



GRAPHIC STYLE GUIDE

THE LOGO

Welcome to our graphics style guide. Please bookmark and refer to this guide to help you create work consistent with the Sierra Club brand.



This is the official Sierra Club trademarked logo for use on official and sanctioned documents and websites. The horizontal version is always preferred, especially for web pages and emails.



**SIERRA
CLUB**

For those instances where a horizontal logo will not work, a vertical version is available.

USING THE LOGO

Only authorized personnel may use the Sierra Club logo: volunteers, employees, contractors, and vendors associated with and sanctioned by the Sierra Club. Please follow these guidelines.

Use the correct logo for your application.

1. Preferred alignments for the two different versions:



The horizontal logo looks best when aligned left or right



The vertical logo looks best when centered.

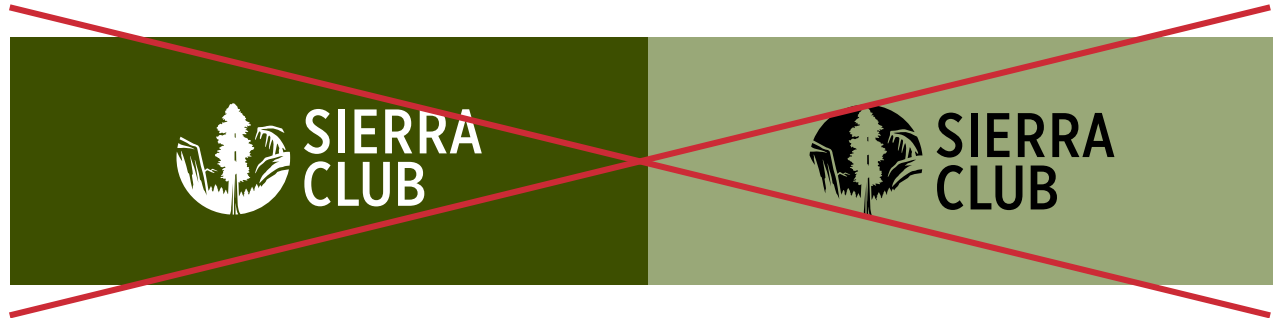
USING THE LOGO

Use the correct logo for your application.

2. For use on a darker background, please use the 1-color reversed version.
3. For use on a lighter background and on 1-color print jobs, please use the 1-color black version
4. Don't change the fill color of the black logo to white or vice versa to fit your application. The "tree" in the logo should never be a lighter color than the background.



This is the correct usage of the 1-color logos.

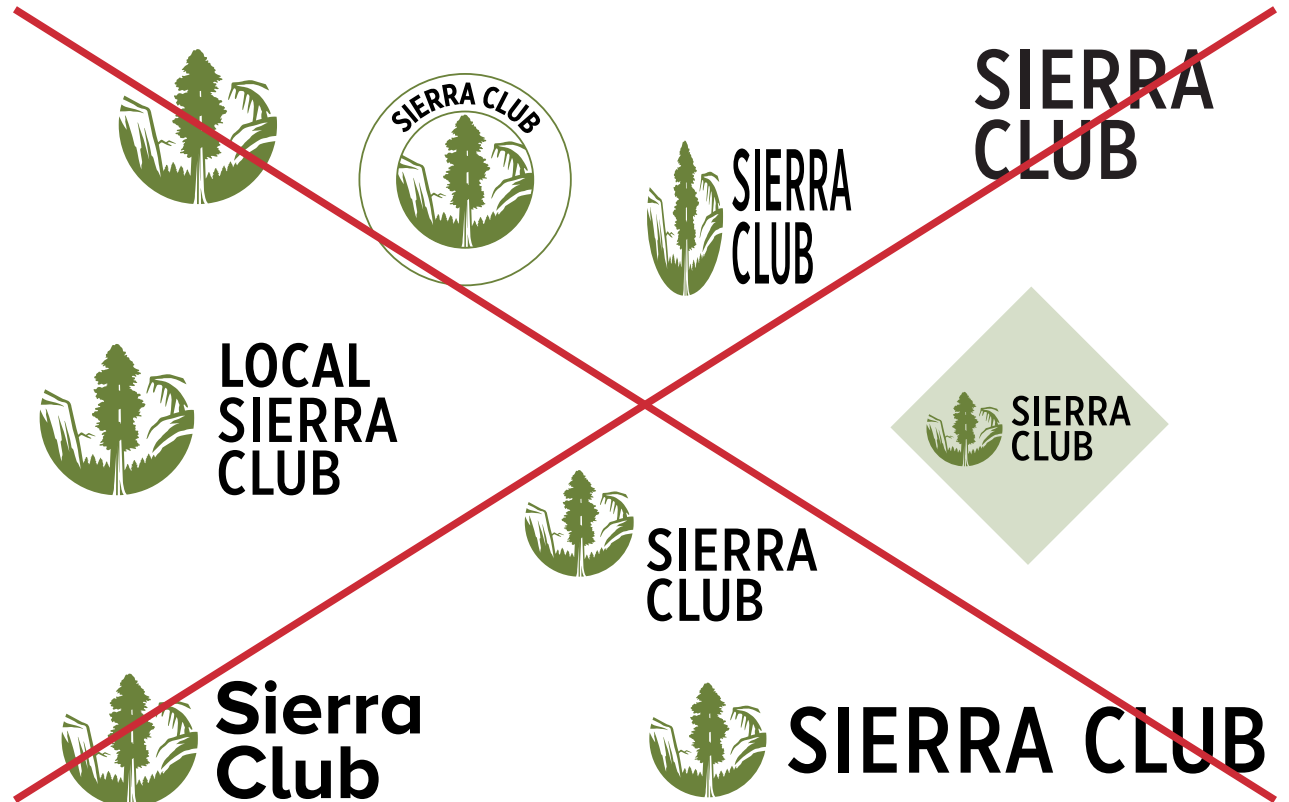


This is prohibited. Never manually change the fill color of the Sierra Club logo.

USING THE LOGO

Never alter any element of the logo or the logo itself.

1. Don't add to or subtract from the logo.
2. Don't change the layout of the logo's text or alter its appearance.
3. Don't stretch the logo or change its proportions



Never change the appearance of or add anything to the logo.

USING THE LOGO

Give the logo room.

1. White space around a logo is important because it shows that it is unique; that it is not another designed element on the page. Showing the logo respect by giving it space strengthens the brand.
2. Don't place other elements too close to the logo.
3. Don't place the logo too close to an edge.

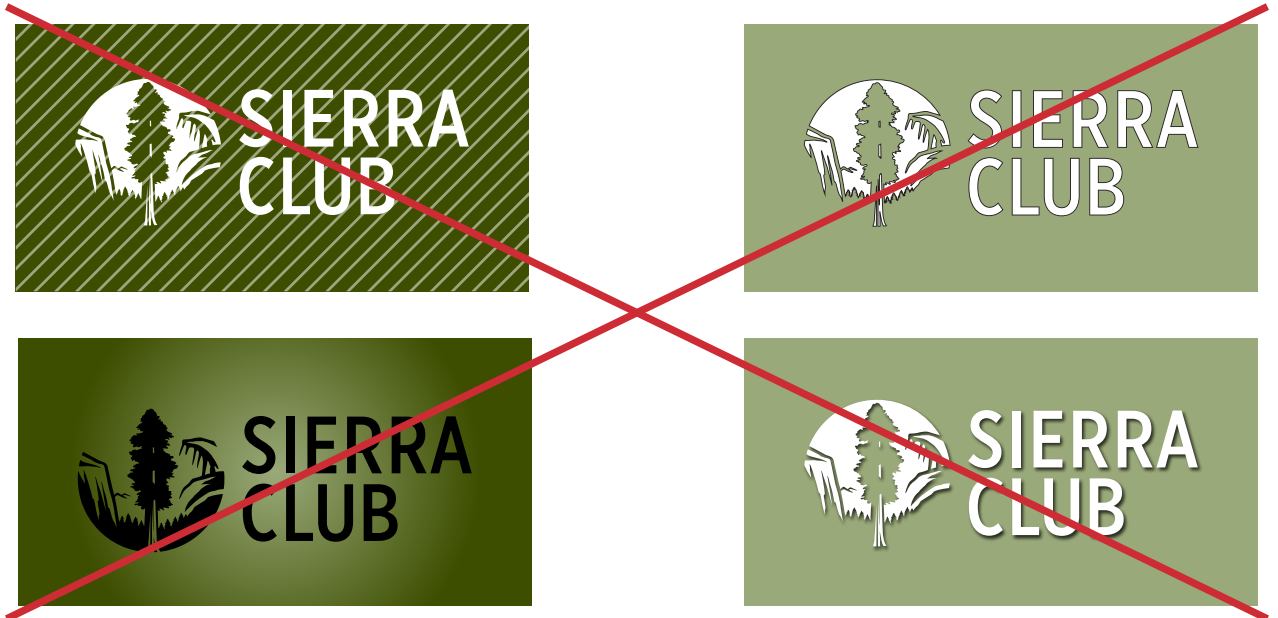


The dotted lines indicate the smallest amount of cushion recommended.

USING THE LOGO

Maintain legibility of the logo without altering its appearance.

1. Don't place on a busy background.
2. Don't add a glow, drop shadow, or outline.



Instead of altering the logo to work on the background, adjust the background to maximize legibility.

OTHER
DESIGN
ELEMENTS

Print Typefaces

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567689

Gotham Extra Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567689

Gotham Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567689

Web Typeface

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567689

OTHER DESIGN ELEMENTS

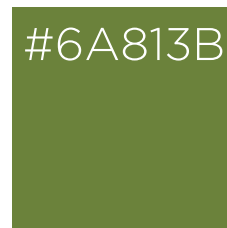
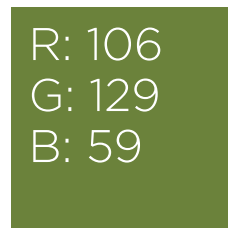
Colors

As a national organization with many highly localized chapters and groups, we do not adhere to a strict set of colors. If, however, you are designing something for the Sierra Club and you're unsure of what colors to use, here are some suggestions.



These colors can be found on the main Sierra Club website as well as templates for our chapters' websites.

This is the new official Sierra Club green. Here's how you make it:



WEB



PRINT

General Design

For a good idea of our design style, please visit the creative archive (sierraclub.org/creative-archive). Please note that because of the recent logo refresh, what you see in here is archived and not up-to-date. Despite the logo refresh, though, our general style has remained the same.