BRAND GUIDELINES

VERSION 1
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INTRO
OUR LOGO

Updated CCAC logo builds on the existing one by adding contemporary look and feel to it. Key elements remain but are redesigned to amplify their purpose:
• the globe expressing scale of the Coalition
• swoosh symbolizing the air component of the CCAC
• full name of the organisation to strengthen brand recognition

Cleaner, more simplistic forms of the logo embody purpose and mission of the CCAC: reducing air pollution and mitigating climate change to enable sustainable development at a global level. At the same time it demonstrates international partnership that spans across the world. It underlines a human aspect of our work represented by the globe and brings out air as equally important component in mitigation to improve public health.

The logo has less visual details making it easier to use in online environment and for reproduction purposes. Movement of the air swoosh adds dynamic to the logo and represents CCAC’s ability to act swiftly achieving near-term results.
OUR LOGO (VERTICAL VERSION)

The preferred version for our logo is the horizontal version. In some cases, horizontal logo may not be practical or possible due to some possible limitations. For these instances we may use a vertical version.

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.
LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space, free of type, graphics and other elements that might cause visual clutter to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

The logotype typography has been carefully spaced, and should not be changed, or retyped.
MIN LOGO SIZE

Minimum logo size – print

For print use, the logo should never be reduced below the minimum size of 23 mm for full version (A) and 20 mm for short version (B).

Minimum logo size – digital

In digital executions, the logo should never be reduced below the minimum size of 160 pix wide for full version (A) and 120 pix wide for short version (B).

If the logo is being featured alongside other logos, the CCAC logo should be of equal prominence and at least in the minimum size, depending on the version of the logo being used.
LOGO POSITION

We like to avoid placing the logo in a consistent way. On any given format landscape or vertical the preferred logo placement is in left or right corner position, or centered.
LOGO MISUSES

To maintain the integrity of our logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuses of the CCAC logo that should be avoided.

DON'T mix colors from the palette, always use original color from the guideline.

DON'T change the position of the logotype and the symbol.

DON'T rearrange the logo elements in an horizontal version.

DON'T use the symbol without the logotype.

DON'T stretch the logo or change the proportions between the symbol and logotype.

DON'T add reflections, gradients, drop shadow or any other graphic filters to the logo.
LOGO COLORS

The preferred color for our logo is the bi-colors blue logo from our guidelines. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 80% tint of black) or a one-color black or white logo.
CO-BRANDING
Co-branding with partners and other engaged stakeholders allows the CCAC to increase awareness about short-lived climate pollutants, their emission impacts and mitigation benefits, as well as it provides opportunities to scale up the Coalition’s work by raising CCAC brand recognition and reputation recognizing our Partners.

Partners and other engaged stakeholders are encouraged to use these guidelines to safeguard the CCAC brand while showcasing their own input in the Coalition’s work and success.

WHY CO-BRAND?

- Generate strong affiliation with leading organisations and institutions in sectors important to SLCP mitigation efforts
- Increase awareness and promote possibilities to address SLCPs
- Generate brand recognition
- Strengthen loyalty and brand equity
- Engage new partners and broaden the Coalition’s network.

WHEN CO-BRAND?

All official partners of the CCAC are required to co-brand using the CCAC name and logo in the following instances:

- On any print or digital applications designed as part of the CCAC initiative work (for example, initiative brochures, flyers, reports, press releases or media backgronders, invitations and programmes)
- On any print or digital application that is created with support of the CCAC (for example, funding or joint venture)
- On partners’ websites where information, documents, and appeals are part of the CCAC work.

The CCAC name and logo should not be associated with work that falls outside the objectives of the Coalition. For example, any national or regional policy reports that could be considered as counterproductive to SLCP mitigation efforts in any way should not be co-branded.

There are three brand dominance options:
1. CCAC dominant communications
2. Multiple equal partnerships (adjacent logos)
3. Partner dominant communications

The logo guidance rules must always be followed regardless of brand dominance option.
CCAC-DOMINANT COMMUNICATIONS

Where the CCAC is a lead partner of an activity or project or where it’s endorsed or sponsored by another organisation, the sponsor’s logo or other logos should be positioned along the bottom of an application starting from the lower right corner.

CCAC brand visual system should be used in all applications developed as part of the CCAC initiatives.

In such instances the CCAC logo should always be visually more prominent than other partner logos. The exact size, position and colour of a sponsor’s logo is subject to negotiation on a case-by-case basis.

Preferred logo placement:

- The CCAC logo should be given a prominent space on any print or digital application, preferably signed on upper left or right side
- Always maintain required clear space around the logo
- The monochrome (black, white or greyscale) options should be used only where the full colour logo is not an option (for legibility, design or production reasons).
CO-BRANDING OR CCAC AS A SUPPORTER

For joint ventures or partnerships where the CCAC is an equal or subsidiary partner, use the full colour version of the logo where possible. The should always be equal balance between the co-branded logos. Generally if the co-branded design is led by another organisation or institution our preferred position is the lower right of the application with the logo in full colour where possible.

Endorsement wording and acceptable descriptions of cooperation are:

- An initiative of
- In partnership with
- A part of
- Supported by
- In association with

The choice of descriptive wording should be agreed on a case-by-case basis. The wording should be typeset in bradon textmedium or helvetica bold fonts.
MULTIPLE EQUAL PARTNERSHIPS (ADJACENT LOGOS)

In equal multiple partnerships, equal emphasis must always be given to both or multiple partners, maintaining clear space around the logos. The CCAC logo must always be visually equal in size with other partners’ logos. The recommended size of the CCAC logo is 100% of the area (i.e. height and width) occupied by other partners' logos, giving all partners equal emphasis. The CCAC logo should always maintain the required clear space around the logo.

For example, on a letter or invitation, the CCAC logo must always be adjacent to member logo either at the top or bottom. Any branding of equal partnerships must always display all logos of the same visual. Whenever possible, horizontal lock-up option should be used.
CCAC AS A SECONDARY BRAND

Partner dominance in branding is applied when the partner is leading the activity and relevant communications independently or outside of CCAC’s scope of work. In those instances, the partner logo and visual system will dominate. As a result, the CCAC logo will be secondary to led partner logo, but should always be visually equal size with other partner logos. The CCAC logo should always maintain the required clear space around the logo and follow logo placement guidelines.

Use horizontal lock-up logo in full colour on a white background, when possible. If it’s not possible, use monochrome version of the logo. Whenever possible, horizontal lock-up option should be used.
TYPOGRAPHY
Brandon Grotesque is a font from HDV foundry. She has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts. The small x-height and the restrained forms lend it a distinctive elegance.
OUR TYPEFACE

Brandon Text is our typeface. We use it in different weights Black Caps, Medium, Regular, Light, Thin.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Brandon Text Black and Bold is used for headlines and titles. Brandon Text Medium and Regular is used for headnote or standard body-copy.
OUR TYPEFACE

Brandon Text is designed and distributed by New York type foundry Hoefler & Frere-Jones. Brandon Text has a functional look with a warm touch. It is manually hinted and optimized for screens which is really important as today is an important part of our communication.

The whole Brandon series is equipped for complex, professional typography with different sets of numbers, alternate letters, fractions and an extended character set to support Central and Eastern European as well as Western European Languages.

Brandon Text Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@$€!?#%(/\){|}

Brandon Text Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@$€!?#%(/\){|}
TYPESETTING GUIDE

Body copy is always ranged left, headlines are ranged left or centered. This provides the eye with a constant starting point for each line, making text easier to read.

When typesetting headlines, the leading should be 15% larger than the type size. To calculate, multiply the type size by .15 and add the result to the typesize. When setting body copy, the leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the typesize. Body column width should ideally be between 7-9 words long.


Duis at quam vitae sapien dictum convallis ut volutpat enim senectus et netugestas.


Nunc vestibulum pharetra ipsum, sit amet pretium enim tempor nec. Duis at quam vitae sapien dictum convallis ut volutpat enim. Mauris viverra iaculis commodo.
SECONDARY TYPEFACE

When Brandon Grotesque is not available and only when the font is not available the Helvetica bold is an alternative.
When typesetting headlines, you can underline the centered headline with a small dash. This small line will follow the rule of the text alignment. A centered line for a centered text a left align line for left renged text.

The width of the line is 1/6 of the total length of your headline.

In case you have more than one line you'll take the longest line to calculate the length.

In some cases, when several headlines are following each other, it is recommended to harmonize the length of the line to the average length of the headlines.

height of the line is following the weight of the font

1/6
OUR COLORS
Our Primary Color

CCAC’s color is bright and vibrant blues. We decide to restrain the number of color to keep simplicity and maintain consistency. When necessary the secondary palette will complement theses colors. Effect like multiplying theses color are permitted.

Coated Paper
PANTONE 645 C
Uncoated Paper
PANTONE 645 U
R 91
G 72
B 5
HEX #000000

Coated
C 90
M 70
Y 5
K 0

Uncoated
C 93
M 73
Y 0
K 0

Coated Paper
PANTONE Process Cyan C
Uncoated Paper
PANTONE Process Cyan U
R 65
G 172
B 266
HEX #
**OUR SECONDARY COLOR**

Our color palette is simple, and in certain instances other color may be required. So we’ve created additional palette colors that can be used to support the primary color palette. These secondary colors should only be used when absolutely necessary. Our preference is to only use primary color palette across most communications.

When to use:
- Web highlight
- Charts or infographics
- More expressive graphic communications

Never use the secondary colors on their own. They should only be used to complement the core colors.

R 167  
G 198  
B 42  
HEX #61d14b

R 31  
G 178  
B 205  
HEX #1fb2cd

R 219  
G 173  
B 79  
HEX #dbad4f

Coated  
C 50  
M 0  
Y 100  
K 0

Coated  
C 72  
M 4  
Y 18  
K0

Coated  
C 17  
M 33  
Y 77  
K 0
IMAGERY
APPLICATIONS
BUSINESS CARD

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STATIONARY

Compliments cart

Letterhead template

Enveloppe
WEBSITE

Reducing black Carbon Emissions from Heavy Duty Diesel Vehicles and

THE CHALLENGE

Heavy-duty diesel engines and equipment are significant sources of black carbon, toxins, greenhouse gases and other harmful emissions. An estimated 39 percent of black carbon emissions in the world come from the transportation sector, with a relatively large share coming from diesel vehicles.

Most of the emissions from older diesel vehicles come in the form of particulate matter, 75 percent of which is typically black carbon. Black carbon has major effects on human health and the climate, with a global warming potential second only to CO2. Particulate matter is among the top human health risks, resulting in millions of premature deaths worldwide every year.

Major sources of diesel emissions include road transport and non-road transport, such as construction and agricultural equipment, locomotives and marine vessels.
TIME TO JOIN THE COALITION

The Coalition is open to countries, private sector networks and companies, development banks, financial institutions, cities, NGOs and international organisations who are committed to take action that reduces SLCP emissions. More information on how to engage in this global effort can be obtained from the Secretariat.

ccac_secretariat@unep.org
@CCACoalition
facebook.com/ccacoalition
The CCAC plays a vital role in mobilizing voluntary action to reduce global warming in the near term. Curbing carbon dioxide emissions is crucial for reducing long-term climate risk, but addressing short-lived climate pollutants – the focus of this Coalition – is an important complement to those efforts. The two go hand in hand.

ACHIM STEINER,
UNEP Executive Director
These short-lived climate pollutants – or SLCPs – are also responsible for a substantial fraction of current global warming, as well as having regional climate impacts. Slowing down the global warming by as much as 0.6°C by 2050 and preventing more than two million premature deaths each year, as well as avoiding annual crop losses of over 50 million tonnes could be achieved if we act fast to reduce these pollutants, especially methane and black carbon. These actions need to be complemented by deep and rapid cuts in carbon dioxide emissions if global mean temperature increase over the 21st century is to be held below 2°C.

There are many cost-effective options available for addressing short-lived climate pollutants, such as upgrading techniques for trapping black carbon emissions from diesel engines, harnessing methane from landfills as a source of energy and using new technologies to avoid use of HFCs.
THE COALITION AT A GLANCE

Nations Framework Convention particular under the United to reduce carbon dioxide, in complementary to global efforts that the Coalition’s work is All Coalition partners recognise emission reductions. carbon dioxide emissions and with deep and rapid cuts in approach must be implemented, rise is limited to 20°C by the end To ensure global temperature Uruguay. Sweden, Switzerland, Togo, United Peru, Poland, Russian Federation, Zealand, Nigeria, Norway, Paraguay, Kingdom of ), Netherlands, New Mali, Mexico, Mongolia, Morocco Liberia, Maldives (republic of), Jordan, Kenya, Korea (Republic of), Ireland, Israel, Italy, Japan, Germany, Ghana, Guinea (Republic Commission, Finland, France, Republic, Ethiopia, European America Institute for Cooperation of the United Nations, InterFood and Agricultural Organisation BSF, European Investment Bank, ORGANIZATIONS 14 INTERGOVERNMENTAL 43 NON-GOVERNMENTAL PARTNERS OUR 2.4 LIVES AVOIDED EVERY YEAR

THE COALITION’S ALLIANCE

WHY DO WE NEED TO ACT NOW?

Emissions of black carbon (soot), methane, tropospheric ozone and some hydrofluorocarbons (HFCs), captured under Marrakesh, Short-Lived Climate Pollutants (SLCPs), they are responsible for a substantial human health, agriculture and ecosystems. They are also responsible for a fiscal and economic losses of over 50 million tonnes of methane from landfills as a source of energy and using new trapping black carbon emissions upgrading techniques for sectors key for economic and social development, and include benefits, they span across many climate, clean air and other practices to reduce SLCPs in key sectors exist and have already been implemented around the world. Many cost-effective cost-effective technologies and practices to reduce SLCPs in key sectors exist and have already been implemented around the world. Many cost-effective technologies and practices to reduce SLCPs in key sectors exist and have already been implemented around the world. Many cost-effective technologies and practices to reduce SLCPs in key sectors exist and have already been implemented around the world.

LIVES AVOIDED

- 2.4 million lives avoided each year
- 4.9 million metric tonnes of methane
- 15 million tonnes of black carbon
- 12 million tonnes of ozone precursors
- 1.2 TWh of energy
- 3 million tonnes of coal
- 2.3 million cubic metres of water
- 2.4 million metric tonnes of CO2 equivalent
- 175 million metric tonnes of CO2
TIME TO ACT

2.5 MILLION PREMATURE DEATHS FROM OUTDOOR AIR POLLUTION COULD BE AVOIDED EVERY YEAR BY REDUCING BLACK CARBON AND OTHER SHORT-LIVED CLIMATE POLLUTANTS.

REDUCING SHORT LIVED CLIMATE POLLUTANTS LIKE BLACK CARBON, METHANE AND HYDROFLUOROCARBONS COULD PREVENT UP TO 0.6°C OF ADDITIONAL GLOBAL WARMING BY 2050.

OZONE POLLUTION CAUSES 52 MILLION TONS OF CROP LOSSES EVERY YEAR. WE CAN INCREASE FOOD SECURITY BY REDUCING SHORT-LIVED CLIMATE POLLUTANTS LIKE BLACK CARBON AND METHANE.

WANT SOLUTIONS? WWW.CCACOALITION.ORG