style guide

#WikiForHumanRights
Right to a Healthy Environment

Color

Green: #339766
background color

Black: #000000
font color

White: #ffffff
background, accent color

Montserrat Bold

Montserrat Regular

Source Serif Pro Regular

Typography - font weights

Main title
Montserrat Bold, left-aligned

Main titles on cover designs always appear
over a green background and are positioned
at the bottom of the composition.

Montserrat Bold

Secondary title
Montserrat Regular

Montserrat Regular

Paragraph / body copy
Source Serif Pro Regular

Source Serif Pro Regular - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumLorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euis

Color - type

Below are color combinations that you can use when using type over a color background. Only use text in black or white.

Lorem ipsum

Lorem ipsum

Lorem ipsum

Illustration+ campaign hashtag

The illustration is not a logo but is meant to be used with the campaign hashtag and add a human element to the visuals.
Always use the illustration with the campaign hashtag. This key graphic element should be used on cover designs and always appear in the upper right corner of the layout, over the green background color, and separate from the title.
Do not use competing graphics next to it or in the same layout

The campaign title should be set in Montserrat Regular. It should always appear with the illustration on cover designs.
The hashtag can appear as plain text in internal layouts or when it needs to appear at a smaller size.

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Logos / co-branded

Use the co-branded lockup with logos in white on cover designs.

Layout

Type and image

Use a split 2 column layout as the primary layout and a 4 column layout when more visual elements
are needed.The lines in blue show how the layout is divided. Below are a few options for placing typography
and photography within a composition.

Photo by CIAT, CC-BY-SA 2.0

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Text - body copy

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Photography

Use photography for storytelling. Photographs should highlight the human connection to the environment. Images should be high resolution, large scale, and bleed off the left or right side of the layout.

Recommended themes for image selection: photos that show a human connection to food systems, climate protest, indigenous land defenders, humans and animals (highlighting the biodiversity crisis), youth climate activists (preferably representing the global majority). Below are some examples of photos selected for their content.

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Photo by CIAT. CC-BY-SA 2.0

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Photo by Nayeem Is. J Preenon. CC-BY-SA 4.0

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CLIMATE EMERGENCY

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Photo by Julian sheeban. CC-BY-SA 2.0

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