

LOGO USAGE GUIDELINES

JUNE 2020

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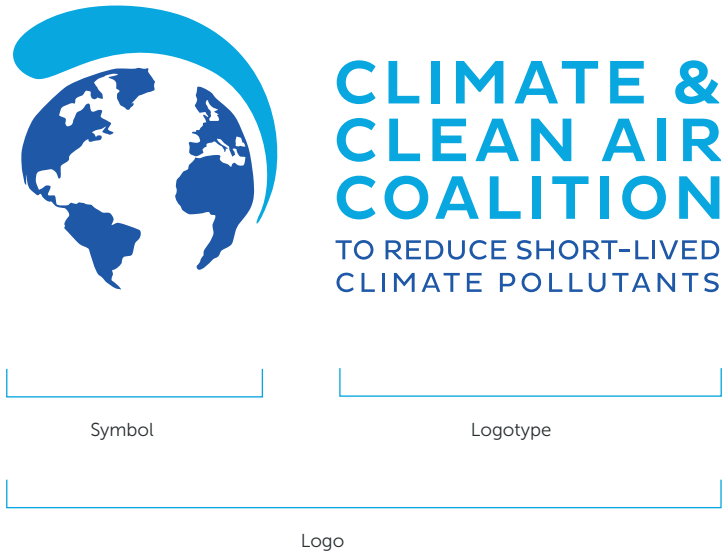
INTRO

The Climate and Clean Air Coalition (CCAC) logo is a recognizable and highly visible brand asset. It is vital that it is always used consistently to help maintain a consistent visual identity for the CCAC.



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TO REDUCE SHORT-LIVED
CLIMATE POLLUTANTS

HORIZONTAL LOGO (PREFERRED)



VERTICAL LOGO (ONLY USED WHEN IT IS NOT POSSIBLE TO USE THE HORIZONTAL VERSION)



LANGUAGE VERSIONS

Our logotype changes depending on the language of the document where it appears .

If the document contains more than one language, the English version should be used.

English version



Spanish version



French version

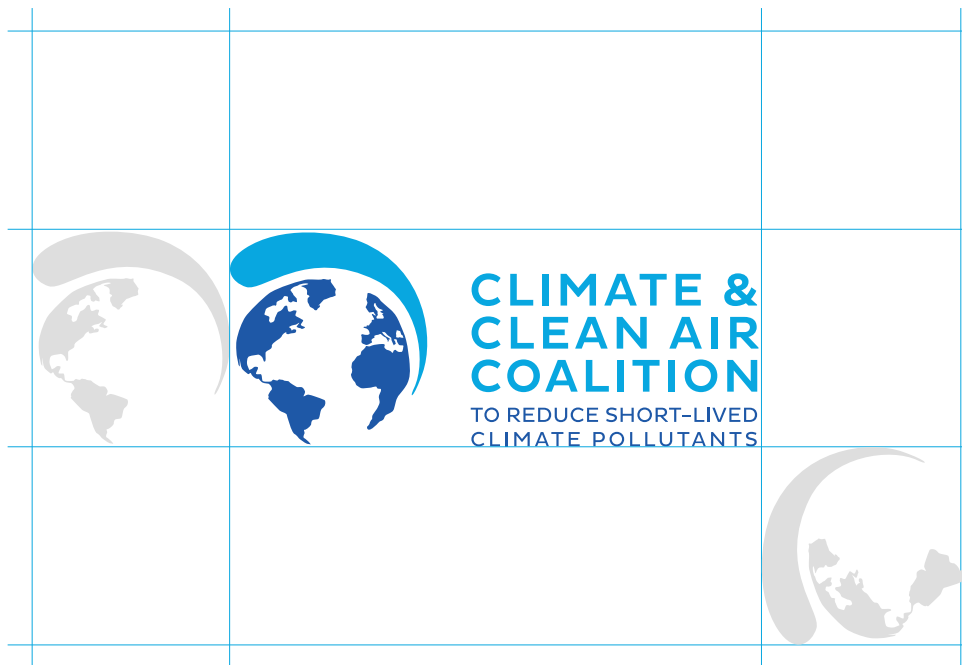


Chinese (Mandarin) version



CLEAR SPACE (HORIZONTAL VERSION)

The space around the logo should be free of type, graphics and other elements that might cause visual clutter.

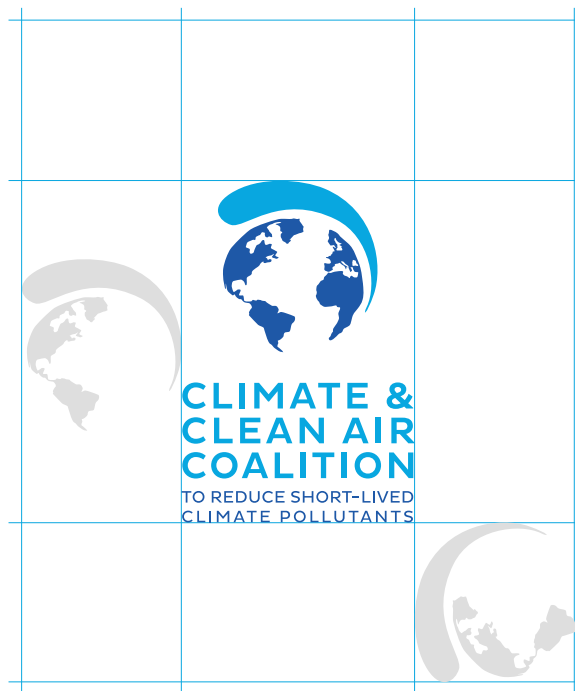


Use the symbol's width to define the clear space around our logo



CLEAR SPACE (VERTICAL VERSION)

We use the same reference (the symbol's width) to define our vertical logo version clear space.

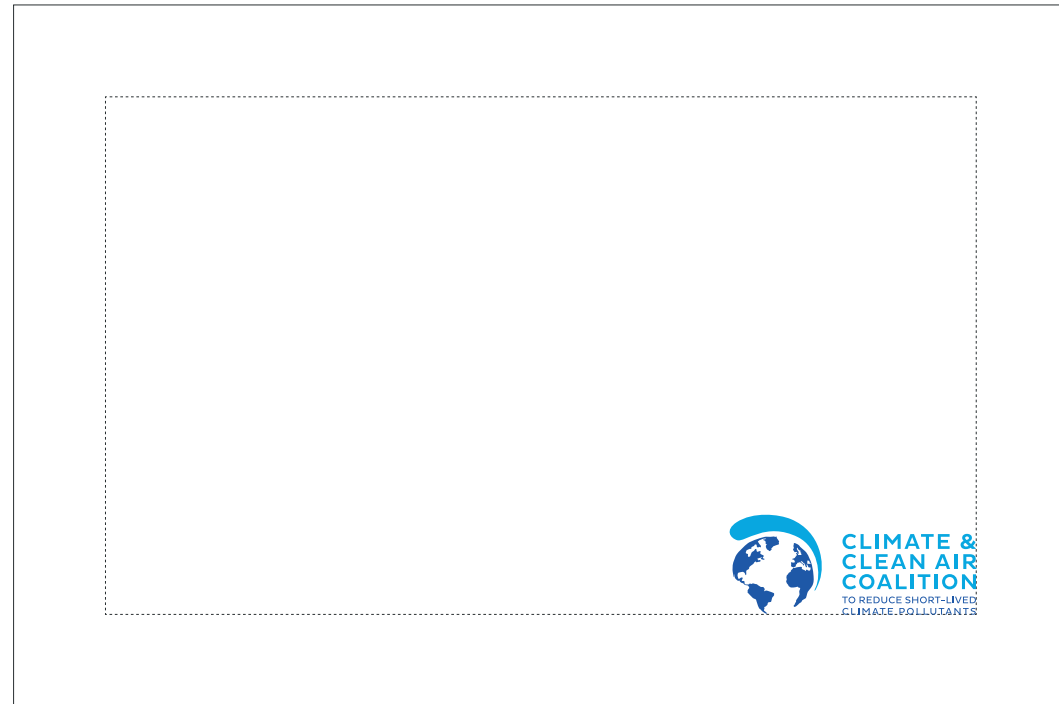


Use the symbol's width to define the clear space around our logo



PLACEMENT

For all materials, regardless of the format or orientation, the preferred logo placement is in the bottom right corner.



MISUSE

The components of the logo — shapes, spacing and typeface — may not be modified.

Here are a few examples of modifications that are not allowed.



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

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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.

MIN LOGO SIZE

Minimum logo size – print

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

Minimum logo size – digital

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

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

Version A



Logo min size – 23mm / 160 pixels

Version B



Logo min size 20mm / 120 pixels

COLOURS

The two-toned blue logo should be used whenever possible. Three other colour versions are accepted for use over dark backgrounds or in monochromatic materials.

Color version



Monochrome



CO-BRANDING AND PARTNERSHIP GUIDELINES

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 TO 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 backgrounders, 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

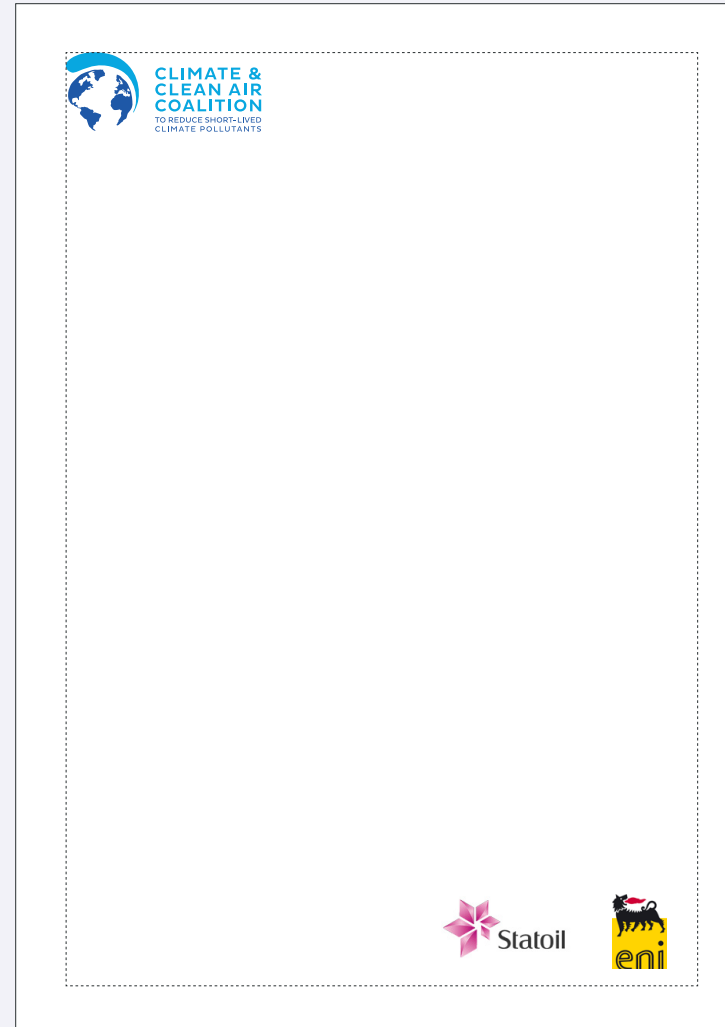
Where the CCAC is a lead partner of an activity or project or that is endorsed or sponsored by another organisation, the sponsor's logo or other logos should be positioned along the bottom of an application starting from the lower right corner.

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. There 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.

An initiative of



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Supported by



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In association with

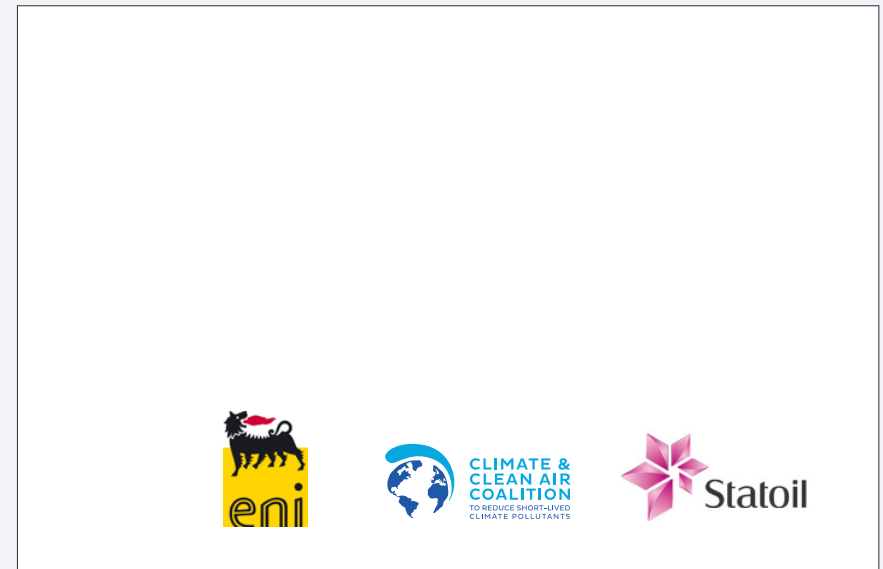
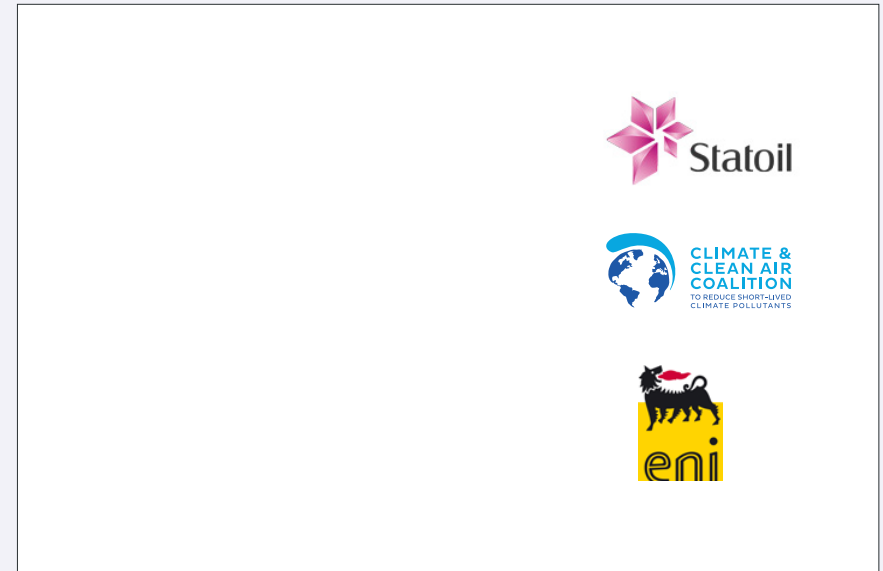


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MULTIPLE EQUAL PARTNERSHIPS (ADJACENT LOGOS)

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 logo 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 logo should be used.

