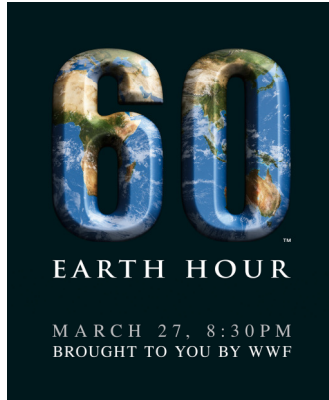


How to use the Earth Hour Logo

1. *Select the logo you would like to use:*

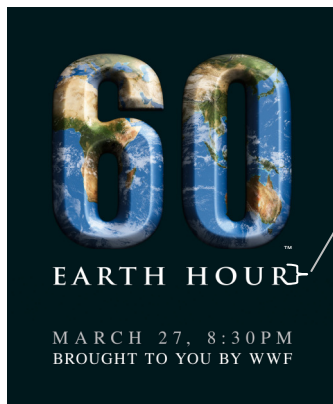
There are two kinds of Earth Hour logos that you can choose from – a coloured logo and a black and white logo:



The logo includes the number “60”, the words “Earth Hour”, the TM symbol, the words “Brought to you by WWF,” the date, and the black background. You must not alter any part of the logo. This means that you cannot change colours, cut off words, turn or reshape the logo, add visual effects, etc.

2. *Provide the correct amount of clear space:*

The Earth Hour logo requires a certain amount of clear space around it. Clear space means that no other graphic element, text, image or colour may be present. The Earth Hour Logo requires 2.5 times the height of the “R” in the word Hour. If you maintain the amount of background that is part of the original logo file, you will meet this requirement.



Measure the height of the “R” and then multiply it by 2.5
Ensure there is 2.5 x “R” height around all four sides of the Earth Hour logo.

3. *Make sure the legal requirements have been met:*

There are only two legal requirements when using the Earth Hour logo:

- a) There is already a TM next to the 60 in the logo. This should not be removed.
4. When you are just using the words “Earth Hour” separately from the logo, then the first time you have the words “Earth Hour” you must add a TM symbol. All subsequent mentions do not need the TM symbol.
5. **Ensure the URL www.EarthHourCanada.org is present near the logo.**

Please note: The WWF panda logo is not available for download and is not something that can be used without express permission from WWF-Canada.