

LOGO

MAIN LOGO

COALITION
FOR URBAN
TRANSITIONS

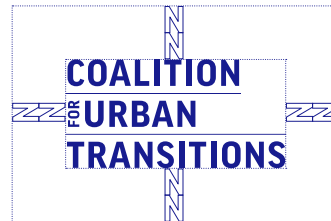
COALITION
FOR URBAN
TRANSITIONS

MINIMUM LOGO WIDTH

COALITION
FOR URBAN
TRANSITIONS

25 mm

CLEAR SPACE



LOGO

The main Coalition for Urban Transitions logo is available in Blue, White and Black. The logo lock-up cannot be changed. Do not alter the logo in any way. Please ensure the logo is always used with sufficient clear space surrounding it. The minimum logo width is 25mm. The logo should not be used any smaller than this for legibility reasons. Always ensure the logo sits on a background with enough contrast in colour

and brightness to the logo. Avoid placing the logo on top of busy pattern or detailed photographs.

APPLICATIONS

The logo should always be positioned in the left top or bottom corner of the format, in both digital and print applications.

Horizontal lines are used as design detail within applications to divide or structure text and other content.

Photography should give a positive outlook and present a contemporary look and feel. Images with dominant areas of green or blue and a patternlike appearance are preferred.

Please find further guidance on how to use colours, typography and graphic elements on the following page and in the publication templates.

NAME

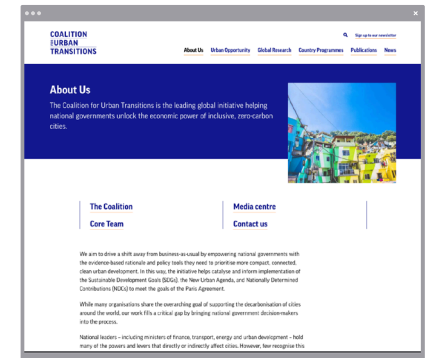
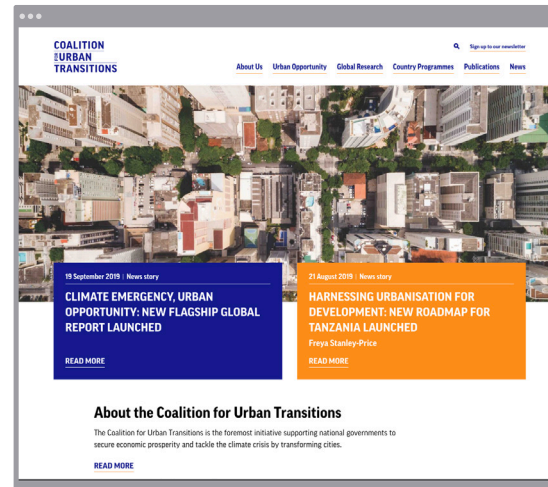
"The Coalition for Urban Transitions" should be written out in full when first referenced. After that the shorthand "the Coalition" may be used. The acronyms 'CUT' or 'C-U-T' should only be used when speaking the name out loud.

CONTACT

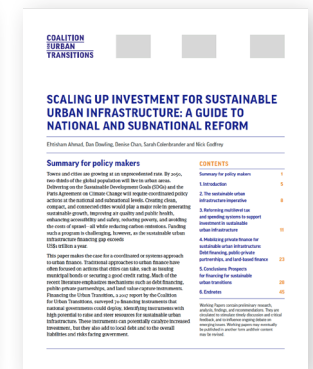
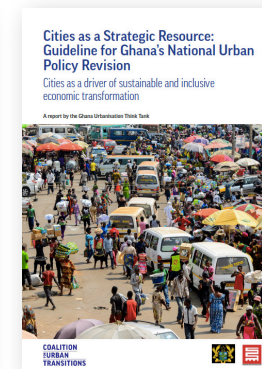
Please contact freyp@newclimateeconomy.net for more information on the branding.

APPLICATION EXAMPLES

WEBSITE



PUBLICATIONS



TYPOGRAPHY

PRIMARY BRAND TYPEFACES

FF GOOD BOLD / BOLD ITALIC

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
0 1 2 3 4 5 6 7 8 9

FF Meta Serif Book

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
0 1 2 3 4 5 6 7 8 9

FF Good Regular / Italic

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
0 1 2 3 4 5 6 7 8 9

FF Meta Serif Book Italic

*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
0 1 2 3 4 5 6 7 8 9*

The primary brand typefaces FF Good and FF Meta Serif are used for all outward facing marketing and communication materials, in both digital and print applications.

FF Good Bold should be used for headlines and other pieces of display text, for example quotes or intro text. Choose upper case (main headlines) or sentence case for different types of feature text. Stay consistent with your choice throughout one application. Add letter spacing when using the Bold weight in upper case, especially at smaller font sizes.

FF Good Regular and Italic can be used for subheadings and other types of small text such as captions, footnotes etc.

FF Meta Serif Book and Book Italic are mainly used for body text and other larger reading text.

FF Good and FF Meta Serif are free on Adobe Fonts in combination with a licence for Adobe design software and available here:
<https://fonts.adobe.com/fonts/ff-good>
<https://fonts.adobe.com/fonts/ff-meta-serif>

SECONDARY BRAND TYPEFACES

ROBOTO CONDENSED BOLD + BOLD ITALIC

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
0 1 2 3 4 5 6 7 8 9

Noto Serif 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
0 1 2 3 4 5 6 7 8 9

Roboto Condensed and Noto Serif can be used for in-house materials, and documents created with MS Office software (for example PowerPoint presentations) if FF Good and FF Meta Serif are not available.

Roboto Condensed and Noto Serif are open source typefaces available for download on Google Fonts here:
<https://fonts.google.com/specimen/Roboto+Condensed>
<https://fonts.google.com/specimen/Noto+Serif>

COLOURS

PRIMARY BRAND COLOURS



BLUE

Pantone 2746
CMYK 100/98/0/0
RGB 23/28/143
#171c8f



ORANGE

Pantone 1495
CMYK 0/46/78/0
RGB 255/143/28
#FF8F1C



LIGHT GREEN

Pantone 346
CMYK 53/0/51/0
RGB 113/204/152
#71CC98

The primary brand colours are Blue, Orange and Light Green. They are used broadly in line with the indicated proportions above across all outward facing marketing and communication materials to ensure the Coalition for Urban Transitions stands out against other existing organisations and initiatives within the sector. Blue is the lead colour with Orange and Light Green the additional highlight colours. All three colours can be used as background blocks. Be generous in the use of white space to achieve a clean modern look and feel. See application examples.

SECONDARY BRAND COLOURS



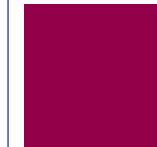
DARK GREEN

Pantone 328
CMYK 100/10/61/38
RGB 0/115/103
#007367



PINK

Pantone 1777
CMYK 0/66/29/0
RGB 251/99/126
#FB637E



DARK RED

Pantone 221
CMYK 9/100/26/38
RGB 145/0/72
#910048



LIGHT BLUE

Pantone 7451
CMYK 46/23/0/0
RGB 137/171/227
#89ABE3



DARK GREY

Pantone 446
CMYK 54/27/36/82
RGB 63/68/68
#3F4444



LIGHT GREY

Pantone 421
CMYK 10/8/11/26
RGB 178/180/178
#B2B4B2

The secondary brand colours are mainly used for information graphics, such as charts and diagrams together with the primary colours. Lead with the primary colours where possible.

The secondary colours are chosen to work in pairs of a dark and a light hue.

In Publications where fewer colours are required, use the same colours throughout for visual consistency.