WE KEEP WA LITTER FREE

Brand Guide | June 2021

DEPARTMENT OF ECOLOGY
State of Washington

Messaging

Brand Name:

For consistency, when the brand name is used in written form, always spell it as WA instead of Washington. However, for ease of understanding, when the brand name is spoken allowed it should be always be pronounced as Washington instead of WA. For example, in a radio script the brand name would be read as We Keep Washington Litter Free.

Messaging Guidelines:

We Keep WA Litter Free is a community-oriented reminder that when we all do our small part, it's easy to make a big difference. Those values are expressed through writing and imagery that convey the following tone:

Tone:

- Proud
- Encouraging
- Caring
- Thoughtful
- Hopeful

Main Message:

Keeping Washington litter free is how we can all contribute to keeping our state safe, clean, and beautiful.

Landing Page + Hashtag:

When promoting We Keep WA Litter Free, direct web traffic to the landing page www.LitterFreeWA.org and use the hashtag #LitterFreeWA in social media posts.

Messaging (cont.)

Supporting Actions/Messages:

Every year in Washington, state and local governments spend millions of dollars to clean up litter. However, those efforts only remove a fraction of the 18 million pounds of waste that accumulate every year on our roads, parks, and recreation areas.

Secure your load for safer roads:

Improperly secured cargo falling off of trucks and trailers causes 300 crashes every year in Washington and creates to up to 40% of our state's litter. Learning how to properly secure cargo and making sure you have the right supplies on hand is key to keeping our roads safe and litter free.

Keep a litter bag in your vehicle:

Having a dedicated container for trash helps your vehicle stay tidy and reduces the chance of accidentally littering when you open a door or window.

If you smoke, keep a portable ashtray in your vehicle:

Cigarette butts are made of plastic and are not biodegradable. They can also cause fires and leach chemicals into the environment when thrown on the ground. Using a portable ashtray helps keep your vehicle clean, reduces fire risk, and preserves the health and natural beauty of Washington.

Throw away garbage at your destination:

It may not seem like a big deal to toss the occasional bag or bottle on the ground, but those decisions add up to millions of pounds of litter (and millions of dollars of clean up) every year in Washington.

Live litter free and help others do the same:

Litter is a big problem with simple solutions. Make sure your friends and family know how to live litter free and help them make better choices when on the road. When we all look out for each other, it makes a big difference for our state.

Primary-use logos

Use as the primary logo choice on all public-facing materials, both digital and print.

Grayscale + Single color logos

Use sparingly in instances where full color (CMYK) printing isn't available, or when the logo needs to be knocked-out in white from a photo or solid color.

Clear space + minimum sizing

The logo should always be protected by sufficient clear space and separated from other graphic elements and text. You can measure the proper clear space by rotating the height of the "We Keep WA Litter Free" logotype around the logo.

To maintain the integrity and legibility of the logo, it should never be reproduced smaller than the following widths on screen and print media.

180px screen
.75" print

Color Palette

Primary	CMYK	RGB	HEX
	60/30/0/40	2/46/72	44688F
	43/0/76/24	122/164/86	7AA456
	0/0/0/80	51/51/51	333333

Secondary	CMYK	RGB	HEX
	50/24/7/0	128/168/205	80A8CD
	0/15/68/0	255/215/109	FFD76D

Typography

H1	This is a Headline	**Family**	Allotrope
		Weight	Medium
		Tracking	20
		Case	Title
H2	This is an intro or call-out text	**Family**	Allotrope
		Weight	Regular
		Tracking	0
		Case	Sentance
H3	THIS IS AN H3 HEADER OR CALL-OUT	**Family**	Allotrope
		Weight	Bold
		Tracking	20
		Case	All-caps
Body	This is body copy	**Family**	Muli
		Weight	Regular

For questions or requests regarding the We Keep WA Litter Free brand,
please contact Amber Smith (Statewide Litter Prevention Coordinator)
amber.smith@ecy.wa.gov | (360) 407-6057

ADA Accessibility

To request an ADA accommodation,
contact Ecology by phone at 360-407-6900 or email at SWMpublications@ecy.wa.gov, or
visit https://ecology.wa.gov/accessibility. For Relay Service or TTY call 711 or 877-833-6341.

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