

Brand and publication guidelines

introduction

A style to support our strategy

This guide will help you to create vibrant communications that engage and inspire, while supporting our organisational strategy.

All marketing materials produced for CISL must conform with our brand guidelines.

If you need any guidance on branding a CISL project or supply of any digital graphic resources please contact:

Tom Yorke

Design Manager

tom.yorke@cisl.cam.ac.uk

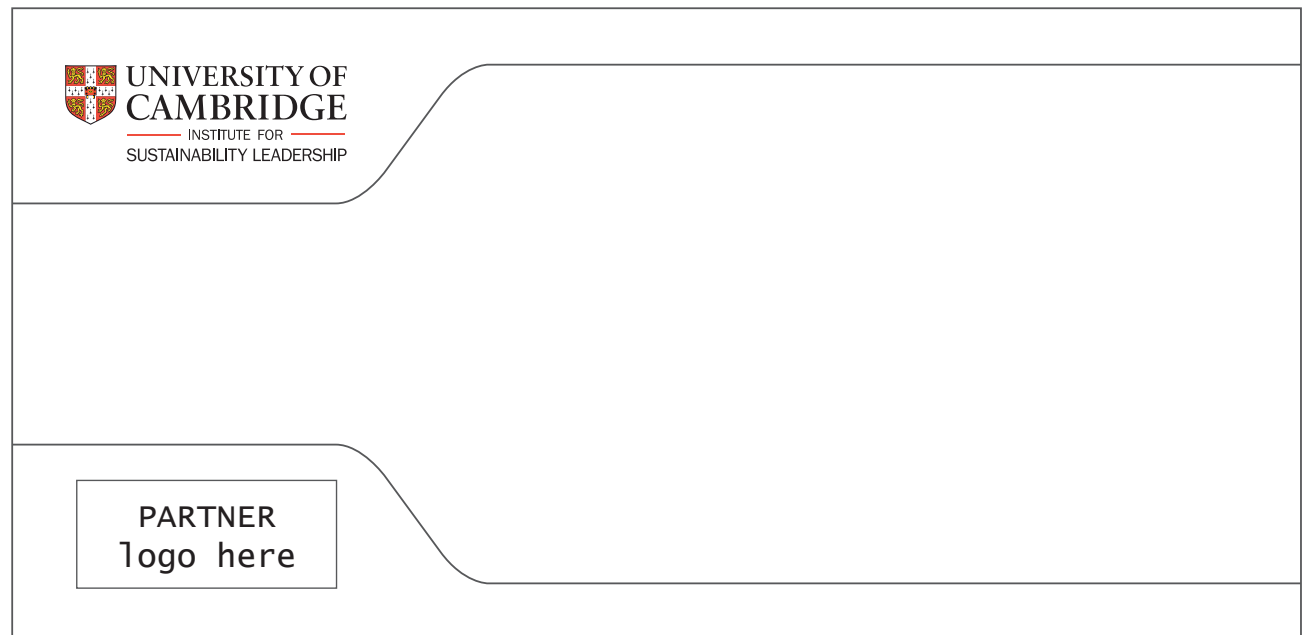
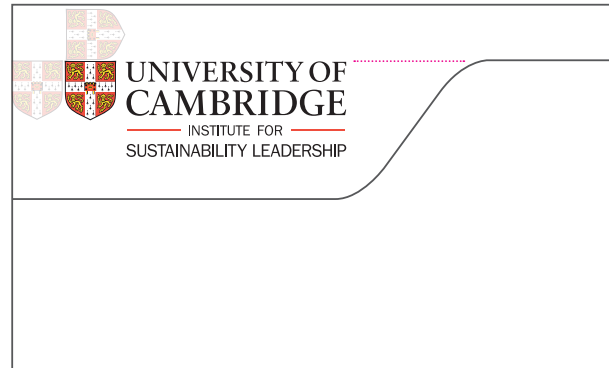
1.1 Logos

The CISL logo should be used on all marketing materials, including social media posts, event programmes etc, in accordance with this guide.

The logo sits in the tray device. The tray will always be a white fill and can be used without a keyline over solid colour or images. The logo sits in a fixed position within the tray and the complete graphic can be downloaded from here.

Where holding partnership events, the partner logos should be displayed below CISL logo.

Mirror the white tray device so it matches the top one.



1.1 Logos

The CISL Initiatives all have their own logo lock-up.

This logo lock-up should be used on all relevant marketing materials, including social media posts, event programmes etc, in accordance with this guide.

These lock-ups also sit in the tray device. The tray will always be a white fill and can be used without a keyline over solid colour or images. The logo sits in a fixed position within the tray and the complete lock-up with tray can be downloaded from here.



1.2 Typography

Our core brand typeface is Helvetica Neue. It is simple and clean – a modern classic.

All of the weights can be used, including italics, but the more common ones are shown below. There are ways that each weight can be used to best effect, so please try sticking to the defined

Adobe InDesign paragraph styles if possible, including optical kerning and overall tracking of -25. See the following page for example type hierarchies and details of alternative fonts.

45 Light

Helvetica Neue 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%&?

Light italic

55 Roman

Helvetica Neue 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%&?

Roman italic

65 Medium

Helvetica Neue 65 Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%&?

Medium italic

75 Bold

Helvetica Neue 75 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%&?

Bold italic

85 Heavy

Helvetica Neue 85 Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@£\$%&?

Heavy italic

1.2 Typography

The type hierarchies below show example relationships for covers and content sections, and the available pre-set Adobe InDesign paragraph styles used.

Example cover type

Main title example

Heading (medium)

Followed by a sub title

Standfirst (large)

#OptionalHashtagAppearsLast

Standfirst (small)

Cover text is left-aligned and set in sentence case. Align it with the CISL logo, on the left side of the grid, and choose an **orange** hanging point from the document gridlines (see page 18 ➔). For an example publication cover with a hashtag in position, see page 25.

Pull fact big figure

Pull fact body text

Note: When designing a publication or communication in-house, such as a technical report, working paper or business briefing, use the **Arial** typeface. All font weights and

styles can be used. The **Myriad Pro** typeface can be used if Arial isn't available or suitable, such as for on-screen use.

Example content type

Example medium standfirst lorem ipsum dolor sit

Example sub head

Example paragraph of 9pt body copy. Lorem ipsum tem nosant aut aliquam nus parcidu ntiorep ellatio offictem inctis aut abo. Ommoloribus endemolum et fuga. Nequi si to vendunt.

Example caption lorem ipsum erehend igenis sit qui consecessi con nimus.

100%

Example pull fact, 8pt body text lorem ipsum dolor sit amet.

All paragraph styles

Main headings

- Heading (large)
- Heading (medium)
- Heading (small)

Body content

- Folios
- Standfirst (large)
- Standfirst (medium)
- Standfirst (small)
- Sub head
- Body copy 9pt (positive)
- Body copy 9pt (white-out)
- Graph/chart titles
- Footnotes and captions

Feature content

- Pull fact big figure
- Pull fact body text
- Quotes

Body copy (small)

- Body copy 8pt (positive)
- Body copy 8pt (white-out)

Footer copy

- Footer copy 5pt (positive)

[Click here to download all the Adobe InDesign paragraph styles.](#) ➔

1.3 Colour

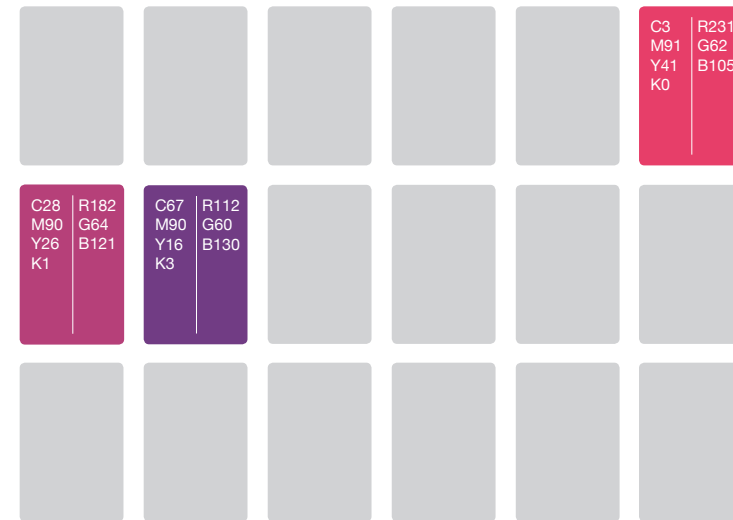
Print Colours

Consistent use of colour is at the heart of our brand identity. There are two complementary palettes available to use, depending on the content of your publication.



Digital Colours

For digital projects these colours have been adjusted to lower the intensity on backlit displays.



Highlight colours can be used to distinguish between different sections of publications, or to colour the 'wire' graphical elements and to add a splash of life to type-heavy pages. However, avoid combining too many colours per page, and choose colours to complement imagery. Always ensure good contrast between type and background, for example white type must always be on a dark background.

1.4 Title Block

The title block is a shape made from our wires/tray device. It is designed to hold text over images and solid colours. It can be moved around within the frame to create interesting and practical layouts for print and digital projects.

For publications we have fixed cover layouts.



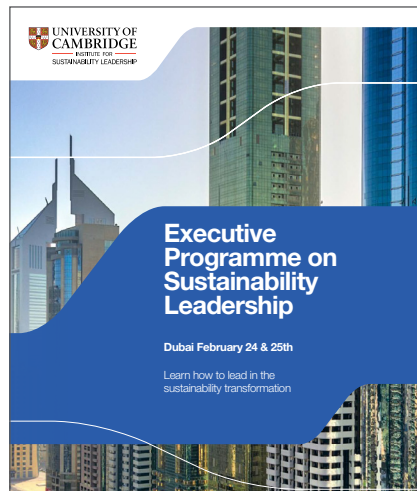
Wire/tray device forms the header of all visual items and always holds the CISL logo or lock-up.

Wires can be used in conjunction with the title block to add dynamics.

1.5 Examples

Poster

Brochure



Introduction

The University of Cambridge Institute for Sustainability Leadership (CISL) executive education helps build the vision, strategy and competences to lead the way in rapidly changing context.

CISL work reflects our mission to enable individuals and organisations to take leadership to respond to the critical challenges and opportunities of the 21st century.

Companies and government entities working with CISL benefit from access to international industry leading practice, cutting-edge research and thinking, and unique leadership insights that help tailor each programme according to each sector and organisation.

Across all of our work we help leaders combine commercial and organisational success with the delivery of a sustainable economy and the UN Sustainable Development Goals.

Topics

Day 1: The changing context for business and society

- The sustainability challenge for UK and the GCC
- The world in 2030: Exploring the demographic, economic, social and environmental trends shaping the context for business and society
- The end of business as usual: Understanding the commercial implications and strategic opportunities and priorities for business, finance and policy makers
- The case for sustainable business that delivers the SDGs: Identifying roles and opportunities and creating the case for action
- Synoptic groups: Interlinking insights and actions

Day 2: Leading the change

- Business and sustainable markets: How leading companies leverage business strategy, innovation and collaboration for sustainability
- Leading a sustainable business: What business leaders need to do differently to lead their organisations
- Business transformation: Aligning purpose, culture, governance and strategy and doing better business and societal
- Leading change: How to support and influence people in the sustainability journey
- Synoptic groups: Action plan

Executive Programme on Sustainability Leadership

In February 2020 CISL will be running its first Executive Programme on Sustainability Leadership in Dubai for senior and mid-level executives. The programme will bring together 30 executives from different sectors and is aimed for those with responsibility for strategy, marketing, finance and investment, innovation, operations, communications, people and sustainability.

Benefits and Outcomes

- The programme is designed to give participants:
 - Knowledge and insights to align commercial success with long-term solutions for society and environment
 - Leadership skills to drive change in the organisation
 - A clear business case for sustainability
 - Practical tools and frameworks to think systemically, identify priorities and embed leadership
 - Inspiration and resources to look at the local opportunity and resilience impact
 - A certificate of attendance

"In addition to the expert knowledge imparted through the content of the course, the training also had an unexpected emotional impact as it broke down barriers, allowing senior leaders to get to know each other, share their individual stories, and try to understand the hopes and concerns that drive them in their efforts for sustainability. The training programme also taught them useful skills that could be implemented immediately - participants mentioned how certain elements acted as real eye-openers, allowing them to suddenly see how they can make change."

Majid Al Futaim, 2018 Sustainability Report

Faculty and Contributors

Who is it for

For senior and mid-level executives, and especially those with responsibility for strategy, marketing, finance and investment, innovation, operations, communications, people and sustainability.

Dates

Monday 24th to Tuesday 25th February 2020

Duration

2 days

Location

The Leadership Institute, Majid Al Futaim Tower, Dubai

Fees

The course fee is £1,900 per person inclusive of teaching and materials. Lower fees are available for early signing (early bird discount), multiple delegates and not-for-profits.

Corporate/private sector	£1,900 per person
10% early bird discount until 20th December	£1,710 per person
3 or more people 10% group discount	£1,610 per person
Not-for-profit (NGOs, public sector or academic)	£1,710 per person
Standard	£1,610 per person
10% early bird discount until 20th December	£1,450 per person

Selection Criteria

Approximately 30 delegates will be selected to attend. All applications will be reviewed by a selection panel but we encourage applications from executives with at least 7 years of management experience.

How to apply?

You apply by completing our [online application form](#).

Nominating a colleague

If you have a colleague who you feel would be suitable and interested in attending the Programme, please email us on telephone +44 (0) 1223 768800 and we can share materials for you to pass on.

For more information contact

[John Tweed](#) - International Markets Manager at CISL, john.tweed@cam.ac.uk

<https://www.cisl.cam.ac.uk/education/executive-education/middle-east/executive-programme-on-sustainability-leadership>

The Future we Want Discussion Series

Re-imagining how we measure the economy (for the Future we Want)

Matthew Agarwala
Project Leader
Durrell Institute for Public Policy
University of Cambridge

Celine Charveriat
Executive Director
Institute for European Environmental Policy

Idar Kreutzer
CEO
Finland Norway

Mashudu Ramano
Founder & CEO
Mitsubishi Energy Company

Robin Millington
CEO
Planet Tracker

Jake Reynolds
Executive Director
Sustainable Economy
CISL

Friday October 9th 2020 1:00 PM – 2:15 PM BST

Twitter cards

CISL offers part-time Postgraduate Certificates, Diploma and Master's courses for mid-career professionals looking to enhance their skillset.

Topics of study include:

Sustainable Business and Leadership

Interdisciplinary Design in the Built Environment

Sustainable Value Chains

"The course gave me the confidence to introduce sustainability as part of my organisation's discourse and the ability to articulate the potential for change."

John Midgley
BGS UKGEOS Technical Manager
Energy Geoscience Ltd

Speak to one of the team to find out more.

The Cambridge Institute for Sustainability Leadership

leadership and solutions for a sustainable economy

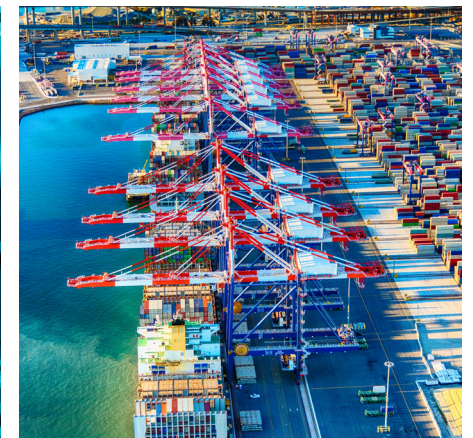
Powerpoint Slide cover

1.6 Photography

Whether used on the cover or internally, photography is a powerful way to communicate the theme and content of your publication and our values as an organisation.

As is the case for colours, we have two content-dependent approaches to the use of photography. For the majority of our publications you will use the CISL photographic guidelines, where the style, irrespective of the subject matter, is natural and honest.

Images should feel spontaneous rather than staged, relevant to the content and to CISL, making strong use of colour and composition, and devoid of cliché. Ideally images will be in full colour, though can be monochrome or black and white if required by the publication.

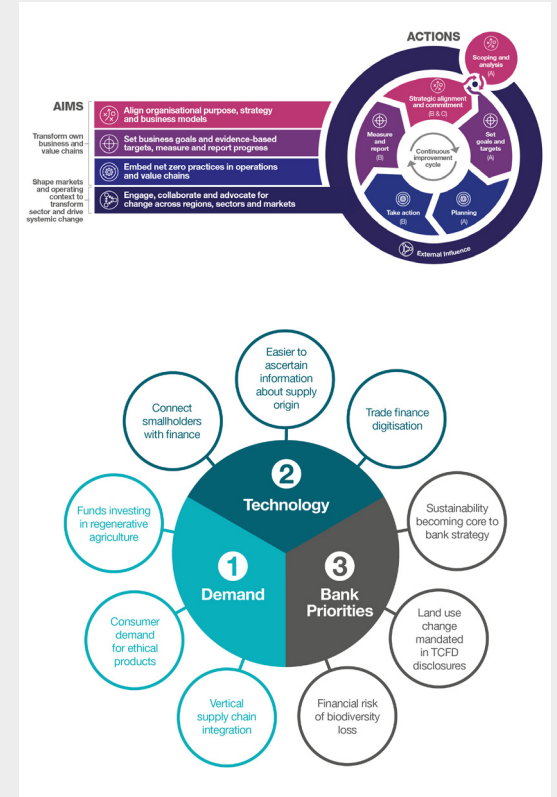
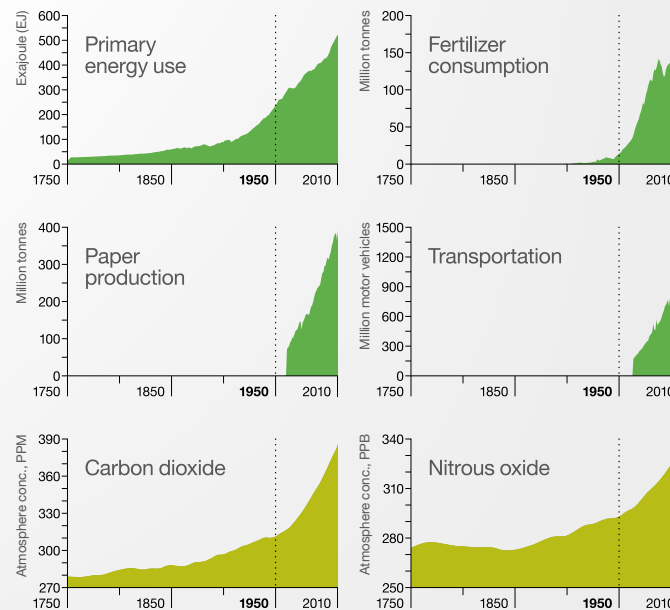
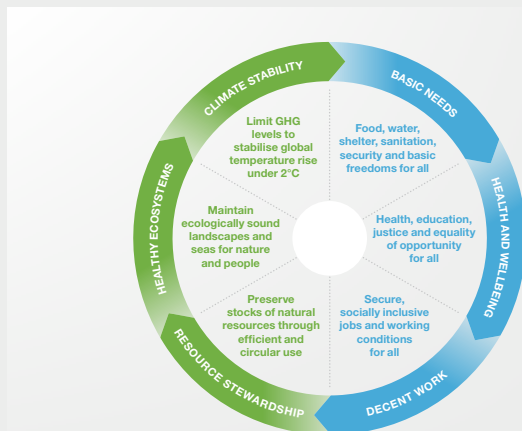


1.7 Diagrams

Diagrams, charts and illustrations – either commissioned or library sourced – should add value to the page and communicate the theme of the publication.

They should be easy for the reader to understand, and representative of the content they support, highlight or are intended to communicate. They should always be reproduced at a sufficient size to ensure easy legibility.

Also ensure they work in harmony with type and other imagery or graphical elements on the page in terms of their colour palette and placement.



1.8 Illustrations

Illustration is simple and graphical, using a range of elementary shapes and complementary colours to build thematic and visually engaging compositions.

Stick to brand colours for the core palette, using complementary colours in moderation to add visual depth and contrast. For example the trees use a mixture of core colour with a couple of complimentary colours

The best results come from a considered blend of softer organic shapes and harder graphic forms.

Illustrated lines should be straight with rounded corners and ends, to ensure they are reminiscent of the brand's wire device.



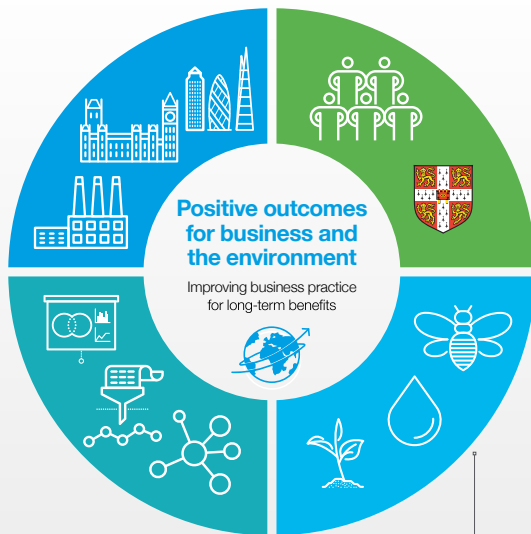
Simple colour blends are allowed in moderation to create depth, or where flat colours would be too bold. For example on landscape features such as hills.

Use colours to reinforce a hierarchy of information. In this example green is used for natural features, blue for the buildings and other structures, and grey for infrastructure.

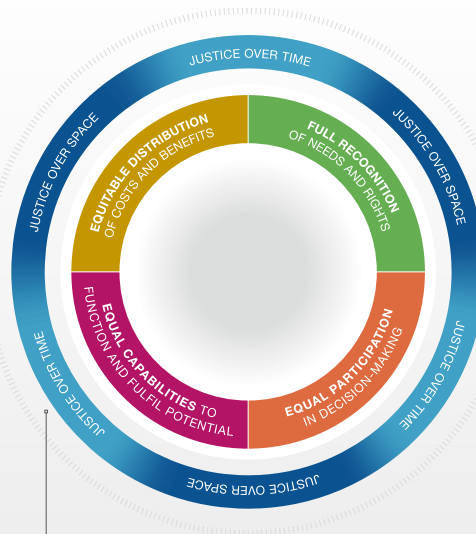
All illustration should be in 2d only. Avoid forced perspectives.

1.9 Icons

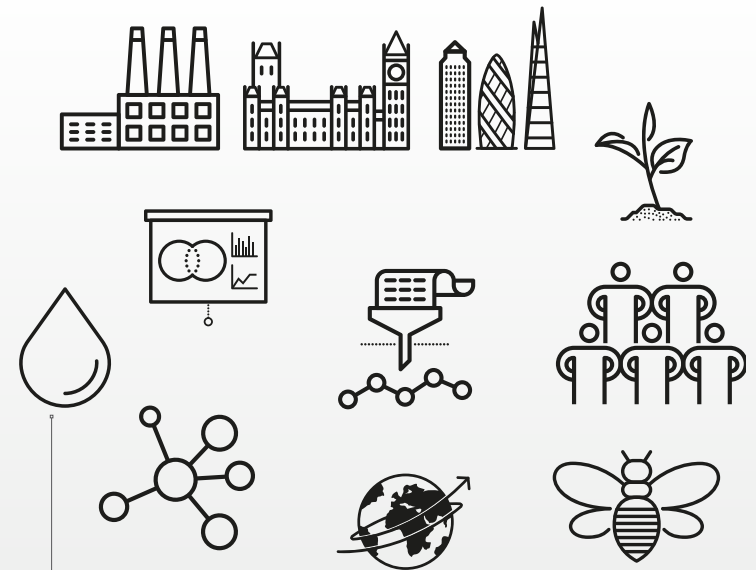
Iconography and infographics should aid reader navigation while simply and quickly communicating informational content. They should also add visual interest to the page and capture a sense of the publication's personality.



Iconography and infographics should use colours from the core CISL colour palette.



Colour gradients and tints can also be used to add visual flourish and dynamism.

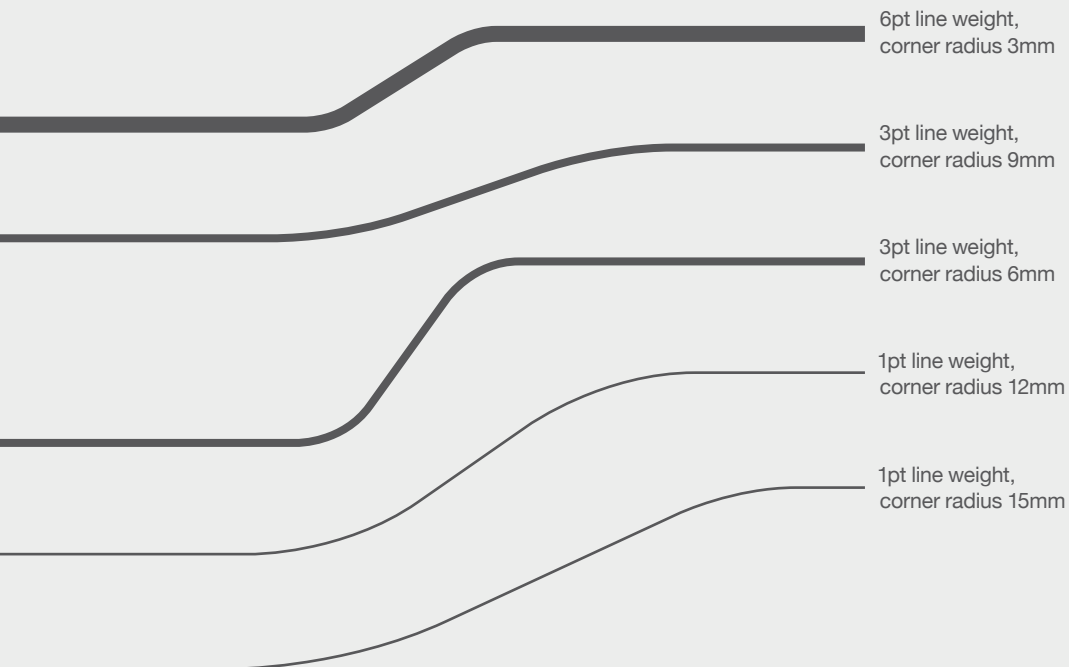


CISL icons should be bespoke single-line illustrations. The style can be more literal, such as the interpretations of buildings, or more stylised such as the 'data analysis funnel'. Choose the style to best fit the tone and subject matter of the publication.

1.10 Graphic Wires

The principle graphic element are the ‘wires’, which are a key design motif inspired by our *Rewiring the Economy* report.

Example wires, weights and corner radii



Wires can be used in a variety of ways depending on whether they are on the cover or internal pages of your publication. They can be used as boundary lines to separate content, for example to partition the logo areas on a publication cover. They can also be used as a creative graphic element to shape or house imagery and blocks of type.

In all cases use your judgement to gauge what combination of wire colour and position makes the best fit with the surrounding content.

Alignment: Wires align to the gridlines on the underlying master grid. Always place the points of the wires on the gridlines.

Corner radius: The radius of the wires increases with the amount of horizontal space between wire points. Try and stick to a minimum of 3mm increasing by 3mm increments.

Weight: Try to stick to the specified weights of wire; 6, 3 and 1pt.

Amount: Always use the wires in moderation, with no more than 4 in a bundle.



The wires can **fade out** or **bleed off** the edge of the page. You can also use a **gradient** of colours from the appropriate brand palette.

