



Safe drinking water. It is an important cause. By adhering to these guidelines, you will help us build and reinforce our identity around the world—and promote our cause.

INTRODUCTION

Letter From Our CEO	0.01
Glossary	0.02

FOUNDATION LOGO

Symbol Colors and Usage	1.01
Symbol Colors and Clear Space	1.02
Logo Signatures Colors	1.03
Logo Signatures Primary	1.04
Logo Signatures Secondary	1.05
Logo Signatures Tertiary	1.06
Logo Signatures Primary and Secondary Clear Space	1.07
Logo Signatures Tertiary Clear Space	1.08

LOGO USAGE

Acceptable Usage Backgrounds (Page 1)	2.01
Acceptable Usage Backgrounds (Page 2)	2.02
Acceptable Usage Symbol	2.03
Unacceptable Usage Don't's (Page 1)	2.04
Unacceptable Usage Don't's (Page 2)	2.05

PRESENTING SPONSOR SIGNATURES

Introduction	3.01
T-shirt Configuration	3.02
Baseball Cap Configuration	3.03
Pen Configuration	3.04
Truck Configuration	3.05
Vertical and Horizontal Banners	3.06

TYPOGRAPHY

Primary	4.01-4.02
Secondary	4.03-4.04

TRADEMARK AND COPYRIGHT GUIDELINES**STATIONERY**

Business Card Mailing Label	6.01
Letterhead	6.02
Envelope (#10)	6.03

Welcome.

Drink up. Dive in. We encourage you. In fact, take in as much as you like of our Blue Planet Run Graphic Standards Guideline—it may be one of the most useful tools at your disposal. Here's why. The more you learn about who we are, what we do, and how to leverage our brand through all communications, you will be helping us further our cause. The goal of Blue Planet Run Foundation is to raise money and awareness to provide safe drinking water to every person on the planet. Yes, it's a lofty goal, but one we truly believe in. Because sadly, one in five people on our planet lack access to safe drinking water. We wish this was not the case, and that our foundation was not even necessary. But the harsh reality is this—water related diseases are the single largest cause of human sickness and death in the world. So, awareness is critical. And a strong brand can play a key role in our long-term success.

So, without further ado, let me introduce what we hope will become instantly recognizable the world over. Blue Planet Run's new, well—star. It is the symbol of life, health, peace, and hope. We can think of no more fitting emblem for our cause. The icon is a key part of our foundation logo, and can be used creatively in a number of other applications—with our sponsors, on our trucks, in our literature, and more.

Please support the Blue Planet Run star. Your support for—and adherence to—the graphics standards outlined in this guide is an important part of our effort. It will keep our cause shining brightly. So we invite you to dive in.

Thank you.

Matt Kursh

Chief Executive Officer

COMMUNICATION NAME

Blue Planet Run—the name by which the company is commonly referred.

CORPORATE IDENTITY

The visual elements—our ‘star’ symbol and logotype—and all other visual communication standards that together represent the company in all media applications.

FOUNDATION COLORS

Blue Planet Run Blue, Blue Planet Run Green, Blue Planet Run Orange, Blue Planet Run Gray, Blue Planet Run Yellow.

FOUNDATION COLORS AND CMYK APPROXIMATIONS

Ink formulas are provided on page 1.01 for reproducing Blue Planet Run Foundation colors using printing process colors Cyan, Magenta, Yellow and Black (CMYK)—rather than Toyo or Pantone inks.

LEGAL NAME

Blue Planet Run Foundation—the full legal name of the corporation.

LOGO OR SIGNATURE

The combination of type and graphics in a fixed spatial relationship that uniquely represents the company.

LOGOTYPE

The company name in a specific typographical configuration.

PANTONE MATCHING SYSTEM

Pantone, Inc.’s check-standard for color reproduction and color reproduction materials.

PANTONE MATCHING SYSTEM EQUIVALENTS

Blue Planet Run Blue: Similar to PMS 315C,
Blue Planet Run Green: Similar to PMS 7490C,
Blue Planet Run Orange: Similar to PMS 7413C,
Blue Planet Run Gray: Similar to PMS 404C,
Blue Planet Run Yellow: Similar to PMS 7409C.

PMS

See PANTONE MATCHING SYSTEM EQUIVALENTS.

POSITIVE SIGNATURE APPLICATION

Use of a color black and white signature on a light background.

PRIMARY TYPEFACE

Type style family preferred for primary use.

REVERSE SIGNATURE APPLICATION

Use of the signature on a dark background.

SECONDARY TYPEFACE

Type style family selected for secondary usage (compliments logotype font and primary typeface).

SYMBOL

The ‘star’, the Blue Planet Run Foundation symbol.

TOYO COLOR SYSTEM

Toyo Ink Mfg. Co.’s check standard for color reproduction and color reproduction materials.

TOYO COLOR SYSTEM EQUIVALENTS

Blue Planet Run Blue: Similar to TOYO CF0366,
Blue Planet Run Green: Similar to TOYO CF0234,
Blue Planet Run Orange: Similar to TOYO CF0158,
Blue Planet Run Gray: Similar to TOYO CF0795,
Blue Planet Run Yellow: Similar to TOYO CF0179.

A BPR BLUE
 TOYO CF0366 ★
 C97 M35 Y35 K0
 R0 G113 B136
 WEB: 007188

 PANTONE 315C ◆
 C100 M0 Y12 K43
 R0 G95 B123
 WEB: 005F7B

B BPR GREEN
 TOYO CF0234 ★
 C56 M13 Y97 K0
 R113 G162 B55
 WEB: 71A237

 PANTONE 7490C ◆
 C45 M0 Y80 K35
 R86 G128 B55
 WEB: 568037

C BPR ORANGE
 TOYO CF0158 ★
 C5 M65 Y80 K0
 R230 G97 B56
 WEB: E66138

 PANTONE 7413C ◆
 C0 M53 Y100 K4
 R235 G115 B28
 WEB: EB731C

D BPR GRAY
 TOYO CF0795 ★
 C0 M11 Y22 K63
 R104 G91 B79
 WEB: 685B4F

 PANTONE 404C ◆
 C0 M8 Y22 K56
 R118 G107 B92
 WEB: 766B5C

E BPR YELLOW
 TOYO CF0179 ★
 C0 M35 Y95 K0
 R255 G159 B35
 WEB: FF9F23

 PANTONE 7409C ◆
 C0 M30 Y95 K0
 R255 G170 B35
 WEB: FFAA23



★ PREFERRED ◆ ACCEPTABLE

We're shining light on an important cause. Our foundation symbol is the star, quite literally. To promote the Blue Planet Run Foundation, you can use the symbol on its own, assuming you adhere to the preferred colors or the acceptable color palette detailed on this page.

Please note the symbol grid showing the clear space requirements on page 1.02. Feel free to expand the space around the symbol as noted to give it some room to breathe. For acceptable and unacceptable symbol usage, please refer to Section 2 of the guideline.

NOTE: Our foundation colors were selected from swatch books printed on coated paper. To match these colors, testing is required prior to printing—draw downs or press proofs for spot colors; press proofs or dry proofs for CMYK.

“MORE THAN ONE BILLION PEOPLE DO NOT HAVE ACCESS TO SAFE DRINKING WATER. BUT THERE ARE SOLUTIONS THAT ARE AFFORDABLE, ACHIEVABLE, AND SUSTAINABLE ... AND IT IS UP TO US, THE GLOBAL WE, TO MEET THIS CHALLENGE.”

—JIN ZIDELL, FOUNDER AND CHAIRMAN OF THE BLUE PLANET RUN FOUNDATION

This comment came from Zidell while speaking before an audience at the United Nations. He was outlining the challenge facing Blue Planet Run’s newly established public/private partnership with the Dow Chemical Company.

By partnering with corporate and other sponsors, like Dow, we can expand the public’s knowledge of our cause and increase funds for implementing solutions. Dow is the presenting sponsor of the 2007 Blue Planet Run—our around-the-world, 100-day running relay race that we hope will bring awareness and generate money for the problem of unsafe water supplies. In fact, the hope is that enthusiasm for the soon-to-be biennial event will spark giving from companies large and small, as well as from individuals. That said, we expect to have more sponsors in the future.

With sponsors supporting our efforts, it becomes even more important to adhere to our graphic standards guideline—such as usage of our signatures, acceptable placement, as well as the foundation colors. The following pages outline the guidelines for using the Blue Planet Run logo along with a sponsor’s logo. In this case, we’re using the Blue Planet Run 2007 logo with the Dow Chemical Company logo. All marketing materials intended to promote a given Run must use the combined marks specified, which integrate sponsor marks. It includes acceptable usage on everything from marketing materials, to a variety of promotional items, literature, posters, and even trucks.