



CLIMATE **ACTION** FILM FESTIVAL BY  suncommon

BRAND GUIDELINES
2021

THE 2021 CLIMATE ACTION FILM FESTIVAL

BRAND GUIDELINES

We're excited you're going to host your own "Climate Action Film Festival" to spread the mission of inspiring action in addressing our climate crisis. SunCommon has put a lot of work into this festival, and therefore we have some requests for those using these materials. This is in respect to the work of our team, as well as the filmmakers who have granted permission to use their films.

Any questions on how to pull this off in style?

Don't hesitate to reach out: jake.elliott@suncommon.com

BRAND NAMING CONVENTIONS

When hosting your own Climate Action Film Festival screening, do not rename the festival, and make sure to credit SunCommon as the creator.

Example of appropriate event name: “Climate Action Film Festival, by SunCommon”



LOGOS & PROMOTION

All CAFF Encore Events must use CAFF logos in all promotional materials. You can find all logos and other creative assets in the [media room](#).

Do not stretch, alter, or distort the logo in any way. When placing it on images, make sure contrast is high enough that all elements of the logo are easily readable.





MESSAGING

SUNCOMMON, CAFF AND YOU

If you do any longer form promotion (press releases, etc.), this is how you must describe The Climate Action Film Festival.

1. SunCommon created and hosted the Climate Action Film Festival with a mission of amplifying voices and inspiring action in addressing the climate crisis, locally and beyond.
2. After the 6-day festival in March 2021, SunCommon is sharing a curated package of climate action films from the festival, along with original filmmaker and activist interviews.
3. The Climate Action Film Festival (CAFF) Encore Series package was created for individuals, community leaders and organizations to host their own events to inspire action locally and beyond.

SOCIAL MEDIA

In promoting your event on social media, please tag CAFF in all posts.

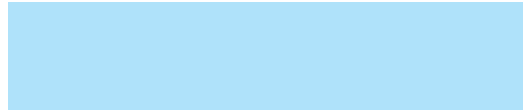
- » Instagram: [@climateactionff](#)
- » Facebook: [@ClimateActionFilmFestival](#)
- » Twitter: [@climate_film](#)
- » Hashtags for all social media platforms:
[#CAFF2021](#), [#climateactionnow](#), [#suncommon](#)

For example:

“Thank you CAFF for creating this awesome festival! Follow them at [@climateactionff](#) [#climateactionnow](#)”

COLORS

PRIMARY COLORS



#AEE2FA

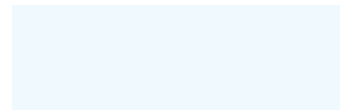


#487EB9

SECONDARY COLORS



#193059



#EFF9FE



#F7941D

TYPOGRAPHY

All CAFF fonts are available via the Adobe Fonts with an Adobe CC subscription.

PRIMARY FONTS

Proxima Nova Condensed and Proxima Nova Extra Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

SECONDARY FONT

Commuter Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ