



Brand guidelines

globalcarbonbudget.org

FONT

Gill Sans Nova

BOOK SEMIBOLD BOLD

COLOURS



Yellow

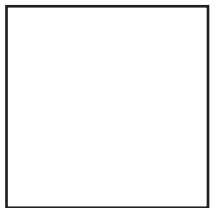
C 3 M 18 Y 90 K 0

R 250 G 207 B 30

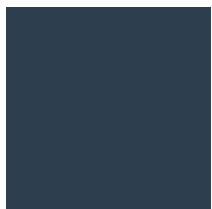
HEX #face1d



Black



White



Dark blue

C 70 M 45 Y 26 K 65

R 45 G 63 B 79

HEX #2d3e4e

DOWNLOADS

Please visit: globalcarbonbudget.org/branding for the logo in a variety of different formats.

The password to view the page and reach the files is:

GCB

Note: please use uppercase. Lowercase password will not work.

THIS DOCUMENT

This version of this document is version 1.0 July 2022.

We don't expect anything to change, however, in the future we may upload new versions of this document to the link above, which will accompany the logo files, clearly stating the changes made.

AUTHOR OF THIS DOCUMENT

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EXAMPLE USAGE



The below should only be used if space is limited or used as a design element like the footer of this page.

GLOBAL CARBON BUDGET

The logo should only be reproduced from the master artwork (download link previous page) and should never be recreated or altered.

Make sure that the logo is visible against the background colour. See the next page for acceptable usage.

UNACCEPTABLE USAGE

- DO NOT put the logo in a box or other device.
- DO NOT alter the font or colours.
- DO NOT alter the proportions of the logo.
- DO NOT add anything to the logo.
- DO NOT put the logo on a cluttered background image.

SPACING AND SIZE

To maintain the integrity of the logo's identity, the logo must stand in a clear space. A good distance around the logo is show in an example below.

No other graphics, logo elements or typographic elements must appear within this protective space. This could compromise its legibility.



To ensure that the logo is legible, the **minimum size** at which the logo can be used is **40mm** in width.



EXAMPLES

