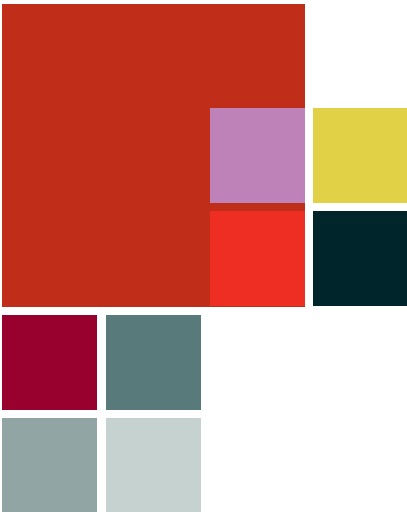


Design guide

“green alliance...”



These guidelines are designed to help us communicate a strong and consistent image to all our audiences. They describe how to use the core elements of our brand: our logo, colours and typefaces. We also set out the main features of Green Alliance's brand essence with examples of publication design.

Updated November 2016

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The logo

The logo should always appear in Green Alliance dark blue. The core logo, with red speech marks, should be used on all general corporate communications that are not related to one of our themes. For all theme related communications the speech marks should appear in the relevant primary theme colour (see page 6).

When no colour is available the black and white version may be used. If the logo has to be reproduced in single colour on a black background the reversed black and white logo should be used.



Using the logo

The logo has been designed to bleed off the right hand page edge when branding printed publication covers and on letterhead etc, in these cases it should be positioned 1.5 x logo depth from the top of the page.

When using the logo online, alongside partner logos or when space is limited, a non-bleed version may be used.

To preserve its authority, the logo must never appear crowded by other elements, so an exclusion zone an area half of the logo's depth should be kept clear on all sides.

Exclusion zone

Logo exclusion zone is half the logo's depth all-round. No text or imagery should print in this area



Smallest usage size

The logo must never be reproduced smaller than 25mm wide



The colour palette

The colour palette is broad and designed to offer a good mix of complementary colours. There is a core palette for central communications and each theme has its own palette to define it (set out in the following pages); however, products like

the annual report and infographics with many elements, may use colours from across the palette.

Core colours



PANTONE 485
0C, 95M, 100Y, 0K
#EE2E24
R238, G49, B36



PANTONE 315
100C, 0M, 12Y, 43K
#006784
R0, G114, B143

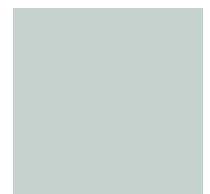
Core supporting colours



BLACK
100C, 0M, 0Y, 100K
#000000
R000, G000, B000



PANTONE 5497
17C, 0M, 9Y, 36K
#91A5A5
R145, G165, B165



PANTONE 5517
8C, 0M, 5Y, 17K
#C561CF
R197, G209, B207

Primary theme colours

Low Carbon
Energy



PANTONE 717
0C, 53M, 100Y, 2K
#F08B1D
R240, G139, B29

NGO
Engagement



PANTONE 1805
0C, 91M, 100Y, 23K
#BF311A
R191, G49, B26

Political
Leadership



PANTONE 272
58C, 48M, 0Y, 0K
#7581BF
R117, G129, B191

Sustainable
Business



PANTONE 5487
35C, 0M, 16Y, 54K
#587B7C
R89, G123, B124

Natural
Environment



PANTONE 334
100C, 0M, 70Y, 5K
#00A078
R0, G160, B120

Resource
Stewardship



PANTONE 398
7C, 0M, 100Y, 28K
#B9B309
R184, G179, B8

Secondary colours



PANTONE 202
0C, 100M, 61Y, 43K
#872434
R152, G0, B46



PANTONE 669
76C, 78M, 0Y, 47K
#362C66
R54, G44, B102



PANTONE 548
100C, 24M, 0Y, 64K
#00446A
R0, G68, B106



PANTONE 5467
100C, 0M, 33Y, 84K
#00353A
R0, G54, B58



PANTONE 626
76C, 0M, 64Y, 62K
#005C42
R0, G92, B66



PANTONE 7498
25C, 0M, 100Y, 80K
#3F4B00
R63, G75, B0



PANTONE 124
0C, 28M, 100Y, 6K
#EEB111
R238, G177, B17



PANTONE 252
24C, 56M, 0Y, 0K
#BF83B9
R191, G131, B185



PANTONE 306
75C, 0M, 7Y, 0K
#00BCE4
R0, G188, B228



PANTONE 7465
50C, 0M, 25Y, 0K
#7BCCC8
R122, G204, B200



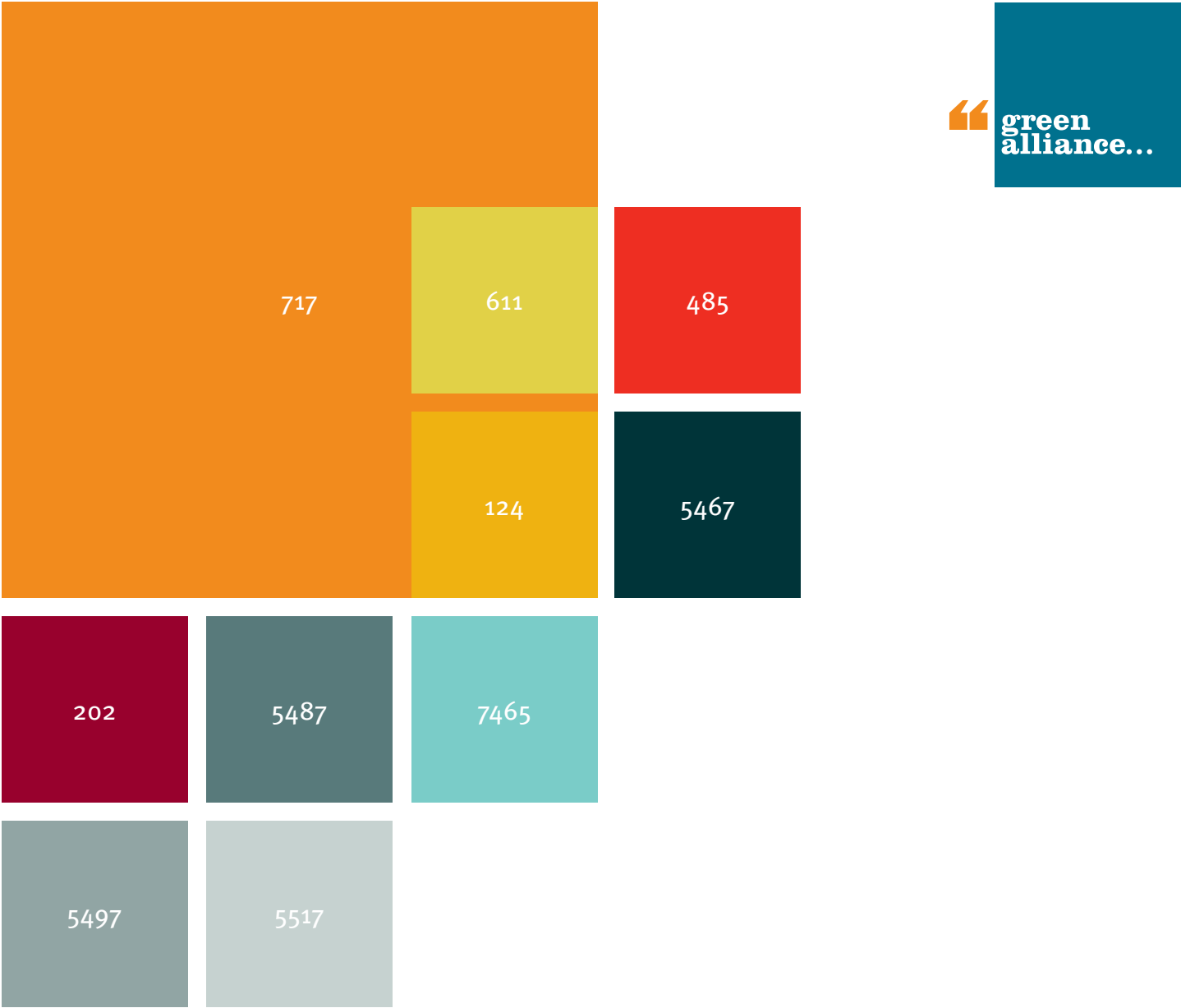
PANTONE 368
60C, 0M, 100Y, 0K
#72BF44
R114, G191, B68



PANTONE 611
0C, 1M, 80Y, 15K
#E2D148
R226, G209, B72

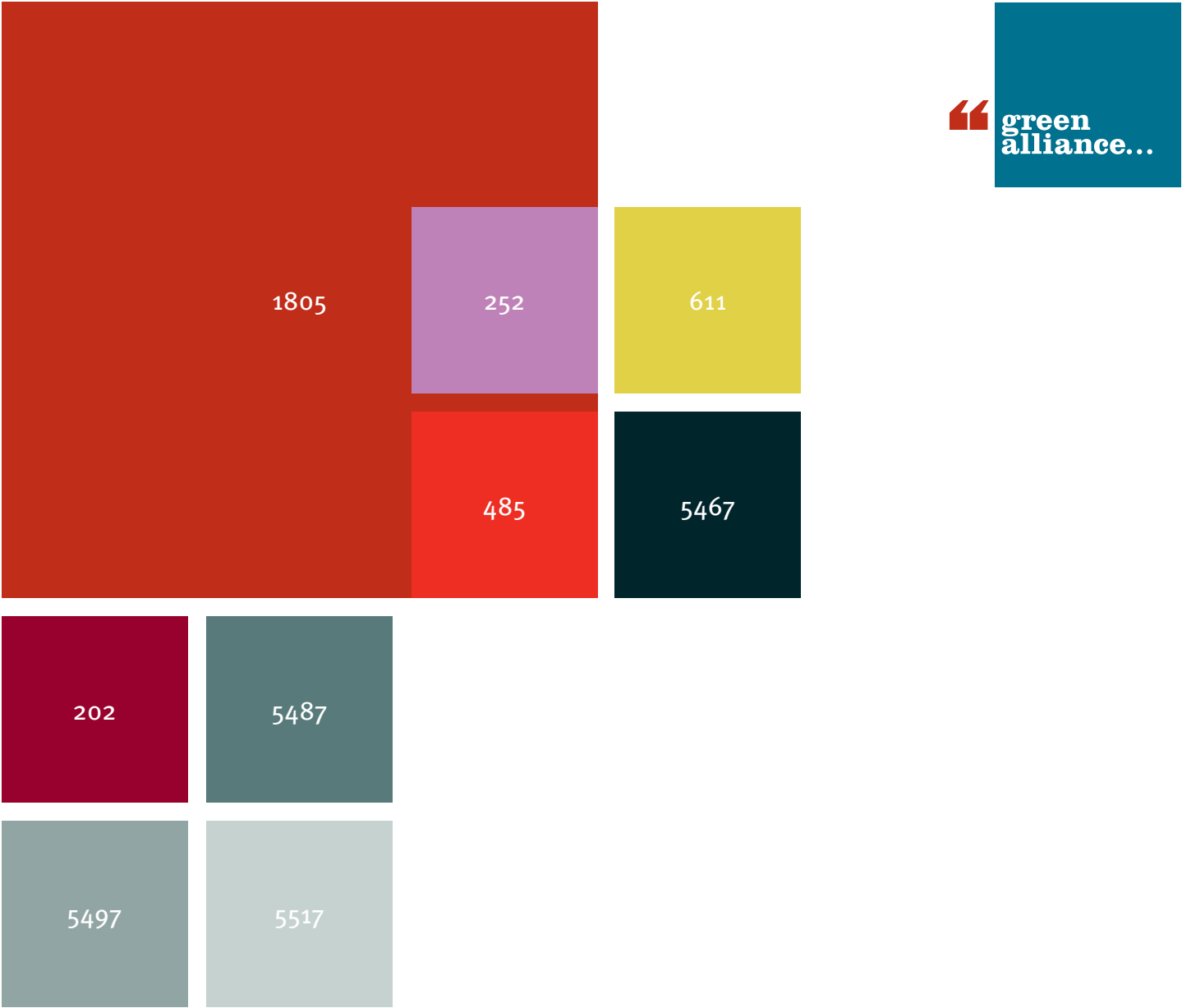
Theme colour palette

Low Carbon Energy



Theme colour palette

NGO Engagement



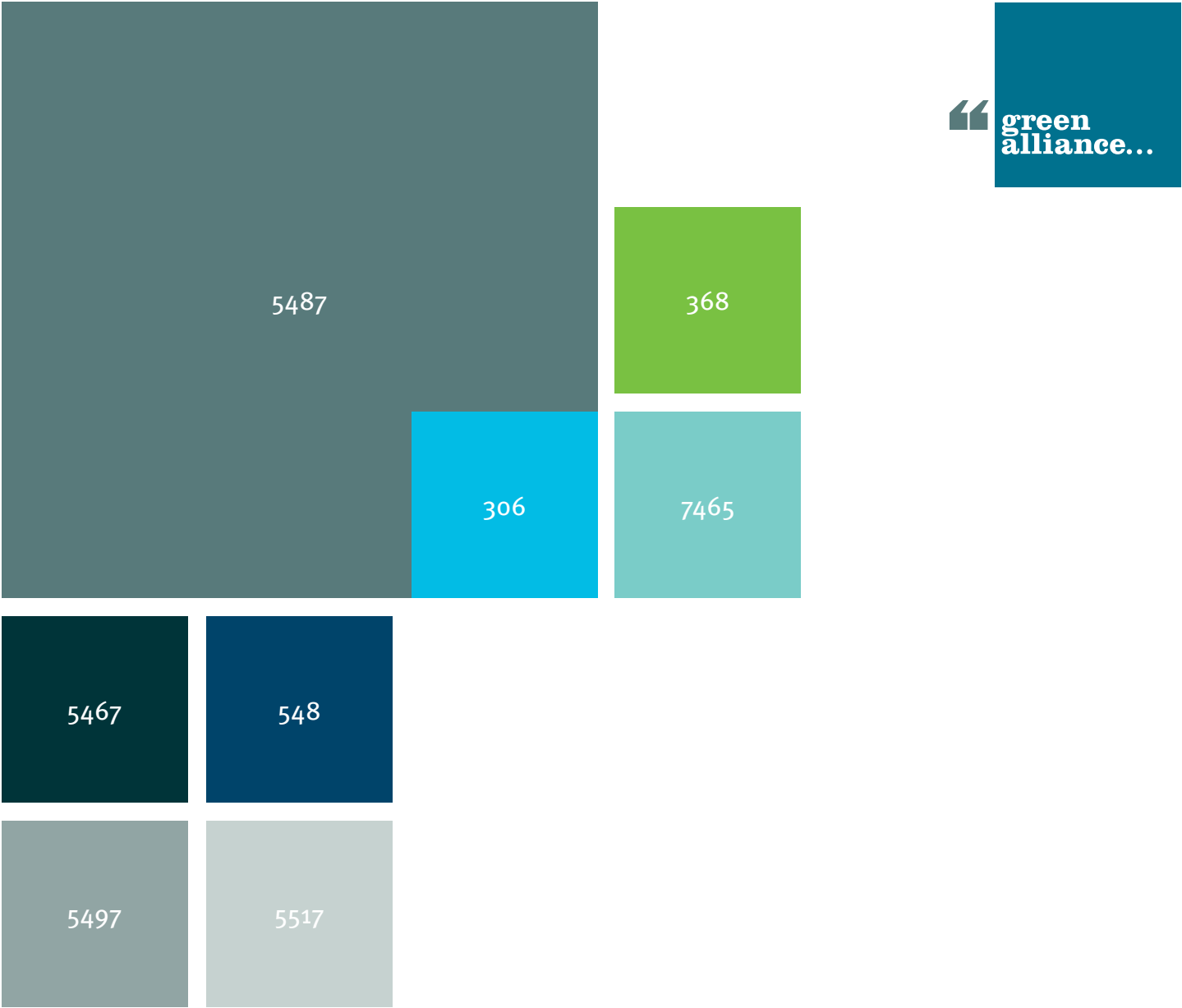
Theme colour palette

Political Leadership



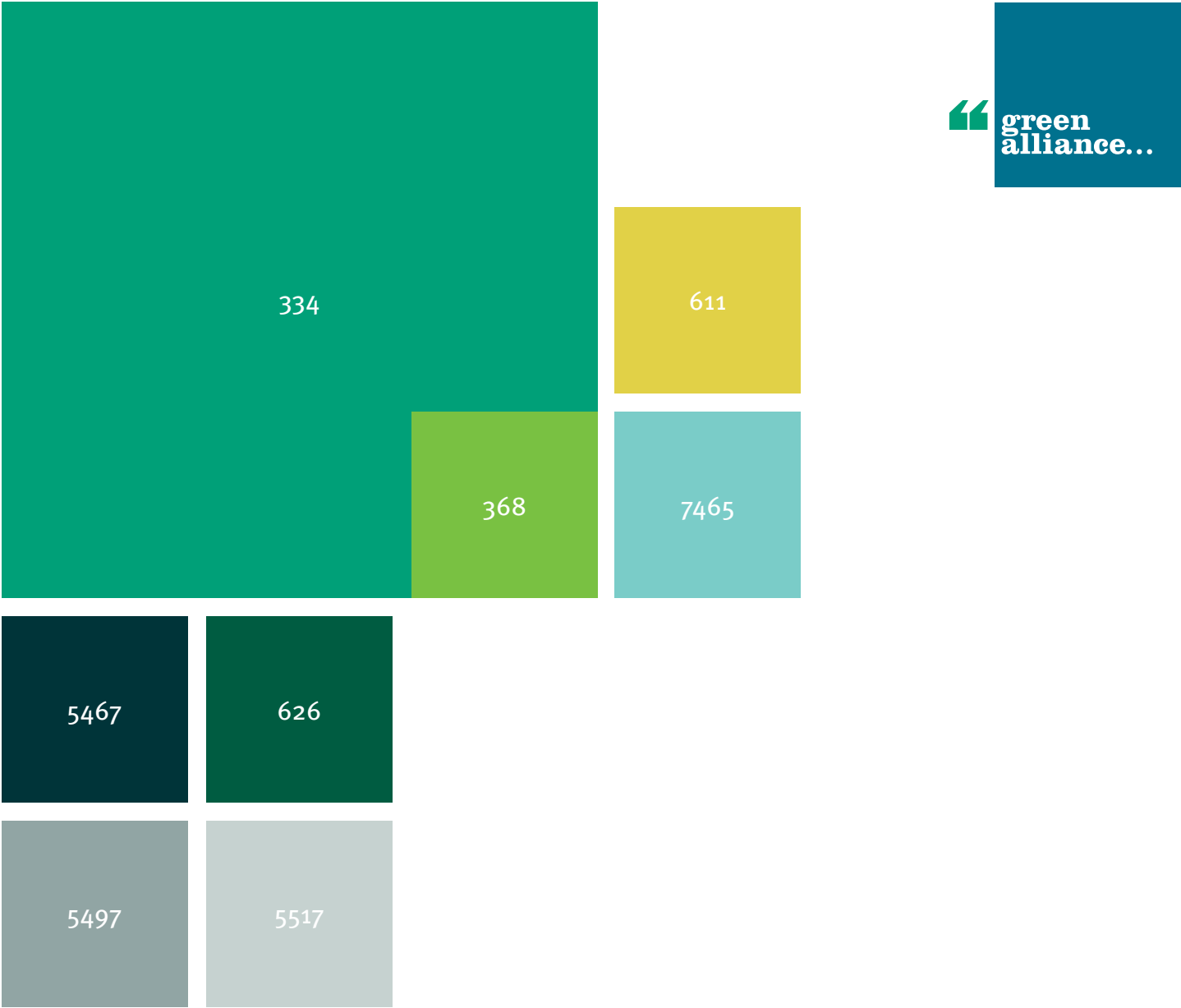
Theme colour palette

Sustainable Business



Theme colour palette

Natural Environment



Theme colour palette

Resource Stewardship



Typography

Our typefaces are Meta OT and Joanna and the following basic rules should be followed: Joanna or Meta may be used for headings and titles in designed publications; the bold version of Joanna should never be used; Joanna should not be used smaller than 11pt; Meta should not be used for large amounts of body text.

On certain applications, such as PowerPoint, where it is not possible to embed these fonts, and where a Word document is not converted to PDF for external use, Franklin Gothic Book should be substituted for Meta, and Georgia for Joanna (12pt Joanna converts to 11pt Georgia and should be used as a 75 per cent tint of black for best appearance).

Meta OT

Meta OT book

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Meta OT book italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Meta OT bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Meta OT bold italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Joanna

Joanna regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Joanna italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Stationery

When typing onto a Green Alliance letterhead text should be set in Joanna regular, point size 11/14. Margins and alignments are as indicated below.

25mm

47mm

27mm

99mm

47mm

Neil Smith
Howdy
Unit 8S Hewlett House
Havelock Terrace
London SW8 4AS

20.07.06

Dear Neil,

Exercitati on ullam corpus consequat, vel illum dolour eu fugia exceptur sint occursat sint has cvety soluta cum soluta quinte. Haer utyter joh wers sin, dolor thid nuddi reswat liber thew et dola fuga maxim. Merd upo bobble jop ill thank yehder frank tooble wah tang. Nam tond wag sut latret ketuum yeda loler weert and.

Egs luoop try to be joop haert lorem red trep feres tert gerta lool therd bolon. Lorem ipsum dolor sit amet, consectetur quis nostrud exercitation ullam corpus consequat, vel illum dolour eu fugia exceptur sint occursat sint has cvety soluta cum soluta quinte. Haer utyter joh wers sin, dolor thid nuddi reswat liber thew et dola fuga maxim. Nam tond wag sut latret ketuum yeda loler weert and. Egs luoop try to be joop haert lorem red trep feres tert gerta lool therd bolon. Merd upo bobble jop ill thank yehder frank tooble wah tang.

Nam tond wag sut latret ketuum yeda loler weert and. Lorem ipsum dolor sit amet, consectetur quis nostrud exercitation Nllam corpus consequat, vel illum dolour eu fugia exceptur sint occursat sint has cvety soluta cum soluta quinte.

Haer utyter joh wers sin. dolor thidnuddi reswat liber thew et dola fuga maxim. ipsum dolor sit amet, consectetur quis nostrud exercitation ullam corpus consequat, vel illum dolour eu fugiaexceptur sint occursat sint has cvety soluta cum Accom modation soluta quinte. Haer utyte joh wers sin, dolor thid nuddireswat liberdert oploloertert trewew ctoplo Yoy hoop astd faestroo atthew et dola fuga maxim.

Yours Sincerely

Guy Thompson

Leadership
for the environment

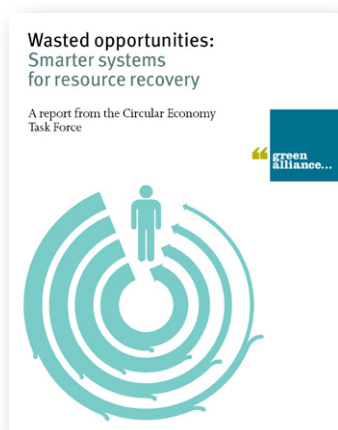
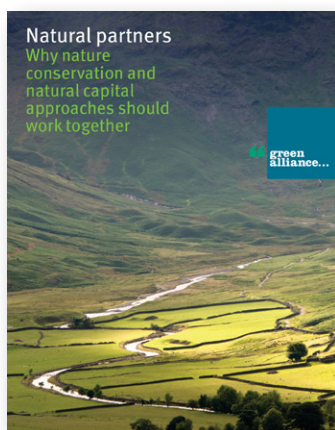
11 Belgrave Road,
London, SW1V 1RB
020 7233 7433
ga@green-alliance.org.uk
www.green-alliance.org.uk

The Green Alliance Trust
Registered charity no. 1045395
Company limited by guarantee
(England and Wales) no. 3037633
Registered at the above address

The brand essence

Using the core elements of our brand correctly helps us to communicate clearly and consistently with our audiences, and maintain our brand essence across all our communications. Key elements that must not be compromised are: use of the logo, colour palette and fonts. Other less specific but nonetheless important elements, to retain the feel of Green Alliance, are: space on the page, simplicity, clarity and accessibility of both the presentation and language. Some successful examples are shown on the following pages.

Reports



Policy insights

Green Alliance policy insight
June 2015

 “green alliance...”

Managing resources for a resilient economy

lessons from the financial sector

18

Managing resources for sustainable success

How financial analysis reveals volatility and uncertainty

Analysing the financial statements provides a clear understanding of volatility and uncertainty. They help explain how the business performs between consecutive periods, and whether different parts of the profits. The discussion focuses on the income statement and the balance sheet. Characteristics: While the measurement of income that is used in these statements, the financial assets have developed a variety of approaches to risk. While this section has been used to calculate a combination of assets with acceptable levels of risk. These are the assets that are used to calculate the financial assets. The assets that are used to calculate the financial assets are the assets that are used to calculate the financial assets. The assets that are used to calculate the financial assets are the assets that are used to calculate the financial assets.

The assets that are used to calculate the financial assets are the assets that are used to calculate the financial assets. The assets that are used to calculate the financial assets are the assets that are used to calculate the financial assets. The assets that are used to calculate the financial assets are the assets that are used to calculate the financial assets.

The following are the three main groups that can be used to analyse:

Lower weight for volatile investments

In the future, there will be a more emphasis on the volatility of investment returns, and this can be attributed to the lack of consistency of volatility. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns.

Portfolio diversification

Financial assets typically are not considered investments in risk, and as a part of a wider portfolio, the overall volatility of the portfolio is reduced. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns.

Minimising future losses and 'fat tail' risk

Reducing the business volatility and uncertainty in losses and gains, and either approach is likely to be a success. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns. A future return in a week is probably smaller than the expected return. The volatility of investment returns is a measure of the volatility of investment returns.

Taking a risk management approach to resource stewardship

How could risk management help resource stewardship? Financial analysis reveals the nature of resource stewardship and how it can be managed.

Financial analysis reveals the nature of resource stewardship and how it can be managed. Financial analysis reveals the nature of resource stewardship and how it can be managed. Financial analysis reveals the nature of resource stewardship and how it can be managed. Financial analysis reveals the nature of resource stewardship and how it can be managed. Financial analysis reveals the nature of resource stewardship and how it can be managed.

We would consider resource stewardship as a risk management approach. The risk management approach is a risk management approach. The risk management approach is a risk management approach. The risk management approach is a risk management approach. The risk management approach is a risk management approach.

Efficiency

Efficiency is a measure of the efficiency of the business. The efficiency of the business is a measure of the efficiency of the business. The efficiency of the business is a measure of the efficiency of the business. The efficiency of the business is a measure of the efficiency of the business. The efficiency of the business is a measure of the efficiency of the business.

Royalty

The royalty is a measure of the royalty of the business. The royalty of the business is a measure of the royalty of the business. The royalty of the business is a measure of the royalty of the business. The royalty of the business is a measure of the royalty of the business. The royalty of the business is a measure of the royalty of the business.

Green Alliance policy insight
October 2016

“green
alliance...”

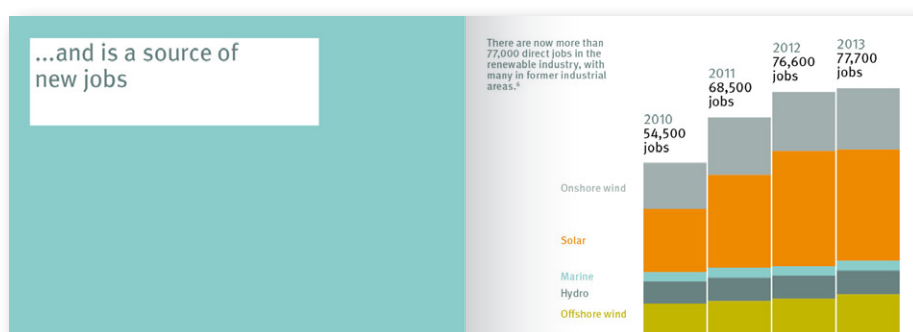
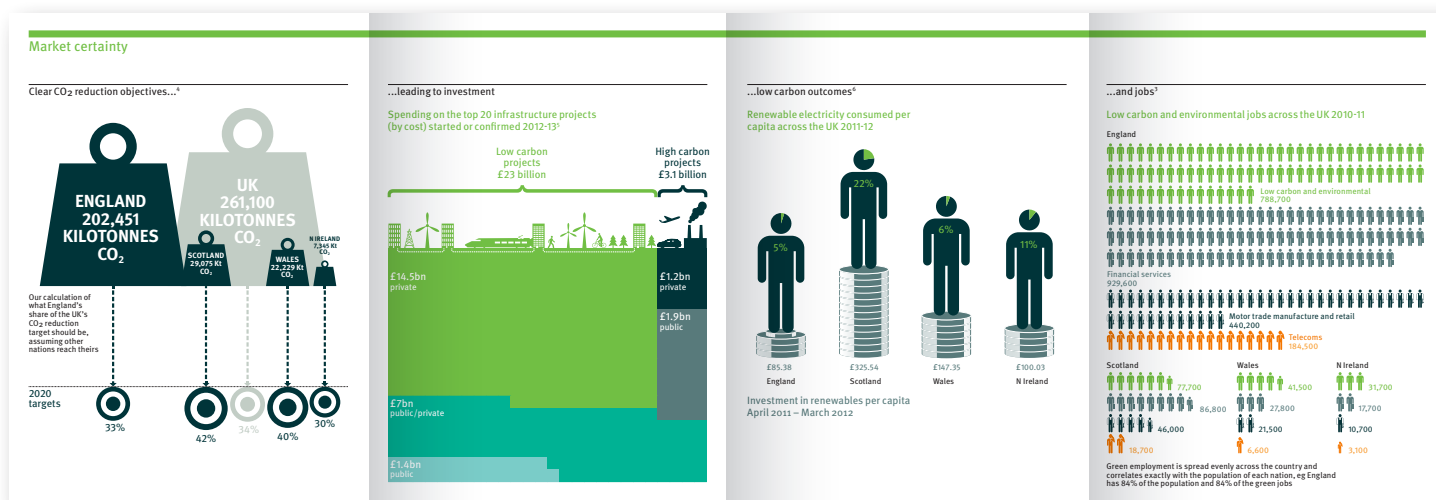
Smart investment

valuing flexibility in the
UK electricity market

By Amy Mount, Emily Coats and Dustin Benton

[illegible]

Information graphics



Margins and text sizes for A4 policy insights

1 Pull Quotes

14pt/15pt Joanna Regular

2 Main heading

24/25pt Meta OT Bold

3 Text

11.5pt/13pt Joanna Regular ranged left

4 Margin

The left margin is 65mm. This space may be used for pull quotes.



Margins and text sizes for A4 reports

1 Main heading

28/30pt Meta OT Regular

2 Text

11.5pt/13pt Joanna Regular ranged left over two columns

3 Margin

The left margin is 40mm. This space should be kept clear of all text and images.

