



Breathe Cities Brand Guidelines

July 2024

Our vision and mission

We are at the forefront of making cities healthier places to live, where all residents breathe clean air and thrive in clean, green neighbourhoods. This action will inspire other cities to address their local air pollution problems, with clean air catalysing health, climate and economic benefits for everyone.

Breathe Cities is an ambitious initiative supporting cities around the world to cut their air pollution and climate emissions by 30% by 2030, galvanising action to deliver clean air worldwide.

Breathe Cities supports air quality action in cities around the world. We bring together data, communities and city decision-makers to cut urban air pollution. We catalyse action on urban sustainability to implement ambitious new policies that address urban air pollution, improve public health and accelerate decarbonisation.

Our brand promise / USP

Breathe Cities brings together philanthropic funding and technical experts to deliver a proven model that uses local solutions to inspire clean air on a global scale. We support decision-makers, city leaders and community campaigners with the expertise of our entire network.

**Our brand
personality, tone
of voice,
and look and feel**

Breathe Cities’
character is...

global
collaborative
inclusive
trustworthy
expert
holistic
pioneering

We communicate
with a voice that is...

caring
engaging
persuasive
clear
knowledgeable
inclusive

Our look and
feel is...

global / big
bold / cutting edge
colorful / inclusive
timeless
solid / serious
credible
elegant /
sophisticated

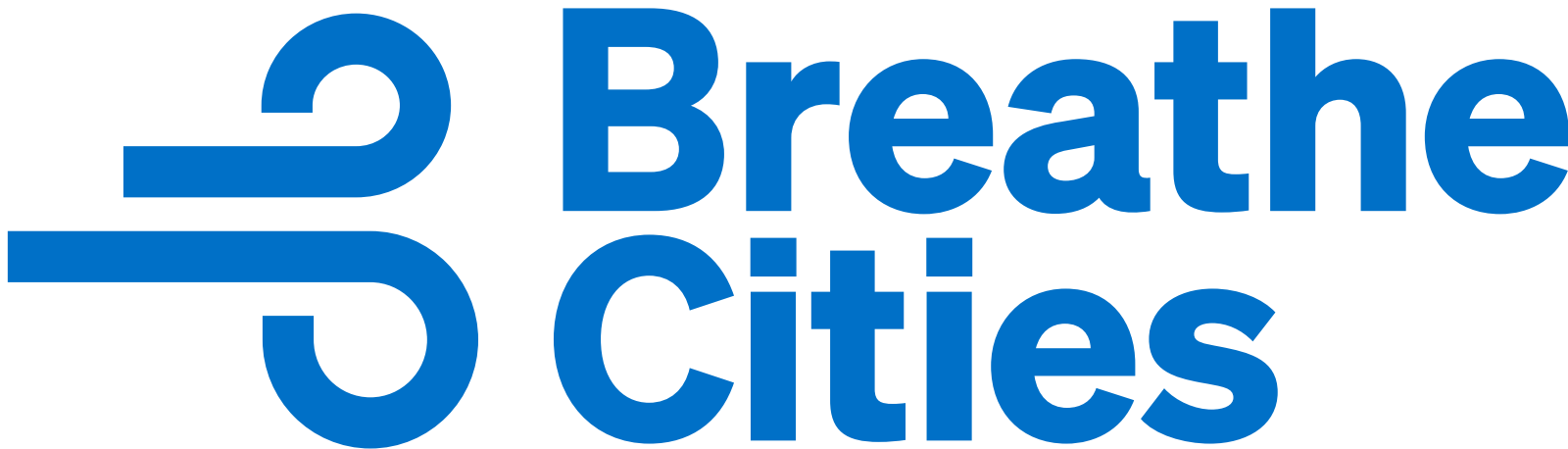
We strive for an individual design that harmonizes with the identities of the three founding partners, and respects non-latin languages.

Logo

The Breathe Cities logo is composed of a customized logomark and logotype set in the typeface Sohne Bold.

The logo mark draws inspiration from the fluidity of air movement and the perpetual motion of urban environments, emphasizing the significance of clean air in cities globally. The iconic air symbol is creatively reimagined as a striking "B", symbolizing the dynamic nature of cities as they lead the way in evolving towards a more sustainable, productive, healthy, and joyful society.

Always use the logo files provided. Do not re-create.



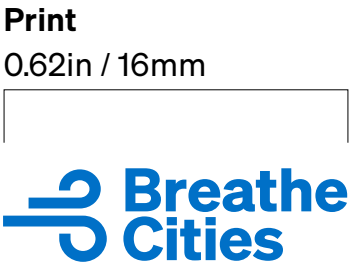
Logomark

Logotype

Logo Clearance and small use

The "B" in "Breathe Cities" serves as a reference for ensuring the required clear space around the logo. This designated area should remain free from any text or images to preserve the logo's integrity.

Please ensure that the logo is not used at dimensions smaller than those specified on this page.



Logo

Vertical Lockup

The horizontal logo lock-up is the preferred option. However, the vertical logo can be used in specific instances when the horizontal logo lock-up is not suitable.

The "B" in "Breathe Cities" serves as a reference for ensuring the required clear space around the logo. This designated area should remain free from any text or images to preserve the logo's integrity.

Please ensure that the logo is not used at dimensions smaller than those specified on this page.



Print

0.39in / 10mm

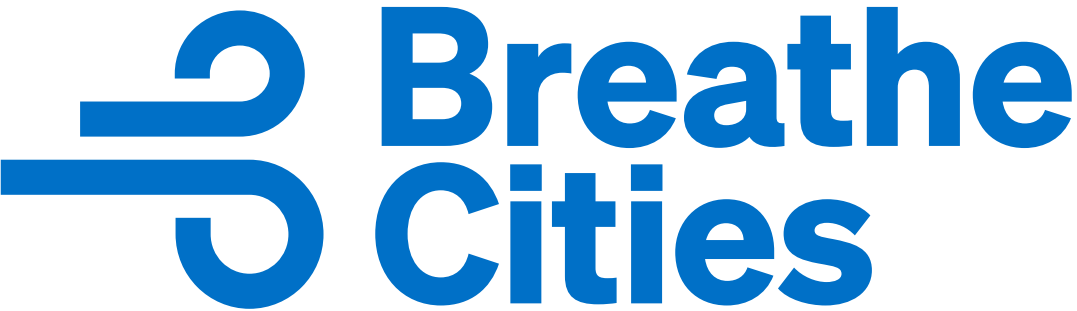


Digital

65px



Logo



White logo
Use on a dark background when a white logo
is required.

Logo

Color variations

The logo should be used in "Breathe Cities blue" on white backgrounds and the lighter colors within the Breathe Cities color palette. When positioned on one of the darker Breathe Cities colors, the logo should be in white.

Do not create other color combinations.

Usage on white



Usage on color



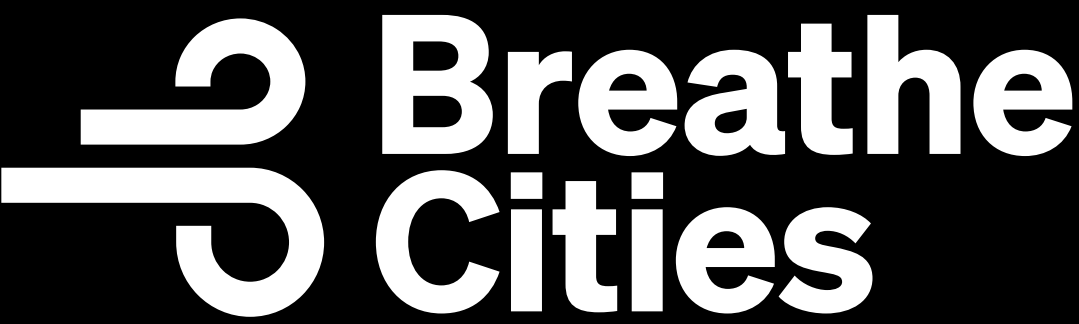
Usage on black



Logo
Black and White



Black logo
Use on a light background when a black logo is required, such as in a list of partners, or producing an application that is black and white.

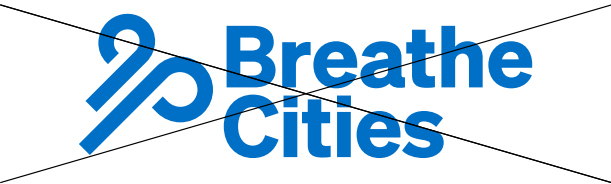


White logo
Use on a dark background when a white logo is required, such as in a list of partners, or producing an application that is black and white.

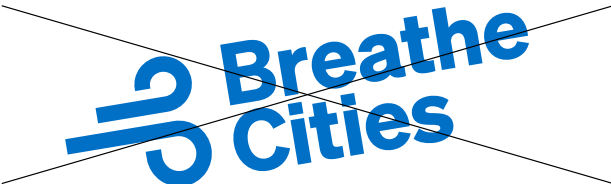
Logo

Inappropriate use

Some examples of what should NOT be done with the logo. Please always use the logo in its original form, do not transform it.



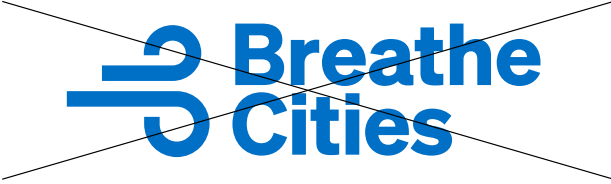
Do not rotate any part of the logo



Do not tilt the logo



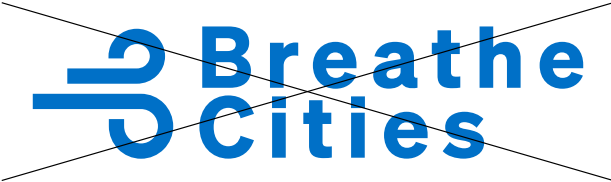
Do not stretch



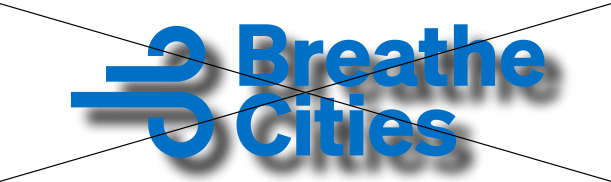
Do not typeset as carefully selected alterations have been made



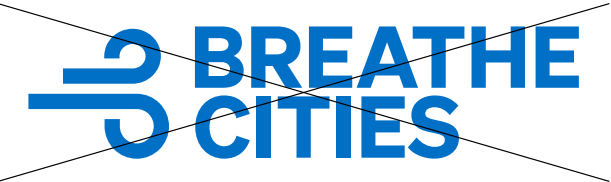
Do not crop



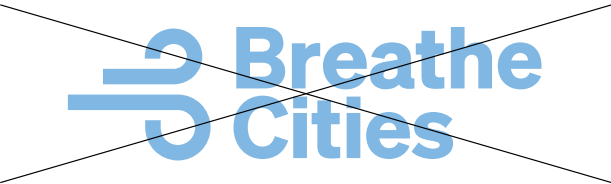
Do not change the letter spacing



Do not add visual effects



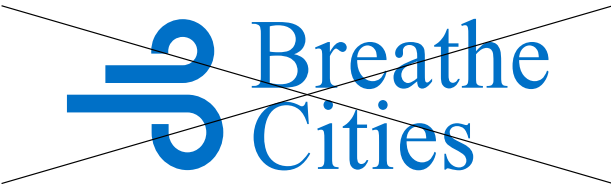
Do not uppercase or alter the text



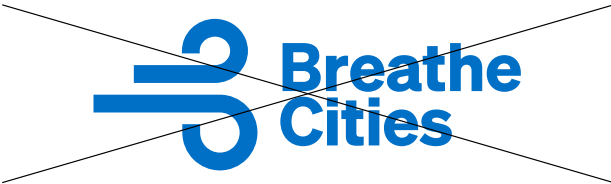
Do not change the transparency



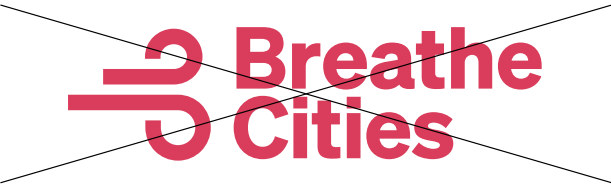
Do not move the logotype



Do not substitute a different font



Do not alter the proportions



Do not change the logo color

Logo and Founding Organisations

The following instructions show how to use the Breathe Cities logo with the founding organisations' logos.

In contexts where it is important to show the three individual logos, these should not be used directly alongside the Breathe logo or directly below. Instead, the Breathe logo should be closely accompanied by the text "An initiative delivered by Clean Air Fund, C40 Cities and Bloomberg Philanthropies." or have text/images as a separation in between.

The use of the three founding organisations' logos requires additional approvals - please contact the Breathe Cities Communications Manager (Iduvel@cleanairfund.org) for more information.

Breathe Cities + Founding Organisations (with text in between)

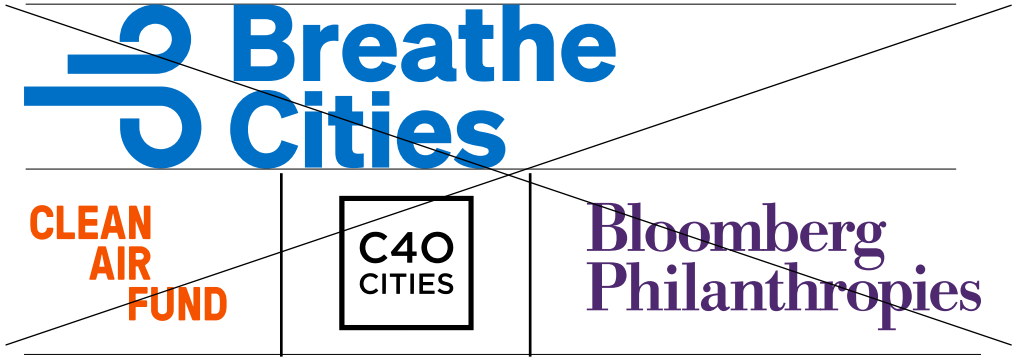


Breathe Cities + Text

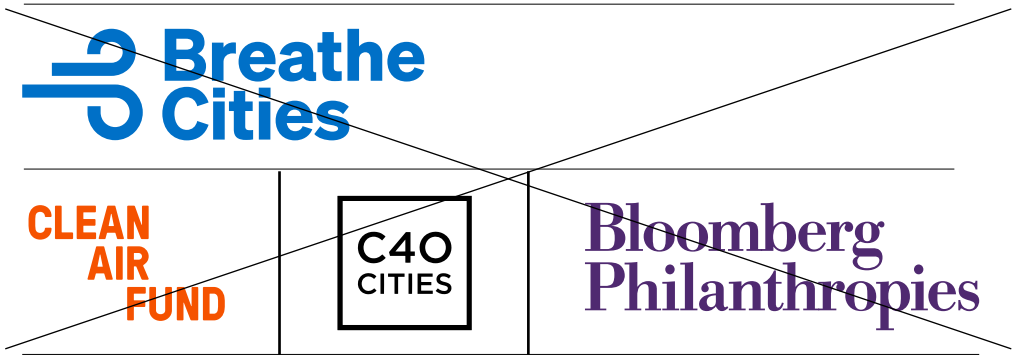


Logo and Founding Organisations: Inappropriate use

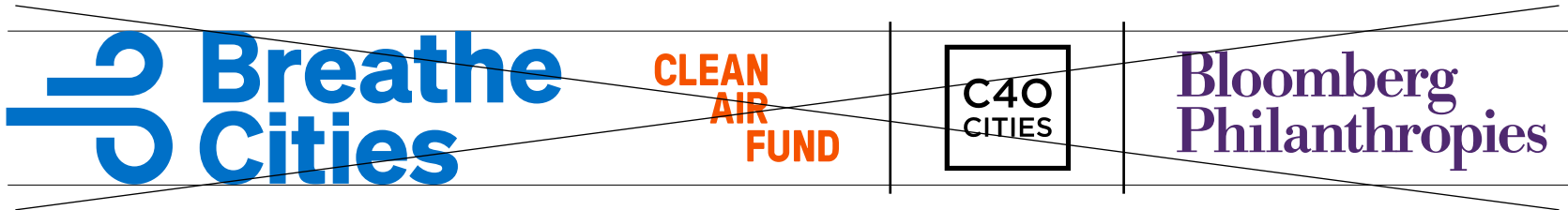
Some examples of what should NOT be done with the logos. Please always use the logo in its original form, do not transform it.



Do not put the Breathe Cities logo directly above the founding organisations' logos.



Do not make the Breathe Cities logo size smaller than the founding organisations' logos.



Do not put the Breathe Cities logo side by side with the founding organisations' logos.

Logo and Partners

The following instructions show how to create a logo lockup for a joint event, campaign or other activity between Breathe Cities and a partner such as a mayor's office, county, council, municipality, local government, non-profit organisation, civil society organisation, community organisation or campaigning group.

The use of the logo should be pre-agreed with the relevant Breathe Cities team member prior to its use. The joint logo can then be used in pre-agreed contexts such as event invitations, campaign materials, major publications or webpages.

Breathe Cities + Logo Partners



Use the Breathe Cities logo directly alongside the partner logo, with correct spacing.

Breathe Cities inappropriate use

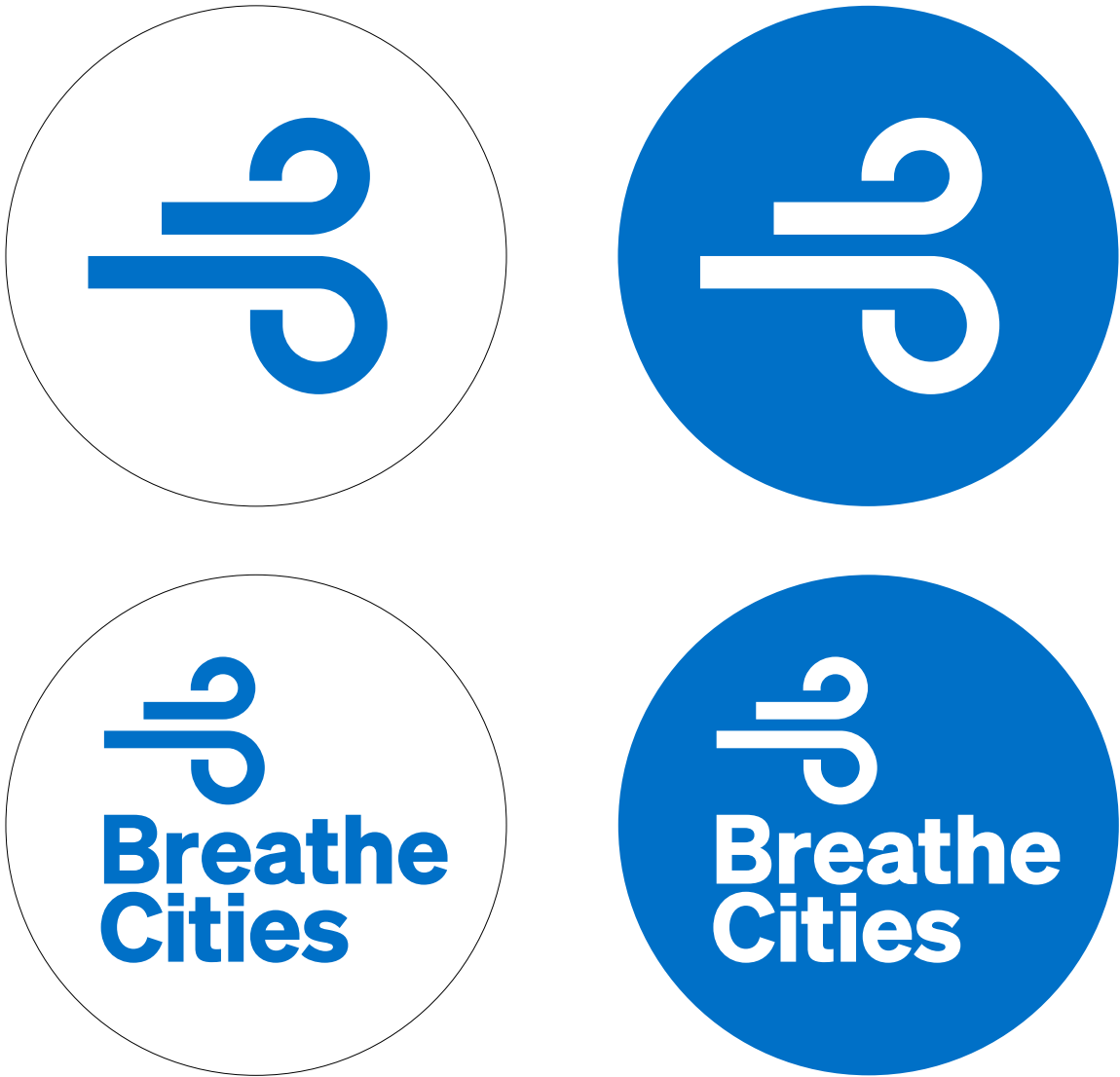


Do not put the Breathe Cities logo directly above the partner logo or make it a different size in relation to the partner logo.

Avatar

The logomark can be used by itself in special instances, for example as an avatar in social media, or as a standalone graphic.

If the logomark is used separately from the logotype, the instance must still be clearly connected to Breathe Cities – whether that’s through the presence of the logotype, or the organization name written out plainly.



Colors

The primary color for Breathe Cities is blue, symbolizing clean air, blue skies, and a sense of positivity. The secondary color palette draws inspiration from the warning system used to assess air quality. In this palette, green signifies healthy air, yellow denotes moderately healthy air, orange indicates unhealthy air, and pink represents very unhealthy air.

Color plays a vital role in creating visually appealing and cohesive digital designs. Consistent and well-defined color codes are essential for maintaining visual harmony and brand identity.

In addition to the primary color, the brand palette is complemented by secondary palette. It consists of eight additional colors that provide support and versatility to the overall color scheme.

Tints of each color can be used for backgrounds, highlighting elements, and colorings for charts and graphs. Use these color proportions in any layout or collateral design.

Primary color

BC Blue

PMS 285C
CMYK 98 48 0 0
RGB 0 113 199
HEX #0071C7

Secondary colors

Dark Blue

CMYK 100 54 0 55
RGB 0 53 116
HEX #003574

Purple

CMYK 34 88 0 0
RGB 172 67 153
HEX #AC4399

Light Blue

CMYK 69 0 1 0
RGB 35 188 237
HEX #23BCED

Tangerine

CMYK 0 68 100 0
RGB 245 82 0
HEX #F55200

Black

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

Fuchsia

CMYK 0 64 17 5
RGB 243 87 202
HEX #F357CA

Rich Green

CMYK 75 0 90 0
RGB 3 171 61
HEX #03AB3D

Acid Yellow

CMYK 3 0 100 6
RGB 232 240 0
HEX #E8F000

Typography

Primary Typeface

The selected font draws inspiration from Akzidenz Grotesk and Helvetica, both widely used in urban contexts and resonating with our target audience. Sohne brings a distinctive twist to these conventional fonts, infusing it with personality that conveys Breathe Cities as both universal and special.

Supports 200+ languages

Sohne Light
Sohne Regular
Sohne Medium
Sohne Bold
Sohne Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Header

Lorem ipsum dolor sit amet consectetur adipiscing elit. Pellentesque vel massa eu sapien dapibus blandit finibus tincidunt mauris.

Secondary System Typeface and languages that are not supported by Söhne

Noto Sans is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated (“sans serif”) design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts. It has italic styles, multiple weights and widths, and 3,741 glyphs.

Supports 1,000+ languages

[Learn more and download Noto Sans here](#)

Noto Light
Noto Regular
Noto Medium
Noto Bold
Noto Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Header

Lorem ipsum dolor sit amet consectetur adipiscing elit. Pellentesque vel massa eu sapien dapibus blandit finibus tincidunt mauris.

Typography

System Typeface

Arial is a sans-serif typeface that is included with all versions of Microsoft Windows. It can be used as an alternative font for common documents (Word, PowerPoint, etc.) that may be shared externally, especially when it is impractical to ask the receiver to install the primary and secondary fonts to avoid display issues.

Supports 130+ languages

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Header

Lorem ipsum dolor sit amet consectetur
adipiscing elit. Pellentesque vel massa
eu sapien dapibus blandit finibus
tincidunt mauris.

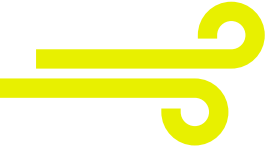
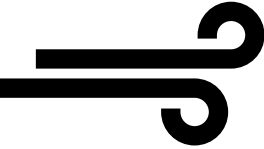
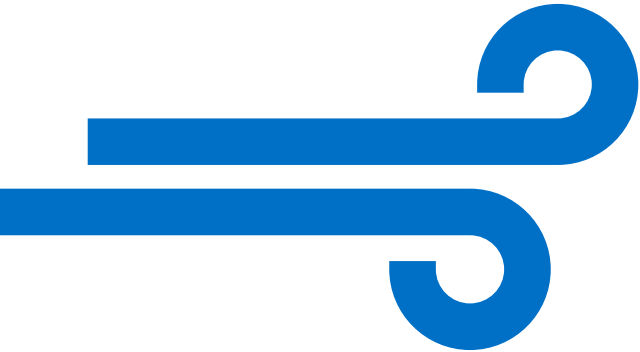
Graphic elements

Wind

Our logo mark is inspired by the wind icon, giving it a dynamic quality. When extended, it can serve as a unique design element to infuse character and movement into your layout. You can use it on its own or in conjunction with window elements to enhance its visual appeal.

Feel free to utilize this graphic in any color from the Breathe Cities color palette.

Examples



Graphic elements

Windows

The second graphic element draws inspiration from various window shapes and primarily acts as a container for images and videos. When selecting photos, ensure they align with the shape of the windows' these shapes naturally guide the viewer's focus towards their centers, making images with a singular point of focus the most effective choice.

Use full-color images exclusively in this context and avoid using more than four shapes within one layout. Experiment with scale if you opt for multiple shapes, as it can add a sense of drama. Alternatively, keeping them uniform in size can establish a clear hierarchy.

Examples



Graphic elements

Window and wind icon

For a captivating effect, consider combining the window shape and the wind element to create a layered, three-dimensional dynamic effect.

Examples

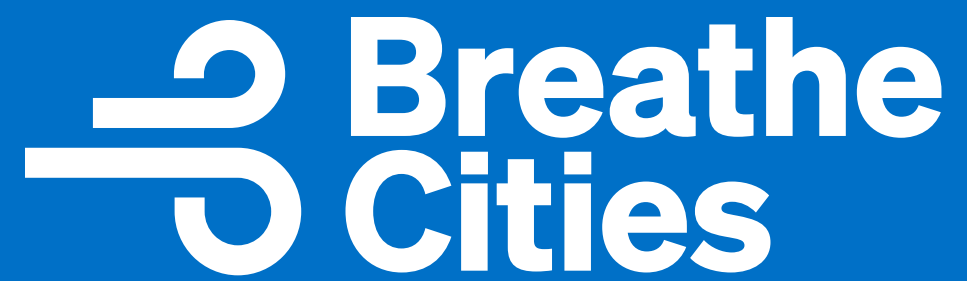


Graphic elements

Window and wind icon

Examples





For any brand inquiries
and to request the logo files
and assets contact:

Lauren Duvel
Communications Manager, Breathe Cities
lduvel@cleanairfund.org

breathecities.org

Design by Ahoy Studios