Introduction

What are Brand Guidelines used for?

To build a strong and lasting brand, it is essential to share a common language and codes. This consolidates brand perception and reinforces the reflex of attribution and recognition to the research community, policy makers, funders, media and the general public.

The Brand Guidelines presented here aim to provide the necessary tools for implementing a unified visual discourse for WCRP. This document includes all the graphical elements that constitute the brand, such as the logo, typography, colors, pictograms, visual universe, etc., as well as their usage guidelines.

Adhering to these principles ensures that the brand has a significant weight and impact, while also promoting coherence between all its tools and their implementation.

1. Logo
2. Colors
3. Typography
4. Brand Imagery
5. Sub logos
6. Collaterals examples
7. Before/After
Brand identity Inspiration

The brand identity is inspired by elements representing the planet, climate flows and research.

- Aurora Borealis
- Data visualisation
- Interconnected system
- Earth (The Blue Marble)
1.1.1 Logo - Main

The logo combines a Word Mark in capital letters, written in a modern, sans serif font and a Brand Mark positioned to the right, like a degree symbol, representing the planet.
1.1.2 Logo – Structure

The full logo is composed of the Word Mark (logotype), the Brand Mark and the Baseline (full name). The logo can be used with or without the Baseline.
1.1.3 Logo – Animated

Whenever feasible, the animated version of the Brand Mark should be utilized to enhance the symbolism of the continuously evolving climate flows.
1.1.4 Logos – Variations

To optimize the legibility of the logo on smaller media, a reduced, responsive version was created. It is also possible to use only the Brand Mark, as long as WCRP already appears elsewhere.

The alternate logo can also be used as a responsive logo when proportion and size specs are limited, such as profile icons. It can also be used to showcase footage in the background (instead of the color gradient), while keeping the letters WCRP in the forefront.
1.2.1
Main Logo – Positive/Negative

Colored positive logo

Colored negative logo
1.2.2
Main Logo – Monochromatic
1.2.3  
Main Logo – Greyscale
1.2.4 Main Logo – Clear Space & Minimum Size

Clear Space
To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

Minimum size
To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.
1.3.1 Responsive Logo -
Positive/Negative
1.3.2 Responsive Logo – Monochromatic

Monochromatic positive logo

Monochromatic negative logo
1.3.3 Responsive Logo –
Greyscale
1.3.4 Responsive Logo – Clear Space & Minimum Size

**Clear Space**
To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

**Minimum size**
To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.
1.4.2 Alternate Logo – Clear Space & Minimum Size

**Clear Space**
To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

**Minimum size**
To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.
1.5 Logo misuse

Certain forms and uses are prohibited in order to preserve a consistent visual identity.
2. Colors
2.1 Inspiration

Colored stripes from original logo

Inspired by saturated GRIB

Ever moving merged color

ICE

ATMO

OCEAN

LAND

The Merge is a visualisation of the climate system
2.2 Main Colors

The 4 colors represent the components of the planet as an inter-connected system of ocean, ice, atmosphere and land.
2.3 Gradient & Dark

The gradient is a symbolic representation of ever-evolving climate flows. The dark blue of the logotype and baseline is inspired by the earth seen from space.
WCRP’s colors represent earth and space.

2.4 Color codes

OCEAN BLUE
SCREEN COLOR: #1C68A5
PRINT COLOR: #006AAB
ICY CYAN
SCREEN COLOR: #17AF6E
PRINT COLOR: #A1D9F8
ATMO YELLOW
SCREEN COLOR: #F2EAA4
PRINT COLOR: #FFED77
LAND GREEN
SCREEN COLOR: #85E885
PRINT COLOR: #77BB65
DEEP SPACE BLUE
SCREEN COLOR: #232C3D
PRINT COLOR: #252F44
3. Typography
3.1 Typeface inspiration
3.2
Main Typeface

ice caps • oceans • atmosphere • lands

Plus
Jakarta Sans

ABCDEFghijklmnopqrstuvwxyz
1234567890'"%!@#\-+\÷
3.3 Main Typeface specs

The main typeface used is Plus Jakarta Sans. It exists in several weights depending on the needs. Try not to use more than 3 weights on the same document.

**Plus Jakarta Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}--÷

Plus Jakarta Sans is a fresh take on geometric sans serif styles, designed by G. Rahayu from Tokotype. Open Licence - Google Font: fonts.google.com/specimen/Plus+Jakarta+Sans?query=jakarta

Use Cases: Corporate documents, Stationery, Website, Signage, etc.
The use of Arial is recommended for administrative purposes (correspondance, emails, PowerPoint presentations etc.)

3.4 Fall-back typeface

**Fallback font: Arial**

**Regular**

**Italic**

**Bold**

**Bold Italic**

Arial is a system font that has been packaged with Windows since the early 90s. Available on both PC and Mac, it is the perfect fall-back font.

Use Case: **PowerPoints, Words, Excel templates** and other **Papers** that are designed to be used across a variety of people.
4. Brand imagery
4.1 Inspiration

The visual identity is a symbolic representation of aurora borealis and meteorological flows. The shapes that represent the globe are graphically built around WCRP’s brand mark representing the globe, and are dynamic. An infinite variation of shapes can be created.
4.2 Imagery Collection
4.3 How to create your own

1. Create an outline circle. (same height and length)
2. Create an outline blobby shape around it by using the pen tool
3. Apply a three color gradient with the WCRP colors around the stroke of the circle. (ice, atmosphere and land)
   The gradient should be set to follow the path of the stroke.
4. Apply the blue WCRP color (ocean) around the blobby shape
5A. While selected, use the shape blender tool between the two shapes. (Object > Shape Blender > Create)
   5B. Go to (Object > Shape Blender > Option)
   Set it to «steps» with a value of at least 100 (depending on the size, you can go up to 200 to have a more seamless transition.
6. To create an infinity of shape you can do 2 things:
   A. Alter the blobby shape with the white arrow and handles. The goal is to create a dynamic shape showing movement, it should have 1 or 2 overlaps with the inner circle.
   B. Rotate the inner circle to create interesting transitions.
4.4 Examples
5. Sub-logos
As the Academy is transversal to all WCRP projects, the 4 elements are represented in their full colors, symbolically linked together by training and knowledge.
5.1.2
WCRP Academy example
5.2.1
JSC Logos

The shapes can be used to create conference logos. The text must be inserted in the centre, using the typeface Plus Jakarta Sans in Deep Space Blue color.
5.3.1 Grid Inspiration
Core-Project Logos

A series of associated logos have been created for the core projects, in order to maintain a consistent brand architecture. They are representative of their respective research areas and incorporate key elements of the WCRP ecosystem: colors, gradients, symbol, and typography.
5.3.2 CliC
Core-Project Logos

Old Logo

Climate and Cryosphere
5.3.1 ESMO
Core-Project Logos
5.3.1 APARC
Core-Project Logos

![Old Logo]

![New Logo]

APARC
Atmospheric Processes
And their Role in Climate
6. Collateral examples
6.1 Stationery
Art Direction Examples
6.2 Corporate Folder
Art Direction Examples
6.3 Template Cover
Art Direction Examples
6.5 PPT Presentation
Art Direction Examples
6.6 Signage
Art Direction Examples
7. Before / After
7.1.1
Old WCRP brand ecosystem
7.1.2
New WCRP brand ecosystem
6.1 Brand identity system

[Images of brand identity system examples, including logos, icons, and color palettes related to WCRP]
Thanks