

**ClientEarth**<sup>®</sup> 

Brand Guidelines

# Foreword

These guidelines are designed to accompany the new ClientEarth brand identity, introduced in 2020. Our brand identity is an essential way of communicating who we are and what we stand for, and – crucially – for creating emotional connections with audiences that moves them to support us.

The brand identity has been carefully conceived, but its effectiveness is the direct result of how it is applied each day. Used thoughtfully and consistently, it will help people recognise us and positively respond to us. It will contribute to the strong relationships we build with partners, communities and supporters. Most importantly, it will help ensure our vital messages are clearly heard. These guidelines should be used by anyone applying our identity, including graphic designers, printers and other suppliers, partner organisations and ClientEarth staff. Thank you for helping us wield our brand as effectively as possible.

# Introduction to ClientEarth

## Overview

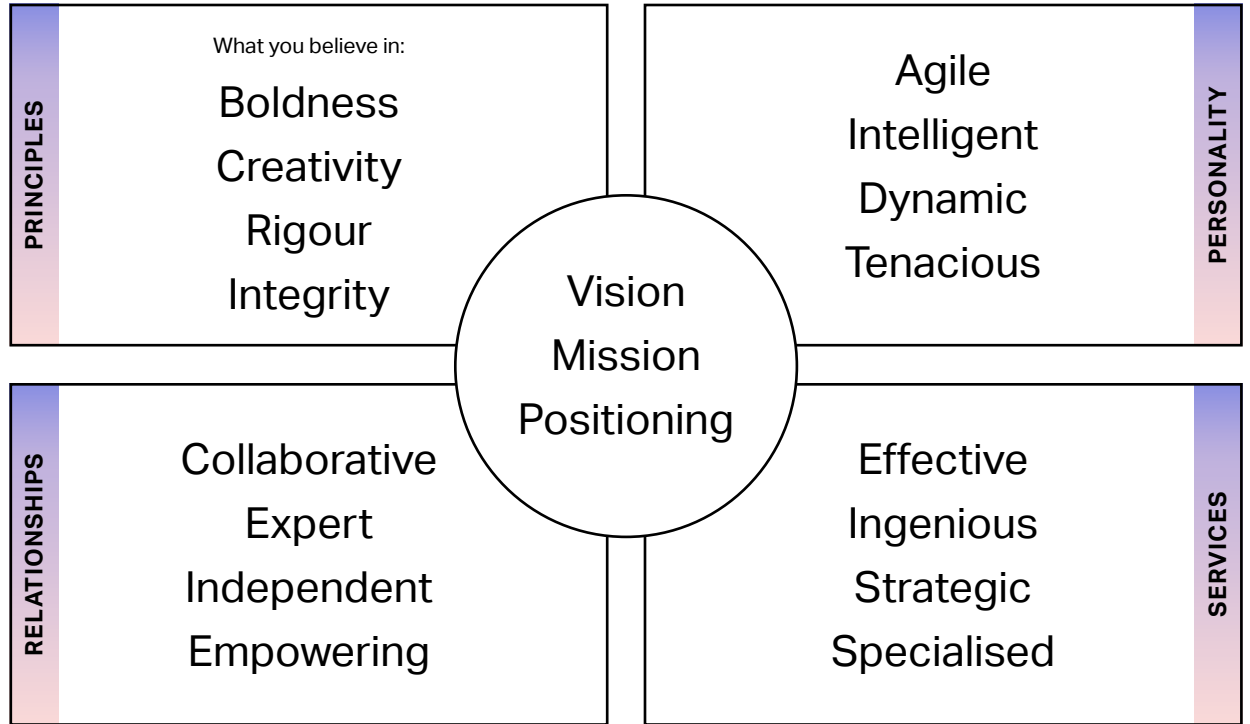
### **Our Mission**

We use the power of law to bring about systemic change that protects the earth for – and with – its inhabitants.

### **Our Vision**

A sustainable civilisation in which people and nature thrive together.

# Brand DNA



# Visual identity

## Lock-up

The correct configuration of our wordmark and Globe symbol is called the lock-up.

The lock-up has been designed for optimum aesthetic balance, and should never be altered.

The gradient lock-up should only ever be used on black or white backgrounds.

Never use the gradient lock-up on a grey, coloured or photographic background. Instead, use the solid lock-up in black or white.

**ClientEarth**

Monochrome lock-up

**ClientEarth**

Gradient lock-up

## Lock-up

The lock-up may also be reversed to create greater legibility and impact in a range of contexts.

**ClientEarth** 

Monochrome lock-up

**ClientEarth** 

Gradient lock-up

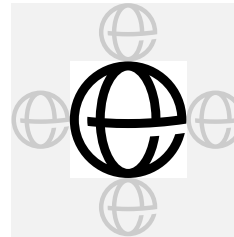


## Exclusion Zones

To maintain the visual integrity of the logo, there are rules outlining the amount of clear space that must surround it. The exclusion zone ensures that other visual elements (i.e. headlines, text, and partner logos) do not encroach on the wordmark. Respecting this clear space will ensure maximum impact.

The exclusion zone for the Globe is 0.5x the height of the Globe.

The exclusion zone for the wordmark and for the lock-up is 1x the height of the uppercase letter E.



## Minimum Size

To ensure visibility and legibility, the minimum size for the wordmark is 30mm wide for printed applications and 240px wide for digital applications.

The minimum size for the Globe, where it appears alone, is 6mm wide for printed applications and 40px wide for digital applications.

The minimum size for the lock-up is 35mm wide for printed applications and 260px wide for digital applications.

# ClientEarth

30mm

# ClientEarth

240px



6mm



40px

# ClientEarth<sup>⊕</sup>

35mm

# ClientEarth<sup>⊕</sup>

260px

## Regional lock-ups

The regional lock-ups combine the regional tagline with the wordmark and Globe.

The lock-ups have been designed for optimum aesthetic balance, and should not be altered.

**ClientEarth**   
Anwälte der Erde

**ClientEarth**   
欧洲环保协会

**ClientEarth**   
Prawnicy dla Ziemi

## Incorrect Use

It is critical to always use approved artworks to maintain consistency and integrity of the ClientEarth brand identity. Never alter or try to recreate the logo from fonts.

Shown opposite are examples of incorrect uses of the ClientEarth Wordmark and Globe.



Do not use the logo or globe in unauthorised colours.



Do not skew, stretch, or otherwise distort the logo or globe.



Do not use the gradient inside the logo.



Do not outline the logo or globe.



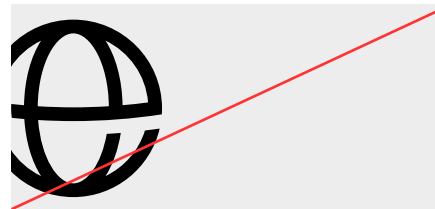
Do not apply a drop shadow, or any other effects, to the logo or globe.



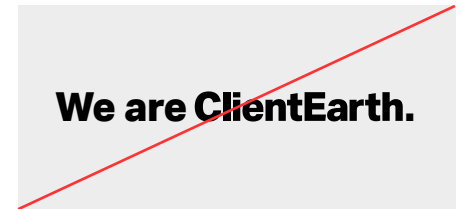
Do not use different colours within the same logo.



Never put the logo or globe inside a holding device.



Do not crop the logo or globe.



Do not use the logo within a line of text.

## Typography

Mirroring our tone of voice, our typography communicates in a clear, impactful manner without ever having to shout.

Aktiv Grotesk is a sans-serif typeface developed by Bruno Maag in 2010 as a 21st-century interpretation of a grotesque sans typeface. Although it is authoritative, serious and contemporary, it is sufficiently understated enough to support rather than overpower the messages it is used to deliver.

Like ClientEarth, it is a family with big ambitions and international appeal, supporting over 130 languages including Arabic, Hebrew, Greek Cyrillic, Devanagari, Thai, Chinese, Japanese, and Korean.

Aktiv Grotesk is available on [Typekit](#) and from the [Dalton Maag](#) type foundry.

### Aktiv Grotesk Light

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 &?!£€¥

### Aktiv Grotesk Regular

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 &?!£€¥

### Aktiv Grotesk Bold

**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 &?!£€¥**

### Aktiv Grotesk XBold

**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 &?!£€¥**

## Typography

Aktiv Grotesk is a very large family of weights and styles. The ClientEarth brand limits its usage to the four weights shown opposite for clarity, consistency and ease of use.

Recommendations for how to use each weight are outlined on the following page.

Light  
Regular  
Bold  
XBold

## Typography

Aktiv Grotesk Bold is recommended for use on document titles and headlines, and primary messaging in advertisements.

Aktiv Grotesk Light is recommended for use on subtitles. When using in this way, keep the point size and leading values the same as the title in bold.

Aktiv Grotesk Regular is recommended for use on body copy, supporting text and secondary messaging.

Aktiv Grotesk XBold is recommended for use on smaller text, such as clickable online 'buttons' or calls to action. It should not be used for a main title or headline.

# Communities at the Heart of Forest Management: How Can the Law Make a Difference?

Sharing lessons from the Philippines, Nepal and Tanzania

**Donate**

**Title:**

Aktiv Grotesk Bold

**Subtitle:**

Aktiv Grotesk Light

**Body Copy:**

Aktiv Grotesk Regular

**Buttons:**

Aktiv Grotesk XBold

## Typography

Our copy – including headlines – is always left-justified.

Our tone of voice relies on us being measured, conversational and respectful, so we use title case for titles and headings, and sentence case for running text.





## Gradient Palette

The ClientEarth gradient palette is inspired by the varied and shifting colours of the earth's atmosphere; the sky seen through a forest canopy; or the moments just before dawn, or after dusk.

The gradients are fixed and should not be altered in any way. Do not modify the mid points, angles\*, opacity, or spread of the gradients. Always use the gradient file to fit the frame of the area being filled.

We do not recommend creating new gradients to add to the existing set.

\*The gradient may be rotated 90° when being employed as a horizontal rule. An example is shown on the next page.



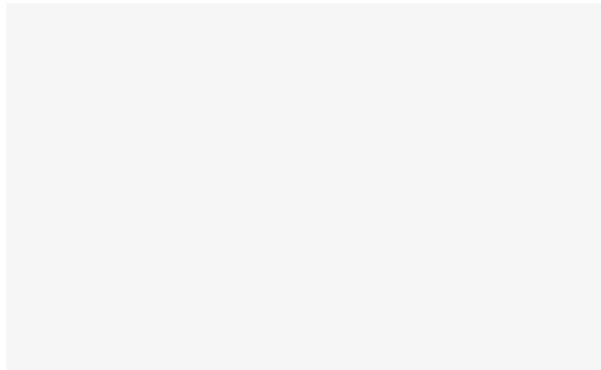
ClientEarth Gradient 1

ClientEarth Gradient 2

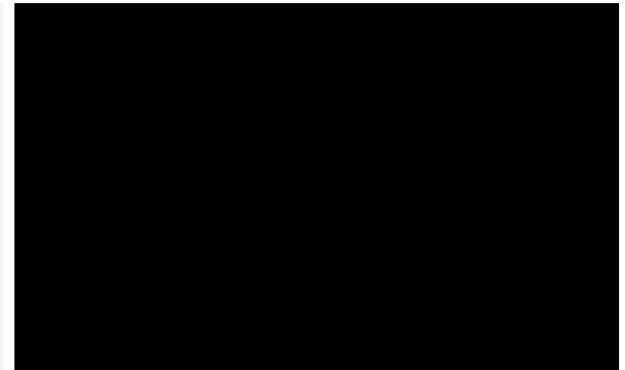
ClientEarth Gradient 3

ClientEarth Gradient 4

ClientEarth Gradient 5



Shade



Black

## How to use the Gradient Palette

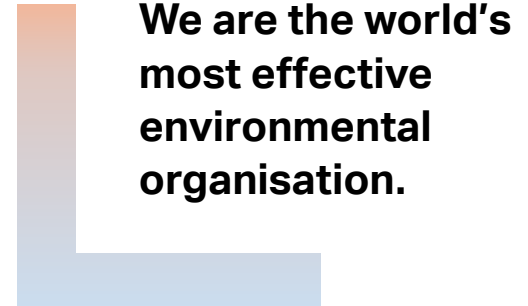
There are several ways the gradient palette can be used, including (but not limited to) the examples laid out on this page.

1. As a background for cover pages and section dividers
2. To pull out a quote
3. As vertical or horizontal rules to aid information hierarchy\*
4. To frame a photograph

\*This is the only time that the gradient may be rotated 90°.



1. Cover page background

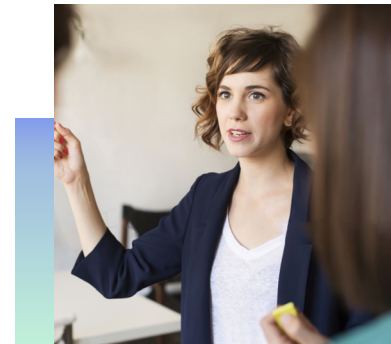


2. Quote

# 4,048

Sedis exces int. Dam et, nobis verum fugitatus as et am aliquas accus etur anditat vidella aut velici simus autectat accupta tiaerate lam acillignis velecul parundam.

3. Horizontal rule



4. Photography

