



CREATOR PARTNER ONBOARDING

Make content that sounds like us.

Brand foundation, voice and tone, do's & don'ts, sourcing, key messages, calls-to-action, channels, and resources - everything you need to create on-brand work for FutureKeepers.

Version 1.0 | June 2026 | FutureKeepers Creator Partnerships

New energy. Endless possibilities.

START HERE

01 Who we are

FutureKeepers is a global platform shaping a sustainable and inclusive future. We are a **good-news** organization: we amplify hope, champion creativity, and ignite collaboration in the energy and climate sectors. The transition is already happening, faster than the headlines admit, and our job is to show people the proof in a way that's impossible to scroll past.

Our belief

The future isn't a distant reality. It's crafted by those who take action today. We are the stories we tell ourselves, and highlighting solutions begets more of them. **We got this.**

Our vision

A world so good we don't have to abandon Earth. Where innovation and justice go hand in hand, built on real-world cases of bringing 100% clean energy to 100% of people.

Our mission

To be the world's most popular augmented-communications platform for keeping a future hope alive - amplifying hope, empowering diverse communities with innovative storytelling, and fostering collective action through storytelling, education, and community engagement.

Boilerplate (50 words): FutureKeepers is a global platform driving a sustainable and inclusive future. Using modern communication technologies, we amplify voices, break barriers, and inspire action on climate and energy justice. We empower changemakers, ignite collaboration, and foster progress across generations and communities, because the future isn't a distant dream; it's ours to make.

FOUNDATION

02 Brand values

Empowerment

We inspire individuals and communities to take charge of their futures.

Inclusivity & justice

Centering intergenerational and global justice. **100% for 100%** - a just and better future for everyone, everywhere.

Resilience & grit

Progress requires courage, risk-taking, and the willingness to grow through challenges.

Transformative communication

We pioneer AI and synthetic media to build bridges across cultures and languages. Our communication is barrier-breaking, connection-deepening, and movement-building.

03 Tone & voice

Four qualities define how FutureKeepers sounds:

Bold and inspiring

Speak directly to changemakers. Emphasize urgency and possibility.

Optimistic but grounded

Acknowledge the challenges, then keep the focus on solutions and action.

Empowering

A call to action for thinkers, doers, and innovators.

Culturally fluent

A voice that reflects the diversity and inclusivity of the global audience we serve.

The strongest pieces also share five craft qualities:

1. **Open with a scene or image, not data.** Put the reader somewhere: a deckhand on a tanker, a woman on a Lahore rooftop, a gas-station line three blocks long.
2. **Ground every claim in specific data, with links.** Numbers earn trust; vague optimism doesn't.
3. **Find the one comparison that makes scale feel human.** "\$4 a month to charge an EV vs \$27 for gas" beats a percentage.
4. **Build to a thesis, not a summary.** The ending should change what the piece was about.
5. **Close on a single memorable line.** Something that sticks after the phone goes down.

RULES FOR THE COPY YOU PRODUCE

04 Do's & don'ts

Do

- Use **short sentences with varied rhythm.** Punchy, then longer, then punchy again.
- Stay **positive and hopeful, grounded in data.**
- Use **light wit or subtle snark**, a raised eyebrow, never a lecture.
- Write in a **human voice**, like a smart friend talking.
- Use **local currency with USD in parentheses**: "9,000 baht (\$250)."
- **Lock one spelling of a hero word** per piece and stay consistent.

Don't

- **No em dashes.** Use a period, comma, or parentheses.
- **Never open a sentence with a negative** ("Not this...", "No one...").
- **Never use "That's not X, it's Y" / "It isn't X, it's Y."** It's a tell.
- **No corporate or academic register.** If it reads like a press release, rewrite it.
- **Don't be preachy or doom-laden.** No guilt, no apocalypse framing.
- **Don't inflate numbers.** Use the figure the original source published.

The network-family rule. Danny Kennedy and the wider FutureKeepers network (including our partners at Climate & Capital Media) are part of FutureKeepers. Their ideas are *our* ideas, so express them in FutureKeepers' own voice, not as outside attribution. (Sourcing of *data* still follows the tiers in section 06.)

CRAFT

05 How to build a piece

Written / editorial

1. **Headline:** short and punchy; a number, question, or statement that stops a scroll.
2. **Subhead:** one line that makes you click without giving it away.
3. **Body:** ~250-350 words. Open with a scene, move through data, close on an insight.
4. **From the network:** a recommended read from the FutureKeepers network, framed as family, one line + link.
5. **Sources:** every data point linked to the original report.
6. **Footer:** "Published weekly by FutureKeepers. futurekeepers.world"

Short-form video & social

- **Hook in the first second.** Lead with the most surprising number or strongest image.
- **One idea per video.** Build around the single comparison that lands.
- **Always feature the panda mascot** doing something active and joyful.
- **Make SIGNAL the visual anchor** when the piece is Signal-branded: big, never buried.
- **End on the memorable line + a CTA.**
- **Keep each video distinct.** Platforms penalize near-duplicate batches.

CREDIBILITY

06 Attribution & sourcing

Trust is the product. We credit the **originator, not the aggregator**: if three outlets covered the same Ember study, credit Ember and list the outlets in the notes.

TIER	HOW WE USE IT
Tier 1 - Anchor	Named in full, every time. Currently Ember ("the independent energy think tank") and Climate and Capital Media ("our partners at FutureKeepers"). Never shorten Climate and Capital Media to "C&C" in audio/video. Promoting a new Tier 1 source is an editorial call.
Tier 2 - Named authorities	Named where their claim appears: IEA, IRENA, BloombergNEF, government bodies (spell out in full on first mention), specialist outlets.

Tier 3 - Notes only

Secondary outlets reporting on data already credited elsewhere. They get a link in the source list, not a name in audio/video.

- Don't attribute general knowledge (link it in notes, no name needed in audio).
- Verify every number against the original source before shipping.
- Aim for ~4-7 named sources per 5-minute video; the full list always lives in the written/show-notes version.
- Tier 1 names are never translated: "Ember" is "Ember" in every language.

Full detail: see the *FutureKeepers Signal - Attribution Style Guide*.



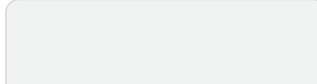

LOOK & FEEL

07 Visual brand



Always use the **real FutureKeepers brand files**, never let an AI tool invent its own logo or colors. Master assets live in the shared brand folder (brand book, **LOGOS&SVG**, Social Banners, **COLOR CODES**).

Core palette

 <p>That Orange #F1562D Primary / SIGNAL mark</p>	 <p>Coal #414042 Text / dark bg</p>	 <p>Clay #F1F2F2 Light background</p>	 <p>Fuchsia #BC1E75 Accent</p>
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Logo & color rules

That Orange is the main color; Coal is second. Clay works as a background, and That Orange can be text over a darker color. Coal is the text color over Clay, white, or That Orange. The logo appears **only** in That Orange, Clay, or Coal. Accent colors (Marigold, Mint, Magenta, Siren, Anchor) are for emphasis only; exact values are in the **COLOR CODES** folder.

Type & mascot

Titles: Neue Haas Grotesk Display (Helvetica Neue is a fair stand-in). **Body:** Acumin Variable Concept. **Mascot:** the FutureKeepers panda, photorealistic, in an orange utility vest, calm and wry, active and joyful in visuals. The **SIGNAL** wordmark is always big and unmissable when used.

MESSAGING

08 Key messages & calls-to-action

Key messages

MESSAGE	WHAT IT MEANS
The future is ours to make	Change isn't inevitable; it's driven by those who dare to act. Mars is for quitters. Our future is here on Earth, and it's worth fighting for.

Collaboration is essential	Collective action is stronger than individual action. Celebrate diverse contributions toward shared goals.
Reaching the world, speaking its language	AI translation and synthetic media connect us across cultures, so no voice goes unheard and no community is left behind.
Celebrate progress and effort	Honor not only breakthroughs but the resilience and courage to strive for them.
Focus on emerging markets	Investment in developing economies is pivotal. These communities are the keepers of our collective future.

Calls-to-action

Our signature CTAs are **"Join the movement"** and **"Shine on."** Use these by platform and goal:

CTA	GOAL	BEST FOR
Join the movement	Brand / community building	Brand posts, end-cards, campaigns
Shine on	Warm sign-off	Closing line on most pieces
Subscribe to FutureKeepers Signal	Grow subscribers	Standing CTA, link in bio
Read the full edition	Drive newsletter reads	LinkedIn / Substack promo
Follow FutureKeepers	Grow following	Short-form video, social

Default: sign off with **"Shine on."** Lead with **"Subscribe to FutureKeepers Signal"** as the standing CTA, and switch to **"Read the full edition"** when promoting a specific edition.

Tagline: New energy. Endless possibilities.

Change the narrative, change the world.

Build. New energy. NOW.

WHERE WE PUBLISH

09 Our channels

FutureKeepers publishes in multiple languages, across multiple formats, through multiple channels, because the transition is global and the audience is too. **futurekeepers.world** is the hub, and every channel links from there.

CHANNEL	WHAT WE PUBLISH
Website	futurekeepers.world - the home for all FK content and the ecosystem.
Signal (newsletter)	The weekly FutureKeepers Signal, published on Substack and LinkedIn simultaneously.
LinkedIn	The FutureKeepers company page: edition intros, data posts, and engagement with the energy/climate/policy community.

YouTube	The multilingual video fleet: explainers, meditations, and Signal video editions across our language editions.
Instagram & Facebook	Reels and posts via Meta, in our priority languages.
TikTok	Short-form, hook-first video for a broad, scroll-fast audience.
Bluesky	English-language posts and link cards.

Languages. English is the global mast. Our priority language editions, in order, are **Urdu, Mandarin, Hindi, Indonesian, Bangla, and Thai**, with a weekly spotlight-country rotation. We also run social channels for partner NGOs and trade associations.

Exact handles and channel links live in the shared ops/brand folder - your FutureKeepers contact will share the current list.

TOOLS YOU'LL GET

10 Your resources & the Brain

You won't start from a blank page. FutureKeepers runs a research and asset stack you can draw on, so your job is to shape great stories rather than hunt for raw material.

The Brain
 Our signal-intelligence engine. It ingests global energy and climate news across many languages and outlets and scores each item for signal strength. It's where weekly themes come from. Ask for the relevant briefs and ranked signals for your topic.

NotebookLM energy corpus
 Curated research notebooks (for example, the history of solar and battery storage) you can query for grounded data points, context, and angles.

Brand & asset library
 The shared brand folder: brand book, logos (LOGOS&SVG), Signal banners, slide templates, and the COLOR CODES. Always pull from these masters.

Playbooks & examples
 The Signal production system, the Attribution Style Guide, and the archive of past editions - the best reference for the voice done right.

Ask your FutureKeepers contact for access to the brand folder, the relevant Brain briefs, the NotebookLM notebooks, and the style guides before your first deliverable.

PEOPLE

11 Who's who & red lines

- **Danny Kennedy:** Sponsor and publisher; sets editorial red lines and strategic direction.
- **Abiha:** Growth & Partnerships (Ops); your main point of contact - onboarding, partnerships, publishing & scheduling, weekly syncs.
- **Steve Mudd:** Creative Lead; creative and technical direction, final creative sign-off, editorial calls on sourcing.
- **Will Hines:** Engineering & Product; MVP scope, product direction, and build oversight.
- **Elizabeth (Liz) Roberts:** Operations; day-to-day spend, budgets, and entity logistics.
- **Jiya Jain:** AI Showrunner; leads FutureKeepers series.

Editorial red lines

We don't promote nuclear / SMRs or "false solutions." If a topic feels borderline, check with your FutureKeepers contact **before** producing.

BEFORE YOU SHIP

12 Quick-start checklist

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|--|---|
| <input type="checkbox"/> Opens with a scene or image, not a stat dump | <input type="checkbox"/> Positive and hopeful, not preachy or doom |
| <input type="checkbox"/> Every number linked to its original source and verified | <input type="checkbox"/> Local currency + USD in parentheses where relevant |
| <input type="checkbox"/> One human-scale comparison that makes the reader stop | <input type="checkbox"/> Hero-word spelling locked and consistent |
| <input type="checkbox"/> Builds to a thesis; ends on a memorable line | <input type="checkbox"/> Tier 1 sources named right; never "C&C" in audio |
| <input type="checkbox"/> No em dashes | <input type="checkbox"/> Real FK assets used; SIGNAL big if Signal-branded |
| <input type="checkbox"/> No sentence opens with a negative | <input type="checkbox"/> One clear CTA matched to the platform |
| <input type="checkbox"/> No "It isn't X, it's Y" construct | <input type="checkbox"/> Footer / handle correct: futurekeepers.world |

Sources: FutureKeepers Messaging & Brand Architecture . FutureKeepers Brand Book . FutureKeepers Signal Attribution Style Guide . Signal production system . FutureKeepers Ecosystem.