The Club of Rome logo use

Logo choice

In nearly all circumstances the primary logo should be used.

In certain situations the primary logo may not be suitable, in which case the inverted or secondary logo can be used

Logos can be downloaded from www.clubofrome.org/press/

Minimum sizes & spacing with other logo spacing

The logo should never be used below 24mm in print and 50px when used digitally. When smaller than this, the globe and text start to lose legibility.
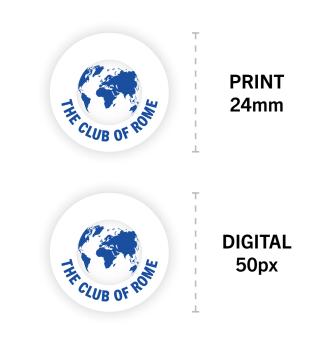
When paired with one or more other logos a minimum spacing of a quarter should be used to give space between all logos so they are not cramped. Don't use dividers or other mechanisms between logos — we're in this together so shouldn't be seperated.

What not to do to the logo

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 affects its legibility

F. **Don't** add a drop shadow or any other effects that aren't in the original logo files

PRIMARY LOGO

SECONDARY LOGO

PRIMARY INVERTED LOGO

SECONDARY INVERTED LOGO

PRINT
24mm

DIGITAL
50px

X

X/4

MINIMUM SIZES

WITH OTHER LOGOS

A

B

C

D

E

F

WHAT NOT TO DO

The logo should not be used without the prior consent of The Club of Rome. Requests for permission to use the Club of Rome logo and any related questions should be sent to pbaumgartner@clubofrome.org.

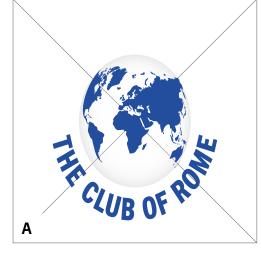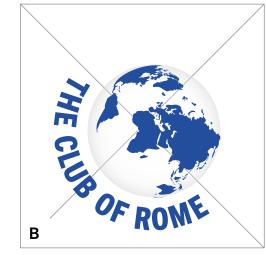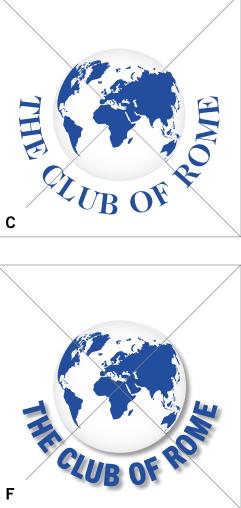Hi-res/print quality versions of the logo are available on request.

The Club of Rome colour pallette and fonts

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.

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.

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.

BLUE

PRINT	
Pantone	2728C
CMYK	94, 72, 0, 0

DIGITAL	
RGB	35, 78, 158
Hex	#234E9E

BLACK

PRINT	
Pantone	Black 6C
CMYK	93, 76, 56, 78

DIGITAL	
RGB	15, 24, 32
Hex	#0F1820

PURE WHITE

PRINT	
Pantone	N/A
CMYK	0, 0, 0, 0

DIGITAL	
RGB	255, 255, 255
Hex	#FFFFFF

MID GREY

PRINT	
Pantone	Black 6C (40%)
CMYK	49, 39, 33, 15

DIGITAL	
RGB	133, 134, 141
Hex	#85868D

LIGHT GREY

PRINT	
Pantone	Black 6C (20%)
CMYK	19, 15, 11, 16

DIGITAL	
RGB	189, 189, 195
Hex	#BDBDC3

OFF WHITE

PRINT	
Pantone	Black 6C (5%)
CMYK	5, 4, 3, 4

DIGITAL	
RGB	237, 237, 239
Hex	#EDEDEF

PLANETARY EMERGENCY — TINTS

PRINT	
Pantone	2728C
CMYK	73, 0, 71, 0

DIGITAL	
RGB	57, 174, 110
Hex	#39AE6E

RETHINKING FINANCE — TINTS

PRINT	
Pantone	279C
CMYK	73, 38, 0, 0

DIGITAL	
RGB	70, 137, 200
Hex	#4689C8

EMERGING NEW CIVILISATIONS — TINTS

PRINT	
Pantone	708C
CMYK	0, 56, 20, 0

DIGITAL	
RGB	241, 143, 163
Hex	#F18FA2

REFRAMING ECONOMICS — TINTS

PRINT	
Pantone	305C
CMYK	61, 0, 0, 0

DIGITAL	
RGB	90, 195, 227
Hex	#5AC3E3

YOUTH LEADERSHIP & INTERGENERATIONAL DIALOGUES — TINTS

PRINT	
Pantone	1235C
CMYK	0, 33, 90, 0

DIGITAL	
RGB	250, 181, 34
Hex	#FAB522

Fonts

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**.

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.

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!?&

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!?&