



Climathon

BRAND GUIDELINES

Welcome to our global movement.
This document will offer you some
guidelines on how to use the Climathon
brand assets, so we can signal that we
are part of a wider community.

By using any of the Climathon brand
assets you consent to being bound by
these guidelines.

Thank you!

Table of Content

Color Palette	p.3
Typography	p.4
Climathon Logo	p.6
Climathon Logo Incorrect Use	p.7
Climathon City Logo	p.8
Climathon City Logo Incorrect Use	p.9
EIT Climate-KIC Logo	p.11
Climathon Logo with EIT Climate-KIC	p.12
Climathon City Logo with EIT Climate-KIC	p.13
Photography	p.14
Suggested Use of Photography	p.15
Preferred Photography Treatment	p.19
Brand Application: Case Studies, Social Media	p.20
Brand Application: Banner Examples	p.22

The Climathon color palette has three level of colors:

- The **primary color** (Climathon Blue) which is used on the logo and can be applied to text or titles to highlight and emphasize.
- The **secondary palette** which is used to support and complement the dominant, primary color palette. In this context, primary means predominant, while secondary means supportive.
- The **tertiary colors** which are not used often but can be useful in adding diversity to the primary and secondary colors. They should be used sparingly in combination to draw attention but not overwhelm. They should be used to give more shades and color variation for design elements such as charts, illustrations and assets which are used less frequently.

Primary color (Climathon Blue)

CMYK 100 51 0 0	RGB 0 101 178	HEX #0065B2	50%	25%
-----------------	---------------	-------------	-----	-----

Secondary colors

CMYK 81 0 39 0	RGB 0 175 170	HEX #00AFAA	50%	25%
----------------	---------------	-------------	-----	-----

CMYK 74 100 2 12	RGB 99 15 122	HEX #630F7A	50%	25%
------------------	---------------	-------------	-----	-----

CMYK 63 3 100 0	RGB 107 183 69	HEX #6BB745	50%	25%
-----------------	----------------	-------------	-----	-----

Tertiary colors

CMYK 16 97 52 2	RGB 205 121 79	HEX #CD154F	50%	25%
-----------------	----------------	-------------	-----	-----

CMYK 0 65 95 0	RGB 237 111 0	HEX #ED6F00	50%	25%
----------------	---------------	-------------	-----	-----

Bodoni Moda

Bodoni Moda is a no-compromises Bodoni family, that was built for the digital age.

We suggest Bodoni Moda for titles and headlines.

The font is available in 6 weights + italics for all versions: regular, medium, semibold, bold, extrabold, and black.

Download the link:

<https://fonts.google.com/specimen/Bodoni+Moda>

Regular

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Medium

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Semibold

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Bold

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Extrabold

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Black

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 | *1234567890*

Titillium

Titillium is a modern looking sans-serif typeface available in 5 weights: thin, light, regular, semibold, and bold.

It is mainly used for bodytext.

Download the link:

<http://www.fontsquirrel.com/fonts/Titillium>

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Climathon logo is our most valuable asset and should be used on all internal and external communications! We ask that the logo is please used as provided and isn't altered in any way. The logo is available in a variety of formats.

The Climathon logo is lock-up in its final form as all elements are locked in their relative positions. For the sake of maintaining consistency in all mediums, the Climathon logo lock-up should not be taken apart or altered in any way. To ensure optimum legibility and stand out at all times, an area of clear space must be maintained around the logo as show on this page.



Logo minimum area

The minimum area of clear space and a simple calculation for achieving it is illustrated here. There should be no text or graphic components placed in this border.



Climathon Logo Incorrect use



Climathon

Do not apply a drop shadow to the logo.



Climathon

Do not apply a gradient to the logo.



Climathon

Do not apply 3D effects to the logo.



Climathon

Do not squish the logo.



Climathon

Do not stretch the logo.



Climathon

Do not distort the logo.



Climathon

Do not tilt the logo.



Climathon

Do not recolor the logo.



Climathon

Do not outline the logo.



Climathon

Do not re-typeset the logo.



Climathon

Do not modify the fixed size relationship between Climathon and the blue background.



Climathon

Do not rearrange the position of the logo within the blue background.

The Climathon logo has been updated to a new and refreshed design. There is only one design now supplied in Adobe Illustrator, so that you may add your own city name below the logo.

Introducing the '*Comma*.' The '*Comma*' helps anchor any city name below the Climathon logo.

Like the Climathon color, the city name is in *Climathon Blue* (see color palette page 3 for reference).

Alignement

Your city name must stay right-aligned with the 'n' of Climathon.



The new version of the Climathon logo with city name is available in reverse color (white) to accommodate placement on a dark background.



City size

The type size is smaller than the Climathon type size and can accommodate long or short city names.



Climathon City Logo Incorrect Uuse



Don't move the position of the city name.



Don't move the position of the city name.



Don't move the position of the city name.



Do not enlarge the city name.



Do not reduce the city name.



Do not italicize the city name.



Do not bold the city name.



Do not recolor the city name.



Do not outline the city name.

Climathon City Logo Incorrect use, *continued*

Do not use the old logos



Do not place the city name on top of Climathon and do not remove the 'Comma'.



Do not a city name next to the Climathon.
Do not add any other text or element next to the name.



Do not place the logo nor should you add a stroke to the Climathon rectangle.



The relationship between the Climathon logo and the EIT Climate-KIC logo should always appear as illustrated.

The EIT Climate-KIC logo in proportion to the Climathon logo is calculated as shown.

Proportion and alignment

It is always shown 1/3 height of the EIT Community brandmark.

The EU flag is to the right of the supporting text as the text is right-aligned.



Climathon Logo with EIT Climate-KIC

The relationship between the Climathon logo and the EIT Climate-KIC logo should always appear as illustrated. The proportion of the EIT Climate-KIC logo to the Climathon logo is calculated as shown.

Logo combination

The height of the Climathon 'C' equals the distance between the two logos as well as the height of the EU flag.



Reversed color

To ensure the EIT Climate-KIC logo's legibility on a dark background, please use the reversed version in white.



Climathon City logo with EIT Climate-KIC

The relationship between the Climathon logo and the EIT Climate-KIC logo should always appear as illustrated.
The proportion of the EIT Climate-KIC logo to the Climathon logo is calculated as shown.

Logo combination

The height of the Climathon 'C' equals the distance between the two logos as well as the height of the EU flag.



Reversed color

To ensure the EIT Climate-KIC logo's legibility on a dark background, please use the reversed version in white.



Photography

Climathon uses bold, full-color photography throughout its communications. While the subject matter can vary depending on the target audience (city, specific environmental challenge, etc.), people are at the heart of Climathon and images should be portraying people of all ethnicity and genders.

All images should be compelling in their content, should be a current reflection of the real world and should reference unconventional wisdom. Additionally, incorporating tones and hues of blues into the photography is an effective method of setting the photography apart and reinforcing the brand identity. Images where tones and hues of blues are featured as part of the subject matter are encouraged and, where appropriate, images may be professionally color-treated to emphasise an element within the image (see examples on the next page). Businesses and organizations may use imagery from their own photographic libraries or photographs provided in a separate folder.



Suggested Use of Photography

City photography

Choose photography which feature landmarks of the city where your Climathon is taking place.

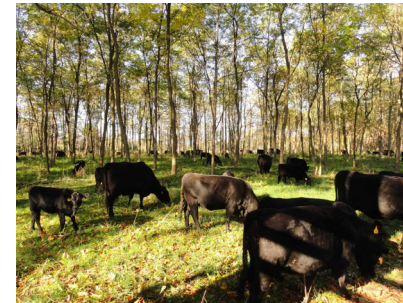


Suggested Use of Photography, *continued*

Climate challenges solutions

Choose photography focusing on nature-based solutions to climate change such as:

- water treatment systems or plants
- sustainable buildings/housing
- biofuels
- hydroelectricity
- water management
- solar PV/thermal
- energy efficiency systems
- green public transportation system
- fuel efficiency
- wind farms
- ocean energy
- soil carbon capture
- seabed storage of carbon
- food waste reduction
- composting
- biodiversity agriculture
- microfarming
- silvopasture
- forests and peatlands management



Suggested Use of Photography, *continued*

Ideathon

Choose Climathon events photography portraying people teaming-up, discussions, ideation processes, pitch, etc.



Suggested Use of Photography, *continued*

Climate action-related photography

Choose photography representing action-related events about climate change, including community activations, community gatherings/events, climate change rallies, protests, demonstrations, clean-up events, etc.



Preferred Photography Treatment

If a desired photograph does not feature tones or hues of blues in its original composition, photo retouching software (Photoshop) may be used to treat the image. **To assure quality, it is best to have the image professionally retouched.**

As shown, tones or hues of blues can be used to highlight portions of an image and draw attention to specific details. In these instances, it is important that the tones or hues of blues appears naturally and is only applied to an area where it would be realistically seen.

Images where tones and hues of blues are featured as part of the subject matter are encouraged and, where appropriate, images may be professionally color-treated to emphasise an element within the image (see examples on the next page).



Brand Application: Case Studies

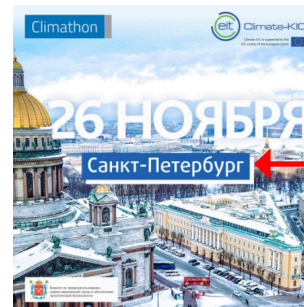
Social Media



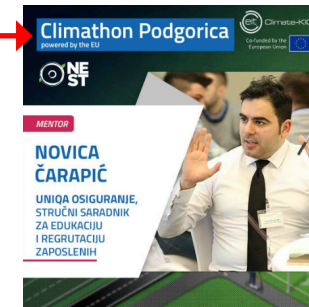
- The placement of the city name is incorrect
- Prevent from using clipart



- Always use the brand color palette and fonts for social media postings



- Do not mimic the Climathon logo



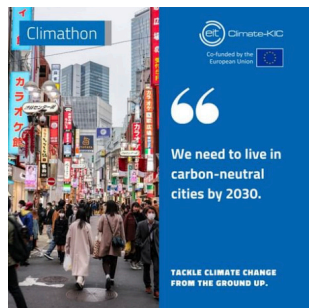
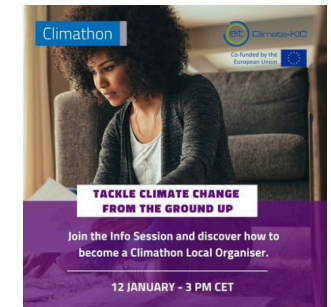
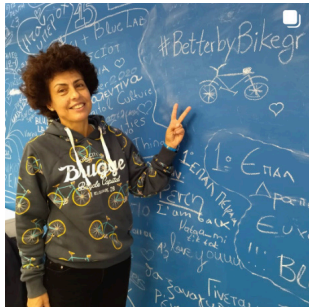
- Resize art accordingly to fit social requirements and prevent it to crop text/information.
- Do not attached any element to the Climathon logo. Apply the Logo minimum area as shown on the Climathon Logo page.



- Always use the brand color palette and fonts for social media postings

Brand Application: Case Studies

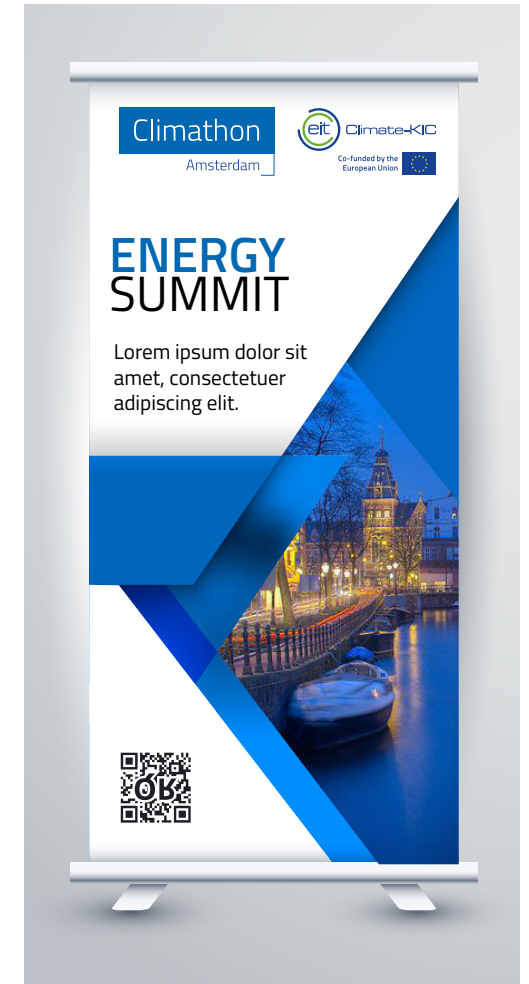
Social Media



Correct brand application:

- Choice of picture with blue tones and hues
- Right colors picked from the Climathon color palette
- Impactful photography
- Right fonts

Brand Application: Banner Examples



Together, we are stronger!

We hope this guide helps you look and feel part of the global Climathon family.

If you are having trouble with anything in this guide, are missing brand elements from the brand package, or are unsure if your communication best represents the Climathon brand, please contact our team on Slack.

