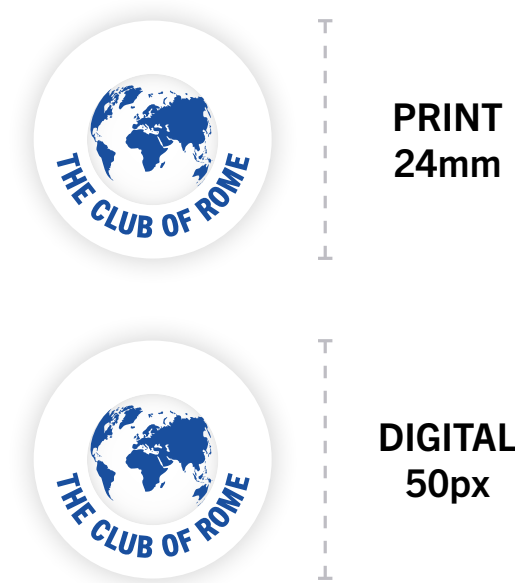




PRIMARY LOGO



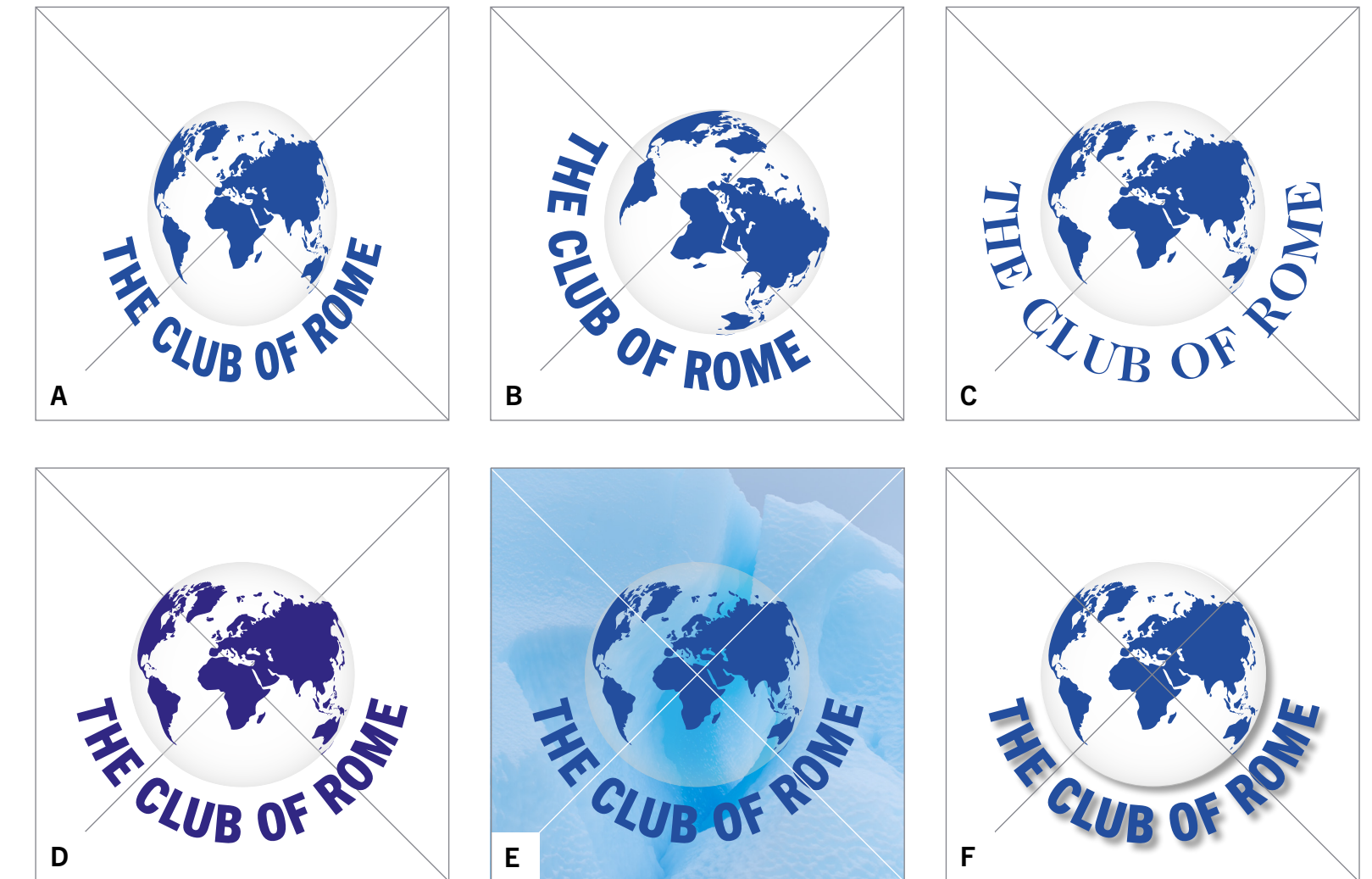
PRIMARY INVERTED LOGO



MINIMUM SIZES



WITH OTHER LOGOS



WHAT NOT TO DO

## 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 logo can be used.

Logos can be downloaded from [www.clubofrome.org/press/](http://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 separated.

## 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

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](mailto:pbaumgartner@clubofrome.org).

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

# The Club of Rome colour palette 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.

**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

### 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.

**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**


---

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

---

**DIGITAL**  
 RGB 57, 174, 110  
 Hex #39AE6E

TINTS



**RETHINKING FINANCE**

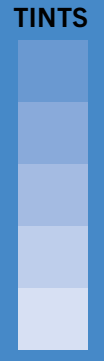
---

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

---

**DIGITAL**  
 RGB 70, 137, 200  
 Hex #4689C8

TINTS



**EMERGING NEW CIVILISATIONS**

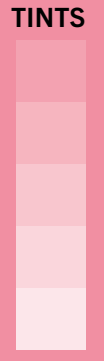
---

**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**

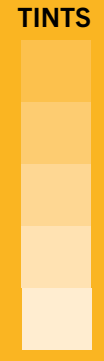
---

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

---

**DIGITAL**  
 RGB 250, 181, 34  
 Hex #FAB522

TINTS



## 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!?!&