

Brand Identity Suite for Climate Cultura, a fellowship supporting the work of Latinx creatives as clean energy ambassadors



About the Fellowship

Climate Cultura is a paid, one-month fellowship for Latin American filmmakers, comedians, and other artists to create new fresh content about clean energy, share local success stories, and inspire action. The program was piloted in June 2024 in Atlanta, Georgia, which has a robust creative community. Generation180's comedian-in-residence, Esteban Gast, led a 2-day workshop in Atlanta, which included climate and clean energy education, community-building, creative workshopping, and development of individual projects, culminating in original video content that was distributed widely. Esteban is Colombian-American, was raised in Puerto Rico, and is both an award-winning stand-up comic and experienced educator.

Partners

Climate Power En Acción
Galeo
Mi Familia Vota
Poder Latinx
Voto Latino

Name

The name "Climate Cultura" embodies the idea that culture and climate are deeply interconnected. It emphasizes that addressing the climate crisis isn't only a scientific or political endeavor—it's a cultural one.

We tested the name with Latinx creatives to ensure it resonated with the target audience. The name reflects the fellowship's mission to empower Latin American creators to bring their own voices, experiences, and backgrounds into the climate conversation, underscoring that this is a collective effort requiring both unique perspectives and community involvement.

Brand

The brand identity for Climate Cultura was designed to capture the spirit of creativity and community at the heart of this group. We aimed for a look and feel that would resonate with creatives, using a sketchy typeface and cut-and-paste elements to express the hands-on process of play and creation.

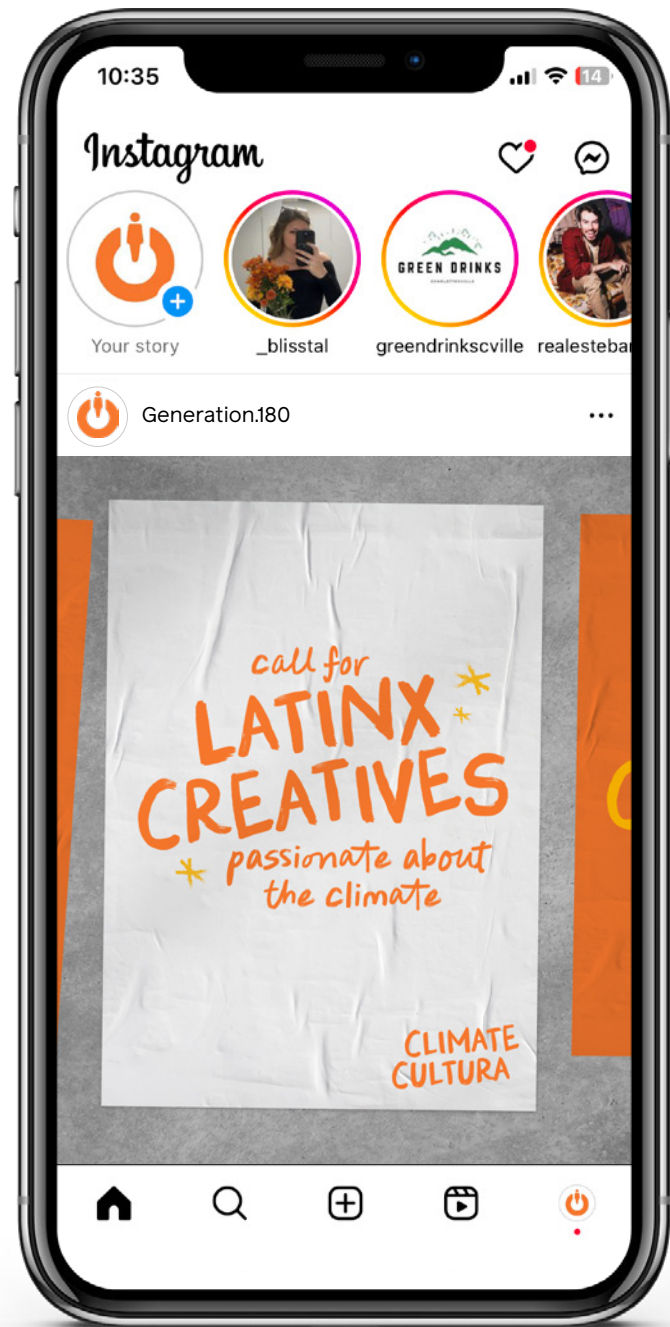
Collage is central to the identity, showcasing the hand-crafted, tactile nature of creation, while still living in a digital space. In combining headshots of fellows who had yet to meet, we emphasized that they were already a part of the collective—a shared experience—connected by their commitment to climate action.

The loud and vibrant color palette brings joy and energy to the identity, balancing the gravity of the climate crisis with an optimism that action can be impactful *and* uplifting. The Climate Cultura Identity Suite embodies a hopeful vision for the future, empowering fellows to see themselves as a creative part of something greater and culturally meaningful.

CLIMATE CULTURA

A PROGRAM OF GENERATION180





call for
LATINX CREATIVES
* passionate about
the climate

* the climate
crisis needs
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CLIMATE CULTURA



POR LA CULTURA

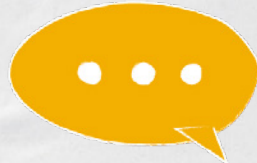
CLIMATE CULTURA

A PROGRAM OF GENERATION 180

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STORYTELLING

Climate Cultura







THREE STEPS TO SUCCESS

A simple checklist to make your project has the most impact

CLIMATE CULTURA WORKSHOPS

Location
Onward Theatre, 711 Catherine St SW
Suite 200, Atlanta, GA 30310

6.01 Sat

- 9:00-10:00 Welcome Coffee, Breakfast, Introductions
- 9:45-10:00 Overview of Climate Cultura
- 10:00-12:00 Climate 101
- 12:00-12:30 Lunch
- 12:30-1:00 Inspiration Hour
- 1:00-2:00 Specific Brainstorm
- 2:00-2:15 Break
- 2:15-3:30 Local Organization Panel
Guest Speakers from organizations like GALEO, PoderLatinx, Climate Power, and Mi Familia Vota



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