The logo

The Earth4All initiative aims to be part of a collective movement and we encourage the wide use of our "inspired by" logo for causes aligned with the Earth4All vision.

To use the Earth4All logo permission must be obtained by contacting pbaumgartner@clubofrome.org. Once permission is granted **please adhere to these guidelines**.

Download the Earth4All logo suite here.

The primary version of the Earth4All logo can be used on either white or light grey backgrounds.

The inverse logo should be uved on a black background only.

For coloured backgrounds the logo should be used within a cropped white triangle. This shouldn't be recreated and is part of the logo suite.
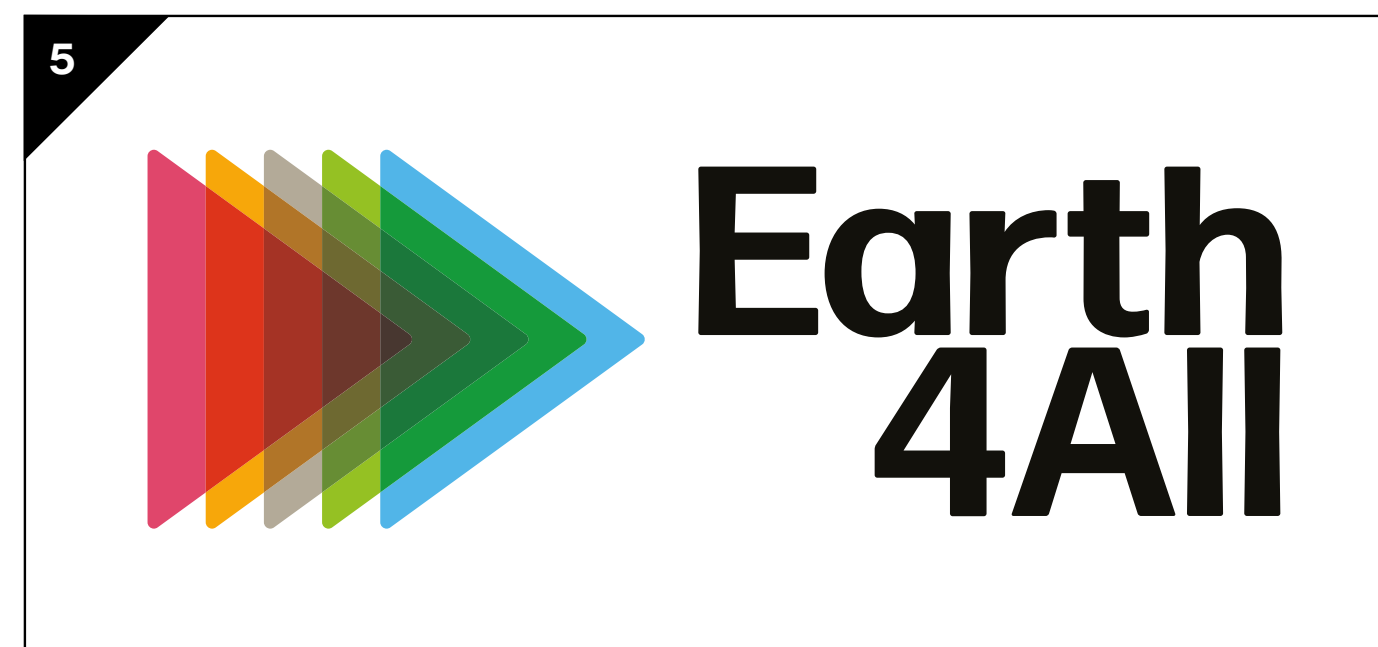
The greyscale version should only be used if color can't be used e.g. in a black and white publication.

The logo should always have clear space (X) around it equal to the height of the 4 in the logo.

Inspired by logo on white

Inverse inspired by logo on black

Primary logo on white

Primary logo on light grey

Inverse logo on black

Logo on a colour

Greyscale logo

Logo clear space

Logo don'ts

1. Don't change the colour or order of the Earth4All triangles

2. Don't change the colour of the Earth4All logo text

3. Don't change the font of the Earth4All logo text

4. Don't place the Earth4All logo on a coloured background as it will lose impact – especially on one of the main brand colours (red, orange, grey, green or blue) as it will cause one of the logo triangles to disappear.

5. Don't change the composition, scale or alignment of the Earth4All logo elements

6. Don't use the logo on a busy or contrasting background as the logo will lose legibility. Make sure it is on an image that is low contrast or where it has been tinted to allow the logo to be clearly seen.
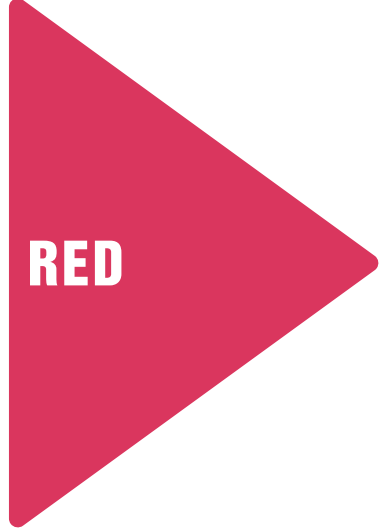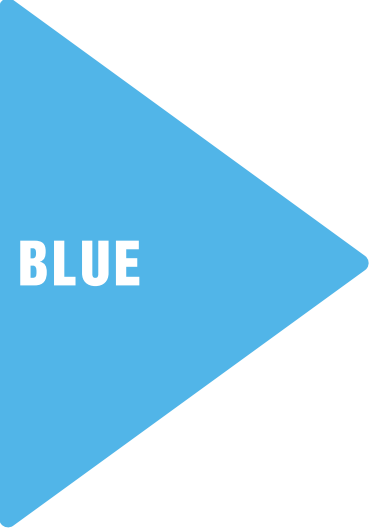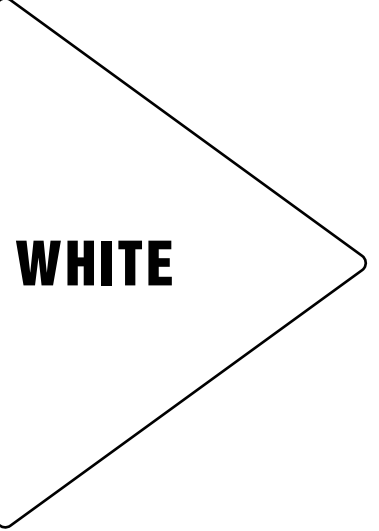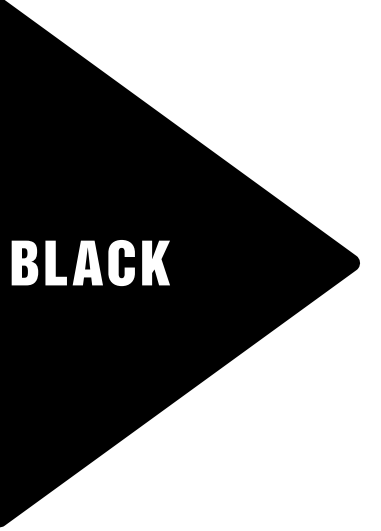
Colours

The five primary colours should always be the driving force of a layout or document to emphasise the positive and vibrant message of Earth4All. They should be used as equally as possible as they represent the 5 turnarounds of Earth4All, which are all equally important.

Backgrounds should be primarily white or light grey to keep the layouts feeling fresh.

Black should primarily be used for text.

RED

CMYK
8, 89, 45, 1

RGB
217, 54, 94

HEX
#D9365E

ORANGE

CMYK
0, 43, 88, 0

RGB
255, 164, 33

HEX
#FFA421

GREY

CMYK
35, 29, 39, 10

RGB
168, 162, 147

HEX
#A8A293

GREEN

CMYK
52, 0, 93, 0

RGB
141, 201, 47

HEX
#8DC92F

BLUE

CMYK
64, 10, 0, 0

RGB
0, 187, 255

HEX
#00BBFF

WHITE

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#FFFFFF

LIGHT GREY

CMYK
3, 3, 4, 0

RGB
249, 247, 245

HEX
#F9F7F5

BLACK

CMYK
0, 0, 0, 100

RGB
0, 0, 0,

HEX
#000000

The Earth4All brand font is Helvetica Now Text which can be purchased here.

Helvetica Now Text is an updated version of the Swiss classic famed for its clarity, simplicity and neutrality.

The system font Arial should be used only when Helvetica Now Text is unavailable.

In the main, text should always be in black, but for impact titles, quotes and short passages of text can be set in white on one of the brand colours.

Primary brand font

Helvetica Now Text

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 0123456789!?&

Secondary system font

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789!?&

A vision to secure the future

We are living through a transformative moment in history

Headings, quotes and short passages of text can be used on a coloured background in white for impact.

Too much text can be hard to read.