CLEAN4CHANGE
MARKETING TOOLKIT
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Clean4Change is an open-sourced, global movement to encourage cleanup actions, launched by the Alliance to End Plastic Waste. With our launch on Earth Day in 2021, we have engaged with diverse audiences around the world and motivated them to adopt cleanup behaviours. And to date, we have collectively picked up more than 1.5 million pieces of litter all over the world.

We know that employee and citizen engagement is possible if everyone believes that keeping our environment clean is a shared responsibility between governments, local authorities, organisations and individuals.

Clean4Change will be the catalyst to inspire that change through education, empowerment and collective action.
ABOUT THIS TOOLKIT

This toolkit is designed to provide you with communications materials to engage and encourage participation from your employees and any other stakeholders in your community.

The content outlined in this document is available for you to download and customise or use as is. If you have any questions or require assistance, please reach out to clean4change@endplasticwaste.org.
To create a strong recycling movement, we have to find ways to make recycling relatable to everyone. Cleanups have become activities that many can relate to and every cleanup is a pathway towards helping everyone to understand the role their behaviours play in helping end plastic waste in the environment.

This guide will help you develop internal and external communication materials that are consistent in message, visual style, and tone. You can find more information on how to implement the messaging in this document.
KEY VISUAL
To remind followers of your participation in Clean4Change, the always-on visual can be used at any point in the campaign.
KEY VISUAL

COLOUR PALETTE

Primary colours
Secondary colours
At a glance

MIDNIGHT BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

DEEP OCEAN GREEN
C90 M50 Y60 K40
R1 G72 B72
#014848

WHITE
C0 M0 Y0 K100
R255 G255 B255
#FFFFFF
Inspired by the environment

**KEY VISUAL**

**COLOUR PALETTE**

- **Primary colours**
- **Secondary colours**

At a glance

**JUNGLE GREEN**
- C87 M25 Y78 K30
- R4 G132 B192
- #04845C

- C83 M16 Y71 K2
- R3 G153 B112
- #039970

- C75 M0 Y65 K0
- R33 G182 B133
- #21B685

**OCEAN TURQUOISE**
- C32 M0 Y13 K0
- R154 G255 B242
- #9AFFF2

- C63 M0 Y31 K0
- R120 G216 B203
- #78D8CB

- C79 M0 Y43 K0
- R81 G196 B177
- #5C4B1

- C85 M0 Y59 K0
- R54 G214 B106
- #36D69C

- C71 M0 Y46 K0
- R106 G239 B187
- #6AEFBB

- C23 M0 Y10 K0
- R184 G255 B245
- #B8FFF5

- C12 M0 Y7 K0
- R217 G255 B245
- #D9FFF5
Inspired by different times of the day

**Primary colours**
- SUNSET ORANGE
  - C0 M77 Y73 K0
  - R243 G97 B74
  - #F3614A
- MIDDAY BLUE
  - C100 M84 Y41 K41
  - R0 G43 B78
  - #002B4E

**Secondary colours**
- C42 M0 Y3 K0
  - R134 C216 B242
  - #86D8F2
- C41 M0 Y8 K0
  - R178 C335 B249
  - #B2EBF9
- C0 M38 Y40 K0
  - R252 C141 B129
  - #FC8D81
- C0 M35 Y32 K0
  - R255 C184 B159
  - #FFB69F

*At a glance*
KEY VISUAL

COLOUR PALETTE

Primary colours
Secondary colours
At a glance
Consistent typography use

By keeping the use of typography consistent, the Clean4Change brand is unified. The typography should always be clean and simple, making it easily readable.

**Teko Medium**

A condensed and bold typeface, Teko Medium should be used for all headings to help capture the attention of the intended audience.

**Monserrat Family**

The Monserrat Family typeface complements the boldness of Teko Medium, and offers a clean and simple look for communication needs.

It is recommended to use Monserrat Light for regular copy and Monserrat SemiBold for emphasis.

You may download the fonts at the above links.
Overview
Clear space & scale
Colour
Incorrect usage
Overview
Clear space & scale
Colour
Incorrect usage

A minimum amount of clear space around the logo is required at all times. The minimum clear space is defined by X, where ‘X’ equals the height of the letter ‘C’ on Clean.

To ensure clarity in all spaces, the minimum size of the Logo Mark is 25mm (width) in printed materials and 190px (width) in digital environments. The logo proportions should be maintained in all instances.
**Overview**

Clear space & scale  
Colour  
Incorrect usage

---

**Colour variations**

The use of background colours that contrast with the logo ensures that the logo is legible and stands out.

**DEEP OCEAN GREEN**

- On White
- Reversed Out
- On Imagery

**WHITE**

- On Black
- Reversed Out
- On Imagery
LOGO

Things to avoid

Please refrain from any modifications to the Logo Mark as such modifications will confuse its meaning and diminish its impact.

- Do not distort
- Do not rotate
- Do not add drop shadow or other effects
- Do not use colours not from the colour palette
- Do not fill with multiple colours
- Do not separate elements
03 CO-BRANDING
Co-branding dos

Before using our co-branded brand mark, please make sure to obtain the right permissions from the Clean4Change team and our partners. It is important to carefully follow the standards for using the Clean4Change and partner logos.

**PLACEMENT**
Please ensure that the two logos are horizontally aligned.

**DIVIDER**
The two logos are separated by a black divider line. The line colour may be reversed in white when placed against dark backgrounds. The line thickness should be 0.5pt for small to medium size applications e.g. Website Page, A4 Brochure, etc. For larger applications, the thickness may be adjusted accordingly.

**DISTANCE**
The clear space between the logo and the divider line is X in width, measured from the left and the right side of the respective logo. The ‘X’ is determined by the height of ‘C’ on ‘CLEAN4CHANGE’ in the Logo Lockup.
CO-BRANDING

GUIDELINES

For organisations and others

The co-branding badge is used when organisations want to show that an image they have is part of the Clean4Change campaign.

ALIGNMENT
Please ensure that the Clean4Change, ‘Powered by’, and partner logo is aligned left.

SPACING
Keep a consistent amount of space around logos to avoid looking cluttered.

DOWNLOAD HERE
Organisations can download the design and distribute it to employees to print at home or in the office.

Note:
Should there be instances where edits are required, you should be using the following fonts:

- **Header font**: Teko Medium
- **Body font**: Montserrat
Organisations can download the design and to print for use.
T-SHIRTS

Should your organisation require T-shirts for Clean4Change team activities, the design is provided in the link, and you are able to co-brand the t-shirt designs with your organisation’s logo as per referenced.
05 ONLINE ASSETS
Voice
On social media, the copy should forge a connection between organisations, communities, and individuals.

It should also encourage positivity about a future that can be created where everyone plays their part in keeping the environment clean.

Hashtag
For all social media content, the official hashtag is:

#Clean4Change

Links
When including links to the Clean4Change microsite, please include the URL: www.clean4change.org
E-MAIL TEMPLATE FOR PARTICIPANTS

CAMPAIGN ANNOUNCEMENT

Note: The copy used here are examples. Should you have your own copy that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

End of table waste starts from taking individual action to drive collective change. Clean4Change is a global movement powered by the Alliance to End Plastic Waste, where people from all walks of life are encouraged to participate in clean-up actions.

The movement is continuing this year to drive bigger impact and end plastic waste through cleanups.

Cleaning up is not just a chore or a job for someone else, it is part of something bigger, a catalyst for change that drives a movement forward. And you can be part of it.

We are excited to announce that we will be taking part in this movement and thank you for the various activations over the upcoming months. Keeping the environment clean is the collective action of every global citizen.

We hope this will inspire you to consciously keep your environment - whether it is your workspace or neighborhood - clean.

Sign up for #Clean4Change updates and learn more on how you can do your part to end Plastic Waste here: www.clean4change.org

POST CAMPAIGN WRAP-UP

Dear all,

Thank you for joining us on this #Clean4Change journey, powered by the Alliance to End Plastic Waste. Together, your actions have made a difference. In total, we have achieved [INSERT STATISTICS]

We are heartened by this result and hope that you will continue to work with each other to #Clean4Change.

Remember: Every cleanup is more than just a cleanup.

Download here
is proud to be a supporter of Clean4Change, a movement powered by the @Alliance to End Plastic Waste.

#Clean4Change is a global effort to inspire cleanup actions through education, empowerment, and collective action. We share the belief that individual actions can make a big difference to #EndPlasticWaste

Learn more about Clean4Change and sign up for updates here: www.clean4change.org

Every piece of litter we pick up has an impact, and we can be part of the movement to bring about change.

On [INSERT DATE], we’re taking part in something big.

#EndPlasticWaste #Clean4Change

Note: The copy, images and dates used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

DOWNLOAD HERE

TEASER

PARTNERSHIP POST
[INSERT DURATION], [INSERT STATISTIC].

This would not be possible without the support of our partner organisations in #Clean4Change, a movement powered by @Alliance to End Plastic Waste.

Every little action that you have undertaken – no matter big or small counts, in moving towards a cleaner environment and a bigger change to #EndPlasticWaste.

Learn more about #Clean4Change and how you can take part here: clean4change.org

From all around the world, you have joined us on #Clean4Change, a movement powered by @Alliance to End Plastic Waste, and together we have contributed to a cleaner environment.

However, this is not the end of the journey. There is more that we can achieve together to #EndPlasticWaste.

In #Clean4Change, every cleanup is more than a cleanup.

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
[INSERT NAME HERE] is proud to be a supporter of #Clean4Change, a movement powered by the @Alliance to End Plastic Waste.

Every piece of litter we pick up has an impact, and we can be part of the movement to bring about change. Find out more here: www.clean4change.org

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

DOWNLOAD HERE
This would not be possible without YOUR support for Clean4Change, a movement powered by the @Alliance to End Plastic Waste.

Every little action that you have undertaken – no matter big or small counts in moving towards a cleaner environment and a bigger change to #EndPlasticWaste.

Learn more about #Clean4Change and how you can take part here: www.clean4change.org

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However, this is not the end of the journey. There is more that we can achieve together to #EndPlasticWaste.

In #Clean4Change, every cleanup is more than a cleanup.

“A huge thanks to our colleagues for their support and participation in this meaningful event!”

- Alex Liu, SEA

Note: The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
Every piece of litter we pick up has an impact, and we can be part of the movement to bring about change.

On [INSERT DATE], we’re taking part in something big.

#EndPlasticWaste #Clean4Change

Note: The copy, images and dates used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
CAMPAIGN UPDATE

That’s how much we’ve achieved so far for the #Clean4Change movement, powered by @EndPlasticWaste!
Let’s keep going!

If you haven’t, sign up for updates here: www.clean4change.org

CAMPAIGN WRAP-UP

THANK YOU for being part of our #Clean4Change, powered by @EndPlasticWaste, journey!
We’ve achieved so much together but the journey still goes on!

Every cleanup is more than just a cleanup. Sign up for updates here: www.clean4change.org

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
BEFORE & AFTER

ONLINE ASSETS

SOCIAL MEDIA

LinkedIn
Twitter
Facebook
Instagram

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

DOWNLOAD HERE
We have achieved so much through collective action in the #Clean4Change movement, powered by @EndPlasticWaste!

Let's keep going!

If you haven't, sign up for updates here: www.clean4change.org

THANK YOU for being part of our #Clean4Change, powered by @EndPlasticWaste, journey!

We’ve achieved so much together but the journey still goes on!

Every cleanup is more than just a cleanup. Sign up for updates here: www.clean4change.org

COLLECTIVE ACTION

"A huge thanks to our colleagues for their support and participation in this meaningful event!"

- Alex Liu, SEA

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Every piece of litter we pick up has an impact, and we can be part of the movement to bring about change.

On [INSERT DATE], we’re taking part in something big.

#EndPlasticWaste #Clean4Change
This would not be possible without YOUR support for Clean4Change, a movement powered by the @Alliance to End Plastic Waste. Every little action that you have undertaken – no matter big or small counts in moving towards a cleaner environment and a bigger change to #EndPlasticWaste.

Learn more about #Clean4Change and how you can take part here: www.clean4change.org

You’ve done it! By working together, your collective actions will drive forward a bigger movement for a cleaner environment and ultimately, a cleaner world! Thank you for being part of this #Clean4Change journey and we hope you continue to do your part to #EndPlasticWaste.

Note: The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
Every piece of litter we pick up has an impact, and we can be part of the movement to bring about change.

Learn more about #Clean4Change and learn how you can take part in the journey to #EndPlasticWaste: www.clean4change.org

You’ve done it!

By working together, your collective actions will drive forward a bigger movement for a cleaner environment and ultimately, a cleaner world!

Thank you for being part of this #Clean4Change journey and we hope you continue to do your part to #EndPlasticWaste.

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
[INSERT NAME HERE] is pleased to be part of Clean4Change, a movement powered by the @Alliance to End Plastic Waste.

#Clean4Change aims to encourage people from all walks of life to participate in the collective act of keeping our environment clean.

We share the same belief that no part is too small when it comes to becoming a catalyst for change. Join us on our journey to #Clean4Change and #EndPlasticWaste today.

Find out more about how you can get involved here and sign up for updates here: www.clean4change.org

We have achieved so much through collective action in the #Clean4Change movement, powered by @EndPlasticWaste!

Let’s keep going!

If you haven’t, sign up for updates here: www.clean4change.org

“A huge thanks to our colleagues for their support and participation in this meaningful event!”

- Alex Liu, SEA

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.
Want to find out how you can do your part to clean the environment and #EndPlasticWaste? We know we do!
The answer is coming in ONE WEEK at @clean4change.

SEA As a believer that everyone has a part to play to #EndPlasticWaste, we are proud to support @clean4change, a movement powered by @endplasticwaste.

Come join us on our journey to #Clean4Change! Head over to @clean4change to find out more about how you can be a part of this movement.
Within the span of [INSERT DURATION], the @clean4change movement, powered by @endplasticwaste, has achieved [INSERT STATISTIC].

Talk about the power of community coming together to #EndPlasticWaste!

Want to know more about how you can be a part of @clean4change? Head over to their page to find out! #Clean4Change

Thank you for joining us on our @clean4change journey, a movement powered by @endplasticwaste!

We hope that you were as inspired as we were and went on your very own journey to clean the environment and #EndPlasticWaste with your loved ones!

Remember, every cleanup is more than a cleanup!

Note:
The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

DOWNLOAD HERE
This is what it means to #Clean4Change! We are proud to support @clean4change, a movement powered by @endplasticwaste.

Want to find out how you can do your part to clean the environment and #EndPlasticWaste? Head on over to @clean4change.

SEA As a believer that everyone has a part to play to #EndPlasticWaste, we are proud to support @clean4change, a movement powered by @endplasticwaste.

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Remember, every cleanup is more than a cleanup!

“A huge thanks to our colleagues for their support and participation in this meaningful event!”

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The copy and images used here are examples. Should you have photos from your cleanup campaigns that you would like to use, you may do so. Please use the #Clean4Change hashtag in all social posts.

DOWNLOAD HERE
JOINING THE CHALLENGE
What is Litterati?

Available on iOS and Android, Litterati is a free mobile app that uses AI technology to empower people to clean the planet. Not only that, users get to contribute to the crowd-sourced Global Litter Database that keeps track of the different types of litter found in a location.

To ensure that the actions taken can be recorded accurately, each company should provide their unique Litterati challenge code to the friends and families of their employees. This data will then be collated onto a dashboard and can be made available upon request.

For more information on how Litterati works, please download this guide.
When will Clean4Change happen?
Clean4Change is an open-source global movement to encourage cleanup actions, launched by the Alliance to End Plastic Waste.

Who will be part of Clean4Change?
Clean4Change is a global initiative and we welcome member companies, partners, organisations, and the public to participate and help us create a bigger impact towards our collective cause.

How do I use the Litterati app during the Clean4Change campaign?
Using the Litterati app is extremely easy. After an employee enters the challenge code provided by their company and signs up for the Clean4Change challenge, simply find discarded litter in your neighbourhood to photograph.

As a participating company of Clean4Change, what are the list of assets that we will be provided to help us activate?
The participating companies can expect to receive a toolkit that has the following messages and creative assets:

1. Campaign Logo
2. Poster
3. Banner
4. T-shirts
5. E-mail Templates
6. Social Media Templates

Point of contact for any requests or questions about assets:

Can family & friends of an employee participate in Clean4Change?
Yes! This is highly encouraged—friends and family can participate by organising their own cleanups. The more people that participate, the bigger the impact we can create. Each company should provide their unique Litterati challenge code to family and friends of their employees so that actions they are creating can be credited under the correct code and company on a data dashboard perspective (which can be made available upon request).

How do I use the Litterati app during the Clean4Change campaign?
Using the Litterati app is extremely easy. After an employee enters the challenge code provided by their company and signs up for the Clean4Change challenge, simply find discarded litter in your neighbourhood to photograph.

The app automatically geo-tags the image with Litterati’s LitterAI tool and recommends the kind of litter you collected. Simply confirm the tags to help the LitterAI keep learning. After you’ve photographed the litter collected, please remember to discard the litter properly.

Is Litterati available in iOS & Android?
Yes, the app is available on both platforms for free. Please download here

Where can I find out more details about the Litterati app?
Here is the Litterati YouTube Tutorial and FAQ page for users to get acquainted with the app. Additional background information is available on their website.
THANK YOU

For updates on the Clean4Change movement, please visit our website or follow our social media channels.