#LitterHeroes Ambassador
Logo Guidelines
The purpose of these guidelines

Why do we need brand guidelines?
Brand guidelines are critical to protect the brand identity of any brand, and ensure that the brand is represented and communicated in a very consistent way.

What is a brand identity?
A brand identity comprises a number of visual elements that come together to communicate a unique and differentiating look and feel for an organisation. It can include the brand logo, colours, typefaces, icons (the Nike swoosh), sounds (the Intel Inside bong) and even smells (play-doh has a patented smell!)

Why is it important to have a clearly defined brand identity?
It is important to have a clear and well-defined identity so that our internal and external audiences have a clear understanding of who we are and what makes us different in the marketplace. This is particularly critical for a brand like Keep Britain Tidy which has undergone a lot of change in recent years leading to some public confusion about the role of the brand and organisation.

What is the purpose of these guidelines?
These guidelines have been developed specifically for #LitterHeroes Ambassadors to provide advice and guidance on how to use the ambassador logo which has specifically been developed for this audience.
Brand Portfolio

Keep Britain Tidy has a number of visual identities which sit under the master brand. This complex portfolio makes it even more critical for each programme and identity to be represented clearly and consistently, so that the relationship with the master brand is clear.
The #LitterHeroes Ambassador Logo

There are 2 versions of the #LitterHeroes Ambassador logo; the standalone logo and the lock-up.

Standalone Logo

Lock-up Logo

The standalone logo should be used on small space formats, where space does not allow for the full lock-up, such as on social media.

The lock-up logo should be used on format #LitterHeroes Ambassador communications and where space allows; for example campaign guides and posters.
Logo Formats

Both versions of the logo come in the following formats:
- JPEG
- EPS
- PNG

There is a full colour version of each, and also a ‘white out’ version of each for use against a coloured background or photography.
How To Use The Logo

This logo has been developed specifically for the #LitterHeroes Ambassador programme. The logo is to be used on all communication developed for this audience. It may also be used by #LitterHeroes Ambassadors themselves to communicate their affiliation with the programme and with Keep Britain Tidy.

Ways in which the logo can be used by #LitterHeroes Ambassadors;
- On social media headers and graphics to communicate that you are officially part of the programme
- On posters advertising clean-ups
- On t-shirts and equipment for your own personal use or for your groups own use
- On presentations or other resources which you produce for organisations which you are collaborating with

Good examples of logo usage;
Resources Supplied for #LHAs

The following resources have been developed specifically for #LitterHeroes Ambassadors to support them in using the brand.

These are all available on the website on your dashboard.

- Facebook header graphic
- Empty belly clean-up poster PDF and Word
- Powerpoint template
- Standalone logo JPEG, EPS and PNG
- Lock-up Logo JPEG, EPS and PNG

If you wish to create your own materials using the #LitterHeroes Ambassador standalone logo OR lock-up logo you may do so but these must be sent for brand approval to; LHAmbassador@keepbritaintidy.org

This is to ensure than any design and content is in line with our brand standards and also that the messaging is in line with our own policies.
How Not Use The Logo

Whilst we encourage you to make wide use and application of the logo, there are some ways in which it must not be used or applied. If you are unsure of whether any application falls foul of these guidelines please contact us to double check.

1. You must not distort or adapt the logo(s) in any way, including altering their size or colour;

2. You must not place the green version of the logo on top of any colour other than a plain white background. The white out logo can be used when laying over a colour or photographic background;

3. You must not use the logo in any format too small that it renders it illegible;

4. You must not use the logo for commercial purposes, i.e. creating and selling your own branded merchandise to support your CIC or similar
Frequently Asked Questions

Can #LitterHeroes Ambassadors use the Keep Britain Tidy logo standalone?
It is important to distinguish the very valuable work of our #LitterHeroes Ambassadors from messages or initiatives put out by the organisation centrally. For this reason, we reserve the Keep Britain Tidy logo for use on campaigns and messages created centrally. The #LitterHeroes Ambassador logo and lock-up have been specifically created to give this community an identity of it’s own which affiliates with the charity but recognises the effort of you, our volunteers.

Can I apply the #LitterHeroes Ambassador logo to my own posters/materials?
In short, yes! We welcome the use of the logo and logo lock-up on your own posters and materials, however it is important that we get sight of these before they are published to ensure they are in line with our brand standards and internal policies. Therefore please send through all applications for approval to; LHAmbassador@keepbritaintidy.org

Does the People’s Postcode Lottery logo have to be included on everything?
The #LitterHeroes Ambassador programme is made possible thanks to players of the People’s Postcode Lottery. On all Keep Britain Tidy created collateral we will include the full lock-up to give recognition of this fact. However you our ambassadors are free to use the logo and lock-up without including the People’s Postcode Lottery logo if you do not deem it appropriate for the message.
Thank You

For any further questions please contact the #LitterHeroes Ambassador Programme Manager;

LHAmbassador@keepbritaintidy.org