ClimatePartner

Brand Guidelines

01 / 2023

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Our brand is a direct reflection of our company. It projects a unified image to the marketplace and clarifies our position as climate action advocates. A strong and coherent brand identity reinforces our aspiration of taking ClimatePartner to the next level.

Since its foundation in 2006, ClimatePartner has grown to become a market leader in corporate climate action. And we're not stopping there. We continue to pursue our full potential, exploring new opportunities and ways to add value for our clients. While acknowledging where we've come from, we focus on the possibilities of the future and what we have left to achieve.

Our brand identity embodies the spirit of our company and clearly communicates our intelligent and innovative approach. It boldly demonstrates our leadership position to business audiences worldwide, leverages our history, and ensures optimal visibility across all communication channels.

The power and effectiveness of our message relies on the proper and consistent use of our brand assets.

We should treat all the elements with respect and attention to detail. When used correctly in communications, our brand will share the energy and essence of our business with audiences — now and into the future.

I ask each one of you to take full responsibility for following these brand guidelines and principles to ensure a successful and consistent implementation throughout all levels of our organisation.

Tristan A. Foerster
CEO & Co-Founder

Improving lives

We believe that we should seek to improve the lives of all living beings on this planet. While the responsibility for climate change lies with a few of the world's richest countries, the consequences are felt all over the world, especially in the Global South. Through our climate projects, we are improving the livelihoods of the most vulnerable people on this earth, not only by avoiding and reducing carbon emissions, but also by contributing to several other SDGs, such as improving health, reducing poverty, securing quality education, and enabling clean drinking water. We are also improving lives in other parts of the world by empowering businesses to take climate action. This in turn has the potential to enable cleaner air, a more stable climate, better jobs, a safer future, and ultimately, happier lives.

Let's work together to make it happen.

Our values

Reliable

We are reliable and fun to work with.

We honour our promises and ask for support if needed. We are open, impact-oriented, and benevolent in our communication. We enjoy what we do and convey that to our customers.

Collaborative

We take ownership and work together as a team.

We drive topics forward and feel responsible and accountable for what we do. We trust the expertise of our colleagues to help us find the best solutions. We can always rely on each other for professional and emotional support.

Pragmatic

We are demanding of ourselves and deliver results.

We strive to understand our tasks and new challenges. We are moving fast, learning from our mistakes, always improving and adapting. We aim to deliver sustainable solutions in a pragmatic way.

Inclusive

We promote diversity and maintain a safe work space.

We celebrate our differences and create a working environment where we can all thrive. We confront our biases and embrace new perspectives. We are non-judgemental, welcoming, and always open-minded.

Respectful

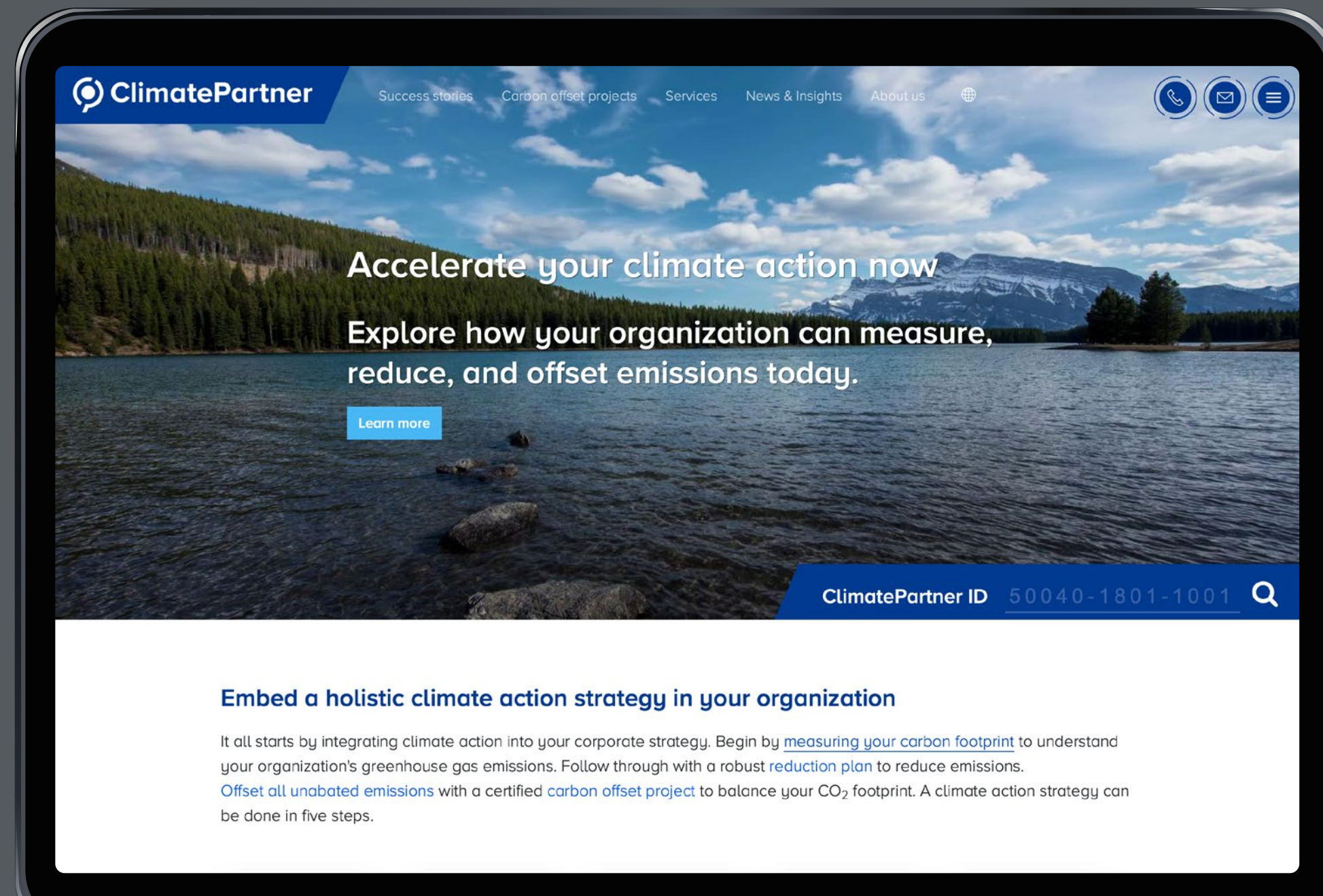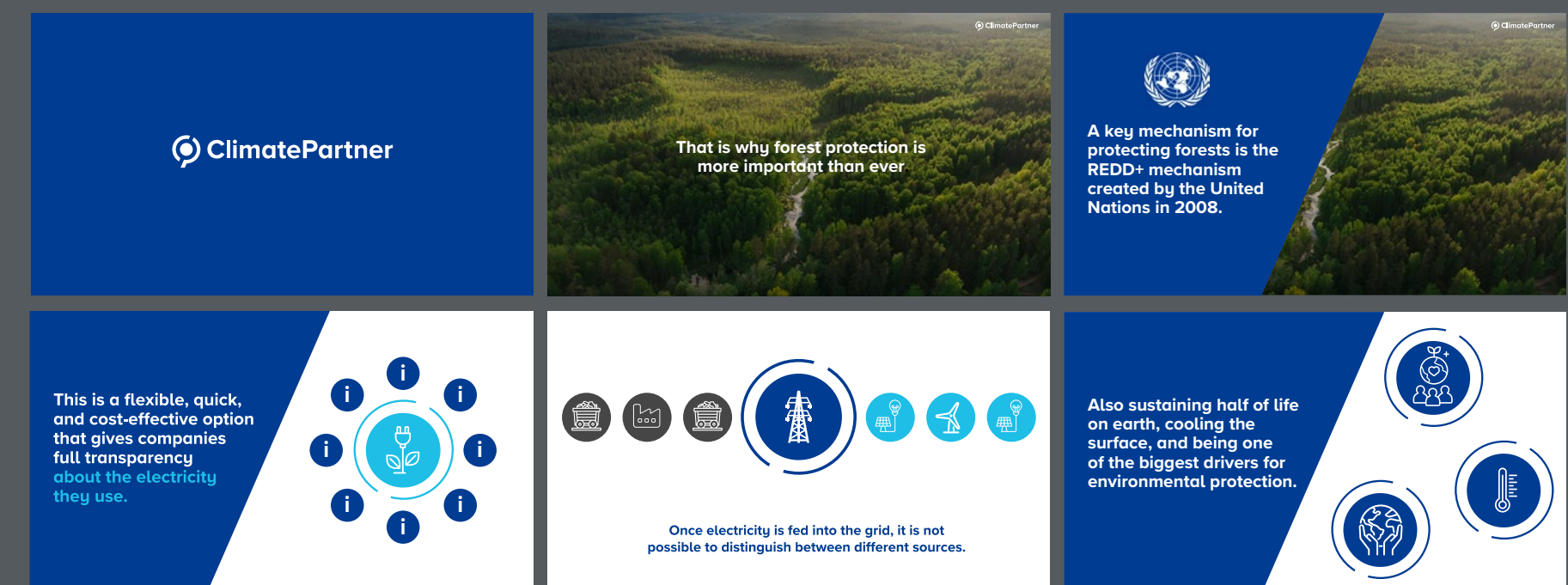**We respect one another and enable each other to grow.**

We are self-aware, take responsibility for our growth, and support the growth of others. We foster a culture of honest feedback to build each other up. We are committed to helping every individual reach their full potential.

The way we drive climate action

Tone & Voice

It is important for ClimatePartner to speak with a consistent voice, especially as the organisation grows and different contributors emerge from around the company. In all our communications, our aim is to position ClimatePartner as an authoritative source for climate action expertise and to communicate in line with our values. Below are the five characteristics of our brand voice.

Trustworthy

We provide profound insights, know-how, and thought leadership, so our audience can thoroughly understand our topics. We are consistent and educational, citing up-to-date research. Our voice is informed and accurate but not pretentious.

Empathetic

We are a partner that understands and respects our clients' needs. We appreciate and are honest with all readers and clients. We are open-minded, inclusive, and always welcoming of dialogue and discussion.

Clear

We are straightforward and honest in our communication. We explain complex topics in a concise and unambiguous way. We synthesise information so our conclusions are accurate and easy to understand.

Positive

We highlight progress and focus on the possibilities of climate action rather than the difficulties of the climate crisis. We use positive language and are solution oriented. We believe in our work and this is reflected in our confident communication.

Transparent

We are honest and open in our communication. We practise what we preach in terms of transparency and hold ourselves to the highest standard. We address issues and concerns directly and are constructive when offering solutions.

Writing in our distinct voice

Planning and preparation

• Reliable communication starts with a solid understanding of the message you are conveying. From this, confidence and clarity will follow.

• Plan your content before writing, using headings and subheadings to clearly structure your message.

• Refer to credible sources and always keep track of where information has come from.

• While acknowledging the reality of the global situation, your message should focus on the positives of climate action, not the negatives of climate change.

Crafting a message

• Write as if you are directly talking to the reader, this makes it feel personal.

• Write inclusively, using gender-neutral language and culturally respectful examples.

• Never hide problems or areas of improvement, instead communicate openly and constructively about next steps.

• Tackle difficult or controversial topics with the same fact-based approach as all communications.

• Not all readers will be native speakers or climate action experts, so keep language simple, active, and direct. Write as non-technically as possible, avoiding jargon and buzzwords.

The final touches

• Adjust the tone to the reader: a LinkedIn post can be more casual than a research report.

• ClimatePartner is full of experts on a range of climate topics. Always have another person fact-check your content.

• Your content should always be proofread by a native speaker of the language/s it will be published in.

You can read more about writing using the ClimatePartner brand voice on Confluence.
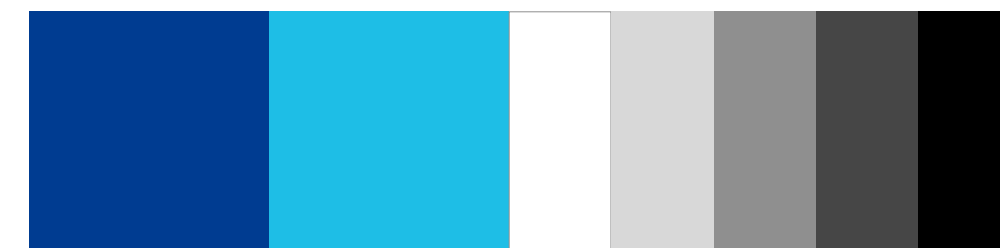
Writing style guide [→

Basic elements

ClimatePartner's brand identity consists of 6 elements: logo, brand colours, designated typography, imagery, graphic element and iconography.

1. Logo

2. Brand colours

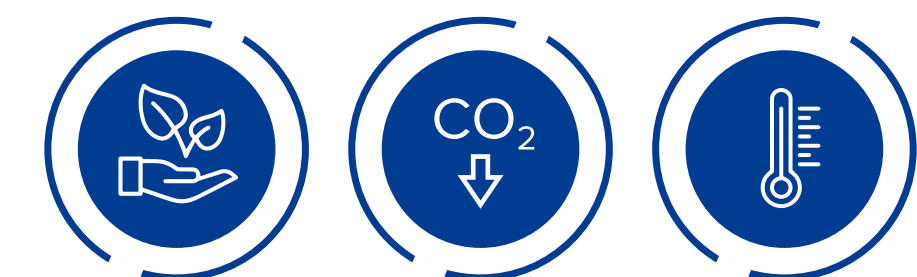**3. Typography**

Proxima Nova A
Verdana

4. Photography

3. Graphic element

6. Iconography

Logo

The ClimatePartner brand is represented by the combination of a succinct logotype and the CP-symbol.

The CP-symbol is rich in meaning and the central element of our brand identity. It is comprised of the stylised letters "C" and "P" that surround a circle, the symbol for our planet Earth. The letters are separated by a diagonal space which is angled at 23.5°, the value of our Earth's axis.

The logotype should always appear in combination with our symbol and should never stand alone. The CP-symbol can stand alone, when the connection to the ClimatePartner brand has been established.

Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official digital artwork.

Logos [→]

Please note: The horizontal version of the ClimatePartner logo is the preferred option and should be used whenever possible.

CP-symbol   Logotype

Vertical logo

Logo with claim

The ClimatePartner logo can also be used with our claim "Your partner for climate action". The position and size of the claim in relation to the logo should not be changed or altered in any way.

The ClimatePartner logo with claim should only appear as shown on this page. It should never be combined with any other statements.
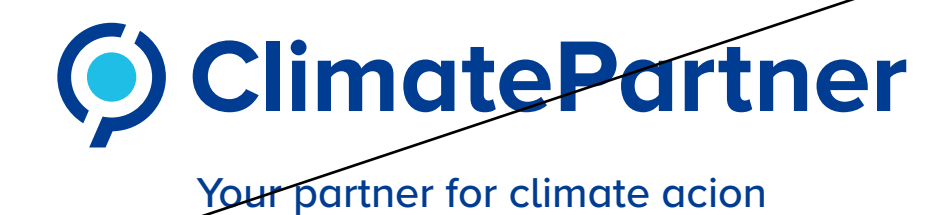
Please us only the digital artwork provided.

Logos [→]

Please note: Please make sure no older versions of our claim, e.g. Improving lives are being used.

Wrong claim

Wrong position in relation to the logo

Logo use

The preferred use of the ClimatePartner logo should use the two blue colours on a white background. Alternatively, you can use the logo in all-white on a dark background. Sufficient contrast must be ensured in either case.

A one-color black version can be used if necessary, e.g. in newsprint.

For all versions of the corporate logo, it is required to use the official digital artwork from ClimatePartner. Recreating or redesigning the logo is strictly prohibited. If you have any questions, contact the ClimatePartner Marketing department.

Postive logo on white

Postive logo on light backgrounds

Negative logo on dark backgrounds

Black logo

Minimum size and clear space

Clear space

The corporate logo is protected by a minimum clear space to ensure no other graphic elements appear too close to the logo. The minimum clear space is defined by the size of the circle in our CP-symbol.

Minimum size

The minimum size is determined to ensure the logo is always legible and recognisable in all applications. The minimum printing size of the ClimatePartner logo is 18 mm in width, the minimum digital size is 80 px in width.

Clear space

Minimum printing and minum digital size

18 mm

80 px

Co-branding

Co-branding refers to the situation where two or more brands from two different companies join together to form a partnership. Visually, co-branding is expressed as a combination of several brand names or logos.

When the partner logo is a horizontal lock-up, use the horizontal version of the ClimatePartner logo. When the partner logo is a vertical lock-up, use the vertical version of the ClimatePartner logo.

When ClimatePartner is the organiser of an event, the ClimatePartner logo should be placed on the left side of the partner's logo. When the organiser is our partner, the ClimatePartner logo should be placed on the right side our partner's logo.

The partner's logo and the ClimatePartner logo must be separated by a vertical line. The vertical line should have the same height as the tallest logo in the lock-up.

Horizontal lock-up

Verical lock-up

Incorrect use

The proportion and elements of the ClimatePartner logo are carefully crafted, no changes are allowed under any circumstances. Recreating or redesigning the corporate logo is strictly prohibited.

A. Never change the logo colours

B. Never change the "ClimatePartner" logotype

C. Never use the logotype alone

D. Never compress or stretch the logo

E. Never change the position, proportion, or relationship between the symbol and the logotype

F. Never add a department, activity, or other business names to the corporate logo

G. Do not add a drop shadow or other effects to the logo

H. Do not change the transparency of the logo

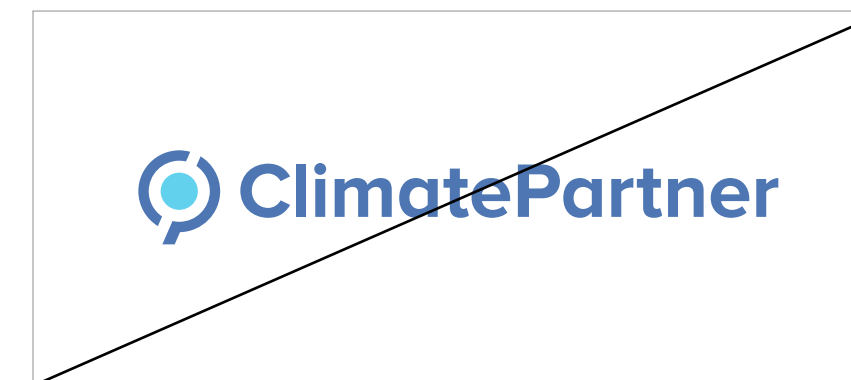I. Do not place the logo on a busy backgorund

A
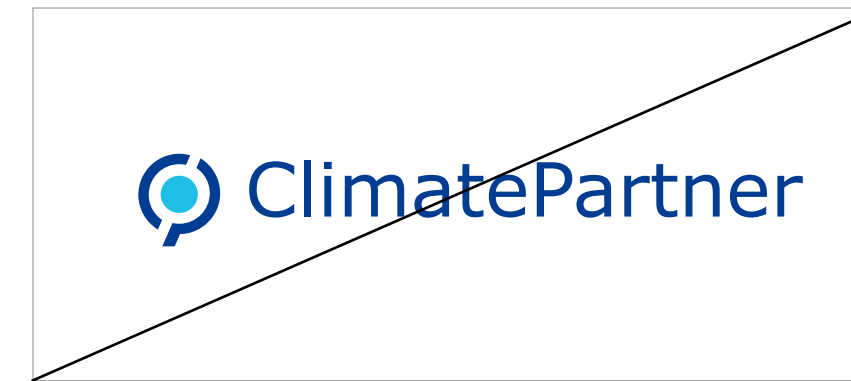
B
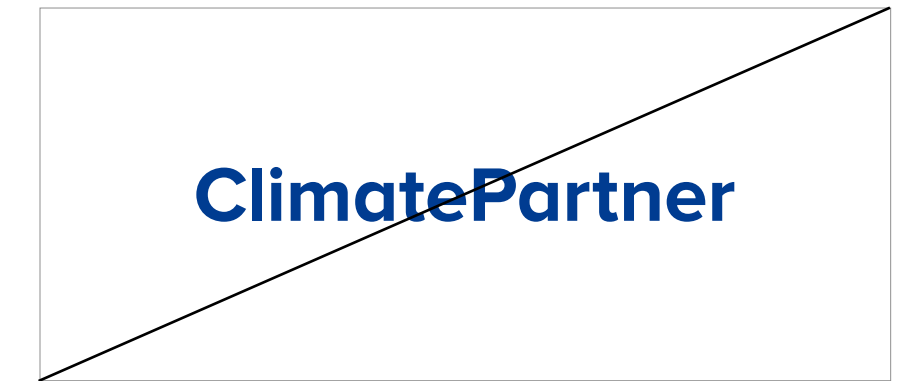
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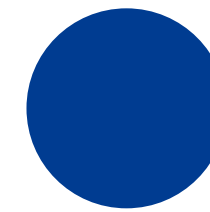
Colours

Primary colours

Our primary color palette consists of dark blue and light blue.

To maximise visual recognition of our brand, dark blue should be used predominantly. White should be used as a background color, and for headlines and body copy where the background is dark blue or darker imagery.
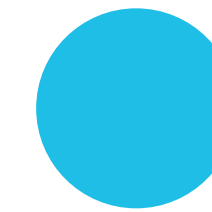
Supporting colours

Black and grey are supporting colours to white, and should be mainly used for body copy, graphs and charts where more than the two primary colours are needed.
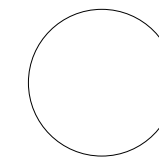
Primary colours

	CP Blue	
	Pantone	286 C
	CMYK	100 / 75 / 0 / 0
	RGB	0 / 60 / 145
	HEX	003A90

	CP Light Blue	
	Pantone	291 C
	CMYK	70 / 0 / 0 / 0
	RGB	30 / 190 / 230
	HEX	1BBBE9

Supporting colours

	CMYK	0 / 0 / 0 / 0
	RGB	255 / 255 / 255
	HEX	FFFFFF

	CMYK	0 / 0 / 0 / 15
	RGB	224 / 224 / 224
	HEX	E0E0E0
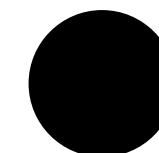
	CMYK	0 / 0 / 0 / 100
	RGB	0 / 0 / 0
	HEX	000000

	CMYK	0 / 0 / 0 / 30
	RGB	189 / 189 / 189
	HEX	BDBDBD

	CMYK	0 / 0 / 0 / 50
	RGB	141 / 141 / 141
	HEX	8D8D8D
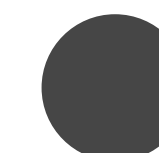
	CMYK	0 / 0 / 0 / 75
	RGB	70 / 70 / 70
	HEX	464646

Typography

Typography is an important asset of the brand identity and helps unify our communication and enhance our brand image. The official corporate fonts must be used in all designs and applications.

Our corporate typeface is Proxima Nova A. It is a clean, professional sans-serif font that is easy to read, even at small sizes. The typeface can be used in a number of weights and styles to create visual interest.

In applications where only system fonts are available, e.g. PowerPoint, Word and emails, Verdana should be used.

Please note: Please do not use italicised versions of either typeface. Use light and bold weights for emphasis and to create a visiual hierarchy.

Proxima Nova A

Proxima Nova A
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova A
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova A
Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Proxima Nova A
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Verdana

Verdana
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Verdana
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Imagery

Brand images

Our brand imagery shows pristine landscapes, without people or man-made structures. The images should show the beauty of our planet and never the negative impacts of climate change.

Support images

Support images are more descriptive and less abstract in nature. They should be used to visualise specific concepts, e.g. wind power; or to tell more in depth stories that showcase social impacts or improving lives, e.g. our carbon offset projects.

Photography ↪

Brand images

Support images

Graphic element

An angled container has been defined as a graphic element that can be used to hold headlines or other elements that should be emphasised.

The containers should only be used in our ClimatePartner dark blue. The top and bottom edges should be parallel to the document edges. The left and right edges should be parallel and angled at 23.5°, the same as in our symbol. The height and width are flexible.

23,5°

23,5°

Iconography

The ClimatePartner icons are another form of expression in addition to copy and images. They are a unique visual asset to further support our communication and to tell the story of ClimatePartner.

Our icons are based on the construction of our symbol, which is based on a 48 x 48 pixel raster. All icons should follow this raster and use the same line weight to guarantee consistency throughout our icon library.
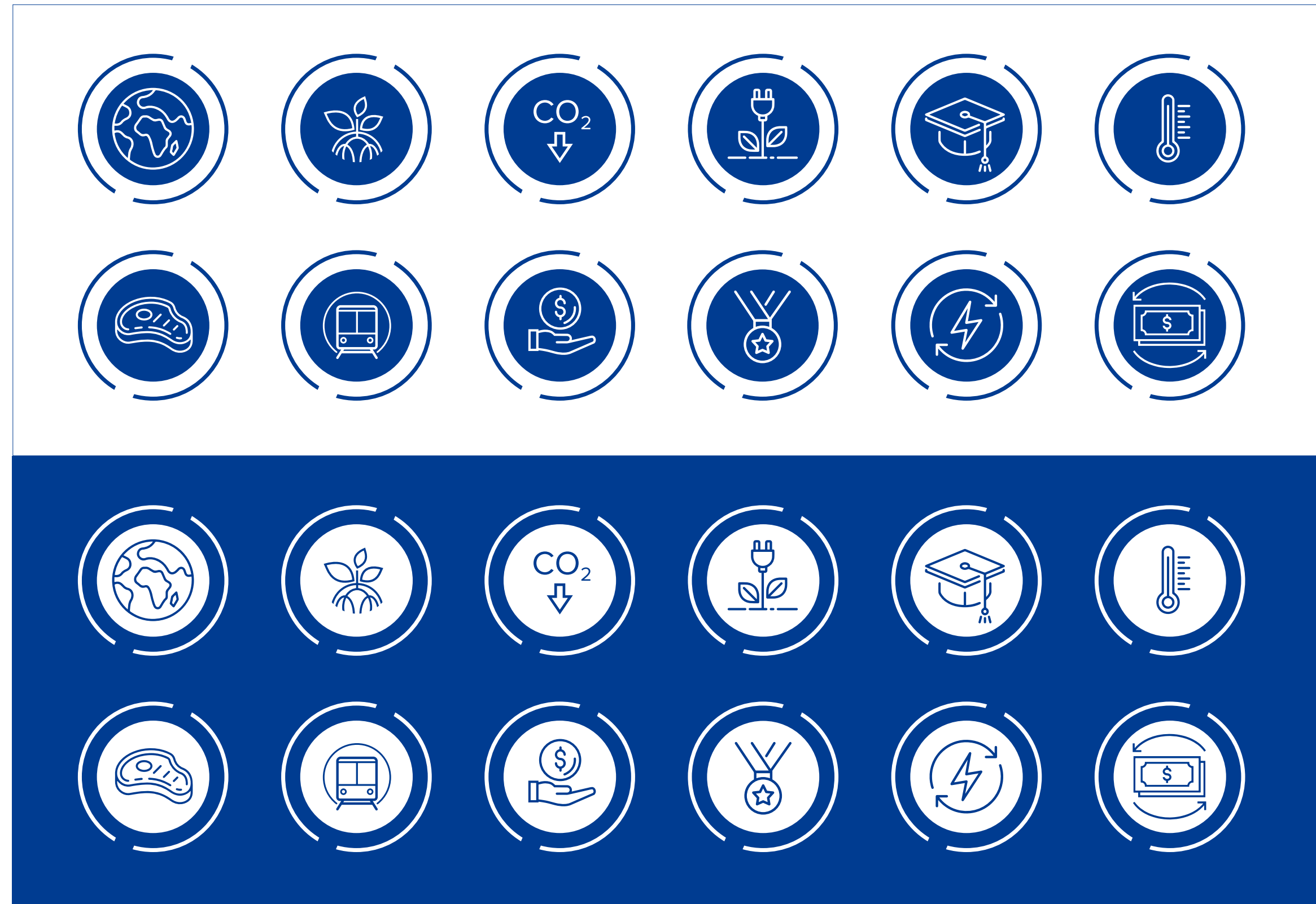
Icons [→]

Please note: If additional icons are needed that can't be found in our icon library, please contact the design team.
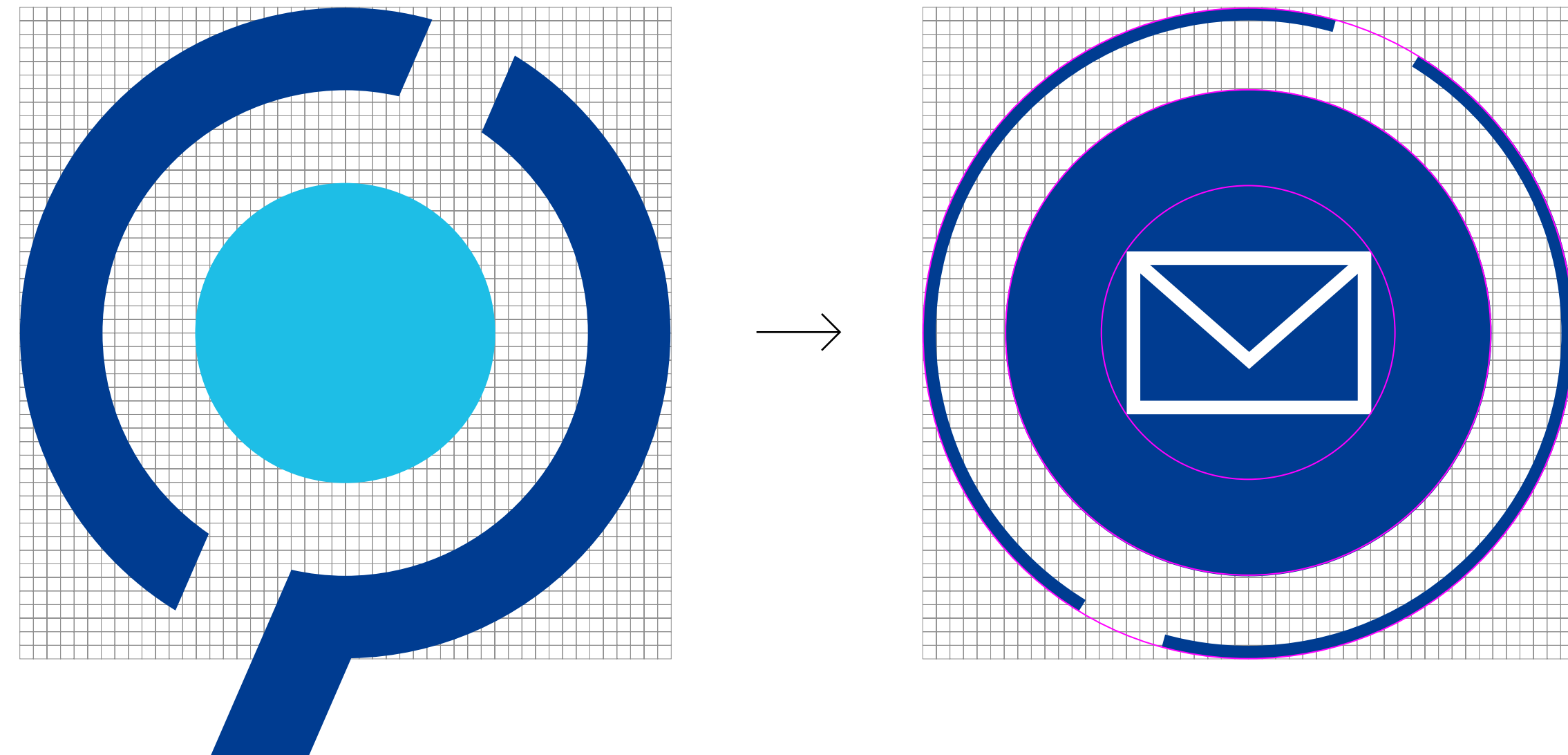
Icon colours

The ClimatePartner icons should only be depicted in the two colorways shown on this page: white line art in a blue circle, or blue line art in a white circle.
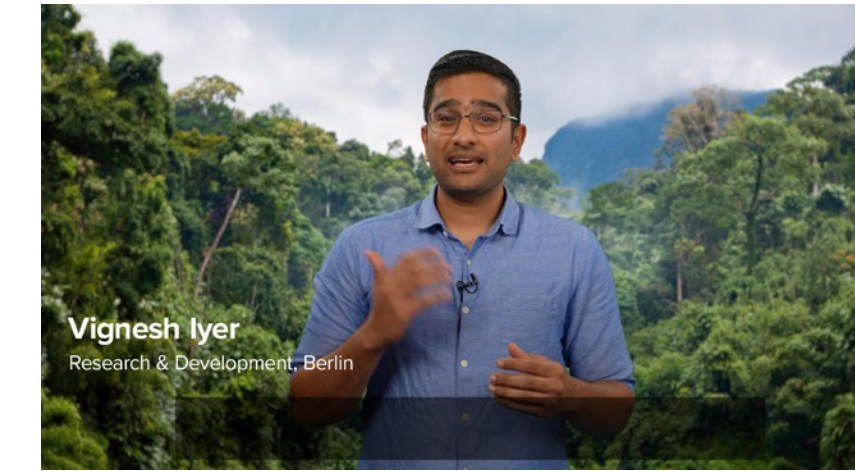
Video

Videos should adhere to the following guidelines:

A. The intro should show the ClimatePartner logo in white over full screen blue, staying over footage and dissolving after 1 sec.

B. The styling of names, departments and cities should be used as shown. All text and graphic elements should be positioned to allow for subtitles at the bottom of the screen. Use standalone subtitle files, e.g. SRT, to be rendered by online platforms.

C. Text should be set in upper and lowercase and can appear on a blue background or over footage.

D. Use our graphic element always on the left hand side.

E. Do not use drop shadows on text or graphic elements.

F. White icons should be used over footage.

G. Only colors from our style guide should be used for icons, graphics, or backgounds.

H. A minumum of 2 sec. end frame should show our logo with claim and the ClimatePartner URL.
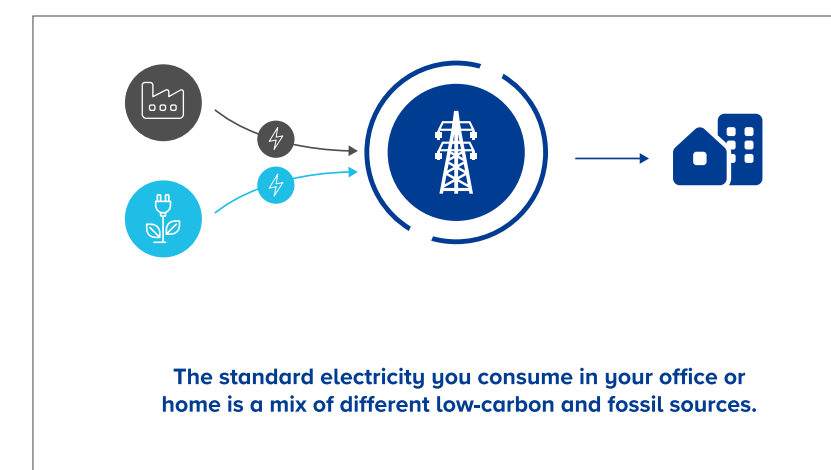

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Social video

Social videos should adhere to the following guidelines in order to maximise visibility and impact on visually competitive platforms:

A. Social videos should use a 4:5 format. All graphic elements should be positioned to allow for subtitles at the bottom of the screen. Use standalone subtitle files, e.g. SRT, to be rendered by online platforms. Social videos should begin without a ClimatePartner logo intro.

B. Texts and graphics can be placed on the footage or on a full screen blue background (do not use our graphic element to split the screen).

C. Do not use drop shadows on text or graphic elements.

D. Only colors from our style guide (page 16) should be used for icons, graphics, or backgounds.

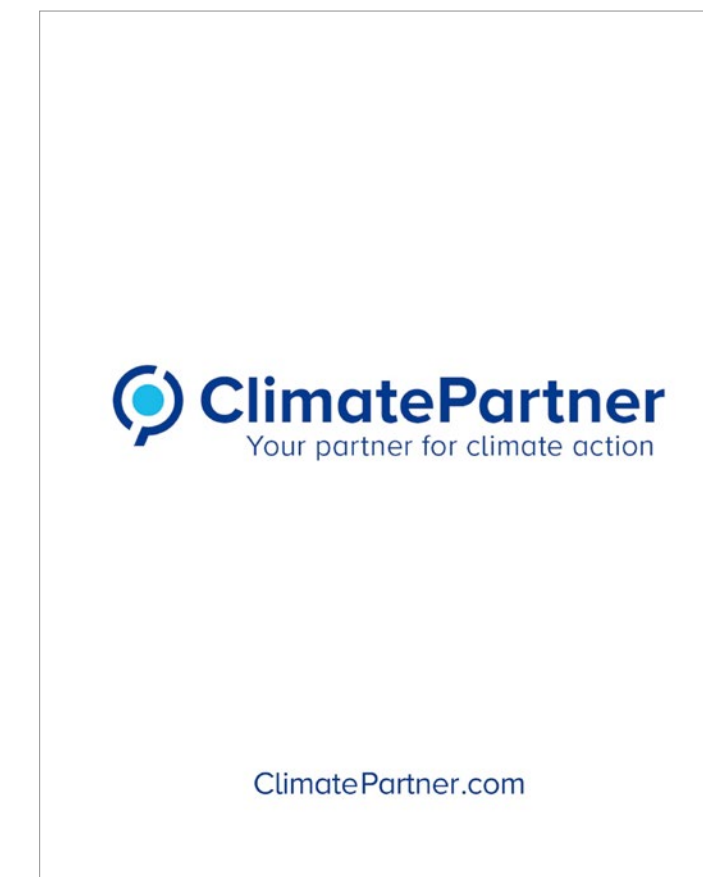E. The end frame should show our logo with claim and the ClimatePartner URL.
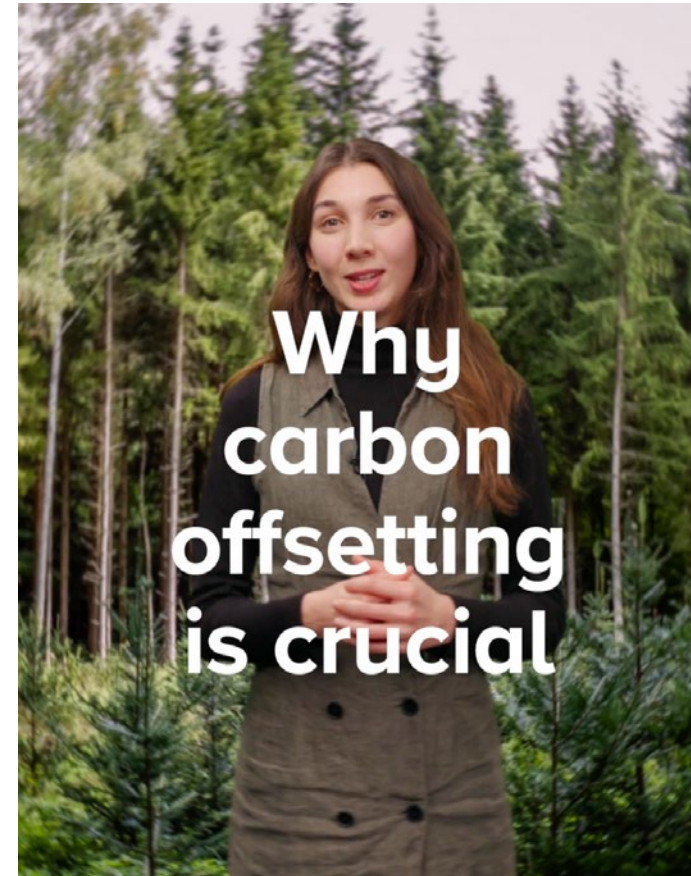
A
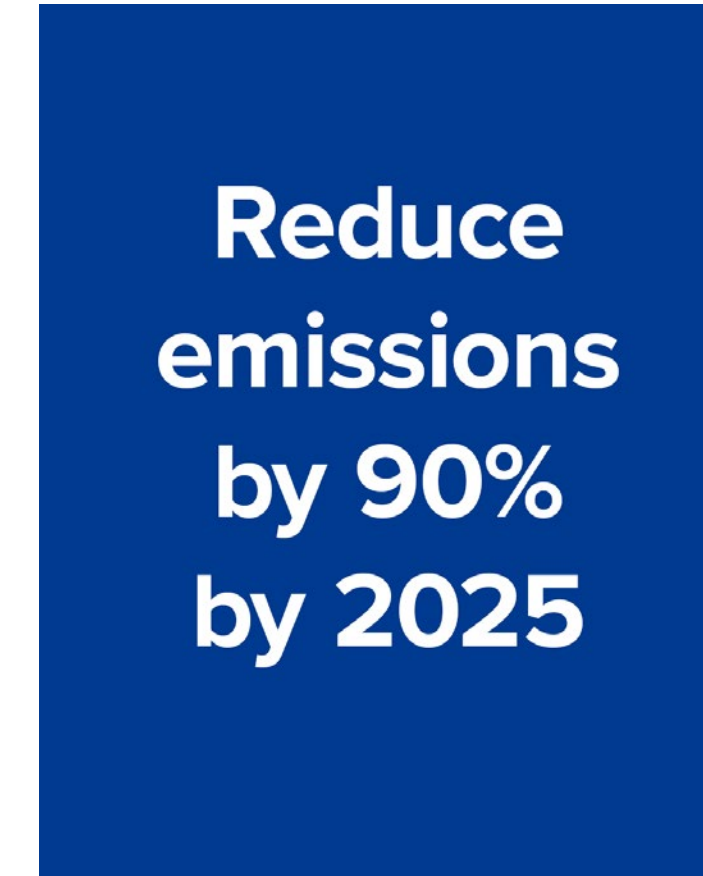
B
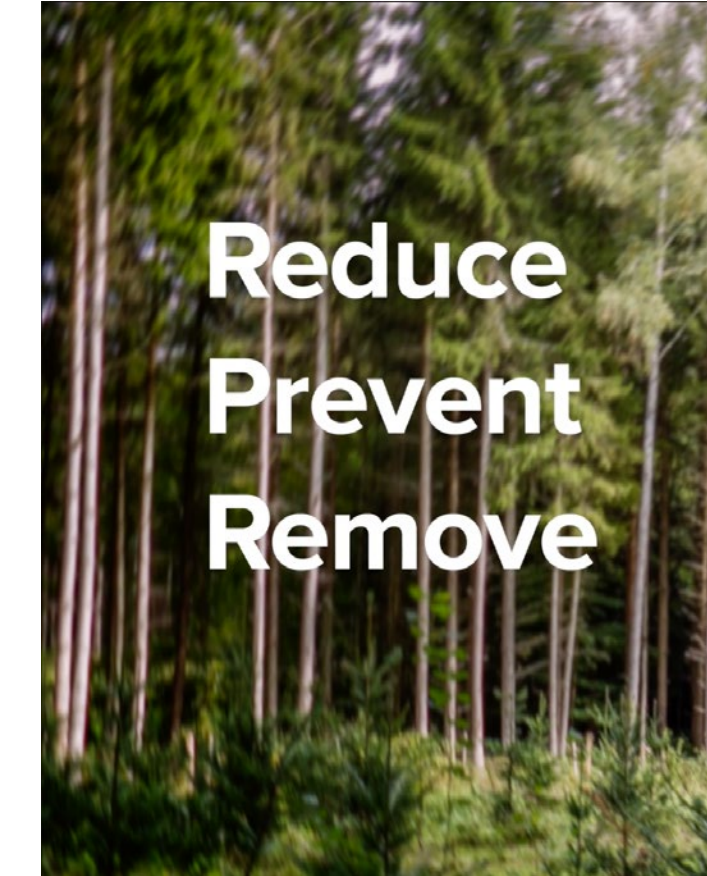
C

D

E

Questions?

For any brand inquiries or question regarding these guidelines, please contact the ClimatePartner marketing team at:

cp-brand@climatepartner.com