Media & Communications Style Guide

California Climate Investments (CCI) is the umbrella brand for all programs funded by Cap-and-Trade dollars.

The state developed the brand to emphasize the importance of the Cap-and-Trade program as an essential piece of California’s climate portfolio that generates revenue to invest in clean technologies and reduce pollution, particularly in the state’s most disadvantaged communities.

Nearly 20 State agencies administer CCI programs. Projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling and much more.

All state agencies that administer CCI programs are required to follow the Funding Guidelines. The Funding Guidelines set forth guiding principles and requirements for all CCI programs and require coordinated communication. This document provides guidance on the implementation of the requirements in the Funding Guidelines and serves as a reference for grantees and contractors implementing CCI projects and programs around the state to ensure brand and messaging consistency.

Media Releases & Events

Grantees are encouraged to distribute news releases and organize press events at key milestones in coordination with relevant granting and administering agencies.

Key milestones include:

- Grant award announcement
- Program launch to consumers
- Technology delivery
- Operational milestone (XX number of customers, miles driven, trees planted, etc.)

Please send media releases and project or event photos to ccipress@arb.ca.gov for further distribution and promotional use.
To provide grantees with an introduction to California Climate Investments and a brief introduction to our messaging guidelines, agencies are encouraged to edit and send the Welcome to CCI document to grantees along with other introductory materials.

**Funding Boilerplate & Logo**

Include the CCI funding boilerplate and logo on all outreach and public facing materials including but not limited to press releases, media advisories, printed collateral, event invitations and project/program websites.

**Boilerplate**

[PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.

**Boilerplate en Español**

[NOMBRE DEL PROGRAMA/PROYECTO] forma parte de las Inversiones del Clima de California, un iniciativa estatal que destina miles de millones de dólares de Cap-and-Trade para la reducción de gases de efecto invernadero, fortalecimiento de la economía y mejoramiento de la salud pública y el medio ambiente – especialmente en comunidades en desventaja.

**Referring to Granting Agency**

The funding agency or agencies should also be referred to in outreach and public facing materials. For example: The California Air Resources Board (CARB) awarded $XX million dollars to [PROGRAM/PROJECT NAME] for an electric car-sharing program in disadvantaged neighborhoods throughout South City. [PROGRAM/PROJECT NAME] will make 100 zero-emission vehicles available to qualifying low-income residents to use up to 5 hours a week at no-cost. [PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment — particularly in disadvantaged communities.

**Connect with CCI on Social Media**
Key Messages for Media & Public Events

When giving media interviews or presenting in public, make it a top priority to mention Cap-and-Trade dollars as the funding source and any benefits to disadvantaged communities.

[PROGRAM/PROJECT NAME] is part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment — particularly in disadvantaged communities.

For projects in disadvantaged communities, you may want to place additional emphasis on your project’s focus on low-income populations and areas heavily impacted by pollution.

For example: Porterville Transit will operate all of the new buses on routes in disadvantaged communities providing zero-emission transportation to many citizens who are dependent on public transportation for their daily needs.

Additional talking points and background to consider:

[PROGRAM/PROJECT NAME] is a partnership among [NAME PARTNERS] to [DESCRIBE WHAT THE PROJECT WILL DO].
For example: The effort is a partnership among five California air districts and four seaports working to deploy and demonstrate zero-emission drayage truck technologies at four ports throughout the state.

California Climate Investments projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling and much more. At least 35 percent of these investments are made in disadvantaged and low-income communities.

The Cap-and-Trade program creates a financial incentive for industries to invest in clean technologies and develop innovative ways to reduce pollution.

To date, $9.3 billion in cap-and-trade proceeds has been appropriated to 20 state agencies that have distributed $3.4 billion to projects that are either completed or underway across the state.

More than half of the $3.4 billion in implemented investments (nearly $2 billion), is benefiting the state’s most vulnerable populations.

Contacts

Press Inquiries & Support
CCIpress@arb.ca.gov
(916) 322-2990

General Public Inquiries
1-800-757-2907 (English & Spanish)
info@caclimateinvestments.ca.gov
Logo Options
Meaning of Logo & Components

Blue: The blue color field represents the clean & clear skies of the future.

Green: The green color field represents the foundation of the program.
White: The white lines represent the trajectory of the combined efforts of the program, constantly growing and rising to new heights in order to solve the climate issues of the future.

**Typeface**

The typeface is Futura, chosen for its elegance and contemporary attributes.

**Alternate Versions**

Use the full color version of the logo wherever possible. If that isn't a viable option due to color constraints, background, or continuity in a larger group of logos, there is a white version available. Do not use the logo in full black.

**Positioning**

The logo should always be situated in a clear, readable location. The logo must always have good contrast with the background to ensure maximum impact and readability.

**Exclusion Zone (Clear Space)**

When placing images, copy and/or multiple logos together, the exclusion zone should be no less than half of the size of the logo.
Sizing

Minimum Sizing: The logo must be at least one inch high for readability.
Maximum Sizing: The logo does not have a maximum reproduction size.
Signage Guidelines

All funding recipients are encouraged to display the California Climate Investments logo on equipment and signage, as applicable, to acknowledge the funding source.

- For stationary projects this may include, but is not limited to, a sign at the project site to acknowledge the funding source. The sign may include, for example, the California Climate Investments logo and the names (and/or logos) of other partners, organizations, or individuals. Signs should be designed and displayed to maximize visibility, but there is no minimum or maximum size for the sign.
• Other project types, such as vehicles, equipment, and consumer-based incentives, are also encouraged to identify the funding source by using a decal, sticker, or other signage that includes the California Climate Investments logo.

Given the wide variety of projects, funding recipients may use the approach that is suitable for their specific circumstances (e.g., posted signs, decals, stickers, banners). The California Climate Investments logo should be displayed to maximize visibility and adhere to the design and color specifications in this document.

Examples of What Not to Do

The California Climate investment logo should never be used in the following ways:
Files with an EPS extension should be used for printed materials.
Files with a PNG extension should be used for screen viewing.