

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
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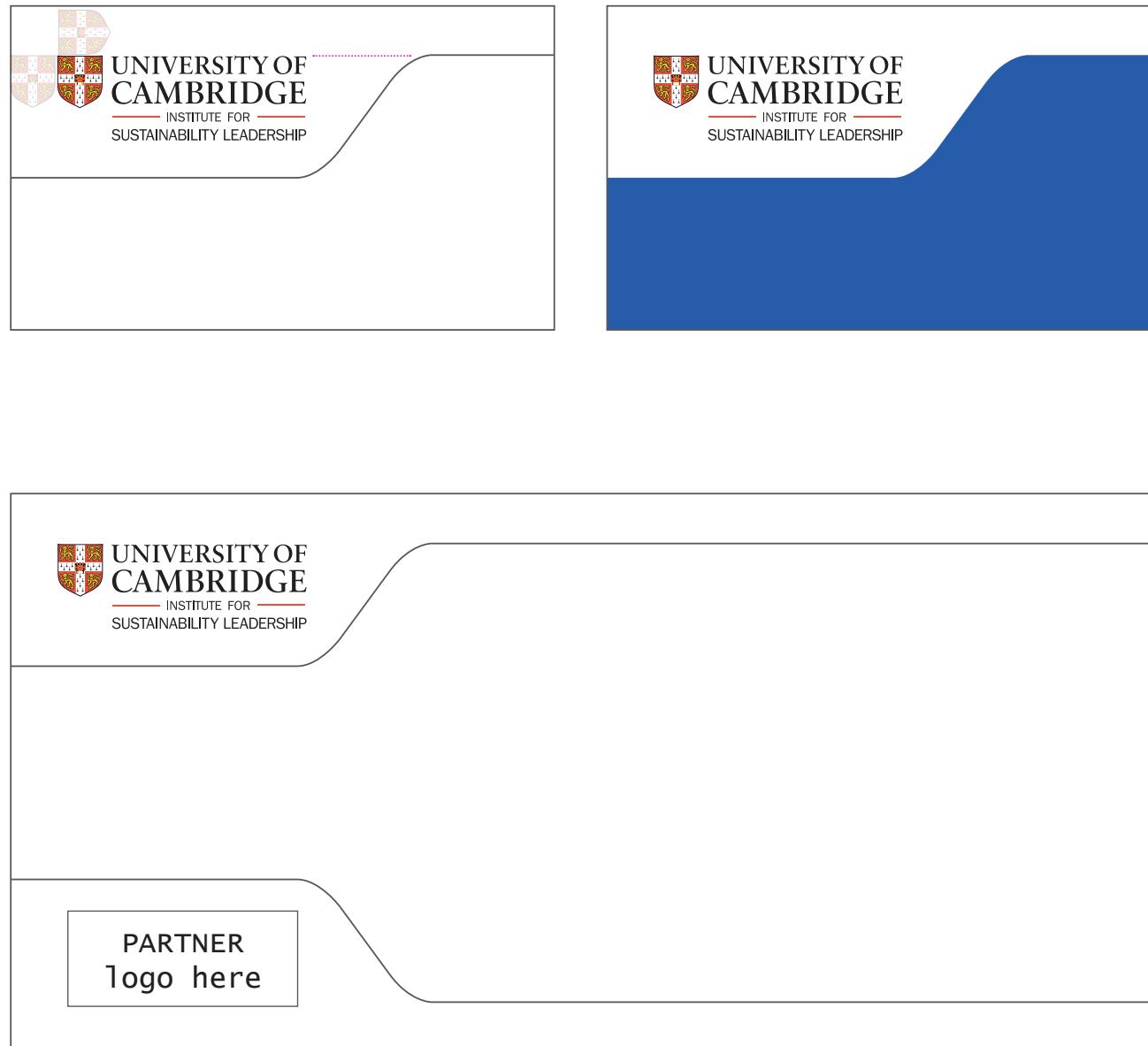
1.1 Logos

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.

45 Light

55 Roman

65 Medium

75 Bold

85 Heavy

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

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

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

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

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

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

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.

Light italic

Roman italic

Medium

Bold italic

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

Followed by a sub title

#OptionalHashtagAppearsLast

Heading (medium)

Standfirst (large)

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 parcidi ntiorep ellatio officitem incitis 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. !\[\]\(7f7ceb95e119107bb8f141b3a39179cf_img.jpg\)](#)

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.

C88 M41 Y40 K27	R3 G97 B113	C74 M4 Y28 K0	R10 G175 B188	C45 M15 Y95 K10	R150 G166 B43	C16 M35 Y100 K15	R195 G150 B0	C0 M71 Y79 K0	R236 G102 B58	C0 M95 Y55 K0	R230 G34 B79
C7 M100 Y7 K21	R185 G0 B102	C60 M93 Y0 K0	R131 G48 B137	C90 M70 Y0 K0	R47 G82 B160	C99 M100 Y29 K23	R44 G36 B91	C71 M20 Y11 K0	R61 G161 B204	C67 M0 Y86 K0	R91 G178 B78
Text grey	C0 M0 Y0 K80	C41 M30 Y31 K9	R156 G159 B159	C18 M11 Y13 K0	R217 G219 B220	C0 M0 Y0 K0	R255 G255 B255	C0 M0 Y0 K100	R0 G0 B0	C83 M91 Y34 K26	R65 G45 B93
	R88 G166 B24										

[Click here to download the CISL colour palette.](#)

Digital Colours

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

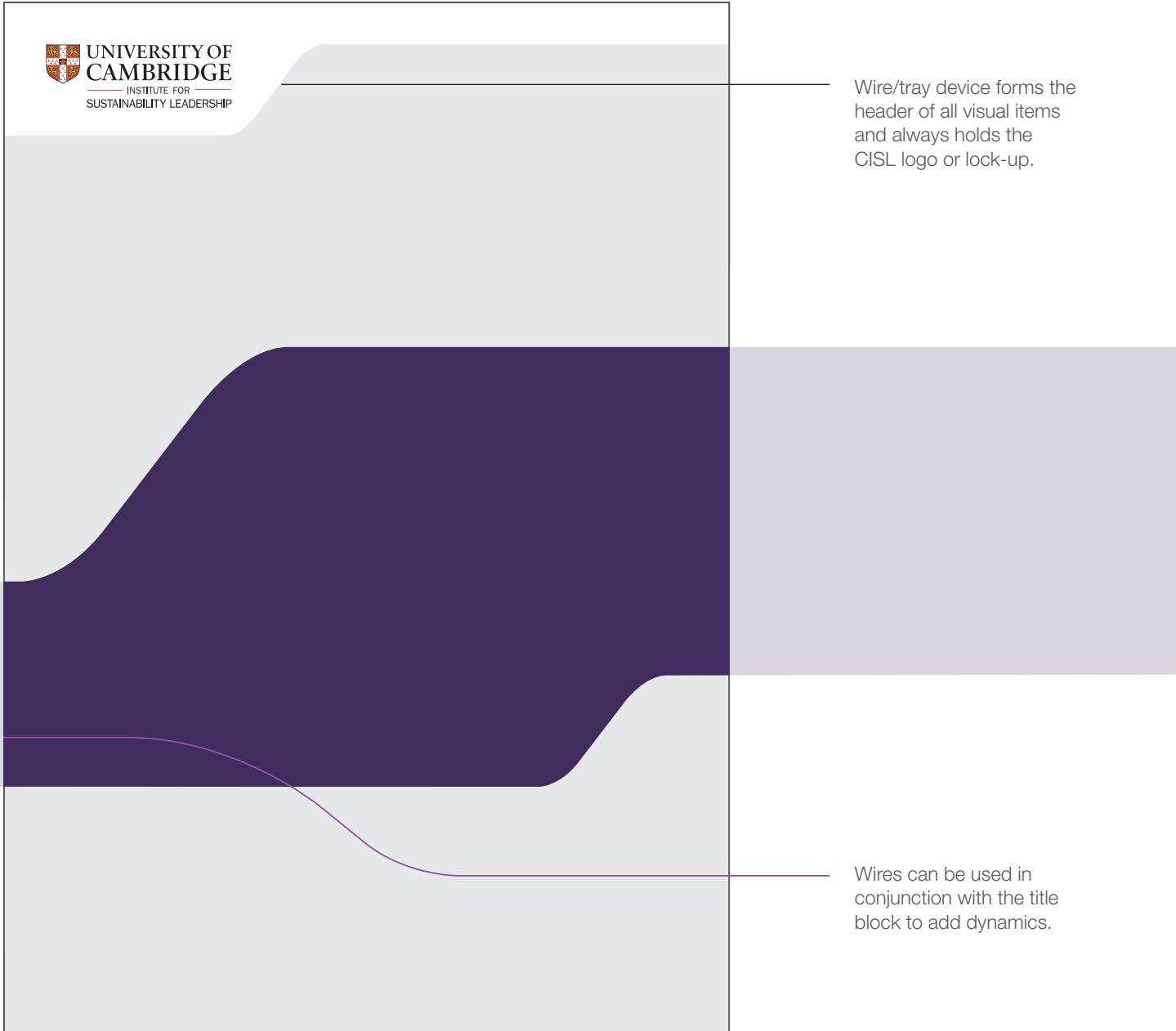
C28 M90 Y26 K1	R182 G64 B121	C67 M90 Y16 K3	R112 G60 B130								

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.



1.5 Examples

Poster

Brochure

Executive Programme on Sustainability Leadership

Dubai February 24 & 25th

Learn how to lead in the sustainability transformation

Introduction

The University of Cambridge Institute for Sustainability Leadership (CISL) executive education offers working with CISL benefit from access to international industry leading practice, cutting-edge research and cutting-edge research and the way in a rapidly changing context.

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

"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 to understand the challenges and opportunities of the sustainability transformation in a safe space. The training programme also taught us useful skills that could be implemented immediately; participants mentioned how certain elements acted as real eye-openers, allowing them to see what they can make change."

Majid Al Futtaim, 2018 Sustainability Report

Executive Programme on Sustainability Leadership

In February 2020 CISL is running its first Executive Programme on Sustainability Leadership in Dubai for senior leaders from across the globe. The programme is designed for 30 executives from different sectors and is ideal for those with responsibility for strategy, marketing, finance and investment, operations, R&D, procurement, HR and sustainability.

Benefits and Outcomes

The programme is designed to give participants:

- Knowledge and insight to align executive success with long-term environmental and social outcomes
- Leadership skills to drive change in the organization
- A safe space to learn
- Practical tools and frameworks to think systematically, develop and implement solutions
- Inspiration and resources to look at the world differently and sustainably
- A certificate of attendance

"CISL provides access to a treasure trove of information, perspective and expertise to oversee the progress on sustainability that we critically need. The quality of content and teaching is outstanding."

Group President, Procter & Gamble

Topics

Day 1: The changing context for business and society

- The role of business in society: What does it mean to be a responsible business? How leading companies are changing their practices to help build the vision, strategy and culture of the future.
- The world in 2030: Exploring the technological, economic, social and political trends that will shape the world in 2030.
- The role of business as usual: Understanding the commercial implications and changing expectations and priorities for business as usual.
- The case for a sustainable economy that defines the SDGs: The role of business in creating a sustainable economy and opportunities for action.
- Syndicate groups: Interwoven insights and actions

Day 2: Leading the change

- The role of business in society: How leading companies are changing their practices to help build the vision, strategy and culture of the future.
- Leading a sustainable business: What business leaders need to do differently to lead their organisations.
- Business as usual: Understanding the commercial implications and changing expectations and priorities for business as usual.
- Leading change: How to support and influence change and leadership.
- Syndicate groups: Action plan

Faculty and Contributors

André Weiler, Director, Centre for Business Transformation, CISL

Brahim Al-Zu'bi, Chief Sustainability Officer, Majid Al Futtaim Holding and Senior Associate, CISL

Ziad Arafat, Fellow, CISL

Anna Easom, Global Head of Social Impact, Dentsu Aegis Network and Senior Associate, CISL

Philippe Jouhet, Executive Chair of Global Electricity Initiatives, Senior Advisor & Managing Director Energy & Climate, WBCSD and Advisory Board member, CISL

David Korten, Executive Director, CISL

Idar Kreutzer, CEO, Finance Norway

Mashudu Ramano, Founder & CEO, Mitziondhi Energy Company

Matthew Agarwala, Project Leader, Bennett Institute for Public Policy, University of Cambridge

Céline Charveriat, Executive Director, Institute for European Environmental Policy

Robin Millington, CEO, Planet Tracker

Jake Reynolds, Executive Director, Sustainable Economy CISL

The Future we Want Discussion Series

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

Matthew Agarwala, Céline Charveriat, Idar Kreutzer, Mashudu Ramano, Robin Millington, Jake Reynolds

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

Twitter cards

UNIVERSITY OF CAMBRIDGE
Institute for
SUSTAINABILITY LEADERSHIP

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.

UNIVERSITY OF CAMBRIDGE
Institute for
SUSTAINABILITY LEADERSHIP

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.

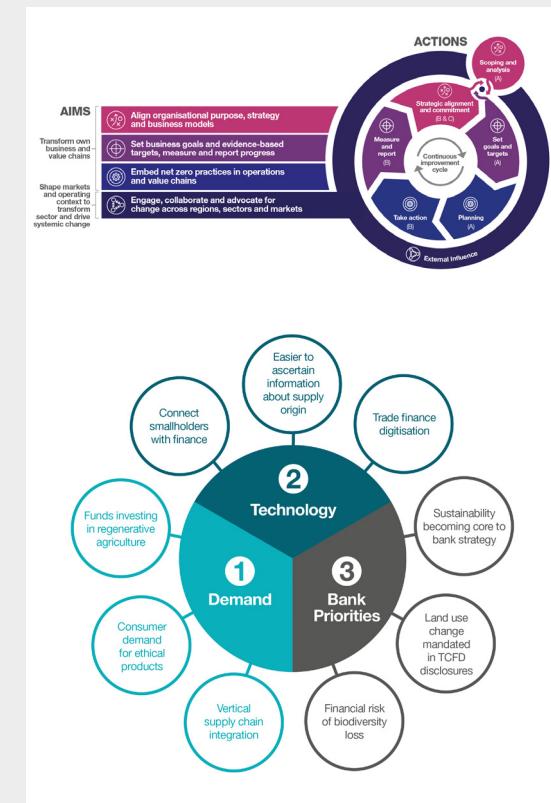
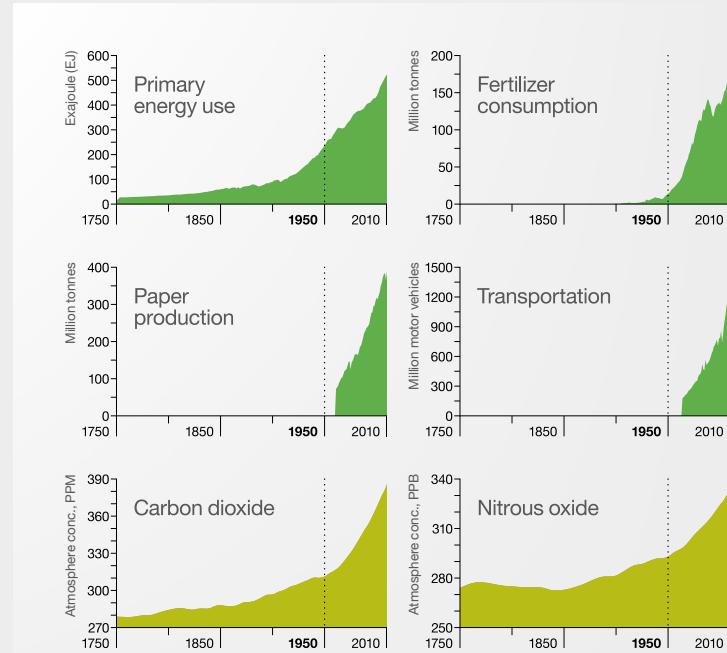


1.7 Diagrams

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.



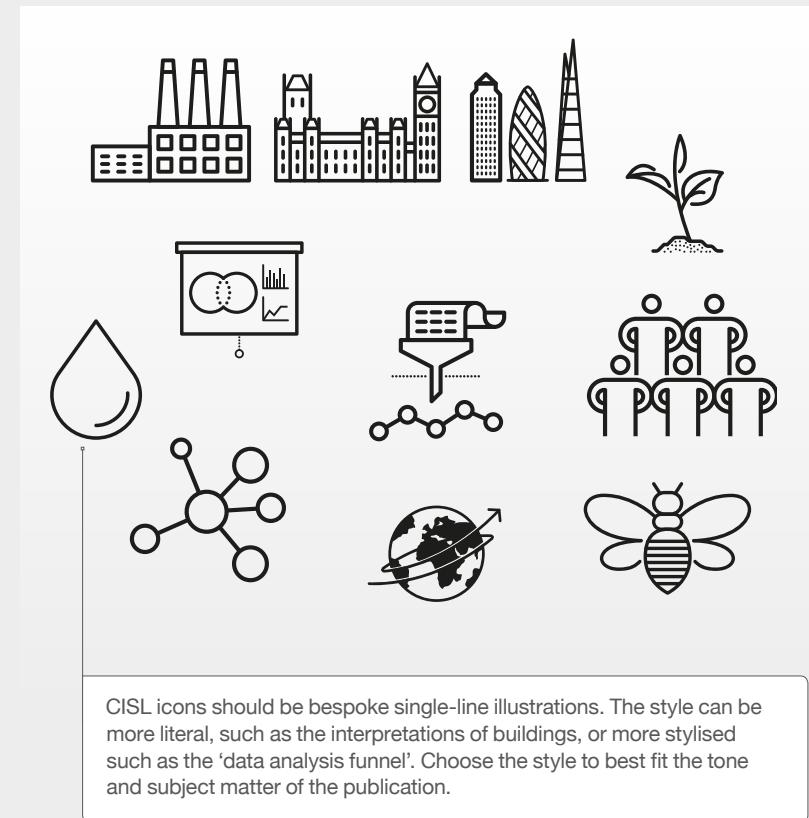
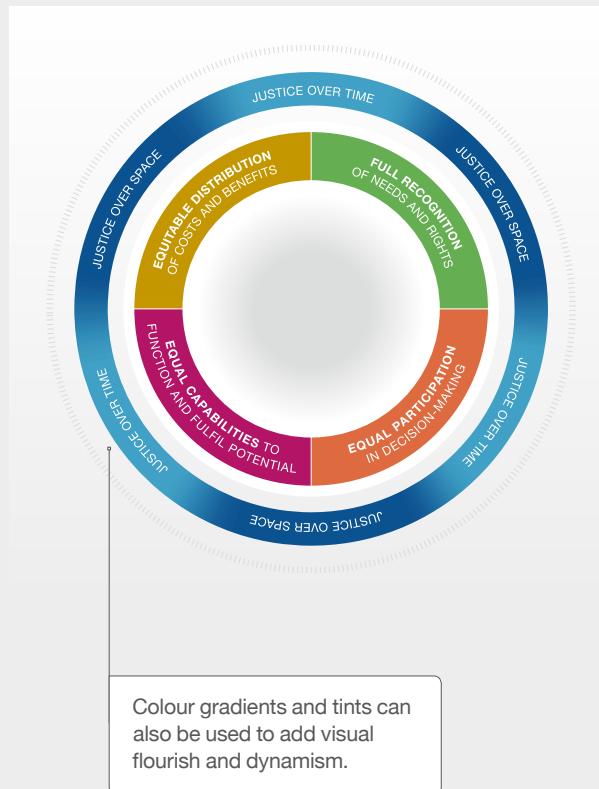
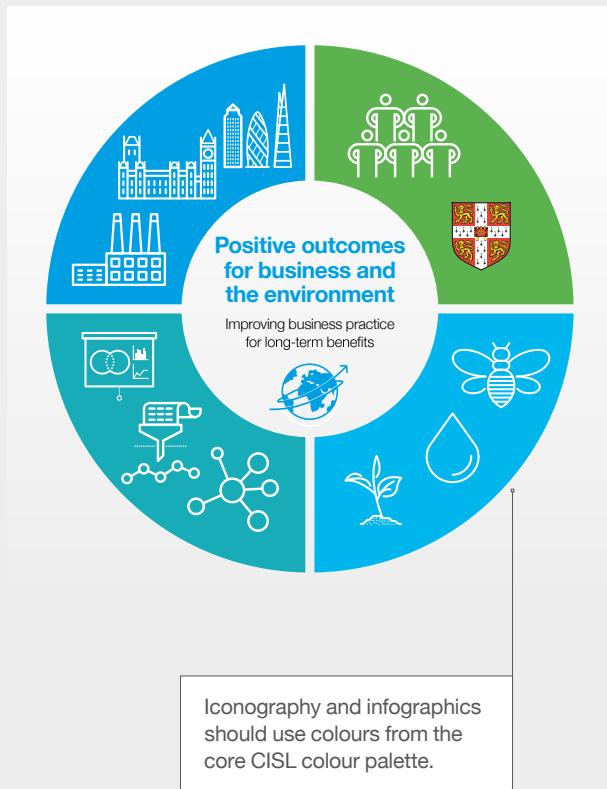
Simple colour blends are allowed in moderation to create depth, or where flat colours would be too bold. For example on landscape features such as hills.

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.



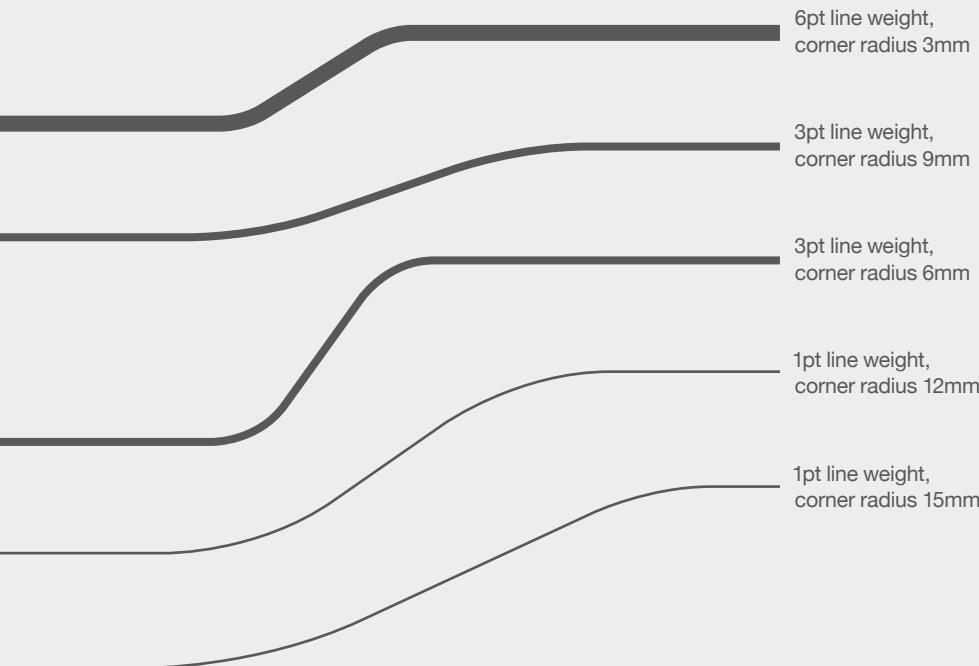
1.10 Graphic Wires

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

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.

Example wires, weights and corner radii



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.

