

Brand Guidelines

VERSION 1. FEBRUARY 2023

Part of the
transition to a
better world.

Primary Logo

[DOWNLOAD HERE](#)

Consistency is imperative to our brand identity and strengthens our visual image and voice. The following guide to the use of our logo must be followed carefully and not adapted in any way.

On the right is our primary logo. On the next page is our primary logo in the approved colourways. This should be used across all platforms and materials, especially important documents.





Secondary logo

[DOWNLOAD HERE](#)

Our secondary logo is an alternate to our primary logo. It uses all the same elements of our primary logo but is arranged more of a wordmark and doesn't stack the logo. This provides us with flexibility to use our logo in different design settings.

On the next page is our icon logo in the approved colour-ways. **Please do not alter or place on any unapproved colours.**

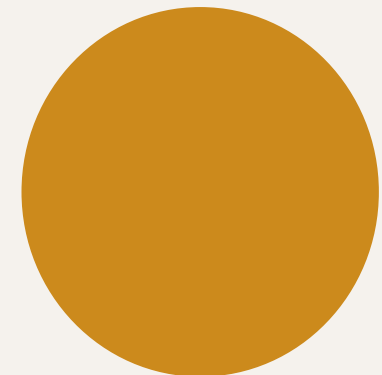
Dr Sustainability

Dr Sustainability

Dr Sustainability

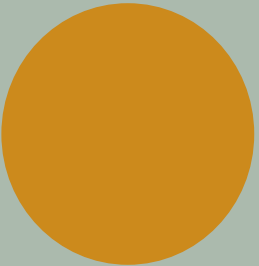
Icon logo

[DOWNLOAD HERE](#)



Our icon is the most recognisable part of our brand. It can be used to strengthen our brand awareness and personalise our posts or marketing material.

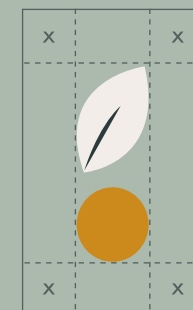
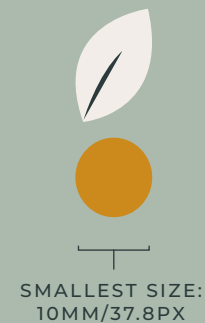
On the next page is our icon logo in the approved colour-ways. **Please do not alter or place on any unapproved colours.**



Lock Up

Our logo and icon need plenty of space surrounding them in order for them **to remain legible and clear** amongst other visual elements.

Size is also important. Don't scale the logo or icon smaller than the mm/px size below. To do so will make each element difficult to read and not stand out.



Display Typeface Argent CF

Our display typeface is Argent - a very classic bold and versatile style. We use Argent across our brand for headings, quotations and anything else we want to grab the attention of (basically all the fun stuff).

It comes in a couple of variations. You can download Argent [here](#).

Serious about
Sustainability

Body Type – Montserrat

The Montserrat typeface is modern and easy to read and it comes in a variety of weights.

It gives us flexibility and works across all platforms. **It is mainly to be used in the body copy.** Download Montserrat typeface [here](#).

Hairline Ultra Light Light Medium Regular
Italic **Semi Bold Bold Extra Bold Black**

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z a b c d e f g h i j k

l m n o p q r s t u v w x y z 0 1 2 3

4 5 6 7 8 9 & @ £ \$ % [] ! ? * ° ² ³

Using our Typography

Heading 1:

Argent CF Regular

An introduction to Dr Sustainability

Heading 2:

Argent CF

Thin

A consultant, researcher and adviser to the government and private sector. My specialism lies within sustainability, low carbon, sustainable procurement and policy.

Heading 3:

Montserrat **Bold** for highlighting important parts of text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc sed id semper risus in hendrerit gravida rutrum. Adipiscing diam donec adipiscing tristique. Sagittis orci a scelerisque purus semper eget duis at. Enim ut tellus elementum sagittis vitae et leo duis. Lectus quam id leo in vitae turpis massa. Mus mauris vitae ultricies leo. Scelerisque eleifend donec pretium vulputate.

Body Text:

Montserrat Regular for lots of bodycopy.

Mauris pharetra et ultrices neque ornare aenean. Diam phasellus vestibulum lorem sed risus ultricies tristique nulla aliquet. Pretium viverra suspendisse potenti nullam ac. Imperdiet nulla malesuada pellentesque elit eget gravida cum. Tortor at risus viverra adipiscing at in tellus. Blandit cursus risus at ultrices mi tempus. Faucibus pulvinar elementum integer enim neque. Id donec ultrices tincidunt arcu non sodales neque sodales ut.

Body Quote:

Montserrat **Bold Italic** for quotations.

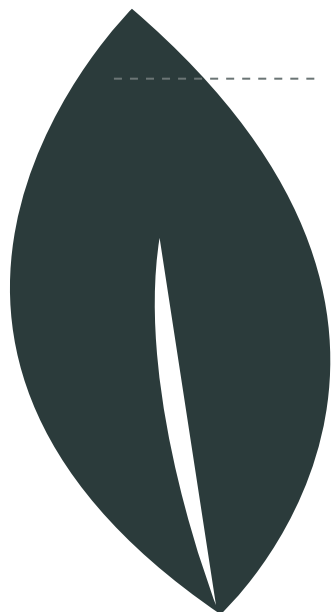
"Dui faucibus in ornare quam viverra orci sagittis eu volutpat. Elit ullamcorper dignissim cras tincidunt. Elementum nibh tellus molestie nunc. Quam adipiscing vitae proin sagittis nisl rhoncus mattis."

Signature:

Argent Light

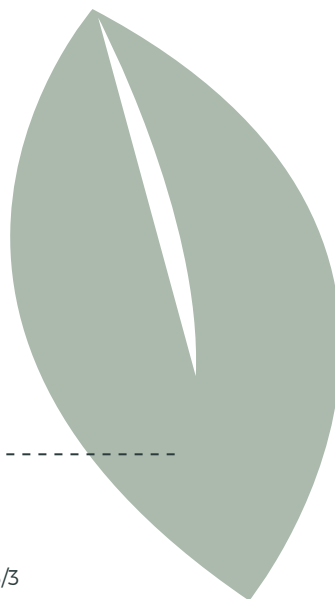
Dr Hushneara Begum

Our Colours



Space
Crayola

CMYK 77/54/57/60
RGB 43/59/59
HEX #2b3b3b

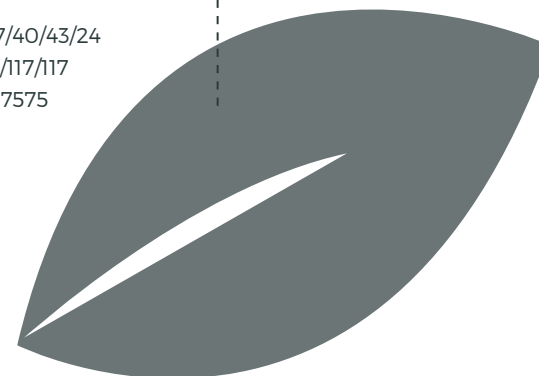


Sage
Grey

CMYK 38/18/33/3
RGB 171/186/173
HEX #abbaad

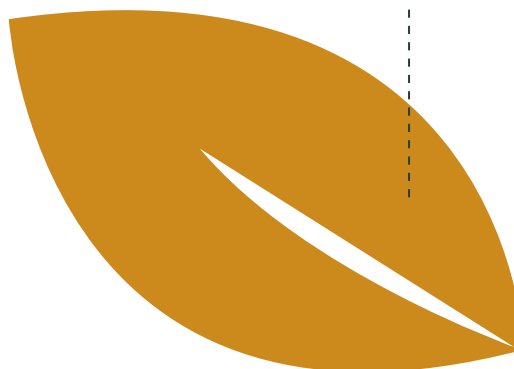
Mud
Blue

CMYK 57/40/43/24
RGB 107/117/117
HEX #6b7575



Mustard

CMYK 17/47/96/6
RGB 204/138/28
HEX #cc8a1c



Off White

CMYK 6/7/9/0
RGB 242/237/232
HEX #f2ede8



Here is our colour palette. It should be used heavily across our identity.

Our colours define & represent who we are, so they must be at the forefront shouting about our personality.

We are bold, passionate and knowledgeable.

Using our colours

This short guide will show you how our colour palette can be used and mixed. We always want our content to stand out, so these combinations are best to use.

The main rule you need to follow when combining colours is to not mix any random colour with our palette unless approved. **Simple!**



Space Crayola, Sage Grey, Mustard, Off White



Sage Grey, Space Crayola, Mud Blue, Off White



Mustard, Space Crayola, Off White



Off White, Space Crayola, Sage Grey, Mustard

Our Tints

Our colour tints are for illustration use only and must not be used for any typography or backgrounds and should only be used by the design/marketing team.

	Space Crayola	Mud Blue	Sage Grey	Mustard
90%	CMYK 71/49/52/46 RGB 64/79/79 HEX #404f4f	CMYK 53/36/39/18 RGB 122/235/235 HEX #7a8383	CMYK 35/16/30/2 RGB 179/193/181 HEX #b3c1b5	CMYK 17/42/87/5 RGB 209/150/51 HEX #d19633
80%	CMYK 64/44/47/34 RGB 85/98/98 HEX #556262	CMYK 48/33/35/13 RGB 137/1145/145 HEX #899191	CMYK 31/14/27/1 RGB 188/200/189 HEX #bcc8bd	CMYK 16/37/78/4 RGB 214/161/73 HEX #d6a149
70%	CMYK 58/39/43/24 RGB 107/118/118 HEX #6b7676	CMYK 43/29/32/9 RGB 151/158/158 HEX #979e9e	CMYK 28/13/24/1 RGB 196/207/198 HEX #c4cfc6	CMYK 14/33/69/3 RGB 219/173/96 HEX #dbad60
60%	CMYK 51/35/38/16 RGB 128/137/137 HEX #808989	CMYK 38/26/28/6 RGB 166/172/172 HEX #a6acac	CMYK 24/11/20/0 RGB 205/214/206 HEX #cdd6ce	CMYK 13/28/59/2 RGB 224/185/119 HEX #e0b977
50%	CMYK 44/29/32/9 RGB 149/157/157 HEX #959d9d	CMYK 33/22/24/3 RGB 181/186/186 HEX #b5baba	CMYK 20/9/17/0 RGB 213/221/214 HEX #d5ddd6	CMYK 11/23/50/1 RGB 230/197/142 HEX #e6c58e
40%	CMYK 36/24/27/4 RGB 170/177/177 HEX #aab1b1	CMYK 27/17/20/1 RGB 196/200/200 HEX #c4c8c8	CMYK 16/7/14/0 RGB 221/227/222 HEX #dde3de	CMYK 9/19/40/1 RGB 235/208/164 HEX #ebd0a4
30%	CMYK 29/18/21/2 RGB 191/196/196 HEX #bfc4c4	CMYK 20/13/15/0 RGB 211/214/214 HEX #d3d6d6	CMYK 12/5/10/0 RGB 230/234/230 HEX #e6eae6	CMYK 7/14/31/0 RGB 240/220/187 HEX #f0dccb
20%	CMYK 19/12/14/0 RGB 213/216/216 HEX #d5d8d8	CMYK 14/9/11/0 RGB 225/227/227 HEX #e1e3e3	CMYK 8/4/7/0 RGB 238/241/239 HEX #eef1ef	CMYK 5/9/20/0 RGB 245/323/210 HEX #f5e8d2
10%	CMYK 10/6/7/0 RGB 234/235/235 HEX #eaebeb	CMYK 7/4/6/0 RGB 240/241/241 HEX #f0f1f1	CMYK 4/2/3/0 RGB 247/248/247 HEX #f7f8f7	CMYK 3/5/11/0 RGB 250/243/232 HEX #faf3e8

Implementing
our brand



Implementation





