

# Citizens' Climate Lobby Brand Guidelines

**Revised - 3/25/19**

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# About the style guide

These style guidelines are created to help:



Bring CCL's values and personality to life



Communicate clearly and consistently



Make it easy for everyone to make CCL materials (including non-designers)

# Who we are

CCL empowers everyday people to work on a climate change solutions. We stay focused on a big national solution called Carbon Fee and Dividend—it's simple, fair, and effective.

How we work is as important as what we do—it's what keeps us engaged and hopeful.

## Big Solution

We stay focused on a national legislative solution that will reduce America's emissions, fast.

## Relationship-Driven

We build consensus by developing respectful relationships.

## Non-Partisan

We welcome and work with anyone who is serious about solving climate change.

## Effective

Our Supporters make meaningful contributions every day that drive our mission forward.

## We are:

## And we show it by being:

Focused on a big solution

Consistent. We regularly reinforce our main messages in order to build support and understanding for our Carbon Fee and Dividend policy.

Relationship-driven

Thoughtful. We consider other viewpoints, listen, and work together.

Nonpartisan

Approachable. We are optimistic, friendly and easy to talk to.

Effective

Polished. We're prepared, persistent, and polite.

# Tone of voice

When we talk or write, there aren't too many rules

Keep it true to yourself, and as simple, upbeat and straightforward as you can it true to yourself, and as simple upbeat and straightforward as you can

Do	Don't
Be inclusive. Use “we” rather than “you” and “I.”	Be divisive.
Be positive (“we can”) and maintain a conversational tone.	Lecture or try to scare people into taking action.
Keep your sentences short and clear.	Use jargon or quote complicated statistics that are difficult to understand.
Make it personal. A good story is a great way to form a connection.	Use hyperbole or rhetoric.
Be true to yourself.	Force humor or try to be too clever with puns or double entendres.
Pause (or use whitespace) to allow your audience time to react.	Shout, overuse color, or overuse punctuation.

# Logo

# Our Logos

Our logos exude a bright, energetic personality, full of vitality. The colors also represent the world we live in, which is the very thing our volunteers strive to save.

We have two different versions of our logo. Depending on your needs and available space, either version can be used.

**Figure 1.1**

Our horizontal logo.

**Figure 1.2**

Our square logo.

## Looking to download logos?

Click on the button below to download various versions of our logos or visit [www.cclusa.org/logos](http://www.cclusa.org/logos).

**DOWNLOAD LOGOS**

**Figure 1.1**

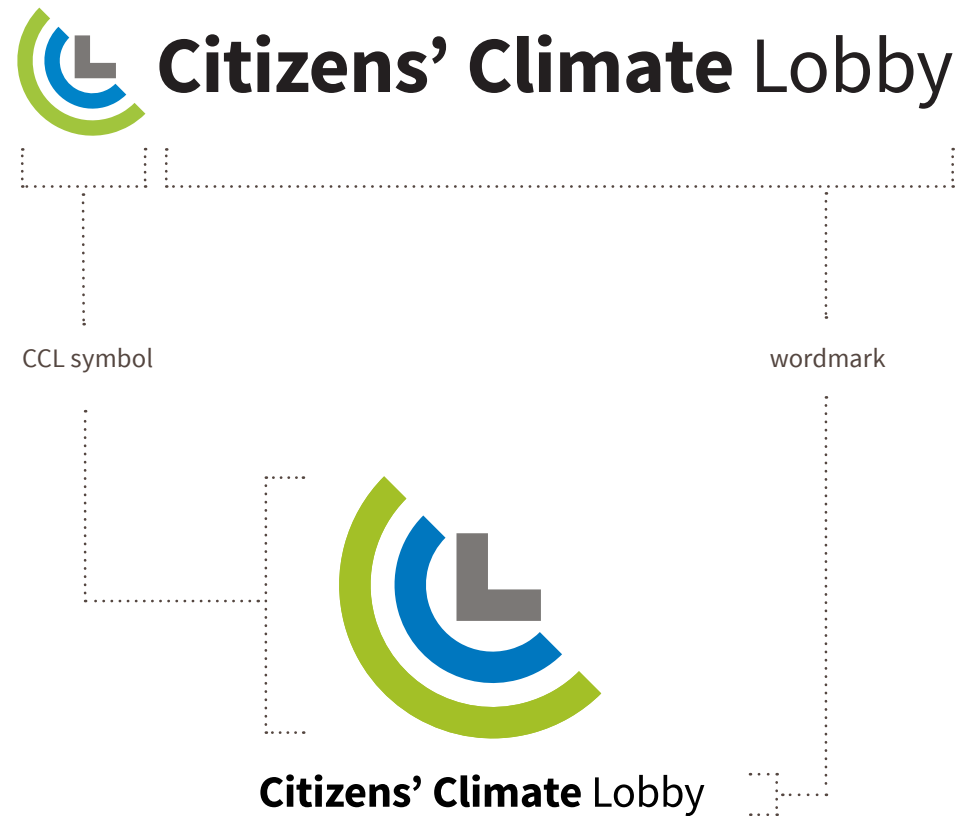


**Figure 1.2**



# Logo Composition

Our logos are comprised of two parts—the CCL symbol and the wordmark. It should be used on all Citizens' Climate Lobby materials, whether for print, digital, or mobile.



# Logo Usage

It is important to use our logo as specified in order to come across as a professional brand. When using our logo, please be cognizant of the following usage guidelines.

## Use the full-color logo only on:

- A white background
- A black background

## Use the all-white or all-black versions of the logo on:

- Color backgrounds
- Collateral in black & white only
- Photos that don't have a busy background

## Other things to consider:

- Rules apply to all versions of the logo (primary and secondary)
- Never alter the logo in any way
- Keep the ratios of the logo as-is



**Citizens' Climate** Lobby



**Citizens' Climate** Lobby



**Citizens' Climate** Lobby



**Citizens' Climate** Lobby





# Incorrect Logo Usage Examples

It is important to use our logo as specified in order to come across as a professional brand. All versions of our CCL logo should only be reproduced using master art files. Please do not alter, redraw or redistribute the logo files. The following examples illustrate things that **should not** be done when representing our brand.



**DO NOT** stretch or condense the logo



**Citizens' Climate** Lobby



**DO NOT** alter or adjust any elements of the logo



**Citizens' Climate** Lobby



**DO NOT** add drop shadows or any other visual effects



**Citizens' Climate** Lobby



**DO NOT** change the color of the logo (other than what's specified in the guidelines)



**Citizens' Climate** Lobby



**DO NOT** use full-color logo on top of complex backgrounds



**DO NOT** place the logo too close to other visual elements



**Citizens' Climate** Lobby

**XYZ**  
Company



**Citizens' Climate** Lobby

# Minimum Logo Clearance

To ensure that logos are clearly visible, surround them with adequate clear space that is free of type, graphics, and other elements that could cause visual clutter.

## Figure 2.1

In the primary logo, use the width of the word "lobby" to define the minimum clear space around the logo.

## Figure 2.2

In the secondary logo, use the height and width of the CCL symbol to define the minimum clear space around the logo.

Figure 2.1



Figure 2.2



# Logo Variations

## State and Chapter Logos

Many of our Citizens' Climate Lobby chapters like to have a local presence and create materials specifically for their region. While we are happy to support our volunteers in their endeavors, it is important to maintain brand consistency to ensure our brand presence leads back to the larger organization. Keep in mind, the main objective of having these logos is to have a local presence, not to infuse each chapter's personality.


It is important that we convey ourselves as a professional, reputable organization that is leading the way in finding climate change solutions, so when using or creating state/ chapter logos, please adhere to the following guidelines.

- The name of the chapter/state should be set in Source Sans Pro Regular, Medium Gray.
- The size of the name should be 2 pt. sizes smaller than "Citizens' Climate Lobby" in the logo.
- The name can either include or exclude the word, "Chapter"
- The name should be underneath "Citizens' Climate Lobby", the distance of the width of the "L" in the logo symbol. Please align the "L" from the baseline of "Citizens' Climate Lobby" to the "x-height" of the chapter/state name.



**Citizens' Climate Lobby**  
Washington D.C.



 **Citizens' Climate Lobby** ..... baseline  
Asheville Chapter ..... x-height



# Color

# Color Palettes

## General

Color can influence the way people feel, how they perceive things, and their overall mood. We've chosen to blend our brand logo colors, which are bright, energetic, and youthful, with colors that are more subdued, which provide a calmer, more professional mood that tones down the vibrancy and energy of the logo colors.

## Primary Palette

For our primary palette, we've chosen our brand logo colors which are bright, energetic, and youthful. The energy these colors radiate engages our users. The olive green is included to tone down the energy of the vibrant colors in the palette and create a peaceful balance that is both energetic and professional. We've incorporated white into our primary palette because without ample white space, the two bright colors in the palette can be very overwhelming. Together, these four colors should be the predominant palette in most layouts, whether in print, digital, or mobile.

## Secondary Palette

Our secondary palette is comprised of neutrals that allow the colors in the primary palette to shine and show the brand's essence. These colors should be used as accents, either for typography or small color blocks (except black).

## Tertiary Palette

The tertiary palette includes Republican Red, Democrat Blue and Bipartisan Purple. These colors are used on a limited basis and primarily to represent the Democratic and Republican parties. Bipartisan Purple is reserved exclusively for CCL's 'Far Middle' campaign.

## Primary Palette

### CCL GREEN

**PMS 382 U**

**CMYK:** 40-0-96-6

**RGB:** 156-194-60

**HEX:** #9BC23B

### DARK OLIVE

**CMYK:** 57-20-95-32

**RGB:** 91-122-49

**HEX:** #5A7931

### CCL BLUE

**PMS 3005 U**

**CMYK:** 100-35-0-1

**RGB:** 0-129-199

**HEX:** #0081C7

### WHITE

**CMYK:** 0-0-0-0

**RGB:** 255-255-255

**HEX:** #FFFFFF

## Secondary Palette

### LIGHT GRAY

**CMYK:** 5-4-7-9

**RGB:** 219-218-213

**HEX:** #DAD9D5

### MEDIUM GRAY

**CMYK:** 0-3-5-63

**RGB:** 123-120-118

**HEX:** #7A7776

### DARK GRAY

**CMYK:** 26-36-38-68

**RGB:** 85-71-65

**HEX:** #544741

### BLACK

**CMYK:** 0-0-0-100

**RGB:** 0-0-0

**HEX:** #000000

## Tertiary Palette

### REPUBLICAN RED

**CMYK:** 8-90-87-42

**RGB:** 144-37-27

**HEX:** #90251B

### DEMOCRAT BLUE

**CMYK:** 76-35-0-50

**RGB:** 22-82-123

**HEX:** #15527B

### BIPARTISAN PURPLE

**CMYK:** 87-99-26-14

**RGB:** 70-41-107

**HEX:** #46296B

# Color Usage: Primary Palette

## Primary Palette

The four colors in the primary palette should be the predominant colors in most layouts, whether in print, digital, or mobile. They are used for display copy and can be used for color blocking or other graphic devices.

## Time to outsmart climate change.

### Introducing Carbon Fee and Dividend.

A big solution that meets the scale of the climate problem in the time frame that we need it to. Leading scientists, economists, and businesses support it as a key option for federal action on climate change because:

1 It's effective

3 It's good for people

2 It's bipartisan

4 It's good for business

### Heal Our Democracy

We use respect and appreciation to help Congress find common ground – something our democracy would benefit from these days.

### Join CCL

Citizens' Climate Lobby provides training, tools, and a supportive community to teach you how to move the climate issue forward in Congress.

Learn more and get started at  
[citizensclimatelobby.org](https://citizensclimatelobby.org)

 **Citizens' Climate Lobby**

# Color Usage: Secondary Palette

## Secondary Palette

The secondary palette is primarily for typography within body copy (See color specs for type under Typography Usage). Either the light gray, medium gray, or dark gray can be used as grounding colors for color blocks within print or digital layouts. Black should never be used as a color block.



**Our solution to climate change? Democracy**

Here's an easy way to get started today.






**It's your climate, too.**

Citizens' Climate Lobby is a nonprofit, people-driven organization -- ordinary folks making an extraordinary difference towards solving climate change.

[Event Name]  
[Event Date/Time]  
[Address]  
[Contact Info]

Join us to learn:

- How you can make a difference in a big climate change solution
- How to speak effectively about climate change and build common ground with different people
- How a climate solution can be truly bipartisan

 **Citizens' Climate Lobby**  
[www.CitizensClimateLobby.org](http://www.CitizensClimateLobby.org)  
   

# Color Usage: Tertiary Palette

## Tertiary Palette

The tertiary palette is used very sparingly, only to represent their respective political parties. Generally, these colors should be used with color blocking, not for typography or other elements. In layouts where these colors are used, display copy (headlines & subheads) should remain neutral, dark gray.

When using both tertiary colors together, it is important to keep things balanced in order to convey the spirit of bipartisanship. In CCL materials, the presence of the primary color palette should only be found in the logo. Including the CCL blue either in typography or color blocking could communicate to some that the organization is more favorable to the Left.





# Typography

# Typography

## Primary Typeface

Our primary typeface is Ubuntu. It is a fun, friendly typeface with a lot of personality. It feels contemporary and energetic, which matches the tone of the primary color palette, yet has a simplicity that works well in large display copy.

Only two weights should be used in the Ubuntu type family: Regular and Bold.

### Looking to get the Ubuntu font?

Click on the button below to download the font or visit [www.cclusa.org/font](http://www.cclusa.org/font).

There, you'll also be able to find font installation instructions.

**DOWNLOAD UBUNTU**

## Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Ubuntu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Typography

## Secondary Typeface

Our secondary typeface is Source Sans Pro. It is a modern, sans-serif font that is friendly and approachable. Source Sans Pro is a very readable font that is good to use in large blocks of content, both in print and web.

Only two weights should be used in the Source Sans Pro type family: Regular and Bold. Source Sans Pro Regular should be used for body copy, while Source Sans Pro Bold should be reserved for body section headers or use cases to highlight specific words in the body copy.

## Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Typography Usage: Headlines

All headlines should be set in Ubuntu Bold. Depending on the amount of design space available and the length of your headline, font size will vary. A good place to start for print collateral is 40pt. for an 8.5"x 11" page

All headlines should be set in CCL Blue. In specific cases, for example in a bipartisan collateral piece in which Republican Red and Democrat Blue are used, headlines should be Dark Gray.

## Figure 3.1

Sentence case. Only the first word in the headline should be capitalized. This style should be the default. Leading should be set 5pt. more than the font size. Optical tracking should be set at 0.

## Figure 3.2

Sentence case. White headline on a CCL Blue background.

Figure 3.1

**Our solution to  
climate change?  
Democracy.**

Figure 3.2

**Our solution to  
climate change?  
Democracy.**

# Typography Usage: Subheads

All subheads should be set in Ubuntu Regular. Additionally, they should also be set in Dark Olive and in sentence case. This will help make it feel more conversational and provide a clear hierarchy from the headline and body content.

The font size of the subheads will vary, but should fall between 40%–60% of the headline font size. Leading should be 5pt. more than the font size.

**Figure 4.1**

## 30 Republicans & 30 Democrats

Working together to find climate  
change solutions

**Figure 4.1**

Subhead paired with headline

# Typography Usage: Section Headers

Body Section headers help break up long blocks of copy and provide specific topics for each chunk, thus making it easier for users to follow through the content.

Section headers should be set in Source Sans Pro Bold, in Black, with a font size equal to the body copy.

For visual interest and a clear indication of where sections start, a CCL ribbon may be added with the font contained within white.

Body copy should be set in Source Sans Pro Regular, 12pt., and set in Dark Gray. By using Dark Gray instead of black, a warmer, friendlier tone is created.

## Figure 5.1

Section header with ribbon and highlight

## Figure 5.2

Section header without highlight

Figure 5.1

### Section header to identify content topic

Udae sequia estorro rpossi quia atumquia sit rerio in et et odi conse repuditia sus doluptatur ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem quam, nonetur? Nam et ium ipideres acerum et la dolupta autat velibeatur?

Iciet lab ipsam reperro doluptae poriam explibus excerspedita quis eni. Et quod que prorem. Tem hit pro inis nem harcium nones ma qui-aeped maiores endere perum, ulparitiam ent rem. Eprentur abore pre volorro quam dolo odignimo volorep erovidus sit, cullaccum.

Figure 5.2

### Section header to identify content topic

Udae sequia estorro rpossi quia atumquia sit rerio in et et odi conse repuditia sus doluptatur ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem quam, nonetur? Nam et ium ipideres acerum et la dolupta autat velibeatur?

Iciet lab ipsam reperro doluptae poriam explibus excerspedita quis eni. Et quod que prorem. Tem hit pro inis nem harcium nones ma qui-aeped maiores endere perum, ulparitiam ent rem. Eprentur abore pre volorro quam dolo odignimo volorep erovidus sit, cullaccum.

# Typography Usage: Section Headers

Figure 6.1

For visual interest and a clear indication of where sections start, a CCL ribbon may be added when using white font. Using the ribbon gives the sense that the text is highlighted. The ribbon consists of a horizontal rectangle with a small triangle under the left edge to appear three dimensional. The triangle is a darker shade of the horizontal rectangle.

Ribbons should be placed over a light gray or medium gray color block and not be used alone. This makes it appear the ribbon is wrapping around the color block. The block should extend slightly above the ribbon and be equally wide.

Ribbons can be used in 4 colors: CCL Blue, CCL Green, Olive Green, and Dark Gray

Figure 6.1

Section header ribbon color options. The ribbon colors are from our color palette on page 11.

Figure 6.2

Because the triangles under the rectangles are darker shades, we are providing a color palette guide here.

Figure 6.2

## BLUE SHADE

CMYK: 100-35-0-30

RGB: 0-99-154

HEX: #00639A

## GREEN SHADE

CMYK: 57-20-95-32

RGB: 91-122-49

HEX: #5B7A31

## OLIVE SHADE

CMYK: 57-20-95-60

RGB: 58-85-28

HEX: #3A551C

## GRAY SHADE

CMYK: 26-36-38-80

RGB: 64-52-48

HEX: #403430

## Saturday | June 9

1pm	International Call	Diplomat
2pm - 5:15pm	Saturday Seminars	Cabinet, Diplomat, Congressional
6pm - 8pm	Early Registration	West Registration Desk
7pm - 9pm	Happening Film Screening & Panel Discussion	Empire
5:30pm - 9pm	Lobby Team Meeting Prep (on your own, first come first serve)	Cabinet, Diplomat, Congressional

## Sunday | June 10

8am	Registration, coffee and tea	West Registration Desk/Ambassador
8am - 7pm	Action Team Tabling	Executive
9am	Welcome & Opening Remarks with Mark Reynolds	Regency
9:45am	Break, coffee and tea	Ambassador
10:15am	Experience Focused Workshops	See page 6
12:30pm - 2pm	Lunch on your own	
2pm	The Way Forward: CCL National Planning Plenary	Regency
3:30pm	Regional Planning Breakouts	See page 6
5pm - 7pm	Dinner on your own	
5:45pm - 6:45pm	Regional & State Coordinator Dinner (invitation only)	Congressional
7pm - 9pm	Advanced Climate Communication & Lobby Training	Regency

## Monday | June 11

8am	Registration, coffee and tea	West Registration Desk/Ambassador
8am - 5pm	Action Team Tabling	Executive
9am	Opening Remarks with Marshall Saunders	Regency
9:10am	Keynote Panel - Ripple Effects: Climate Solutions to Benefit our Environment, Economy and Health	Regency
10:15am	Break, coffee and tea	Ambassador

# Typography Usage: Body Copy

## Bullets & Numbering

Body copy should be set in Source Sans Pro Regular, 12pt., and set in Dark Gray. By using Dark Gray instead of black, a warmer, friendlier tone is created.

When using bullets, the copy should be indented by 0.375". The first line indent should be -0.125". By doing so, this will allow all bulleted content to be aligned, while indented from the rest of the body copy.

When using a numbered list, the copy should be indented by 0.4375". The first line indent should be -0.0625" and numbers should be right-aligned to accommodate double-digit numbers.

### Figure 7.1

Body copy with a bulleted list

### Figure 7.2

Body copy with a numbered list

### Figure 7.1

Udae sequia estorro rpossi quia atumquia sit rerio in et et odi conse repuditia sus doluptatur ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem quam:

- Ici et lab ipsam reperro doluptae poriam explibus
- Tem hit pro inis nem harcium nones ma quiaeped maiores ende perum, ulparitiam ent rem endere.
- Ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem.

### Figure 7.2

Udae sequia estorro rpossi quia atumquia sit rerio in et et odi conse repuditia nam et im dolupta autat velibeatur?

1. Ici et lab ipsam reperro dolu explibus excerspedita quis eni.
2. Et odi cons repuditia sus doluptatur.
3. Tem hit pro inis nem harcium nones ma quiaeped maiores.
4. Eprentur abore pre volorro quam dolo odimo volorep erovidus sit.
5. Et quod que prorem.
6. Endere perum, ulparitiam rem.
7. Udae sequia estorro rpossi quia.
8. Ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem.
9. Acerum et la dolupta autat velibea.
10. Sunt et unt ratur sinis im qui que.



# Typography Hierarchy

By establishing a hierarchy of primary, secondary, tertiary (and so on) importance, the reader is easily guided through the content. Such hierarchy is achieved through scale and weight of the copy.

## Headline

Ubuntu Bold, CCL Blue

## Subhead

Ubuntu Regular, Dark Olive  
40%–55% of headline point size

## Body Section Header

Source Sans Pro Bold, White  
Same pt. size as body copy, With  
or without CCL Green ribbon and  
color block

## Body Copy

Source Sans Regular, Dark Gray, 12 pt.

# 30 Republicans & 30 Democrats

Working together to find  
climate change solutions

## Section header to identify content topic

Udae sequia estorro rpossi quia atumquia sit rerio in et et odi conse repuditia sus doluptatur ab idigenihicia sunt et unt ratur sinis im qui que di apitaeprem quam, nonetur? Nam et ium ipideres acerum et la dolupta autat velibeatur?

Iciet lab ipsam reperro doluptae poriam explibus excerspedita quis eni. Et quod que prorem. Tem hit pro inis nem harcium nones ma qui-aeped maiores endere perum, ulparitiam ent rem. Eprentur abore pre volorro quam dolo odignimo volorep erov.

# Icons

# Icon Use Cases

Use icons from CCL's icon set to enhance and call attention to key components of materials to reinforce our brand.

The overlapping shapes using CCL's color palette further the narrative of "human interaction," which is something that is also communicated in the photography style. It also alludes to "bipartisanship" as the shapes composing the icons are interacting and overlapping with each other.

Use color icons when possible. We do offer grayscale versions of all of the icons.

## Looking to download our icons?

Click on the button below to download the icons or visit [www.cclusa.org/icons](http://www.cclusa.org/icons).

**DOWNLOAD ICONS**



Effective solution,  
Carbon Fee &  
Dividend,  
endorsement



Bipartisan,  
non-partisan



Good for people



Good for  
business, jobs



Good for economy



Relationship-  
driven,  
relationships,  
outreach



Effective use  
of time



Optimistic



Focus



Personal power



Integrity,  
revenue  
neutral



News, media,  
questions



Lobbying,  
regulations



Group actions,  
regional or  
local issues



Carbon fee



Carbon dividend



International,  
border  
adjustment



Health



Tools, skills



Carbon fee &  
dividend calculator



Contact Congress



Contact Congress



Grayscale icon options



# Photography

# Photography Style

## General

A big part of what makes Citizens' Climate Lobby so special is our volunteers. They are the ones meeting with government officials, helping people in the community, and working hard to make change happen. This photography style emphasizes the value of human relationships and reflects our brand value of being relationship-driven. It communicates that our volunteers are everyday people, just like you and me, and their lives are brightened through human interactions, whether they're at home, in a work meeting, or doing things in their community.

## Mood

Optimistic and positive, warm, friendly, joyful, engaged

## Main Principles

- These photos should depict **realistic scenes of people in their day-to-day life, interacting with other people**. The photos should feel **real and relatable**.
- Because we're emphasizing the value of human relationships, there should be **no less than two people in every photo**.
- We want to capture the personal interaction between a group of people, so they should be framed **waist-up to close-up** in photos, which will provide a stronger connection with the viewer.
- **Diversity should be considered** in all aspects—gender, age, ethnicity, body types, sexual orientation, abilities, economic background, interests, etc.

## Composition & Photo Specs

- Waist-up to close-up framing on subjects
- Candid shots that feel natural, not posed
- Narrow to medium depth of field, allowing the subjects to be the main focus
- No backlight or harsh lens flares
- Capture an interesting angle or point-of-view to make more engaging



**Looking to download photos using brand guidelines?**

Click on the button below to download photos or visit [www.cclusa.org/photos](http://www.cclusa.org/photos).

**DOWNLOAD PHOTOS**





# Photography Examples





# (Not So Great) Photo Examples

## What makes a photo not so great?

- Photos that look like a stereotypical stock photo or overly cheesy
- Photos that look staged and unrealistic
- Photos that are backlit, have a washed out background, or have a lens flare that makes it difficult to see the people in the shot
- Photos where the subject(s) is looking at the camera
- Photos that are zoomed out too far



# Presentation Style



# Presentation Style

Template slides have been created to reflect the style guidelines which you can use in your presentations.


## Looking to download the template presentation?

Click on the button below to view in Google slides, and you can download a copy for yourself.

**VIEW SLIDES**

## Title of Presentation

Subtitle of your presentation

 **Citizens' Climate** Lobby

