



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 Triple E Green Revolution Campaign, a campaign produced by the Collidescope Foundation's Collective program. This initiative allows 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



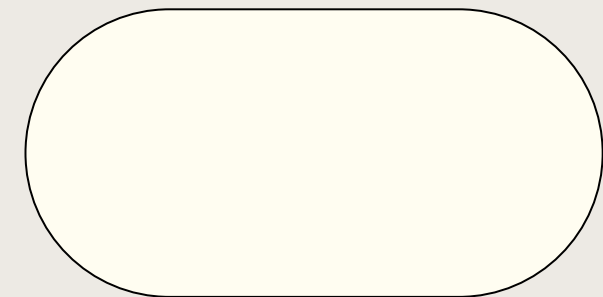
HEX: f62d59
RGB: 225 41 70



HEX: #ee6b12
RGB: 229 82 40



HEX: #ffb83e
RGB: 255, 184, 62



HEX: fffdf1
RGB: 255 253 238

Secondary



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

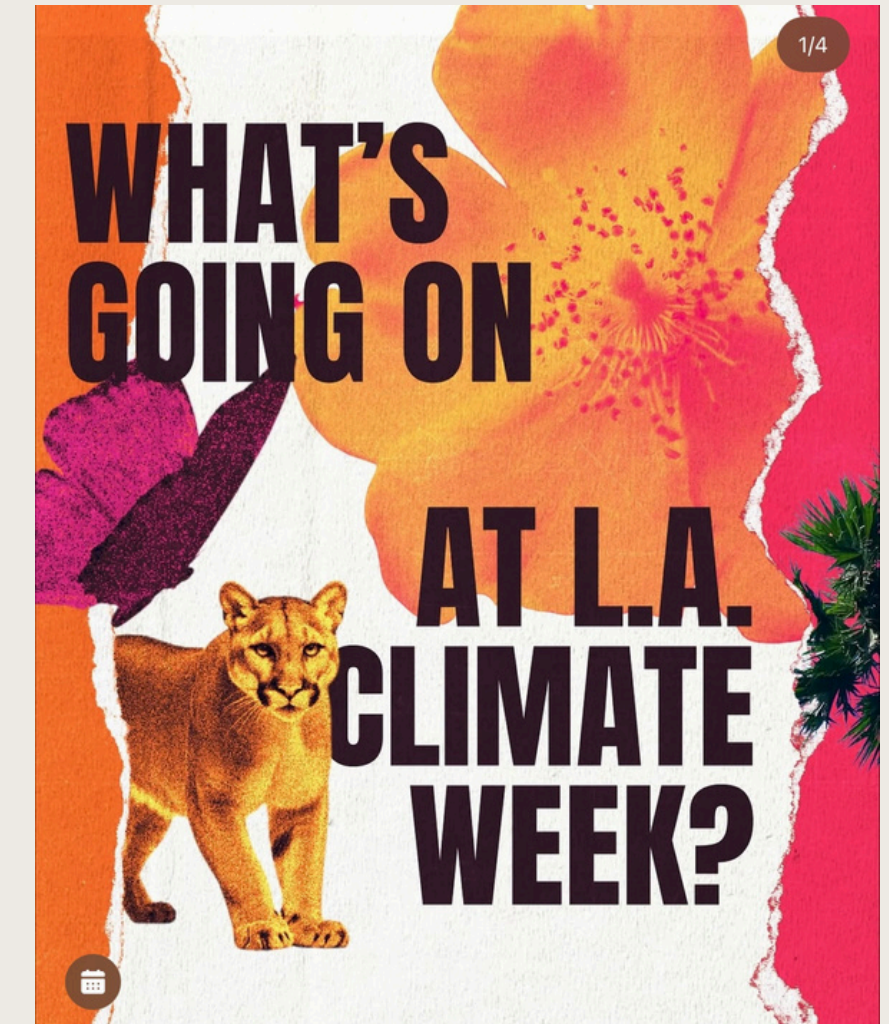
Body text should be in black, white, or a darker shade of brown. Large headings and subheadings should remain in all caps and can be any of our brand palette colors as long as the type does not blend into the background it is on.

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 socials. 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

For partnership requests

partnership@laclimateweek.com

For media opportunities

media@laclimateweek.com

For all other inquiries

info@laclimateweek.com