

Year on Climate Change Visual Identity

How to refer to the Year on Climate change in written text:

Correct: the Year on Climate Change or YCC

Incorrect: The Year on Climate Change, the Year of Climate Change, YOCC or YoCC.

This is Smith College's Year on Climate Change. Not CEEDS' Year on Climate Change.

When to use the mark:

If you are holding an event during the 2019–20 academic year that is presenting, discussing, or acting on an issue connected to climate change (loosely or explicitly) then it is part of the Year on Climate Change. If you have any question if your event, be it curricular, co-curricular, residential, or other, is or should be aligned with or part of the YCC, please contact Rachael Wein (rwein@smith.edu).

If your event/program is topically connected, please add the mark to your marketing materials (digital flyers, print flyers, etc.). We have a vertical mark and a horizontal mark, seen below. Both are available in jpg and png formats. The png file has a transparent background, while the jpg file has a white background. Please download the files you need from the Google Drive folders shared with this document.



The vertical mark can be used when space is limited. It can be used next to other logos in a row at the bottom of the page. It can also be used in the top or bottom corners of a page.

The version with “At Smith College” should only be used if your event is being advertised outside the college.



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the

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the

The horizontal mark is best used when there is more space available, and other logos are not being used alongside. We recommend centering the horizontal mark at the bottom or top of the page.



— YEAR ON —
CLIMATE CHANGE

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CLIMATE CHANGE
AT SMITH COLLEGE