

Climate Action Project

Style Guide



Graphic Variation



Landscape Version



Portrait Version

Greyscale



Landscape Version

Portrait Version

Colour specification



R: 11 C: 84
G: 140 M: 16
B: 7 Y: 100
K: 5

#0b8c07

Climate Action Green



R: 80 C: 66
G: 86 M: 53
B: 94 Y: 44
K: 37

#50565e

UoB Slate

Tungsten Medium

ABCDEFGHIJKL

MNOPQRSTUVWXYZ

XYZ#&*@!?

0123456789

()[]{}%\$+ -=

Primary typeface
Headlines/Headers

Open Sans

ABCDEFGHIJKL

MNOPQRSTUVWXYZ

XYZ#&*@!?

0123456789

()[]{}%\$+ -=

Secondary typeface
All weights

Clearspace



Height of the “Climate Action” title



Climate Action



UNIVERSITY OF
BATH



Climate Action



Minimum width
including text:
16mm / 45px



Climate Action



Climate Action



Climate Action



Climate Action



Name Surname
Address line 1
Address line 2
City
Postcode

Date Ref
00/00/00 00000000



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Head of Department

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Dear Lorem

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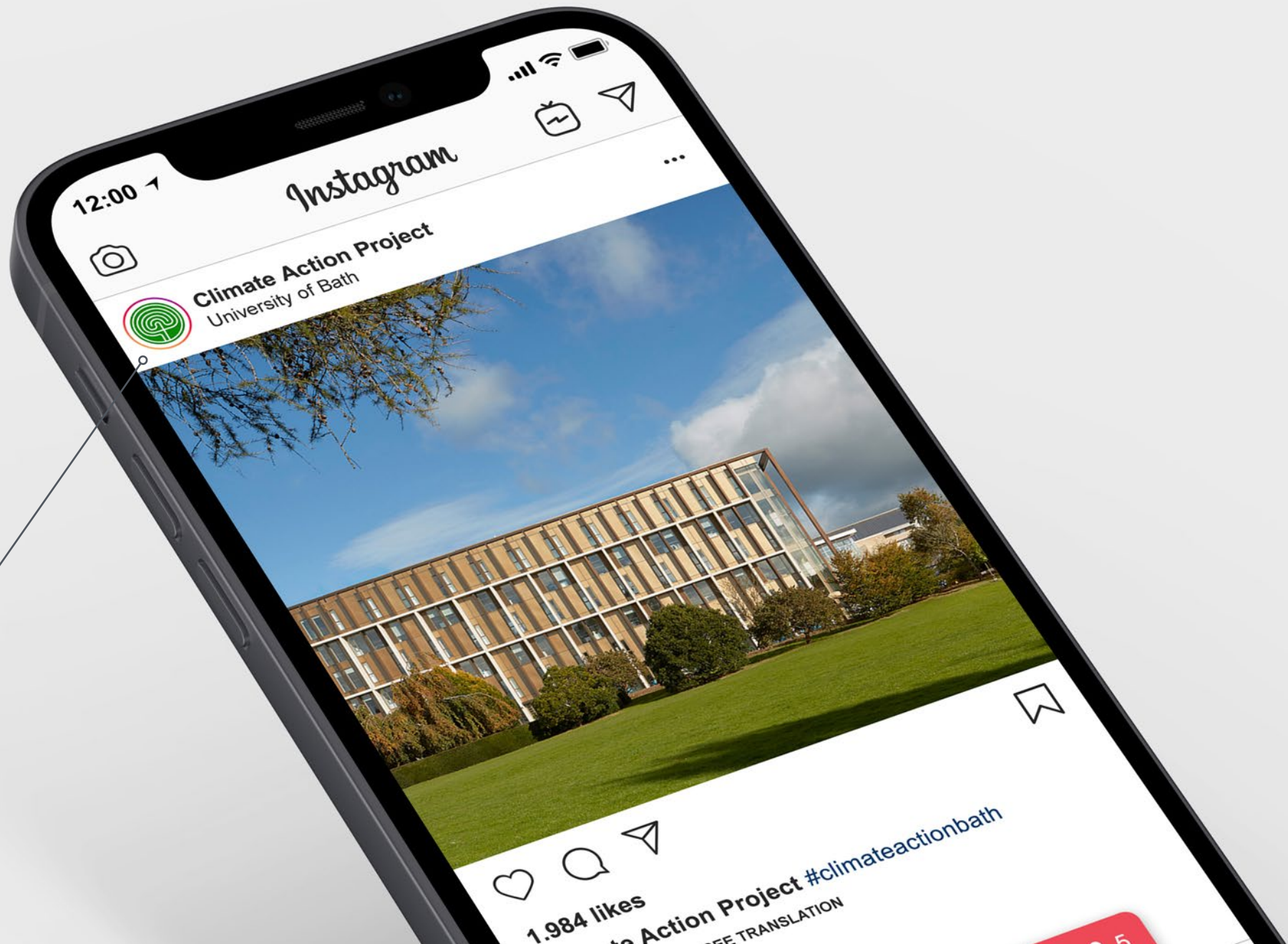
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doloreet lorerat.

Yours Sincerely







Climate Action

TEF Gold