

## 2. CISL Initiatives

Sub brand identities follow the core guidance, but have some specific additional or replacement rules that are detailed in the following section.

## 2.1 Sub-brands

Our sub-brands have individual logos, specific colour schemes and graphic elements. The logos should be used in conjunction with the CISL logo or in a lock-up wherever possible (see publication guidelines) and rarely stand alone.



THE PRINCE OF WALES'S  
CORPORATE LEADERS GROUP

**Natural Capital**  
**Impact Group**

**CLG**  
**Europe**

**Investment**  
**Leaders Group**

**Sustainability**  
**Accelerator**

**Banking**  
**Environment**  
**Initiative**

**ClimateWise**  
Insuring a  
sustainable  
future

# 2.1 Sub-brands

Publications and online materials from CISL’s Corporate Leaders Groups including The Prince of Wales Corporate Leaders Group and CLG Europe follow core CISL branding guidance, but there are some specific additional or replacement rules, detailed on the following pages.

## Prince of Wales Corporate Leaders Group



The Prince of Wales’s logo should be used for all UK focused CLG materials. The Prince of Wales’s Corporate Leaders Group use ‘CLG Red’ as the primary colour. This is drawn from the CLG logo, and should only be used with the Prince of Wales’s Corporate Leaders Group publications and online materials. Additional highlight colours are also available for use in moderation.

### Prince of Wales’s Corporate Leaders Group palette

C0	R230	C0	R26	C0	R88
M85	G68	M0	G23	M0	G88
Y98	B25	Y0	B27	Y0	B90
K0		K100		K80	

Our corporate typeface is Helvetica. If you do not have a licensed copy on your machine the nearest match is Arial. To make the font more recognisable please condense the letterspacing by 1pt where possible. Use Arial Bold where required for headings and avoid Arial Black.

## Corporate Leaders Group Europe



CLG Europe/CISL lock up logo should be used for all EU focused materials except advocacy content.



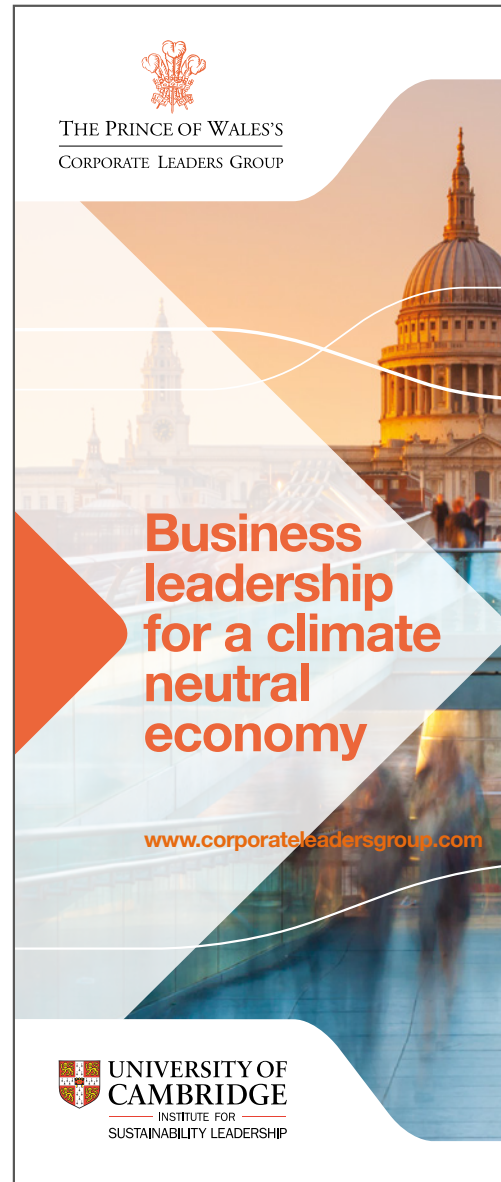
CLG Europe uses ‘CLG light blue’ as the primary colour. This is drawn from the CLG Europe logo and should only be used for CLG Europe publications and online materials.

### Corporate Leaders Group Europe palette

C71	R61	C0	R88	C99	R44
M20	G161	M0	G88	M100	G36
Y11	B204	Y0	B90	Y29	B91
K0		K80		K23	

## 2.2 CLGs

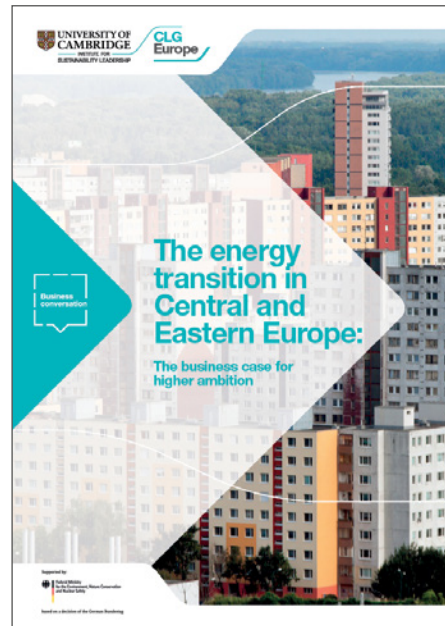
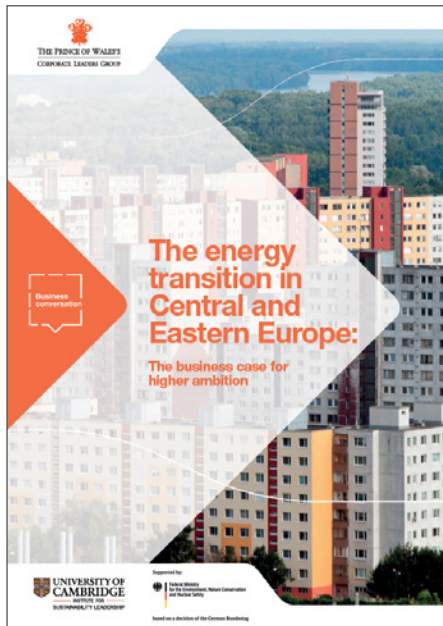
The core graphic device for both CLGs' publications and online materials is a chevron.



Business Conversation: used for flagship CLG publications, which are likely to be printed. This layout follows the overall CISL A4 cover publication guidelines with the addition of the chevron.

## 2.2 CLGs

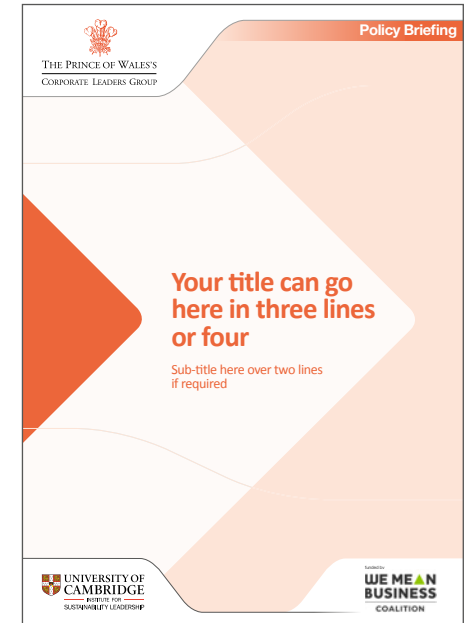
The core graphic device for both CLGs' publications and online materials is a chevron. Each publication type has its own icon to denote publication type such as 'business conversation'. Where double chevrons are present on the publication cover, the identifying icon sits within the inner chevron, the document title and sub title sit in the outer chevron.



Business Conversation: used for flagship CLG publications, which are likely to be printed. This layout follows the overall CISL A4 cover publication guidelines with the addition of the chevron.



Discussion paper: more templated than Business conversation and has less detailed design elements and smaller headlines. Mono cover image printed over brand colour. Double chevron device in consistent positioning with Business Conversation.

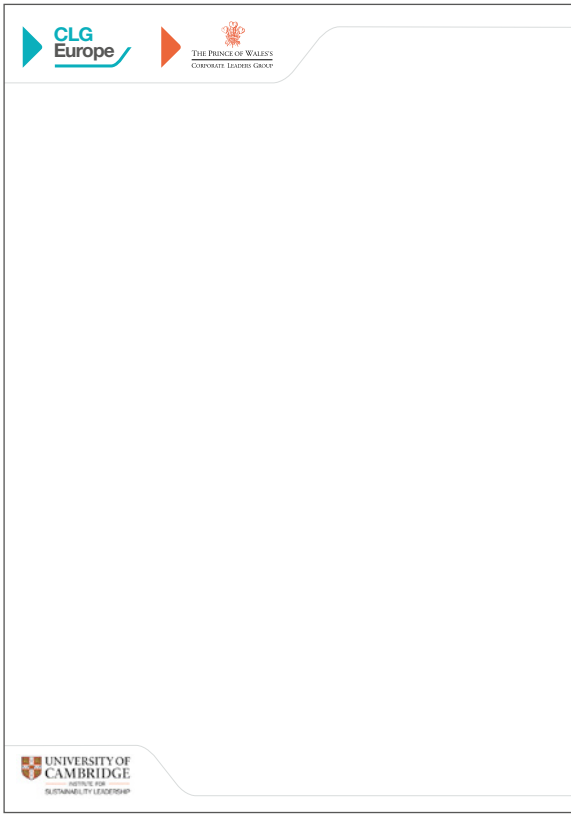
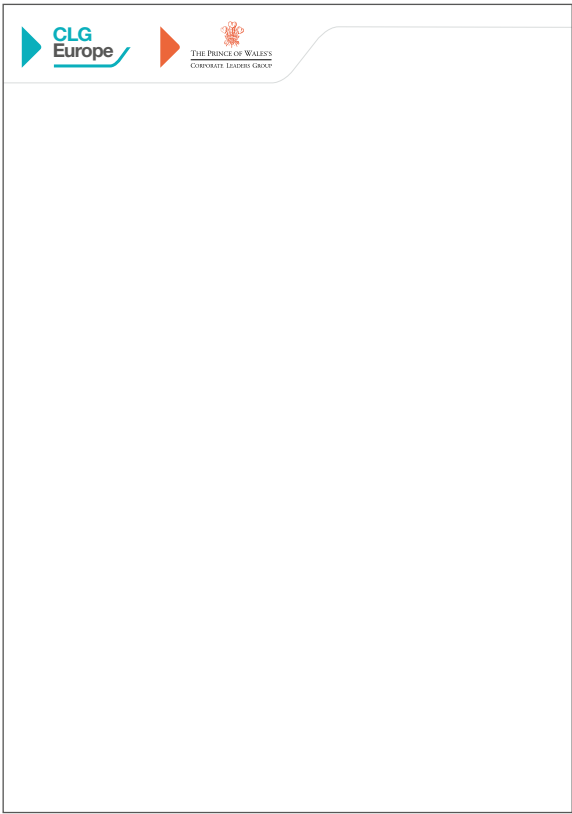


Policy Briefing: shorter, single-page PDF publications built on a simple, templated layout, with minimal design elements. Plain cover with small single chevron.



# 2.2 CLGs

For all co-branded materials use the logo lock up with chevrons. CLG Europe logo first, then CLG UK logo and CISL logo (bottom left). The CISL logo would not be included for advocacy campaign materials.



Twitter card

Word document

Word document with footer



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Banking  
Environment  
Initiative



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Accelerating the  
transition to a  
low carbon  
economy



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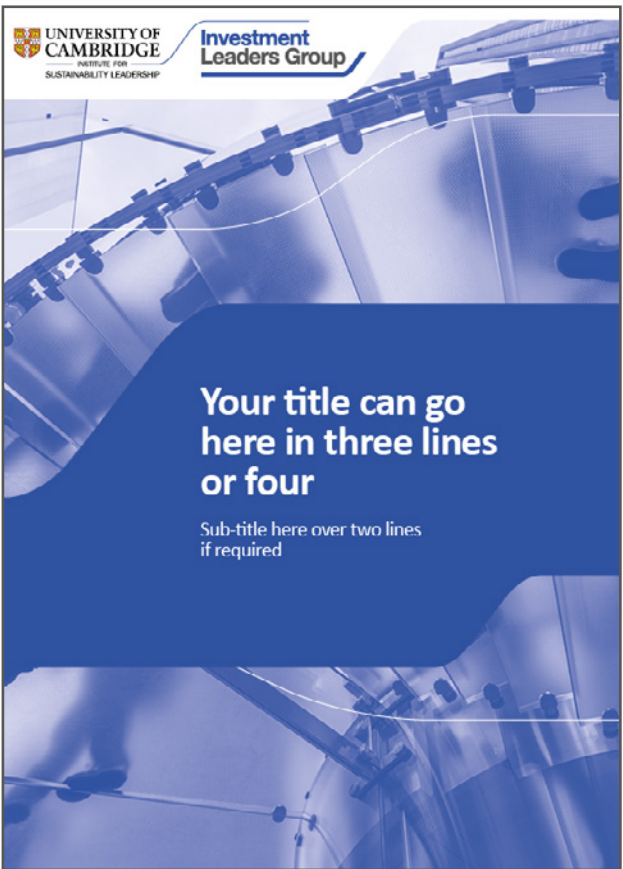
Banking  
Environment  
Initiative



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		Text grey	C41 M30 Y31 K9	R156 G159 B159
C0 M0 Y0 K80	R88 G166 B24			
C18 M11 Y13 K0	R217 G219 B220	C0 M0 Y0 K0	R255 G255 B255	C0 M0 Y0 K100
				R0 G0 B0

2.4 ILG



C90 M70 Y0 K0	R47 G82 B160	Text grey	C41 M30 Y31 K9	R156 G159 B159
C0 M0 Y0 K80	R88 G166 B24			
C18 M11 Y13 K0	R217 G219 B220	C0 M0 Y0 K0	R255 G255 B255	C0 M0 Y0 K100
				R0 G0 B0



# 2.5 Accelerator



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# Sustainability Accelerator

Innovation is needed at a pace and scale never known before in human history.

leaflet cover



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# Sustainability Accelerator



We know that innovation thrives on knowledge, interaction and responsive interventions.

It can't be forced, scheduled or auto mated. It is a creative, unique and messy process and there is no one-size-fits-all approach.

Eithne George - Programme Director

twitter card

Climate change.

Green energy.

Waste.

Circular economy.

Species extinction.

Sustainable supply chains.

Global injustice.

Social business.

pull-up roller banner



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# Sustainability Accelerator

Innovation is needed at a pace and scale never known before in human history.

[cisl.cam.ac.uk/accelerator](https://cisl.cam.ac.uk/accelerator)



EUROPEAN UNION  
European Regional  
Development Fund



HM Government

Supported by the European Union's European Regional Development Fund



primary shade



secondary mid grey



accent colour



accent colour



accent colour

# Projects



**Theme and sub brand** developed for high profile project 'The Future we Want'

## Key CISL projects

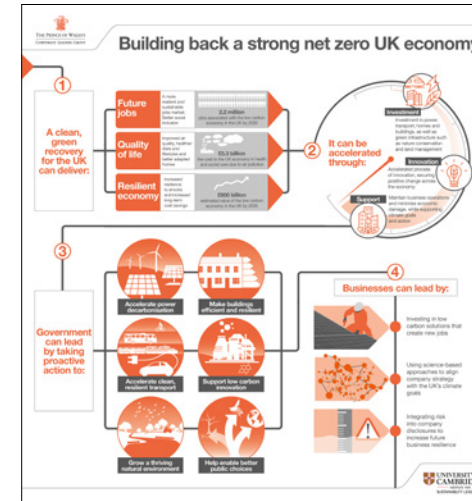
(you may need to provide basic information to view these reports on our website).



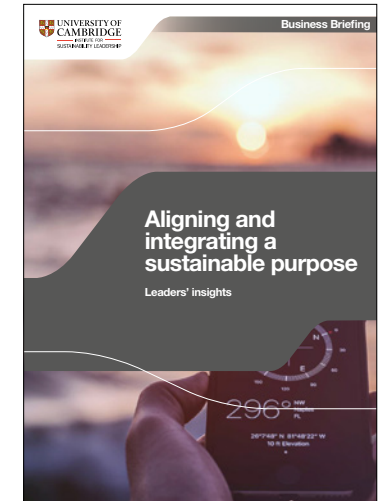
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