WE ME▲N BUSINESS

COALITION

Design & Brand
Guidelines

VERSION 3.0 | MAY 2020

Introduction

THE DESIGN GUIDELINES

As with many organizations with a worldwide audience, multiple contributors from around the globe provide information for the online and print communications of We Mean Business.

This guide serves as a resource for contributors, to ensure that the multiple voices of coalition representatives communicate with visual cohesion.

The following pages describe the visual elements that represent the We Mean Business brand identity. This includes our name, logo and other elements such as color, type graphics and imagery.

Sending a consistent, visual message of who we are is essential to presenting a strong, unified coalition.

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UCZj1URWtaVRN83-HRZbcIAg

WE MEAN BUSINESS

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01 Logo Mark and placement

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo mark is a combination of the green triangle symbol and our company name – they have a fixed relationship that should never be changed in any way.

LOGO MARK

The We Mean Business logo comprises four elements, the logo symbol, logo typeface, horizontal rule, and the word "coalition", which should never be separated from the logo lock-up.

The symbol is a simple, green triangle inspired by the "Trade Triangles" that appear on stock message boards. The font is Houschka Pro Bold and should only be used for the logo. Brand fonts will be covered in the following section.

Download logos:
https://www.dropbox.com/sh/nxwoe6pilbt0etw/AAD8S2k2mqv6qoUaZeKSrEifa?dl=0

1) The Logo Symbol
The green triangle pointing up suggests positive trends in the market and underlines economic opportunity.

2) The Logo Typeface
The logo typeface was chosen for its bold, modern, and highly legible style, which has been further enhanced by the use of upper case letters.

3) "Coalition" Typeface
Montserrat is the brand primary typeface. It was chosen for its strength, clarity and simplicity.

HORIZONTAL LOGO

STACKED LOGO

Main logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternativeon page 7.

1) Horizontal Logo

2) Horizontal Logo with Tagline

3) Stacked Logo

4) Stacked Logo with Tagline
   (Center Alignment)

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency.

Recommended file formats are:

.EPS
These are vector files that can be opened with design software and scaled up to any dimension without losing quality. Printers and designers will use these most often.

.JPG
These you can not enlarge without losing quality, but can be opened by most software. There are both print and screen resolution versions provided in the download link below however .eps files are always best for printing.

.PNG
These can be useful if you do not have special design software but need to have a version of the logo with no background.

LOGO CLEARSPACE AND COMPUTATION

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo mark or the symbol by itself.

CLEARSPACE

Logo Symbol
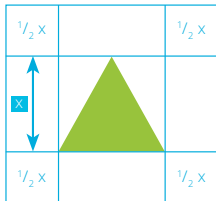
Logo Symbol Computation
To work out the clearspace take the height of the triangle symbol and divide it in half.

(Clearspace = Height / 2)

Download logos:
https://www.dropbox.com/sh/nxwoe6pilbt0etw/
AAD8S2k2mqv6qoUaZeKSrEifa?dl=0

CLEARSPACE

Full Logo

Horizontal Logo Computation
The clearspace that should appear around the horizonatal logo is equal to the height/width of the triangle.

Stacked Logo Computation
The clearspace for the stacked logo is equal to the height/width of the triangle.

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

VARIATIONS ON A BACKGROUND

FULL COLOR
Full color logo on a light background color - use as long as there is enough contrast with all elements of the logo and the background color.

DARK GREY
Dark grey logo on a colored background - use when the green triangle does not show up well or clashes with the background color.

FULL COLOR ON PATTERN OR IMAGE
Use the full color logo version whenever possible - even when laying over a subtle pattern or light-colored image.

FULL COLOR WHITE
Full color white logo on a dark background color - use as long as there is enough contrast with all elements of the logo and the background color.

ALL WHITE
All white logo on a colored background - use when the green triangle does not show up well or clashes with the background color.

FULL COLOR WHITE ON PATTERN OR IMAGE
Use the full color white logo version over images and subtle patterns that are too dark to use the full color logo.

MINIMUM LOGO SIZES

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the width of the full logo or logo symbol.

Download logos:
https://www.dropbox.com/sh/nxwoe6pilbt0etw/AAD8S2k2mqv6qoUaZeKSrEifa?dl=0

Full Logo Horizontal
Minimum Size: 30mm wide

30 mm

Full Logo Stacked
Minimum Size: 15mm wide

15 mm

Logo Symbol
Minimum Size: 8 mm wide

8 mm

02 Typography and Text hierarchy

Typographic hierarchy is another form of visual hierarchy and creates contrast between elements. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for We Mean Business layouts.

BRAND FONTS AND TYPOGRAPHY

Montserrat is a primary, brand font used for headings and subheadings on both print and digital collateral.

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired designer Julieta Ulanovsky to create Montserrat — a typeface that rescues the beauty of urban typography from the first half of the twentieth century. It is a Google font and can be downloaded here: www.fontsquirrel.com/fonts/montserrat

PRIMARY FONT
Montserrat

DESIGNER
Julieta Ulanovsky

MONTSERRAT

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
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BRAND FONTS AND TYPOGRAPHY

Open Sans is a primary, brand font used for headings, copy text and text call outs on both print and digital collateral.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. It is a Google font and can be downloaded here: www.fontsquirrel.com/fonts/open-sans.

PRIMARY FONT
Open Sans

O P E N   S A N S

DESIGNER
Steve Matteson

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π · ± ' æ œ @ ∆ ° ª © ƒ ∂ , å ¥ ≈ ç

03 Color System

Color plays an important role in the We Mean Business brand identity. Consistent use of the following primary and complimentary color palettes will contribute to the cohesive and harmonious look of the We Mean Business brand identity across all media.

PRIMARY COLOR PALETTE

Explanation:
We Mean Business has two primary brand colors: bright green and grey. These colors have become a recognizable identifier for the campaign.

Usage:
Use them as the dominant color palette for all internal and external collateral.

BRIGHT GREEN COLOR CODES

CMYK: C 47 M 04 Y 100 K 00
Pantone: 382 U
RGB: R 128 G 180 B 22
Web: #80B416

COLOR TONES

BRIGHT GREEN COLOR CODES

CMYK: C 00 M 00 Y 00 K 90
Pantone: 90% Black
RGB: R 65 G 65 B 65
Web: #414141

COLOR TONES

SECONDARY COLOR PALETTE

Explanation:
The secondary We Mean Business brand palette should be used to compliment the primary brand colors when needed.

Usage:
These colors are often used in data visualization when more colors are needed to represent information.

CMYK:	C 36 M 11 Y 91 K 38
Pantone:	378 U
RGB:	R 106 G 116 B 57
Web:	#6A7439

CMYK:	C 78 M 32 Y 10 K 11
Pantone:	7462 U
RGB:	R 73 G 121 B 155
Web:	#49799B

CMYK:	C 67 M 09 Y 55 K 00
Pantone:	346 U
RGB:	R 94 G 206 B 165
Web:	#5ECEA5

CMYK:	C 00 M 28 Y 80 K 00
Pantone:	7404 U
RGB:	R 232 G 186 B 35
Web:	#E8BA23

CMYK:	C 01 M 62 Y 73 K 00
Pantone:	7416 U
RGB:	R 234 G 115 B 96
Web:	#EA7360

04 Imagery And Graphics

Photography, data visualization and iconography are all used to translate sometimes complex ideas into a visual language our audience can quickly undertsand. The following pages are examples of how to use these mediums and stay on brand.

BRAND IMAGERY

We Mean Business photography should have the energy of a successful, bustling economy and showcase the profitability of low carbon innovation. The tone is positive and international. All imagery should feel REAL and leave the viewer with an emotional connection to the campaign and what it stands for.

IMAGE EXAMPLES

Requirements:
- vibrant colors
- interesting angle, crop or motion blur
- feels real and not stock
- modern and businesslike
- international

ICONOGRAPHY

Iconography has been used successfully over the course of the campaign primarily to represent committed companies, investors and their specific commitments.

It is important to keep already existing icons the same throughout all media and to keep the look and feel consistent as new icons are added.

REPRESENTATION

1) **Science-Based Targets**

2) **100% Renewable Power / RE100**

3) **Smart Energy Use / EP100**

4) **Sustainable Fuels / below50**

5) **Electric Vehicles & Charging Infrastructure / EV100**

6) **Deforestation**

7) **Climate Smart Agriculture**

8) **Short-lived Climate Pollutant Emissions**

9) **Carbon Pricing**

10) **Responsible Corporate Engagement in Climate Policy**

11) **Climate Change Reporting**

12) **Water Security**

05 Summary and contact

"Design is the silent ambassador of your brand." - Paul Rand

WE MEΔN BUSINESS
COALITION

A SHORT SUMMARY

A well-developed brand identity improves recognition by giving your organization a "face" and a personality, creates credibility and defines your mission. Creating and upholding a memorable brand requires consistent use of type, color, imagery and language.

These brand guidelines give you the basic, visual tools needed to ensure the We Mean Business coalition is consistently represented in both print and digital media. Should you have any questions please contact us.

CONTACT

For further information please contact:

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