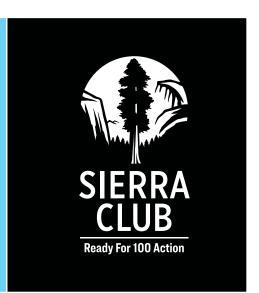# SIERRA CLUB

Ready For 100 Action

Download logo set here: *sc.org/rf100action-c4-logos*

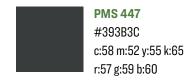**CAMPAIGN GRAPHIC**

Download graphic here: *sc.org/rf100action-c4-graphics*

COLORS

PMS 305
#4EC9F5
c:58 m:0 y:0 k:0
r:78 g:201 b:245

PMS 363
#508142
c:70 m:12 y:100 k:22
r:80 g:129 b:66

PMS 447
#393B3C
c:58 m:52 y:55 k:65
r:57 g:59 b:60

PRIMARY FONT

Ringside

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Buy font here: *https://www.typography.com/fonts/ringside*

ALTERNATE FONT

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Download free here: *https://fonts.google.com/specimen/Lato*

To learn more about our campaign brand, logos, graphics, and more visit *sc.org/rf100-style-guide.*

By using our Ready For 100 Brand Materials, you are agreeing to:

1) Conduct your Ready For 100 work in a manner consistent with the RF100 Campaign Principles. *sc.org/rf100-principles*

2) Use the Ready For 100 Brand Materials only to promote our shared campaign goals.

3) Understand and follow the rules about when to use the campaign graphic, and when to use the campaign logo. See the RF100 Style guide. *sc.org/rf100-style-guide*

4) And when to use Ready For 100 501(c)3 branding, and when to use Ready For 100 Action 501(c)4 branding. See RF100 Compliance Guidance. *sc.org/rf100-compliance*

5) Never use the Ready For 100 Brand Materials for commercial purposes, without written permission from the Sierra Club. See *sc.org/style-guide*.

6) The Ready For 100 Brand Materials (including any swag materials, the campaign logos, the campaign graphics, and all customized graphics prepared for use in the campaign) are Sierra Club trademarks. By using these materials you are acknowledging that you are doing so under a revocable license from the Sierra Club.

7) The Ready For 100 campaign logo (the one with the tree) may not be modified, and may not be used by other organizations without explicit written authorization. Sierra Club staff should consult with their managers before using the Ready For 100 logos. Members and volunteers should consult their local chapter or the Ready For 100 national team.