



EARTH DAY

Lyft is celebrating Earth Day by encouraging people to use Lyft Line, and emphasizing the impact that we can have by using shared transit rather than individual Lyfts.

- Passengers have saved 25M+ miles by opting to share the ride
- This means passengers have saved 935K+ gallons of gas
- And they've saved 10K+ metric tons of CO2 emissions

The History of Earth Day: <http://www.earthday.org/about/the-history-of-earth-day/>

Lyft Future of Cities (see the end section): <https://www.youtube.com/watch?v=TVpbQLXEpMc&t=2s>

MANDATORIES:

Lyft Pink

BONUS:

Include cars in some way –perhaps with an urban scene, map, or community

Horizontal and square crop



FOLIAGE



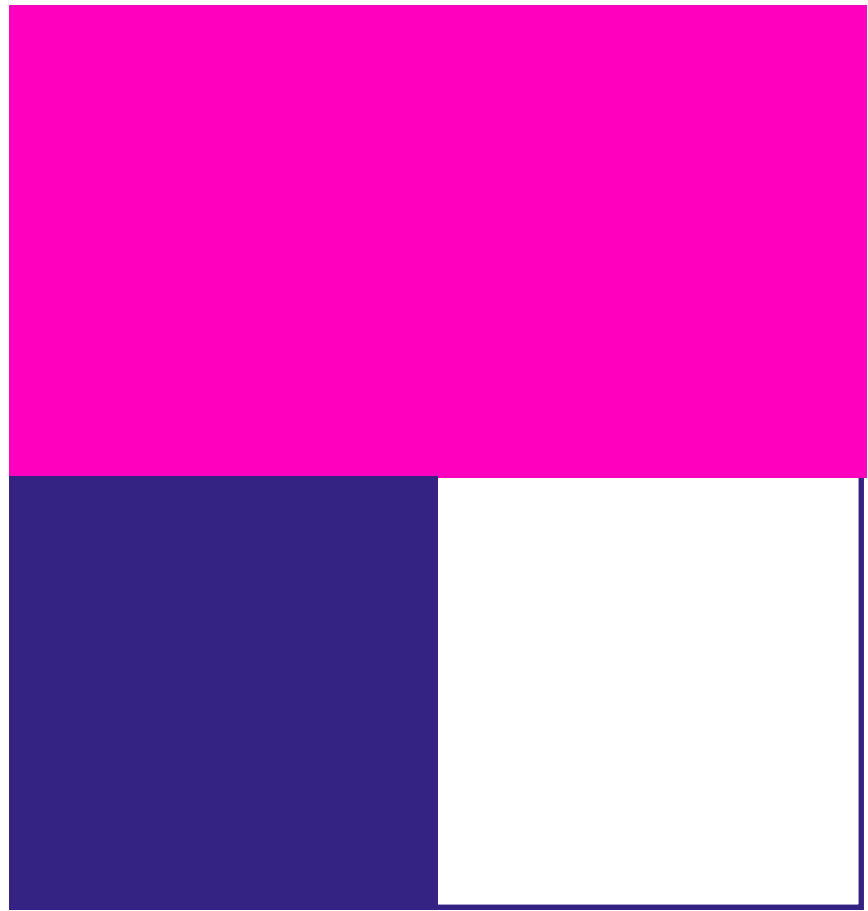
LANDSCAPE/PERSPECTIVE



PEOPLE



EARTH DAY
COLOR



PRIMARY



SECONDARY

MANDATORY:

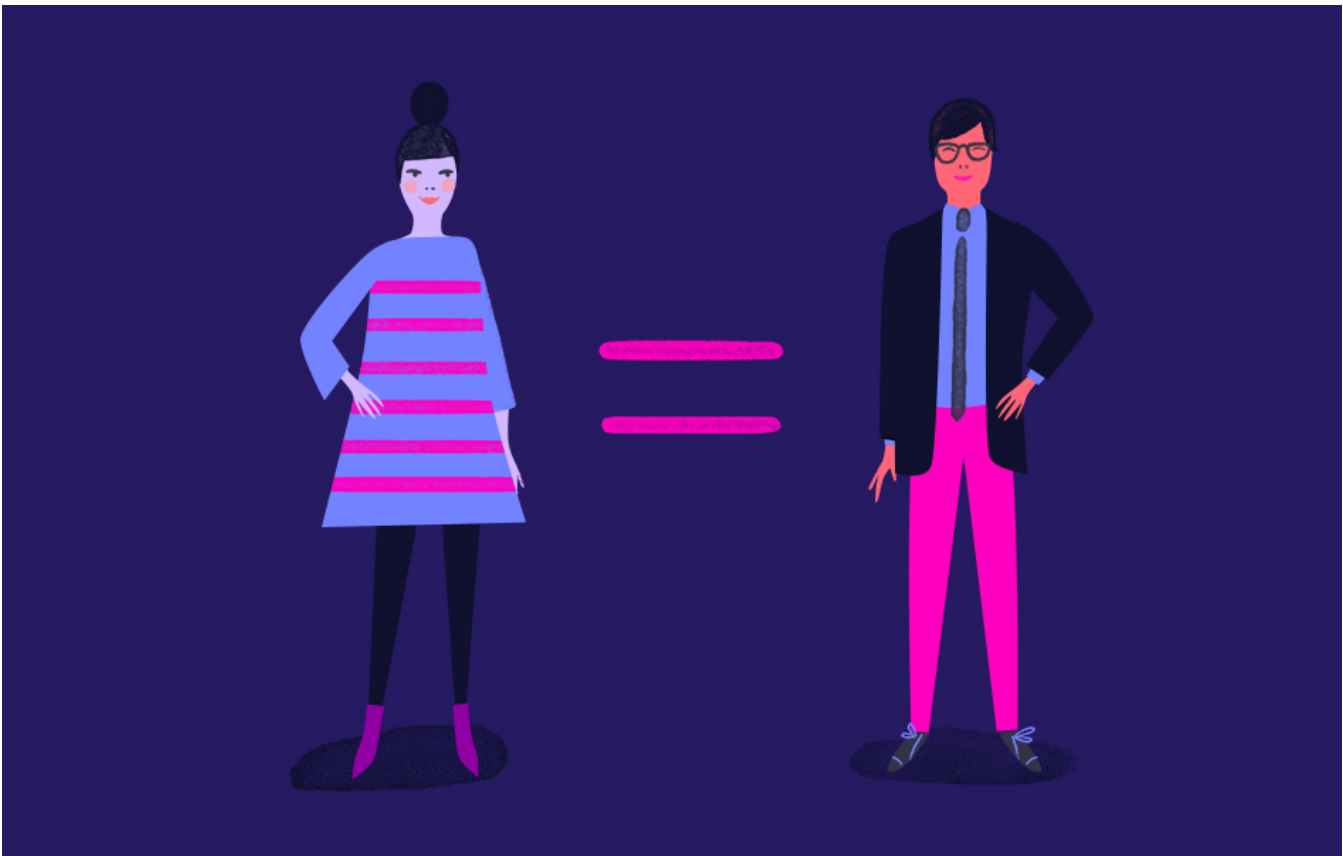
Lyft Pink #FF00BF
No Black
Use secondary tones, along with any personal signature color

OTHER PARTNERSHIP EXAMPLES

BUCK ORIGIN STORY



LIBBY VAN DER PLOEG



VIRGINE MORGANDE





LOGO:

If it works out, we'd like to try incorporate our logo subtly, but do not desire/require an end card or brand messaging



EARTH DAY

FORMAT



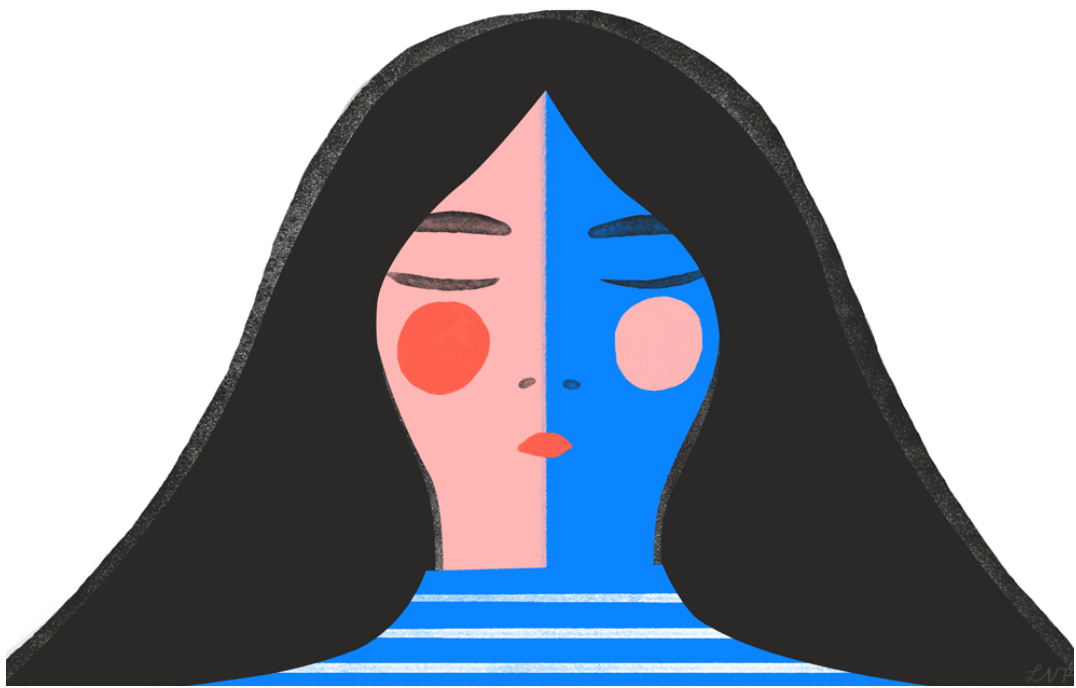
PLACEMENT:

Ideally, it should work in Square and Horizontal Format
FACEBOOK: 1200x628
TWITTER: 880x440
INSTAGRAM: 1080x1080
BLOG HEADER: 1500x600

Given the timeline, a Square Crop only would work.



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AGATHE SORLET



LIBBY VAN DERPLOEG





GM

GEOFF MCFETRIDGE

