

# Brand Guidelines

April 2024



---

## Introduction

These guidelines define the core elements behind The Club of Rome's visual identity. Consistent use of a visual identity enhances recognition of who we are and can enhance and reinforce the reputation of the organisation.

The brand guidelines should be used in conjunction with The Club of Rome style guide which details how we format dates, punctuation, references and more.

All requests for third party use of The Club of Rome logo requires approval. Please email Philippa Baumgartner with details of the intended use.

If you have any questions related to this guide please contact Philippa Baumgartner [pbaumgartner@clubofrome.org](mailto:pbaumgartner@clubofrome.org)



---

# Contents

Logo use

Templates

Brand colours

Photography

Fonts & typography



---

## Primary Logo

The Club of Rome was created to address the multiple crises facing humanity and the planet. Drawing on the unique, collective know-how of our members – notable scientists, economists, business leaders and former politicians – we seek to define comprehensive solutions to the complex, interconnected challenges of our world.

The Club of Rome logo shows how we are striving to support and protect the world that we all live in.

The primary logo should be used in all cases where possible as it is the most recognisable version of our logo.

---

### Logo Spacing

The logo text height (X) is used to govern the spacing around the logo.

There is always at least X amount of space outside of the logo to make sure that it never feels cramped against any other elements and then there is half X space between the logo and the text.



# Logo Use

## Secondary logos

Certain circumstances may arise where the primary logo isn't viable. If this is the case, then the inverted logo can be used.

The inverted logo can be used over other darker backgrounds as long as it is still clearly legible. Use on brand colours is preferred (see pages 9 and 10).

A black and white logo is available on request and should only be used when printing in black and white.



## Logo applications

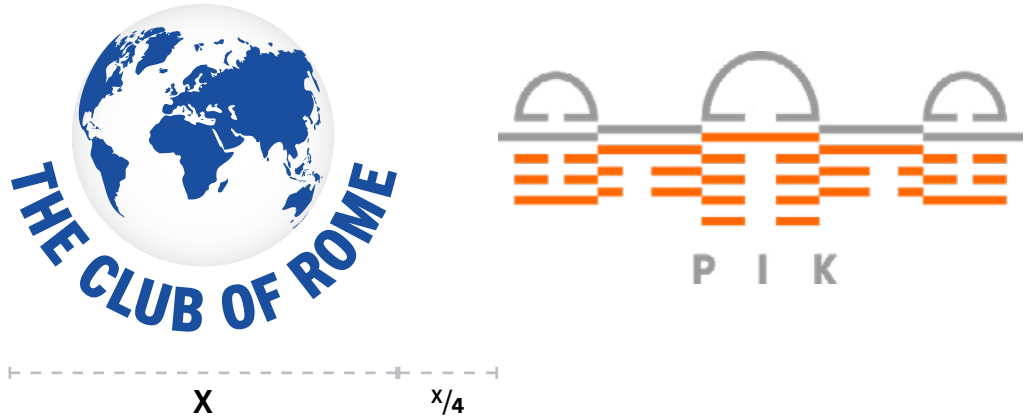
The Club of Rome logo works well in either a square or circle for social media avatars. Please ensure adequate clear space is used so the logo doesn't become cramped or cropped.

When used with other logos make sure all logos have the same visual impact – this may not always work just by giving them the same height or width, especially with logos that aren't square in orientation. Try to leave a gap a quarter of the width of the logo between all logos so they are not cramped, and don't use dividers or other mechanisms between logos – we're in this together so shouldn't be separated.

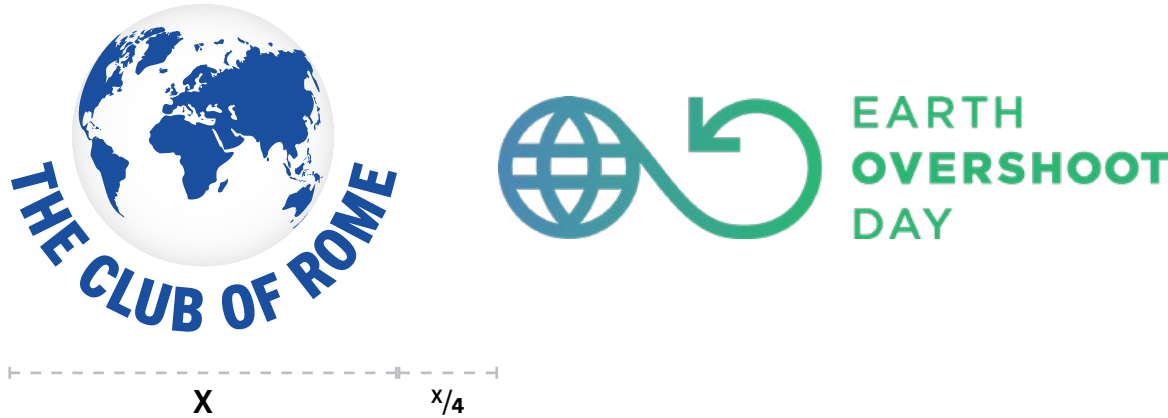
## Social applications



## With other logos



## Minimum sizes





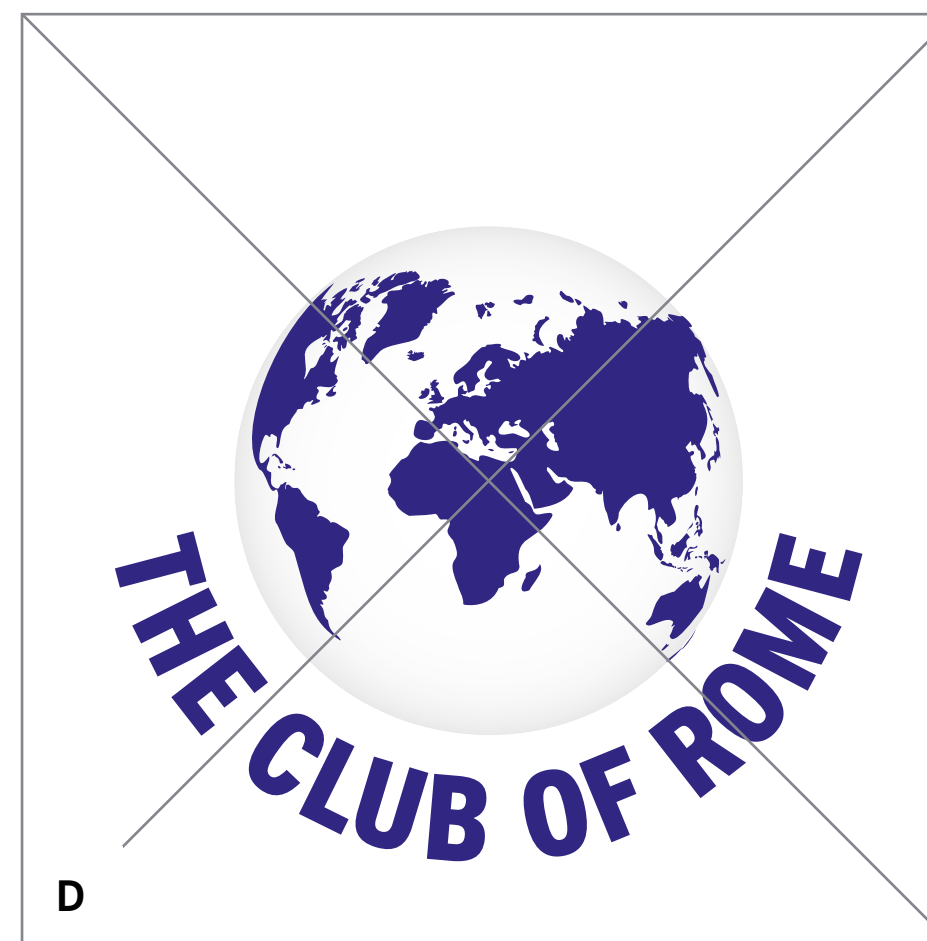
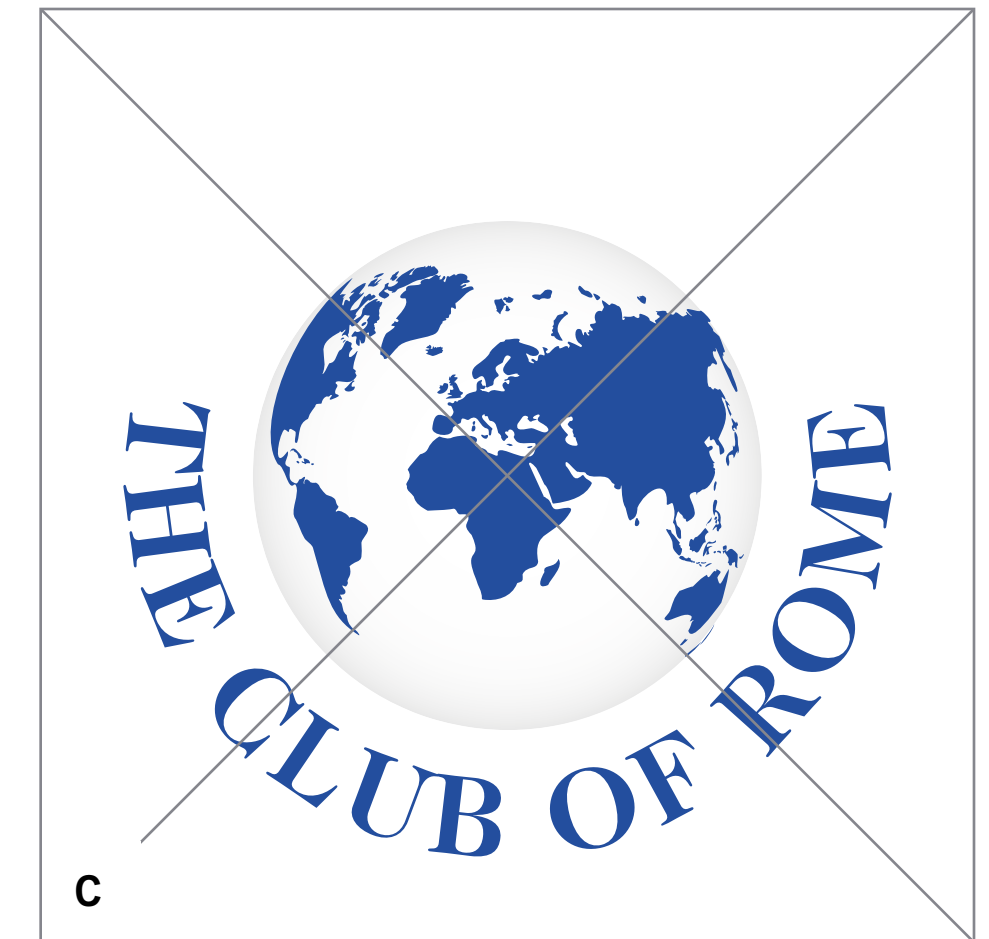
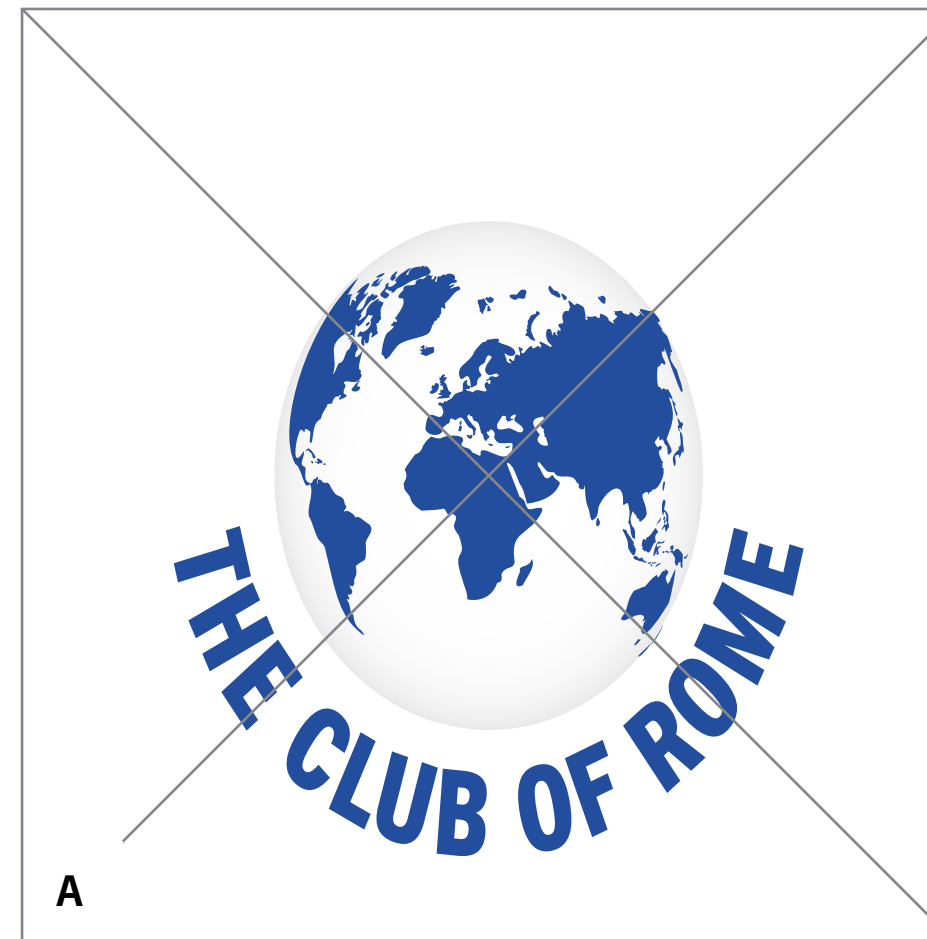
# Logo Use

## What not to do with the logo

The Club of Rome logo depicts the world being supported by The Club of Rome text. This is the key message and shouldn't be altered or watered down in any way including the following:

- A. **Don't** stretch or squash the logo - make sure it is kept to its original proportions
- B. **Don't** rotate the logo - the text should always be centred at the bottom
- C. **Don't** change the typeface - our typeface is important
- D. **Don't** change the colour of our logo. Our brand blue is bright and optimistic. Lighter blues would reduce the impact of our logo, and darker blues would make it feel too serious and old fashioned
- E. **Don't** use the logo over backgrounds where the contrast is lost, as this reduces the impact of the logo and also affects its legibility
- F. **Don't** add a drop shadow or any other effects that aren't in the original logo files

The logo suite can be downloaded [here](#), or if you have any brand related questions, please email Philippa Baumgartner [pbaumgartner@clubofrome.org](mailto:pbaumgartner@clubofrome.org)



# Logo Use

## Chapters & Associations

The Club of Rome has supporters in many countries. In some countries, these supporters have decided to create a National Association or Chapter to promote debates and activities related to the global agenda of The Club of Rome in local, regional or national contexts.

National Associations are separate legal entities. Consequently, they are independent bodies and as such not part of the international The Club of Rome. We recommend the following logo versions for chapters and associations.

The relevant chapter title is centred vertically on The Club of Rome globe within an open ended flag/box which is half the height of the globe. This is designed to demonstrate that the chapters and associations are closely aligned with the main Club of Rome, while retaining their independence. The size of the flag/box expands right to accommodate the text if required. The text is written in Trade Gothic Condensed and is in standard title case so that it contrasts with the main Club of Rome logo.

Chapter and Association logos will be supplied by The Club of Rome and can be supplied in an alternative language upon request.



For social media profile images, please use the standard Club of Rome logo as it is a much better fit, and ensure the name of the page or profile clearly identifies the chapter or association (as shown above).



## Logo Use

### Reports to The Club of Rome

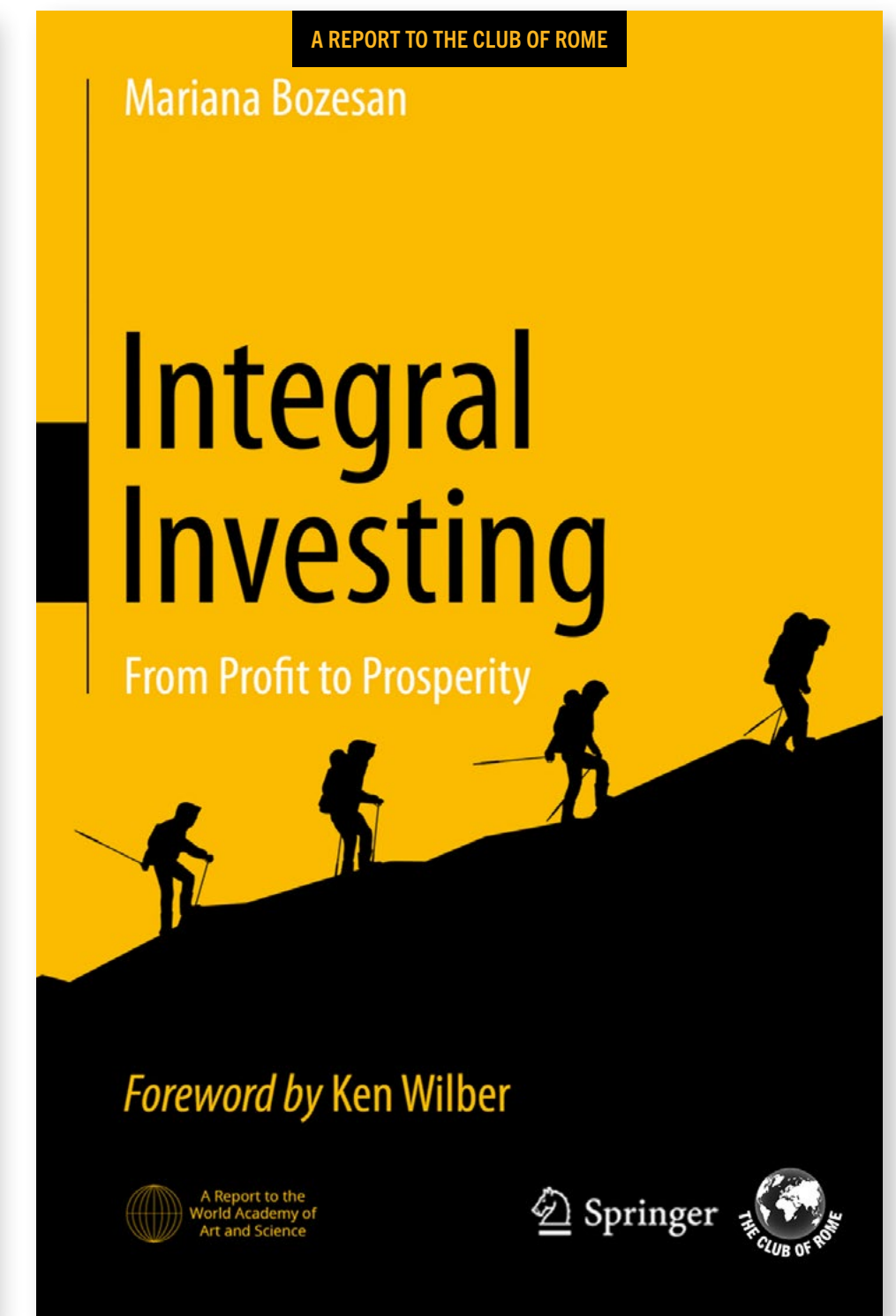
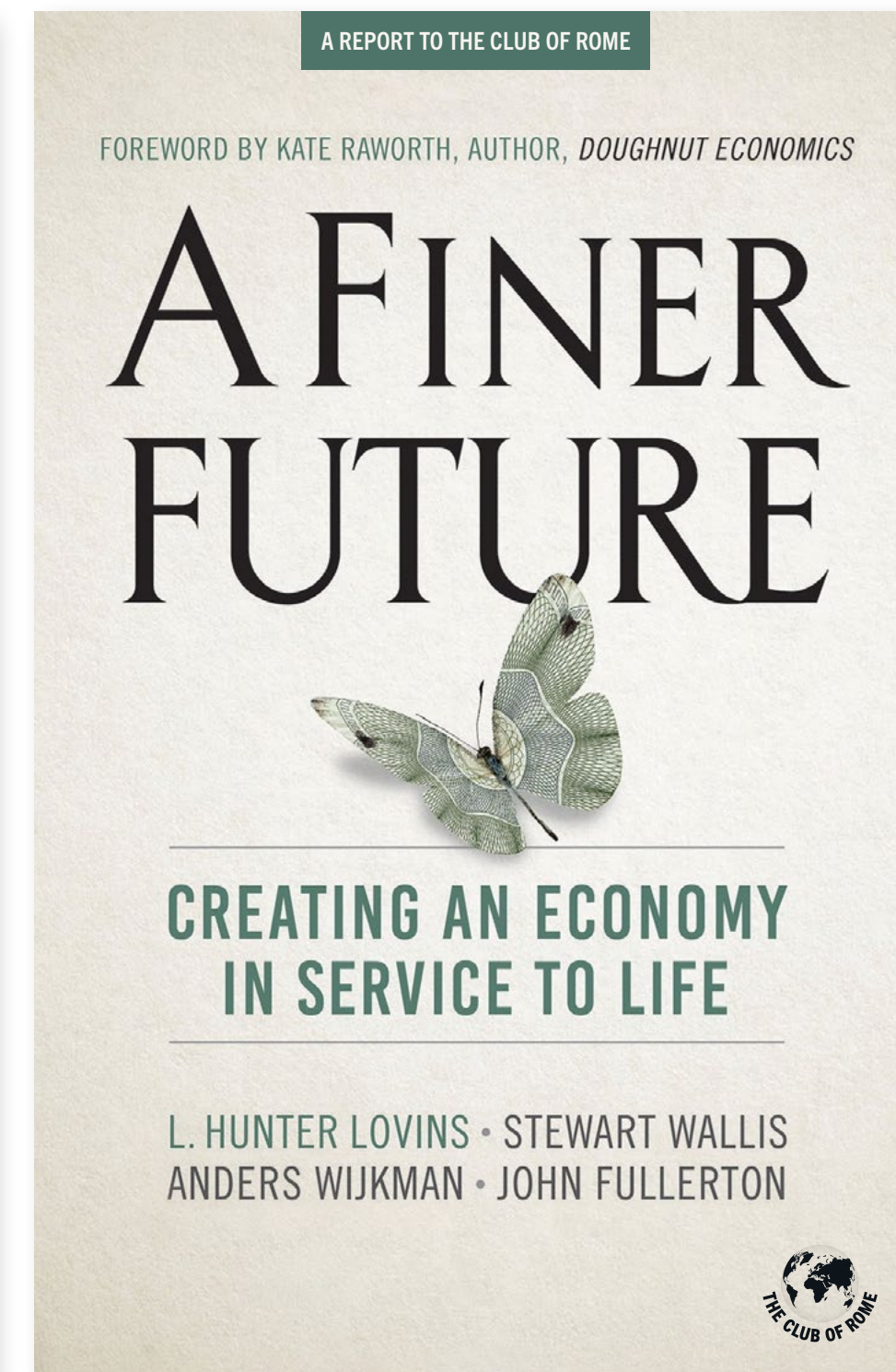
Many reports submitted to The Club of Rome are designed independently, and we encourage and support these being created in a way that the authors feel is suitable. However, The Club of Rome logo should be used on the cover as per the instructions in these guidelines.

Opposite are a couple of examples. Generally, the logo should be in the bottom right hand corner and paired with any partner logos where required.

‘A Report to The Club of Rome’ needs to be included on the cover. Preferably in the centre at the top of the cover, written in Trade Gothic Bold Condensed and in full caps.

This can be added in The Club of Rome’s brand colours, or in colour palette that compliments the cover design.

All Reports to The Club of Rome should be submitted for approval by the Executive Committee of The Club of Rome.





# Brand Colours

## Primary colour palette

Although we love the positivity and optimism of our blue, it shouldn’t be over used.

Apart from the logo, our blue can be used for headings, quotes, calls to action or any key message.

Core communications should primarily be white so that they feel light and clean. Clear communication is a core factor.

Text should primarily be black and colour can mostly come from the use of great imagery (see p17-19).

To support the primary palette, there are some greys, which are tints of our black. These greys are to be used in tables, charts and subtle design elements like breaks, lines, borders and backgrounds where the blue, black or secondary palette are too intense.

<div>BLUE</div> <div><div>PRINT</div><div>Pantone 2728C</div><div>CMYK 94, 72, 0, 0</div></div> <div><div>DIGITAL</div><div>RGB 35, 78, 158</div><div>Hex #234E9E</div></div>	<div>BLACK</div> <div><div>PRINT</div><div>Pantone Black 6C</div><div>CMYK 93, 76, 56, 78</div></div> <div><div>DIGITAL</div><div>RGB 15, 24, 32</div><div>Hex #0F1820</div></div>	<div>PURE WHITE</div> <div><div>PRINT</div><div>Pantone N/A</div><div>CMYK 0, 0, 0, 0</div></div> <div><div>DIGITAL</div><div>RGB 255, 255, 255</div><div>Hex #FFFFFF</div></div>
---	--	---

## Greys

<div>MID GREY</div> <div><div>PRINT</div><div>Pantone Black 6C (40%)</div><div>CMYK 49, 39, 33, 15</div></div> <div><div>DIGITAL</div><div>RGB 133, 134, 141</div><div>Hex #85868D</div></div>	<div>LIGHT GREY</div> <div><div>PRINT</div><div>Pantone Black 6C (20%)</div><div>CMYK 19, 15, 11, 16</div></div> <div><div>DIGITAL</div><div>RGB 189, 189, 195</div><div>Hex #BDBDC3</div></div>	<div>OFF WHITE</div> <div><div>PRINT</div><div>Pantone Black 6C (5%)</div><div>CMYK 5, 4, 3, 4</div></div> <div><div>DIGITAL</div><div>RGB 237, 237, 239</div><div>Hex #EDEDEF</div></div>
--	--	--

# Secondary Colours

## Accent colour palette

Our accent colours are for when an extra dose of positivity is needed in a design or layout.

The accent colours should be just that, a small touch of colour to lift a design, to tie in with an image, theme or message or to highlight a key element or call to action. Layouts should still predominatly feature the primary colour palette.

The secondary palette is also linked to the key hub areas of work we focus on, so can be used when communicating about the particular hub or hubs to make it clear which one is being spoken about.

Tints of the secondary colours can be used when more flexibility is needed in a design, such as for charts, tables and infographics.

PLANETARY  
EMERGENCY

PRINT

Pantone 2728C  
CMYK 73, 0, 71, 0

DIGITAL

RGB 57, 174, 110  
Hex #39AE6E

TINTS

RETHINKING  
FINANCE

PRINT

Pantone 279C  
CMYK 73, 38, 0, 0

DIGITAL

RGB 70, 137, 200  
Hex #4689C8

TINTS

EMERGING NEW  
CIVILISATIONS

PRINT

Pantone 708C  
CMYK 0, 56, 20, 0

DIGITAL

RGB 241, 143, 163  
Hex #F18FA2

TINTS

REFRAMING  
ECONOMICS

PRINT

Pantone 305C  
CMYK 61, 0, 0, 0

DIGITAL

RGB 90, 195, 227  
Hex #5AC3E3

TINTS

YOUTH LEADERSHIP  
& INTERGENERATIONAL  
DIALOGUES

PRINT

Pantone 1235C  
CMYK 0, 33, 90, 0

DIGITAL

RGB 250, 181, 34  
Hex #FAB522

TINTS

Trade Gothic Next

Trade Gothic is a classic font for communications. It is clean and legible, while retaining some character and originality. It’s a font to be taken seriously and listened to but without being austere.

Trade Gothic Next is available as part of the Adobe subscription, or can be purchased [here](#).

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789!?!&

Trade Gothic Heavy Condensed

Used for document or extra large headings (use sparingly, just for impact if needed)

KERNING: Optical  
TRACKING: 0  
LEADING: 90% font size

Trade Gothic Bold Condensed / COMPRESSED

Used for headings, subheadings & quotes where emphasis is required.  
Compressed should only be used for shorter punchier quotes, and should always be used in full caps.

KERNING: Optical  
TRACKING: -10 to 10  
LEADING: 100% font size

Trade Gothic Condensed / COMPRESSED

Used for headings, subheadings & quotes where less emphasis is required.  
Compressed should only be used for shorter punchier quotes, and should always be used in full caps.

KERNING: Optical  
TRACKING: -10 to 10  
LEADING: 100% font size

Trade Gothic Light / *Light Italic*

Used for body copy (use italic version sparingly as required)

KERNING: Optical  
TRACKING: -10 to 10  
LEADING: 140% font size

Trade Gothic Bold / *Bold Italic*

Used for body copy where emphasis is required (use bold italic version sparingly as required)

KERNING: Optical  
TRACKING: -10 to 10  
LEADING: 140% font size



---

## Brand Fonts & Typography

### Trebuchet

Trebuchet has the same balance of clarity and character as Trade Gothic, but in a system font. Trebuchet can be used by anyone as it is available on all computers.

Trebuchet is the font choice for all internal and external communications for The Club of Rome where Trade Gothic is unavailable (usually when not professionally designed).

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789!/?&

---

### Trebuchet Bold

Used for headings, subheadings & quotes

---

### Trebuchet Regular

Used for body copy

---

### *Trebuchet Bold Italic*

Use sparingly as required

---

### *Trebuchet Italic*

Use sparingly as required



# Hub Illustrations

The Club of Rome Impact Hubs harness the diversity of the Club’s activities and perspectives, of its members and the ecosystems to which they belong.

They serve as a creative impact space where Club of Rome members, associations and partners share transformational thought leadership and co-design solutions for impact.

Each hub has it’s own illustration to help convey what that hub represents. These illustrations are available to use on their own for items such as report or document covers, presentations slides or social media posts. They can also be combined as one illustration to show an overview of the hubs as a collective.





# Language

## The basics

- The Club of Rome uses UK spelling and punctuation as per the Oxford English Dictionary and New Hart’s Rules: The Oxford Style Guide.
- The acronym for The Club of Rome is CoR and The Limits to Growth is LtG.
- Abbreviations and acronyms that should be used without expanding are: the UN, the EU, CO2 (note that CO<sub>2</sub> should always be written with a subscript 2 and never as CO2 or carbon dioxide), GDP, cm, m, km, °C.
- Countries should be listed in alphabetical order.
- Spell out numbers one through nine; use numeral for 10 and above.
- Date format is 1 January 2017 or 1 Jan 2017.
- Quoted books and journals should be italicised and capitalised (headline style).
- Use the American Psychological Association (APA) style for references.
- Use gender-neutral language. For example, humankind or humanity not mankind.
- Titles are sentence case: New momentum in low-carbon energy NOT New Momentum in Low-Carbon Energy.

## Common mistakes

- 2°C (no spaces) (In the context of the Paris Agreement, it is 1.5°C, and 2°C – no decimals in 2°C)
- Advisor not adviser
- Aging (not ageing)
- Biofuels, bioenergy (not bio-fuels, bio-energy)
- Co-author, co-editor, co-benefits (not coauthor, coeditor. . .)
- Decision-maker, decision-making BUT policymaker (one word), policymaking, policymaking body.
- East bloc, East European countries, Eastern Europe, but where the area doesn’t have an officially recognised political existence, use lower case, for example, I live in eastern Malaysia. I live in northern Siberia. I live in western Kenya. However, I live in South Sudan.
- Email rather than e-mail
- Misinvestment, multilateral, multinational, multidimensional, multiyear (not multi-lateral, multi- national, multi-dimensional)
- Modelling not modeling
- NGO = nongovernmental organisation
- sub-Saharan
- The Paris Agreement
- Post-2015 (with a hyphen, i.e., not post 2015)
- PhD
- Planetary boundaries (not caps)
- Secretary-General of the United Nations or short version: UN Secretary-General.
- Socio-economic not socioeconomic
- Trade-off, not tradeoff or trade off (unless verb)
- US not U.S. (adjective)
- USA (noun), this does not need to be spelt out at any point.
- US\$, first time; afterwards can be \$50. Avoid USD
- Vice-chair
- Wellbeing

For more detailed information, please refer to [The Club of Rome style guide](#)



# Business Cards

The Club of Rome uses electronic business cards.

They are designed in to promote both The Club of Rome contact details and where appropriate the organisation’s initiatives e.g. Earth4All, the 50 Percent and The Fifth Element.

Please contact the communications team if you need a business card.



# Templates

To help with consistent communication of the brand, a number of templates have been created. These all have pre-populated layouts and styles that can easily be used to ensure corrent font, colour and style use.

## Word document

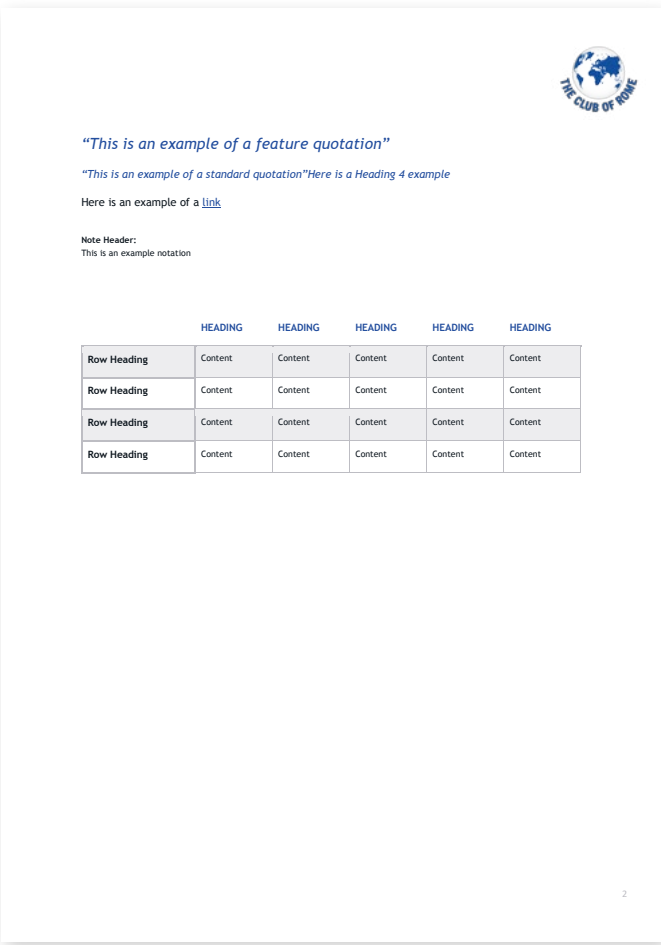
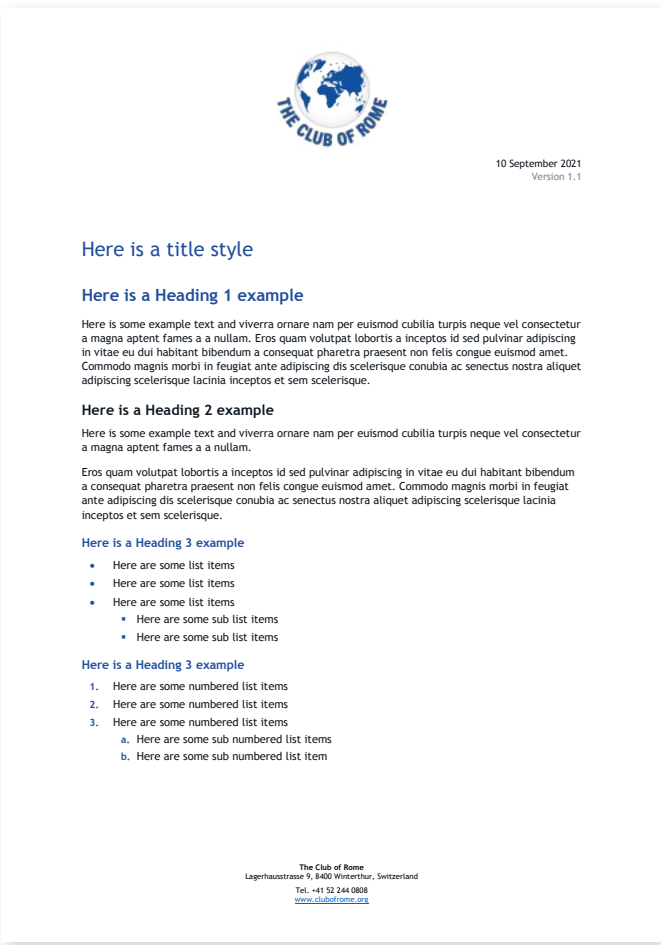
This can be used for all internal and external formal communications, report drafts, minutes and any document requiring The Club of Rome’s letterhead. These templates all use the Trebuchet font.

## Email signature

Email signatures are all in Trebuchet, with the name in 12pt and the rest in 10pt. The name and links are all in blue with the name also bold. The rest of the text is black with the exception of the dividers which are in mid grey. For all email correspondence, Trebuchet should be set as the default font, in black (#0F1820) and set at 10pt.

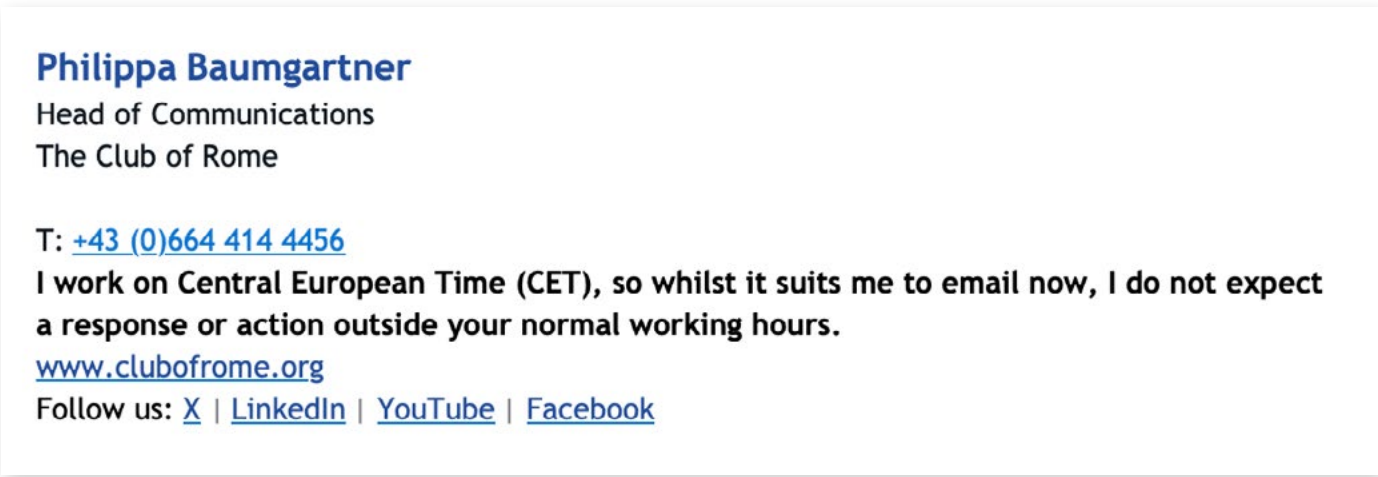
## PowerPoint deck

The PowerPoint master deck has a range of slide templates, which should cater for most situations. This uses the Trade Gothic font, which has been embedded into the template.



## Word document template

[download template](#)



## Email signature template

[download template](#)



## PowerPoint template

[download template](#)



# Templates

## Social media cards

There are a variety of social media templates which can be used across the main social media platforms.

They have been designed to to accommodate a variety of content to cover events, quotes, opinions, reports, visuals and a wide range of further communications.

Social media by nature requires very engaging content, so use of the secondary colour palate is encouraged to help grab users’ attention.

Keep headings short and punchy and any information brief. Additional content can always be added in the post and shouldn’t distract from the key message.





# Templates

## Backgrounds for virtual meetings

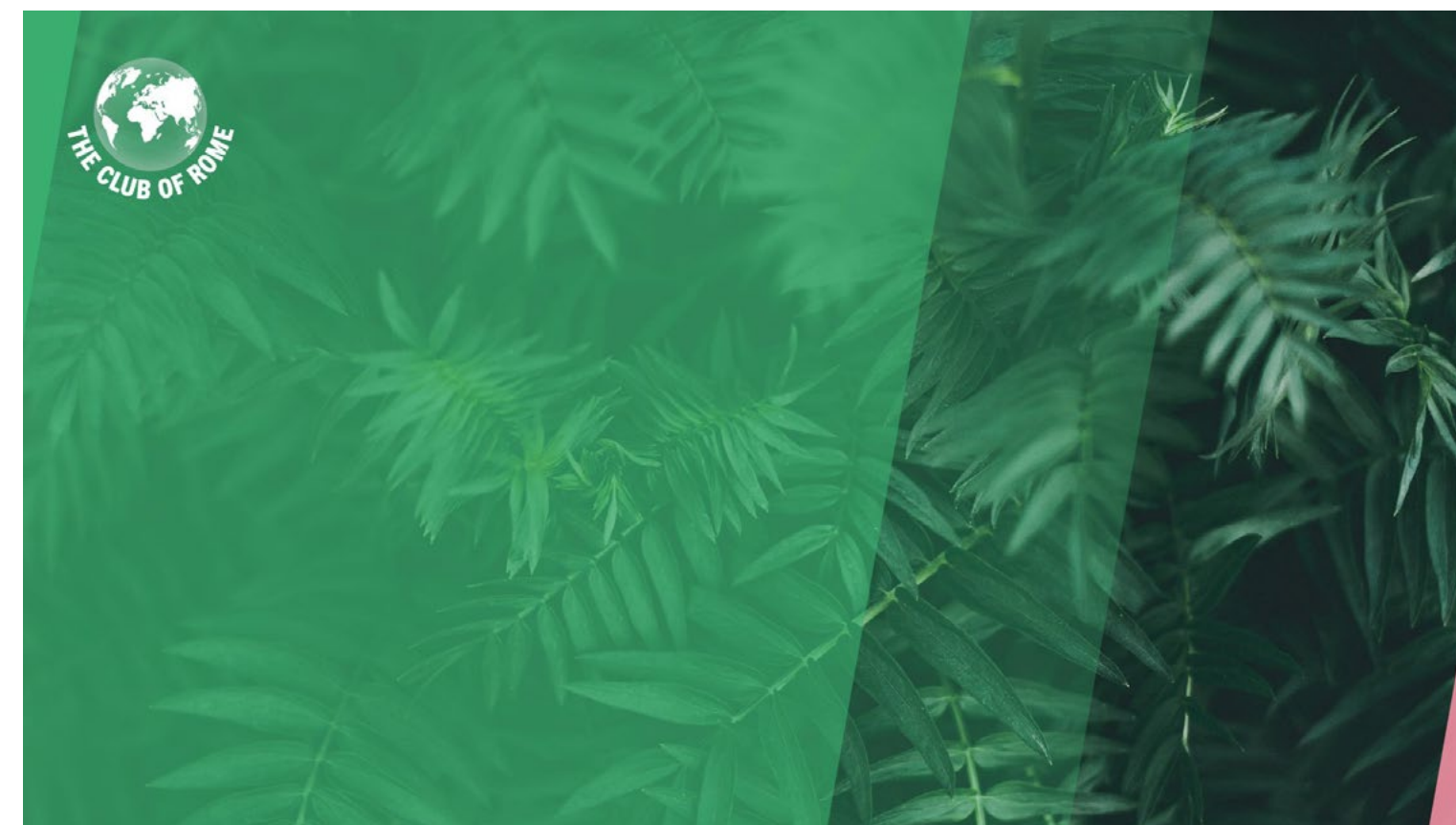
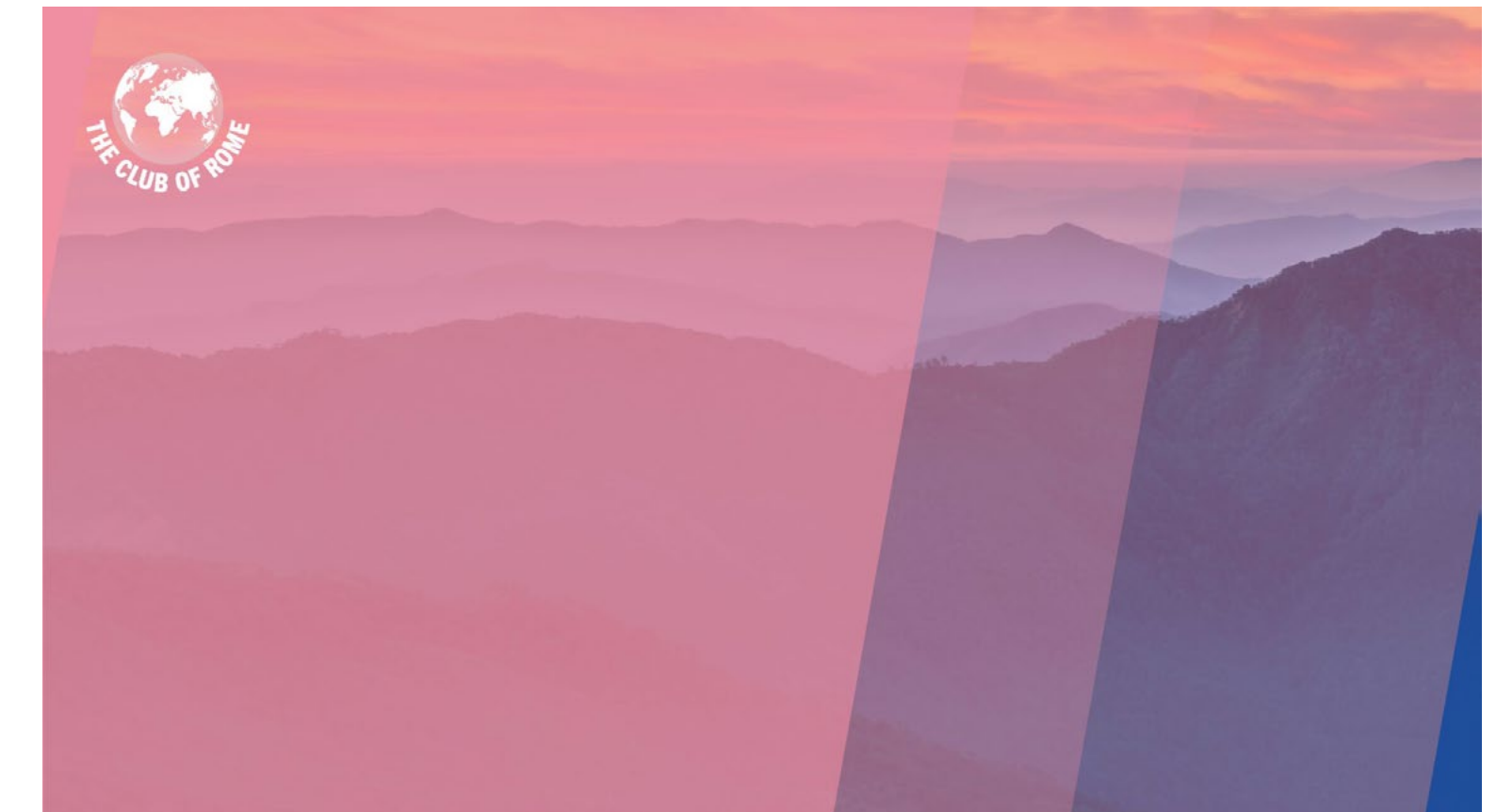
There are a selection of branded Club of Rome virtual Zoom backgrounds that are available for use.

To install, just follow these steps:

1. When you open zoom go to settings
2. Then go to background & filters
3. Making sure Virtual Backgrounds is highlighted, click on the + symbol on the right hand side
4. Select upload an image, then locate the file and click to open. You may need to use a mirrored version depending on your settings, so please test before you use on a call.
5. The new background will now be available from you virtual backgrounds, so just click on it to use it.

For good results make sure that

- You use uniform lighting and lighting that is not too harsh or direct.
- Do not wear clothing that is the same color as the virtual background.





# Photography

Photography is a key element of The Club of Rome communications. There are three main types of imagery used in communications and reports. All imagery should be striking and avoid being bland, obvious or cliché.

**1. Stark imagery of the current global reality.**

These should hit home a strong message of the current emergencies faced by humanity and the planet. These should show the emergencies of the climate, finance, people, culture, etc and be contextually relevant to where they’re being used. In some cases it may be worth reducing the saturation of an image to assist with creating the right feel, but try to stay away from black and white imagery as this isn’t how the world looks and an element of realism is encouraged.

**2. Positive images of protest / hope.**

These show the movements of people pushing against the current realities and striving towards a better future. They balance the first type of image as they demonstrate the growing communities striving for positive change or demonstrating the positive change already happening, or that will happen in the near future.

**3. Images of nature / people.**

These images should be inspiring, showing the beauty of the planet and the people that inhabit it. They should show a diverse range of places and culture, always feeling fully inclusive and demonstrating the things we’re all trying to protect.





# Quotes on photography

Imagery and quotes can be powerful partners when communicating key messages.

Longer quotes should remain in sentence case to aid legibility, and shorter quotes should be in full caps for impact. Elements of the quote can be made bold for emphasis.

When overlaying a quote on an image, care must be taken to make sure the quote supports the image and doesn't fight with it. Images should be chosen with adequate space for the quote, to make sure the quote is legible. The image may need to be lightened, darkened or tinted slightly, but never to the detriment of the image.

Depending on the positioning of the quote it should have a coloured bar above, below or to the side. The coloured bar should be blue or white from the primary palette or one of the colours from the secondary palette.

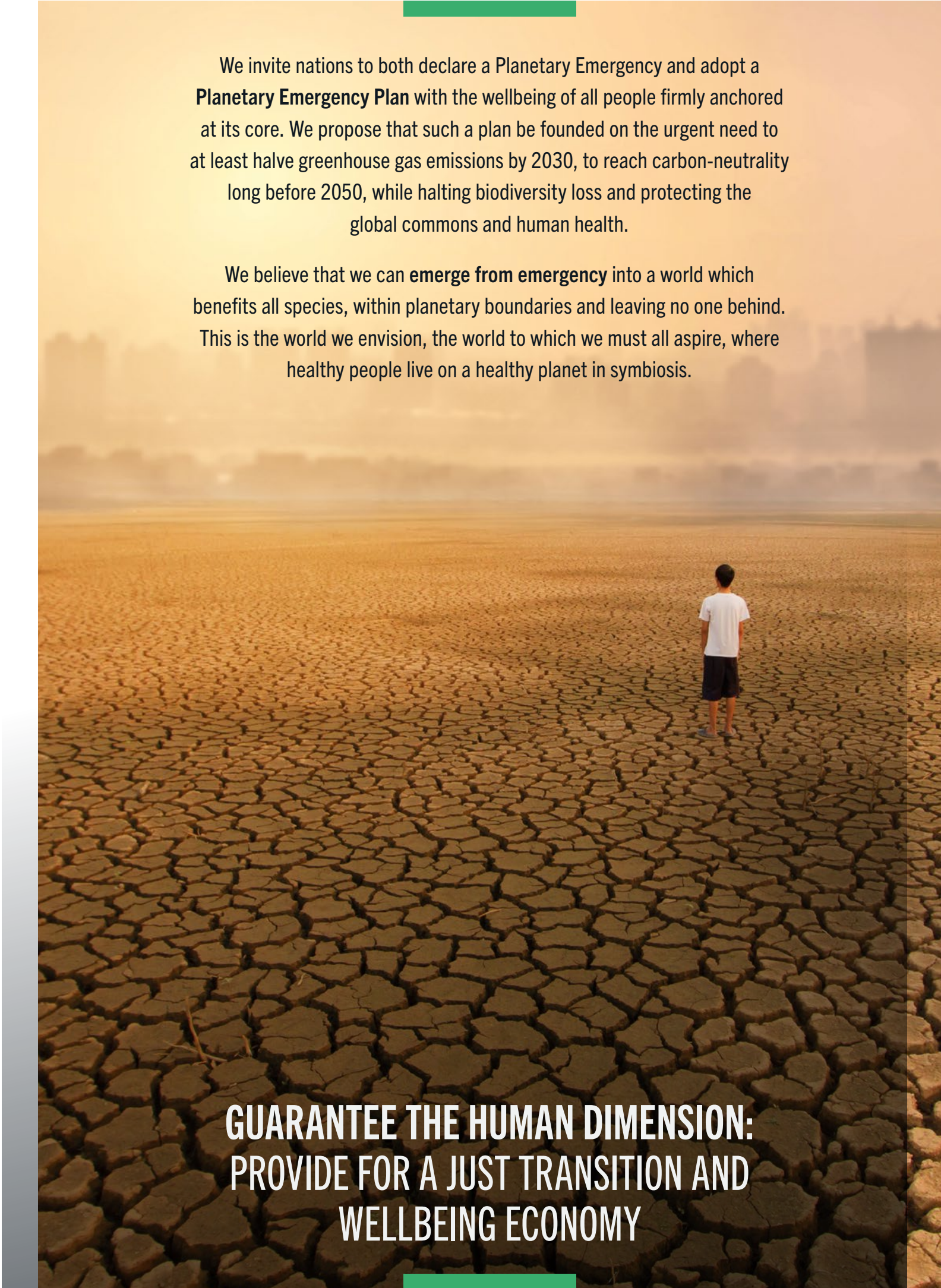


Image darkened with fade at the bottom of the image

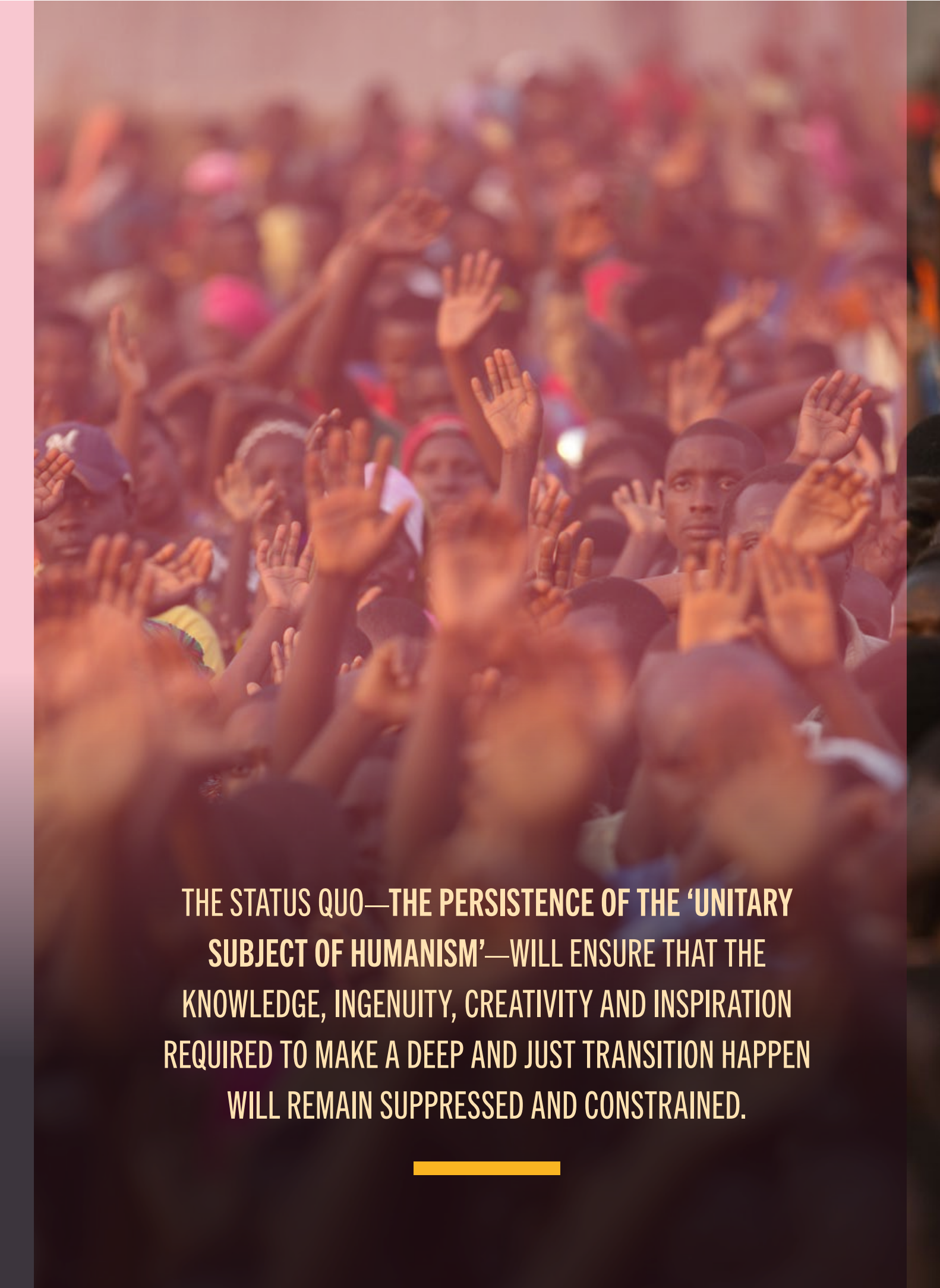


Image darkened with fade at the bottom of the image, and tinted to heighten the drama of the image



## Photography credits

At The Club of Rome, we feel that crediting the creatives that support our communications is very important.

Many great images are now available to use commercially for free or for a low investment, and it takes little effort to credit the photographers and help them gain exposure for their work.

Images should be credited by artist and website or agency where relevant.

We have a library of images that can be used in our communications, or imagery can be sourced by project, but all must be approved prior to use.





# Brand in practice

## Publications

The Club of Rome publications are where the branding and design can have maximum impact.

The information, knowledge and messaging within the reports are of crucial importance to assist people, governments and organisations in changing their world view, and to start taking action now.

So the design must have impact and communicate key ideas clearly to ensure the publications are taken seriously, and encourage the documents to be digested and shared.

