

#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.

Full Colour

**#LITTER
HEROES**

White Out

**#LITTER
HEROES**

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.

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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.

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

#LITTER
HEROES
AMALGAMATION DELIVERED BY
KEEP
BRITAIN
TIDY IN PARTNERSHIP WITH
BRITAIN
POSTCODE
LOTTERY ❌

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