

Green Action Week

Identity Guidelines

Wording

When referring to Green Action Week, the theme, founder and partner, please use a version of the wording below.

Green Action Week

Green Action Week is a joint action campaign to promote sustainable consumption at the community, country, regional and international levels. The theme is 'Sharing Community' to promote sustainable, collaborative, equitable and creative ways of being in the world.

A sharing community is united in common visions related to strong community and cooperation networks, sustainable and safe food and farming systems, equitable access to the economy and resources, clean environments, inclusion of all knowledge systems, and more. When people collaborate and share goods and services, communities become stronger. Stronger communities generate shared social benefits that also reduce the negative impact we have on the planet.

FOUNDER: SSNC

The Swedish Society for Nature Conservation (SSNC) started the Green Action Week Swedish campaign in 1990 and the international campaign in 2010 to showcase activities undertaken by organisations around the world that contribute to bringing about a better world for all. SSNC is Sweden's largest environmental organisation. It has more than 200 000 members and 45 partners around the world. SSNC works at local, regional and international levels to encourage action on significant challenges related to environmental and social concerns.

SSNC undertakes this campaign in collaboration with Consumers International, the membership organisation for consumer groups around the world.

PARTNER: CI

Consumers International is the membership organisation for consumer groups around the world. We believe in a world where everyone has access to safe and sustainable goods and services. We bring together over 200 member organisations in more than 100 countries to empower and champion the rights of consumers everywhere. We are their voice in international policy-making forums and the global marketplace to ensure they are treated safely, fairly and honestly. We are resolutely independent, unconstrained by businesses or political parties. We work in partnership and exercise our influence with integrity, tenacity and passion to deliver tangible results.

Consumers International has coordinated the Green Action Fund (GAF). This annual grant scheme aims to promote sustainable development and reduce poverty by promoting worldwide awareness and advocacy activities which encourage sustainable patterns of consumption. The Green Action Fund is the funding element of Green Action Week, an annual global campaign running in the first week of October, to promote sustainable consumption. The fund is made available by our partner the Swedish Society for Nature Conservation (SSNC) and is administered by Consumers International.

Hashtags

When you post on social media please add the following tags to your posts so that we can track and share your posts:

#GreenActionWeek #SharingCommunity #SSNC
Facebook: @greenactionweek
Twitter: @ssnc_global

If you are affiliated with Consumers International, please also use the following tags:

Twitter: @Consumers_Int
Facebook: @consumersinternational
LinkedIn: @Consumers International
Instagram: @consumers_int

Enquiries

For more information, email us at info@greenactionweek.org

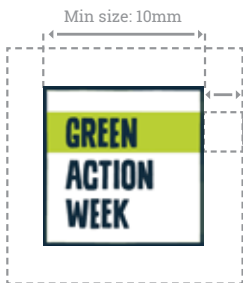
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Logo

The Green Action Week logo can only be used in relation to activities and information directly connected to Green Action Week – either by participants taking part in the event or by press reporting on it. It needs to be used in accordance to these guidelines. It may only be used on material that align with the aims and mission of Green Action Week, and on media that accurately represents it. To find out more, click [here](#). To download the logo [here](#).



Exclusion Zone

Keep this area around the logo clear of any other graphic elements. The exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

Fonts

The primary typeface is Roboto Slab, which is available in four weights. Roboto can be used as a secondary font. Caveat can be used for quotes. Fonts can be downloaded [here](#).

Primary

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

Secondary (web)

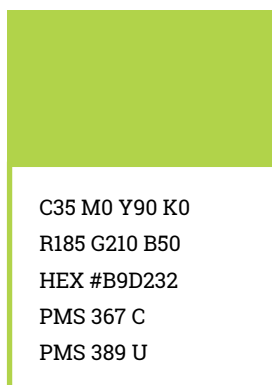
Roboto Light + *Italics*
Roboto Regular + *Italics*
Roboto Medium + Italics
Roboto Bold + Italics
Roboto Black + Italics

Quotes

Caveat Medium

Colours

Primary



Secondary

