

The graphic features a vibrant orange-to-red gradient background. In the corners, there are stylized palm fronds: a green one in the top-left, a blue one in the top-right, and a green one in the bottom-right. The main text is in a large, bold, white sans-serif font, stacked in three lines.

# LOS ANGELES CLIMATE WEEK

*2025 Brand Kit*



# NAVIGATION

- 3 [Mission](#)
- 4 [Values](#)
- 5 [Logos](#)
- 6 [Color Palette](#)
- 7 [Typography](#)
- 8 [Elements](#)
- 9 [Contact](#)



# MISSION

**Los Angeles Climate Week (LACW) is a part of the Collidescope Foundation's Triple E Green Revolution Campaign. This campaign leverages the resources of our Collective members to empower stakeholders and advance Sustainable Development Goals (SDGs), allowing communities to collaborate, exchange ideas, and develop local climate solutions.**

**LACW is built on a foundation of impactful core initiatives to drive meaningful change. Locals can engage with climate organizations, policymakers, innovators, companies, and changemakers from LA and beyond to address pressing environmental challenges.**



# VALUES

1

## ***Sustainability***

Commitment to promoting long-term ecological balance and sustainable practices

2

## ***Empowerment***

Enabling individuals and communities to take meaningful, impactful action

3

## ***Inclusivity***

Embracing diverse perspectives, ensuring participation from all demographic groups, and fostering a sense of belonging

4

## ***Innovation***

Encouraging creative and forward-thinking solutions to climate challenges



# LOGOS



Collidescope  
Foundation



Collidescope  
Foundation

Versions of our logo can be used to match a variety of materials and applications; colors should remain in the gradient, white, or brown.

All official LACW social media and marketing materials must include the Collidescope Foundation logos alongside the LACW logo if the foundation is co-hosting or producing the event.

Organizations looking to create collaborative content with us must use one of the LACW logos and use at least one of our core colors in any event flyers or promotional materials: review the [event promotion section](#) on our website.

Download our logos and elements [here](#).



# COLOR PALETTE

Brand Guidelines

## Primary

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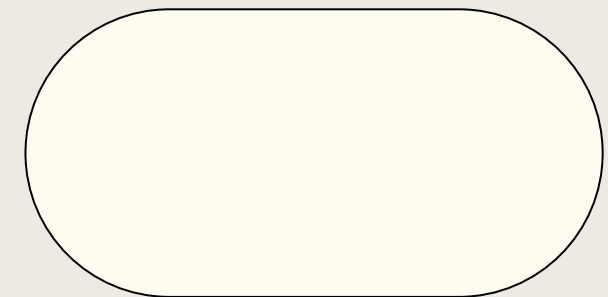
HEX: f62d59  
RGB: 225 41 70



HEX: #ee6b12  
RGB: 229 82 40



HEX: #ffb83e  
RGB: 255, 184, 62



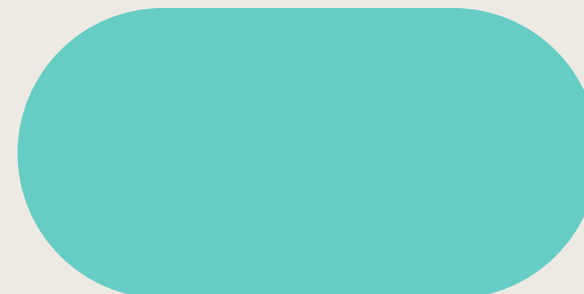
HEX: fffdf1  
RGB: 255 253 238

## Secondary

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HEX: 7d9833  
RGB: 107 137 39



HEX: 65cdc3  
RGB: 87 197 182



HEX: #231f20  
RGB: 35 31 32



# TYPOGRAPHY

Brand Guidelines

**A a**

**Anton**

**A a**

Helvetica World

**Large Heading**

**SUBHEADING**

Body text should be in black, white, or a darker shade of brown. Large headings and subheadings should remain in all caps and can be any of our brand palette colors as long as the type does not blend into the background it is on.

All fonts are used for marketing and social media content.



# ELEMENTS

Brand Guidelines

Example post:



Paper scrapbook, duotone, nature and palm tree elements enhance the aesthetic of LACW content. The use of our primary colors and nature visuals attract viewers to our platforms. Our profiles should focus on clear graphic content in addition to event and promotional photography and/or videos.

Download our logos and elements [here](#).



# CONTACT

## **For sponsorships**

*[sponsorship@laclimateweek.com](mailto:sponsorship@laclimateweek.com)*

## **For partnership requests**

*[partnership@laclimateweek.com](mailto:partnership@laclimateweek.com)*

## **For media opportunities**

*[media@laclimateweek.com](mailto:media@laclimateweek.com)*

## **For all other inquiries**

*[info@laclimateweek.com](mailto:info@laclimateweek.com)*