3Degrees.™

Brand Guidelines

Updated July 2021

How to use these guidelines

This brand style guide sets the tone for how 3Degrees communicates with external and internal audiences. Whether it's through our writing, our logo, our presentations, visuals, or any other form of communication on behalf of 3Degrees, every choice should be deliberate, consistent, and should convey our voice, our mission, our values, and our personality.

Use these brand guidelines to learn how to capture the spirit and purpose of 3Degrees. Each style choice has been selected carefully to best represent our brand.

QUESTIONS?

This guide has been developed by the 3Degrees Marketing Team which actively manages the company's brand. If you have questions or comments, please contact us at *brand@3degrees.com*.

CONTENTS

BRAND FOUNDATION

OUR STORY

**WHAT DOES
3DEGREES DO?**

3Degrees helps organizations around the world achieve renewable energy and decarbonization goals.

Our name as a call to action

Our name was inspired by global warming targets that were emerging in the early 2000s to prevent catastrophic climate change. While the targets have evolved since our founding, we remain committed to pursuing the biggest possible climate impact in partnership with our clients.

While the specific target has changed, our name is a strong reminder of the longevity and importance of our mission to make it possible for businesses and their customers to take urgent action on climate change.

OUR MISSION

We make it possible for businesses and their customers to take urgent action on climate change.

HOW WE APPLY OUR VALUES

+ Guidance and inspiration in all decision-making

+ Recruitment and retention tools

+ Reinforce organization's culture and purpose

+ Client education on company identity

OUR VALUES

PASSION *for taking urgent action on climate change.*

RESPECT *for all people.*

COMMITMENT *to achieving impact through ground-breaking work.*

INTEGRITY *guides our actions. Always.*

DIVERSITY *inspires new approaches for how we do business.*

SOCIAL MISSION

Through our work, we seek to pursue the principles of a Just Transition to help build a more equitable, regenerative economy for all people.

Through our day-to-day work developing and delivering renewable energy and decarbonization solutions, our employees, customers, and partners are reaping the numerous social and economic benefits of taking action on climate change. Our Just Transition social mission is about expanding access to this work and its benefits, especially when it comes to historically marginalized communities and those who have been impacted most greatly by climate change.

3Degrees has decided to focus on Just Transition as our social mission for the following reasons:

1   Just Transition builds upon the legacy of other environmental movements, like environmental justice and climate justice.

2   We're already mobilizing the "transition" with our company mission's focus on climate action.

3   Focus on sustainable economic growth and job creation is aligned with our business and customer interests.

HOW THE SOCIAL MISSION SHOWS UP

The social mission was launched internally in Q1 2021. We will continue to provide further guidance about if/how/when to speak about our social mission in external communications as plans emerge.

B CORP CERTIFICATION

Business as a force for good

Since 2012, 3Degrees has been a Certified B Corporation™. The B Corp™ certification sets rigorous standards for for-profit businesses on social and environmental performance, and represents the commitment we've made to our employees and communities.

We're proud to be a part of the B Corp community and follow its guidelines for how we talk about and visually represent our commitment.

What is a B Corp?
(based on their guidelines)

SHORT VERSION

B Corps™ are businesses that meet the highest verified standards of social and environmental performance, transparency, and accountability.

LONG VERSION

Certified B Corporations™ (B Corps™) are for-profit companies that use the power of business to build a more inclusive and sustainable economy. They meet the highest verified standards of social and environmental performance, transparency, and accountability. As of 2020, there are almost 4,000 B Corps in 150 industries and 74 countries around the world.

Note: please follow B Corp Brand Guidelines when using the B Corp logo. See pg 13 for additional guidance on using the B Corp logo on 3Degrees' materials.

BRAND PERSONALITY

Our brand expresses who we are and what we believe in. It reflects our thinking and our work ethic. It shapes how we relate to our customers and how our customers perceive us and respond when they see or hear our name. It builds loyalty and attracts the best people to our team.

The key to creating a strong brand is to clearly express its distinctive personality, characteristics, and values through every piece of verbal, written, and visual communication on a daily basis.

	WE ARE...	BUT NOT...
SMART	informed, approachable	academic, arrogant
FORWARD-THINKING	progressive, big picture thinker, a leader	science fiction
PASSIONATE	enthusiastic, a champion, determined	militant, overly-emotional
AUTHENTIC	approachable, frank	unpolished
RELIABLE	trustworthy, provides good value	boring, predictable

EMPLOYER BRAND

3Degrees' employer brand is an important component of our overall corporate brand. Our employer brand is how 3Degrees is perceived by current employees, prospective employees, and even former employees. It is a result of every experience throughout every stage of the employee lifecycle, from recruiting to offboarding.

Through our communications, we seek to enable and encourage our employees to join us in creating 3Degrees' employer brand. By sharing our values, culture, and work life experiences, we attract and retain great talent. We bring our employer brand to life for prospective applicants through social media posts, job reviews, employee testimonials, direct network conversations, and interviews. *Employees play a powerful role as our informal recruiters and marketers.*

Employer Brand Guidelines

+ Employer Brand reflects the overall 3Degrees brand in terms of visual identity, voice, writing style, and inclusive language guidelines.

+ The shorthand "3D" and phrase "3D'ers" should only be used in internal-facing communications when referring to our team and teammates.

+ We use the tagline "Work that matters" on employer brand materials, such as stickers, social posts...etc. *See pg 14 for an example.*

+ When creating social media content, make sure that our company values are reflected in the message and visuals. *See pg 21-29 for more information on photo selection.*

3DEGREES CORPORATE BRAND

EMPLOYER BRAND

Please contact brand@3degrees.com for any questions on employer brand implementation.

VISUAL STYLE GUIDE

LOGO LOCKUP

The 3Degrees logo is made up of the numeral 3, the word Degrees (capital D), and a degree symbol, as well as a trademark symbol.

Use the **full color** 3Degrees logo whenever possible. The **full color** and **grayscale** versions of the logo should be used primarily on white or very light backgrounds. For busier visuals, including bright colors or photograph backgrounds, the **reversed** version of the logo should be used. The **two-color reversed** logo is also available for special cases, including solid color, darker backgrounds where the logo is prominently featured.

FULL COLOR

LOGOTYPE

3Degrees™

MARK ELEMENTS

REVERSED

TWO-COLOR REVERSED

GRAYSCALE

(80% BLACK)

LOGO TREATMENT

SIZING & SPACING

It is important that other elements don't crowd the logo. Please allow for space around the logo, minimum the height of the "e" in Degrees.

The 3Degrees logo should not be used in body copy.

The logo may not be used at a size smaller than the minimum specified.

CLEAR SPACE

MINIMUM SIZES

PRINT: 1.5" WIDE

WEB: 75 PIXELS WIDE

IMPROPER LOGO TREATMENT

In order to maintain the integrity of the logo, please use the following examples to guide what not to do with the logo.

Do not apply any special effects to the logo.

Do not change the color of the logo.

Do not stretch or distort the logo.

Do not change the angle of the logo.

Do not resize or rearrange the logo or any logo elements.

Do not place the logo on a busy photo or background.

OTHER BRAND MARKS

BRAND SYMBOL

The 3Degrees brand symbol is made up of the goldenrod degree symbol from the logo, encircled in two more concentric rings of lightening shades of yellow symbolizing "three degrees" and evoking the sun — a source of renewable energy, symbol of hope, and supporter of all life on earth.

The brand symbol should be used sparingly, primarily in small, square or circular spaces where the full logo isn't readable, such as a social media profile icon or small profile image (i.e. slack workspace symbol). *This symbol is not meant to take the place of the 3Degrees logo. When in doubt, just use the full logo.*

FAVICON

The goldenrod circle symbol may be used as the favicon for 3Degrees websites.

B CORP LOGO

Certified B Corporation®

On prominent 3Degrees branded pieces, featuring the B Corp logo can help provide additional information about our identity. It should be supplemental to the 3Degrees logo, and not used as a standalone mark.

Note: please follow B Corp Brand Guidelines when using the B Corp logo.

RETIRED LOGO MARK

We have discontinued the use of the 3° logo mark in order to de-emphasize the association of our name with an outdated climate target. As a reminder, the Intergovernmental Panel on Climate Change (IPCC)'s 2018 special report noted, "There are clear benefits to keeping warming to 1.5°C rather than 2°C or higher," to avoid the worst impacts of global warming. The previous symbol version (i.e. 3°) draws extra attention to the temperature connection of 3 degrees, which is out of touch with the current targets from climate science.

NO LONGER IN USE

CAMPAIGN MARKS

The marketing team has developed marks for specific campaigns or series. These identifiers or campaign marks are primarily typographic treatments, but also may include colors, iconography, or other stylized treatment to help create a unique look and feel for a particular series. The goal of having a unique mark is to ensure distinct cohesion of a set of pieces that fits under the 3Degrees brand. It is usually related to a specific time-bound campaign, audience, or subject matter.

Campaign marks should always be complementary to the full logo and utilize brand visual elements (special exceptions may be made for typography).

NEED A CAMPAIGN MARK?

If you are working on a project or series that you think may warrant a unique look and feel, reach out to brand@3degrees.com to discuss your project. Any campaign marks should be developed and approved by the marketing team.
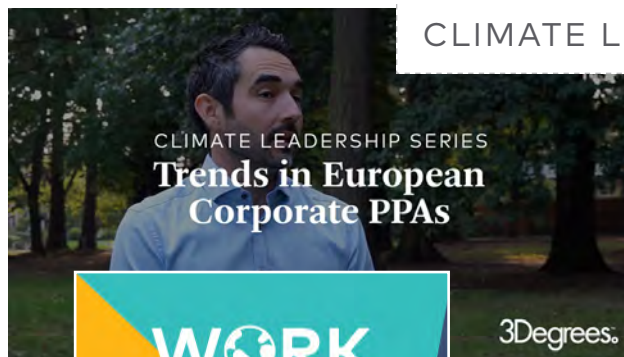
CLIMATE LEADERSHIP SERIES

VIDEO SERIES

EMPLOYER BRAND TAGLINE

3DEGREES UNIVERSITY

WEBINAR SERIES

SUMMER READING PROGRAM

INTERNSHIP PROGRAM

COLOR PALETTE

The mood of the color palette is meant to reinforce the tone of the brand: enthusiastic, approachable, optimistic, and intelligent. Our brand leads with a sunny outlook exemplified with goldenrod yellow and is grounded with calm grays. The secondary palette lends itself to flexible applications, allowing for a variety of combinations based on subject, audience, and desired tone. *See the next two pages for some example combinations.*

Color tints Tints of color may be used on pieces when paired with the original colors to help create differentiation and variety in graphics.

OPACITY %   100%   75%   50%   25%

PRIMARY COLOR

GOLDENROD YELLOW
PMS 116 U
CMYK 0 34 96 0
RGB 253 181 21
HEX FCB414

Note on readability
Please be mindful when using colors on fonts. In general, dark gray should be used on text to ensure readability. When using color on text, opt for bold sans serif (Mark OT, Arial). Avoid using goldenrod yellow for text on materials projected onto a screen.

Bold sans serif works best when text is being reversed (white) on a colored background.

NEUTRALS

LIGHT GRAY
PMS 429 U
CMYK 45 34 32 1
RGB 147 151 157
HEX 93979D

MEDIUM GRAY
PMS 431 U
CMYK 57 45 40 8
RGB 117 123 131
HEX 757B82

DARK GRAY
PMS 433 U
CMYK 63 56 50 24
RGB 92 92 97
HEX 5B5C61

SECONDARY COLORS

MEDIUM ORANGE
PMS 144 U
CMYK 0 56 85 0
RGB 246 138 61
HEX F6893C

DARK ORANGE
PMS 1665 U
CMYK 3 74 77 0
RGB 234 104 71
HEX E96847

LIME GREEN
PMS 367 U
CMYK 47 0 77 0
RGB 145 202 107
HEX 90C96A

TEAL BLUE
PMS 3252 U
CMYK 69 0 31 0
RGB 55 190 189
HEX 36BEBC

NAVY BLUE
PMS 295 U
CMYK 85 68 34 17
RGB 58 80 115
HEX 395072

TAUPE GOLD
PMS 451 U
CMYK 42 36 58 6
RGB 150 143 115
HEX 958F72

WARM COLOR PALETTE ---

PRIMARY PALETTE

VARIETY COLOR BLOCKING

COLOR APPLICATION

While the 3Degrees primary palette is core to the brand, the full palette, including secondary colors and tints of colors, fills out a larger color range. It provides options for warmth, coolness, brightness, calmness, playfulness, and gravity — with the flexibility to combine colors to fit various content needs.
See the next page for more example combinations.

COOL COLOR PALETTE

SIMPLIFIED PALETTES

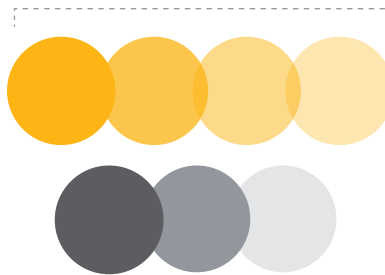BRIGHT PALETTES

3Degrees Brand Guidelines

COLOR APPLICATION

Our flexible secondary color palette allows us to cater our look and feel for different topics and audiences. Here are some recommendations of palette combinations based on these differentiators.

These are not hard and fast "rules.' Use these as guidance, knowing there is flexibility based on each situation.
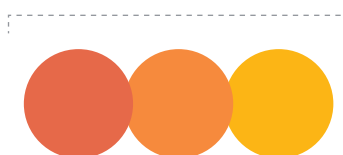
PROCESS STEPS

3DEGREES BRAND, OVERVIEW

WEBSITE RESOURCES

Case studies, project profiles

Articles

Videos, webinars

SCOPES, EMISSIONS, CARBON, NET ZERO

SCOPE 1   SCOPE 2   SCOPE 3

EMPLOYER BRAND, VALUES

RENEWABLE ENERGY, SUPPLY, INTERNATIONAL, SOLAR
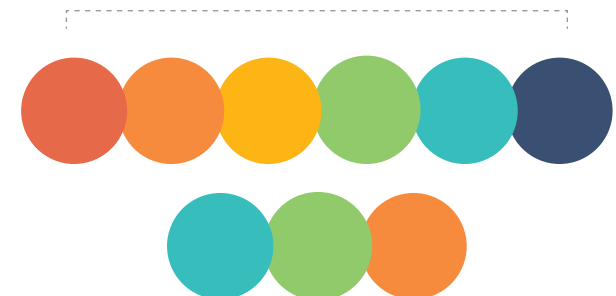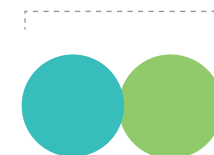
COMPARISON OF TWO THINGS

TYPOGRAPHY

Typography styles help us tell our stories with distinction and organization. Our type system keeps things consistent, simple, and highly versatile, balancing a clean sans serif with a timeless serif font to reinforce our brand personality traits as smart, reliable, and authentic. While marketing channels will rely upon the official typefaces, we also provide more universally-available substitute options for a wide range of platforms and uses.

ARNHEM PRO

Arnhem Pro is a serif rooted in traditional typography but with a modern touch. Because of Arnhem's exceptional reading quality, it's suitable for large bodies of text and impactful headlines. We use Arnhem in sentence case.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @ # $ % & ! ?

Arnhem Pro Bold Italic
Arnhem Pro Bold Italic
Arnhem Pro Bold Italic
Arnhem Pro Bold Italic

FF MARK

FF Mark is a geometric sans serif that is strong, simple, and bold in form. Its roundness adds approachability while its thickness adds strength and confidence. We use Mark in all caps for subheadlines, labels, and descriptor text to complement Arnhem.

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 @#$%&!?

FF MARK REGULAR
FF MARK BOLD
FF MARK BLACK

UNIVERSAL FONTS

When creating documents in Microsoft Office or the Google Suite, use universal font substitutes: Georgia in place of Arnhem Pro, and Arial in place of FF Mark.

GEORGIA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 @ # $ % & ! ?

Georgia Bold Italic
Georgia Bold Italic
Georgia Bold Italic
Georgia Bold Italic

ARIAL

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 @#$%&!?

ARIAL REGULAR
ARIAL BOLD
ARIAL BLACK

TYPOGRAPHY EXAMPLES

Arnhem Pro Bold headline example.

SUBHEADING IN FF MARK BOLD

Body copy in Arnhem Pro. Quibusti umquid endis simusam, temolore volum que cus necabori inus autent aliciur sitatus autessero ommodis ipsam, tem. Electo quiamet omnis aut aceroritem aut magniet dolent, idest am qui simpore sere, utempor atetur, aut assum fugit.

Arnhem Pro Bold headline example.

Subtitle Arnhem Pro Italic

Body copy in Arnhem Pro. Quibusti umquid endis simusam, temolore volum que cus necabori inus autent.

FF MARK BLACK

Subtitle Arnhem Pro Bold Italic

Body copy in Arnhem Pro. Quibusti umquid endis simusam, temolore volum que cus necabori inus autent aliciur sitatus autessero ommodis ipsam, tem.

Arnhem Pro subtitle example.

Body copy in Arnhem Pro. Quibusti umquid endis simusam.

Subtitle Arnhem Pro Bold Italic

1   Body copy in Arnhem Pro. Quibusti umquid endis simusam.

2   Body copy in Arnhem Pro. Electo quiamet omnis aut aceroritem.

3   Body copy in Arnhem Pro. Idest am qui simpore sere.

115M+

*Big stats in bold numbers FF Mark Bold, supporting Arnhem Pro Bold Italics*

+   Arnhem Pro Normal bullet list copy example

+   Mark OT Bold for "+" bullets

+   Arnhem Pro Normal bullet list copy example

+   Mark OT Bold for "+" bullets

"Pull quote in body copy in Arnhem Pro Italic. Quibusti umquid endis simusam."

– FF MARK REGULAR

ICONOGRAPHY

Icons can be used to break up blocks of copy, add useful visual elements to illustrate various items, and make content more skimmable. Whenever possible, use them to represent the appropriate label or close approximation. Generally the icons can be in goldenrod, but they also are available in gray, teal, and green. They may be used in reverse (white) on solid color backgrounds.
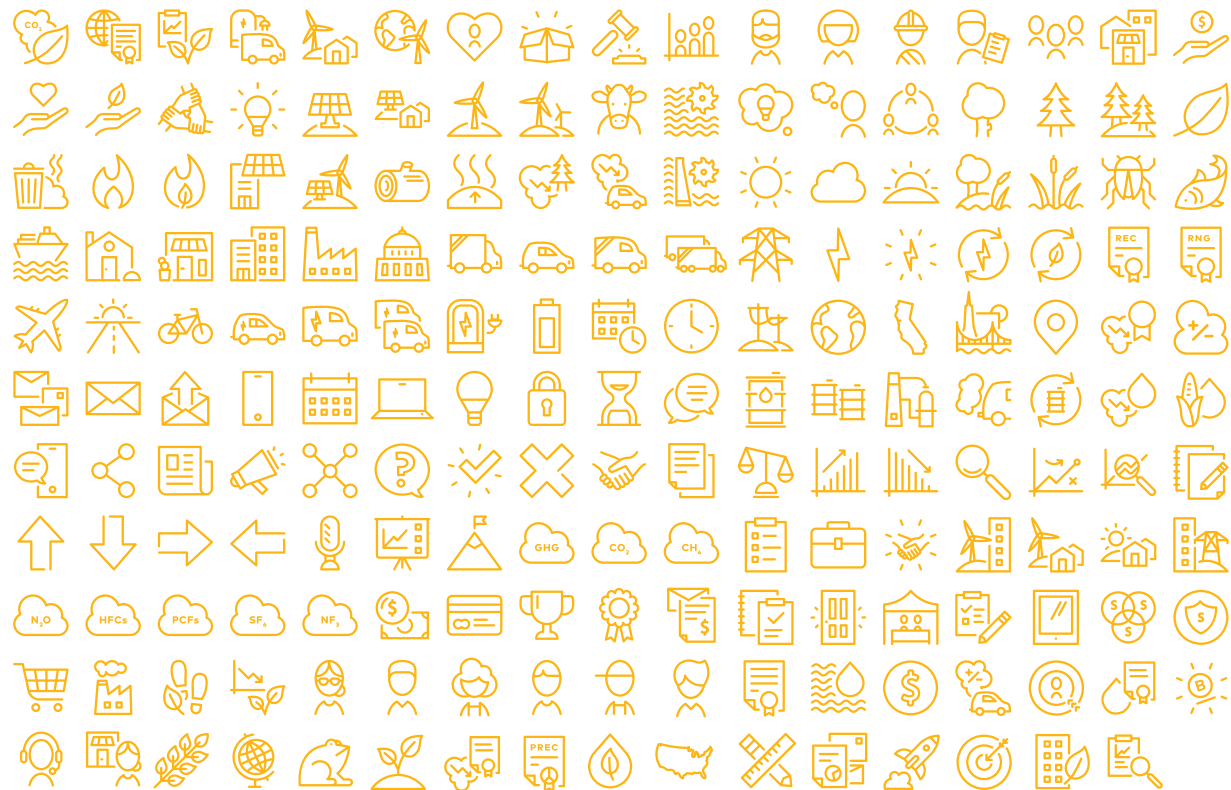
USING ICONS CORRECTLY

+ Keep all icons in a document the same size. The goal is for all the icons to have the same line weight throughout a piece.

+ *Do not* enlarge icons. Icons are meant to be displayed as small helpers alongside text, not blown up as a large visual component.

+ *Do not* recolor icons to non-3Degrees brand colors.

+ *Do not* use icons in place of text.

+ *Do not* use 3Degrees icons for a non-3Degrees branded piece.

+ Be thoughtful about using icons to ensure they are adding value and meaning, not clutter.

We can provide our most up-to-date icons with individual labels in Google Slides, Powerpoint, and Adobe Illustrator (vector) formats, or saved as individual pngs in yellow, gray, teal, or green. Email brand@3degrees.com if you're in need of a specific format, or if you think you might need an icon we don't have.

Photography guidelines

Photography is one of the most important elements in the overall mood conveyed through design. The imagery is the first thing people see and the last thing they remember across mediums. It captures the personality of our brand.

Photography should take inspiration from the primary and secondary color palettes. Subject matter should reflect subtle instances of cohabitation between humankind and nature, as well as everyday life and businesses. Overall mood should be calm, confident, and relatable to the audience.

Use these guidelines as a framework to follow when creating or curating images for our brand so that all associated materials possess a definitive visual vernacular and a degree of visual continuity maintained throughout.

Art direction ideas:

+ Using subjects in motion to provide energy to environments.

+ Unique cropping that leaves room for interesting composition and ambiguity in the models' identities.

+ Graphic compositions using the environment (bold colors inspired by our brand palette, interesting angle or framing).

+ Subject offset from center (position creates a unique composition for the story, uses surroundings to provide context or interest).

+ An interesting depiction of a natural situation with a calm, thoughtful tone.

+ Depth of field used to connect two subjects (example: connecting nature in the foreground with renewables in the distance).

GENRES
Landscape, cityscape, business, lifestyle, observational

ENVIRONMENT
The great outdoors and cities, or nature brought indoors

LIGHTING
Warm natural light, especially sunrise and sunset for outdoors, or nighttime with glowing lights and/or starlight

WARDROBE, PROPS
Casual or business casual, down-to-earth, solid colors or bold patterns

COMPOSITION
Off-centered, depth of field, clear focal point, aerial

COLOR PALETTE
Inspired by brand colors: goldenrod yellow, oranges, green, teal, and navy blue (look for opportunities to incorporate pops of brand color)

FEATURING PEOPLE

Even though our work is focused on impact on the environment through renewable energy and decarbonization, it is important to find ways to incorporate people into our visuals through photography to show both who we are and who we serve. Use the guidelines on this page to help incorporate our values of Integrity, Respect, and Diversity into your photo choices of people.

Diversity, equity, and inclusion considerations:

+ Consider who is and who is not being represented in photography. Seek out photos that authentically represent varied demographics of your subjects or audience in terms of age, race, gender expression, culture, body type, abilities, etc.

  Note: it is unlikely you will have a photo that includes every possible type of diversity! That is not the goal. Instead, focus on thoughtful decisions each time to create a collection in our brand that includes diversity as a norm.

+ Think critically about ways in which your photo either counters or supports stereotypical scenarios. Look for photos that depict counter-stereotypical scenarios or appearances.

+ When referencing employees or employment, seek to feature actual 3Degrees employees whenever possible.

GUIDELINES FOR AUTHENTICITY IN REPRESENTATION

**✓ YES:** SHOW REAL PHOTOS OF 3DEGREES EMPLOYEES AND PARTNERS

Photos that show in-focus, clear faces should capture people who are either part of 3Degrees, have been part of 3Degrees, or in some way we have a partnership with (i.e. project owners, clients, industry partners, models with signed releases).
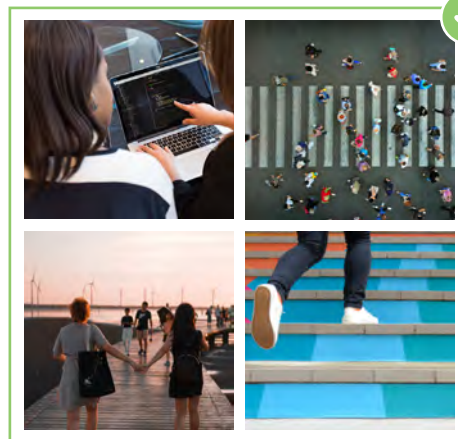
✓ YES: STOCK PHOTOS OF PEOPLE WITH INDIRECT FRAMING

Approved types of stock photos of people show over-the-shoulder, distant or in a hustle-and-bustle city scene, behind, or cropped in a way that doesn't feature someone's face. This is in an effort to use people to illustrate the topic the photo is being used for, but not imply these are employees at the company.

See the next six pages for more examples of photography.
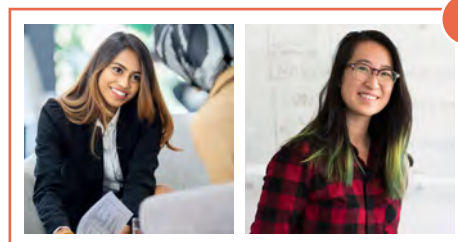
✗ AVOID: STOCK PHOTOS OF PEOPLE SMILING DIRECTLY OR INDIRECTLY AT THE CAMERA

Avoid using stock photos of individuals that might imply this person is an employee of 3Degrees. We want to maintain authentic representation of our employees and partners. *Rule of thumb: do we know this person's name?*

Exception: Photos used for personas or profiles

PHOTO SUBJECT MATTER

RENEWABLE ENERGY AND DECARBONIZATION TECHNOLOGY

Renewable energy technology and decarbonization technology are frequent subjects for our photography. We seek out photos that offer a compelling framing or angle, bringing in context of the location, and/or draw upon a color palette inspired by our brand colors.

PHOTO SUBJECT MATTER

COHABITATION WITH NATURE

Regularly incorporating photos of the natural world can help reinforce the "why" behind our commitment to fighting climate change. Seek out photos that display the grandness and beauty of nature in calm, observational moments. Convey a subtle cohabitation of humankind with the natural world with photos that are inspired by our brand color palette.

PHOTO SUBJECT MATTER

CITIES, INTERNATIONAL, TRAVEL
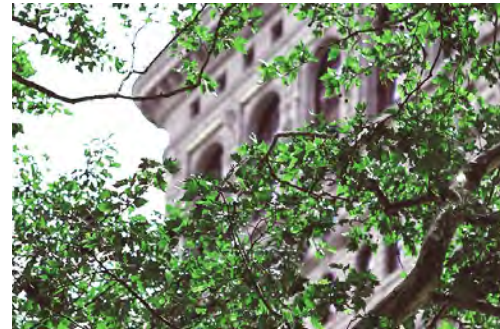
3Degrees has employees and clients throughout the world, many of which are larger corporations with headquarters in city settings. We regularly include photography that incorporates cities around the world as well as a sense of travel and connection.

PHOTO SUBJECT MATTER

OFFICE AND TECHNOLOGY

We connect with the corporate world through digital mediums every day. Bright office and technology photos can help illustrate day-to-day business and connections. Seek out photos that incorporate our brand color palette, especially the primary goldenrod yellow, and find ways to bring in plants/nature to the indoors.

Note: When featuring technology devices, intentionally select photos that don't feel heavily branded (e.g. Apple logos on laptops), and don't favor only one brand over another repeatedly.

PHOTO SUBJECT MATTER

PEOPLE IN ACTION AND BUSINESS

Action photos that thoughtfully feature people in an indirect way (not showing someone's face smiling at the camera) are a good way to illustrate a topic. Look for photos that crop the subject in an interesting way and capture a moment of action or quiet thoughtfulness.

PHOTO SUBJECT MATTER

Photos of employees can range from more candid and observational, to professional event photography or portraits, to posed group shots or casual selfies. *Note: some of our best photos of employees are submitted by employees! Upload photos to the* Marketing upload form *or email* brand@3degrees.com.

Logos: If employees are wearing attire with partner logos (such as a utility), we remove the logo for 3Degrees-branded usage.

CLIC *Taking photos?* Check out our **"CLIC" guide** to capturing great photos on your mobile phone.

PERMISSIONS AND WHAT TO AVOID

Use the following examples for guidance on what to avoid when selecting a photo. Any photos featured on 3Degrees materials should be sourced from websites with a Creative Commons License, purchased with a Business or Commercial License, captured in collaboration with a photographer (including any necessary signed model release forms), or used with express permission and any requested attribution from the original source. Photos of employees (current and past) are available for use, whether submitted on 3Degrees owned channels or captured at company-sponsored events, according to the Marketing Materials Release Form that each employee signs, unless an employee specifies otherwise.

Need help sourcing a photo, or unsure of a photo selection? Email us at brand@3degrees.com.
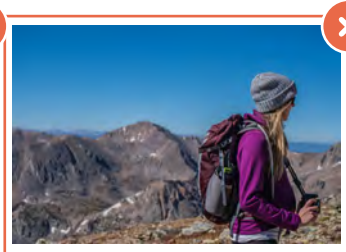
Too much focus on the renewable technology

Generic nature by itself without subtle evidence of human/animal cohabitation

Poor lighting, poor quality, and/or poor resolution

Too much focus on outdoor lifestyle

Appearing cliche, staged, or overly posed

Reinforcing stereotypes (e.g. who is shown as a leader, scientist, parent...etc.)

Cold color scenes that feature predominantly blue sky

Looking corporate and cheesy, or presenting stock photos as employees

Unrealistic and/or unrelatable "utopia" world

Photos with heavy editing or effects

VIDEOGRAPHY

Videos should follow the same art direction guidelines for photography, incorporating backdrops with brand colors and plants or nature when possible. Avoid busy or distracting backgrounds. Subjects should be clear, well-lit, and in focus. Text treatments, animations, and transitions should be clean and simple, with the logo at approximately 60% opacity in white in the corner throughout.
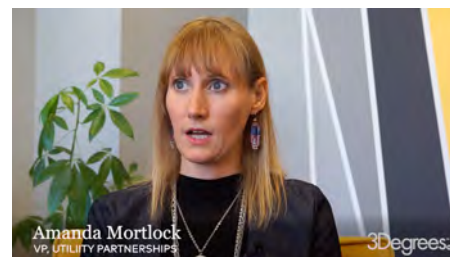
Text treatment: Simple text treatment intros and outros.

Variety of shots: Shooting interviews from multiple angles can help provide more interest throughout a video.

Looking off-camera: This style of interview is well-suited for a subject speaking about a topic.

Looking at the camera: The straightforward framing (making eye contact with the audience) works well for personal storytelling and messages.

PRESENTATIONS

Presentations should be put together in a thoughtful way that prioritizes readability for a variety of screens or a projection. Follow these tips for ensuring your presentation slides are clear and easy to read. *We have branded 3Degrees templates available in both Powerpoint and Google Slides.*

Keep it simple

+ If it's hard to fit everything on a slide, you probably have too much there... consider splitting it up on multiple slides or moving talking points to the notes section and leaving only high-level material on the slide.

+ Remember that slides are meant to be a visual outline of, illustration of, or enhancement of your talking points, not the detailed talking points or a script.

+ Focus on one goal per slide: what is the one takeaway you want your audience to have on that slide?

+ People tend to zone out when there's a lot of text on the screen OR they try to read it all instead of listening. Minimize text, maximize visuals to keep their attention.
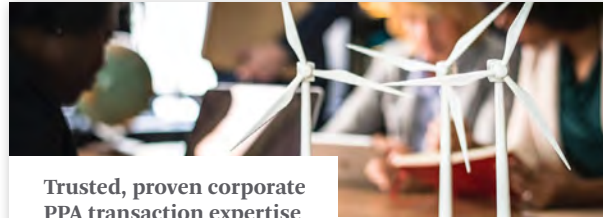
Applying the brand

+ **FONTS:** Use **ARIAL BOLD** in ALL CAPS for labels and subheads, and use Georgia for everything else, including headlines and body copy.

+ **COLORS:** Text should generally be medium or dark gray for readability. Use colors for icons, accents, and shape fills.

+ **PHOTOS:** Be sure to review photography guidelines, including photo permissions, when sourcing photos for presentations.

CHECKLIST FOR EACH SLIDE

+ Does it have a single, clear purpose?

+ Is it simple and visual?

+ Is it communicating what I want it to?

+ Is it on brand?

+ Is it readable from across the room?

BRAND SAMPLES

COMMUNICATION STANDARDS

Our voice

Voice is the constant and consistent way our brand communicates. Our brand voice is distinctive and expresses the brand's personality, which balances gravitas with accessibility.

We're smart, business casual.

We believe that a message is better when it's clear and easy to understand. While we handle a lot of industry and regulatory jargon, we avoid being overly technical. Our goal is to take complexity and distill it into meaningful insights for client action.

We're genuine.

We are confident in and proud of the quality of our offerings. We express ourselves warmly and personally, and we avoid using buzzwords that sound like hype. The novelty of our work shines through on its own accord.

Our own conviction makes us compelling.

We do business from a place rooted in our values. We deliver the facts clearly and engage our audiences with compelling stories that inspire action.

We're optimistic, we're human.

We believe that the science of climate change is real and requires urgent action. Our communications focus on climate positive messages about progress and action. When/where appropriate, we embrace humor and show our fun-loving side.

These are reminders of how to embody our brand personality with the words you choose. Consider the persona, tone, language, and purpose.

PERSONA
Smart, down-to-earth, a leader

TONE (VIBE)
Honest, confident, warm, business casual
(see next page for more information)

LANGUAGE
Straightfoward, enthusiastic, of substance

PURPOSE
Educate, engage, empower

TONE CALIBRATION

We aim for "business casual" in our tone. Case in point: consider the range of 5 options below for how 3Degrees would describe initiating a process:

FORMAL   **INFORMAL**

1	2	3	4	5
Commence	*Begin*	*Start*	*Kickoff*	*Rock and Roll*
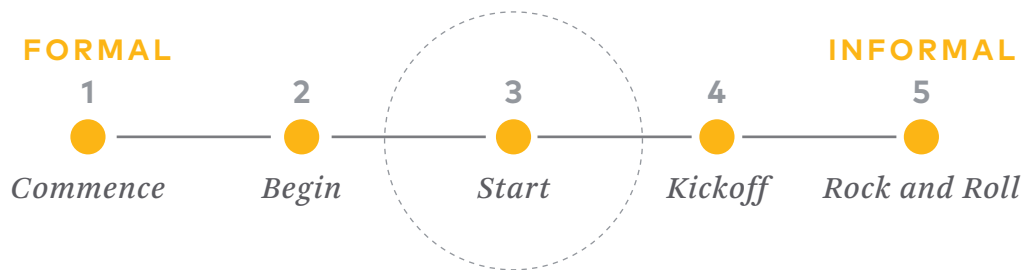
We seek to calibrate our brand voice around a "3" in our tone and delivery. While we want to be approachable, we also want to be polished and professional.

Referring to 3Degrees:

+ We refer to 3Degrees in the first person (not third)

+ We use the pronoun "we" to describe 3Degrees

+ We use the pronoun "our" to describe 3Degrees (instead of its)

  ✓ **RIGHT**   3Degrees is proud of our participation in this important initiative.

  ✓ **RIGHT**   We are proud of our participation in this important initiative.

  ✗ **WRONG**   3Degrees is proud of its participation in this important initiative.

ACTIVE VOICE

Whenever possible, we use the active voice. The active voice is more powerful, direct and clear.

ACTIVE
The critic wrote a scathing review.

PASSIVE
A scathing review was written by the critic.

WRITING STYLE

We generally follow AP Style, which can be described as "down" and "open." This is a modern, streamlined style that minimizes capitalization (the "down" part) and punctuation (the "open" part). The following section provides an overview of these styles guidelines as well as deliberate departures from AP Style.

Capitalization
When in doubt, don't capitalize.

+ *Job titles:* capitalize formal job titles (whether they precede or come after a person's name).

+ *Headlines:* for article headlines, capitalize only first word and proper nouns (i.e. use sentence caps).

+ *Titles:* for content with a "title page," including white papers, reports, and slide decks, we use title caps.

   How we apply title caps: Capitalize most words in the title, with the exception of short (fewer than four letters) prepositions, articles, and conjunctions. Always capitalize the first and last word of a title.

+ *Department names:* capitalize when referring to specific departments, not referring to a general subject.

RIGHT   Vice President Kamala Harris

WRONG   vice president Kamala Harris

RIGHT   Kamala Harris, Vice President of the U.S.

WRONG   Kamala Harris, vice president of the U.S.

RIGHT   3Degrees wins amazing industry award

WRONG   3Degrees Wins Amazing Industry Award

RIGHT   Our Carbon Markets team is great.

WRONG   Our carbon markets team is great.

RIGHT   The carbon markets are growing.

WRONG   The Carbon Markets are growing.

Writing style continued

+ ***Do not*** capitalize a word just because you think it is important.

+ ***Do not*** capitalize a string of words that is commonly abbreviated, unless it is a proper noun.

Punctuation
Leave sentences "open" by minimizing punctuation.

+ *Exception:* We do use the Oxford comma.

+ *Hyphens:* Minimize use of hyphens by combining hyphenated words when possible. Use hyphens in compound adjectives only when not using them would be confusing.

Numbers
Numerals: Write out numbers one through nine, use numerals for 10+.

Percentages: We use the % symbol rather than spelling out "percent." Use numerals to write percentages, even if they are less than 10.

✓ RIGHT Customers may choose increments of 5% renewable energy.

✗ WRONG Customers may choose increments of five percent renewable energy.

✓ RIGHT net zero emissions

✗ WRONG Net Zero Emissions

✓ RIGHT power purchase agreement

✗ WRONG Power Purchase Agreement

✓ RIGHT Apples, oranges, and bananas

✗ WRONG Apples, oranges and bananas

✓ RIGHT website, kickoff (noun), kick off (verb)

✗ WRONG web-site, kick-off (noun, verb)

✓ RIGHT Ruth has six cats but Becky has 10.

✗ WRONG Ruth has 6 cats but Becky has 10.

Writing style continued

Bullet points

+ Always capitalize the first word after a bullet point.

+ If the bullet contains a complete sentence, end it with a period.

+ If it is a sentence fragment, no period should be used.

+ A list of bullets should either be all sentences or all sentence fragments (not a mix).

Em dashes
Em dashes — used in sentences to set off parenthetical information, asides that contain commas, or lists — are versatile, and sometimes overused. Don't use an em dash when a comma will do or to enable a run-on sentence.

+ You should never have more than two em dashes per sentence.

+ The em dash should have a space before and after the dash.

✓ RIGHT   The terminology can be confusing — while terms like carbon neutral, net zero, and climate neutral are often used interchangeably by different groups, some groups are proposing new and evolved definitions of these terms.

Other

NAME
Although our legal name is 3Degrees Group Inc., except for in legal documents refer to the company as 3Degrees.

JUSTIFICATION
Text is left justified, and we do not indent at the beginning of paragraphs. Instead we do a hard return at the end of a paragraph.

FOOTNOTES
99.9% of the time, we do not use footnotes. Instead link to the source material.

SPACING
Use only one space after the end of a sentence (not two).

WEBSITE URL
3Degrees.com (capital D, serif font) or 3DEGREES.COM (all caps in san serif font).

Note: Even though 3Degrees.com redirects to 3Degreesinc.com, do not include the "inc" in the URL.

MESSAGING SAMPLES

3Degrees - Company Description

SHORT VERSION (100 CHARACTERS)

3Degrees makes it possible for companies and their customers to take urgent action on climate change.

MAX 150 WORD DESCRIPTION

3Degrees, a Certified B Corporation™, makes it possible for businesses and their customers to take urgent action on climate change. We help organizations around the world achieve renewable energy and decarbonization goals through our work with global Fortune 500 companies, utilities, and other organizations that want to join the fight against climate change. The 3Degrees team has deep expertise in sustainability consulting, environmental markets, renewable energy and carbon project development, transportation decarbonization solutions, and utility renewable energy programs. Together with our customers, 3Degrees helps develop and implement creative solutions that ensure environmental integrity and make good business sense. Learn more at 3Degrees.com.

3Degrees' approach to inclusive language

Words have the power to bring people together and foster inclusivity — and they also have the potential to separate and exclude. At its best, language can help us to understand and be understood. As 3Degrees continues our work regarding diversity, equity, and inclusion, we must dismantle narratives that center dominant perspectives and change our communication habits to foster an inclusive and equitable culture. When creating 3Degrees' communications, we make deliberate language choices to respect and acknowledge people's lived experiences. Our choices also reflect our understanding of how terminology has historically been used to create, confer, or deny privilege to groups of people and how to avoid repeating these issues.

Four principles to keep in mind when writing about the identities of individuals and groups of people:

+ Individuals have unique experiences. The ways in which people identify themselves are most important.

+ We seek to ensure brand communications that acknowledge and accurately reflect the ways individuals identify themselves.

+ In practice, this means centering their perspective in communications and using the words the person finds most accurate.

+ The measure of successful communications is impact, not intent. It requires an ongoing commitment to learning, building trust, and making adjustments.

TOPICS

Our guidelines are informed by conversations with 3Degrees employees regarding recommended language, as well as the **AP Stylebook on race-related coverage** and the **University of Washington's Equitable Language Guidelines for Marketing and Communications**. Guidelines are living documents. We recognize that we have an ongoing responsibility to assess how language continues to evolve on these topics and make revisions. We plan to conduct an annual review of our guidelines.

RACE AND ETHNICITY

Race and ethnicity are socially constructed categories that have changed over time. These categories have been historically used as a way to create, confer, or deny privilege to groups of people. Race is the term used to refer to the physical characteristics of individuals (e.g. skin, eye, and hair color, as well as facial structure). Ethnicity is the term used to refer to the culture of people in a given geographic region or people who descended from that region — including language, nationality, heritage, religion, dress, and customs.

If a person's race or ethnicity is relevant to communications, ask the person how they identify and follow the person's response (e.g. Do they identify as Asian American, Filipino American, or Filipinx? Do they say Black, Nigerian American, or African American? Do they say Hispanic, Latinx, or Cuban American?). Take the time to ask, listen, and reflect their responses.

Guidelines

+ Use adjectives instead of nouns when identifying race or ethnicity. "An Asian person" rather than "An Asian."

+ When referring to a group of people that includes Black, Indigenous, Latinx, Middle Eastern, Pacific Islander, Asian and/or multi-racial persons, use the entire phrase: **Black people, Indigenous people, and other People of Color.**[1] Spell out the phrase in its entirety instead of using the acronym, BIPOC. If you have space constraints (e.g. label on a chart), use the acronym BIPOC* with an asterisk to spell out the phrase in its entirety in a footnote.

+ Be as specific as possible when referring to any identity. For example, if a presenter is speaking about Black people, avoid using the term "Black people, Indigenous people, and other People of Color" — say Black people. The same principle applies to other racial and ethnic identities.

Spell out the phrase "Black people, Indigenous people, and other People of Color" in its entirety instead of using the acronym, BIPOC.

[1] *This recommendation is informed by a series of conversations with 3Degrees employees conducted in Q3 and Q4 2020 to evaluate options - including practical applications - such as if/when an acronym may be needed. We recognize that any language to aggregate the experiences of groups of individuals is imperfect.*

Race and ethnicity guidelines continued

+ Do not hyphenate compound nationalities — instead write as "Asian American," "Cuban American," "Black Canadian," etc.

+ Capitalize "Black" when discussing people, culture, or race. *Black people, Black culture, Black literature, Black studies, Black colleges.*

+ Use lowercase for "white" when discussing people, culture, or race. Capitalizing the term white, as is done by white supremacists, risks subtly conveying legitimacy to such beliefs. Note: there is a lot of debate on this topic among journalistic resources.[2] We will continue to monitor.

+ Hispanic refers to a person from — or whose ancestors were from — a Spanish-speaking land or culture. Latina, Latino, Latine, or Latinx are related terms, though it's important to recognize that those terms are not synonymous with Hispanic. For example, someone from Brazil can be described as Latinx, but not Hispanic. Follow the person's responses.

+ Latinx, Latina, Latine, and Latino are nouns or adjectives for a person from, or whose ancestors were from, a Spanish-speaking land or culture, or from Latin America. Latina is the feminine form, Latino is the masculine form, and Latinx or Latine are the recently coined gender-neutral terms. Although AP has not adopted "Latinx" or "Latine" at this point, use it if it's an individual response for their descriptor.

+ Avoid using terms that center around a group as the default or norm. Case in point: instead of describing a person or group of people as non-white, non-male, non-straight, focus on how they would describe themselves.

+ Avoid using "diverse" as a synonym for a person who is not white. Diverse means "containing a variety of unlike qualities." A group can be diverse; an individual can't.

+ Be aware of and avoid coded imagery and stereotypes that implicitly suggest and/or demonize racial groups (for instance, the use of words like "urban," "thug," "savage," etc.).

Avoid using "diverse" as a synonym for a person who is not white. Diverse means "containing a variety of unlike qualities." A group can be diverse; an individual can't.

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[2] *This reflects the situation as of March 2021. In its recommendation not to capitalize, AP said white people in general have much less shared history and culture, and don't have the experience of being discriminated against because of skin color. In contrast, the National Association of Black Journalists (NABJ) and some Black scholars have recommended capitalizing any skin color used to appropriately describe race, including White and Brown. Media sources vary. Columbia Journalism Review, The Wall Street Journal, The New York Times, USA Today, the Los Angeles Times, NBC News and Chicago Tribune use lowercase for white and upper case for Black. CNN, Fox News, The San Diego Union-Tribune, and The Washington Post are using upper case for White.*

INDIGENOUS IDENTITY

The original inhabitants of many regions were forcibly removed from their homes and their lands. Indigenous people are also still here, and still fighting for their cultures and lands. When writing about Indigenous people, our language choices should acknowledge and commemorate this reality of their histories and cultures. Every country/region has its own history with Indigenous people, and we are committed to ensuring that our language respects these legacies.

Guidelines

+ Capitalize "Indigenous" when it refers to a specific person or group's native identity (i.e. the original inhabitants of a place). Leave it lowercase in other generic uses, like "indigenous plants."

+ When provided, use a person's specific Indigenous affiliation — such as "member of the Duwamish Tribe."

+ Keep in mind that each country/region has its own history with Indigenous people. For example, First Nations is the commonly used term for native tribes in Canada, with the caveat that this term does not include the Inuit. Native Americans refers to Indigenous people from the continental United States and Alaska. Do the research to understand how references vary in the situation you are describing.

+ Indian is used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for Indigenous People[3].

+ Avoid using phrases like "pow wow," "spirit animal," "totem pole," or "tribe." These have specific significance to Indigenous groups and should not be used casually or in a business context.

+ Avoid using phrases like "circle the wagons," "off the reservation," etc. which glorify the oppression of Indigenous people.

Feeling unsure?
Take the time to educate yourself. A quick search online will quickly orient you to important history and context to consider with your language choices.

Still unsure? Reach out to
brand@3degrees.com

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[3] *American Indian and Indian are still used in certain U.S. government names, e.g. "The Bureau of Indian Affairs' mission is to enhance the quality of life, to promote economic opportunity, and to carry out the responsibility to protect and improve the trust assets of American Indians, Indian tribes and Alaska Natives." Some Indigenous Americans may identify as American Indians.*

CITIZENSHIP AND NATIONALITY

In 3Degrees' increasingly global operations, it is important to understand and reflect a nuanced understanding of geopolitical concerns. Borders and boundaries are fraught with historical significance and continue to be contested. Below are some general guidelines to keep in mind.

Guidelines

+ When referencing the United States, use the term U.S. rather than America (e.g. U.S. residents, U.S. government). Be aware that "American" is also used to mean "Latin American" or to refer to "the Americas." "U.S." is more accurate when referring to the country.

+ Seek to reflect an understanding of geopolitical matters and history. For example, not all people from the Middle East are Arabs or Muslim. Hong Kong residents may not view the region as part of China.

+ Avoid using "citizens" to describe residents of the U.S., or any country/state, unless citizenship is the specific focus of the content.

+ Those who are not legally citizens may be "residents" or "immigrants." If it's relevant to the written piece, use the term "undocumented;" a person is never "illegal" or "alien."

Be aware that "American" is also used to mean "Latin American" or to refer to "the Americas." "U.S." is more accurate when referring to the country.

<div style="border:1px solid gray; display:inline-block; padding:8px">

GENDER IDENTITY

</div>

Our cultural understanding of both gender and sex have changed over time and continue to evolve. Gender identity is the label someone uses to describe themselves, such as: non-binary, genderqueer, woman, man. It represents a person's deep-seated, internal sense of who they are as a gendered being. It describes how someone identifies, regardless of their sex assigned at birth. Sex is a combination of characteristics, including genitals, reproductive organs, hormones, hormone receptors, and chromosomes. These characteristics are often interpreted by doctors to assign a baby to female, male, or intersex at their birth. One's gender identity is not dependent on their sex assigned at birth.

Guidelines

+ Use the gender identity that an individual reports. Be consistent in identifying individuals with the name, gender, and pronouns they specify.

+ Ask for and use an individual's pronouns (another term may be "personal pronouns"). Pronouns are not a preference; avoid calling pronouns "preferred pronouns."

+ Pronouns extend to time periods prior to an individual's social transition — so if you are referring to someone who was assigned female at birth but is non-binary and uses they/them/theirs pronouns, use they/them/theirs pronouns and ungendered language to describe them at any point in their life: "When they were a child", and not "when she was a little girl."

+ Do not use a "deadname" — any birthname or other prior name that a transgender person no longer uses — unless the subject gives explicit permission to use it and there's a good reason to do so.

Gender identity represents a person's deep-seated, internal sense of who they are as a gendered being. It describes how someone identifies, regardless of their sex assigned at birth.

Gender identity guidelines continued

+ Avoid assumptions about gender within relationship roles: "Partner" and "spouse" are more inclusive than "husband/wife," and "parent(s)/guardian(s)" more inclusive than "mother/father." Remember that biological roles do not necessarily indicate gender experience. For example, "pregnant person" is more inclusive than "pregnant woman" or "mother."

+ Individuals may opt to use gender expansive pronouns such as "they, them, and theirs" instead of the gendered "he, him, and his" or "she, her, and hers." Gendered honorifics such as "Ms." or "Mr." may change to "Mx."

+ Singular "they": If you're writing about a hypothetical person or one whose gender you don't know, use "they" and "them" (e.g. If an employee misses the training, they may watch the recording. Or: One manager objected, but they were overruled).

+ Avoid using "he" or "him" as a universal pronoun that includes people of any gender. Use "they" and "them."

+ Avoid "ladies and gentlemen" when addressing a group or facilitating a presentation. Instead, use "honored guests" or, more casually, "everyone."

+ Avoid using the terms womyn and womxn. These terms are not necessarily inclusive of trans women and non-binary people. While womxn was initially created to be the more inclusive option to womyn (a term which is purposefully trans-exclusive), this term has come under wider criticism recently.

If you're writing about a hypothetical person or one whose gender you don't know, use "they" and "them."

SEXUAL ORIENTATION

Sexual orientation is emotional, romantic, and/or sexual attraction to other people. If it is relevant, ask the person how they want to be identified, and confirm their permission to identify their orientation; don't "out" someone without their explicit permission.

Guidelines

+ Opt for adjectives over nouns ("is bisexual" over "a bisexual").

+ Avoid using the term "sexual preference," which suggests that orientation is a choice or otherwise not inherent.

+ Use inclusive acronyms for the range of sexual orientations, such as LGBTQ+ and LGBTQIA+. While it's okay to use either acronym, do use the actual acronym included in an organization's name or cited in a quote.

+ "Queer" was historically used as a slur and is being reclaimed from within the LGBTQ+ community. It's fine to use this term if that's how a person or organization identifies themself.

+ Opt for using LGBTQ+ instead of "queer" as a general descriptor, because "queer" can still carry offensive connotations out of context or from outside the community it's describing.

LGBTQ+ or LGBTQIA+ is a common abbreviation for the Lesbian, Gay, Bisexual, Pansexual, Transgender, Genderqueer, Queer, Intersex, Agender, Asexual and other queer-identifying community.

DISABILITY

Disability is not always obvious or visible — and a person's disability is not always relevant to communications. In cases where it is relevant, make sure to take an approach that considers how individuals(s) describe their experiences and consults them, where possible.

Guidelines

+ Avoid using language that judges or pities a person's experience. (Ex.: "has muscular dystrophy," not "suffers from" or "is afflicted with.")

+ Many people use "person-first" language to describe their experience: "has epilepsy" rather than "is an epileptic." Some people find "condition-first" language more accurate to their experience. As with most inclusive language choices, it's best to ask the person where possible and respect their responses. When in doubt, however, opt for person-first.

+ For describing people with disabilities / disabled people:

   Has a disability / with a disability
   With a chronic health condition; has a chronic health condition
   Neuroatypical
   Neurodivergent

+ For describing people on the autism spectrum:

   Person/people on the autism / autistic spectrum
   Autistic person / people
   Person/people with autism

+ For describing people with intellectual disabilities:

   With an intellectual disability / has an intellectual disability
   With a cognitive disability / has a cognitive disability

As with most inclusive language choices, it's best to ask the person where possible and respect their responses. When in doubt, however, opt for person-first.

Disability guidelines continued

+ For describing people with sensory disabilities:

    Blind
    Low vision
    Deaf
    Hard of hearing

+ For describing people with physical or mobility disabilities:

    With a physical disability
    With a mobility disability
    Uses a wheelchair
    In a wheelchair
    Uses crutches
    Uses a cane
    Uses a walker
    Has/With [specific condition here]

+ When possible, avoid metaphors of disability as a shortcoming — "fell on deaf ears," "blind to the truth," "turn a blind eye," "rides the short bus," etc. Avoid adjectives such as "crippling," "paralyzing," "lame," or "retarded." Use other descriptors instead.

+ Casual uses of mental illness as adjectives are stigmatizing. Avoid using terms like "crazy," "OCD" "psychotic," and "insane" to refer to someone who does not have the condition. Use other descriptors instead (e.g. wild, confusing, unpredictable, impulsive, reckless, fearless, meticulous, fastidious, high-strung, hyper-focused, thrill-seeker, risk-taker, out of control, scary).

Casual uses of mental illness as adjectives are stigmatizing. Avoid using terms like "crazy," "OCD" "psychotic," and "insane" to refer to someone who does not have the condition.

AGE

It is a unique time with five different generations interacting in the workplace. Each of these age groups bring their own unique experiences based on the context in which members grew up. While these experiences may influence individuals' work expectations, it's important to avoid stereotypes and preconceived notions. Some people feel they don't even belong to any one of the named generations.

Treat people as individuals — not as members of one generation or another.

Guidelines

+ Treat people as individuals — not as members of one generation or another.

+ Ask people their communication preferences and build collaboration strategies that honor them.

+ Consider whether using a generational term (Boomer, Millennial) is actually needed. Are you talking about demographic trends? Or are you making a statement that conveys (or will be received as) some overgeneralization — usually with negative connotations?

+ Avoid stereotypes and assumptions based on age or generation.

+ Don't use age as a substitute for someone's capabilities, or life experiences. Avoid phrases like "so simple your parents/grandparents can use it."

Additional resources

RACE AND ETHNICITY
INDIGENOUS IDENTITY
CITIZENSHIP AND NATIONALITY

AP Stylebook on Race-Related Coverage

Race Forward's Race Reporting Guide

Racial Equity Tools Glossary (collection of definitions for words/phrases around racial equity work)

National Association of Black Journalists style guide

Guide to Covering Asia and Asian America (Asian American Journalists Association)

When to use "Hispanic" vs. "Latino"

"Drop the Hyphen in Asian American" (essay that influenced AP's decision to drop the hyphen in compound nationalities)

"Understanding the Difference Between Race and Ethnicity" (Nadra Kareem Nittle, ThoughtCo.)

"What Does 'American' Actually Mean?" (Karina Martinez-Carter, The Atlantic)

Talking About Race (SmithsonianNational Museum of African American History and Culture)

Why we capitalize 'Black' (and not 'white') - (Columbia Journalism Review)

GENDER IDENTITY
SEXUAL ORIENTATION

Writing About Transgender People and Issues (National Center for Transgender Equality)

Statement on Gender and Language (National Council of Teachers of English)

Human Rights Campaign Sexual Orientation and Gender Identity Definitions

The NLGJA: The Association of LGBTQ Journalists Stylebook on Lesbian, Gay, Bisexual, Transgender and Queer Terminology

GLAAD Media Reference Guide

DISABILITY

Disability Language Style Guide (National Center on Disability and Journalism)

Disability Writing & Journalism Guidelines (Center for Disability Rights)

Guidelines: How to Write and Report About People with Disabilities (Research & Training Center on Independent Living)

Ableism/Language (Lydia X. Z. Brown)

AGE

Intergenerational Communication Issues: Management Tips for a More Effective Workplace (Rider University)

Please don't hesitate, reach out to us with any questions at:

brand@3degrees.com

3Degrees.™