

# FRACK NO

**VISUAL IDENTITY STANDARDS**

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Community members protest the Weymouth Compressor Station.

## OVERVIEW

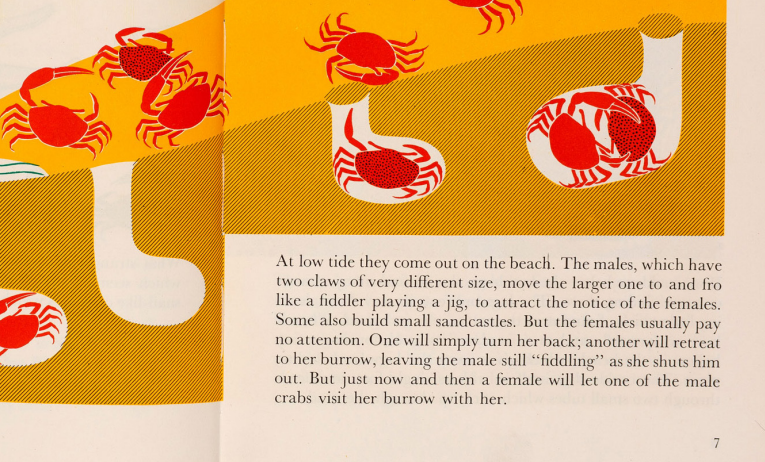
As natural gas travels in a pipeline, distance, friction, and elevation change slow its movement, and reduce pressure. Compressor stations re-pressurize the gas, before sending it back into the pipeline system.

In 2015, Enbridge proposed the Weymouth Compressor Station (WCS) as part of the company's Atlantic Bridge Project. This project pumps fracked gas from Pennsylvania to northern New England and Canada. The WCS has been built in the most densely populated location ever in a coastal area in the US.

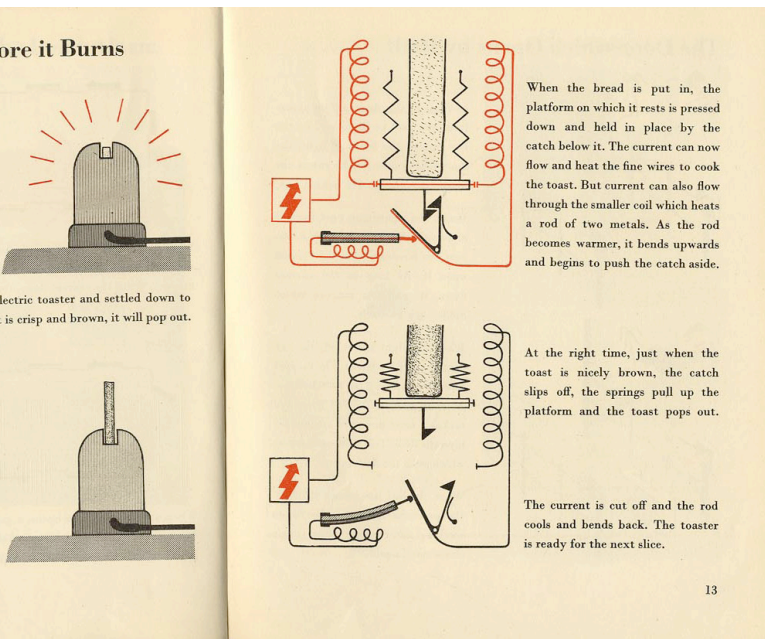
Enbridge's own reports show that the WCS emits carcinogenic chemicals. Prolonged exposure to particulate matter has been linked to cancer as well as other health complications.

Additionally, malfunctions lead to fires or explosions. There has already been four near misses which resulted in the unplanned release of highly pressurized gas. The WCS represents a commitment to fossil fuels, rather than a shift to greener sources of energy.

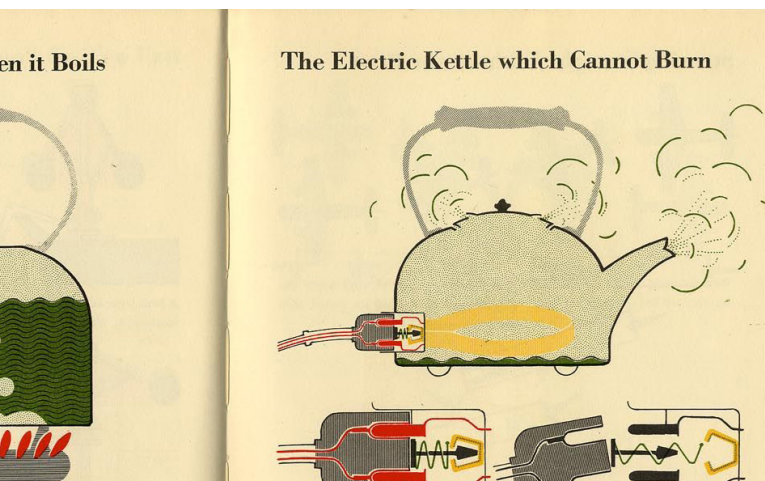
Surrounding communities are home to many residents who are low income, people of color, or both. Several communities within a 2 mile radius are environmental justice (EJ) communities. The WCS further burdens these populations and violates EJ policy. There has been no public vote and limited public input on the facility. Despite dogged resistance, the project has moved ahead.



7



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Children's books by Marie Neurath



Smiling Sun Badge by Anne Lund.

This campaign will highlight the risks associated with the Weymouth Compressor Station, with a particular focus on pollution and the linked health impacts. The main purpose of the to educate the surrounding community with a secondary purpose of drawing attention to environmental injustice.

Frack No will be accessible and direct. It is inspired by the concept of "Explain Like I'm Five" as well as Marie Neurath's children's books and isotypes. The campaign will be friendly dissident to engage the audience rather than intimidate.

## THE LOGO



The logo is inspired by the Smiling Sun Badge and the illustrations by Yeye Weller.

The addition of the face in the smoke emphasizes the playfulness of the campaign. Paired with the phrase, “frack no,” the logo is cheeky yet alludes to the risks of the Compressor Station.

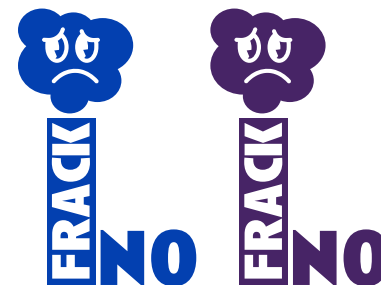
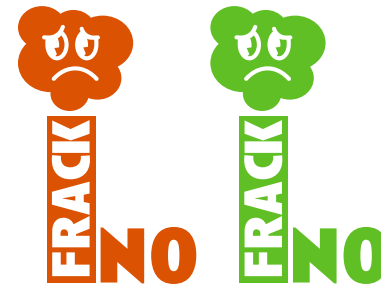
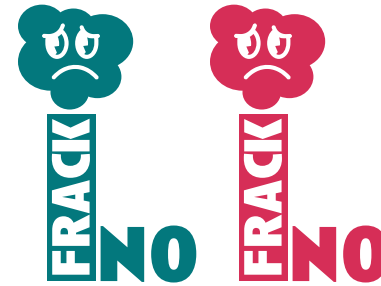
The blocky text forms a factory-esque shape, which are generally associated with production as well as manufacturing. The forms make the logo adaptable to various situations.

## ALTNERATE LOGOS

Two alternate logos have been supplied when space necessitates their usage. The logo on the right is more appropriate in horizontal settings or when just a mark is needed. The logo on the left is appropriate when the logo is large or there is emphasis on the campaign name.



## COLOR APPLICATION



The logo is comprised of a single color. Please reference page 10 to 11 for more info on the color palette.



#### MINIMUM SPACING

The logo should always be surrounded by clear space that contains neither text nor graphic elements. The distance of this space should be consistent with the x-height of "FRACK" in the logo.



## LOGO DON'TS

The logo is central to the campaign's visual identity so please avoid alteration or misrepresentation. Prohibited alterations include, but are not limited to, those illustrated on the right.



*Do not use different colors in the logo.*



*The logo should be smaller than 1.33 inches (print)/128 pixels (screen).*



*Do not alter the scale or proportions of any of the logo elements.*



*Do not stretch or distort the logo in any direction.*



*Do not apply a drop shadow, glow, or other effects to the logo.*



*Do not add additional elements or text in the clear space (see above).*



## TYPOGRAPHY

Anisette Std and Graphik are the only typefaces used in the Frack No identity system. These typefaces are opensource and can be downloaded online.

Anisette Std is bold and geometric which lends itself to form the logo.

Similarly, Graphik is legible and available in several variations which makes it a sensible choice for non-title text.

### ANISETTE STD

ANISETTE STD LIGHT  
ANISETTE STD REGULAR  
**ANISETTE STD BOLD**  
**ANISETTE STD EXTRABOLD**

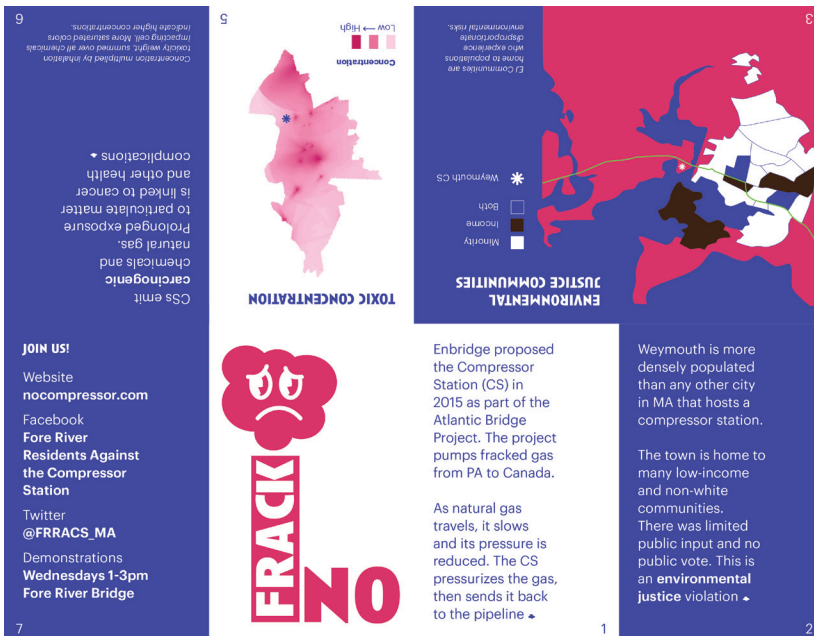
### GRAPHIK

Graphik Thin  
*Graphik Thin Italic*  
Graphik Extralight  
*Graphik Extralight Italic*  
Graphik Light  
*Graphik Light Italic*  
Graphik Regular  
*Graphik Regular Italic*  
**Graphik Medium**  
***Graphik Medium Italic***  
**Graphik Semibold**  
***Graphik Semibold Italic***  
**Graphik Bold**  
***Graphik Bold Italic***  
**Graphik Black**  
***Graphik Black Italic***  
**Graphik Super**  
***Super Italic***



Fold out poster

Fold out pamphlet



Anisette Std and Graphik are the only typefaces used in the Frack No identity system. These typefaces are opensource and can be downloaded online.

Anisette Std Bold should be used for the type appearing in the logo and headlines. Anisette Std should only appear in its lowercase form.

Graphik is used for all other type (captions, body text, sub headlines). Graphik Regular should be used for body text. Graphik Bold in small caps is used for sub-headings and Graphik Regular Italic should be used for captions.

HUMAN ACTIVITIES  
HAVE AN ADVERSE  
EFFECT ON THE  
ENVIRONMENT BY  
POLLUTING THE  
WATER WE DRINK,  
THE AIR WE BREATHE,  
AND THE SOIL IN  
WHICH PLANTS  
GROW. ALTHOUGH  
THE INDUSTRIAL  
REVOLUTION WAS  
A GREAT SUCCESS  
IN TERMS OF  
TECHNOLOGY, IT ALSO  
INTRODUCED THE  
PRODUCTION OF  
HUGE QUANTITIES OF  
POLLUTANTS EMITTED

# Pollution

ONE OF OUR ERA'S  
GREATEST SCOURGES  
IS AIR POLLUTION, ON  
ACCOUNT NOT ONLY OF  
ITS IMPACT ON CLIMATE  
CHANGE BUT ALSO ITS  
IMPACT ON PUBLIC AND  
INDIVIDUAL HEALTH DUE  
TO INCREASING MORBIDITY  
AND MORTALITY. THERE  
ARE MANY POLLUTANTS  
THAT ARE MAJOR  
FACTORS IN DISEASE IN  
HUMANS. AMONG THEM,  
PARTICULATE MATTER  
(PM), PARTICLES OF  
VARIABLE BUT VERY SMALL  
DIAMETER, PENETRATE  
THE RESPIRATORY  
SYSTEM VIA INHALATION,  
CAUSING RESPIRATORY  
AND CARDIOVASCULAR  
DISEASES, REPRODUCTIVE

CLIMATE  
CHANGE  
RESULTING FROM  
ENVIRONMENTAL  
POLLUTION  
AFFECTS THE  
GEOGRAPHICAL  
DISTRIBUTION  
OF MANY  
INFECTIOUS  
DISEASES, AS  
DO NATURAL  
DISASTERS. THE  
ONLY WAY TO  
TACKLE THIS  
PROBLEM IS  
THROUGH PUBLIC  
AWARENESS

COLOR PALETTE

Seven colors are provided.  
These bold palette is inspired  
by the EPA's color scheme.

Black may be used when  
color is not appropriate or for  
reasons of economy.



PMU 282 U  
CMYK 86/100/27/17  
RGB 71/36/103

375 U  
49/0/80/25  
98/191/38



PMU 328 U  
CMYK 87/36/48/11  
RGB 2/119/124

1665 U  
9/82/100/1  
220/81/2



PMU Strong Red U  
CMYK 11/95/56/1  
RGB 215/47/97

Blue 072U  
98/64/0/31  
3/63/176

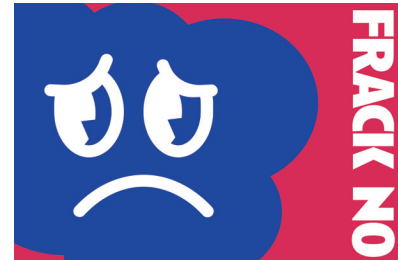


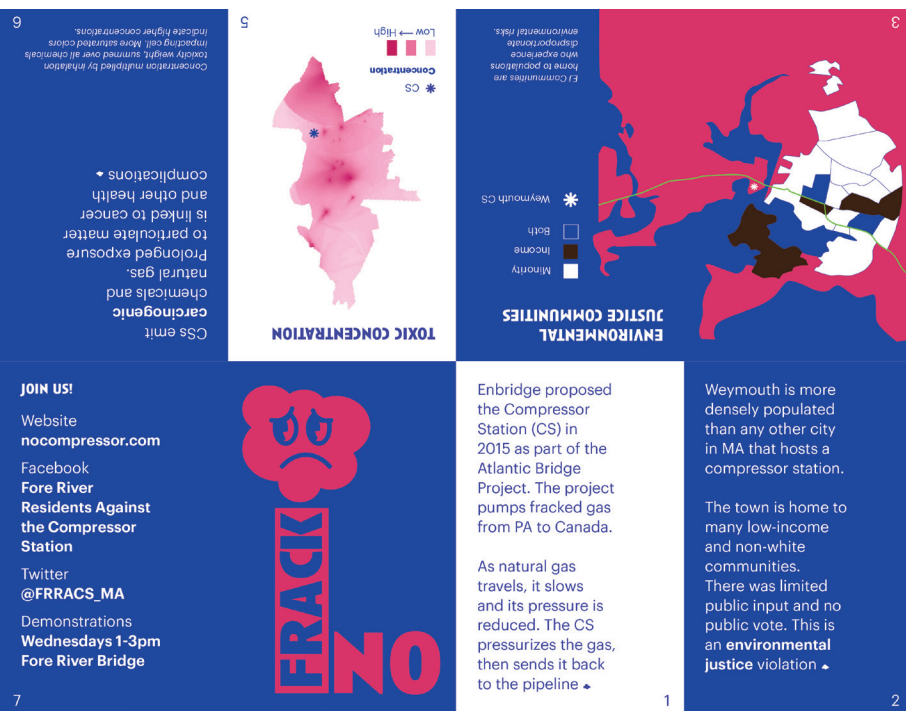
PMU Black U  
CMYK 0/0/0/100  
RGB 0/0/0

## PRINT OUTPUT: YARD SIGN

Dissemination is a key goal of the Frack No campaign. Yard signs provide a faucet through which to raise awareness of the campaign in the community.

The yard signs are not designed to equip onlookers with information, but rather are intended to spark interest in the audience. The whimsical design is engaging without being overly aggressive.





**PRINT OUTPUT: FOLDOUT**



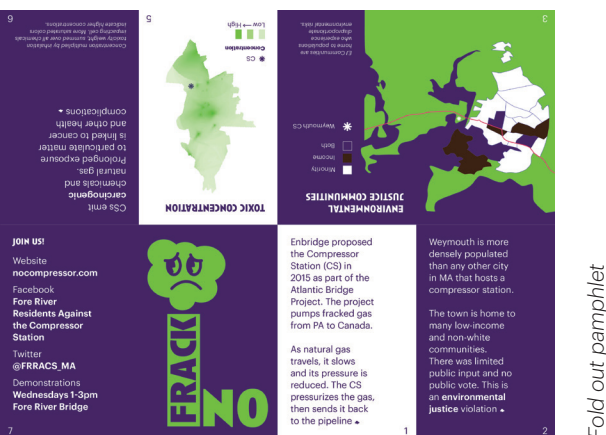
*Fold out poster*

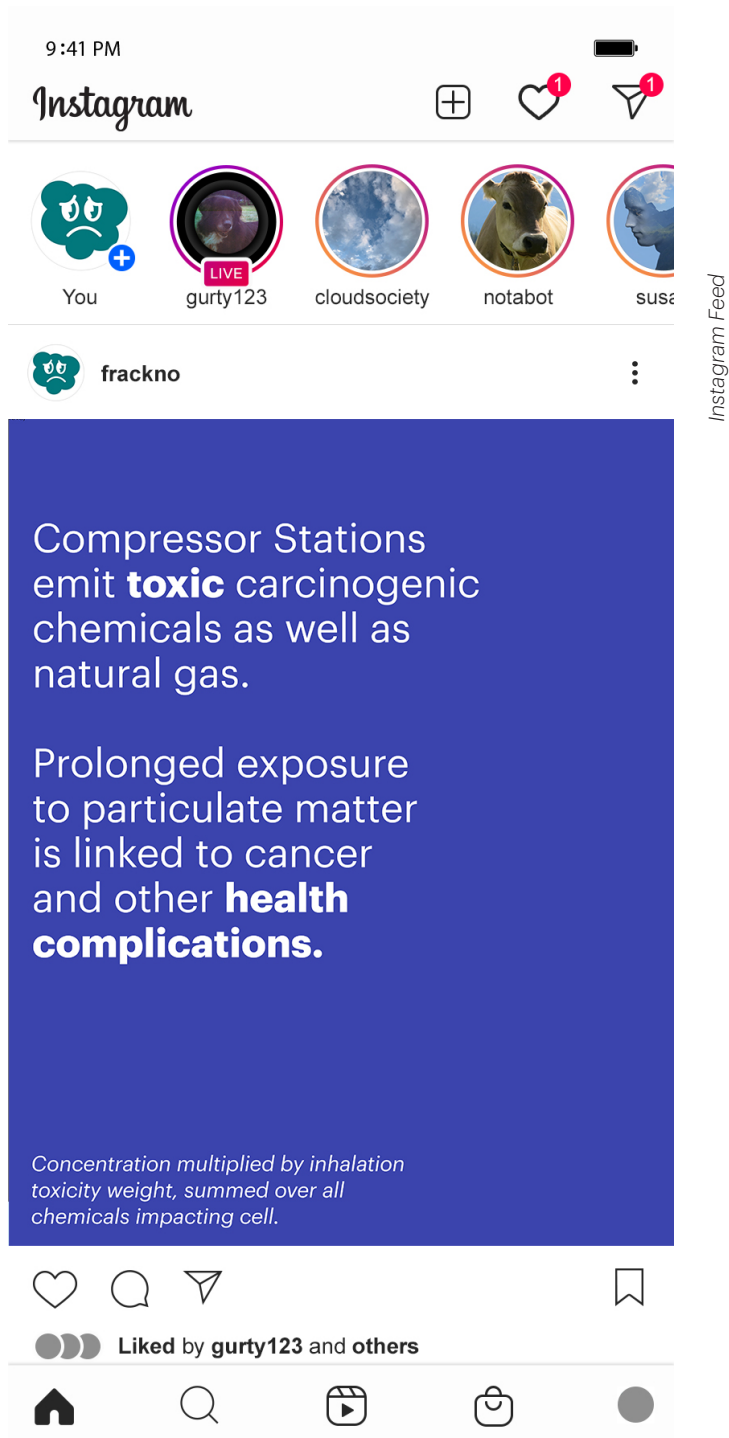
To supplement the yard signs, foldout pamphlets will provide community members with more in depth information on the campaign issues. The information is presented in a straightforward manner so that it is accessible to a wide range of community members.

The pamphlet is designed for a 8.5" x 11" piece of paper, the most common paper size in the US. This will allow the campaign to readily print pamphlets or enable residents to do so themselves.

On the reverse side of the pamphlet is a full size image of the Frack No logo. These posters may be placed in business windows or used during demonstrations.

The flexibility and adaptability of the pamphlet/poster makes this output extremely valuable to the campaign.





Instagram Feed

## DIGITAL OUTPUT: INSTAGRAM CAMPAIGN

Instagram will be used to spearhead the campaign's online initiatives. Instagram carousels will cover similar topics to print materials so that the information is accessible to all community members.

Similarly to the foldout pamphlet, the instagram presents information in a straightforward manner. Instagram as well as other social media platforms will be particularly useful in engaging a younger audience.

Frack No's instagram campaign will interpolate gifs into the more informational posts. Gifs include logo animations, educational material, or more humorous gifs that draws on pop culture.



## **COLOPHON**

Designed by Jess Carr

Graphik by Christian Schwartz  
Anisette Std by Jean François  
Porchez