BRAND IDENTITY GUIDE

## VERSION 1.0

Jane Fonda
CLIMATE PAC

ABOUT THIS GUIDE

The goal of this guide is to ensure consistency in branding, identity, and aesthetics. Refer to this document any time you work on visually-focused projects. Following these guidelines will ensure that your brand and identity will continue to look professional.

PRIMARY LOGO USAGE

Jane Fonda Climate PAC's primary logo says, "Jane Fonda Climate PAC," with an illustration of Jane with her fist raised.

The logo is the most critical part of your brand and must be protected and used correctly. Imagine that the logo is claustrophobic. It needs room to breathe. If given enough space to live, it will stand out.

PRIMARY LOGOS
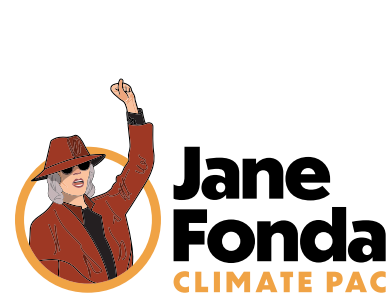
UNACCEPTABLE LOGO USAGE

The logo should not be modified to maintain a consistent brand and identity. On these pages, you'll find what not to do with the logo.

1. Effects should not be added.

2. Leave the logo in the orientation that was originally intended.

3. Don't stretch the logo. Maintain the size ratio that was originally created.

4. Make sure logo isn't sized too small.

5. Don't crowd the logo.

6. Ensure that there is enough contrast at all times.
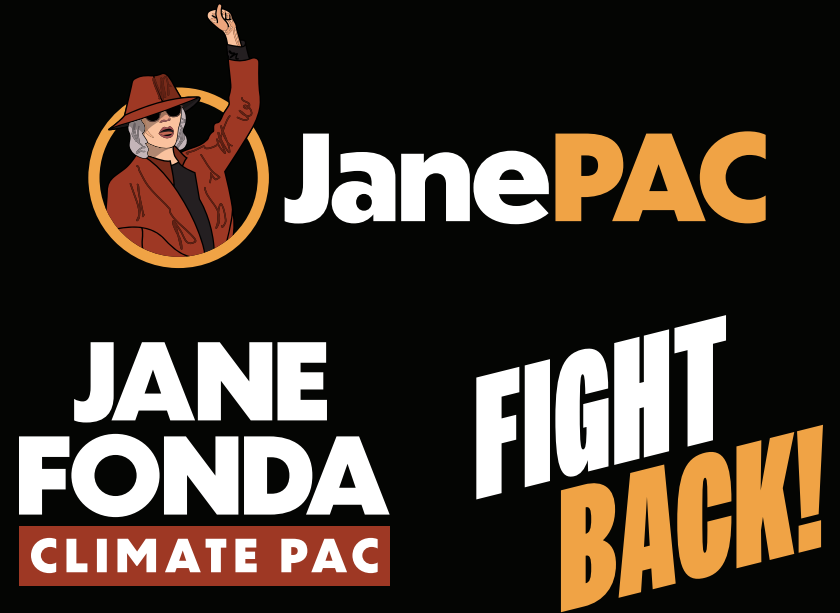
1.

2.

3.

4.

5.

6.

SECONDARY LOGO USAGE

Jane fonda Climate PAC has three secondary logos. They should never be used in place of the primary logo, but they may be used in places that the designer deems appropriate (i.e. merchandise, stickers, social media posts, etc.).

Feel free to have fun and get creative when using the secondary logos.

TYPOGRAPHY

Owners XXNarrow XBlack should be used for headers.

Dunbar Tall Extra Bold should be used for subheaders and buttons.

Poppins Medium should be used for body fonts.

All of these fonts are available on Adobe Fonts.

SUBHEADER SET IN NEW HERO SUPER

OWNERS XXNARROW XBLACK

Body font set in Poppins Medium. Lorem ipsum dolor sit amet, consectetuvwr adipiscing elit. Nam hendrerit nisi sed sollicitudin pellentesque. Nunc posuere purus rhoncus pulvinar aliquam. Ut aliquet tristique nisl vitae volutpat. Nulla aliquet porttitor venenatis.
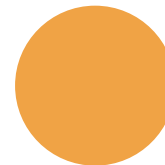
COLOR PALETTE

The color palette was chosen with great care and attention to detail. It's important not to deviate from these colors. Over time, people will begin to associate specific colors with the brand.
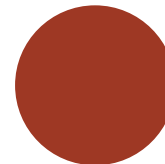
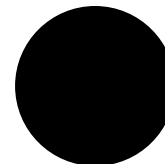If you vary from the color choices, you risk voiding brand equity.

HEX: FDF4E7
RGB: 253, 244, 231
CMYK: 0, 3, 8, 0

HEX: F0A345
RGB: 240, 163, 69
CMYK: 4, 40, 84, 0

HEX: 9E3824
RGB: 158, 56, 36
CMYK: 25, 88, 97, 21

HEX: 000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

LETTERHEAD

The letterhead is included in the brand identity kit in two forms: digital and print. The print version of the letterhead includes full bleed.

Letterhead margins are as follows:

Top: 2.0"
Right: 2.0"
Bottom: 1"
Left: 1.0"

Recommended body font:
Poppins Medium set at 11pt

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CLIMATE PAC

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FINAL COMMENTS

Given the broad nature of these guidelines, there is the possibility that additional advice may be needed. If a circumstance or question arises that goes beyond this guide, feel free to email dan@janepac.com for advice or instruction.

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