

NJ CLIMATE WEEK



BRAND GUIDELINES

August 2026

NJ Climate Week is an independent community initiative. It is not affiliated with or endorsed by the New Jersey Department of Environmental Protection or the State of New Jersey.

LOGO

There are four logo files. Use the black-type wordmark on light backgrounds and the cream-type version on dark backgrounds. The stacked version with the year is for 2026 posters, slides, and merch. The black square is for profile pictures.



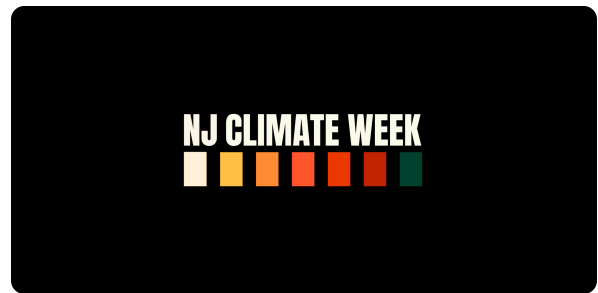
logo-wordmark.png



logo-wordmark-cream.png



logo-2026.png



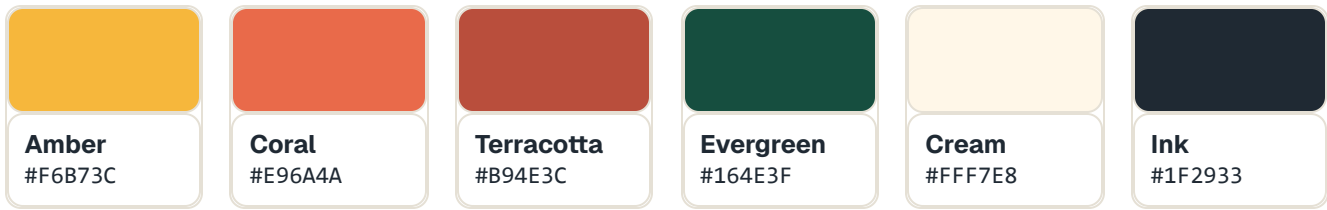
logo-black.png

Please use the files as they are. Don't retype the name in Anton, redraw the bars, change their colors or order, stretch the logo, or add outlines or shadows. Leave some space around it (about the height of the N) and keep the wordmark at least 1.5 inches or 140 pixels wide. If it needs to be smaller than that, use the black square instead.

If you're putting our logo next to yours, leave a gap between them. Please don't put it next to a state seal or agency logo, since that suggests an endorsement we don't have.

Need a different format? Email hello@njclimateweek.com.

COLOR



Cream is the background, ink is the text, evergreen is for headers and solid panels. Pick one of the three warm colors as the accent for a given piece rather than using all of them. Coral doesn't have enough contrast for small text, so keep it to headlines and shapes. If you put text on amber, make it dark.

BARs



The seven bars are part of the logo and can also run on their own along the edge of a page or post. They go tan, amber, orange, coral, red, brick, evergreen, in that order (#FFF1D8 #F6B73C #EE8B44 #E96A4A #D65C42 #B94E3C #164E3F). Flat color, no gradients, and nothing written on top of them. Once per piece is plenty.

TYPE

ANTON, UPPERCASE

Geist Sans for everything else.

Anton is only for headlines, always in caps. It's free on Google Fonts and built into Canva. Body text is Geist (free at vercel.com/font); if you don't have it, Inter or whatever sans-serif you have is fine.

WORDING

NJ Climate Week is an independent community initiative run by volunteers. That's the phrase to use when you describe us. We are not part of the State of New Jersey or NJDEP and nothing we put out should suggest that: no seals, no agency logos, no official-looking government styling.

The 2026 dates are September 28 to October 5, 2026. In headlines that's SEPT 28 TO OCT 5, 2026.

Keep sentences short and plain. Sentence case except for headlines. No em-dashes. If you state a fact or a number, it should be one you can point to a source for.

DISCLAIMER

NJ Climate Week is an independent community initiative. It is not affiliated with or endorsed by the New Jersey Department of Environmental Protection or the State of New Jersey.

This goes on the website footer, anything printed, sponsor decks, and press material.

QUESTIONS

hello@njclimateweek.com · njclimateweek.com · @njclimateweek

