#LitterHeroes Logo Guidelines

Why do we need logo guidelines?
Logo guidelines are necessary to protect Keep Britain Tidy's brand identity and ensure that the #LitterHeroes programme is represented and communicated in a very consistent way.

What is the purpose of these guidelines?
These guidelines have been developed specifically for #LitterHeroes to provide advice and guidance on how to use the #LitterHeroes logo correctly.

Logo Formats
The #LitterHeroes logo comes in the following formats: JPEG, EPS and PNG. There is a colour version and a 'white out' version which can be used with a coloured background.

How to use the logo
The #LitterHeroes logo can be used to communicate that you are a registered #LitterHero with Keep Britain Tidy. Ways to use the logo typically include:

- On social media graphics to communicate that you are part of the programme
- On posters advertising clean-ups
- On t-shirts and equipment for your own personal use or your group’s own use
- On resources produced for organisations you are collaborating with

How NOT to use the logo
You must not distort or adapt the logo(s) in any way, including altering size or colour.

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

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

If you are unsure or have any questions regarding usage of the #LitterHeroes logo, please email litterheroes@keepbritaintidy.org