



# STRAW WARS

---

CAMPAIGN GUIDELINES

---

[strawwars.org](http://strawwars.org)

# DON'T BE A SUCKER

---

**IN THE UK ALONE,  
ON AVERAGE 3.5 MILLION  
MCDONALD'S CUSTOMERS  
PER DAY BUY A DRINK  
— WITH A STRAW.**

THAT MEANS 3.5  
MILLION STRAWS A DAY  
BEING DISCARDED —  
JUST BY MCDONALD'S  
CUSTOMERS.

We have created these Straw Wars assets to be printed by you to show your support of the campaign in a way that is relevant and appropriate to your business. It's simple and easy.

In this guideline pack you'll find a series of guidelines that may be helpful to follow when printing these materials.

# LEVELS OF INVOLVEMENT

---

## THERE ARE TWO LEVELS OF INVOLVEMENT WITHIN THE STRAW WARS CAMPAIGN:

1. ERADICATING STRAWS COMPLETELY FROM YOUR BUSINESS
2. ONLY GIVING OUT A STRAW WHEN A CUSTOMER REQUESTS ONE

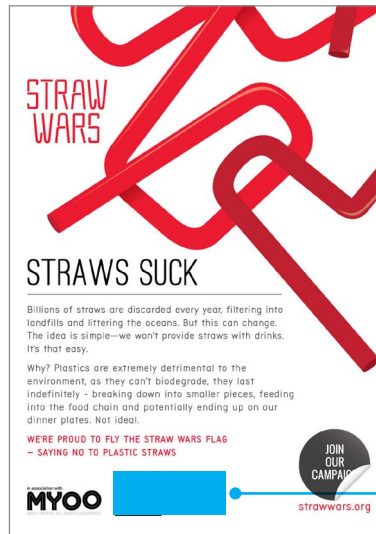
It would be preferable for everyone to choose to eradicate straws as this will have the biggest impact, but we understand that this may not be

possible in some situations. All reductions in plastic straw distribution are encouraged.

# PRINTING INSTRUCTIONS

**PLEASE SEND THESE INSTRUCTIONS TO YOUR PREFERRED PRINTING SUPPLIER AFTER FILLING IN THE QUANTITIES OF EACH ITEM THAT YOU WANT PRODUCED.**

You are able to personalise each asset with your logo if you wish by adding in your logo in illustrator format (file extensions .AI or .EPS)



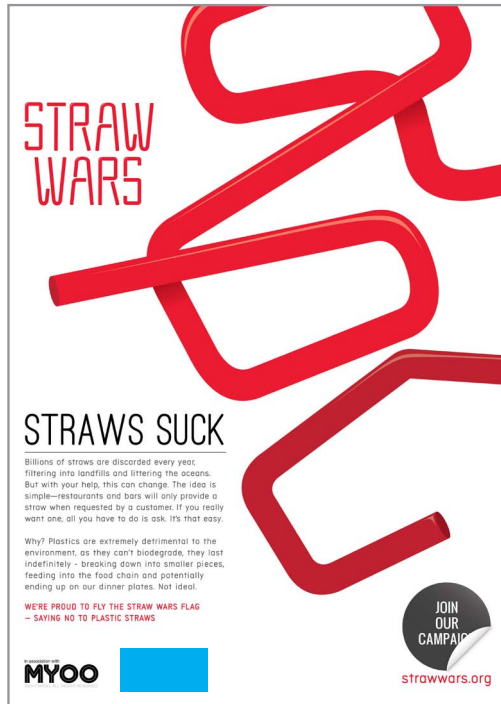
PLACE  
YOUR LOGO  
HERE

## THINGS TO CONSIDER:

- Please choose a printer who is FSC certified and uses recycled paper if possible.
- Please try to ensure water based inks are used where possible.
- Please only print the minimum amount that you need, minimizing unnecessary waste.
- All colours are CMYK.



# STRAW WARS ASSETS - POSTERS FORM



POSTCARD 1  
— LOW LEVEL INVOLVEMENT



POSTCARD 2  
— HIGH LEVEL INVOLVEMENT



POSTCARD 3  
— LOW LEVEL INVOLVEMENT

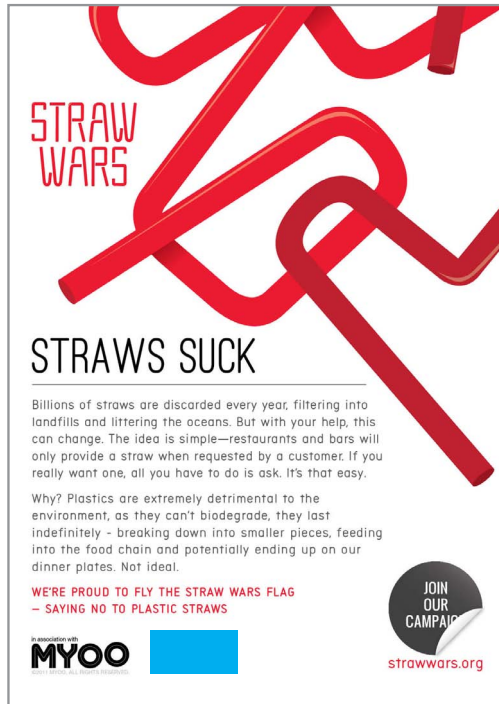


POSTCARD 4  
— HIGH LEVEL INVOLVEMENT

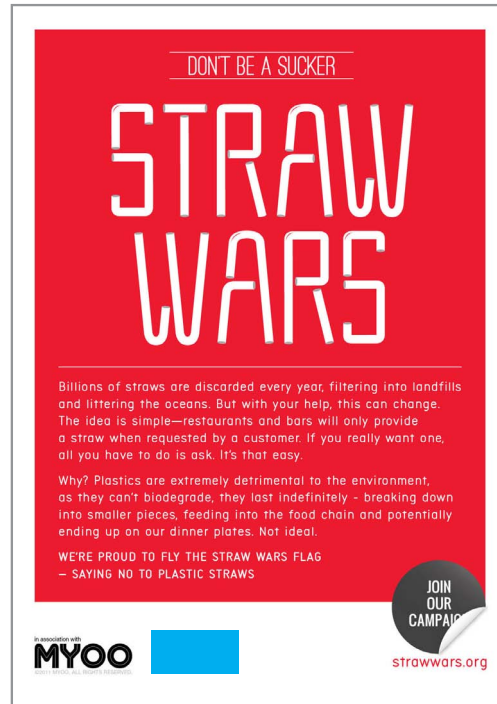
SIZE: A3 (PLEASE INDICATE PREFERRED SIZE)  
WEIGHT AND FINISH: 170GSM/190GSM GLOSS  
QUANTITY:

 = PLACE YOUR LOGO HERE

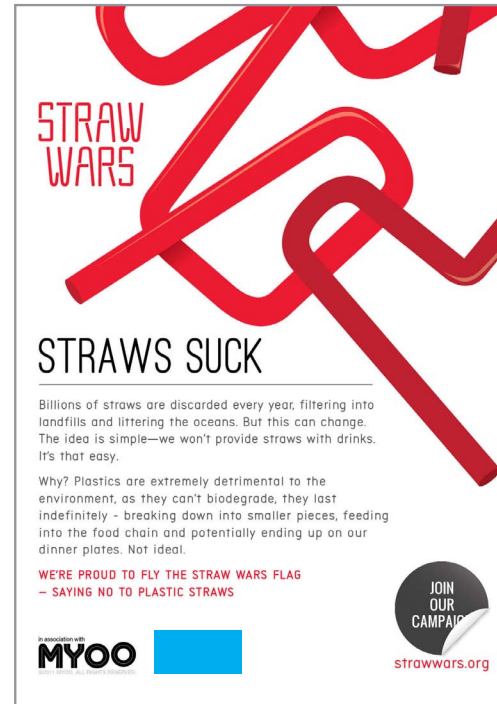
# STRAW WARS ASSETS - POSTCARDS FORM



POSTCARD 1  
— LOW LEVEL INVOLVEMENT



POSTCARD 2  
— HIGH LEVEL INVOLVEMENT



POSTCARD 3  
— LOW LEVEL INVOLVEMENT



POSTCARD 4  
— HIGH LEVEL INVOLVEMENT

WEIGHT AND FINISH: 350GSM GLOSS FINISH  
QUANTITY:

 = PLACE YOUR LOGO HERE

# STRAW WARS ASSETS - POINT OF SALE\_A6 FORM

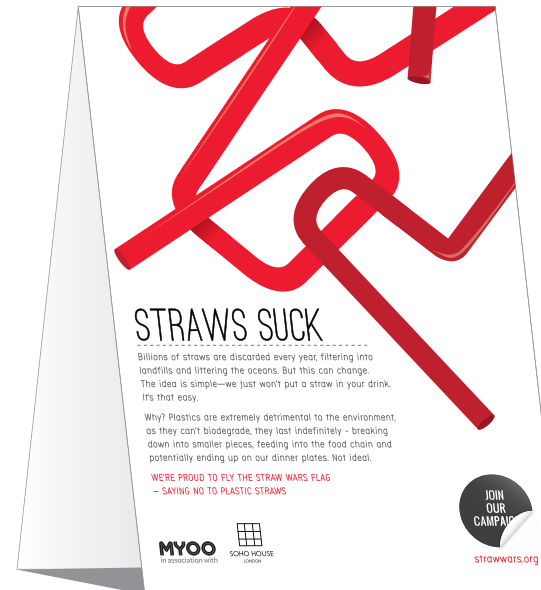


WEIGHT AND FINISH: 350GSM

Notes: Please request that the printer double scores and folds the stand for you.

QUANTITY:

 = PLACE YOUR LOGO HERE





# STRAW WARS ASSETS - WINDOW STICKERS FORM

---



WINDOW STICKER 1

CIRCULAR SIZE: 120 X 120MM

QUANTITY:



WINDOW STICKER 2

RECTANGULAR SIZE: 120 X 105MM

Paper: Laser window graphic – colour printed. Notes: If possible please ask the printer to cut the circle shape for you versus hand cutting yourself.

QUANTITY:





# STRAW WARS