



# YOUTH CLIMATE SAVE **BRANDING**

Youth Climate Save graphic identity updated on September 2020.

## **GUIDELINES**

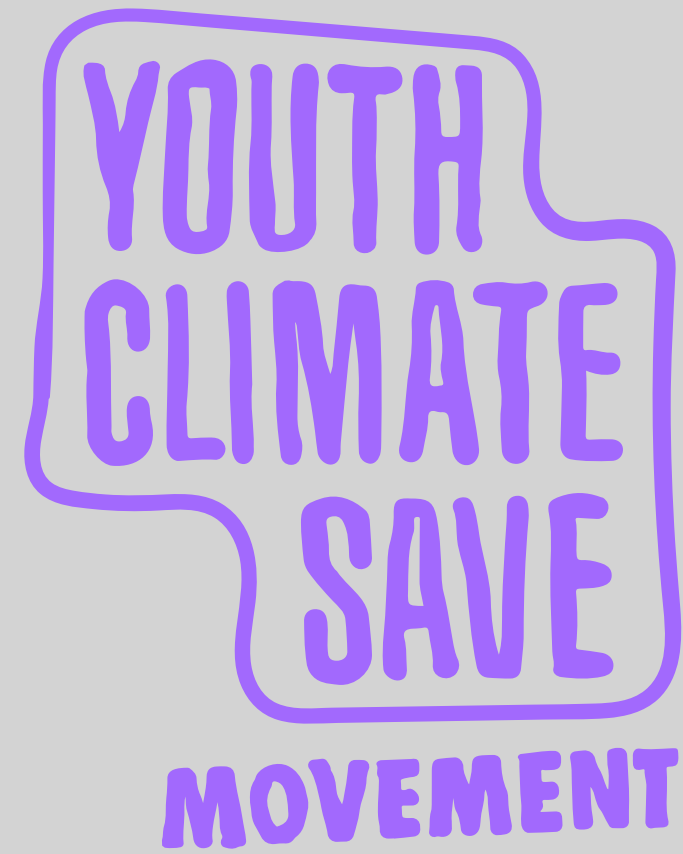
LOGOS



Logotype



+



=

Iso-logotype



Iso-logotype

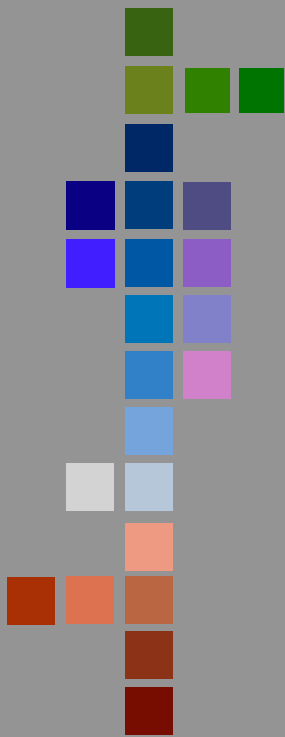


Iso-logotype with Illustrations

# ILLUSTRATIONS



Animal full set



# MERCH IDEAS



Shirts



## Badges / Pins



## Stickers



Youth save official font

**“HOW  
DARE  
YOU?”**

**“CHANGE  
IS COMING  
whether you like it or not ”**



## FONTS

Knockout Htf

**ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ**

**ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ**

**abcdefghijklm  
nopqrstuvw** **abcdefghijklm  
nopqrstuvw**

**1234567890!@#  
1234567890!@#**

Available on 3 wheights

**a a a**

Secondary font

"HOW  
DARE  
YOU?"

"CHANGE  
IS COMING  
whether you like it or not"



Bubblegun

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k  
l m n o p q r s t u  
v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? @ #

Example on page 6

Main Color Palette



Secondary Color Palette



COLOR  
CODE  
SYSTEM

Shades By color for contrast





# LAYOUTS EXAMPLES

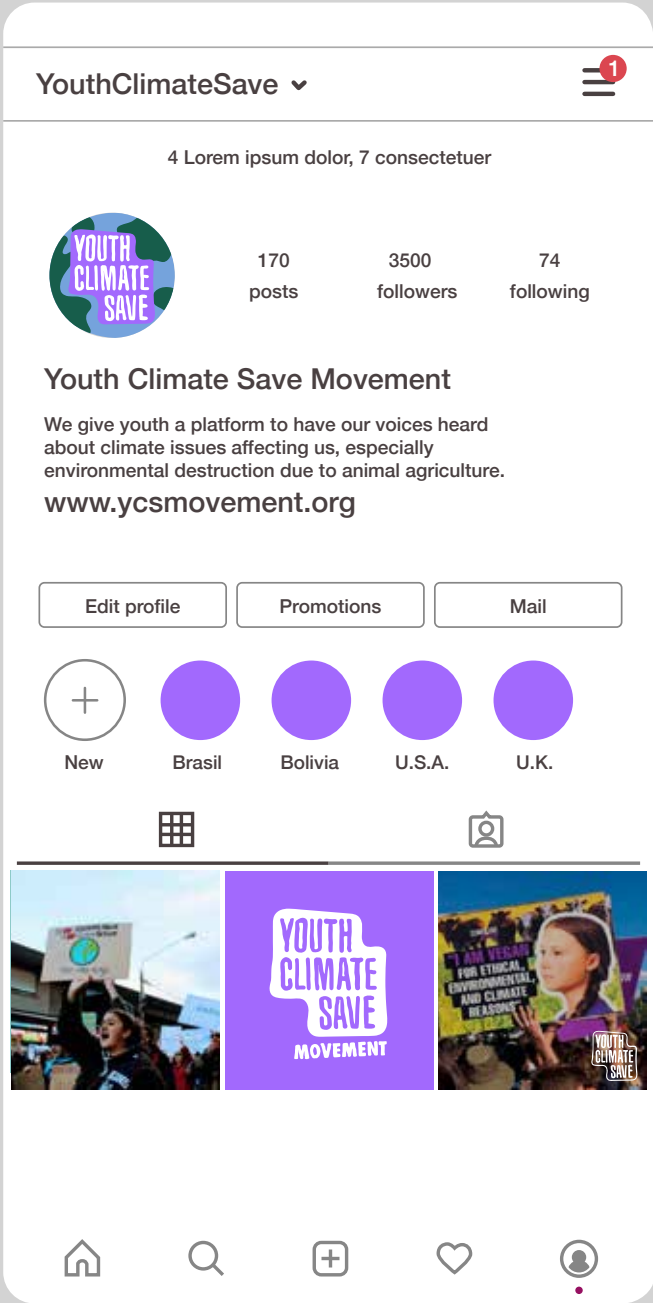


Brand Layouts and  
design testing

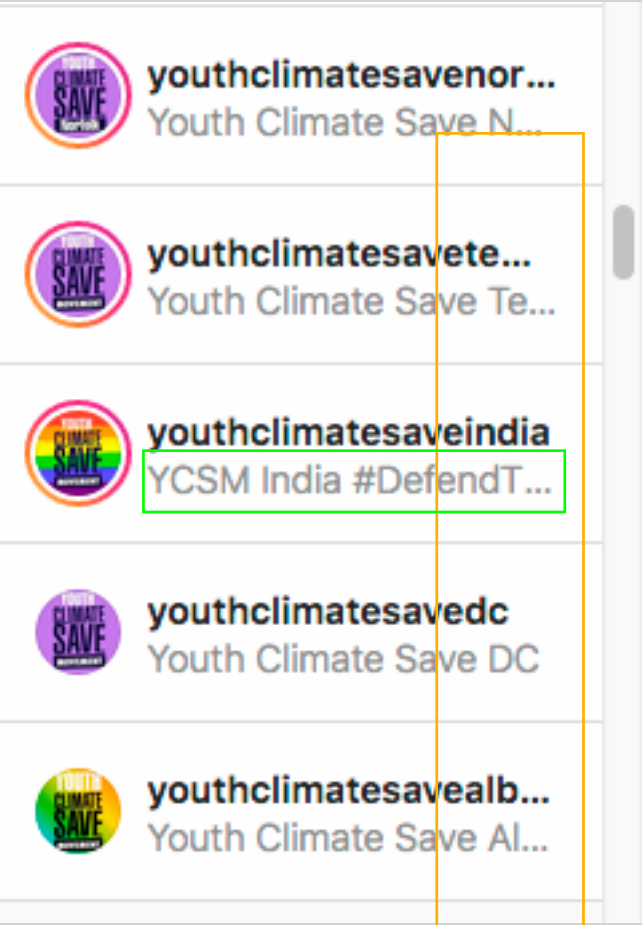
General Branch Social Media



SOCIAL MEDIA



Best name usage



YouthClimateSave+City (user name)  
YCSM +City (name)



Logos for countries and Cities On social media



Global Branch



CountryOpt.1  
(for big uses)



Country Opt.2  
(for small uses)




City Chapters

youthclimatesave ▾

1

4 Lorem ipsum dolor, 7 consectetuer



170 posts

3500 followers

74 following

Youth Climate Save Movement


We give youth a platform to have our voices heard about climate issues affecting us, especially environmental destruction due to animal agriculture.

www.ycsmovement.org

youthclimatesaveespaña ▾

1

4 Lorem ipsum dolor, 7 consectetuer



170 posts

3500 followers

74 following

YCSM España


We give youth a platform to have our voices heard about climate issues affecting us, especially environmental destruction due to animal agriculture.

www.ycsmovement.org

youthclimatesavetoronto ▾

1

4 Lorem ipsum dolor, 7 consectetuer



170 posts

3500 followers

74 following

YCSM Toronto

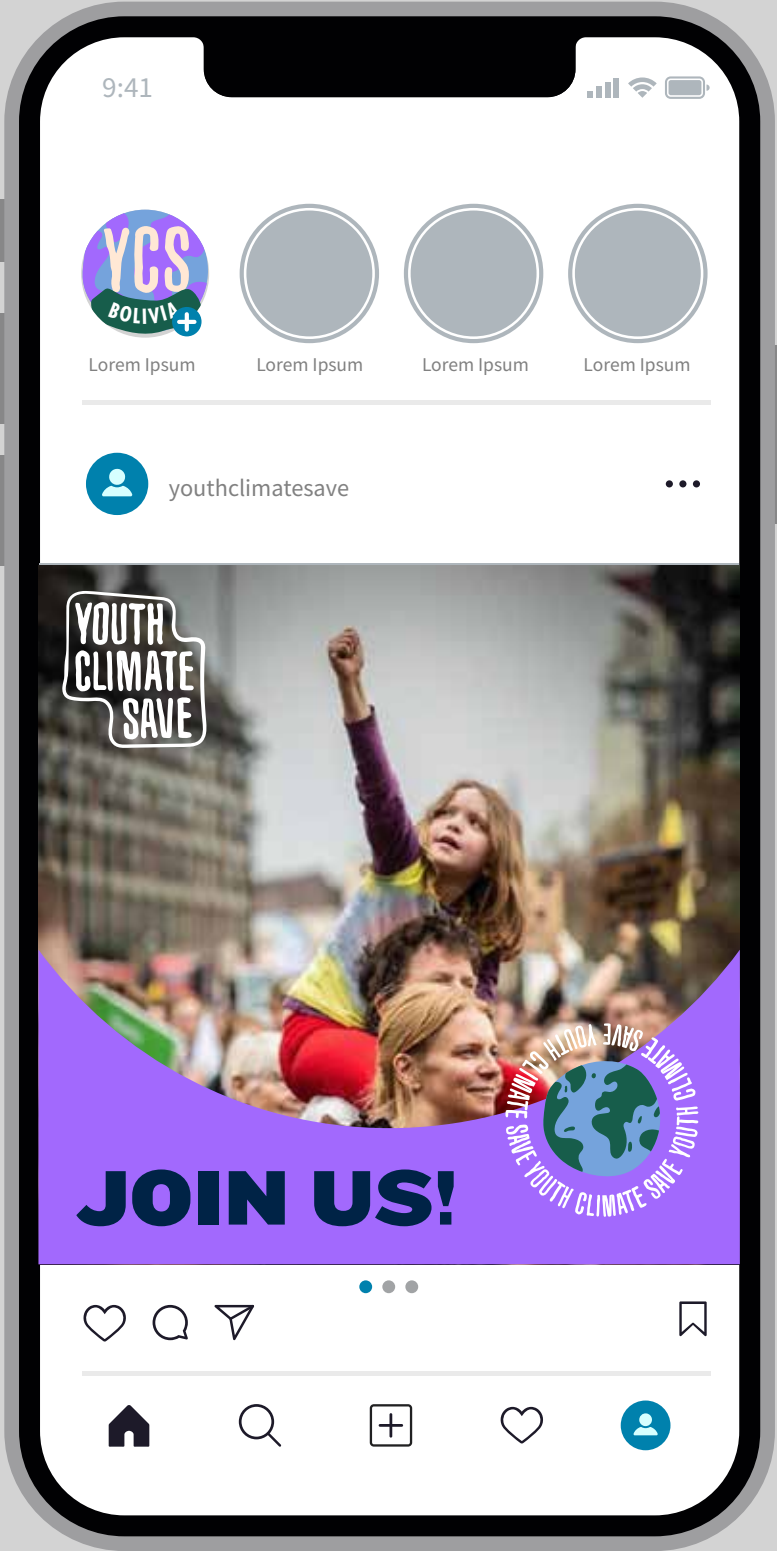
We give youth a platform to have our voices heard about climate issues affecting us, especially environmental destruction due to animal agriculture.

www.ycsmovement.org

Chapter Social Media  
w/ post examples



members

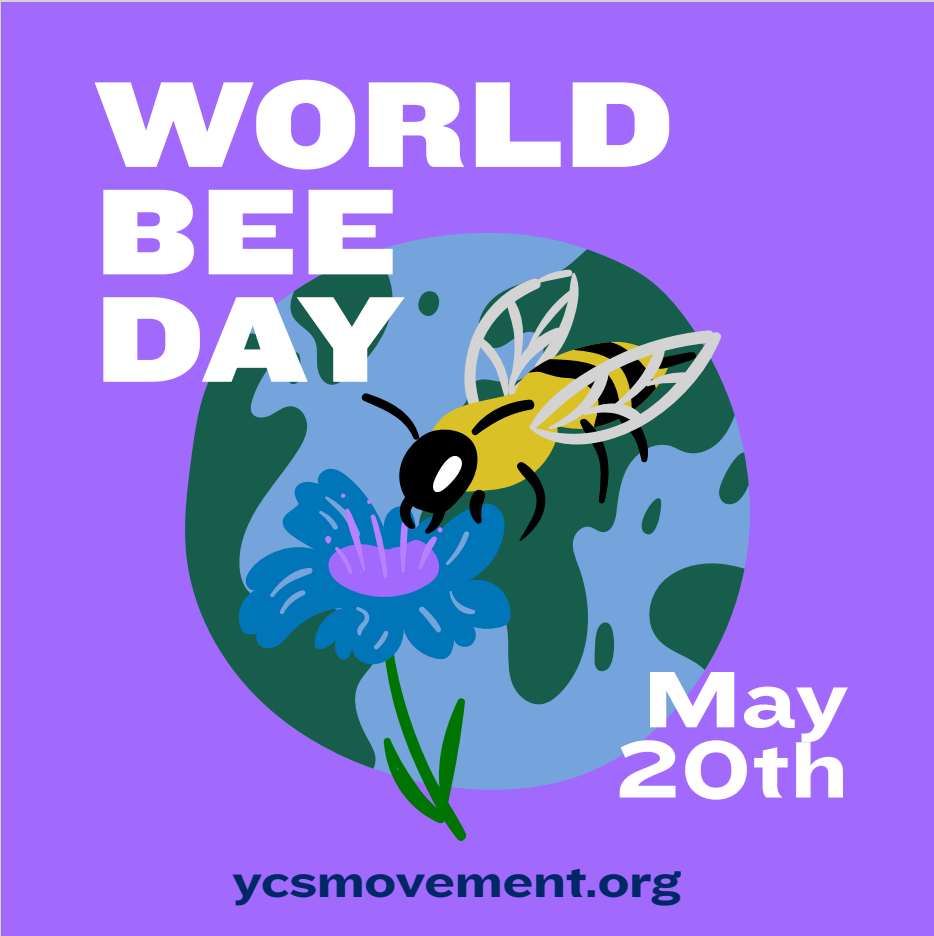


institutional



phrases

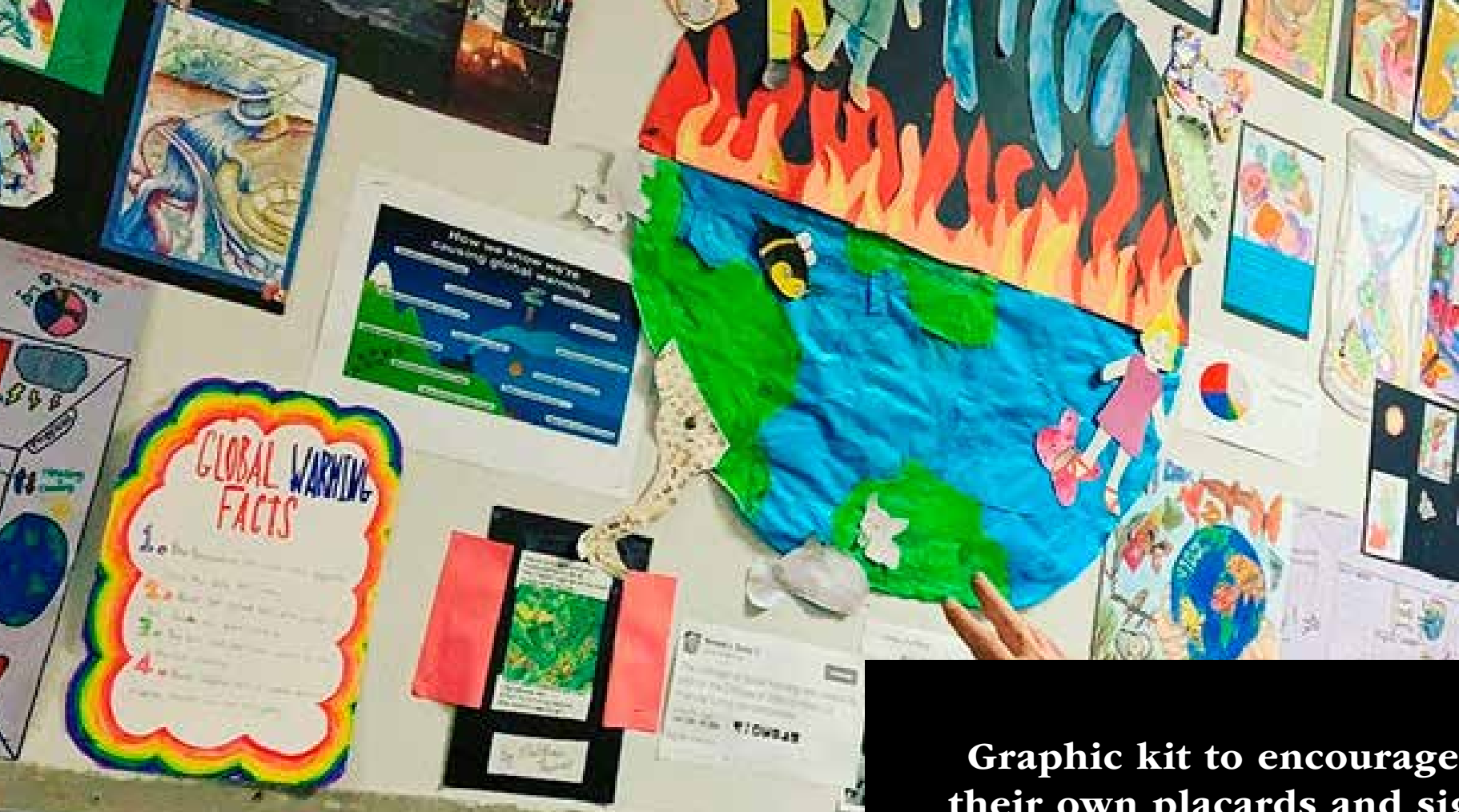




## Carousel







Graphic kit to encourage girls and boys to make their own placards and signs which often hang on bedroom walls and are always ready for protest.





"DK BRUSH CRUSH"  
font for lettering reference

WAKE UP!

THERE IS NO  
PLANET B

IN THIS  
TOGETHER

SAVE THE AMAZON!

ECO NOT EGO

GO VEGAN!





## EXAMPLES OF PLACARDS

Stickers or  
glued prints

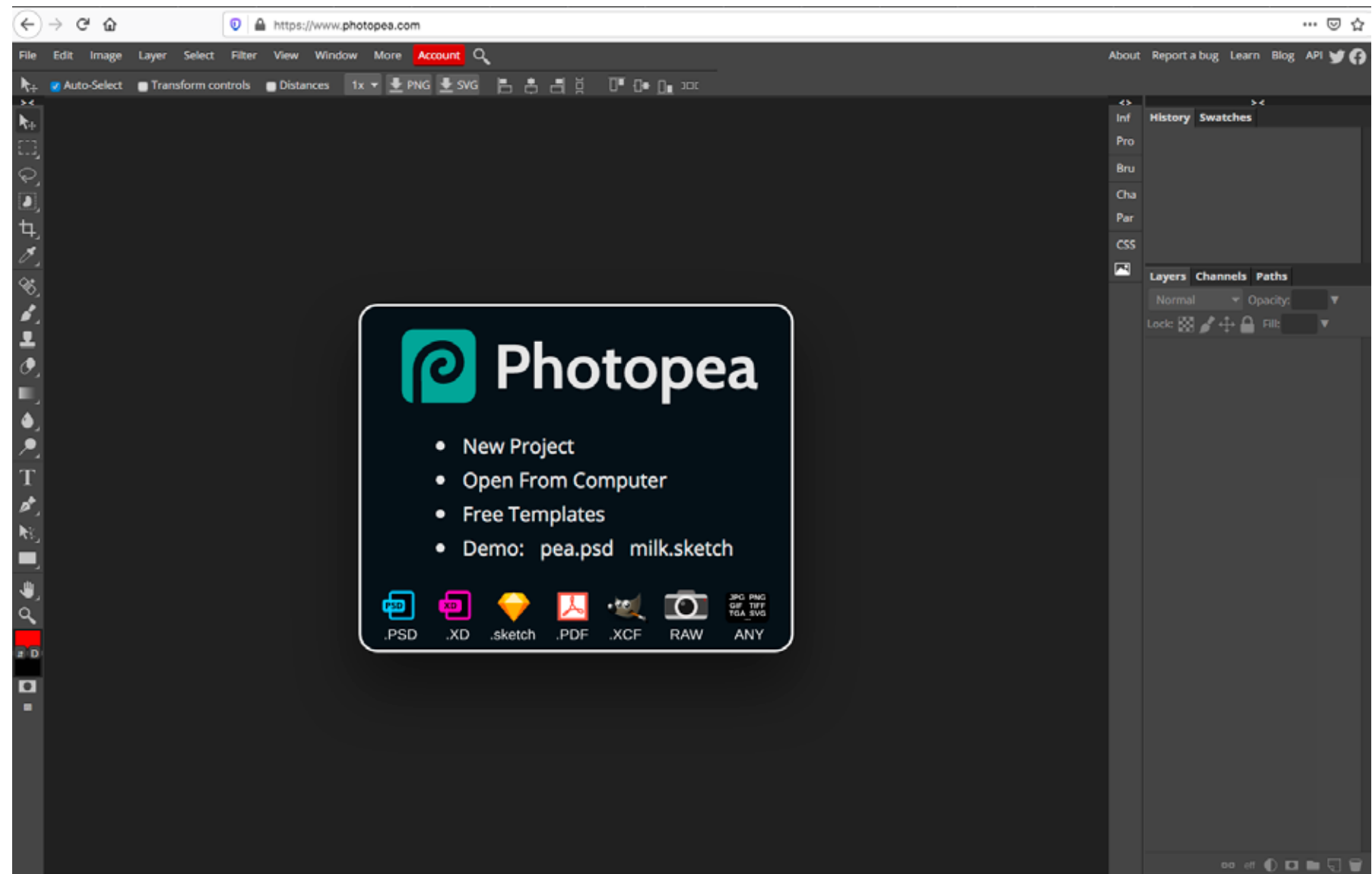


Check the branding folder for files to print. You will find logos, planet, and premade placard to fill by hand. Also a psdt file to edit on photoshop if you can.





# PSDT FILE



Psd file means template for photoshop editing. If you can't access a photoshop you can check "PHOTOPHEA" which is a free online tool to manage psd files. Important, you can't use the brand fonts here, but you will find others.

Phrases / Concepts  
(Issues)

Cause /  
Consequences

**ANIMAL EXPLOITATION  
CAUSES DISEASE**

Cause /  
Consequences

**KILLING ANIMALS  
IS KILLING US**

Cause /  
Consequences

**ANIMAL  
AGRICULTURE  
DESTROYS  
THE FORESTS**

**ANIMAL  
AGRICULTURE  
IS WARMING  
THE PLANET**

**Phrases / Concepts  
(Solutions)**

**GO VEGAN FOR  
THE ANIMALS**

**GO VEGAN FOR  
THE CLIMATE**

**GO VEGAN FOR  
THE ENVIRONMENT**

**GO VEGAN TO  
REFOREST  
THE EARTH**

“Go vegan for” idea based on greta’s phrase:  
“I am vegan for ethical, environmental and climate reasons”



# CAMPAIGN IDEA



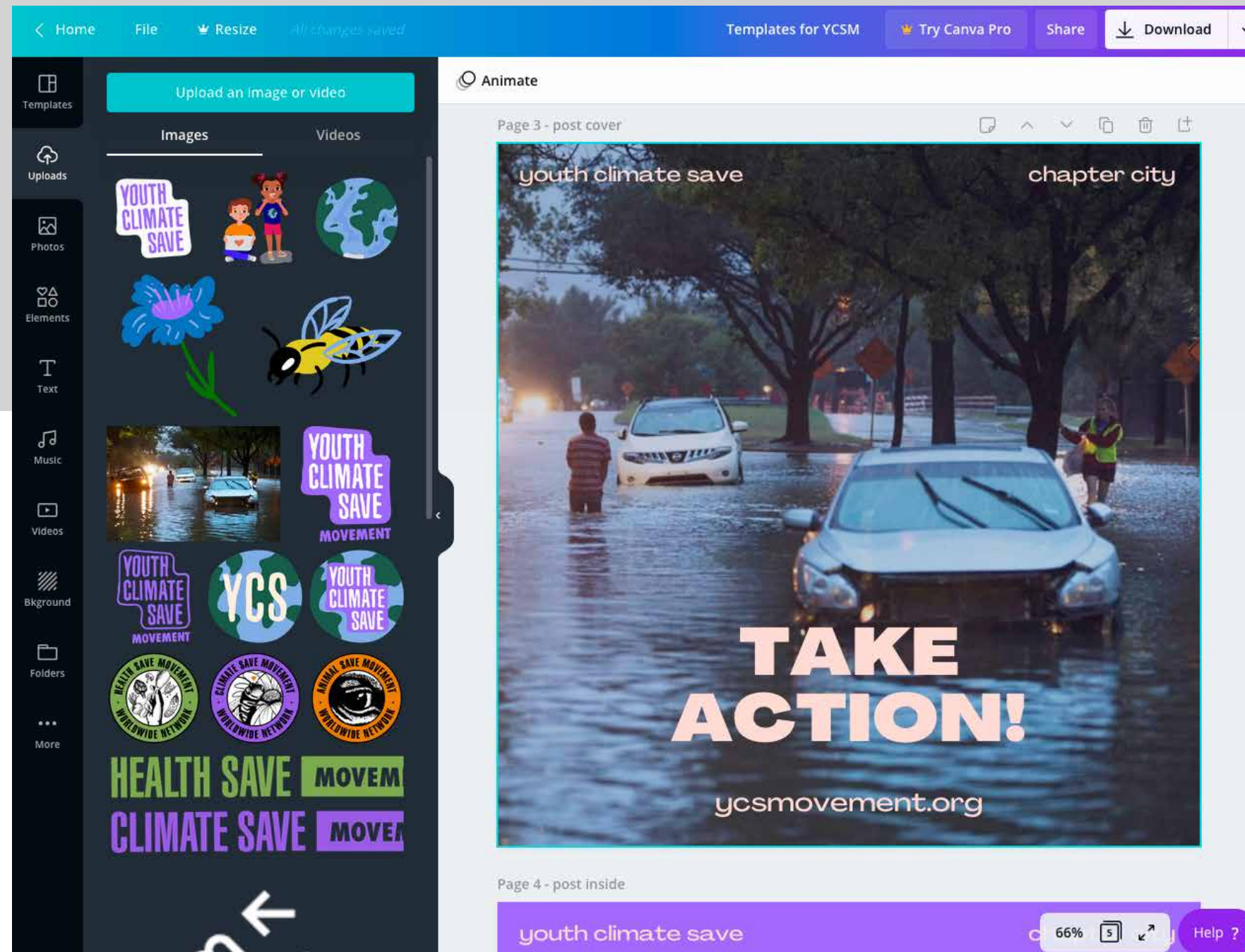
Possible caption: "my name is Andrea, and  
i met Rosie... and i love her..."

## #iamveganfor

The idea is to make the boys  
and girls share a picture  
with their animals friends or  
their "pets" or sponsored  
animals from sanctuaries.  
Animals which they care  
and are vegan for.

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# CANVA BASICS



A free CANVA account won't let you use the branding fonts so i've been working on templates were i replaced them for the most similar i've found on the platform.



You will find more information about branding and canva on the ycs drive folder

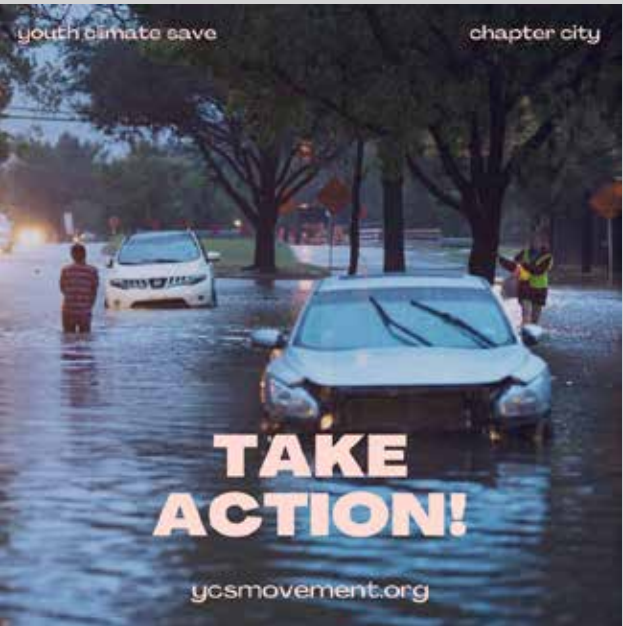


# TEMPLATES & FONT REPLACEMENT

Original



Canva  
(Agrandir)



Check  
the canva  
video  
tutorial

## Step 1



Download all the files from the ycsm drive folder

## Step 2



Fill the drive document with your name and mail so i can add you to the canva team and share the templates

## Step 3



Upload the logos and the illustrations files to canva

## Step 4



**IMPORTANT!**  
Before to start editing the templates make a copy on your own canva account. So you don't overwrite the originals.

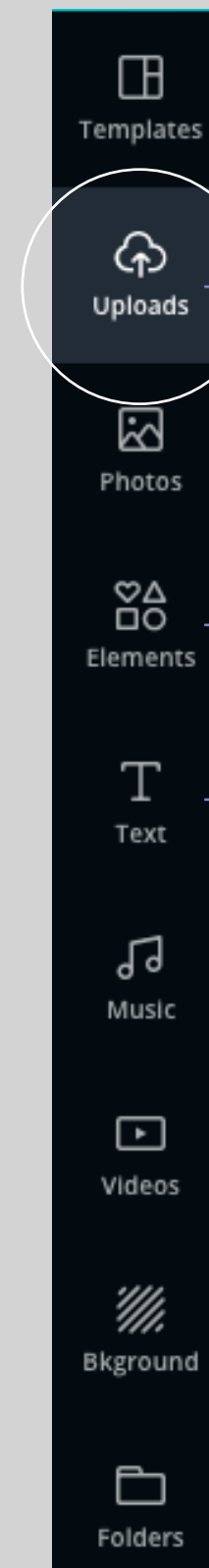
## Step 5



Start Editing!

## TOOL BAR

This is the main tools bar were you can choose between options to upload files and add new elements to the current document.



Here you will find, all the logos and images you've uploaded



Elements for shapes and figures to use as backgrounds and boxes



Text to add titles, paragraphs



Check the canva video tutorial

# TEXT

Templates

Uploads

Photos

Elements

T

Text

Music

Videos

Bkground

Folders

Agrandir Wide Blac

Agrandir Narrow Medium

Agrandir Wide Medium

Recently used

Agrandir Wide Medium

Agrandir Wide Blac

Agrandir Tight Medium

Agrandir Narrow Medium

Archivo Black

Popular fonts

Abhaya Libre Regular

Apelime

Afrak

Alleron Regular

Alegreya

Alice

Anonymous Pro

Anton

Arapey

Archivo Black

✓


👑

👑

Animate

Page 1 - Animal day post

WORLD BEE DAY



YOUTH CLIMATE SAVE

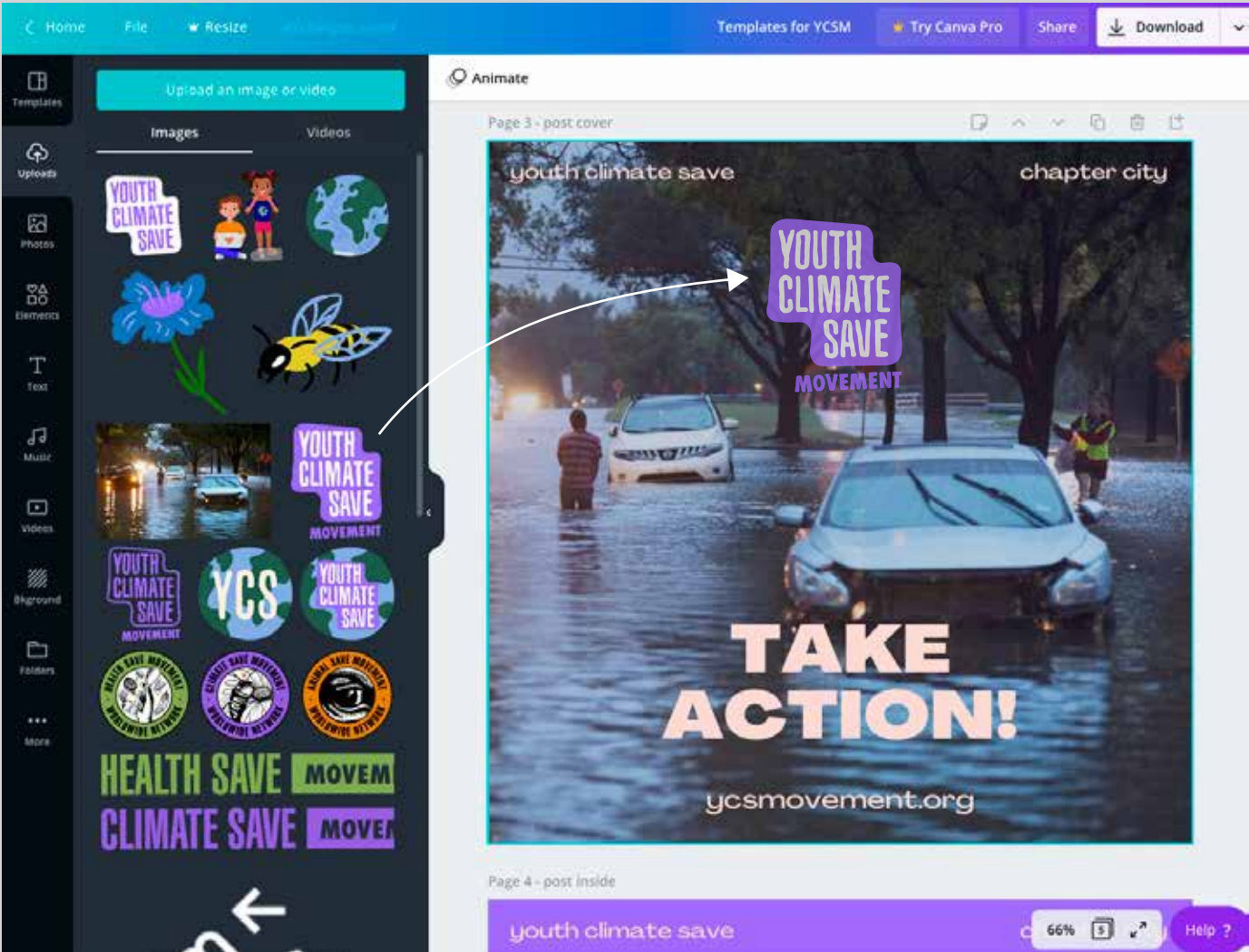
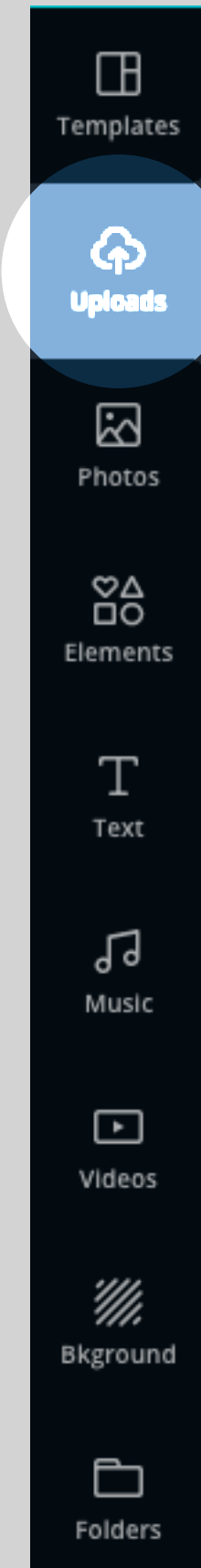
May 20th

You can add, duplicate or edit existing text to use it as you want. Agrandir font has a few variants to use for different porpuses



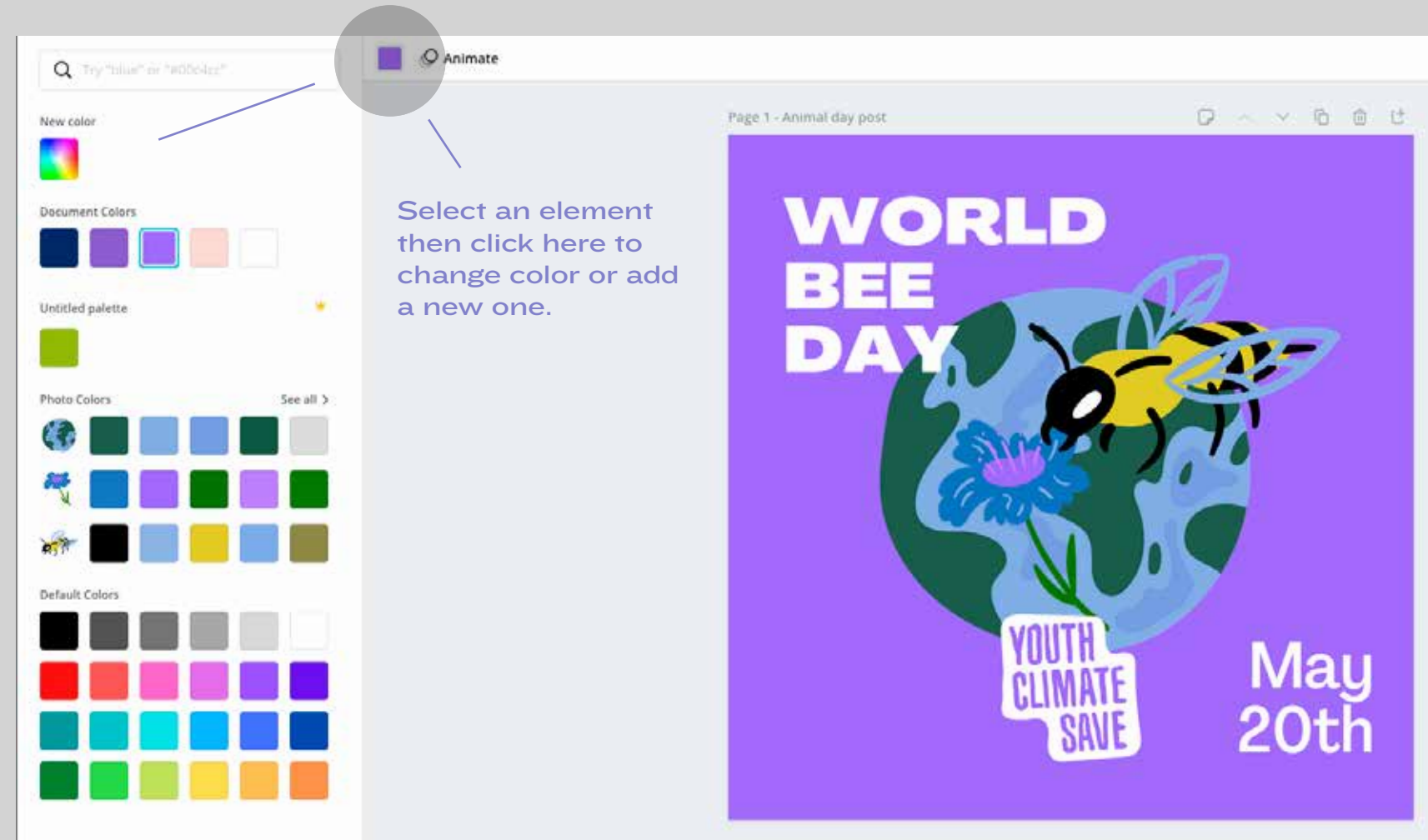
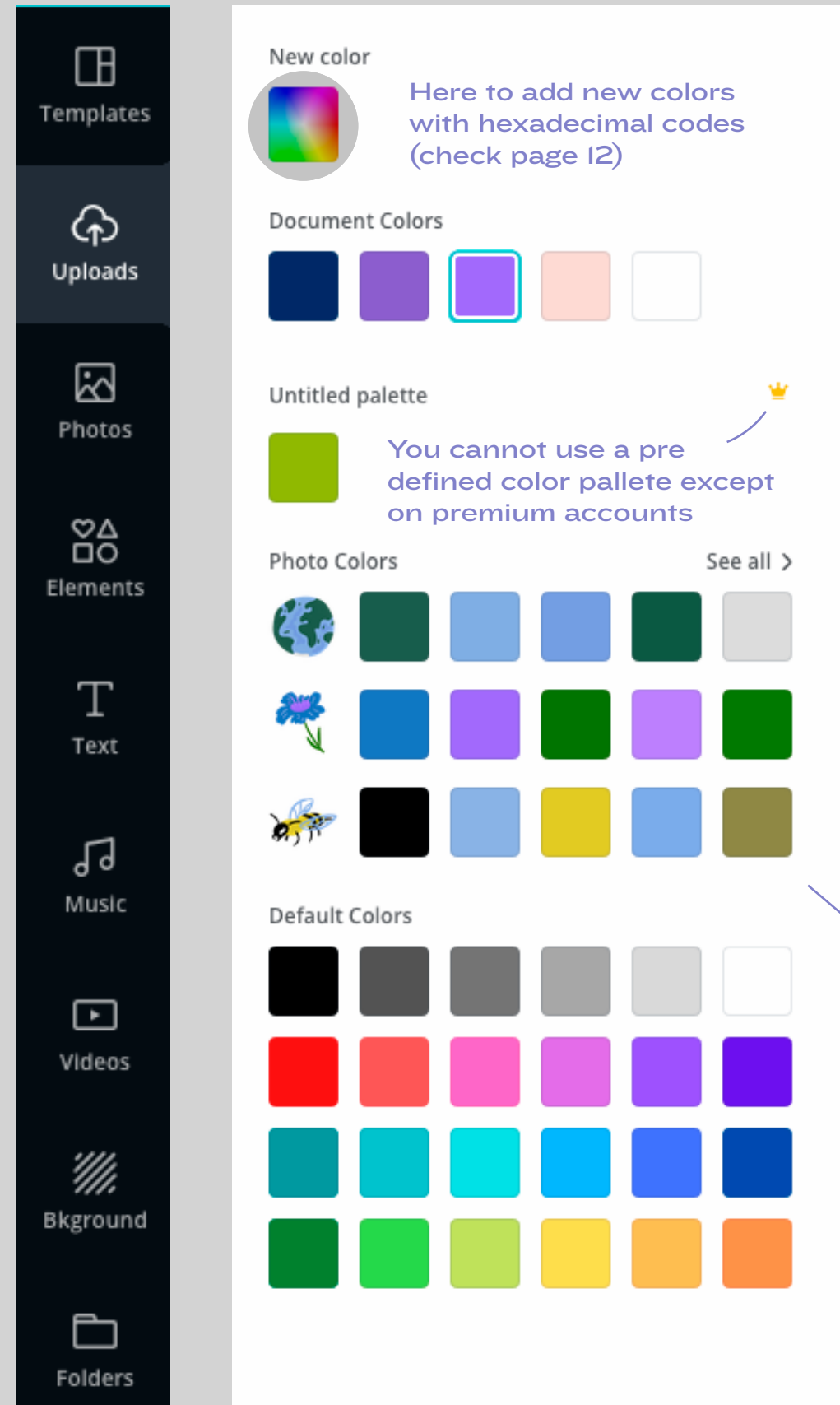
Check the canva video tutorial

# LOGOS AND IMAGES



Just drag and drop any logo or image from your “uploads” folder to start using it right away. Then you can change position and size.

# COLORS



You can add every color from the brand guide by clicking on “New color”.

Also canva recognize some colors from your current design elements (photo colors) so you can use that cool feature to find colors very quickly.



WHEN LEADERS  
ACT LIKE KIDS  
the kids BECOME  
the LEADERS



# LET'S CHANGE THE WORLD!



The Graphics Working Group