

CJC Style Guide

COLOR SCHEME

Use these colors. Only use these colors. Don't use other colors.

Only for National
Climate Strike
related things.

It's for
Divestment, or
anything else!

Primary Divestment Color #F48418 rgb(244, 132, 24)	Secondary Alternative Color #33255C rgb(51, 37, 92)	Highlight Climate Strike Color #F35858 rgb(243, 88, 88)	White Pure White #ffffff rgb(255, 255, 255)
Dark Contrast Off-Black #001E26 rgb(0, 30, 38)	Gray Darker Gray #808080 rgb(128, 128, 128)	Light Light Off-White #F2F2F2 rgb(242, 242, 242)	Black Pure Black #000000 rgb(0,0,0)

This dark
cobalt is a **fun**
background!

(!) Off-white
and off-black
are **preferred**
to black and
white.

TYPOGRAPHY

Impact: DIN Condensed

Canva Alternative: Antonio Bold

Stands out, is **bold**, and quick to read.

For short yet important titles and messages.

Should be used **sparingly**.

Heading: Source Sans Pro

Friendly yet **clean** for broad use.

For general titles, headers, and certain content.

Generally the **most prominent** font in media.

Content: Source Serif Pro

More **formal** and typical serif font.

For longer content, articles, and **paragraphs**.

Common use in longer info and details.

Style Guide

For consistency, use this handy guide.

Consistent, good branding is key to an effective media campaign. If we standardize what we post on social media and around campus, more people will notice and remember our work.

(Continued)

TYPOGRAPHY

- Capitalization:
 - All Caps: *Primary Headings*
 - Title Case: *Secondary Headings*
- Alignment:
 - Text should be **Left-aligned**
- Line and Character Spacing:
 - Don't change it, keep the **defaults**
- Layering:
 - Only layer **contrasting** colors
 - Reduce transparency of **background** images
- Stylizing:
 - **Bold** or *italicise* important text such as times

Good fonts
and **styling**!



Good **contrast**
between text and
image



Don't adjust text
spacing!!!

IMAGES & FORMATTING



Good
simple use
of our logo



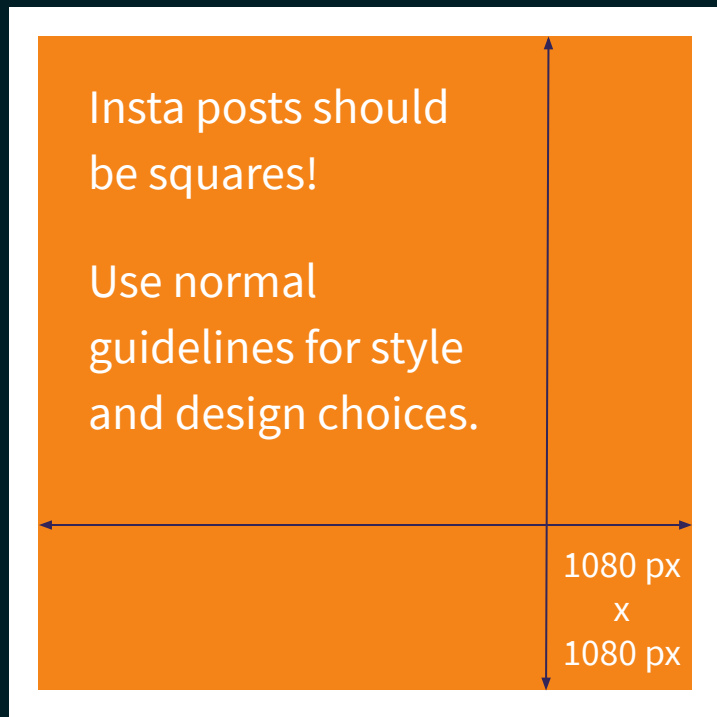
Great
readable
contrast!



- **Never** put light on light or dark on dark
 - Adjust background image so that text is **visible**
- Use images as *eye catchers* and *accents*
 - The **content** is still the most important
 - Avoid overly **complex** layouts
- Follow these **color blind** [guidelines](#)
- **Edit** photos for a high quality look
 - Make them **bold**! We have some [LUTs](#) available



INSTAGRAM



Captions should always include a description of what is pictured, as well as any information given in the image.

We use some **templates** to maintain Extra Consistency™, and to make it easier to put together graphics on the fly. [We have a library of templates for Photoshop and Canva.](#)



Notice the inner squares. These squares should be used in posts about typical things, like meetings and action recaps. **Use a template to get the square right.**

For calls to action, claims to victory or other special circumstances, don't use a square.

FACEBOOK EVENTS

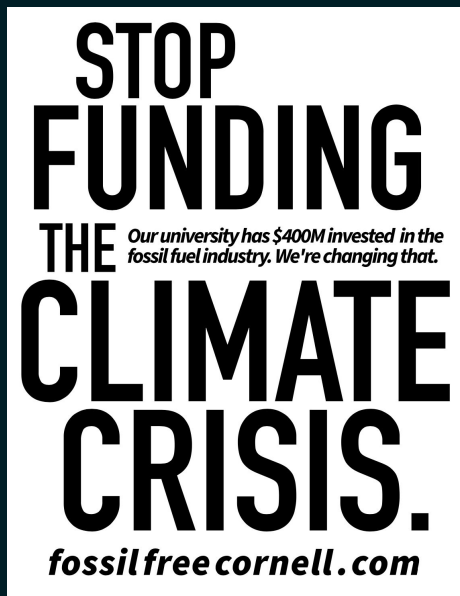


Facebook event images should:

1. Tell you when/where to go
2. Look clean
3. Have a compelling title and image

1200 px
x
628 px

POSTERS



Design

- Keep the message **simple**
 - A short blurb can provide details
- Make it **eye catching**
 - Large text, bright colors, striking visuals
- Provide and URL, email, etc.
 - Allow people to get involved if interested

Hanging

- Reference Cornell's [policies](#)
- Bring plenty of tacs, staples, and blue tape
 - Generally, don't damage property
- [Wheatpaste](#), anyone?

Abbreviations

Mon/Tue/Wed/Thur/Fri/Sat/Sun or full words

AM, PM

6 PM, 6:30 PM

Dates look like “2/6”, not Feb. 6 or whatever