



SUNRISE MOVEMENT STYLE GUIDE

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INTRODUCTION

Sunrise uses a centralized style for all of its communications online and offline. Our t-shirts, hype videos, social media posts, banners -- they've all got the same look. But why is this important? How does it help us build power?

Sunrise is an **army of young people**. In everything we do, we are communicating that we are many, we are powerful and we are serious about solving climate change and creating millions of good jobs in the process. Our style guide was first designed in 2017 by Josiah Werning to help communicate our values, vision and our energy in visual form.

HOW STYLE BUILDS PEOPLE POWER: Have you ever seen a new Sunriser's eyes light up when they put on a t-shirt for the first time? Or hold up the sign at their first demonstration? Our style allows young people everywhere to see that they *are* Sunrise, and to feel how powerful we all are when we work together. We standardize our design -- from the video hyping our major action to the IG post for the smallest hub meeting. It shows that all of the work we're doing, everywhere, is important. Investing our time in our visual culture creates opportunities for more and more young people to see just how powerful and important they are to our movement. Holding discipline in our style helps our movement grow and stay strong.

HOW STYLE BUILDS POLITICAL POWER: When 5 Sunrisers show up for an office visit, they represent thousands more. The politicians we target know this immediately because they can see who we are. In other words: investing in our visual culture helps us **show how much power we have**. We use that visual power to make demands of our political system, and to win.

THANK YOU FOR MAKING SUNRISE LOOK POWERFUL. YOU HELP US ALL SHINE BRIGHT!!!

COLOR

When choosing colors, be sure to these ones. Color is one of the easiest ways to unify our distributed efforts. Our primary colors are always used, and the secondary ones add extra detail. The green is great for body text on a dark background, the purple is a subtle accent, and the orange and yellow convey excitement and energy.

PRIMARY COLOR

R 255 G 222 B 22
C 2 M 9 Y 97 K 0
WEB #FFDE16

PRIMARY COLOR

R 51 G 52 B 46
C 68 M 60 Y 67 K 60
WEB #33342E

* Our dark gray conveys a serious, militant vibe. Use it as a replacement for black whenever possible.

SECONDARY COLOR

R 227 G 237 B 223
C 11 M 2 Y 13 K 0
WEB #E3EDDF

SECONDARY COLOR

R 253 G 144 B 20
C 0 M 52 Y 99 K 0
WEB #FD9014

SECONDARY COLOR

R 143 G 13 B 86
C 38 M 100 Y 40 K 17
WEB #8F0D56

SECONDARY COLOR

R 239 G 76 B 57
C 0 M 64 Y 71 K 6
WEB #EF4C39

* This one's good with gradients of orange and yellow.

SUNR

We tend to use this instead of white.



**THIS ONE'S A
CELEBRATORY
GRADIENT.**

It's made of the red, orange, and yellow, with yellow on the bottom.

COLOR



The red, orange, and yellow work best for celebratory messages.



Gray and yellow are best for signalling the disciplined youth army. A call to action works best in these colors.

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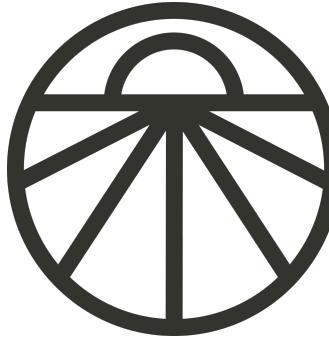


The light green go well with the gray, in the way black and white would.

LOGOS



This is our primary logo.



Use the circular logo when it's in a circular frame.

DOWNLOAD OUR LOGOS

Sunrise Movement ☀️ ✅ @sunrisemvmt

Our generation is growing up in fear. Fear of climate crisis, fear of crushing debt that will follow us, and



TYPEFACES

We use **SOURCE SANS PRO** as our primary typeface.

HEADLINES should be in **SOURCE SANS PRO BOLD, ALL CAPS.**

When using **SOURCE SANS PRO BOLD** for a title or other standout text, don't use lowercase characters.

Body should be written in Source Sans Pro Regular.

The font family also includes Source Serif Pro and Source Code Pro. Use them sparingly. Don't use Source Serif Pro in all caps.

► DON'T excessively space letters.



no

yes →



SIGN UP AT

bit.ly/dcregform



IMAGES

Our photos add significant power to our message. They convey our unity, discipline, and emotion in a single snapshot.

We have a general library of photos for the movement to use for social media posts, hub literature or fliers, or whatever need you have.

ACCESS IT AT
SUNRISEMOVEMENT.ORG/PHOTOSHARE.

There's also a library of digital resources and files within our Digital Assets Library.

VISIT THE DIGITAL ASSETS LIBRARY

It's important to **consider the message, tone, and audience before choosing an image to use**. Make sure they compliment each other or else your message may be misinterpreted.



GRAPHIC ELEMENTS



Use a gray (pg. 4) overlay with about 70% opacity and change your before adding text and a yellow border to make a graphic.

Don't try to fit all of the info on the graphic. Put details like location, time, links, etc in the caption of the post.

GRAPHIC ELEMENTS CON'T.



The main figure looks bold and optimistic, just like the event.



Serious subject matter, serious photo.



The images should actually be black and white according to our style. We reserve color for special occasions or moments of triumph.

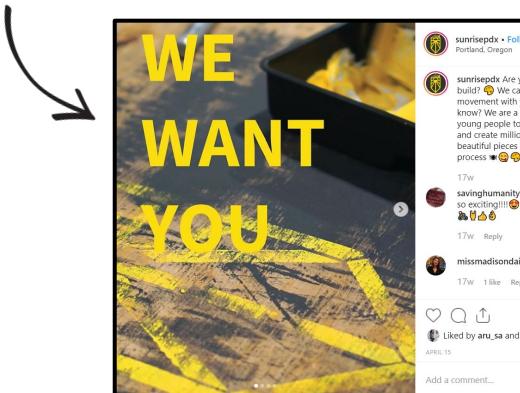


Image accurately represents event

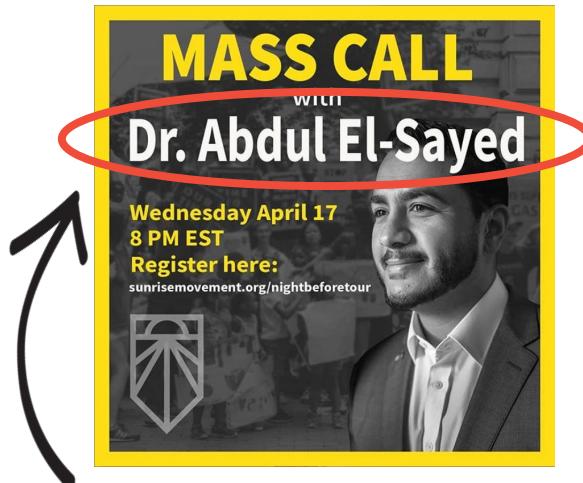
TRY TO AVOID

IMAGES WITH TEXT OVER THEM MUST HAVE A DARK GRAY OVERLAY TO CREATE CONTRAST BETWEEN THE IMAGE AND THE LETTERING.

The less contrast between the text and image, the harder it is for people to read. In order to maximize our audience, all graphics must have strong contrast between the image and text.



Sunrise principle 8 states that we embrace experimentation and we learn together. In exploring creative style within Sunrise's parameters, here's some things we've learned to avoid.



DON'T STRETCH LETTERS. (OR PHOTOS.)
Resize the text with the font size/point size function, and hold down shift when resizing an image to keep the original dimensions.

ADDITIONAL RESOURCES

DIGITAL ASSETS LIBRARY

The DAL is an organized folder system that holds Sunrise's archive of photos, videos, graphics, and action art templates. Find it at smvmt.org/dal or click the button below.

DIGITAL LIBRARY

THIS GUIDE WAS MADE BY AUDREY SINCLAIR, with help and input from many others. For questions, reach out to Audrey by email at audrey@sunrisemovement.org or on Slack at @Audrey or under the name Audrey Sinclair.