

Toolkit

Love the Boot
Don't Pollute



This toolkit will explain the look and feel of the branding for Louisiana's new anti-litter campaign "Love the Boot Don't Pollute" and how you can use these tools to show your love.

To download 10 Ways You Can Love the Boot, [visit **keeplouisianabeautiful.org/lovetheboot**](http://visit.keeplouisianabeautiful.org/lovetheboot).

LOVE THE BOOT, DON'T POLLUTE: THE BRAND

Our goal is to raise awareness about littering in Louisiana and encourage our residents to show love for their state by choosing not to litter so we can protect this unique and beautiful environment. The brand's core values include: Love, Partnership, Knowledge, Positivity, Hope and Passion.

TAGLINE

When used in the logo, the only punctuation is an apostrophe in "Don't."

LOGO

- Do not stretch, alter or transform components of the logo.
- Do not use any colors other than those specified.
- Do not crowd the space around the logo.
- Do not pair the branding with any clashing colors.



COLORS

Pantone and CMYK colors are used for print media while RGB and HEX colors are used for digital media.



Accent Yellow/Orange
Pantone: 142 U
CMYK: 0 / 37 / 71 / 0
RGB: 254 / 174 / 92
Hex: #FAAE5E



Primary Blue
Pantone: 639 U
CMYK: 80 / 21 / 8 / 0
RGB: 0 / 157 / 205
Hex: #009CCC



Neutral Black
Pantone: Black U
CMYK: 75 / 68 / 67 / 90
RGB: 0 / 0 / 0
Hex: #000000

PHOTOGRAPHY

Use high-quality images with vibrant color.



10 WAYS YOU CAN LOVE THE BOOT

- Logos
- Litter bag
- Popup banners
- Bumper sticker
- T-shirt design
- Social media
- Poster (11x17)
- Computer wallpaper/screensaver
- Window clings
- Display ads

