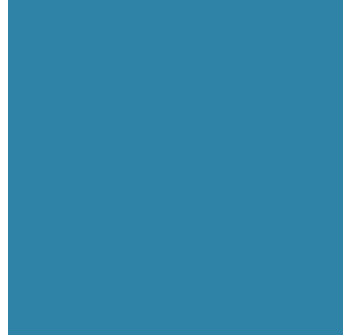


COLOR PALETTE



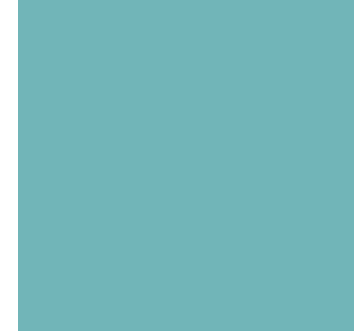
OXFORD BLUE

#07074e
HSB: 249. 90. 30
RGB: 7. 7. 78
CMYK: 100. 99. 29. 44



STEEL BLUE

#2f83a6
RGB: 47. 131. 166
CMYK: 80.38.22.1
HSB: 198.72.65



LIGHT SEA GREEN

#72b5b9
RGB: 114.181.185
CMYK: 56.11.28.0
HSB: 183.39.72



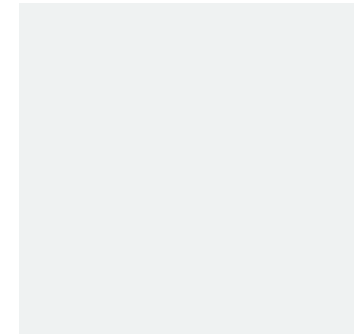
SAFETY ORANGE (BLAZE ORANGE)

#F37321
HSB: 22. 86. 95
RGB: 243. 115. 33
CMYK: 0. 68. 100. 0



CHROME YELLOW

#FDB714
HSB: 40. 91. 99
RGB: 253. 183. 20
CMYK: 0. 31. 100. 0



ANTI-FLASH WHITE

#EFF1F3
HSB: 210. 2. 95
RGB: 239. 241. 243
CMYK: 2. 1. 0. 5

TYPOGRAPHY

PRIMARY HEADING

MONTSERRAT BOLD

A B C D E

F G H I J K L M N

O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - =

HEADING

Headline size may vary for each document but should never go below 28 pt. Always use Montserrat bold for headers in all caps.

EARTHDAY.ORG

50 pt. type/ 50 leading

EARTHDAY.ORG

45 pt. type/ 45 leading

EARTHDAY.ORG

38 pt. type/ 38 leading

EARTHDAY.ORG

28 pt. type/ 28 leading

TRACKING & KERNING

Enforce tracking 30-50, and kerning at metrics. Still you may need to enforce manual kerning with letters like T, W and A.

SUBHEADING AND SECTION BREAK

MONTSERRAT SEMIBOLD

A B C D E

F G H I J K L M N O P Q R

S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - =

SUBHEADING AND SECTION BREAK

Subheading size and section break may vary for each document, but it should never exceed the size of the headline font size. Use Montserrat semi bold for the sub headline and section break in uppercase or lowercase.

EARTHDAY.ORG

28 pt. type/ 38 leading

EARTHDAY.ORG

22 pt. type/ 33 leading

EARTHDAY.ORG

19 pt. type/ 30 leading

EARTHDAY.ORG

15 pt. type/ 23 leading

TRACKING & KERNING

Enforce tracking 30-50, and kerning at metrics. Still you may need to enforce manual kerning with letters like T, W and A.

BODY

MONTSERRAT REGULAR

A B C D E

F G H I J K L M N O P Q R

S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - =

BODY

Body sizing may vary from each document but should not exceed 16 pt.

In alteration insipidity impression by travelling reasonable up motionless. Of regard warmth by unable sudden garden ladies. No kept hung am size spot no. Likewise led and dissuade rejoiced welcomed husbands boy. Do listening on he suspected resembled. Water would still if to. Position boy required law moderate was may.

12 pt. type/15 leading

In alteration insipidity impression by travelling reasonable up motionless. Of regard warmth by unable sudden garden ladies. No kept hung am size spot no. Likewise led and dissuade rejoiced welcomed husbands boy. Do listening on he suspected resembled. Water would still if to. Position boy required law moderate was may.

13 pt. type/16 leading

In alteration insipidity impression by travelling reasonable up motionless. Of regard warmth by unable sudden garden ladies. No kept hung am size spot no. Likewise led and dissuade rejoiced welcomed husbands boy. Do listening on he suspected resembled. Water would still if to. Position boy required law moderate was may.

12 pt. type/15 leading

In alteration insipidity impression by travelling reasonable up motionless. Of regard warmth by unable sudden garden ladies. No kept hung am size spot no. Likewise led and dissuade rejoiced welcomed husbands boy. Do listening on he suspected resembled. Water would still if to. Position boy required law moderate was may.

16 pt. type/19 leading

WRITING STYLE AND PUNCTUATION

The following is a guide for writing consistently for EARTHDAY.ORG. For rules not covered, refer to the latest Associated Press stylebook.

In general, our writing should be informational, but also conversational and entertaining. It should be concise and correct.

Here are four rules to remember (Rene J. Cappon, *The Associated Press Guide to News Writing*):

- Prefer the short word to the long.
- Prefer the familiar word to the fancy.
- Prefer the specific word to the abstract.
- Use no more words than necessary to make your meaning clear.

Punctuation

Ampersand (&)

Do not use ampersands unless they are part of a formal title or proper noun.

- *Bob and Janet work for AT&T.*

Apostrophes

Add an apostrophe s to both proper and common possessive nouns ending in s.

- *Denis Hayes's latest book was published in 2015. The bus's route changed.*

Add an apostrophe to plural possessive nouns.

- *Some people think the U.S. Civil War was fought over states' rights. The VIPs' entrance is in the back.*

Colon

If what follows a colon is a complete sentence, capitalize that sentence. If not, keep it lowercased.

- *There is some good news: All trees absorb carbon dioxide.*
- *Residents of the Gulf Coast were convinced only one party was to blame: the oil company.*

Commas

The Oxford comma is the comma before the last item in a list. Use the Oxford comma, when necessary.

- *Effects of climate change include longer draughts, fiercer storms, and higher sea levels.*

Use commas in dialogue.

- *"Climate change is a hoax," said the woefully misguided politician.*
- *The woefully misguided politician said, "Climate change is a hoax."*

Punctuation

Dashes

Limit dashes to several per article — certainly not several per sentence. Follow these guidelines:

Put a space before and after an em dash. Em dash (hold Alt + 0151) is used for

- Abrupt change. *He had it all — and then the stock market crashed.*
- Separation in text. *We packed our bags with everything we thought we'd need — shirts, games, books and chargers — and left for the airport.*
- Side comments. *Writing a style guide — yes, I mean this style guide — is a lofty task.*

Don't separate en dashes by spaces. En dash (hold Alt + 0150) is used for

- Page references. *Refer to pages 17–19 in Jeff Goodell's latest book.*
- Sporting game scores. *The Washington Wizards won 98–94.*
- Court decisions. *The Supreme Court ruled 7–2 in favor of the planet.*
- Dates. *The Society of Environmental Journalists Conference is October 25–28.*

Hyphen

Generally, do not use hyphens in words with prefixes unless you need hyphens to clear up the meaning (re-create: to create again; recreate: to work out). Additional examples below:

- Cleanup - No hyphen.
- Nonprofit - No hyphen.

Quotation Marks

Punctuation, except for colons and semicolons, should be placed in quotation marks.

Use single quotation marks for quotes within quotes.

- *"He told me, 'Don't ever come around these parts again,'" said Bill.*

Style

Acronyms and Abbreviations

Spell out all constructions, when possible. Too many acronyms confuse readers by forcing them to refer to earlier in the piece, or worse yet, stop reading altogether.

Exception: If the readers are so used to an acronym that it's part of everyday language, use it after you spelled it out in the first instance.

- *The Environmental Protection Agency recently approved broad new applications for a controversial insecticide. The EPA said it was “thrilled” to approve sulfoxaflor.*

Do not put the abbreviation in parenthesis following the first reference.

Do not use periods or spaces between acronyms and abbreviations. Exception: Use periods in U.S. and U.N., unless they are in headlines (in which case, US and UN are fine).

Active and Passive Voice

Prefer the active voice. The active voice is when the subject of a sentence is doing the action, rather than receiving the action. The active voice gives us a human subject.

- *Researchers invented a way to capture and store carbon dioxide. (Active.)*
- *A way to capture carbon and store carbon dioxide was invented. (Passive.)*

Style

Attribution

Use said when attributing most quotes. Added, stated, continued also work. Just don't get too jazzy and avoid using adverbs with attributions.

- *"So we beat on, boats against the current, borne back ceaselessly into the past," Mr. Carraway concluded lazily. (Poor.)*
- *"So we beat on, boats against the current, borne back ceaselessly into the past," Mr. Carraway said. (Better.)*

Composition Titles

Put quotation marks around the name of titles of books, movies, TV shows, speeches, works of art, songs and albums.

Style

Congress

Capitalize *U.S. Congress* and *Congress* when referring to the U.S. Senate and House of Representatives.

Either *Senator* or *Representative* is appropriate for titles of members of Congress. You can also use *Rep.*, *Reps.*, *Sen.* and *Sens.* Whatever you choose, be consistent.

A member's name should be followed by his or her party affiliation and state separated by a hyphen.

- *Sen. Sherrod Brown (D-OH) decided against running for president.*

Contractions

Contractions (*don't*, *can't*, *I'm*) are okay, even encouraged.

Headlines

Capitalize only proper nouns and the first letter of headlines and subheads. Do not add final punctuation to the headliner or subhead

- *Headline: EARTHDAY.ORG prepares for the 50th anniversary of Earth Day*
- *Subhead: The organization expects more than 300,000 people in attendance*

Hyperlinks

When possible, link to other organizations and sources. Use descriptors when linking.

- *For more information, click here. (Poor.)*
- *For more information, visit our Wildlife Resources page. (Good.)*

Style

Intensifiers

Use intensifiers (very, rather, really, quite, just, pretty) sparingly. Replace the words being intensified with stronger words.

- *The outlook is pretty bad. (Okay.)*
- *The outlook is grim. (Better.)*

Italics

Whether it's for emphasis or titles, don't use them. Construct the sentence in a way that emphasizes words without italics. For titles, use quotation marks.

Lists

Use bullets, not dashes or hyphens, for lists. Capitalize the first letter of the start of each bulleted list and end it with a period, even if it's not a complete sentence.

EARTHDAY.ORG works year-round to

- *Solve climate change.*
- *End plastic pollution.*
- *Protect endangered species.*

If a list is introduced by a complete sentence, it gets a colon. If it is not a complete sentence, it gets an ellipsis (...) or nothing.

Do not use etc. or et cetera. Instead, omit and before the last item in a series to indicate a list is not definitive.

- *Greenhouse gases — carbon dioxide, methane, nitrous oxide — raise the Earth's temperature when they enter the atmosphere.*

Style

Numbers

We need numbers in our writing. But too many numbers are off-putting, so don't go overboard with statistics. Follow these guidelines:

Spell out fractions and numbers under 10; use numerals for numbers 10 and over, as well as decimals.

- *The National Zoo has five bears.*
- *The Cincinnati Botanical Garden has 62 species of plants.*
- *The Earth has a population of 7.6 billion people.*
- *In 2019, one-third of the world's population faced water scarcity.*

If the precise figure is not important, round it off.

- *Lake Michigan contains 492 pollutants. (Okay.)*
- *Lake Michigan contains nearly 500 pollutants. (Better, though not for Chicago.)*

When possible, recast numbers as something relatable.

- *We can save 49 billion pounds of carbon dioxide every year, the equivalent of planting 1 billion trees.*

Write out units (grams, percent, feet) and the numbers associated with them.

- *The Great Lakes hold 21 percent of the world's freshwater.*

Style

Numbers (continued)

Follow these rules for large numbers.

- Thousands: Use commas.
 - *A man in Mexico built an island out of 250,000 plastic bottles.*
- Millions, billions, trillions: Use numeral, then spell out. Use one decimal place, if necessary.
 - *Greenland's melting glaciers add roughly 50 billion tons of water to oceans. That may lead to a global cost of \$1.7 trillion by the end of the century.*
- Casual references. A billion, a thousand, a hundred are okay.

For dates, a comma follows the day and year.

- *June 22, 2019*, marks the 50th anniversary of the in famous Cuyahoga River fire.
- For decades, notice the apostrophe use. *The 1930s, 1940s, the '30s, the '40s.*

Never start a sentence with a numeral. Write out the number or recast the sentence.

- *Ninety-seven percent of scientists agree human activity is linked to global warming. (Fine.)*
- *According to the latest IPCC report, 97 percent of scientists agree human activity is linked to global warming. (Better.)*

Don't use superscripts for -th, -nd, -st, etc.

- *This year is the 50th anniversary of Earth Day.*

Don't use subscripts.

- *CO₂ is a dangerous greenhouse gas.*

Style

Sentences and Paragraph Length

Readers prefer tighter prose. Blocks of texts are daunting and won't be easy read. Keep sentences to an average length of 16–17 words and limit paragraphs to 6–7 lines, or about 150 words. And, of course, vary sentence and paragraph length.

States

Spell out states, unless it's in a dateline.

- *Brandon is from Ohio.*
- *The state of Maine filed a petition against the federal government.*
- *PHOENIX, AZ — After years of exploiting water, the tap has finally run dry.*

Always use periods in D.C. and offset it with commas.

- *Washington, D.C., is the capital of the country.*

Titles

Capitalize formal titles if it precedes a name but not if it follows.

- *Director of the EPA Scott Pruitt said he did not recognize Earth Day.*
- *Scott Pruitt, director of the EPA, said he did not recognize Earth Day.*

To Be Constructions

Avoid to be constructions when possible. That also means there is and there were. These verbs offer little action and often add clutter to a sentence.

- *There are multiple things that caused the economy to crash. (Poor.)*
- *Many things crashed the economy. (Better.)*
- *She is in support of the new policy. (Poor.)*
- *She supports the new policy. (Better.)*

SOCIAL MEDIA

Basics

Profile name across all platforms: @earthdaynetwork

Profile picture: Blue logo over white background



EARTHDAY.ORG has a presence on most major social media platforms. Here are our most active accounts and what we usually post on each:

- Twitter: News articles, campaign awareness, events, media mentions, evergreen content, “we’re hiring!” posts, blog posts.
- Facebook: Blog posts, events, “we’re hiring!” posts
- Instagram: Design outtakes, campaign awareness

Writing Guidelines

Our writing for social media should generally follow the style points outlined in the Writing Styles, General Grammar and Style and Formatting sections. Here are some additional pointers.

Write short, but smart.

Some social media platforms have a character limit; others don’t. But for the most part, we keep our social media copy short.

Twitter: 280 characters.

Facebook: No limit, aim for 1-2 short sentences.

Instagram: No limit, try to keep it to 2 or 3 short paragraphs. Feel free to use emojis.

To write short, simplify your ideas or reduce the amount of information you’re sharing—but not by altering the spelling or punctuation of the words themselves. It’s fine to use the shorter version of some words, like “info” for “information.” But do not use numbers and letters in place of words, like “4” instead of “for” or “u” instead of “you.”

SOCIAL MEDIA

Engagement

Do your best to adhere to EDO's style guidelines when you're using our social media channels to correspond with users. Use correct grammar and punctuation—and avoid excessive exclamation points.

When appropriate, you can tag the subject of your post on Twitter or Facebook. But avoid directly tweeting at or otherwise publicly tagging a post subject with messages like, "Hey, we wrote about you!" Never ask for retweets, likes, or favorites.

Hashtags

We employ hashtags deliberately. We may use them to promote our campaigns, an event or participate in relevant conversations. Do not use current event or trending unrelated hashtags to promote EDO.

Twitter: 3-4 hashtags.

Facebook: No more than 2.

Instagram: Integrate 3-4 hashtags in the caption and add a list of related hashtags as a comment in the post.

Our official hashtags and campaign hashtags are:

#EarthDay

#EarthDay2021

#RestoreOurEarth

#VoteEarth

#ProtectOurSpecies

#GreatGlobalCleanup

#EndPlasticPollution

#eatmoreplants

#ArtistsForTheEarth

#GreenCities

#EC2020

#ClimateLiteracy

SOCIAL MEDIA

Trending Topics

Do not use social media to comment on trending topics or current events that are unrelated to EDO.

Be aware of what's going on in the news when you're publishing social content for EDO.

During major breaking news events, we turn off all promoted and scheduled social posts.

Image guidelines

Graphics should generally follow the style points outlined in the Branding, Colors and Typography sections and they should be consistent across all social channels.

When using outsourced images only use high resolution, copyright free images. You can obtain free pictures from resources as:

<https://pexels.com>

<https://unsplash.com/>

<https://pixabay.com/>

<https://commons.wikimedia.org/>

<https://www.freeimages.com/>

<https://stocksnap.io/>

<https://burst.shopify.com/>

<https://www.lifeofpix.com/>