

the
rough
guide

to the
tck tck tck
brand



these guidelines define the
basic elements of the tck
tck tck brand. there are
very few rules, so please
take a little time
to understand how the
identity can work.

tck
tck
tck

the tck tck tck logos

There are two versions of the logo. The first version includes the summit date and location information running vertically on the right-hand side (1).

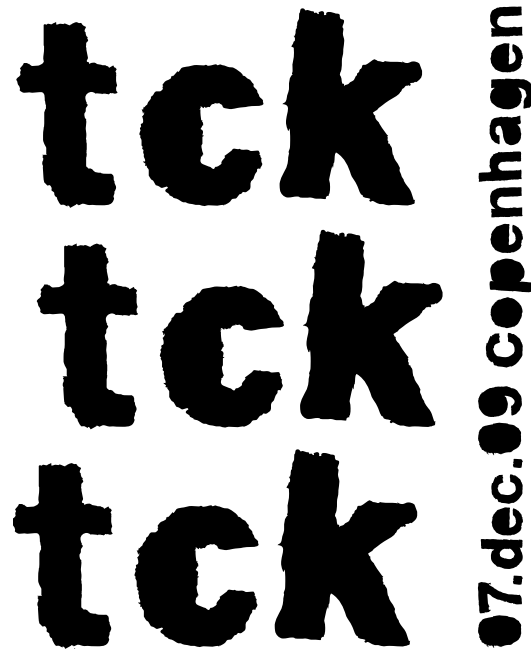
The second version includes date and location information at the bottom, and the accompanying strapline 'time for climate justice' running vertically on the right-hand side (2).

When the name of the brand campaign appears in copy, it should be written in lower case, eg. tck tck tck.

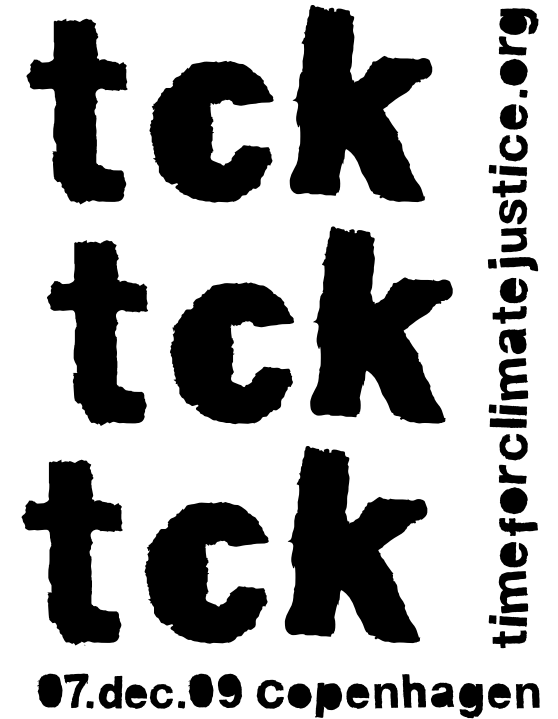
Minimum size of master logos

To ensure legibility the logo with either strap line should never be reproduced any smaller than 18mm in width (3).

1



2



3

18mm



18mm



the tck tck tck logos continued

There may be occasions when tck tck tck is not the main organisation, and acts in association with others. In these cases, it is good practise to use the logo with the tagline, as this gives the reader more information about the campaign.

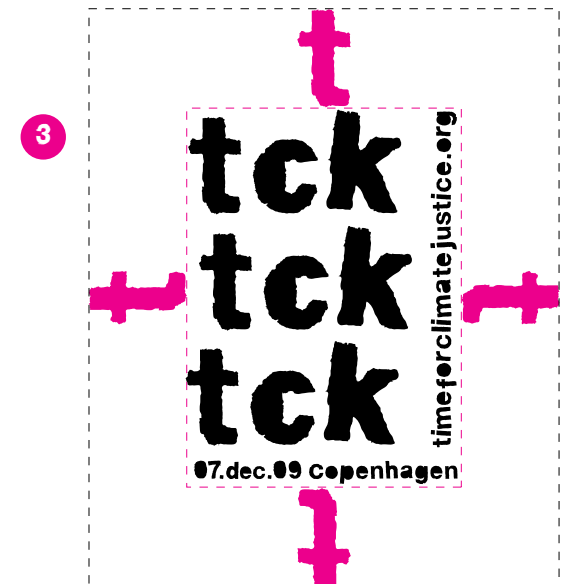
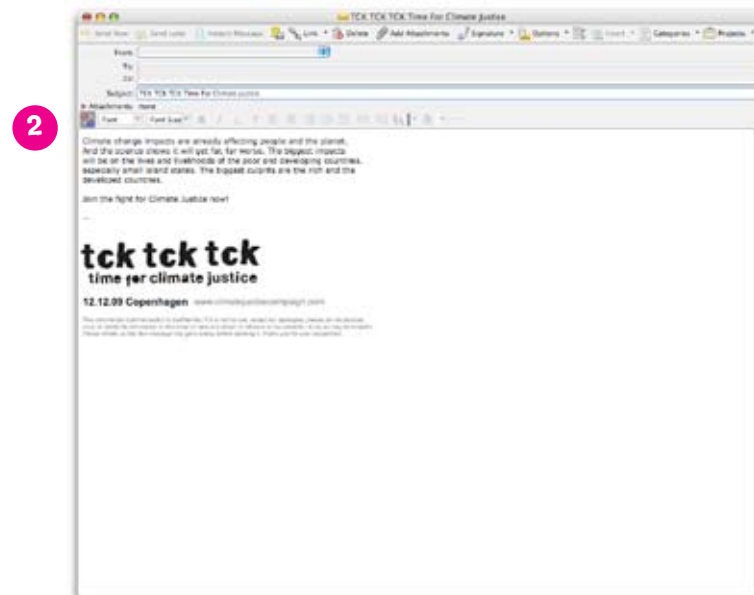
'Landscape' logos

In extreme cases there may be no room for the logo in it's usual format, eg branding on the side of a pen, or on an email footer (2). On these occasions use the 'landscape' example (1).

The **exclusion zone** is the minimum area around the logo that must remain clear of typography or any other graphic device.

The measurement for the exclusion zone is calculated by using the 't' from tck. The formula is shown here and applies to all sizes and versions of the logo (3).

1 **tck tck tck**
time is running out



the tck tck tck typeface

Helwoodica is the new typeface of the tck tck tck campaign.

Helwoodica underlines the 'movement' values of the campaign and is to be used for headings and pull-out text on all tck tck tck collateral.

For body copy purposes, and certain pieces of communication where Helwoodica is not appropriate, please use Helvetica instead.

helwoodica.
a typeface that
stands out from
the crowd.
perfect for urgent
campaign
messages.

the tck tck tck brand ethos

Now that we've explained the few rules that apply to the official mark, we'd like you to take some time to understand the ethos of the brand, and why normal rules do not apply to this campaign.

tck tck tck is a movement, a cause everyone should feel passionate about joining. As a result, we want to create a **completely democratic campaign**, where logo size and colour take a back seat to the main objective:

**Get the
message heard.**

**the rules are:
there are
no rules.**

getting the mark seen

Here are just some examples of how the official tck tck tck mark can be brought to life.



make it personal

The tck tck tck 'time for climate justice' campaign is a **call to action** - a rallying cry for **everyone to get involved** - we want people to feel a sense of ownership - it's a movement in which everyone has a chance to get involved.

In that sense, the tck tck tck wording can **manifest itself in a much freer way** - away from official documentation we want people to **create and interpret the tck tck tck mark in their own style**. type it, write it, spray it, sketch it.

It's not about conforming to guidelines, it's about getting the message across!



colour: a rough guide

The tck tck tck 'time for climate justice' campaign aims to draw attention to the urgency of the situation - **a warning that time to address the issue is running out.**

The colour palette should reflect this. We'd advise you to use strong, vibrant colours when creating anything in relation to tck tck tck.

Eye catching colour combinations can work well too. Think nature's warning colours, black and yellow, or bright magentas, reds and oranges.

There is no hard fast rule on what's correct and what's not. There are only two things to bear in mind. Firstly, the selected colours must be able to work alongside black or white, and secondly: **will they grab people's attention?**



get involved:

more information on the tck tck tck campaign

So there we have it. These guidelines have not been produced to hold you back in any way, but to enable you to achieve the most memorable piece of tck tck tck communication possible.

If you have any concerns regarding these guidelines, please don't hesitate to contact the tck tck tck communications team at:

campaign@timeforclimatejustice.org

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timeforclimatejustice.org

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