



WORLD  
RESOURCES  
INSTITUTE

# WRI STYLE GUIDE

Version 3.0 | [brand.wri.org](http://brand.wri.org)

## 1.1 Brand Concept

Our creative materials present an opportunity to show the world who we are. Our materials should represent who we are in a consistent and compelling way.

## 1.2 Brand Personality

Our creative materials present an opportunity to show the world who we are. Our materials should represent who we are in a consistent and compelling way.

### OUR CORE BRAND PROMISE IS

To lead positive environmental change by developing transformational ideas and putting them into action.

### EVIDENCE WE'RE DELIVERING ON THAT PROMISE

WRI has worked for years researching, imagining, and growing long-term flagship projects that:

- Shed light on the most important environmental problems and opportunities.
- Transform business practice at the highest levels.
- Provide insights and facts to policymakers on critical topics to help them make better decisions.

### OUR BRAND PERSONALITY IS...

Smart, analytical, imaginative, thorough, active/energetic/alive, dedicated, persistent, trustworthy, and definitive.

### WE'RE UNIQUE BECAUSE OF OUR...

- Synthesis of research
- Serious people with big ideas
- Discovery and transformation

### THE TENETS WHICH GUIDE US...

- Dedication to our work—no matter how long it takes—makes us successful.
- Our consistently top-quality work makes us trustworthy.
- And our results make us leaders in the field.

### VISUAL STYLE

WRI's materials are bright, clean, and modern. They are intended to demonstrate important new thinking.

Our materials take advantage of two main design approaches: clean space and use of large photographs. The materials carry the logo proudly, and titles, authors, and contributor partners are always prominent.

## 1.3 Messaging

There are two options for the About WRI Language. They are listed here. Whenever possible please use the complete version.

### COMPLETE VERSION

WRI is a global research organization that turns big ideas into action at the nexus of environment, economic opportunity and human well-being.

#### OUR CHALLENGE

Natural resources are at the foundation of economic opportunity and human well-being. But today, we are depleting Earth's resources at rates that are not sustainable, endangering economies and people's lives. People depend on clean water, fertile land, healthy forests, and a stable climate. Livable cities and clean energy are essential for a sustainable planet. We must address these urgent, global challenges this decade.

#### OUR VISION

We envision an equitable and prosperous planet driven by the wise management of natural resources. We aspire to create a world where the actions of government, business, and communities combine to eliminate poverty and sustain the natural environment for all people.

#### OUR APPROACH

##### Count It

We start with data. We conduct independent research and draw on the latest technology to develop new insights and recommendations. Our rigorous analysis identifies risks, unveils opportunities, and informs smart strategies. We focus our efforts on influential and emerging economies where the future of sustainability will be determined.

##### Change It

We use our research to influence government policies, business strategies, and civil society action. We test projects with communities, companies, and government agencies to build a strong evidence base. Then, we work with partners to deliver change on the ground that alleviates poverty and strengthens society. We hold ourselves accountable to ensure our outcomes will be bold and enduring.

##### Scale It

We don't think small. Once tested, we work with partners to adopt and expand our efforts regionally and globally. We engage with decision-makers to carry out our ideas and elevate our impact. We measure success through government and business actions that improve people's lives and sustain a healthy environment.

### SHORT VERSION

WRI is a global research organization that turns big ideas into action at the nexus of environment, economic opportunity and human well-being.

## 2 Logo Overview

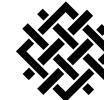
This section gives guidance on how the logo (the mark and the logotype) should appear and what not to do. There is specific guidance across the principal media—print and web—as well as guidance for using the logo across other media.

There are two configurations of the logo: stacked and horizontal. In all media, the stacked version is the preferred format for the logo. The horizontal logo should be used on the interior pages of publications and in horizontal applications such as footers for both print and web.

STACKED LOGO



WORLD  
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WORLD  
RESOURCES  
INSTITUTE

HORIZONTAL LOGO



WORLD RESOURCES INSTITUTE



WORLD RESOURCES INSTITUTE

## 2.1 Size

The logos should follow the minimum size requirements below. The minimum size is determined by the distance between the left side of the logo mark and letter farthest to the right in the logo type.

The logo mark should always retain the same size ratio to the logo type and the ratio of height to width should never change.

### IN PRINT

Do not reproduce the stacked logo smaller than 1.5 inches wide, and the horizontal logo smaller than 2.5 inches wide.

### ON THE WEB

Do not reproduce the stacked logo smaller than 100 pixels wide, and the horizontal logo smaller than 180 pixels wide.



1.5" / 38mm / 100px



2.5" / 64mm / 180px

## 2.2 Clear Space

There should always be space between the logo and other logos, graphic elements, or images. The space is determined by the diameter of the WRI “pot holder” mark, and applies to all sides of the logo. Here it is shown in the middle of space, and along with another logo, with the example of World Bank Group.



## 2.3 International Offices

The WRI International Office logos should be used on materials about or produced by the corresponding international office.

There is only one orientation for each logo, as well as a black version and white version for each.

All country logos have been updated since January 1, 2017.



## 2.4 Don't Do This!

As important as knowing what to do with the logo, knowing what not to do is important.

These forms of the logo may not be used.



Never use black outlines around the logo mark—commonly referred to as the "pot holder."



Never change the relationship of the logo mark and the logotype, or change the typeface of the logotype.



Never stretch or squeeze the logo in any form.



Never change the color of the logo mark, logotype, or color field it sits on.

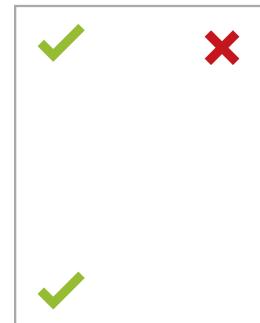
## 2.5 Print

The stacked logo is the only logo that may be used on print publication covers.

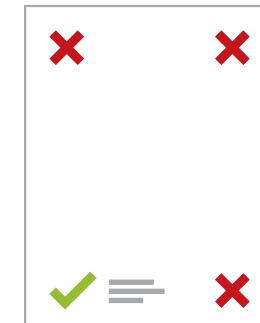
### COVERS

When WRI is the sole author of a publication, place the stacked logo either in the top left or bottom left corner of the cover (aligned vertically).

Front



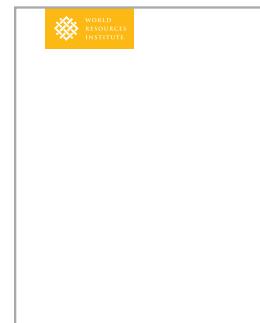
Back



### REVERSE

If printing in reverse the preferred use of the logo is reversed out of the WRI Yellow color. When reversing out of yellow, no other objects other than the logo should appear within the yellow box. The yellow box should align to the top of the cover and be indented from the left side of the cover.

Front



### HORIZONTAL USAGE

The horizontal versions of the logo should be used minimally—typically in footers as within this guide.

## 2.8 Sub-Branding on Websites

Sub-branded websites should carry WRI's logo prominently. Websites within the WRI ecosystem should include a bar at the top unless there are special circumstances.

For further guidance, please discuss with the Director of Online Communications.



A gray bar is 25px high and text set in Arial font, 10px, black (#000)

The screenshot shows the WRI Insights website ([insights.wri.org](http://insights.wri.org)). At the top, there is a gray header bar containing the WRI Insights logo and navigation links for publications, programs, donate, and WRI sites. Below the header, the main content area features two articles: "GHG Protocol: The Gold Standard for Accounting for Greenhouse Gas Emissions" and "A Closer Look at Aqueduct's New Global Water Stress Maps". Each article includes a thumbnail image, a title, a brief description, and a "Read more" link. To the right of the articles, there is a sidebar titled "Our Projects" with links to Aqueduct and Open Climate Network, and a section titled "Browse by Topic" with links to Climate Change, Forests, Water, and More Topics. At the bottom right, there is a "Recent Activity" section with a link to "A New Approach to Feeding the World | WRI Insights".

## 3 Photography

Photography brings our cause to life. Always tell your stories with powerful photographs.

Photographs should always appear human, and in no way slick or overly corporate. The locality of our work is vitally important, and should be portrayed through the unique character of each country. Our photography should also clearly illustrate the scale and complexity of the projects we are working on. Err on the side of creativity in imagery to balance the complexity of the issues we are conveying to our audiences.



## 3.1 Guidance

Photography must appear modern, involve movement, work from the micro scale to the macro, and depict human interaction. Both color and black and white photographs may be used.

### TELL A STORY

Stories are a powerful way to convey information. Take as much time to choose the proper photographs for your communications as you do crafting your language. Moving human society to live in ways that protect Earth's environment is the crux of our mission, and this idea must be conveyed as clearly and powerfully as possible.

### PEOPLE

The human aspect of the work we do is what makes WRI unique. This dimension of our activities should be documented in contexts which are locally authentic and true to life. Human interaction should be portrayed positively, and shot realistically. Avoid forcing or staging a composition, as well as staid shots of men and women in business attire.

### LOCALITY

Photography should be a means of bringing the local experience to the viewer. Focus on distinctive local qualities, and use color, landscape and atmospheric mood to convey a realistic impression as clearly as possible.

### AUTHENTICITY

We hold ourselves to a very high standard of accuracy and impartiality. Therefore, in choosing photographs avoid highly-stylized imagery. For example avoid images that dramatize the effects of smog in the atmosphere, or use Photoshop techniques to make an environment look unrealistic. Never, ever alter an image except to crop it or alter color or contrast.

*Never use copyrighted material as copyright punishment can be severe.*

Wherever possible, use Creative Commons licensed photography (Attribution-NonCommercial-ShareAlike 4.0 International).

For more information, go to <https://creativecommons.org/>.



# 4 Color

Color is a simple way to add interest to any design. It is imperative to use the same color palette throughout the organization.

Use PMS DS or CMYK values for print and RGB or Hex values for digital, web, and MS Office files.

PMS C values are for printing in 2-color (business cards, stationary).

## PRIMARY

These should be used liberally and are the only colors that may be used in the color logo.



**GOLD**  
PMS C 130  
PMS DS 18-2  
c0 m30 y100 k0  
r240 g171 b0  
#FOAB00



**BLACK**  
PANTONE BLACK  
c70 m50 y30 k100  
r0 g0 b0  
#000000



**GRAY**  
PMS C 417  
PMS DS 329-6  
c0 m0 y10 k50  
r155 g155 b155  
#9B9B9B

## SECONDARY

These make up a vibrant palette and should be used to brighten and modernize designs along side the primary colors.



PMS 639C  
PMS DS 230-1  
c100 m5 y5 k15  
r0 g156 b204  
#0099CC



PMS 187C  
PMS DS 75-1  
c0 m100 y100 k20  
r197 g31 b36  
#C51F24



PMS 377C  
PMS DS 299-1  
c40 m0 y100 k10  
r151 g189 b61  
#97BD3D



PMS 2425C  
PMS DS 161-1  
c40 m100 y0 k10  
r125 g0 b99  
#7D00E3

## TERTIARY COLORS

These are not meant for extensive use and should be reserved for applications such as chart and map details. Do not treat these in ways such as flooding a page with color.



PMS 3415C  
PMS DS 264-1  
c100 m0 y70 k20  
r0 g122 b77  
#007A4D



PMS 654C  
PMS DS 206-1  
c100 m60 y0 k40  
r0 g63 b106  
#003F6A



PMS 144C  
PMS DS 32-1  
c0 m50 y100 k0  
r233 g131 b0  
#E98300



PMS 192C  
PMS DS 97-1  
c0 m100 y70 k0  
r237 g26 b55  
#ED1A37



PMS 108C  
PMS DS 1-1  
c0 m5 y100 k0  
r252 g217 b0  
#FCD900

# 5 Typography

WRI's typography takes advantage of attractive, clean fonts that are readily available to our staff and partners, without great expense.

## PRINT TYPOGRAPHY

Our predominant header font is Acumin Pro Condensed Light.

You may choose between two fonts for the body text:

The Arial family (Arial is a sans serif—or more modern, clean font.)

Georgia (if you seek a serif font)

## WEB TYPOGRAPHY

Headers are Myriad Pro Condensed.

Body font is Georgia.

Secondary body font and small link text is Arial

## TYPEKIT

The Acumin Pro Condensed family is available free through Adobe Typekit with a Creative Cloud account. If not, we provide files for download at [brand.wri.org](http://brand.wri.org)

## Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## Acumin Pro Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## Acumin Pro Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## Arial Regular

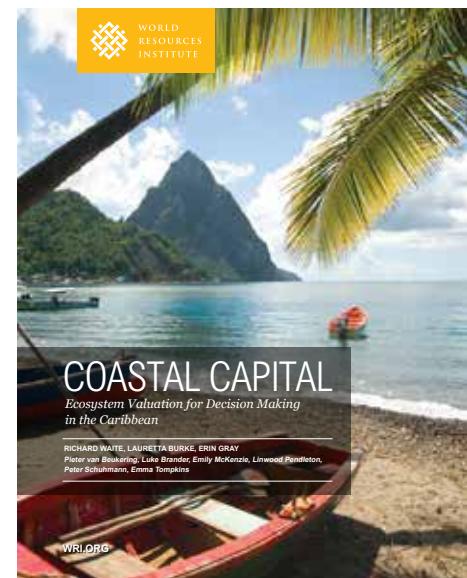
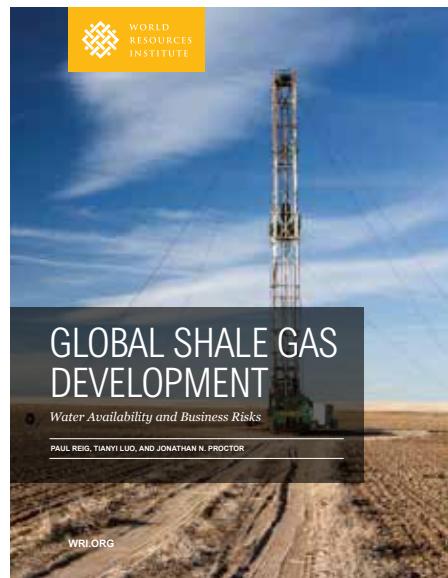
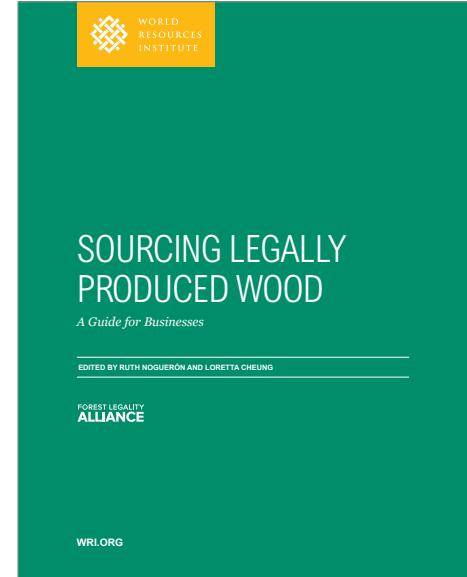
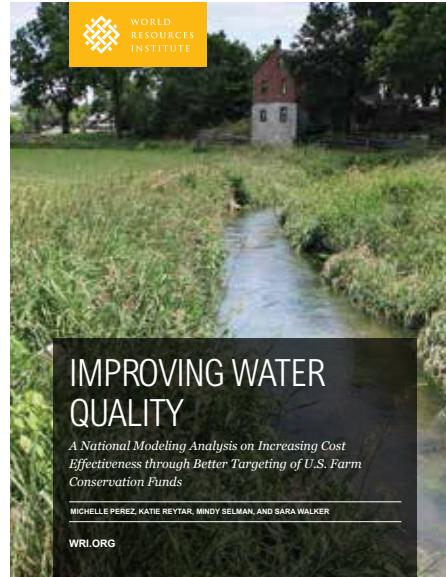
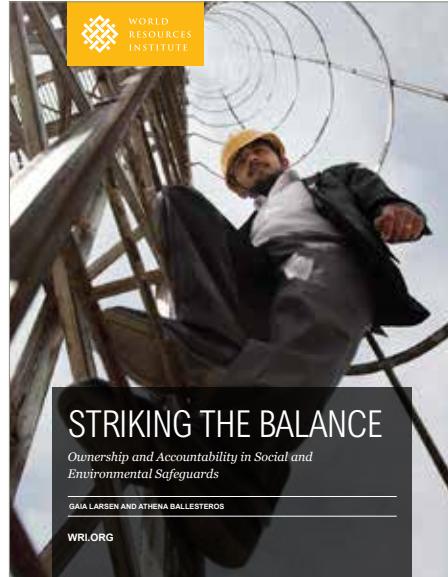
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()?

## 6 Publications

We've created easy-to-use templates that help programs develop attractive products quickly. These products were designed to accommodate short or long titles, multiple authors, and designers working across different platforms.



## 6.1 Report Covers

Use this cover template with a full bleed photo for the majority of reports. You may use a black transparent box to keep the title text legible.

**LOGO IN BOX:**  
2 $\frac{1}{2}$ " x 1", Gold, 1:125" from left margin



WORLD  
RESOURCES  
INSTITUTE

**PHOTO:**  
Full bleed.  
Please see photo guidelines for help selecting photo

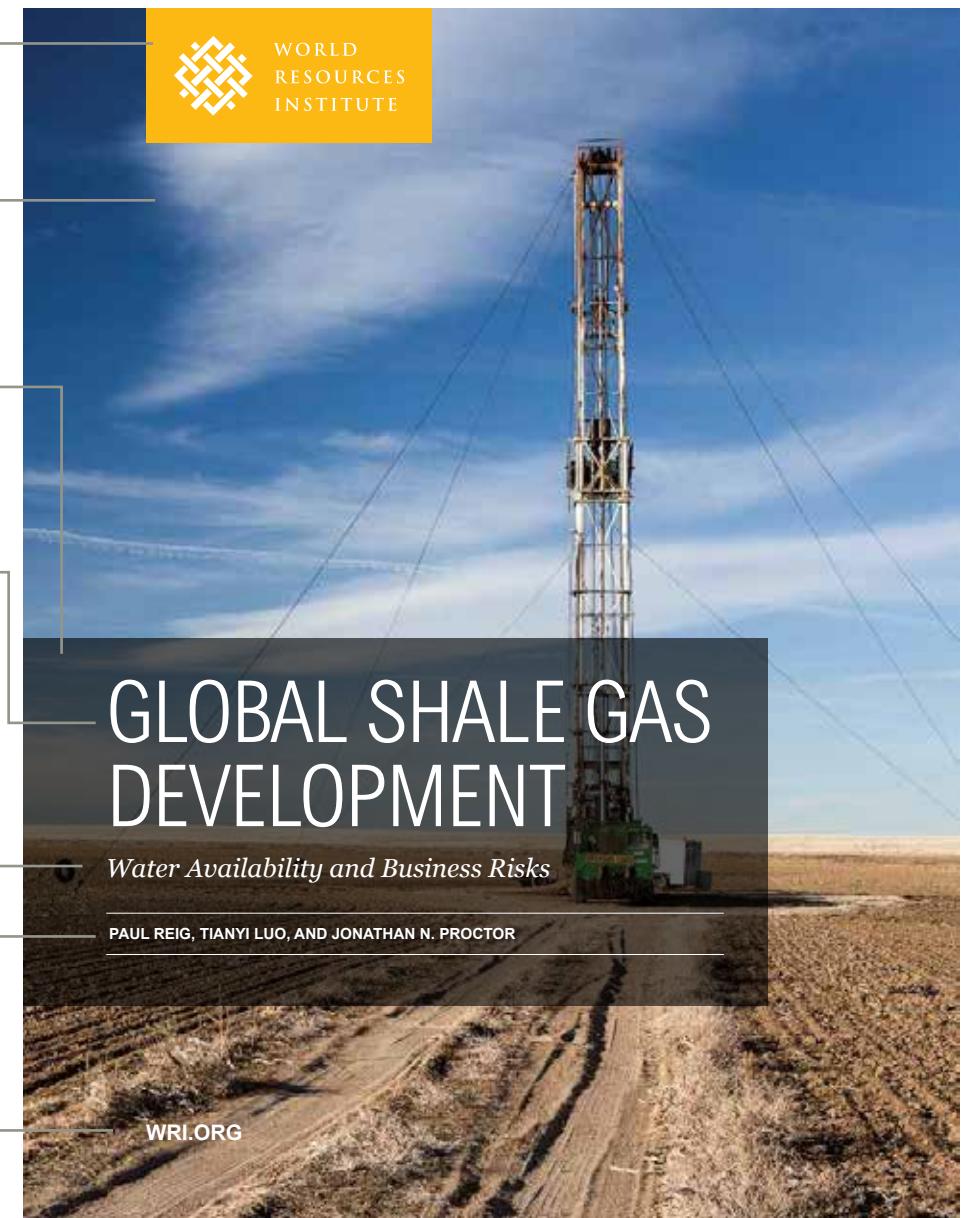
**TITLE BOX:**  
If needed, a black box can be used behind the Title block, set to 60% transparency. Can bleed off of left side or bottom.

**TITLE:**  
Acumin Pro Condensed Light, ALL CAPS, color White. Type size can increase or decrease to fit a shorter or longer title as needed, but should stay in the range of 48pt – 60pt. Line spacing equal to type size

**SUBTITLE:**  
Georgia Italic 17pt, line spacing exactly 24pt, White

**AUTHORS:**  
Arial Bold 10pt, White

**WEBSITE:**  
Arial Bold 14pt type, "WRI"  
ALL CAPS, White



## 6.2 Color Report Covers

This template can be used when no photo is available.

It offers a high degree of flexibility, as you may use any of the primary or secondary colors as a background with white for the text. If using a white background, a primary or secondary color can be used for the title with black for the rest of the text.

**LOGO IN BOX:**  
2 1/2" x 1" (or 15px6p), Gold,  
1.125" from left margin



**BACKGROUND COLOR:**  
Any of the primary or secondary color may be used for the background color. Only one color should be used per publication

**TITLE:**  
Acumin Pro Condensed Light, ALL CAPS, white

# REEFS AT RISK REVISITED

**AUTHORS:**  
Arial Bold 10pt

JOHN WILLIAMS, CY JONES, MICHELLE PEREZ, MINDY SELMAN, JENNY WILLIAMS

**WEBSITE:**  
Arial Bold  
14pt type, "WRI" always CAPITALIZED, color Black

[WRI.ORG](#)

## 6.3 Report Summary

A summary of the report should occupy the first interior text page before the start of the publication. This layout can also be used as a chapter opener throughout the publication.

The page shown here is a single page while the following page shows an example spread.

**TITLE:**  
Acumin Pro Condensed  
Light 50pt, line spacing  
exactly 46pt, ALL CAPS

**NOTE:**  
*The title color may be any  
of the primary or secondary  
colors, but only one color  
can be used per document  
on all titles and headlines,  
interior and exterior*

**BODY TEXT:**  
Acumin Pro Condensed  
Light 20pt, line spacing  
exactly 32pt, Black

**RULE:**  
1pt, PMS417

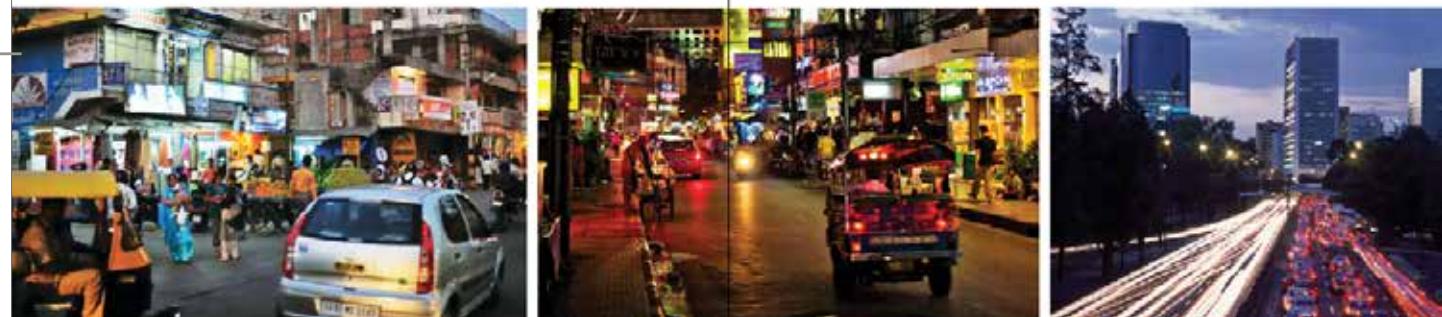
## EXECUTIVE SUMMARY

In a world grappling with the challenges of food insecurity, climate change, landscape degradation, and rural poverty, regreening offers a path forward, especially in dryland areas. The transformation of degraded landscapes—restoring productivity and increasing resilience through the widespread adoption of agroforestry and sustainable land management practices—can deliver food, climate, and livelihood benefits.

## 6.4 Report Interiors

**BODY COPY:**  
Georgia, 10pt type, line  
spacing 13pt, Black

**PHOTO TRYPTICH:**  
Can span across the spread,  
please refer to photography  
section for help selecting  
photos.  
Photos should be separated  
by a 1/8" white rule



The World Bank was founded more than half a century ago with the goal of reducing, and eventually eliminating, poverty worldwide. As the challenges facing the world—from economic uncertainty and political unrest, to the increasingly severe impacts of a changing climate—have grown, the World Bank has sought to reinvent itself.

As part of its reinvention, the World Bank has announced two new goals. The first is to reduce global extreme poverty to 3 percent of the world's population by 2030. The second is to promote shared prosperity, which requires fostering income growth for the poorest 40 percent of the population in every country. Importantly, shared prosperity also entails securing development gains for future generations. In pursuing these goals, the World Bank has a unique opportunity to distinguish itself in the development finance landscape by integrating sustainable development and effective client-country governance into the core of its operations.

To understand the World Bank's ongoing reform efforts, the World Resources Institute (WRI) examined the extent to which the World Bank is integrating elements of sustainable development and effective governance considerations into the design of a sample set of projects. This report builds on similar studies conducted by WRI in the past. The projects that WRI assessed were selected from a list of recently reviewed, sampled projects approved by the World Bank

between January 2012 and June 2013. WRI used an "in-house" framework of eighteen indicators (Box E3-1) to assess project plans in four areas relevant to sustainable development and effective governance: (1) meeting the needs of vulnerable populations; (2) identifying and responding to social and environmental risks; (3) identifying and assessing climate change-related activities and risks; and (4) addressing certain client-country governance issues. Using examples of projects from the sample set, the report highlights instances where project plans sufficiently address the framework indicators, and instances where they do not. From these insights, the authors were able to develop implications and a set of ten recommendations for World Bank management.

WRI's analysis reveals that the World Bank does reasonably well in targeting vulnerable populations, and in assessing environmental and social risks (Figure E5-1). However, among the projects that WRI evaluated, the World Bank fell short in integrating climate change into project design, despite institutional commitments to integrate climate change issues into its activities. WRI's analysis shows that the World Bank could better demonstrate that its projects align with client-country strategic plans. In addition, the World Bank could perform better in demonstrating how its projects improve vulnerable populations' access to vital services and economic opportunities.

### BULLET TEXT:

Georgia, 10pt type, line  
spacing 13pt, Black;

### BULLETS:

Wingdings, 10pt type, line  
spacing 13pt

### SUBHEAD LEVEL 1:

Georgia, 13pt type, line  
spacing 16pt

### PULL QUOTE:

Acumin Pro Condensed  
Light 25pt/27pt, primary  
document color

### Key findings

- Climate change
  - Seventy-five percent of the projects did not incorporate assessments relating to climate change risks into their design.
  - Eighty-eight percent of the projects did not assess likely greenhouse gas (GHG) emissions from the project activities, relative to a baseline.
  - A few of the assessed projects illustrated how World Bank investments can help countries to adapt to the impacts of climate change and build resilience. However, these projects were the exception rather than the rule.
- Vulnerable populations
  - Sixty-eight percent of the projects evaluated explicitly identified and targeted vulnerable populations.
  - Only about half of the projects were able to demonstrate that vulnerable populations would see specific benefits in terms of access to essential services and improved economic opportunities from project activities.
  - Less than half the projects demonstrated that they were strategically embedded in long-term sustainable development plans. Fifty-eight percent considered the enabling

Otat latur, omnime  
laborup tatiis di voluptae  
qui debis eseratis re  
est lacestet q vuas  
seceperum ut as exerro  
enieniati ipsum quiae  
provita temquae nist  
optatur, nobitatur?  
consequiaeVendite ped  
mosa derunto molupta  
tquatum a velitem olupis  
et facidRem consequi aut  
eario. Ihil inclem

## 6.5 Report Interiors (cont'd)

### FIGURE HEADER:

Georgia 10pt, line spacing exactly 14pt, color Black, followed by a pipe character, and then the figure name, set in Acumin Pro Condensed Bold 12pt, line spacing exactly 14pt

### FIGURE:

Figures should be clean, simple, easy to understand, and use only as many colors as are necessary to visualize the data



### FOOTER:

Text: Acumin Pro Condensed Light 10pt, Black; Divider: 1pt stroke, Gold, .5" / 3p high

### SUBHEAD LEVEL 2:

Acumin Pro Condensed Light, 14pt type, line spacing 15pt, Black

### TEXT BOX:

HEADER: Acumin Pro Condensed Bold, 13pt type, line spacing 14pt, White.  
BODY TEXT: Acumin Pro Condensed Light, 11pt type, line spacing 11pt, White

### BOX ES-1 | ENVIRONMENTAL ASSESSMENT PROJECT CATEGORIES

The World Bank's Operational Policy on Environmental Assessments (OP 4.01) categorizes projects according to their likely environmental impacts:

- Category A: Involves projects likely to have significant adverse environmental impacts and over an area broader than the state or nation subject to physical works.
- Category B: Involves projects likely to have adverse impacts than category A projects and likely site-specific impacts; the scope of environmental assessment (EA) for a category B project may vary from project to project, but is narrower than that of category A projects.
- Category C: Involves projects likely to have minimal or no adverse impacts; no further action on an EA is needed.
- Category D: Involves investment of World Bank funds through a financial intermediary or sub-subsidiary; in proposed subprojects that may result in adverse environmental impacts, sub-financiers should carry out the appropriate EA.

The majority of the assessed projects (80 percent) are classified as category C (see Figure 2). Development policy operations (DPOs) are not categorized in this way and should be "as applicable". In the figure, only 10 percent of projects fall into category A, which means the overall World Bank lending portfolio is only 8 percent of lending is classified as category A between FY1990–2010 (World Bank/IBRD 2013). The sampling procedure used here excluded many sectors (such as health or education), where it could be assumed there were a large number of low-impact, category C projects (see Annex 1 for more information on project sampling procedures).

#### Recommended actions at the strategic level

- **Climate change strategic assessments:** The World Bank should include opportunities and risks arising from the country's development as a result of climate change in its guidance for developing Country Partnership Frameworks (which replace the Country Assistance Strategies).

#### Recommended actions at the concept review stage

- **Climate change assessments:** The World Bank should develop guidelines for project leaders on conducting GHG assessments as part of economic analyses, and on integrating the risks of future climate change impacts into these analyses.
- **Needs assessments:** The World Bank's operational policy on poverty reduction should include guidance on identifying the needs of poor and vulnerable groups. This would allow projects to better track and deliver benefits to these groups.
- **Country-level capacity:** To promote greater country capacity in delivering development outcomes, the World Bank should identify reduce the use of parallel project implementation.

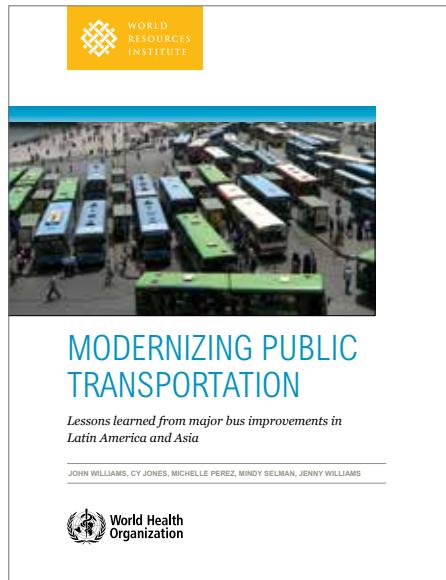
## 6.6 Sub-Branding

A sub-brand is any program, organization, or peripheral brand that is in partnership with WRI on WRI-produced materials. WRI branding should always be more prominent than sub-brands.

For publications where WRI is in a secondary role, please contact the Creative Director for guidance.

### FRONT COVERS

When WRI is the primary author of a publication along with a sub-brand author, place the WRI stacked logo in the top left corner of the cover. The sub-brand logo(s) should be placed in the lower left of the cover, alphabetically from left to right (if more than one).



### BACK COVERS

When several logos must appear on the back cover of a publication, place the logos at the bottom of the page in alphabetical order (with WRI's logo first if present) from left to right—unless a different order is required by the partner(s). A single row is preferable if possible.



## 6.7 Sub-Branding Examples

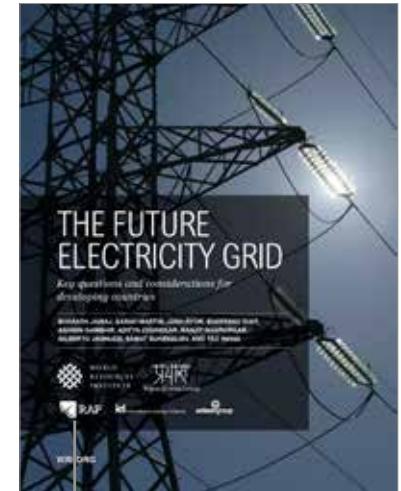
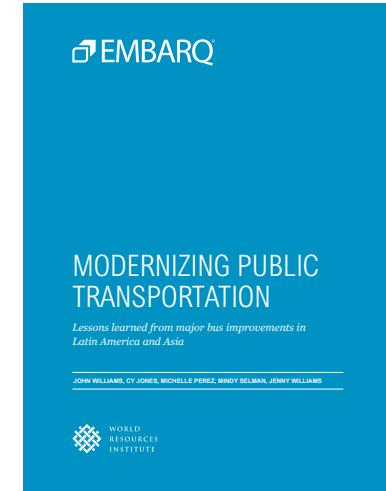
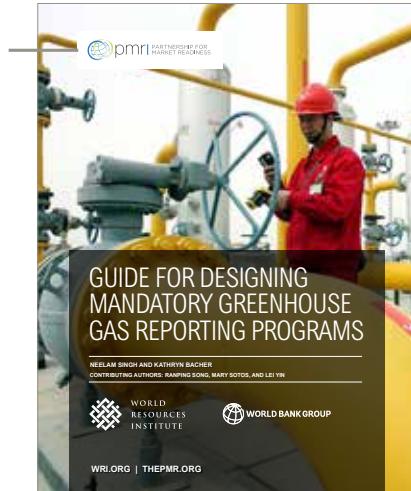
There are two iterations of sub-branded covers. The first and suggested version is to place partner logos below the author block, knocked out in white.

Multiple logos can be placed here (up to the design team's discretion) depending on size and orientation. Please note that at no time is there a partner logo next to WRI's logo at the top of the cover.

The second iteration is to swap the WRI logo at the top with the partner logo below. This approach should be pre-approved by the Creative Director as early as possible in the writing process (ideally at the grant-writing stage).



**PARTNER LOGO:**  
Replaces the WRI logo



**MULTIPLE PARTNER LOGOS**

Aligned in order of importance. Here the two primary logos are on top and the secondary logos are below.

## 6.8 Working Paper Covers

**LOGO:**  
21/2"xi" / 15px6p, Gold, 1.125"  
from left margin

**HEADLINE:**  
Acumin Pro Condensed  
Light, ALL CAPS Bold, 32pt,  
Gold

**BYLINE:**  
Arial Bold 10pt, PMS 417

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**CLEARING THE AIR: REDUCING UPSTREAM GREENHOUSE GAS EMISSIONS FROM GAS SYSTEMS**

JAMES BRADBURY, MICHAEL OBEITER, LAURA DRAUCKER, WEN WANG, AND AMANDA STEVENS

**EXECUTIVE SUMMARY**

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**WORKING PAPER**

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**Suggested Citation:** Bradbury, J., M. Obeiter, L. Draucker, W. Wang, and A. Stevens. 2013. "Clearing the Air: Reducing Upstream Greenhouse Gas Emissions from U.S. Natural Gas Systems." Working Paper. Washington, DC: World Resources Institute. Available online at <http://www.wri.org/publication/clearing-the-air>.

**WORKING PAPER**

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# 6.9 Working Paper Interiors

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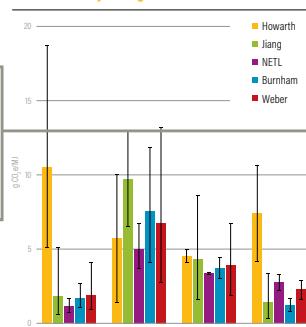
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Figure 1 | Upstream GHG Emissions from Shale Gas, by Life Cycle Stage



Sources: All data presented in this figure are derived from the referenced studies, with only unit conversions and minor adjustments for heating rates. See Figure 4 for complete study references and more detailed discussion.

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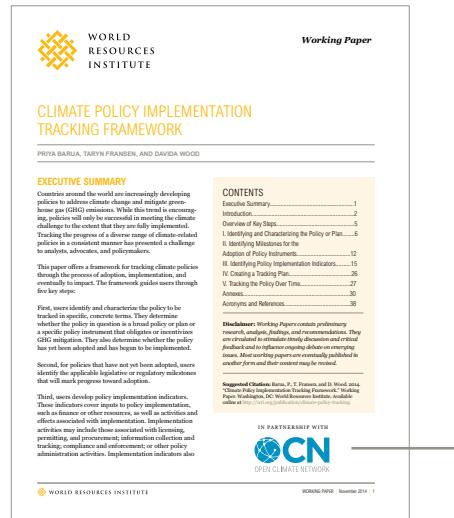
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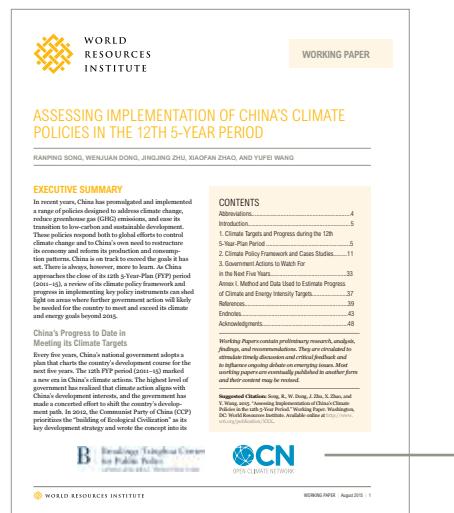
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JAMES BRADBURY, MICHAEL OBEITER, LAURA DRAUCKER, WEN WANG, AND AMANDA STEVENS

#### EXECUTIVE SUMMARY

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*Technical notes document the research or analytical methodology underpinning a publication, interactive application, or tool.*

**Suggested Citation:** Shiao, T., T. Luo, D. Maggo, E. Loizeaux, C. Canson, and Shilpa Nischal. 2015. "India Water Tool." Technical Note. Washington, D.C.: World Resources Institute. Available online at: [www.wri.org/publication/india-water-tool](http://www.wri.org/publication/india-water-tool).

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**ISSUE BRIEF**

# ENVIRONMENTAL AND SOCIAL POLICIES IN OVERSEAS INVESTMENTS: PROGRESS AND CHALLENGES FOR CHINA

DENISE LEUNG AND YINGZHEN ZHAO, IN COLLABORATION WITH TAO HU AND ATHENA BALLESTEROS

## EXECUTIVE SUMMARY

China is rapidly evolving into one of the world's largest overseas investors measured by the amount of money it directs overseas. Like other countries that invest overseas, China—through the projects it finances and executes—can bring great benefit to the countries and communities in which it invests ("host countries"). However, investments can pose challenges and risks to host and investor countries. Effectively tailored environmental and social policies can identify and mitigate not only unanticipated environmental and social harm, but also some of the investment risks that can undermine the long-term financial success of a project.

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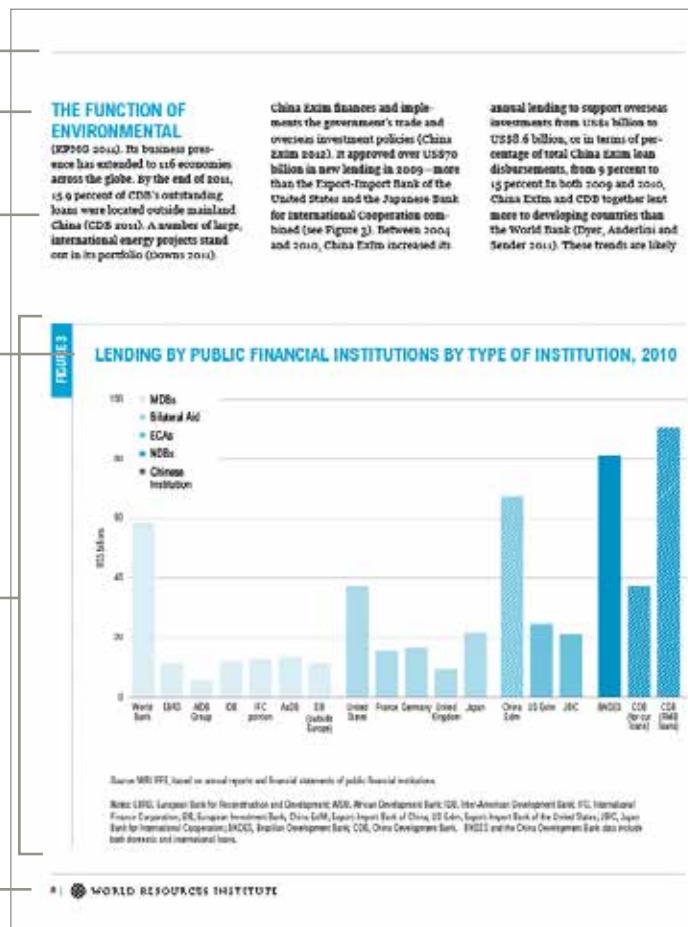
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## Environmental and Social Policies in Overseas Investments: Progress and Challenges for China

communities' rights and livelihoods  
(World Bank 2012).

Like many other countries' overseas investments, a significant portion of China's investments go to the energy and natural resources sectors (Barrett 2009). According to MIGODA data, in 2010, 8.3 percent of China's OFDI went to the extractive sector, which commanded the third highest amount of Chinese OFDI after the business services and financial sectors. Even more resources could have flowed into the extractive sector from intermediaries in the business services sector. A substantial part of China's OFDI is directed toward the global South (GIFR 2011), where many Chinese companies have found opportunities in resource-rich developing countries (Liu et al. 2009). China's overseas interests range from natural resources like minerals and oil in Africa to hydropower in Southeast Asia. As China's economy continues to grow, so will its demand for natural resources and new markets.

## THE FUNCTION OF ENVIRONMENTAL AND SOCIAL POLICIES

Environmental and social policies influence the effects of an investment on environmental and social well-being (see Box 3). One consideration for any country or institution investing abroad is how to reduce the negative, and increase the positive, environmental and social impacts of their investments. Examples of positive impacts are pollution prevention, waste management, and poverty reduction. Investments, particularly large-scale investments in the natural resource sector, can cause major negative environmental and social impacts in the host country, including water pollution, land degradation, and violation of local

## IFC WORK IN CHINA

In recent years, Chinese officials have worked closely with international financial institutions, particularly IFC, to build the capacity of Chinese financial institutions to manage environmental and social risks (Alawa and Yang 2010). For example, the IFC plans to work with the CBIRC and MEF to strengthen green credit lending and help banks understand the environmental and social business-related costs in certain high-risk sectors, such as energy (Alawa 2011). IFC also plans to work with CBIRC to ensure consistent implementation of the guidelines, and improve evaluation through the creation of key performance indicators (IFC 2012). More generally, IFC's own investment practices serve as a model for emerging markets to support the growth of sustainable capital flows by encouraging capital market stakeholders to integrate environmental, social, and governance factors into their investments (IFC Advisory Services in Sustainable Business 2011).

Source: See IFC in China. <http://www.ifc.org/wps/wcm/connect/regions/asia/policy+and+strategy/regions+and+countries/china>

International Financial Institutions and Other International Institutions' Approaches to Risk Management  
International financial institutions now recognize that poor environmental and social performance can

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Paper choice is a significant part of any brand and is not to be taken lightly. Publications printed on different paper stocks does not support our goal of brand cohesion.

Most printed products at WRI should be produced using FSC-certified uncoated bright white stock. Coated papers—such as those most magazines are printed on—do not represent our environmentally-focused brand and messaging. They are too glossy and give the illusion that the piece was expensive to print.

Uncoated stocks sometimes cost more than coated stocks, however there are a variety of papers available to you that meet the standards of budget, sustainability and brand. Please consult your print representative about your needs.

A few tips:

- Use no less than 100# cover weight paper for covers. Pieces that are “self-covers” such as Working Papers do not require a heavy-weight cover stock.
- For text pages, use no less than 70# text weight stock
- All stocks, regardless of weight should be uncoated, bright white and FSC-certified

# 7 Figures

Figures (charts & graphs) are an essential element of WRI publications. They can enhance understanding of a data set, and give crucial context for a reader.

## CLEAN AND CLEAR

Visualizing data is a powerful way to convey information. However, it is easy to overwhelm the reader by showing them too much data, or a chart that is too dense with information. Strip away any extraneous data or information, and just show the core of what's needed to communicate your point. Illustrations should be kept simple, flat, and only be used when it enhances and speeds understanding for the reader.

## DON'T DECEIVE

Truthfulness, Trustworthiness, and Objectivity are fundamental tenets of using data at WRI. It is important to use charts and graphs to clarify and communicate data, not to distort or obfuscate. Be sure to scale elements of a chart properly, keeping all elements of a chart proportional. If only using a limited range of data, have a compelling reason to do so, and state the ranges clearly in the chart labels.

## ON BRAND

All figures in WRI publications must be visually on brand. Use of WRI fonts and colors are mandatory. Please see examples on the following page as a reference for line charts, bar charts, and simple illustrations.

## 7.1 Figures: Donut Charts

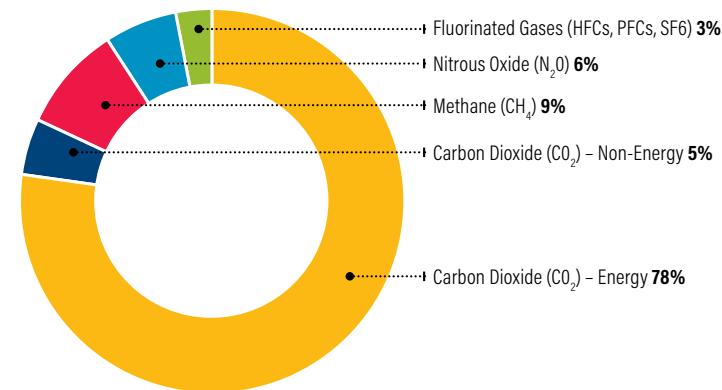
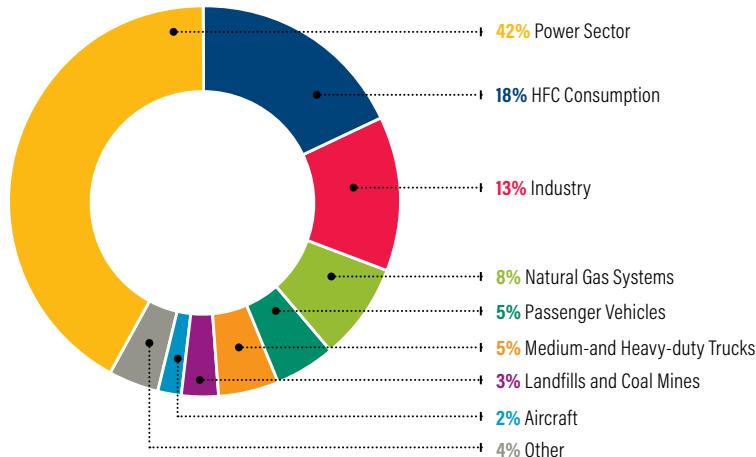
WRI uses donut charts for all pie chart types.

All charts use Acumin Pro Condensed for labeling. Use the WRI extended palette for coloring, and dotted lines for labeling.

Chart areas should be separated with a white rule.

Use a dotted line beginning with a bullet to a pipe at the end to link a slice with its legend. Make sure all labeling is clear and easily readable. Color-coding numbers isn't required but can be helpful in certain cases.

If a donut chart contains more than 10-12 slices, consider a horizontal bar graph instead.

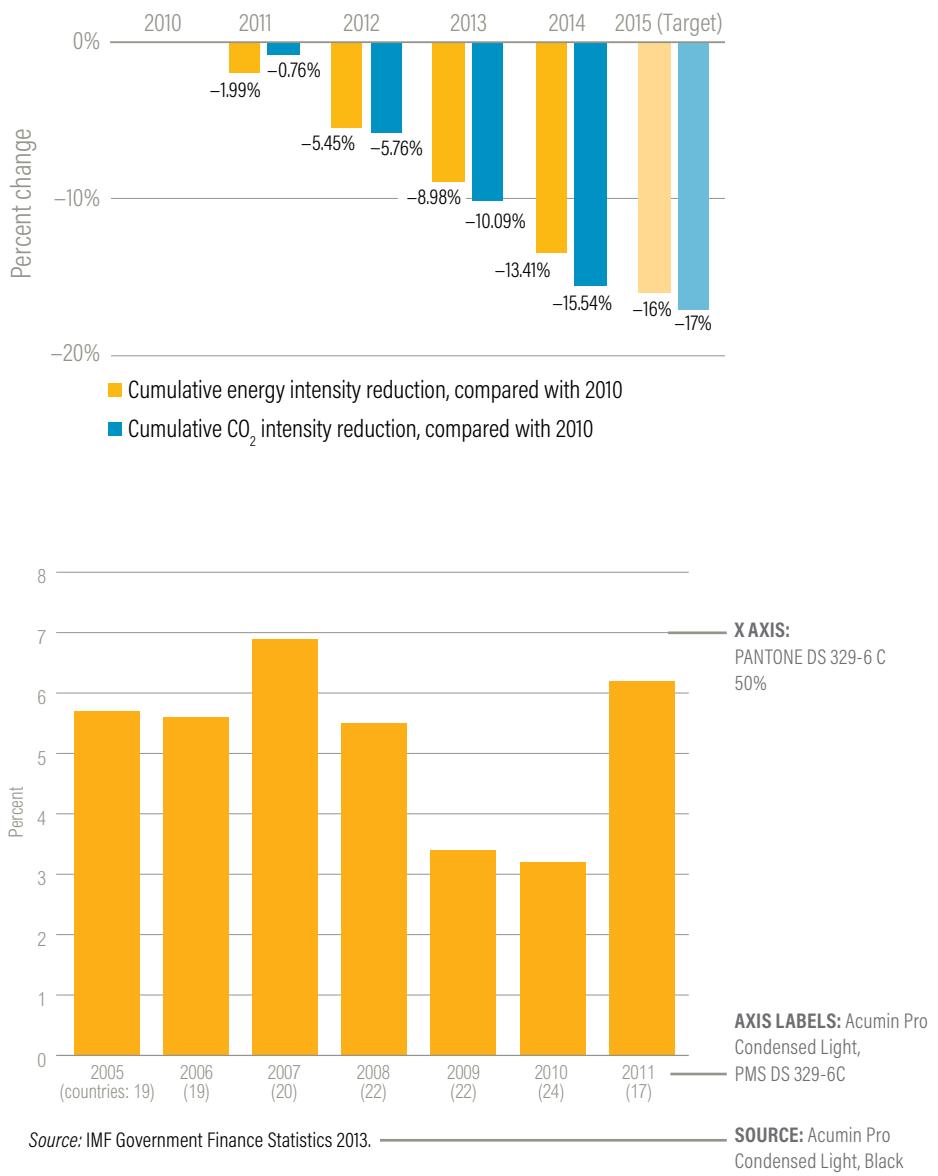
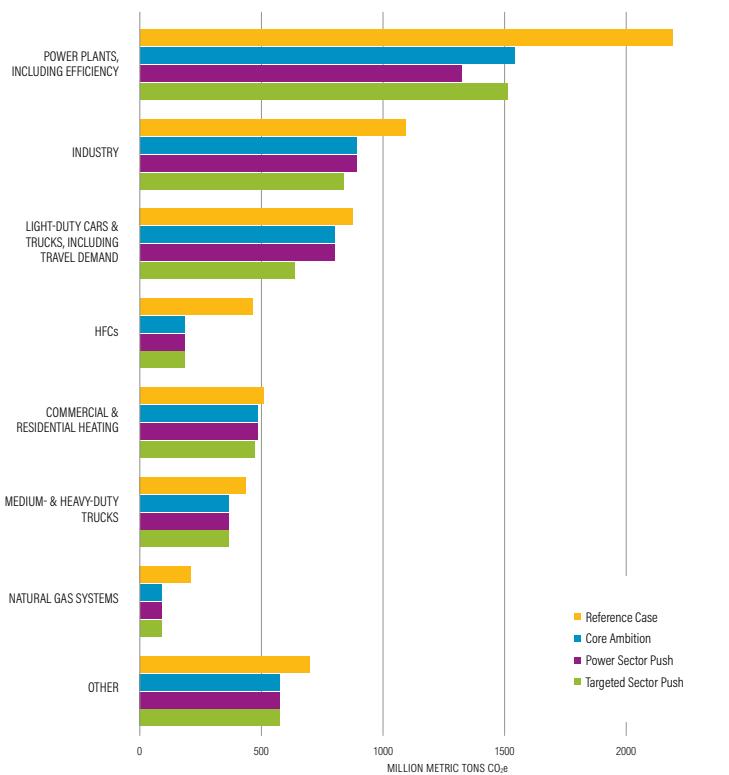


Source: Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990–2012. U.S. Environmental Protection Agency, April 2014.

## 7.2 Figures: Bar Charts

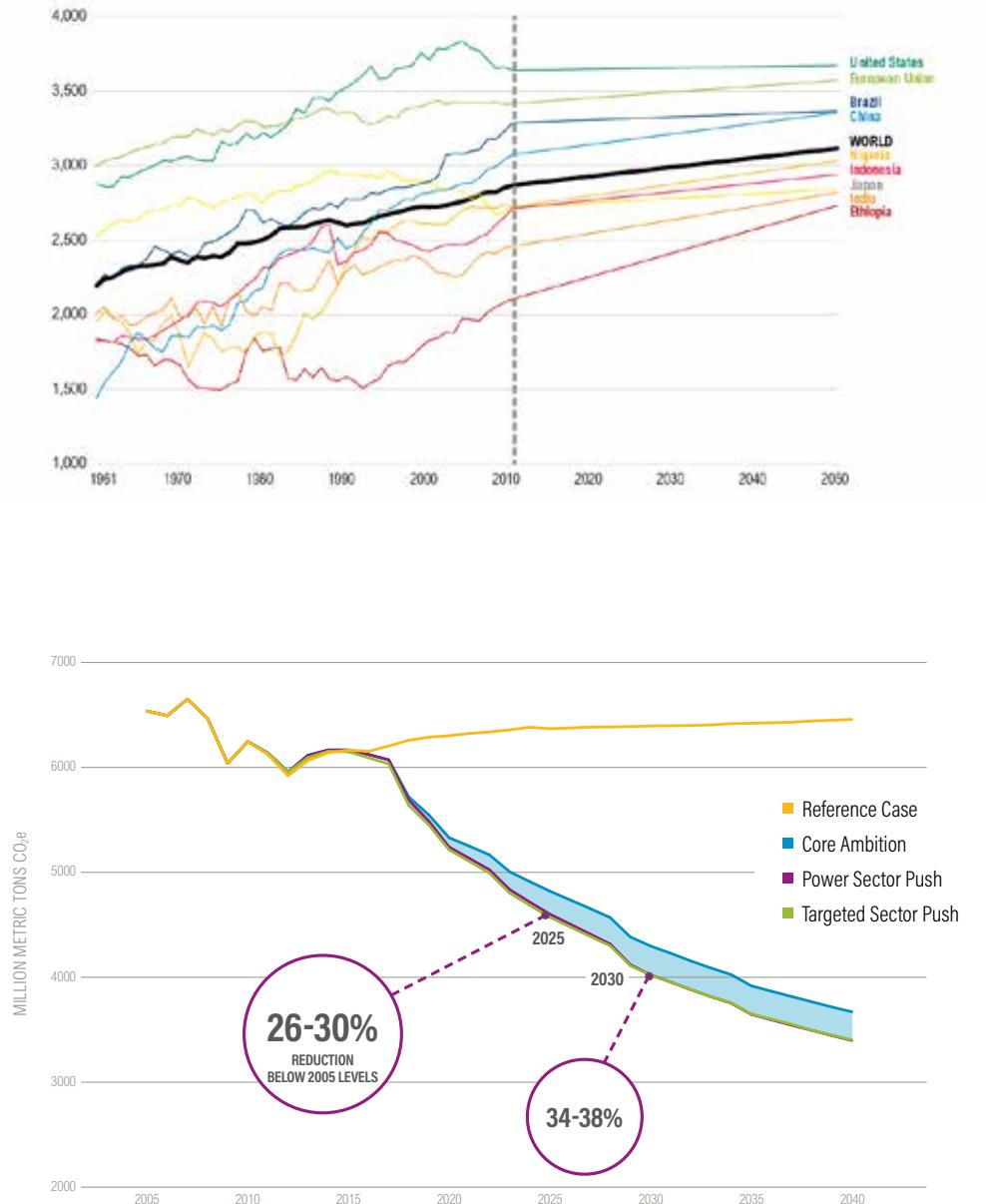
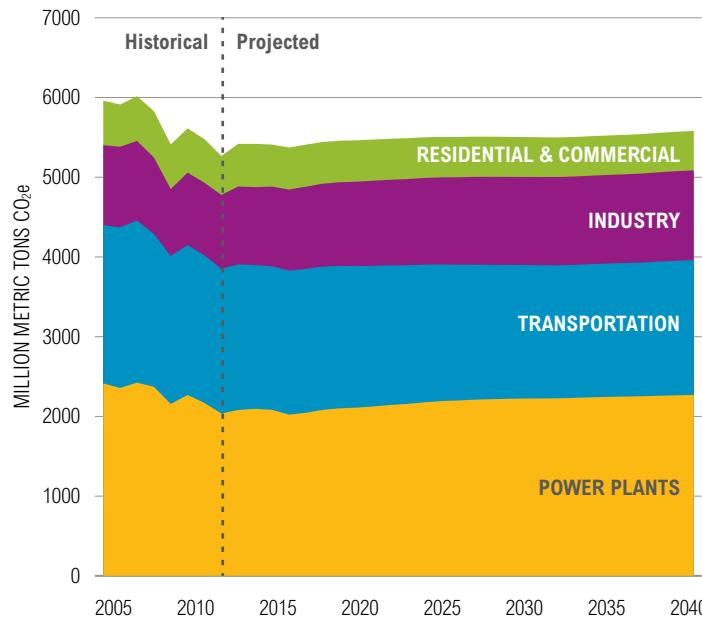
Bar charts only show axis marks perpendicular to the bars, and no tick marks. Add value labels only when necessary, and use brand colors for bars.

Do not add shading, 3D elements, or rules on the bars.



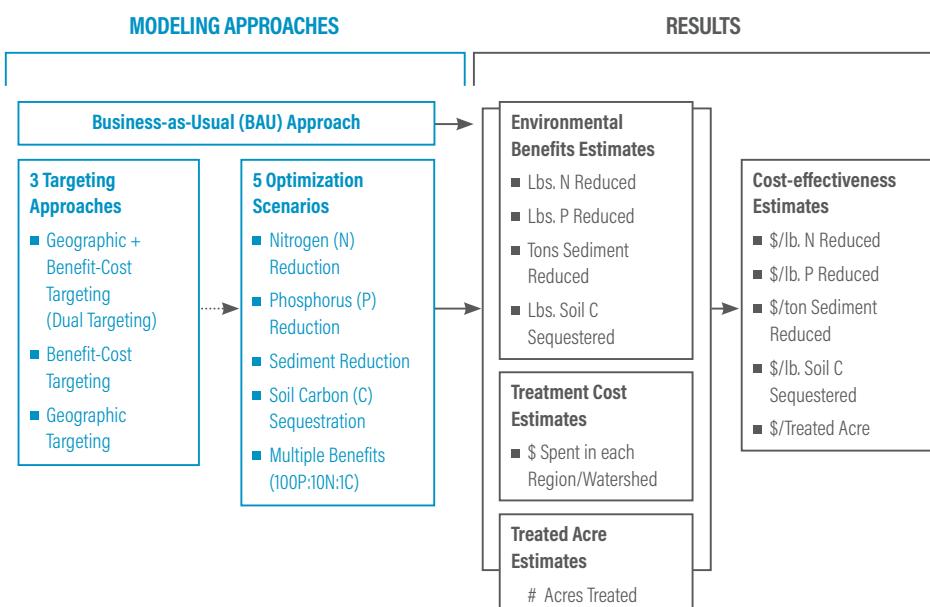
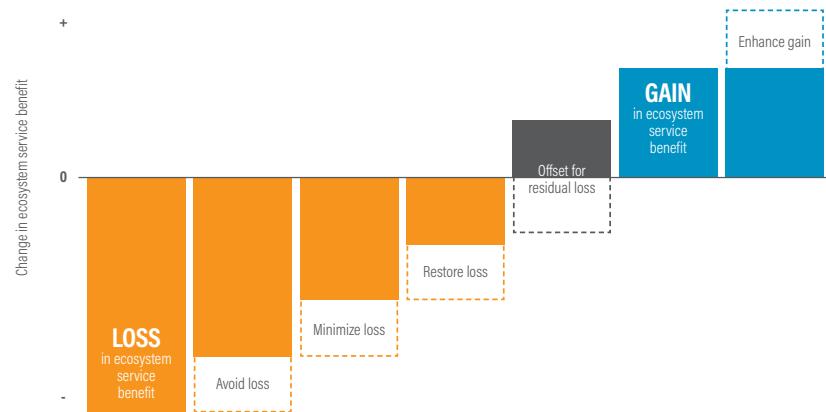
## 7.4 Figures: Line Charts

Line charts follow the same basic guidelines as bar charts; use brand colors to differentiate each data point and label clearly.



## 7.5 Figures: Everything Else

For more complex charts, ideas, or charts, break the elements down into their most basic forms possible. Use solid colors and linework to highlight the important elements.



## 8 Other Materials

In addition to publications, we've created easy-to-use templates for other types of promotional products: brochures, powerpoint templates, banners, etc.

If you have an idea for a promotional product that is not covered in this section, please come talk to us.



**WORLD RESOURCES INSTITUTE**

**THE GOVERNANCE CENTER OF EXCELLENCE**

Transparent, effective, accountable governance is critical to ensuring that development benefits people and the planet. The Governance Center of Excellence at the World Resources Institute (WRI) works with civil society, governments, development agencies, businesses, and other institutions to improve decision-making processes and legal frameworks. Our goal is to empower people and strengthen institutions to foster environmentally sound and socially equitable decision-making.

**WORLD RESOURCES INSTITUTE** [wri.org/governance](http://wri.org/governance)

**WORLD RESOURCES INSTITUTE**

**SPEAKER BIOGRAPHIES**

**ENVIRONMENTAL DEMOCRACY LAUNCH**

May 20, 2015 | 9:00 AM – 11:00 AM | National Press Club

**Manish Bapna**  
Executive Vice President and Managing Director of WRI; managing director of WRI India; author of *Greenopolis: How Cities Are Leading the Sustainable Development Agenda*. Under his leadership, the institute has established offices in China, India, Mexico, and South Africa, and expanded its work on sustainable development goals. Before joining WRI in 2007, Manish was executive director of the nonprofit Bio Information Center (BIC), and served as a senior advisor to the World Bank's Environmentally Sustainable Development multidisciplinary team in designing and implementing water, watershed, and rural development projects in Asia and Latin America.

**Rizwana Hasan**  
Goldman Prize winner; Director of Environmental Lawyers Association

Syeda Rizwana Hasan is an environmental lawyer with the Supreme Court of Bangladesh and is the Chair of the Bangladesh Environmental Lawyers Association (BELA). In her BELA role, Hasan has filed PILs on various environmental issues, including climate change, oil spills, and industrial pollution, and secured several judgments. Her cases are redefining the notion of development that is devoid of environmental consideration, with an emphasis of people's legitimate rights at the center of her actions.

**Avi Garbow**  
General Counsel, U.S. Environmental Protection Agency (EPA)

For almost 20 years, Avi L. Garbow was sworn in as General Counsel for the United States Environmental Protection Agency. He previously served as the Agency's Deputy General Counsel for more than two decades of environmental law experience—in the private and public sectors—and Deputy General Counsel was responsible for all environmental legal and policy issues concerning the Agency in its major programs, including air, water, waste, and toxics. From 1995 to 1996, he served in EPA's Office of General Counsel and Comptroller's Office, and prior to that distinction as a fellow counselor in the Department of Justice Environmental Crimes Section.

**Constance Nalegash**  
Pro Focal Point, Ministry of Environment of Chile

Constance is a senior attorney as well as Master of Ceremonies for the Chilean Center for Human Rights. With more than 15 years of public service her primary expertise are international environmental law and climate negotiations, with experience at the local, regional, national and global levels. During the last 10 years she has been a member of the Chilean Environment Commission and the Ministry of Environment as chief of cabinet, negotiator of environmental matters and head of the international affairs office.

**WORLD RESOURCES INSTITUTE** [www.eventurhere.com](http://www.eventurhere.com)

**WORLD RESOURCES INSTITUTE**

**First Lastname**  
Full job title  
*WRI Ross Center for Sustainable Cities*

+1 202 586-xxxx | [firstname.lastname@example.org](mailto:firstname.lastname@example.org) | [last.firstname.wri.org](http://last.firstname.wri.org)  
#165, 3rd Cross, 1st Block, Jayanagar, Bangalore 560011 | [WRICities.org](http://WRICities.org)  
[@slok\\_gupta](https://twitter.com/WorldResources) | [Blog.TheCityFix.com](http://Blog.TheCityFix.com)



## 8.1 Powerpoint Templates

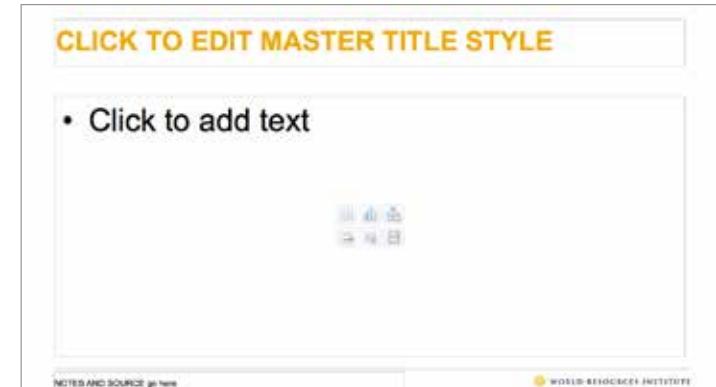
Both 4x3 (standard definition) and 16x9 (widescreen) templates are available. Each template includes multiple Title Slide and Interior Slide layout options for flexibility and to provide an option for different kinds of content.

Be sure to check with the venue you are presenting at for the target aspect ratio.

Most current facilities use widescreen displays.



Standard Definition, 4x3,  
(WRI-temp.potx)



Widescreen, 16x9,  
(WRI-temp-16x9.potx)

## 8.2 Email Signature

All email signatures should be formatted to match the example shown here.

The type is Arial, 9pt, Gray.

**John Q Public**

Official Title

**World Resources Institute**

WRI.org

Direct: +1 202-729-7915 | Cell: +1 410-123-1234

jpublic@wri.org | Skype: johnqpublic | Twitter: @johnqpublic

*WRI is a global research organization that turns big ideas into action at the nexus of environment, economic opportunity and human well-being.*

Brazil | China | Europe | India | Indonesia | Mexico | United States

## 8.3 Business Cards

The WRI business card shown here is the default card for employees. The design of the cards can accommodate various lengths of names and titles. In the event of less available information than shown, delete the information line as needed.

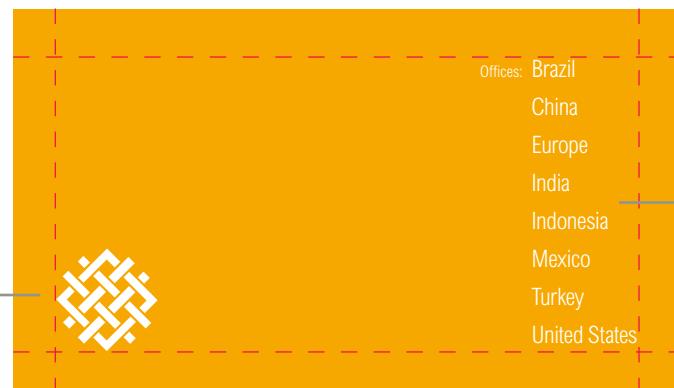
Front



**TITLE:**  
Georgia Bold, 8.5/10pt  
**SUBTITLE:**  
Georgia, 8.5pt  
**BODY:**  
Georgia, 6.5/9pt

**MARGINS**  
.01875" from edge

Back



**OFFICES:**  
Acumin Pro Condensed Light, 6pt  
**COUNTRIES:**  
Acumin Pro Condensed Light, 9/14.25pt

**LOGO:**  
.55" wide/tall

**MARGINS**  
.375" from edge

## 8.4 Event Templates

Templates for Event Agendas and Speaker Bios have been built in Microsoft Word, and are available to download at [brand.wri.org](http://brand.wri.org).



**WORLD  
RESOURCES  
INSTITUTE**

### ENVIRONMENTAL DEMOCRACY LAUNCH

May 20, 2015 | 9:00 AM – 11:00 AM | National Press Club

AGENDA	
9:00 AM	<b>Networking Breakfast</b>
9:30 AM	<b>Welcome Address</b> Manish Bapna, <i>Executive Vice President and Managing Director</i>
9:35 AM	<b>EDI Presentation</b> Lalanath DeSilva, <i>Project Director of EDI, World Resources Institute</i>
9:45 AM	<b>Website Demonstration and Q&amp;A</b> Jesse Worker, <i>EDI Project Manager, World Resources Institute</i>
10:00 AM	<b>Global Perspective</b> Avi Garbow, <i>General Counsel, U.S. Environmental Protection Agency</i>
10:15 AM	<b>Panel Discussion</b> Rizwana Hasan, <i>Goldman Prize winner, Bangladesh Environmental Lawyers Association</i> ; Constance Nalegach, <i>P10 Focal Point, Ministry of Environment of Chile</i> ; Avi Garbow, <i>General Counsel, U.S. Environmental Protection Agency</i> ; Lalanath DeSilva, <i>Project Director of EDI, World Resources Institute</i> <b>Moderator:</b> Mark Robinson, <i>Global Director of Governance, World Resources Institute</i>
10:55 AM	<b>Event Conclusion and Vote of Thanks</b> Mark Robinson, <i>Global Director of Governance, World Resources Institute</i>

 WORLD RESOURCES INSTITUTE

AGENDA



**WORLD  
RESOURCES  
INSTITUTE**

### ENVIRONMENTAL DEMOCRACY LAUNCH

May 20, 2015 | 9:00 AM – 11:00 AM | National Press Club



**Manish Bapna**  
*Executive Vice President and Managing Director (WRI)*

Manish Bapna is the Executive Vice President and Managing Director of WRI. Manish oversees WRI's programs, chairs WRI's management team and works to strengthen the impact of WRI research. Under his leadership, the institution has established offices in China, India and Brazil and initiated programs on cities, water, adaptation, and the sustainable development goals. Before joining WRI in 2007, Manish was executive director of the nonprofit Bank Information Center (BIC), and served as a senior economist and task team leader at the World Bank, where he led multidisciplinary teams in designing and implementing water, watershed, and rural development projects in Asia and Latin America.



**Rizwana Hasan**  
*Goldman Prize winner, Bangladesh Environmental Lawyers Association*

Syeda Rizwana Hasan is an enrolled lawyer with the Supreme Court of Bangladesh and is the Chief Executive of the Bangladeshi Environmental Lawyers Association (BELA). In her BELA role, Rizwana has filed PILs on various environmental issues, most of which have received favourable orders/judgments. Her cases are redefining the notion of development that is devoid of environmental consideration, with an emphasis of people's legitimate rights at the center of her activism.



**Avi Garbow**  
*General Counsel, U.S. Environmental Protection Agency (EPA)*

On August 7, 2013, Avi S. Garbow was sworn in as General Counsel for the United States Environmental Protection Agency. He previously served as the Agency's Deputy General Counsel for four years. Garbow has two decades of environmental law experience—in the private and public sectors—and as Deputy General Counsel was primarily engaged in the significant legal and related policy issues confronting the Agency in its media programs, including air, water, waste, and toxics. From 1992 to 1996, he served in EPA's Office of Enforcement and Compliance Assurance, and then served with distinction as a federal prosecutor in the Department of Justice Environmental Crimes Section.

**Constance Nalegach**  
*P10 Focal Point, Ministry of Environment of Chile*

Constance is a senior attorney as well as Master of Laws (LL.M) as well as Master (C) on Human Rights. With more than 15 years of public service her primary expertise are International affairs and Constitutional regulations, with experience at the local, regional, national and global levels. During the last 10 years she has work at the National Environmental Commission and the Ministry of Environment as chief of cabinet, negotiator of environmental matters and head of the international affairs office.

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www.eventurlhere.com

## 8.5 Brochures

Brochures are 4 page long promotional products meant for programs and initiatives to advertise the work they do. They are meant as an overview, and can be updated and reprinted quickly and inexpensively.

Please follow this basic format for all 4-page brochures.

Cover: 1 emblematic photo

Introductory Paragraph: 60-80 words

**LOGO:**  
2 1/2" x 1", Gold, 1.125"  
from left margin

**IMAGE:**  
0.75" from left margin,  
1.75" from top

**INTRO PARAGRAPH:**  
Acumin Pro Condensed  
Light, 16/20pt, Black



The World Resources Institute logo, featuring a stylized yellow diamond pattern, is positioned at the top left of the page. Below it is the text "WORLD RESOURCES INSTITUTE". The main image shows a woman in a vibrant sari standing and speaking to a group of people, mostly women, seated in rows, suggesting a community meeting or workshop. The brochure title "THE GOVERNANCE CENTER OF EXCELLENCE" is centered in large blue capital letters. Below the title is a horizontal line of text explaining the purpose of the governance center. At the bottom left is the WRI logo and name, and at the bottom right is the URL "wri.org/governance".

**BROCHURE TITLE:**  
Georgia, ALL CAPS, 26pt, line  
spacing 36pt, Black

**INTRO PARAGRAPH:**  
Acumin Pro Condensed  
Light, 16/20pt, Black

**THE GOVERNANCE  
CENTER OF EXCELLENCE**

Transparent, effective, accountable governance is critical to ensuring that development benefits people and the planet. The Governance Center of Excellence at the World Resources Institute (WRI) works with civil society, governments, development agencies, businesses, and other institutions to improve decision-making processes and legal frameworks. Our goal is to empower people and strengthen institutions to foster environmentally sound and socially equitable decision-making.

 WORLD RESOURCES INSTITUTE

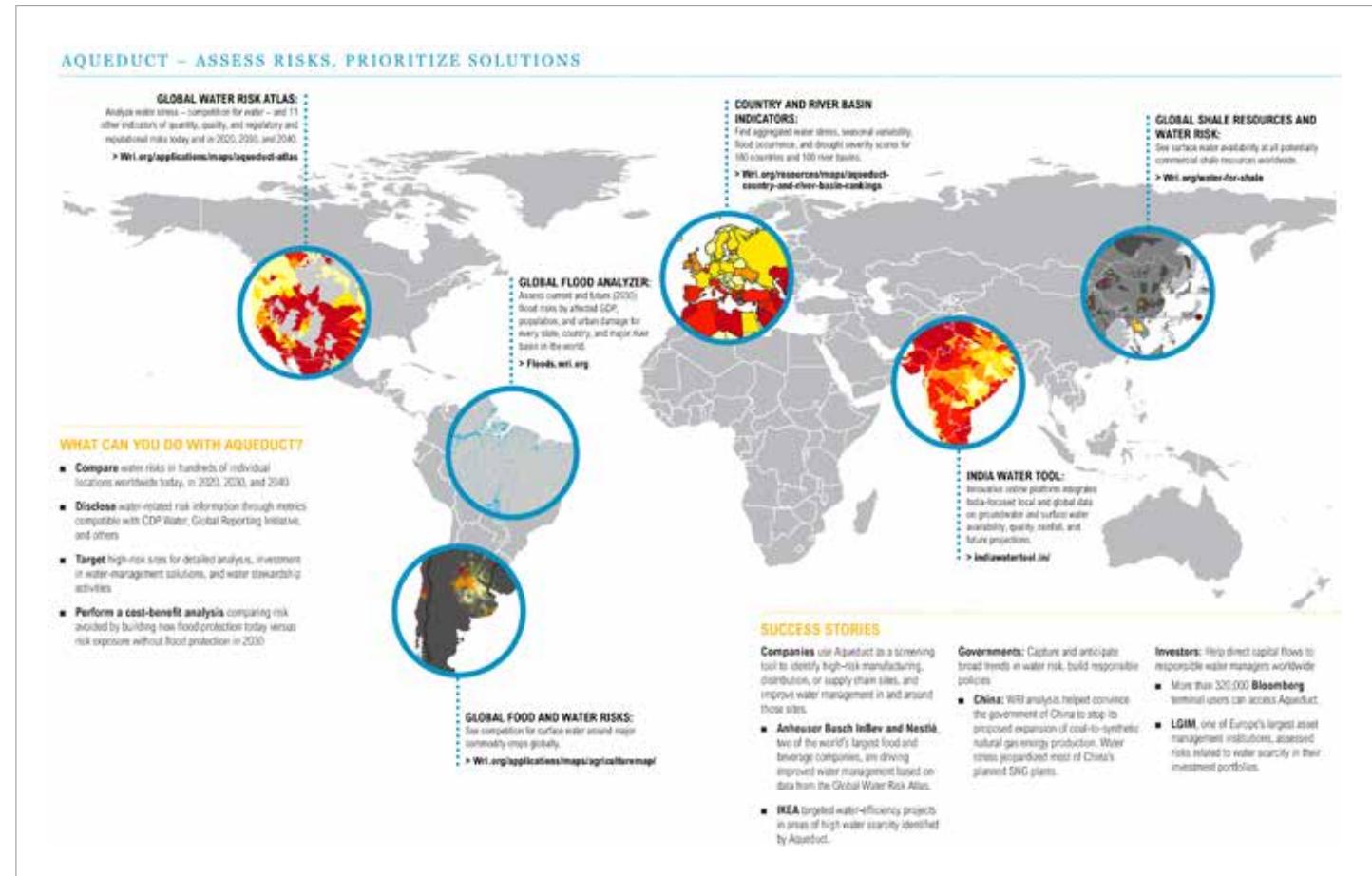
wri.org/governance

**URL:**  
Acumin Pro Condensed  
Light, 12pt, Black

## 8.6 Brochure Interior: Examples

Brochure interiors are flexible in terms of content and layout.

The maximum wordcount for each page is 700, plus title. Please consult the design team for assistance with visuals and strategy.



## 8.7 Brochure Interior: Examples

Different projects will dictate different content and approaches.

**HEADER:**  
Georgia, all caps,  
12.75/18pt, Primary color

**INTRO PARAGRAPH:**  
Acumin Pro Condensed  
Light, 14/17pt, Black

**BODY COPY:**  
Acumin Pro Condensed  
Light, 12/16pt, Black

**THE CHALLENGE |** In many countries, citizens and communities face social and environmental injustices that can leave them without a say in the development decisions that affect their lives and the resources they depend on. Marginalized groups such as women, poor, and indigenous people are also often disenfranchised and bear more of the costs of development while capturing a smaller share of the benefits.

**OUR APPROACH |** As a global leader on environmental governance, WRI's Governance Center uses data and research to institutionalize fundamental democratic principles—such as transparency, participation, and accountability—into decision-making processes, policies, and legal frameworks. We help citizens, communities, and civil society organizations get the information they need to hold governments and institutions accountable for their critical decisions on environment and development, and make meaningful contributions to policy processes. We work with governments to develop new policies and laws that allow citizens to contribute to and engage in decision-making. We aim to integrate gender equity across all these areas. And we work with development agencies to build governments' capacity to meet their responsibilities.

**SPOTLIGHT ON THE ENVIRONMENTAL DEMOCRACY INDEX**



Going live on May 20, 2015: [www.environmentaldemocracyindex.org](http://www.environmentaldemocracyindex.org)

**OUR WORK |** We work on governance issues related to climate, energy, food, forests, water, cities and gender with a particular focus on procedural rights, vulnerability and adaptation, and property rights. This includes work to influence the quality of decision making and legal processes to improve laws, strengthen institutional capacity, and enhance program implementation. The Governance Center also promotes more sustainable cities by advocating legal reform, improving governance, and identifying resilience gaps in urban planning, laws, policies, and institutions.

**EDP** also aims to improve the participation, transparency, and responsiveness of laws and practices that impact forests and forest-dependent populations through the **Governance of Forests Initiative (GFI)**. GFI works with international partners to conduct research and advocacy on a range of issues including land tenure, land use planning, management of forest resources and benefits, and design of programs to reduce emissions from deforestation and forest degradation.

The Governance Center also promotes open, transparent, and accountable decision-making processes that are needed for a sustainable energy future. The **Electricity Governance Initiative (EGI)** is a global network of civil society groups dedicated to promoting good governance of the electricity sector. The initiative facilitates capacity building and collaboration of civil-society, policymakers, regulators, and other electricity sector actors to ensure that decisions reflect the public interest.

**VULNERABILITY & ADAPTATION**



The **Vulnerability and Adaptation (V&A)** Initiative focuses on making poor communities in developing countries less vulnerable to climate change. The initiative works with governments, businesses, donors, and civil society to design innovative international and national policy solutions. It focuses on tools to enable better decision making, tailored services for policy makers who are integrating climate risks into policies and plans, and building strong evidence to help identify and scale up effective adaptation practices.

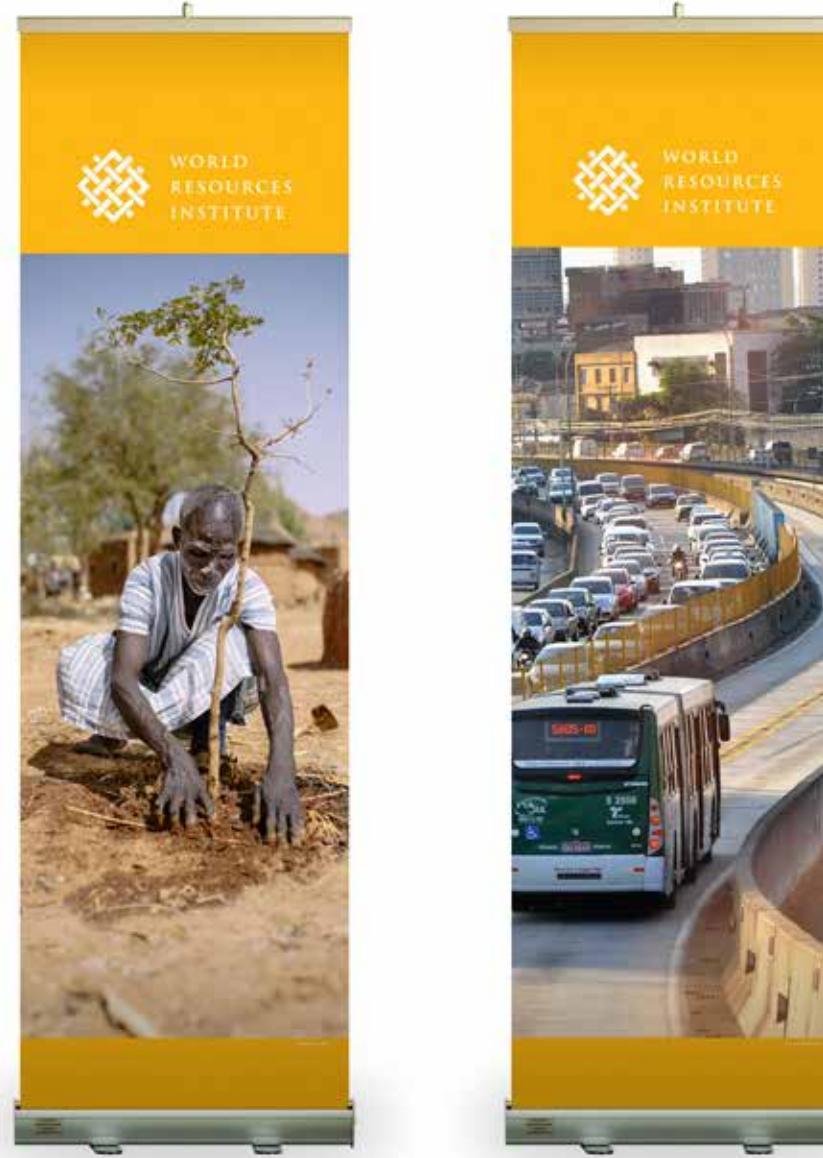
**PROPERTY RIGHTS**



The **Land and Resource Rights (LRR)** Initiative works with international partners to strengthen and protect the land rights of poor people and communities. It conducts research on critical tenure issues, develops online information platforms, and contributes to policy and legislative reform. Indigenous and customary tenure systems, women's land rights and gender equity, private sector engagement and land-based investments, procedural protections for property rights and urban land tenure are issues of focus for LRR.

## 8.8 Banner Stands

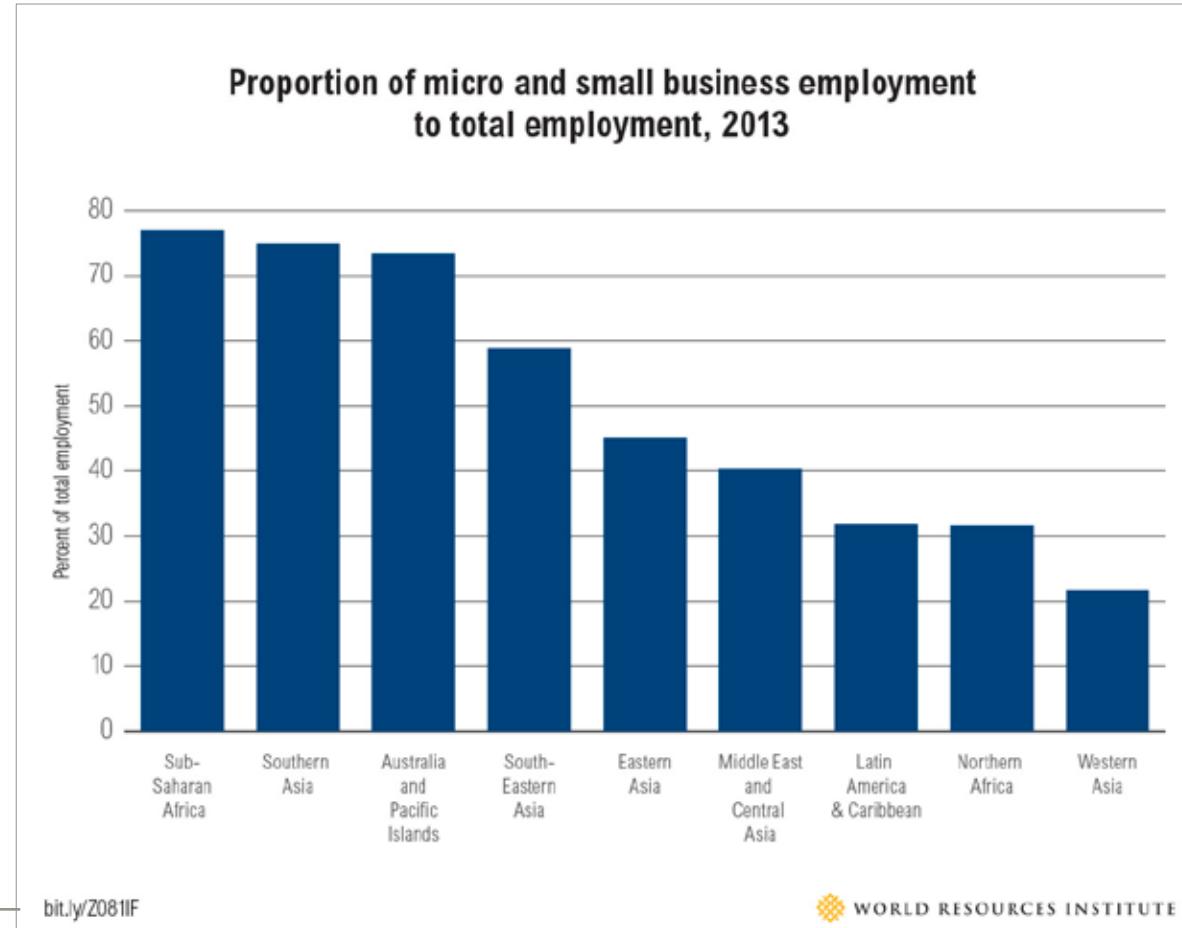
WRI branded banner stands are available to use at your events. Please talk to us if you would like to use them, or produce a new banner stand branded for your program.



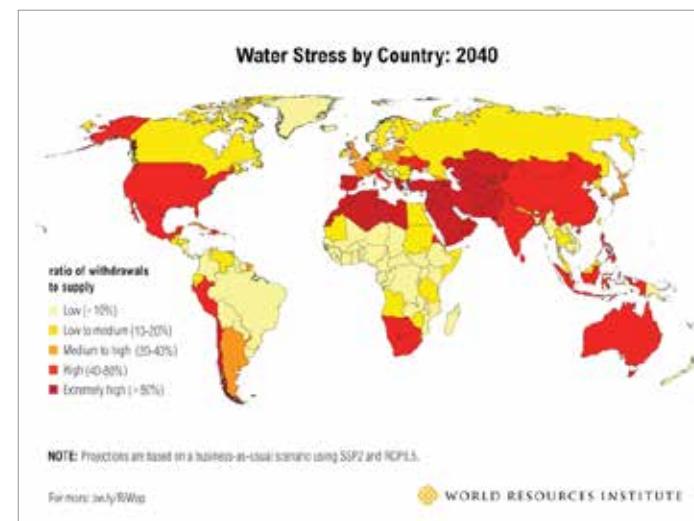
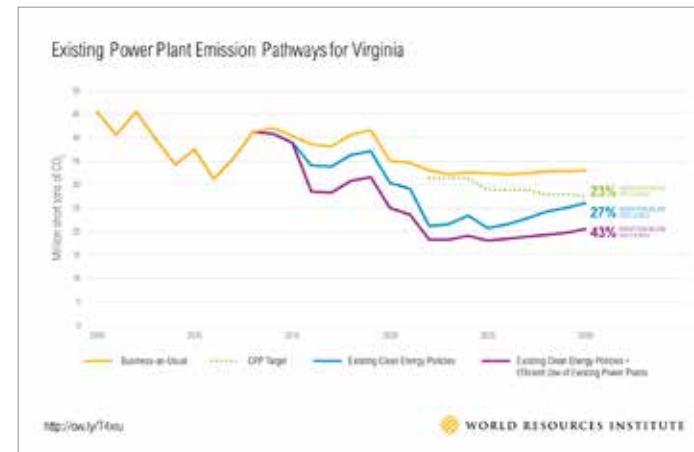
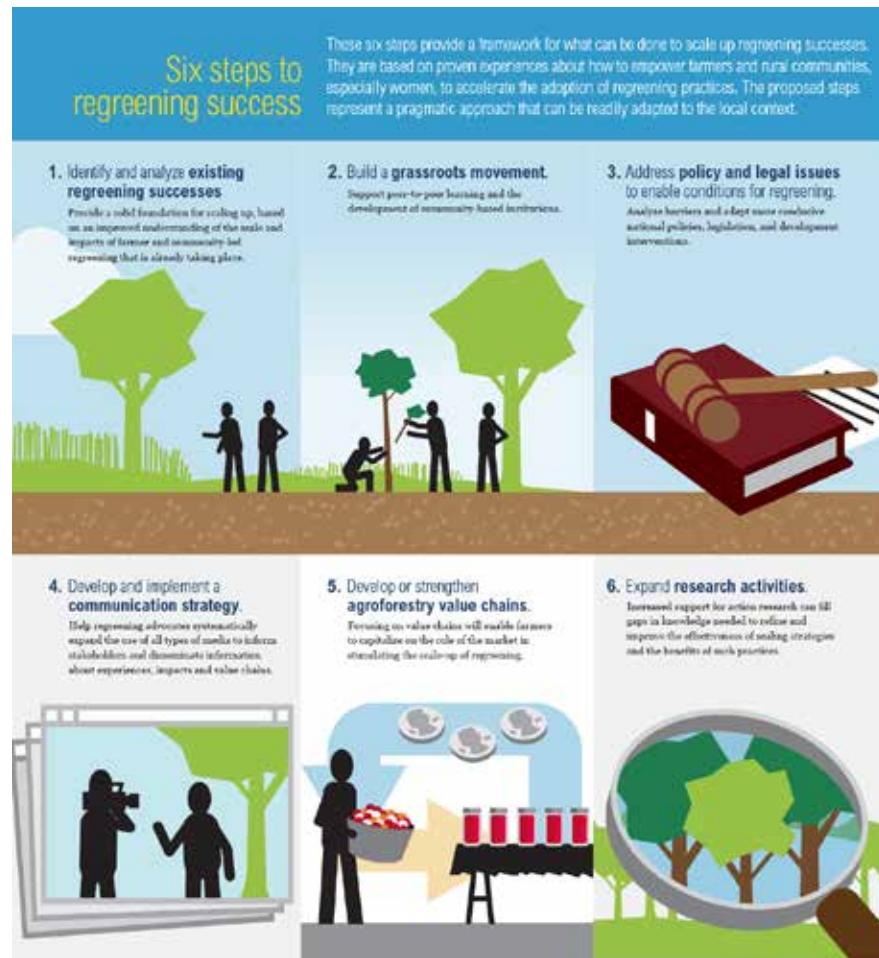
## 8.9 Blog Graphics

All social media graphics should be set on a white background and carry the WRI logo at the bottom right along with a shortlink in the bottom left directing back to the original post location.

*Note: the gray rule around this graphic is for example only. Actual graphics should have no rule.*



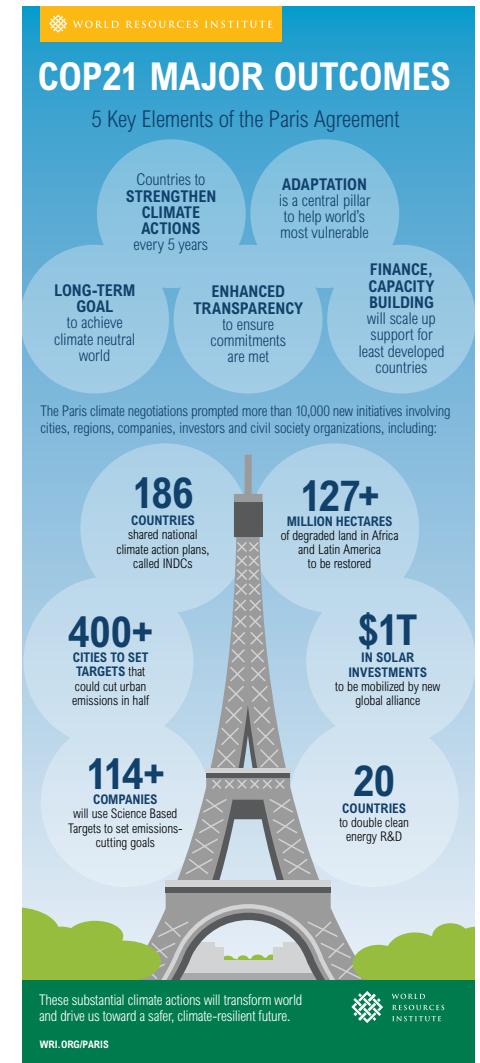
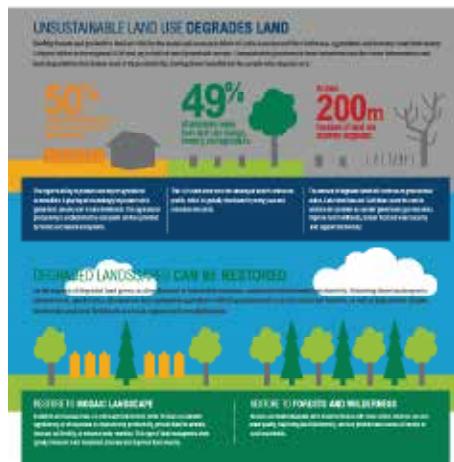
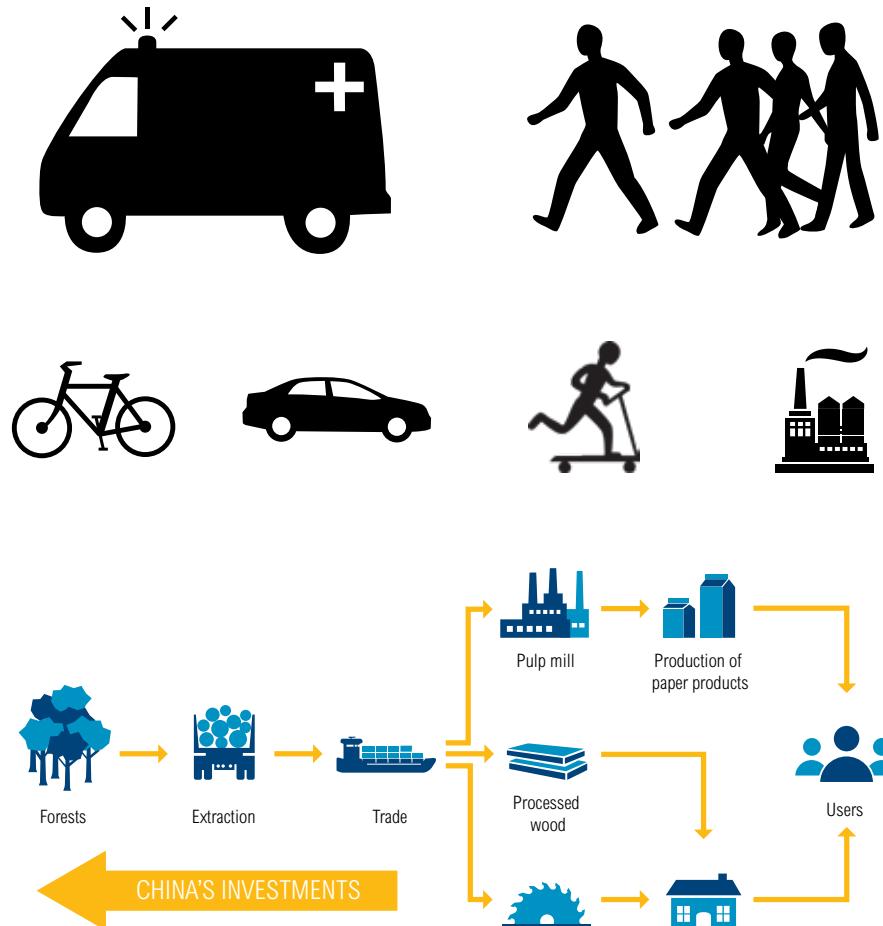
## 8.10 Social Media Graphics (cont'd)



## 8.11 Illustrations/Infographics

WRI uses flat illustrations to simplify the concepts and stories it tells. The object should be for the visuals to tell the story but not become the story itself.

Try to find simplified, iconic symbols to support our data and messages. We don't use shading, shadows, photo-realism, or photography in our infographics.



## 8.12 Video Guidelines

Every piece of communication we create says something about our organization. Video in many ways is our strongest tool for communicating our work and research. It is a powerful medium and should be thoughtfully approached. As such, please follow the following guidelines when developing a video concept.

Please consult Bill Dugan or Michael Oko for scripting and production clearance.



### AT LEAST A ONE YEAR SHELF LIFE

Videos should have a shelf life of at least one year. While we should be opportunistic, our videos should also have lasting relevance.

### SHOW, DON'T ONLY TELL

We should show, not just tell, our stories. They should most preferably be field-based—in the actual environments where our work has an effect—and feature beneficiaries of our work: partners, the public, government officials, and even those with contrasting views.

### WITH GREAT POWER

Finally—video and film are a highly potent medium, combining moving images with sound, mood and narrative power. It is also labor-intensive, and we should only use it to its greatest impact. This means we will not tape conferences or document meetings, show talking heads or reproduce technical works.



## 8.13 Video Examples



Lalannath De Silva Talks About the Environmental Democracy Index

[YOUTU.BE/HUFK7RYY91Q](https://youtu.be/HUFK7RYY91Q)



Count It, Change It, Scale It

[YOUTU.BE/PZJJOYNNX1A](https://youtu.be/PZJJOYNNX1A)



3 Key Ingredients for the COP21 Paris Agreement

[YOUTU.BE/BEN5CZQYXTO](https://youtu.be/BEN5CZQYXTO)



The Sustainable Infrastructure Imperative

Naina Lal Kidwai  
Chairman, Max Financial Services; Chairman, FICCI Water Mission

[YOUTU.BE/4UNIGRGCgOY](https://youtu.be/4UNIGRGCgOY)

## 9 Sustainable Cities Brand

WRI Ross Center for Sustainable Cities works to improve life for millions of people in urban areas worldwide. To unify our program visual identity globally we have developed the following brand guidance.

For questions about WRI's Sustainable Cities branding, please contact Anand Mishra, [anand.mishra@wri.org](mailto:anand.mishra@wri.org) +1-202-729-7732



WORLD  
RESOURCES  
INSTITUTE | ROSS  
CENTER

## 8.1 Global Lockup

WRI's Sustainable Cities is using a "lock-up" composed of the World Resources Institute logo, or local International Office logo, a vertical bar conveying the history of our colors, and the program name. WRI brand rules apply, along with the following specifics from the Sustainable Cities program.



WORLD  
RESOURCES  
INSTITUTE | ROSS  
CENTER



WORLD  
RESOURCES | ROSS  
INSTITUTE CENTER

Always use the master artwork provided when using our lock-up. The lock-up should be reproduced in two colors wherever possible. Where required, the logo can also be used in single color yellow, reversed white out or in black & white.



1.5" / 38mm / 90px

The minimum recommended width is 64 mm (2.5 inches). For any application below this size, us the World Resources Institute logo, or type WRI Ross Center for Sustainable Cities in Arial.

### IN PRINT

Do not reproduce the logo smaller than 2.5 inches wide.

### ON THE WEB

Do not reproduce the logo smaller than 180 pixels wide.

## 8.2 Logo Free Space

There should always be space between the logo and other logos, graphic elements, or images.

The space is determined by the diameter of the WRI "pot holder" mark, and applies to all sides of the logo. Here it is shown in the middle of space, and along with another logo, with the example of World Bank Group.

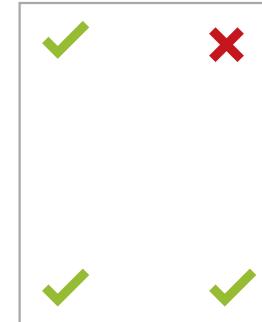


## 8.3 Print & Web Locations

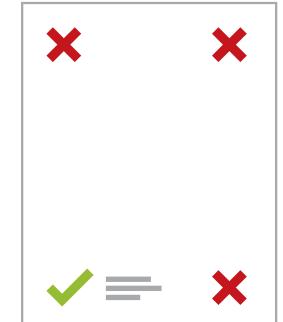
### COVERS

When WRI is the sole author of a publication, place the stacked logo either in the top left, bottom left or bottom right corner of the cover. The logo should never be placed in the top right corner. For the back cover, the stacked logo should be placed in the lower left corner with the address to the right.

Front



Back



### REVERSE

If printing in reverse the preferred use of the logo is reversed out of the WRI Yellow color. When reversing out of yellow, no other objects other than the logo should appear within the yellow box. The yellow box should align to the top of the cover and be indented from the left side of the cover.

Front



### WEB MASTHEAD

The Sustainable Cities logo is the only logo that should be used in a masthead and should be prominently placed in the top left or center of the masthead.



## 8.4 International Office Lockups

WRI International Offices should use the following lock-ups.

For any application where the size is small and makes the lock-up hard to read, please use the WRI [country] logo, or type the local name in Arial.

The Sustainable Cities International Office full-color logos contain a horizontal bar. The color of this bar corresponds with an International office color.

Only use these colors for the vertical bar in the lock-up.



WRI BRASIL  
ROSS CENTER



PMS 639C  
PMS DS 230-1  
c0 m30 y100 k0  
r0 g156 b204  
#0099CC



WRI CHINA  
ROSS CENTER



PMS 192C  
PMS DS 75-1  
c0 m30 y100 k0  
r197 g31 b36  
#C51F24



WRI INDIA  
ROSS CENTER



PMS 144C  
PMS DS 32-1  
c0 m30 y100 k0  
r233 g131 b0  
#E98300



WRI MÉXICO  
ROSS CENTER



PMS 377C  
PMS DS 299-1  
c0 m30 y100 k0  
r151 g189 b61  
#97BD3D



WRI INDONESIA  
ROSS CENTER



PMS 417C  
PMS DS 329-6  
c0 m30 y100 k0  
r155 g155 b155  
#9B9B9B



WRI TÜRKİYE | SÜRDÜRÜLEBİLİR  
ŞEHİRLER



PMS XXX  
PMS DS 239-4  
c0 m30 y100 k0  
r0 g187 b214  
#00BB00

## 8.5 International Offices Lockup

There is only one orientation for each logo, as well as a black version and white version for each.



## 8.6 Sub-Brands

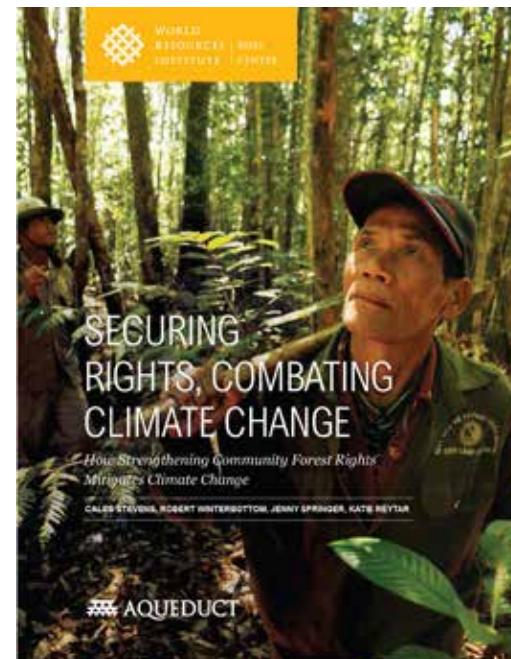
A sub-brand is any program, organization, or peripheral brand that is in partnership with WRI Sustainable Cities on WRI-produced materials. Sustainable Cities should always be more prominent than sub-brands. All sustainable urban mobility work (integrated transport, cycling, pedestrianization) should use the EMBARQ logo (yellow) as the sub-brand.

For publications where WRI is in a secondary role, please contact the Creative Director for guidance.

### SINGLE PARTNERS

When Sustainable Cities is the primary author of a publication along with a sub-brand, place the Sustainable Cities logo in the top left corner of the cover. The sub-brand logo should be placed in the lower left of the cover.

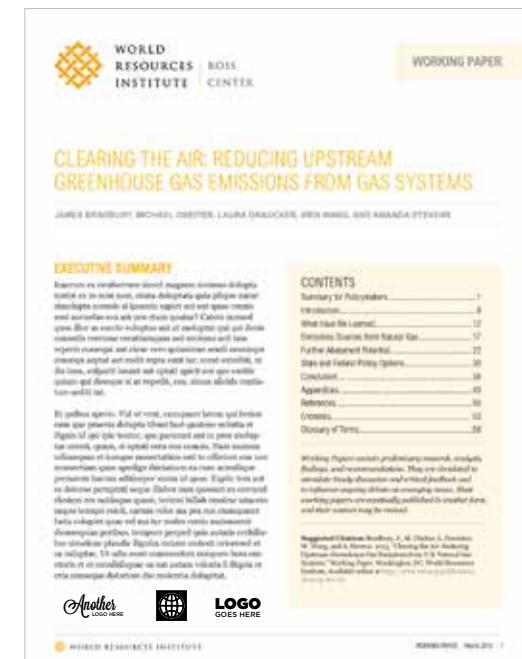
*Partner logos never appear next to the Ross Center logo at the top.*



### MULTIPLE PARTNERS

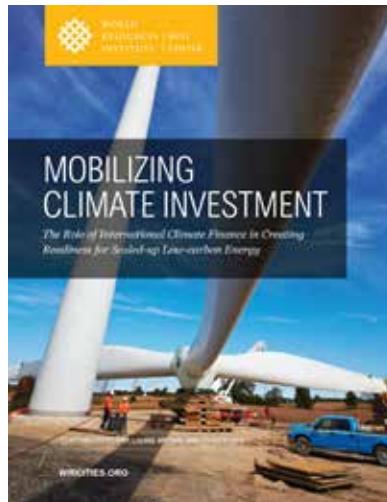
When several partner logos must appear on a publication, place the logos at the bottom of the cover in alphabetical order from left to right—unless a different order is required by the partner(s). A single row is preferable if possible.

*Partner logos never appear next to the Ross Center logo at the top.*



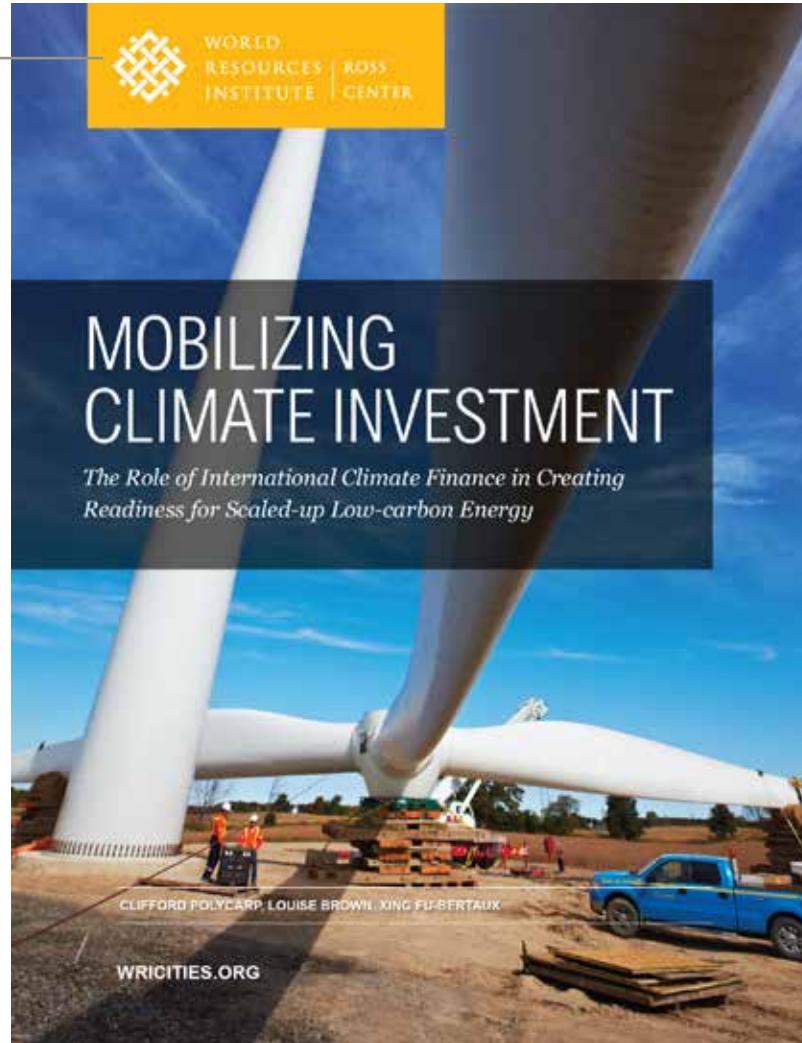
## 8.7 Publications

Ross Center publications should follow all guidelines set forth in the Publications section of this guide.



## 8.8 Publications: Report Covers

LOGO IN BOX: 2 1/2" x 1" (or  
15px6p), Gold, 1.125" from  
left margin



## 8.9 International Office Covers

Publications originating from International Offices should follow all guidelines set forth in the Publications section of this guide.

The only exceptions/differences are the Sustainable Cities logo (International Office version) and the addition of the Organization Byline (translated), which should be present on all knowledge products.

(See pg. 62 for each Organization Byline).

**SIZE:** Page size may be 8.5"x11" or A4

**ORGANIZATION BYLINE:**  
Acumin Pro Condensed, 14pt

The image shows the front cover of a working paper. At the top left is the WRI MÉXICO ROSS CENTER logo, featuring a yellow diamond icon and the text "WRI MÉXICO" above "ROSS CENTER". To the right is a yellow rectangular box containing the word "WORKING PAPER". The title "CLEARING THE AIR: REDUCING UPSTREAM GREENHOUSE GAS EMISSIONS FROM GAS SYSTEMS" is centered in large, bold, yellow capital letters. Below the title is the author list: "JAMES BRADBURY, MICHAEL OBEITER, LAURA DRAUCKER, WEN WANG, AND AMANDA STEVENS". A horizontal line separates the title from the executive summary. The executive summary is in a small, dark font. Below it is a table of contents with several items. At the bottom of the page is a note about the document being a working paper, followed by a small note about the author's name. The footer includes the organization byline "Un producto del WRI Ross Centro para Ciudades Sustentables", the World Resources Institute logo, and the text "WORKING PAPER | XXXXX 000 | E".

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State and Federal Policy Options .....	30
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*Working papers contain preliminary research, analysis, findings, and recommendations. They are circulated to stimulate timely discussion and critical feedback and to influence ongoing debate on emerging issues. Most working papers are eventually published in another form and their content may be revised.*

Suggested Citation: Bradbury, J., M. Oberle, L. Draucker, W. Wang, and A. Stevens. 2012. "Clearing the Air: Reducing Upstream Greenhouse-Gas Emissions from U.S. Natural Gas Systems." Working Paper. Washington, DC: World Resources Institute. Available online at <http://www.wri.org/publication>, during the year.

**DATE RUNNING FOOTER:**  
Acumin Pro Condensed, 8pt  
(PLEASE CHANGE THE COLOR)

## 8.10 Organization Byline

Publications originating from International Offices always have the Organization Byline on the cover about the URL in the lower left corner.

The Org Byline is translated to the originating International Office's official language.

Here are the official translations of the Organization Byline.  
No other text should be used for the Byline on the cover of a publication.

### **BRAZIL (PORTUGUESE)**

Um produto do WRI Ross Centro para Cidades Sustentáveis

### **CHINA (MANDARIN)**

世界资源研究所罗斯可持续城市中心出品

### **INDIA (ENGLISH)**

A product of WRI Ross Center for Sustainable Cities

### **MEXICO (SPANISH)**

Un producto del WRI Ross Centro para Ciudades Sustentables

### **TURKEY (TURKISH)**

WRI Ross Sürdürülebilir Şehirler Merkezi tarafından hazırlanmıştır

### **INTERNATIONAL OFFICES' URL:**

BRAZIL: WRICIDADES.ORG

CHINA: WRICITIESCHINA.ORG

INDIA: WRICITIESINDIA.ORG

MEXICO: WRICIUDADES.ORG

TURKEY: WRISEHIRLER.ORG

## 8.11 Business Cards

There are two kinds of cards available based on the location and employee.

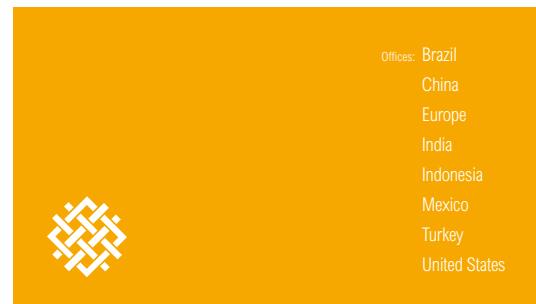
DC global office and International Directors heading the Sustainable Cities program in country use the global WRI Ross Center cards, the back is as shown here.

International Offices staff use business cards as shown here. NB: in India the card being used depends on if you work for WRI or WRI India. Please consult with your Marketing and Communications contact point.

Front



Back



Front



Back



## 8.12 Powerpoint Templates

Both 4x3 (standard definition) and 16x9 (widescreen) templates are available. Each template includes multiple Title Slide and Interior Slide layout options for flexibility and to provide an option for different kinds of content.



A standard definition (4x3) Powerpoint template master slide. It shows a slide layout with a title placeholder "CLICK TO EDIT MASTER TITLE STYLE" and a bullet point "• Click to add text". The slide has a white header bar with the WRI logo and a footer bar with the text "NOTES AND SOURCE go here".

Standard Definition, 4x3,  
(17\_PPT\_RCSC\_4x3-template.pptx)



A widescreen (16x9) Powerpoint template master slide. It shows a slide layout with a title placeholder "CLICK TO EDIT MASTER TITLE STYLE" and a bullet point "• Click to add text". The slide has a white header bar with the WRI logo and a footer bar with the text "NOTES AND SOURCE go here".

Widescreen, 16x9,  
(17\_PPT\_RCSC\_16x9\_template.pptx)

### 8.13 EMBARQ Logo

The EMBARQ logo with the yellow color should be used as a sub-brand of Sustainable Cities for all the work in sustainable urban mobility: sustainable transport, cycling, or pedestrianization. The EMBARQ logo should never be used on its own.



## 9 Help & Files

All files necessary for adhering to the WRI brand are online at [brand.WRI.org](http://brand.WRI.org).

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