

**#CLIMATE
OF CHANGE
VISUAL
GUIDELINES**

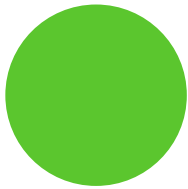




Colours

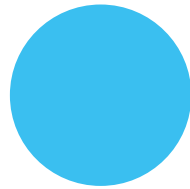


green —————> cyan



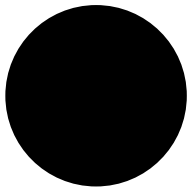
green

Pantone 375 c / 382 u
CMYK 63, 0, 96, 0
RGB 91, 198, 46



cyan

Pantone 2995c / 306 u
CMYK 66, 0, 0, 0
RGB 0, 197, 255



Black

Pantone Process Black U / Process Black C
CMYK 0, 0, 0, 100
RGB 0, 0, 0

Fonts

FUTURA BOLD

WRITTEN TEXTS

ROBOTO

OTHER STYLES

Roboto light

Roboto light italic

Roboto regular

Roboto condensed

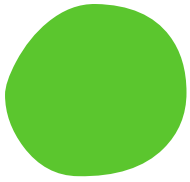
Roboto bold

Roboto black italic

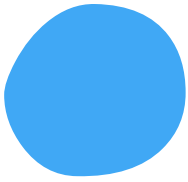
GLYPHS

a	b	c	ç	d	đ	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	š	t	u	v	w	x		
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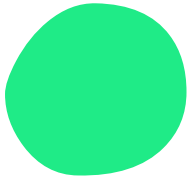
Digital palette colours



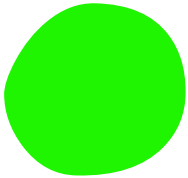
RGB 91,198,46



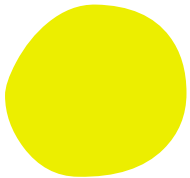
RGB 66,0,0,0



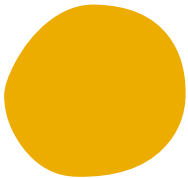
RGB 0,221,255



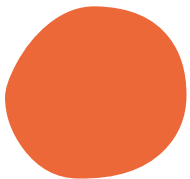
RGB 31,244,0



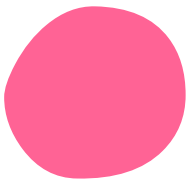
RGB 236,238,0



RGB 236,172,0



RGB 236,104,57



RGB 255,99,149

Icon Typology



Applications

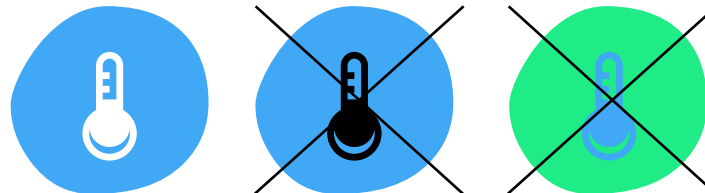


Photo application



1 -original b/w



2 - 80% desaturation



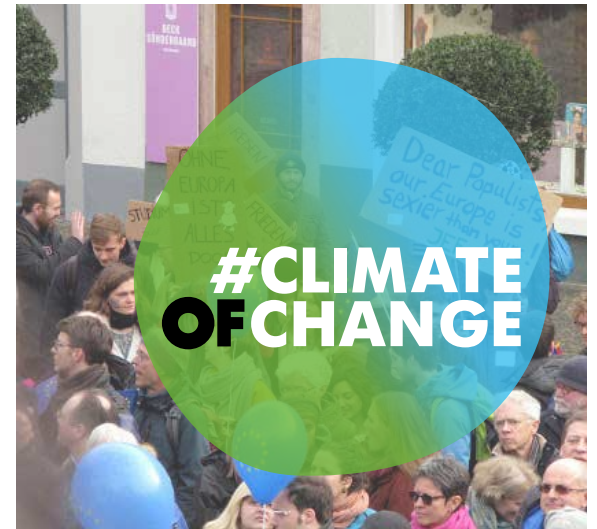
3 - Application logo transparent (multiply)



1 -original b/w

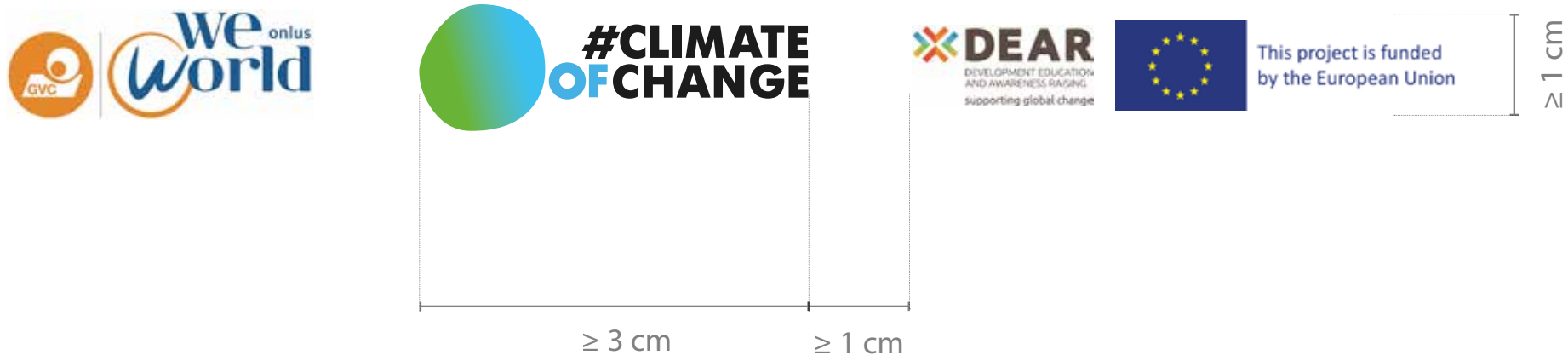


2 - 80% desaturation



3 - Application logo transparent 80%

Juxtaposition with other logo



Juxtaposition with other logo negative

