

# 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 add the following tags to your posts so that we can track and share your posts:

#GreenActionWeek2024 #SharingCommunity

Facebook / Instagram:

@greenactionweek @naturskyddsforeningen

Affiliated organisations also use the following:

Consumers International

Facebook: @consumersinternational

Instagram: @consumers\_int

IDEC: Facebook/Instagram: @idecbrl

### Enquiries

For more information, email us at [info@greenactionweek.org](mailto: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)

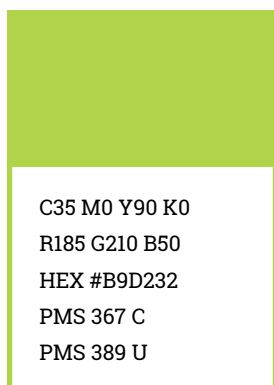
Roboto Light + *Italics*  
Roboto Regular + *Italics*  
Roboto Medium + *Italics*  
**Roboto Bold + Italics**  
**Roboto Black + Italics**

#### Quotes

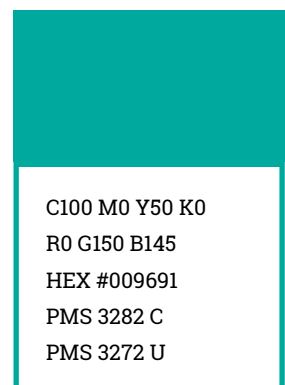
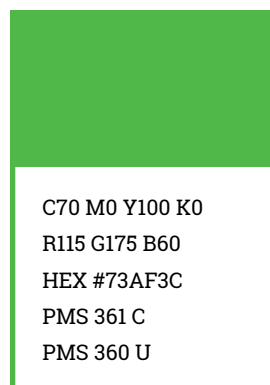
*Caveat Medium*  
*Caveat Bold*

### Colours

#### Primary



#### Secondary



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### Images

Collages represent the global picture and wide variety of campaigns, cultures and settings. Images are separated with rough lined edges.

Large images of either people interacting in their community sharing activity, or objects/settings that represent them. Images can be used in full page, or as smaller images, with the option of including a hand drawn, rough edged border in the style below.



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### Illustrations

Illustrations are created in a specific rough edged, hand drawn, style of iconic images that represent aspects of the theme or content.




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### Quotes

Quotes can be included in hand-drawn boxes, or with hand drawn quote marks to bring a personal voice into the communications.

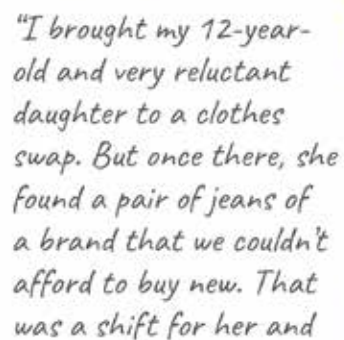


*Small-scale change creates ripples and ripples become waves shaping popular opinion.*

“

*Great people around me and beyond who are fighting these challenges has further inspired me to do my part. I can emulate their tireless efforts to bring change to my community.”*

Reagan Rubain, Artist



*“I brought my 12-year-old and very reluctant daughter to a clothes swap. But once there, she found a pair of jeans of a brand that we couldn't afford to buy new. That was a shift for her and*

*A sharing community is one in which people collaborate and share goods and services. It generates social benefits while reducing environmental impacts. A sharing community works for both people and planet.*