

321 IMPACT

Do 3 things in 2 minutes that
make 1 big impact.

Green Campaign Proposal
by **Brydon Holsey**

CAMPAIGN: OVERVIEW

The slogan for this campaign is 'Do 3 things in 2 minutes that make 1 big impact'. The idea is to engage viewers to understand that it does not take a lot of effort to make small, daily changes, and when these efforts are implemented by thousands of people it can make a large impact on sustainability efforts. The logo utilizes bright colors and patterns easily identified as parts of nature to help the viewer quickly understand the idea behind the campaign.

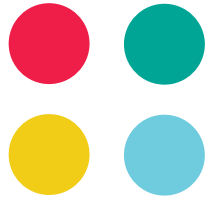
The patterns and colors used within the logo are echoed throughout all other campaign materials to unify the idea and help the viewer easily identify campaign ideas.

The target audience for this campaign is teens and adults ages 12 - 60. This is a very large age gap, but the purpose of the campaign is to reach as wide of an audience as possible. Teens and young adults have proven to be very passionate about conservation and sustainability efforts, while the baby boomer and middle generations account for a huge number of people that could greatly contribute to campaign efforts.

#321IMPACT

The #321impact hashtag is simple, small and effective. It quickly and easily identifies the meaning behind the campaign and is memorable enough for viewers to be able to easily recall.

VISUAL IDENTITY: OVERVIEW



GALA MEDIUM
ALL CAPS

GALA LIGHT
ALL CAPS

Roboto Bold

Roboto Regular

Roboto Light

Logo

Colors

Typography

VISUAL IDENTITY: LOGO

The logo is the most prominent piece of the 321 impact campaign. It utilizes color and pattern to create a bold, impactful symbol. Patterns of earthy elements are utilized within the number structure to help the viewer identify and understand the meaning behind the campaign. The letters “ACT” have been bolded to quickly get the message across that there is some action that needs to be taken by the viewer.



Main Logo



Color Block



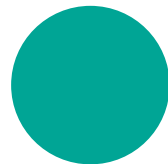
Vertical

VISUAL IDENTITY: COLOR

The colors chosen for this logo are intentionally bright. The green, blue, and yellow seen in the “3,2, and 1” are intended to both tie the connection together between natural, earthy colors for trees, water, and animals, as well as stand out enough to grab attention quickly. The red used for “IMPACT” has a slight pink tint to it which is intended to evoke more feelings of love rather than warning.



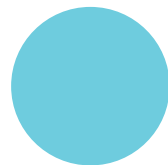
HEX: #ee1e49
RGB: 238, 30, 73
CMYK: 0, 99, 68, 0



HEX: #00ad98
RGB: 0, 165, 149
CMYK: 78, 6, 51, 0

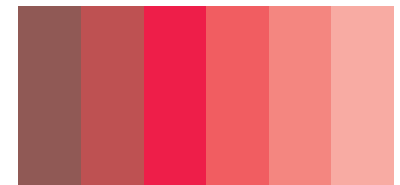
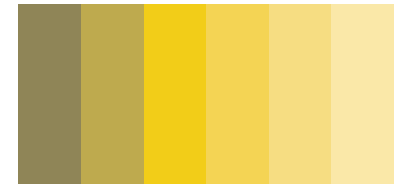


HEX: #f2cd18
RGB: 242, 205, 24
CMYK: 6, 16, 99, 0



HEX: #6eccde
RGB: 110, 204, 222
CMYK: 52, 0, 12, 0

Primary Color Palette



Shades and Tints



HEX: #67655f
RGB: 103, 101, 95
CMYK: 58, 50, 56, 22



HEX: #b0aaa0
RGB: 176, 170, 160
CMYK: 33, 28, 35, 0

Neutral Color Palette

VISUAL IDENTITY: TYPOGRAPHY

The two font families used for the 321 campaign branding are Gala and Roboto. Variations of each are available and should be used appropriately as noted in this branding guide

Gala

This geometric and modern font is the primary font used in the 321 Impact campaign logo. 'Gala Medium' should be used for headings only in both print and digital formats. It is important that this font is only used in ALL CAPS.

Roboto

'Roboto Light' is a clean, sans-serif font and should be used for all body copy and paragraph text in both print and digital formats. The simplicity pairs well with the more geometric looking 'Gala' font. Where appropriate, 'Roboto Medium' can be used as a bold option.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gala

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Roboto

VISUAL IDENTITY: MOODBOARD

