



Branding & Identity Guidelines

1SKY BRAND INTRODUCTION

1Sky is an open source campaign, and we encourage the creative use of the 1Sky brand for the purposes of furthering this collaborative campaign and national movement for bold solutions. In order to provide consistency and clarity throughout all collaborative efforts, we are outlining here some guidelines (logo usage, type, and color) to ensure the effective use of the 1Sky brand in a variety of circumstances and media.

THE OFFICIAL **1SKY** LOGO

The 1Sky logo consists of the “1Sky” wordmark, and the “1 CLIMATE. 1 FUTURE. 1 CHANCE.” tagline, contained by a thin blue rule line. This is the only approved arrangement of these elements, and should be used as such at all times.



1SKY LOGO USAGE

APPROVED GRAYSCALE VERSION

For print documents that will be reproduced in black and white, please use the approved grayscale version of the 1Sky logo. This ensures adequate contrast, so the logo will stay readable, even after running through several generations of being faxed.



MINIMUM SIZE & CLEARANCE SPACE

Indicated below are the minimum width that the 1Sky logo can be scaled down to:



Clear space refers to the space around the logo in which no type, graphics or objects should enter. The amount of clear space should be equal to the width of the rectangle that contains the "1" in the logo (see diagram below). This ensures the clear space scales up or down along with the logo.



1SKY LOGO USAGE *(continued)*

CO-BRANDING THE 1SKY LOGO

When co-branding the 1Sky logo with partner logos, clear space, alignment and scale should be taken into account.



INCORRECT LOGO USAGE

Below are other guidelines that should be followed when using the 1Sky logo:

X Never stretch the logo either horizontally or vertically.



X Never alter the position of the tagline in relation to the logo.





X Always preserve the white area within the logo at all times. Do not extend background color to within the logo area.






1SKY BRAND COLORS

The primary colors are supported by a rich set of secondary colors. This palette can be used in a variety of ways, evoking different moods and responses. Each color can be tinted lighter to achieve a muted effect for serious reports or at its full intensity for bolder messaging.

PRIMARY COLORS

	Pantone	CMYK	RGB	Hex
	306	79-0-6-3	0-185-228	#00B9E4
	286	100-72-0-0	0-57-166	#0039A6

SECONDARY COLORS

	Pantone	CMYK	RGB	Hex
	Black (30%)	0-0-0-30	188-188-188	#BCBCBC
	1235	0-30-95-0	255-182-18	#FFB612
	370	64-5-100-24	91-143-34	#5B8F22

1SKY DESIGNER FONTS

The 1Sky Type Families consist of Trade Gothic and Chaparral Pro. These Type Families should be used for all 1Sky media whenever possible.

Trade Gothic Chaparral Pro

FIRST LEVEL HEADLINES

SIZE: 25 / LINE SPACING: 30

TRADE GOTHIC BOLD NO. 2

SECOND LEVEL HEADLINES

SIZE: 17 / LINE SPACING: 20

Trade Gothic Bold No. 2

THIRD LEVEL HEADLINES

SIZE: 13 / LINE SPACING: 13

Trade Gothic Medium

BODY TEXT

SIZE: 10 / LINE SPACING: 13

Chaparral Prop Regular
Chaparral Prop Regular
Chaparral Prop Regular
Chaparral Prop Regular

PULL QUOTES / DISPLAY TEXT

SIZE: 14 / LINE SPACING: 17

Chaparral Pro Italic

THE PREFERRED TYPE LAYOUT

IS ALIGNED LEFT WITH NO JUSTIFICATION

FIRST LEVEL

Second Level

Third Level

Body Text exero od dipit aliquis *Italic* nulla feugiam quis nim zzriure eugue te eliquisi. Putpatis delit alit augait veriurem quip ex eros nismodo **Bold** iurerit lamet auguero exercilit, conum illam nos **Bold Italic** tatismolorer accum augiam dipisi blaor sis num illum. veleniao con ut augiamet, quamcore magnim zzriure modoloreet, consed dolobor sectet at ea feuis nos amconse commy nullam, conseniatet, volenim dolore vullaore essi.

Pull Quote core min velisl dunt am quam, vulla feugait, quisse ent dunt volore tio dolendiam voluptat praessectem iriure tem il eugiam eugiat lut vercillum.

1SKY WEB SAFE FONTS

For use on the web and in microsoft products, these type families can take the place of the designer fonts. However, whenever possible, especially in print media, the designer fonts should be used.

Verdana Georgia

FIRST LEVEL HEADLINES

SIZE: 22 / LINE SPACING: 28

Verdana Bold

SECOND LEVEL HEADLINES

SIZE: 14 / LINE SPACING: 18

Verdana Bold

THIRD LEVEL HEADLINES

SIZE: 12 / LINE SPACING: 13

Verdana Regular

BODY TEST

SIZE: 10 / LINE SPACING: 13

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

PULL QUOTES / DISPLAY TEXT

SIZE: 13 / LINE SPACING: 17

Georgia Italic

THE PREFERRED TYPE LAYOUT

IS ALIGNED LEFT WITH NO JUSTIFICATION

FIRST LEVEL

Second Level

Third Level

Body Text exero od dipit aliquis *Italic* nulla feugiam quis nim zzriure eugue te eliquisi. Putpatis delit alit augait veriurem quip ex eros nismodo **Bold** iurerit lamet auguero exercilit, conum illam nos ***Bold Italic*** tatismolorer accum augiam dipisi blaor sis num illum. veleniao con ut augiamet, quamcore magnim zzriure modoloreet, consed dolobor sectet at ea feuis nos amconse commy nullam, conseniatet, volenim dolore vullaore essi.

Pull Quote core min velisl dunt am quam, vulla feugait, quisse ent dunt volore tio dolendiam voluptat praessectem iriure tem il eugiam eugiat lut vercillum.