

ONE Planet ONE Chance Brand Guidelines

TYPOGRAPHY

Font specimen

Poppins

abcdefghijklmnop
qrstuvwxyz
12345678910

HEADING TEXT WEIGHT

AA HEADING

SUB-HEADING TEXT WEIGHT

Aa Sub Heading

HASHTAGS

#ONEplanetONEChance
#ReuseMeReturnMe #onecup
#eventcup #festivals #reuse
#sustainable #circular
#environmentallyfriendly

COLOUR GUIDE

Primary colours



#F20E5B

Secondary colours



#FFA000



#2A8EC6

#F1F1F1



#000000



#264066



#7A7A7A



#0D417F

BRAND COLLABORATION

When working with the ONE Planet ONE Chance brand, we encourage flexibility when it comes to the colour palette and typeface on all our branding assets, as well as any created by your own team.

- ✓ You can change the typeface and colour palette of the main copy and graphics to resemble your own brand
- ✓ Only use approved assets
- ✗ You can't modify or change the logo in any way

When adjusting artwork in this way, please ensure that a request for approval is sent to our marketing department. We aim to get back to you within 24 hours.

LOGO VARIATIONS

Logo to be used when talking about the brand as a whole



Logo to be used when referencing the reusable cup system



Keep the ONE Planet ONE Chance brand consistent

- ✓ Keep the word 'ONE' in ONE Planet ONE Chance capitalised and in the same font size and style as the content surrounding it.
- ✓ In the main copy, if there has been reference to the ONE Planet ONE Chance reusable cup system, you can abbreviate to 'ONE' Cup when talking about the cup itself.
- ✗ Don't modify or abbreviate the ONE Planet ONE Chance reusable cup system logo.

Minimum Clear Space

Clear space ensures legibility and visual impact by isolating the logo from competing visual elements.

Minimum Size

A minimum size ensures that the impact and legibility of the logo is not compromised in application. Always maintain their set proportions and never show the logo smaller than the width of 150



DO ensure copy maintains the minimum clear space.



DO ensure the logo is placed outside the minimum clear space



DON'T alter or reshape the logo



DON'T rotate the logo