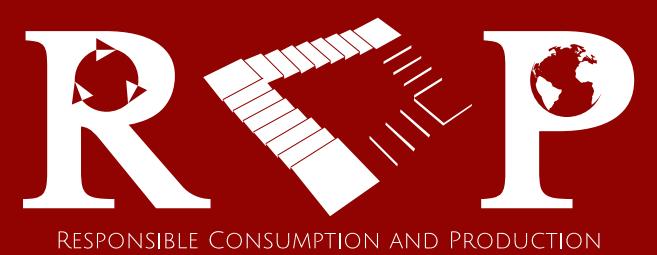


LOGO



The logo must be displayed in full color, red when against a light background, or white when against a dark background. When listing off many logos with one color, you may use that color for our logo, but when displaying our logo on its own; you must follow our guidelines.

COLOR SCHEME



You cannot use any colors other than the above five. You cannot use black. You do not have to use all five colors at the same time. Red and green are dark colors, all other colors are light. You may not use a light color on top of a light color, nor a dark color on top of a dark color. Level 2 headings in a document must be in orange. The color red represents anger at careless corporations. orange represents the fire of destruction, and the gold of progress. blue and green are the colors of the earth. White shows our honest commitment to our cause.

TYPEFACES

Subtitles and level 2 headings must use Julius Sans One. The title of a document must use Libre Baskerville Bold 700. The body text must use Libre Baskerville Regular 400. Italic body text must use Libre Baskerville 400 Italic. You may not make body text bold and italic at the same time. You may not make subtitles or level 2 heading bold or italic at all. You may not make title text italic. Libre Baskerville, a serif font, shows our honesty. Julius Sans One is a small caps font that shows our dedication.

PHOTOS



The purpose of our organization is to motivate people to take action against the oppressive corporations that destroy our planet. We want to remind people that corporations, not individuals, are responsible for the planet's demise. Photos should depict the kinds of harm companies cause, such as pollution. Photos should not depict people littering or people cleaning up pollution, this places too much responsibility on the individual and not enough on the companies. Photos should use dark and warm colors when possible. The photos should not be white or washed out, this may make the subject matter seem too cheerful for the message we are trying to communicate. Ideally, instead of using stock photos, images should be licenced from news stories about corporations causing environmental damage.