

LOVE OUR ISLAND

BRAND GUIDELINES

The Idea

We don't change behaviour with shame. We don't change it with fines. We change it with identity.

Love Our Island is a simple idea: If packaging is part of the problem, let it also carry the solution. This free, open icon is available to every brand in Cyprus as a reminder that this place isn't just beautiful—it's ours.

The Goal

To see this symbol as a ubiquitous part of the Cypriot landscape:

- On water bottles and coffee cups.
- On takeaway packaging and napkins.
- On beach kiosks and retail bags.
- On billboards across Limassol and eventually, all of Cyprus.

Zero cost to companies. Shared responsibility. Cultural upside.

Why Adopt It?

Packaging travels. Visibility shapes behaviour. People protect what they feel connected to. Adding this icon to your product says: ***We operate here. We benefit from this island. We stand behind it.***

BRAND STANDARDS

To maintain the authority and recognition of the symbol, please adhere to these standards.

1. Commercial Use & Licensing

This symbol is a gift to the island. It is free to use on packaging produced in Cyprus and for all non-commercial awareness purposes.

- **Merchandise & Resale:** If you intend to use the symbol for merchandise, resale products, political campaigns, or modified versions, you **must** contact James Stanton first for approval via social media.

2. Visual Integrity

The symbol represents a collective promise. To keep it impactful:

- **No Modifications:** Do not stretch, distort, or recolour the island icon or the heart. Use only the provided files.
- **Visual Clarity:** Be mindful of busy backgrounds. Do not place the symbol over complex patterns or high-contrast textures that make the icon difficult to read.
- **Contrast:** Ensure the symbol "pops." On transparent water bottles or dark coffee cups, select the variant (Full Colour vs. White Outline) that offers the most legibility against the product or liquid inside.

3. The Clear Zone

The symbol needs "room to breathe." Always maintain a clear space around the icon that is free of other text, logos, or graphics.

- **Measurement:** The minimum clear space is equal to **half the width of the heart**.

4. Choosing Your Variant

Your asset pack includes six versions to fit any design:

- **Full Colour:** For white or light-neutral backgrounds.
- **White Outline:** For dark surfaces or photographic backgrounds.
- **White Outline / Orange Heart:** For high-visibility on dark surfaces.
- *Note: All versions are provided both with and without the "Love Our Island" text. Use as you see fit.*

SUPPORT THE PROJECT

Love Our Island is currently a self-funded initiative. To help us stay open-source and cover the costs of printing, production, and future campaigns, please consider donating. Your support keeps the symbol free and the project evolving.

Donate here: <https://destream.net/live/JamesStanton/donate>

A PERSONAL NOTE

I'm James. I'm a designer.

I believe symbols shape how we behave. They're not just graphics—they shape identity.

I moved to Cyprus in the summer of 2025. Like a lot of people who fall in love with this island, I wanted to help in the ways I could. I started cleaning my training spot in Limassol. I thought a bin would fix it. It didn't.

And that's when it clicked: litter isn't just a waste problem. It's an identity problem.

So I designed something. Not a logo. A symbol. Something simple enough to live everywhere. Something strong enough to mean something. This isn't about calling anyone out. It's about building something we all recognise as ours.

A symbol for the island we share.

Contact & Collaboration: Reach out via Instagram, TikTok, or YouTube for usage questions, placement help, or to share how you've adopted the icon.

- **Instagram:** [@jamesincyprus](#)
- **TikTok:** [@james_stanton](#)
- **YouTube:** [@jamesstanton](#)