This is a guide to the basic elements that make up our brand. It will let you get to know us better.

what is a brand identity?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

why use these guidelines?

Our foundation needs to manage how its brand is represented across all visual media in various different situations.

The brand identity system in this document has been created to fulfil this purpose and the guidelines heron explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of our foundation.
This is our complete logo with tagline. It is all one color with a bold typeface. This version should be used most of the time. Special cases will exist and will be laid out further in this document.

Here is our logo without the tagline. This should be used when the logo is in a small format that renders the tagline too small to read. There are some instances of using the logo without tagline which will be explained in this document.
Do not enlarge a logo as it will make it blurry and pixelated. If you need a larger you can request a specific size from communications or you can download the .eps format which allows you to resize the logo without affecting the quality.

Do not create a new logo or abbreviation logo. This is not allowed and makes it hard to have a consistent brand. Use only the sanctioned logos stated in the style guide.

Do not change the color of the logo. The logo must always remain the Coffee Pink color.
When there is a solid dark color behind the logo that competes with the Coffee Pink of the logo then use the white version of the logo to ensure clear branding.

When printing in black in white ensure you are using the solid black version of the logo. This will guarantee that the logo remains bold and solid.

When you have an image that is busy that will not allow the logo to be visible you will need to use the white logo infant of a solid color box.

When you have an image that allows the logo to be visible it is advised to use the white logo to ensure the logo remains bold and does not get lost in the colors of the photo.
colors

These are the 4 primary colors for coffee&climate. Coffee Pink is used for the logo as well as design accents. Climate Blue is used as a main accent color for print and digital materials. Creme Coffee is mainly used for backgrounds or for a subtle color accent. Black is to be used as the main body text color.

<table>
<thead>
<tr>
<th>colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>PANTONE</th>
<th>HEX #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee Pink</td>
<td>0 : 80 : 29 : 0</td>
<td>235 : 50 : 99</td>
<td>191</td>
<td>EB3263</td>
</tr>
<tr>
<td>Climate Blue</td>
<td>67 : 10 : 2 : 0</td>
<td>20 : 158 : 216</td>
<td>2925</td>
<td>149ED8</td>
</tr>
<tr>
<td>Creme Coffee</td>
<td>4 : 5 : 14 : 0</td>
<td>243 : 233 : 211</td>
<td>7527</td>
<td>F3E9D3</td>
</tr>
<tr>
<td>Black</td>
<td>74 : 71 : 64 : 87</td>
<td>0 : 0 : 0</td>
<td>426</td>
<td>000000</td>
</tr>
</tbody>
</table>

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colors

The following colors are used as accents for design purposes. Green Coffee, Golden Sun, Fire Orange and Ice Grey should be used to complement the primary colors and give prominence to the primary colors above. Accent colors can be used for such things as charts, graphs, and other design elements. These should never be used for text.

- **green coffee**
  - CMYK: 76 : 1 : 63 : 0
  - RGB: 0 : 174 : 126
  - PANTONE: 339
  - HEX #: 00AE7E

- **golden sun**
  - CMYK: 0 : 29 : 90 : 1
  - RGB: 255 : 180 : 1
  - PANTONE: 1235
  - HEX #: FFB401

- **fire orange**
  - CMYK: 0 : 68 : 89 : 0
  - RGB: 255 : 92 : 1
  - PANTONE: 165
  - HEX #: FF5C01

- **ice grey**
  - CMYK: 14 : 10 : 8 : 0
  - RGB: 214 : 214 : 214
  - PANTONE: COOL GREY 1
  - HEX #: D6D6D6

- **midnight blue**
  - CMYK: 90 : 84 : 18 : 41
  - RGB: 30 : 33 : 74
  - PANTONE: 165
  - HEX #: 1E21A
colors - examples

Below you will find some examples of how the primary and accent colors are to be used.
typography

Calibri Regular - The main font for coffee&climate to be used most of the time for bodies of text. Calibri is mostly used for print materials.

Calibri Bold - This variation is for headlines or to add emphasis to certain words.

Source Sans Pro Regular - Our main font for everything digital. It is a web safe font which means that most browsers and operating systems will support it. This is to be used as the main body text much like Calibri would be used for print.

Source Sans Pro Light - A variation to the Source Sans Pro font, again to be used for digital purposes.

Source Sans Pro Bold - Variation to add more emphasis to headlines and characters.
typography

Source Sans Pro Black - The boldest of the Source Sans Pro style for an even more solid character style.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü0123456789

Jenna Sue - This is a design font that is used special communications materials such as flyers. This font should be used sparingly and is to only be used for headlines in special cases. At no time should this font be used for documents or bodies of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789
writing style

When writing anything for coffee&climate it is important to follow certain writing styles to ensure consistency as well a clear message. These are the guidelines we would like everyone to follow:

1. coffee&climate should always be written without spaces. (i.e. coffee&climate)
2. The abbreviation for coffee&climate is c&c also without spaces.
3. c&c can only be used after you have used the full spelling of coffee&climate. (i.e. “coffee&climate is a...that is where c&c comes in...). 
4. Headlines should always be written in small caps, (i.e. writing style, style guide, coffee&climate launches phase 2).
5. When writing text please follow standard English grammar rules be capitalising the first letter of each sentence.
6. If preparing a news item, press release, or other external communication document please use the “third person” point of view, (i.e. coffee&climate is proud to announce...).
7. “First person” point of view is also used in certain circumstances such as social media, our website or other informal communication materials, (i.e. we are proud to announce).

When there are doubts you can always refer back to this document or ask your communications department contact.
style guide

Style Guidelines

This document gives you all the information you need to follow the style guidelines. The guidelines in this case include the use of the logo, colors, fonts, photography style and more. It is important that we all follow this document which will allow us to become a more consistent and professional initiative with a global reach.

Supporting Graphical Elements

In some cases it might be needed to have “supporting graphical elements”. These graphical elements are icons, backgrounds, chart styles, etc. The supporting graphical elements are a part of this style guideline document and have their own usage guidelines.

Photo/Video Style

The photo/video style of c&c should always be colourful, natural images. Not overly saturated with color but natural beauty with very limited filters or alterations. For more detailed guidance you can follow the photo guidelines document available on the wiki.

Website

The c&c website and toolbox are modern and minimalistic in nature. We put the focus on the content. Using bold images, clear and simple graphical elements, and a strong message to convey the c&c story and initiative.
checklist

The checklist...

01 the logo
Only use logos that are complete and in an appropriate version, created from original artwork. Please check that you have respected the guidelines laid out in this document.

02 backgrounds
The logo or other text should not appear on light or busy images that do not allow the logo to stand out.

03 graphics
Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the logo.

04 typography
Check to ensure our corporate fonts are being used and used properly.

05 design
Be sure to supply these guidelines to external partners providing services or creating materials on our behalf.

final thought
If in doubt and you can not find the answer in this document please contact your communications department contact:

Corporate Communications:
Aaron Scheuerman
aaron.scheuerman@hrnstiftung.org

You can download this document via the wiki here: