

# The Climate Reality Project

## Style Guide

### Logo



### Colors



RGB: 141, 198, 65  
CMYK: 50, 0, 98, 0  
HTML: #8dc641



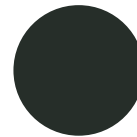
RGB: 255, 65, 75  
CMYK: 0, 88, 67, 0  
HTML: #ff414b



RGB: 74, 170, 72  
CMYK: 73, 8, 100, 0  
HTML: #4aaa48



RGB: 253, 85, 94  
CMYK: 0, 82, 56, 0  
HTML: #5d555e



RGB: 38, 46, 41  
CMYK: 73, 60, 68, 65  
HTML: #262e29



RGB: 248, 248, 248  
CMYK: 2, 1, 1, 0  
HTML: #f8f8f8

Primary

Secondary

Neutrals

### Typography

#### Roboto Bold

ABCDEF  
abcd1234

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

#### Montserrat Bold

ABCDEF  
abcd1234

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

#### Montserrat Regular

ABCDEF  
abcd1234

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

#### Headline H1

Font Family: Roboto Bold  
Font Size: 1.8rem mobile, 3.6rem desktop  
Characteristics: Uppercase

#### Headline H3

Font Family: Roboto Bold  
Font Size: 1.2rem mobile, 1.6rem desktop

#### Paragraph

Font Family: Montserrat Bold / Regular  
Font Size: 1rem mobile, 1.2rem desktop

#### Headline H1

Font Family: Roboto Bold  
Font Size: 1.7rem mobile, 2.8rem desktop

#### Headline H5

Font Family: Roboto Bold  
Font Size: 1.6rem

# Buttons

Inactive

BUTTON

Button Color: #8dc641 | Text Color: #262e29 | Font Family: Roboto Bold | Uppercase

Active

BUTTON

Button Color: #f8f8f8 | Text Color: #262e29 | Font Family: Roboto Bold | Uppercase

Inactive

BUTTON

Button Color: #8dc641 | Text Color: #f8f8f8 | Font Family: Roboto Bold | Uppercase

Active

BUTTON

Button Color: #ff414b | Text Color: #f8f8f8 | Font Family: Roboto Bold | Uppercase

Inactive

Button

Button Color: #f8f8f8 | Text Color: #8dc641 | Font Family: Roboto Bold

Active

Button

Button Color: #8dc641 | Text Color: #f8f8f8 | Font Family: Roboto Bold

Inactive

Button

Button Color: #262e29 | Text Color: #f8f8f8 | Font Family: Roboto

Active

Button

Button Color: #4aaa48 | Text Color: #f8f8f8 | Font Family: Roboto