MOBILITY

POW MONTH

STYLE GUIDE

Annual POW Mobility Campaign

POW MOBILITY MONTH

This guide is your go-to resource for maintaining the visual and thematic integrity of POW's Mobility Month campaign. While rooted in POW's core identity, the campaign design brings a fun and playful energy that sets it apart from our advocacy-focused work.

The aim is to connect with our community through a vibrant and engaging approach that makes low-carbon mobility feel accessible and inspiring.

The campaign goal is to celebrate the many ways people choose low-carbon travel — highlighting the creativity, diversity, and joy of moving differently.

LOGO

For the annual Protect Our Winters Mobility Month campaign logo, it embodies a colourful and playful spirit while remaining rooted in the POW colour palette. Designed for flexibility, it can be applied seamlessly across platforms and materials without contrast issues, ensuring both recognition and consistency.

To keep things simple, there is only one version of the logo. This maintains uniformity and avoids confusion in application.

There is just one exception: when placing the logo on the campaign gradient background, the coloured blocks within the logo should be omitted. This ensures clarity, readability, and visual harmony.

THIS IS THE LOGO.
SUPER EASY TO USE IN EVERY CONTEXT.

THIS WOULD BE THE ONLY EXCEPTION IN LOGO USAGE:

LOGO

Don’t change the logo.

Don’t bent.
Don’t twist.
Don’t recolor.
Don’t tweak.
Don’t distort.
Don’t mirror.
Don’t angle.
Don’t filter.

Just take it as it is. It works!

COLOURS

While anchored in POW’s foundational colours, this campaign palette introduces vibrant, unexpected combinations that capture attention and convey urgency and energy.

#0268FF

RGB 2/104/255

CMYK 85/60/0/ 0

#FEA8DB

RGB 254/168/219

CMYK 2/45/0/0

#FFDA2F

RGB 255/218/47

CMYK 2/12/86/0

COLOURS—GRADIENT

The campaign gradient flows seamlessly from POW’s CI pink to CI blue, creating a dynamic and visually engaging backdrop. It is designed specifically for background use, adding depth, energy, and a modern feel to the campaign.

To ensure consistency and brand integrity, please do not create new gradients. Always use the official gradient assets provided.

TYPE AND FONTS

As with all POW campaigns and general CI, the Inter font remains our standard typeface, chosen for its clean, modern, and highly readable design.

For this campaign, Inter should be used in either blue or white, depending on the background, to ensure optimal contrast and legibility.

Use Inter Medium for body copy and Inter Bold in capitals for headlines. Other weights may be used selectively where it enhances clarity and design balance.

When writing on white or bright backgrounds, blue works super well as the type colour.

When writing on blue, dark backgrounds, or the campaign gradient, use white for the type colour.

Works well, right?

HIGHLIGHTS

Small coloured boxes are used to highlight key points and important information. These vibrant accents ensure crucial details stand out and are easily noticed, while adding a playful touch to the campaign design.

The boxes feature slightly rounded corners.
Please keep this detail consistent.

HIGHLIGHTS

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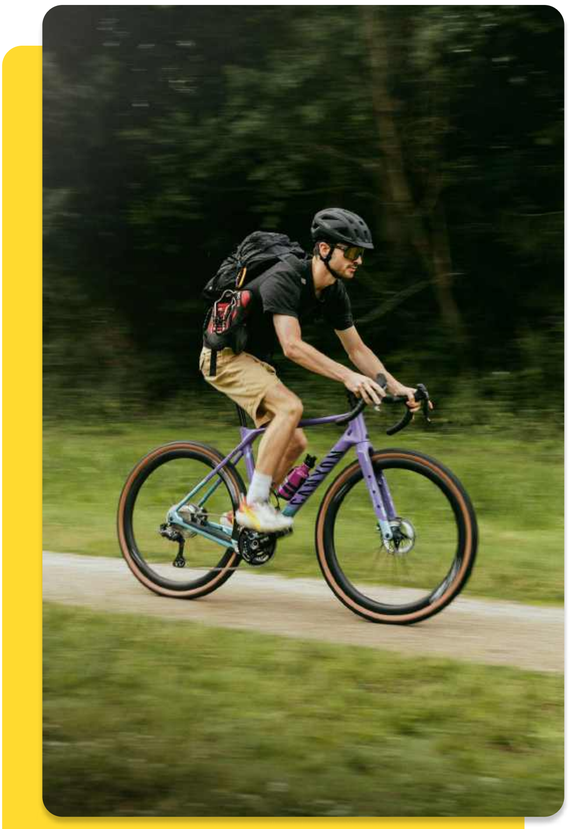
IMAGES AND INFO

Our images this year feature slightly rounded corners and are displayed with an offset yellow background (or dropshadow). This design choice adds a contemporary flair while ensuring visual consistency across all campaign visuals.

The images are concepted to stand out from our gradient background. Feel free to combine!



THIS IS SOME INFO ABOUT MM

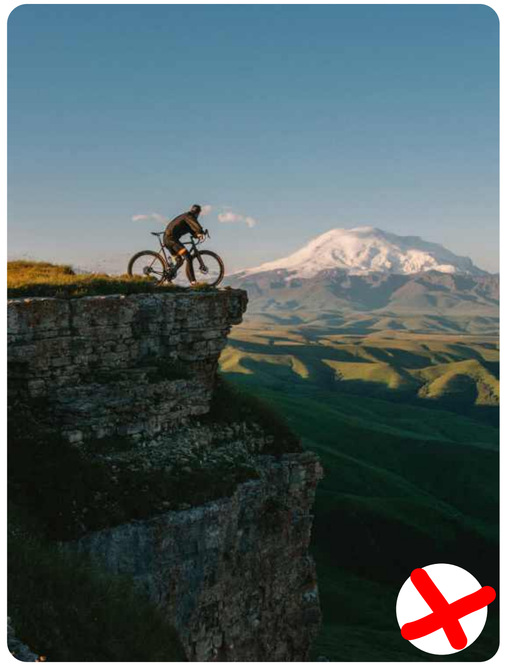
PHOTOGRAPHY STYLE

Our campaign imagery should showcase low-carbon mobility as a natural part of everyday life, whether commuting to work or study, heading to a sporting activity, or simply moving through daily routines, alone or together with others.

The focus is always on action and movement. Capture momentum over stillness, flow over detail.

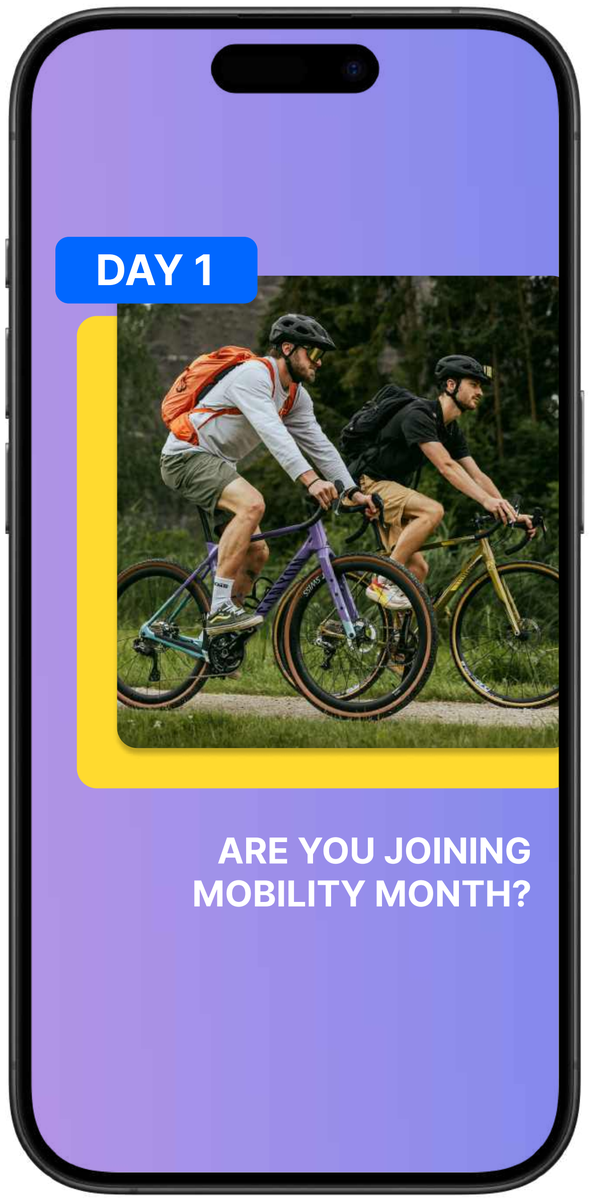
Images should feel dynamic, simple, and authentic, highlighting the energy and accessibility of sustainable transportation choices.

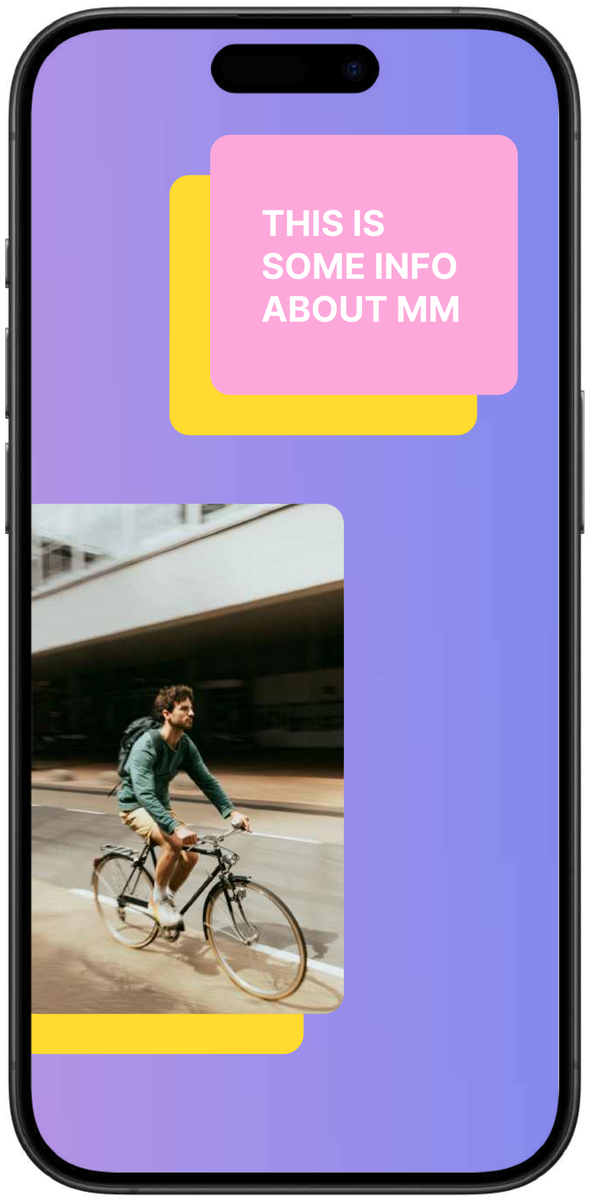
We take inspiration from a “day in the life” perspective, not in a literal sense, but in how the story unfolds. Movement should drive the narrative and create a purposeful arc, where each scene builds naturally into the next.



EXAMPLES

MOBILITY
POW MONTH


DAY 1
ARE YOU JOINING
MOBILITY MONTH?


THIS IS
SOME INFO
ABOUT MM

Share your stories on your social channels.

We will be active on IG, LI and Strava.

Download all design elements here.

Editable assets are in this Figma file.

mobility.protectourwinters.eu

takeaction@protectourwinters.eu

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