

ADELAIDE
CLIMATE
ACTION
WEEK
JUL 27 — AUG 2

Partners & Event Hosts Marketing Toolkit.

Thanks for showing up!

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1.0—Welcome

If you're reading this, you're already part of something. ACAW exists because people like you decided that showing up mattered — that one week, one city, and a lot of determined people could actually move things.

Whether you're hosting an event, bringing a partner on board, or helping spread the word, everything you need is here. The brand, the words, the rules, and the reason we're doing this. Now let's show up.

Adelaide Xerri, Executive Producer
Adelaide Climate Action Week

Festival snapshot

27 July to 2 August 2026. Around 100 events across Adelaide and regional South Australia. Open to everyone, free to organise, built on the belief that real change happens when whole communities move together.

With Australia leading COP31, South Australia has something to say. ACAW is our answer — not just conversation, but action across five areas: Learn, Care, Use Wisely, Restore, and Be Ready. First Nations knowledge and Pacific voices are central to how ACAW thinks about climate, community, and country. That's not a footnote. It runs through everything.

Who this is for

Event hosts. Partners. Supporters. Media. Anyone making ACAW happen.

One thing it's not for: greenwashing. ACAW is about genuine climate action. If you're unsure whether your event fits, reach out before you launch — collaborate@acaw.org.au.

2.0—Brand Essentials

2.1—Logo Dark Colour

2.2—Logo Light Colour

2.3—Logo Dark Mono

2.4—Logo Light Mono

2.5—Colour Palette

2.6—Logo Colour Use

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2.12—Headline & Image

2.13—Co-logo

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2.1—Logo Dark Colour

When to use this version

The Earthy Maroon logo is your everyday workhorse. Use it on light backgrounds: the Off-White and White backgrounds in the ACAW palette, light photography, or uncoated paper. The maroon carries the full weight of the brand without needing Warm Yellow to do the work. Both the full logo and the abbreviated ACAW versions are available in this colour. Grab the Canva template below to get started, or download the full graphic assets kit below if you're building outside Canva or need to share files directly.

[Get the Canva
Graphic Assets Template](#)

[Get the
Graphic Assets Kit](#)



Full logo



Abbreviated logo stacked



Abbreviated logo horizontal

2.2—Logo Light Colour

When to use this version

The Warm Yellow logo is designed for dark backgrounds, particularly Earthy Maroon. It brings energy and contrast where the Earthy Maroon version would disappear. Use it on maroon backdrops, dark photography, or anywhere you want the logo to pop. The full logo and abbreviated ACAW mark are both available in this palette. Access the Canva template below, or download the complete asset kit below for use in other applications.

[Get the Canva
Graphic Assets Template](#)

[Get the
Graphic Assets Kit](#)



Full logo



Abbreviated logo stacked



Abbreviated logo horizontal

2.3—Logo Dark Mono

When to use this version

The black mono logo is a single-colour version for when colour printing isn't available — merchandise, engraving, embroidery, or any application where a flat ink is required. It also works well when the brand needs to sit quietly within a partner's material without competing for colour attention. All logo configurations are available in this version. Find them in the Canva portal below, or grab the full asset kit below.

[Get the Canva
Graphic Assets Template](#)

[Get the
Graphic Assets Kit](#)



Full logo



Abbreviated logo stacked



Abbreviated logo horizontal

2.4—Logo Light Mono

When to use this version

The white mono logo is for dark or photographic backgrounds where neither the Warm Yellow nor Earthy Maroon version has enough contrast. It's the cleanest option for dark-printed collateral, merchandise with dark base colours, and digital applications with dark-mode interfaces. All logo configurations are available. Access them via the Canva portal below, or download the full graphic assets below if you're working outside Canva or sharing files with a designer or printer.

[Get the Canva
Graphic Assets Template](#)

[Get the
Graphic Assets Kit](#)



Full logo



Abbreviated logo stacked



Abbreviated logo horizontal

2.5—Colour Palette

Four colours. That's it.

Warm Yellow and Earthy Maroon are the ACAW brand. They do almost all the work. Off-White is our preferred background across most materials — it's warmer and more characterful than plain white, and it lets Earthy Maroon and Warm Yellow land the way they should. White is there when you need it. Stay within this palette across everything you produce — it's what makes ACAW materials instantly recognisable whether they show up on a screen, a poster, or a tote bag.

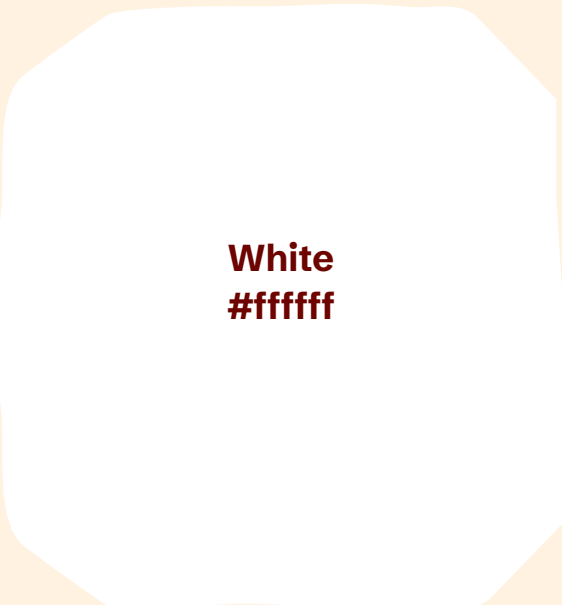
If you're working in Canva, the colours are already set in the template. Building outside Canva? The hex codes are right here: Warm Yellow #fcd712, Earthy Maroon #6d0400, Off-White #fff2e1, White #ffffff.



Warm Yellow
#fcd712



Earthy Maroon
#6d0400



White
#ffffff



Off-White
#fff2e1

2.6—Logo Colour Use

Backgrounds matter

Off-White is the preferred background for ACAW materials. On Off-White, use the Earthy Maroon logo. It's the combination you'll see most across the brand and the one that feels most at home. When the background is Warm Yellow, use the Earthy Maroon logo. When the background is Earthy Maroon, switch to the Warm Yellow logo. On White, Earthy Maroon works just as well as it does on Off-White.

Pair the right logo to the right background and the brand looks considered. Get it wrong and even great content loses impact.



2.7—Logo Mono Use

When to go mono

Mono logos are for situations where colour isn't available or where the brand needs to step back and share space — think merchandise, print partnerships, or co-branded materials with a dominant colour that isn't ours.

Off-White is still the preferred background when you have a choice. On Off-White or White, use the black mono logo. On Earthy Maroon or any dark background, use the white mono logo. On Warm Yellow, black mono works well.

If you can use colour, use colour. Mono is the practical fallback, not the first choice.



2.8—Logo & Image

Keeping the logo visible

When placing the logo over photography, contrast is everything. Warm Yellow and white both hold up well over images — use whichever gives you the cleaner read. Earthy Maroon and black tend to get lost, particularly over busy or dark photographs, so avoid them on images.

Off-White is still the preferred background for most materials. When you do go to photography, choose images that suit a light logo, not a dark one. And never place body copy directly over a photo — use a shape behind the text to keep it legible. The brand shapes are in the Canva template and the full graphic assets kit.



2.9—Brand Typography

Schibsted Grotesk

Our typeface is Schibsted Grotesk. It's clean, confident, and unpretentious — everything the ACAW brand should feel like on the page. We use Bold for headlines and anything that needs to command attention, and Regular for body copy and supporting text.

Schibsted Grotesk is a Google Font, which means it's free for everyone — no licensing fees, no restrictions, whether you're printing a poster or publishing a webpage. Download it via the button below and upload it to your Canva Brand Kit if you're on Canva Pro or Teams. That's all it takes to have the full brand experience in your hands.

On a Canva Free account? You'll be able to see the font in our templates but editing may trigger a substitution. If that happens, head to 2.10.

[Get Schibsted Grotesk](#)

Schibsted Grotesk Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789
!@#\$%^&*()_+-=[]{},./<>?|©®™

Schibsted Grotesk Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789
!@#\$%^&*()_+-=[]{},./<>?|©®™

2.10—Default Typography

Public Sans — the next best thing

If Schibsted Grotesk isn't available to you, use Public Sans. It's built into Canva Free, it's a close visual match, and it carries the same clean, no-fuss personality. The brand holds up well with it. Same rules apply: Bold for headlines, Regular for body copy. Don't mix the two typefaces in a single document — pick one and stick with it.

Public Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

!@#\$%^&*()_+-=[]{};:'",./<>?|©®™

Public Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnO

oPpQqRrSsTtUuVvWwXxYyZz

0123456789

!@#\$%^&*()_+-=[]{};:'",./<>?|©®™

2.11 Typography & Colour

Type meets colour

The ACAW palette and Schibsted Grotesk were made for each other. Bold headlines in Warm Yellow or Earthy Maroon on any of the four brand backgrounds — that's the combination. It's high contrast, instantly readable, and unmistakably ACAW.

Off-White is the preferred background, with Earthy Maroon type as the default. Flip to Warm Yellow type when you're on an Earthy Maroon background. On Warm Yellow, Earthy Maroon type works beautifully. White backgrounds follow the same rules as Off-White.

The swatches on the right show all the approved combinations. If it's not shown there, don't use it.

Show up

What this line does

Adelaide Climate Action Week already tells you what, where, the theme, and the format. The tagline's job is to do everything the name can't: capture the spirit, issue the invitation, and plant the flag for a movement.

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Show up

What this line does

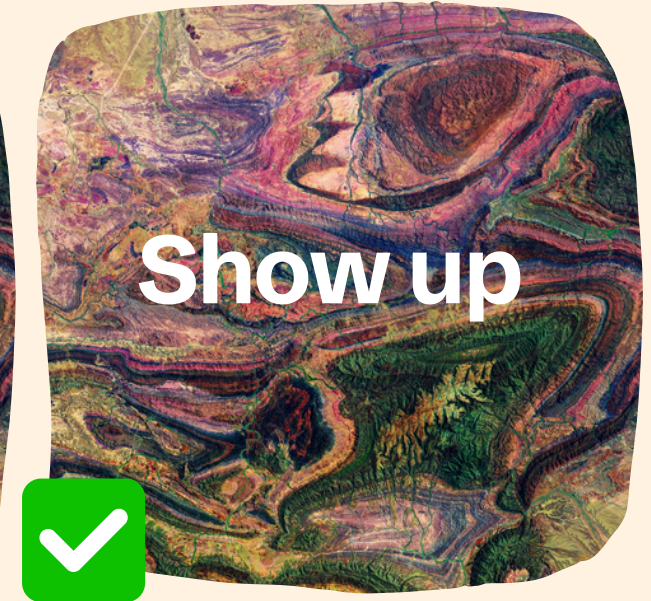
Adelaide Climate Action Week already tells you what, where, the theme, and the format. The tagline's job is to do everything the name can't: capture the spirit, issue the invitation, and plant the flag for a movement.

2.12—Headline & Image

Type on photography

A bold headline over a strong image is one of the most powerful things in the ACAW toolkit. Warm Yellow and white both hold up over photography — they cut through. Earthy Maroon and black get swallowed, particularly over busy or dark images, so leave them for flat backgrounds.

Choose images that suit a light headline. If the photo is doing its job, the type should feel like it belongs there, not like it's fighting for space. One firm rule: never set body copy directly over a photograph. Use one of the brand shapes behind your text. It keeps things legible and it looks considered. The shapes are in the Canva template and the full graphic assets kit.



2.13—Co-logo

Sharing the stage

ACAW events are community-built. That means your organisation's logo will often sit alongside ours, and we want that to look good for everyone. The co-logo lockups pair your mono logo with the abbreviated ACAW mark on a brand colour background. Use white mono when you're on Earthy Maroon, and black mono when you're on Warm Yellow.

Your logo goes on the left, ACAW on the right. Don't rearrange the order, resize one without the other, or place the lockup on an off-brand background. Four Canva templates are available — Earth Wide, Earth Short, Yellow Wide, and Yellow Short. Pick the one that suits your layout. If you need a file to share with a designer or printer, the full asset kit is below.



Example

[Get the Canva
Graphic Assets Template](#)

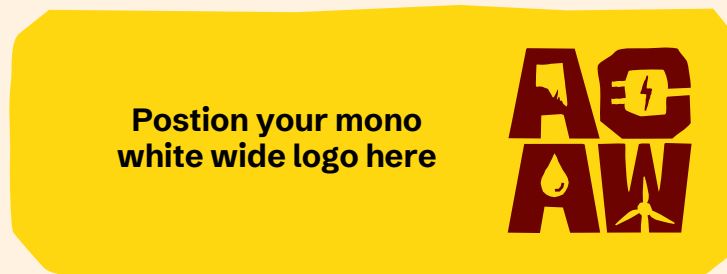
[Get the
Graphic Assets Kit](#)



[Earth Wide—Get Canva Template](#)



[Earth Short—Get Canva Template](#)



[Yellow Wide—Get Canva Template](#)



[Yellow Short—Get Canva Template](#)

2.14—Shapes

Organic, not geometric

The ACAW shapes are a core part of the brand. They're loose, hand-drawn, and deliberately imperfect — a counterpoint to the bold, structured logo. Where the logo is precise, the shapes breathe. Use them in Earthy Maroon and Warm Yellow. They work as background containers for text, as framing devices for images, and as graphic elements in their own right. You'll see them doing all three jobs across the materials that follow.

Grab them from the Canva template or download the full graphic assets kit.



2.15—Climate Action Areas

What we're taking action on

Adelaide Climate Action Week is built around five shared areas of climate action — drawn from the science, shaped by community, and rooted in South Australia's unique landscapes, industries and people.

With Australia leading COP31 negotiations in 2026, this is a rare moment. ACAW is South Australia's chance to show up with something to say — and to make sure the voices that matter most are part of it.

Whether you're a business, a researcher, a student, a farmer or a First Nations knowledge holder, there's a place for you here. Find the area that fits your event and make it yours.



1. Learn

Understanding Our Changing World



2. Care

People, Justice & Community Voice



3. Use Wisely

Energy, Economy & Circular Futures



4. Restore

Country, Nature & Living Systems



5. Be Ready

Resilience, Adaptation
& Disaster Preparedness

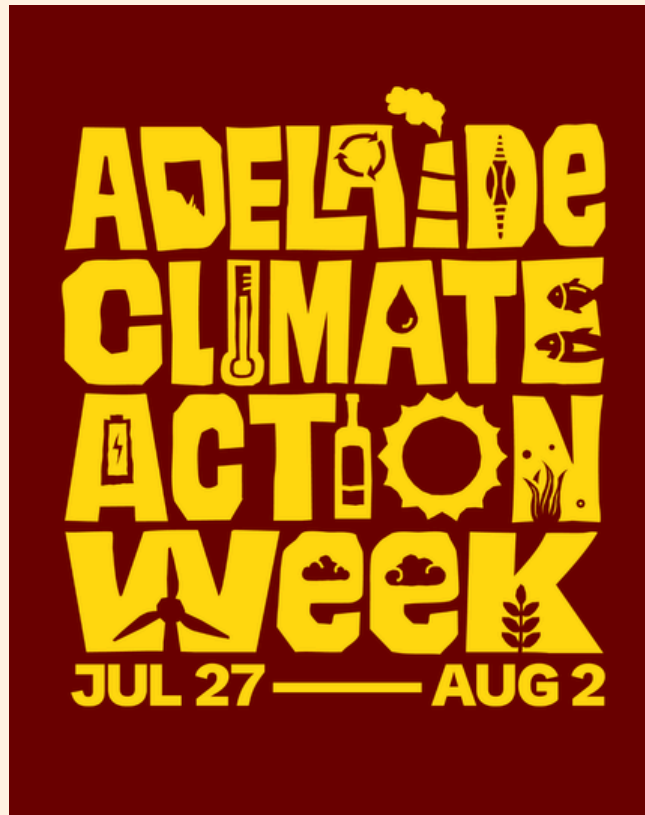
3.0—Social Media: Ready-To-Post

Ten ready-made tiles. All available in 4:5 (portrait feed) and 9:16 (story/reel) formats. Download the full set from the Graphic Assets Kit and drop them straight into your feed.

- 3.1—Festival Announcement
- 3.2—Why ACAW?
- 3.3—Come To ACAW
- 3.4—Post Festival
- 3.5—Something's Coming
- 3.6—Save The Date
- 3.7—Stay Tuned
- 3.8—We've Got Plans
- 3.9—One Week One City
- 3.10—Explore The Program

3.1—Festival Announcement

The hero tile. Use this when you're ready to tell the world your event is part of ACAW. Bold, loud, and unmistakably the festival. Available in Earthy Maroon and Warm Yellow. Grab it from the Graphic Assets Kit in 4:5 for feed posts or 9:16 for stories and reels.



**Get the
Graphic Assets Kit**

3.2—Why ACAW?

Use this to explain what ACAW is and why it matters — ideal for organisations introducing the festival to their audience for the first time. The copy on the tile does the heavy lifting. Available in both colour versions, 4:5 and 9:16.

Adelaide Climate Action Week emerged from South Australia's COP31 bid in 2025 — a campaign that revealed our state's deep climate leadership but also exposed the need for a more connected climate ecosystem.



Adelaide Climate Action Week emerged from South Australia's COP31 bid in 2025 — a campaign that revealed our state's deep climate leadership but also exposed the need for a more connected climate ecosystem.



**Get the
Graphic Assets Kit**

3.3—Come To ACAW

The invitation tile. Use it to drive attendance — to your event, to the festival, or both. Pairs well with a link to the programme in your caption.

**Where the whole
state shows up
for our planet.**

Including us.

ACA**AW**
JUL 27 — AUG 2

**Where the whole
state shows up
for our planet.**

Including us.

ACA**AW**
JUL 27 — AUG 2

**Get the
Graphic Assets Kit**

3.4—Post Festival

For the week after. Thank your community, celebrate what happened, and keep the momentum going. Use it within a few days of your event wrapping up while the feeling is still fresh.



**Get the
Graphic Assets Kit**

3.5—Something's Coming

A teaser tile for the lead-up to your event announcement. Post it before you're ready to reveal the details — build a little anticipation. Works well as a story a day or two before your main announcement.



**Get the
Graphic Assets Kit**

3.6—Save The Date

27 July to 2 August 2026. Use this tile as soon as you're confirmed — get it in people's feeds early. Works well as a standalone post or pinned story.

**Coming soon.
Save the date.**

**ADELAIDE
CLIMATE
ACTION
WEEK**
JUL 27 — AUG 2

**Get the
Graphic Assets Kit**

**Coming soon.
Save the date.**

**ADELAIDE
CLIMATE
ACTION
WEEK**
JUL 27 — AUG 2

3.7—Stay Tuned

For when your event details are almost but not quite ready to share. Keeps your audience warm without overpromising. A good placeholder while you finalise your programme.



**Get the
Graphic Assets Kit**

3.8—We've Got Plans

Use this in the programme build phase — when you're confirmed as an ACAW organiser and building buzz before the full announcement. Pairs well with a caption hinting at what you're working on.



**Get the
Graphic Assets Kit**

3.9—One Week One City

A solidarity tile. Use it to show you're part of the broader ACAW movement — not just your event, but the whole festival. Great for community organisations and partners who want to amplify the scale of what's happening.



**Get the
Graphic Assets Kit**

3.10—Explore The Program

Use this once the full ACAW programme is live to drive traffic to acaw.org.au. Point people to the website in your caption so they can find your event and everything happening around it.



**Get the
Graphic Assets Kit**

4.0—Social Media: Create-Your-Own Event Promo

Five templates. One for each ACAW climate action area. Pick the one that matches your event, add your event name, date, time, location, and logo — everything else is locked and on-brand. Available in 4:5 for feed posts and 9:16 for stories and reels. Direct links to each template are on the pages that follow.

4.1—‘Learn’ Event Promo

4.2—‘Care’ Event Promo

4.3—‘Use Wisely’ Event Promo

4.4—‘Restore’ Event Promo

4.5—‘Be Ready’ Event Promo

4.1—‘Learn’ Event Promo

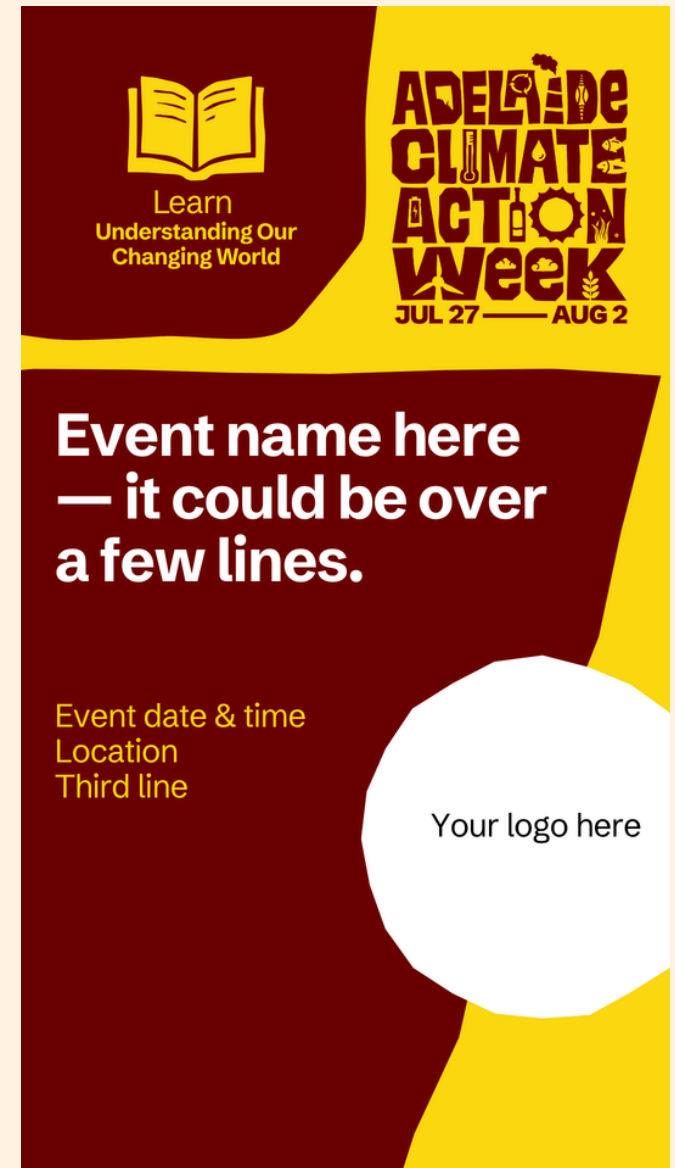
For events under Learn: Understanding our changing world. Add your event name, date, time, location, and logo. Everything else is locked. Use the direct links below to open the 4:5 or 9:16 template straight in Canva.

[Create your own Event 4:5 Social Asset](#)

[Create your own Event 9:16 Social Asset](#)



4:5 ‘Learn’



9:16 ‘Learn’

4.2—‘Care’ Event Promo

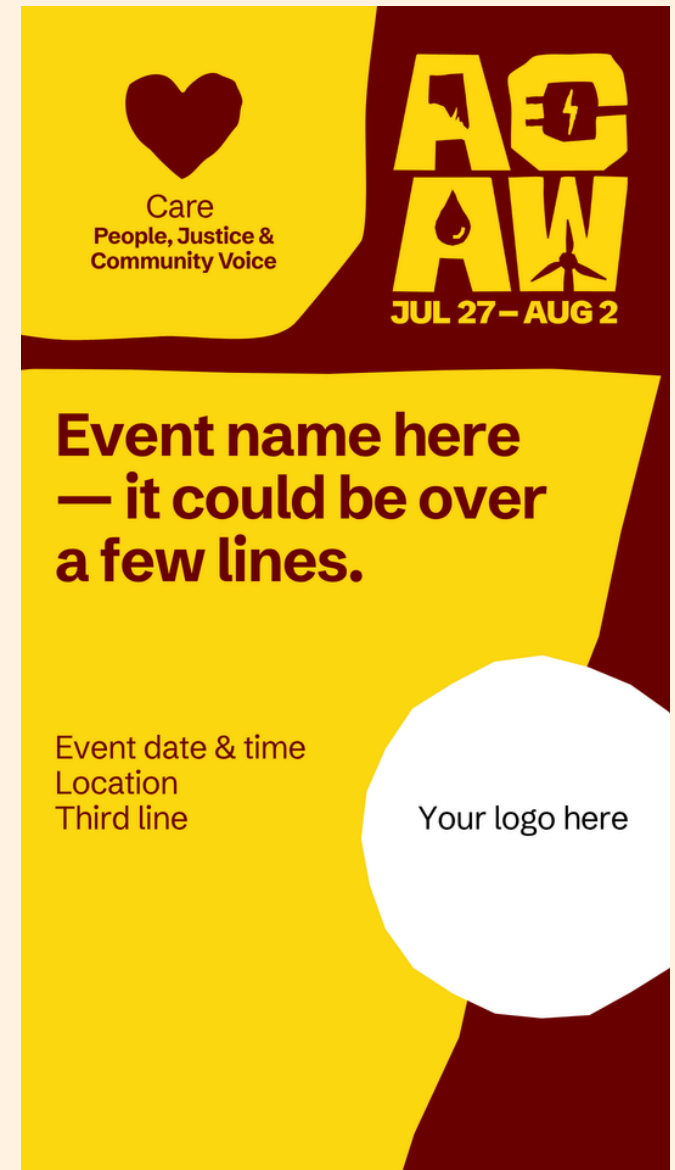
For events under Care: People, justice and community voice. Add your event name, date, time, location, and logo. Everything else is locked. Use the direct links below to open the 4:5 or 9:16 template straight in Canva.

[Create your own
Event 4:5 Social Asset](#)

[Create your own
Event 9:16 Social Asset](#)



4:5 ‘Care’



9:16 ‘Care’

4.3—‘Use Wisely’ Event Promo

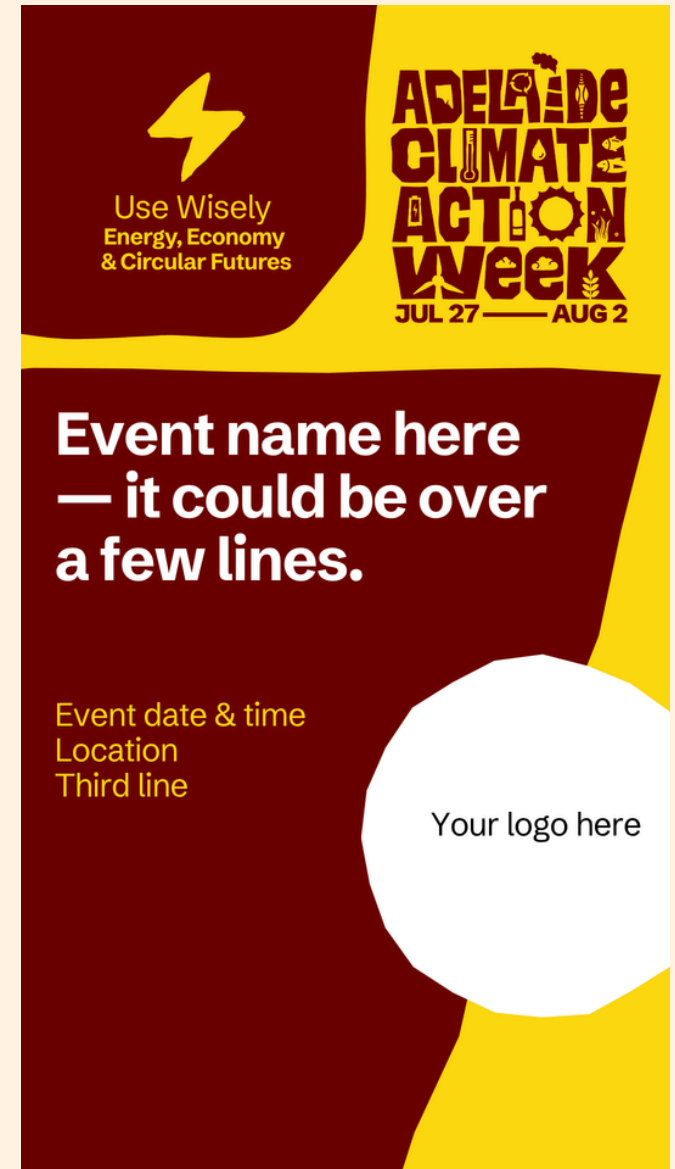
For events under Use Wisely: Energy, economy and circular futures. Add your event name, date, time, location, and logo. Everything else is locked. Use the direct links below to open the 4:5 or 9:16 template straight in Canva.

[Create your own
Event 4:5 Social Asset](#)

[Create your own
Event 9:16 Social Asset](#)



4:5 ‘Use Wisely’



9:16 ‘Use Wisely’

4.4—‘Restore’ Event Promo

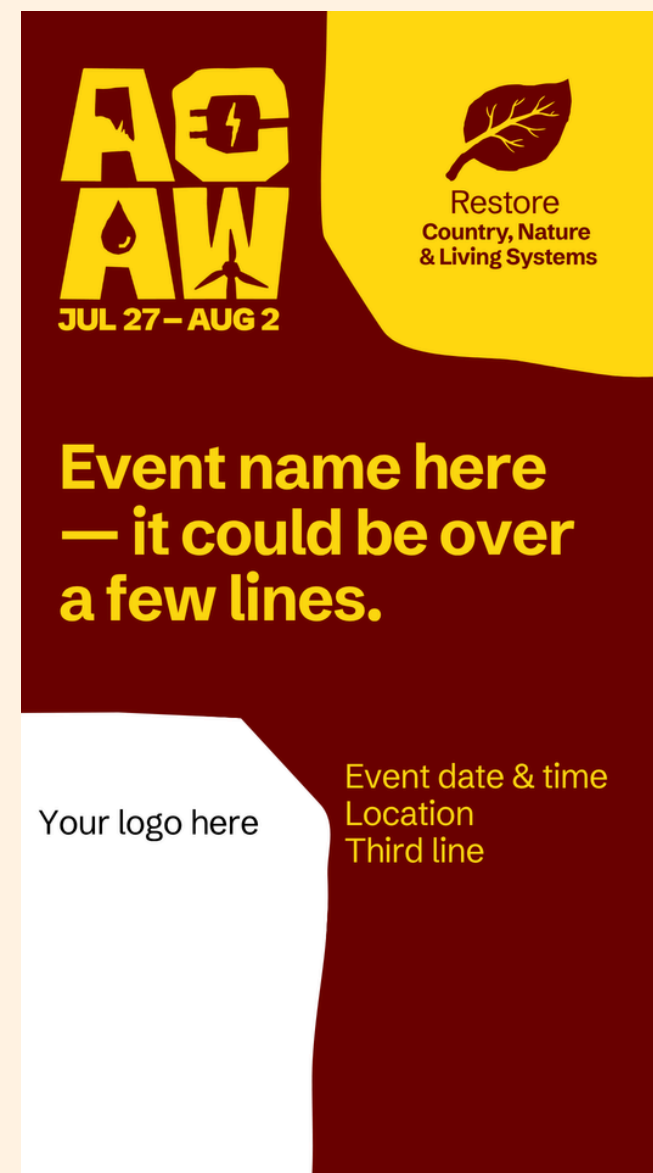
For events under Restore: Country, nature and living systems. Add your event name, date, time, location, and logo. Everything else is locked. Use the direct links below to open the 4:5 or 9:16 template straight in Canva.

[Create your own
Event 4:5 Social Asset](#)

[Create your own
Event 9:16 Social Asset](#)



4:5 ‘Restore’



9:16 ‘Restore’

4.5—‘Be Ready’ Event Promo

For events under Be Ready: Resilience, adaptation and disaster preparedness. Add your event name, date, time, location, and logo. Everything else is locked. Use the direct links below to open the 4:5 or 9:16 template straight in Canva.

[Create your own
Event 4:5 Social Asset](#)

[Create your own
Event 9:16 Social Asset](#)



4:5 ‘Be Ready’



9:16 ‘Be Ready’