

NEWCLIMATE IDENTITY GUIDELINES

External



ABOUT NEWCLIMATE

NewClimate Institute for Climate Policy and Global Sustainability generates ideas on climate change and drives their implementation. We raise ambition for action against climate change and support sustainable development through research, policy design and knowledge sharing.

NewClimate Institute is a Germany-based thinktank that supports research and implementation of action against climate change around the globe. Its expertise covers the fields of governance and diplomacy, mitigation targets, policies and actions, energy transition, climate-compatible finance, carbon markets, sustainable development and just transition, as well as food systems.

Highlights from NewClimate's portfolio include the Climate Action Tracker that tracks government climate action, the Climate Change Performance Index that annually ranks countries' climate protection performance, and the Corporate Climate Responsibility Monitor that assesses the climate strategies of 25 major global companies. Its work reaches a global audience of public and company decision-makers, other climate research organisations and NGOs, specialised and general media, and the broad public.

NewClimate Institute is organised as limited liability non-profit company (gGmbH). It was founded in 2014 by six experts who still manage the organisation in close exchange with the staff, which has grown to over 40 employees with offices in Cologne and Berlin. NewClimate Institute is entirely independent and does not receive base funding from any single organisation. All work is financed through individual projects. Funders include national governments, foundations, NGOs and business associations, mostly through grants.

We consistently monitor, analyse, and strive to minimise our own environmental impact with our "Climate Responsibility" approach.

More information about NewClimate Institute and its team members can be found on our → [website](#), or via info@newclimate.org. For media enquiries, please contact press@newclimate.org.



TABLE OF CONTENTS

Name and blurb	1
01 DESIGN ELEMENTS	2
Colour palette	3
Brand colour in tints	4
Secondary colour palette	6
Logo	7
Logo Colours	8
Logo Usage	9
Literature	10
Logo Relationship	11
Typefaces	12
Typeface sizes and usage	13
02 VISUAL LANGUAGE	15
Charts and graphs	16
Visual language	18
Incorrect imagery	19
Iconography	20

NAME AND BLURB

NewClimate Institute is a non-profit think tank supporting implementation of action against climate change in the context of sustainable development around the world. NewClimate Institute connects up-to-date research with real world decision-making processes with a focus on international climate negotiations, national and sectoral climate action and corporate climate commitments.

Always write **“NewClimate Institute”** instead of “NCI.” If abbreviating for any reason, use **“NewClimate”** and not “NCI.”

Always write “NewClimate” **as one word.**

There is **no translation** for “NewClimate Institute.” It is “NewClimate Institute,” not “the NewClimate Institute” (the same applies for German: no article, e.g., not “das NewClimate Institute”).

/^ 01

DESIGN ELEMENTS

Colour palette	3
Brand colour in tints	4
Secondary colour palette	6
Logo	7
Logo Colours	8
Logo Usage	9
Literature	10
Logo Relationship	11
Typefaces	12
Typeface sizes and usage	13

COLOUR PALETTE

Colour is one way that a brand can distinguish itself and gain recognition in its field. NewClimate's colours are unique to the brand, and using them consistently across all media and channels helps build recognition and coherence. The corporate colors of NewClimate, Orange and Charcoal Grey, create a bold and sophisticated brand while staying practical.

The primary brand colour—NewClimate Orange is used for a bold background to document covers, panels and should be used when a high contrast is needed.

To ensure that the fundamental values of the NewClimate Institute brand are not compromised, it is important to match any colour application to NewClimate Orange, Charcoal Grey, or White. No alternatives are acceptable.

Use cases: Energy, Power, Electricity

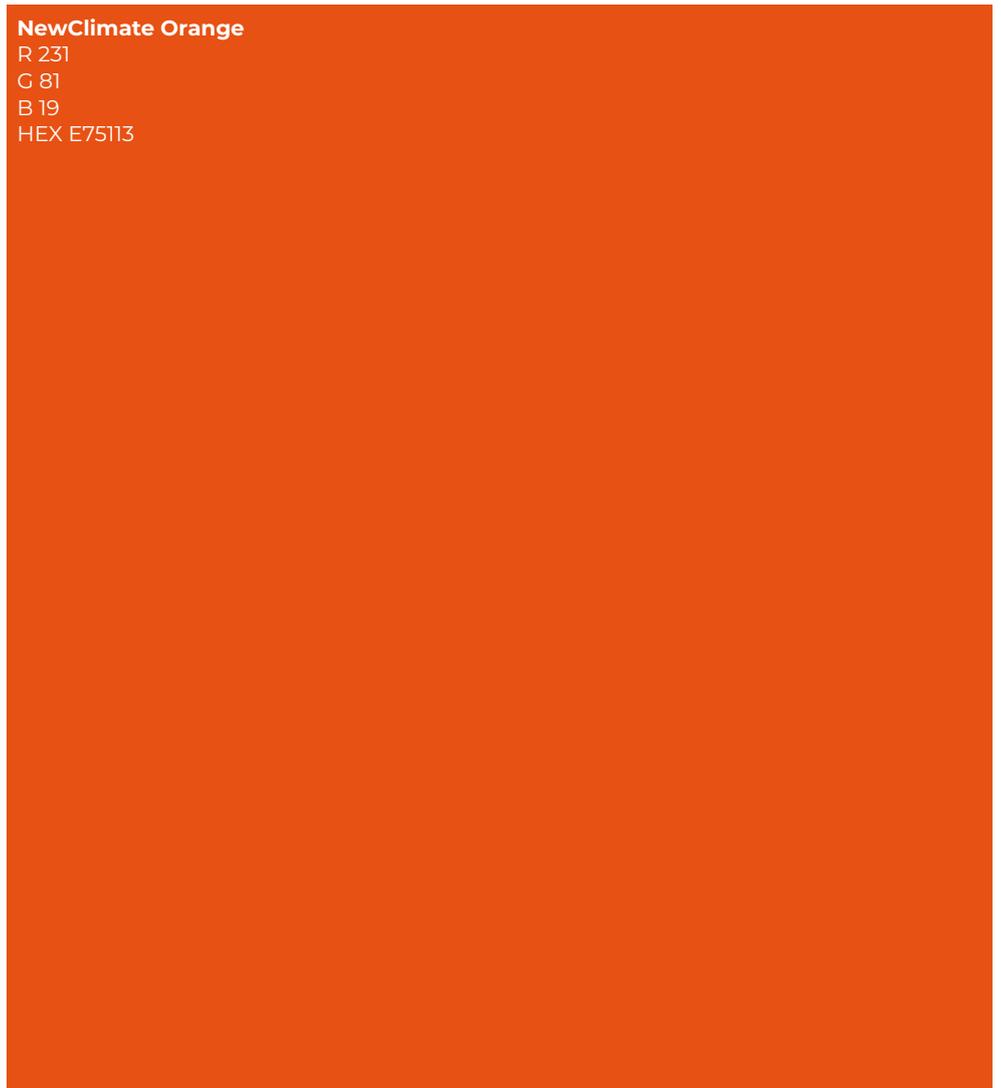
NewClimate Orange

R 231

G 81

B 19

HEX E75113



BRAND COLOUR IN TINTS

Tints should be employed judiciously, proving most effective within charts and diagrams. Their selection must be meticulous to preserve visual clarity and legibility.

Utilise shades of NewClimate Orange in graphics and figures as an alternative to greys.

Tangerine

R 236
G 116
B 66
HEX EC7442

Peach

R 241
G 151
B 113
HEX F19771

Apricot

R 245
G 185
B 161
HEX F5B9A1

Tumbleweed

R 253
G 238
B 231
HEX FDEEE7

White

R 255
G 255
B 255
HEX FFFFFFFF

Use cases: Coal, Black H2

Note: Charcoal Grey text is always used on Cloud Grey background.

Use cases: Gas, Transport, Grey H2

Use cases: Wind

Black
R 25
G 29
B 31
HEX 191D1F

Charcoal Grey
R 52
G 60
B 64
HEX 343C40

Fossil Grey
R 93
G 99
B 102
HEX 5D6366

Bluish Grey
R 133
G 138
B 140
HEX 858A8C

Steel Grey
R 174
G 177
B 179
HEX AFB1B3

Cloud Grey
R 235
G 236
B 236
HEX EBECEC

White
R 255
G 255
B 255
HEX FFFFFFFF

SECONDARY COLOUR PALETTE

Use cases: Solar,
Households

Citron
R 199
G 186
B 46
HEX C7BA2E



Use cases: Hydropower

Picton Blue
R 0
G 174
B 239
HEX 00AEEF



Use cases: Oil, Industry

Field Brown
R 126
G 87
B 0
HEX 7E5700



Use cases: Gas,
Transport, Grey H2

Lavender
R 161
G 186
B 255
HEX A1BAFF



Use cases: Nuclear,
Heating, Pink H2

Magenta
R 236
G 37
B 133
HEX EC2585



Use cases: Methane,
Emissions, Buildings

Grape
R 101
G 44
B 179
HEX 652CB3



Use cases: Agriculture,
Bioenergy, Renewable
energy, Land-use,
Green H2

Jungle Green
R 0
G 181
B 145
HEX 00B591



LOGO

The logo of NewClimate Institute features a steel grey design adorned with two orange arrows.

There are different versions of the NewClimate logo available in terms of size, file type, and colours. In most cases, the “master logo” should serve your purpose; if in doubt, please contact the communications team.

The logo should only be reproduced in the following formats, and it should never be tinted.



LOGO COLOURS

The logo should be reproduced exclusively in Charcoal Gray or Steel Gray, accompanied by NewClimate Orange arrows. Alternatively, it can be rendered entirely in black or white. For optimal presentation, utilise the Steel Gray version on a white background, and the Charcoal Gray version on a Cloud Grey background. Should the master logo appear less effective on a particular background, utilise the black and white versions as alternatives.

Never squish, flatten, distort or re-colour this logo in any way. Always make sure that the logo doesn't look pixelated or mushy.

The **most commonly used size** for the logo is 35mm wide.

Never squish or stretch the logo out of proportion. If it does, replace it with a high-resolution or vectorised version.

Do not reproduce the logo in any other colours besides the ones here.



If you're uncertain about which logo to use, **don't hesitate to contact communications team** at communications@newclimate.org.

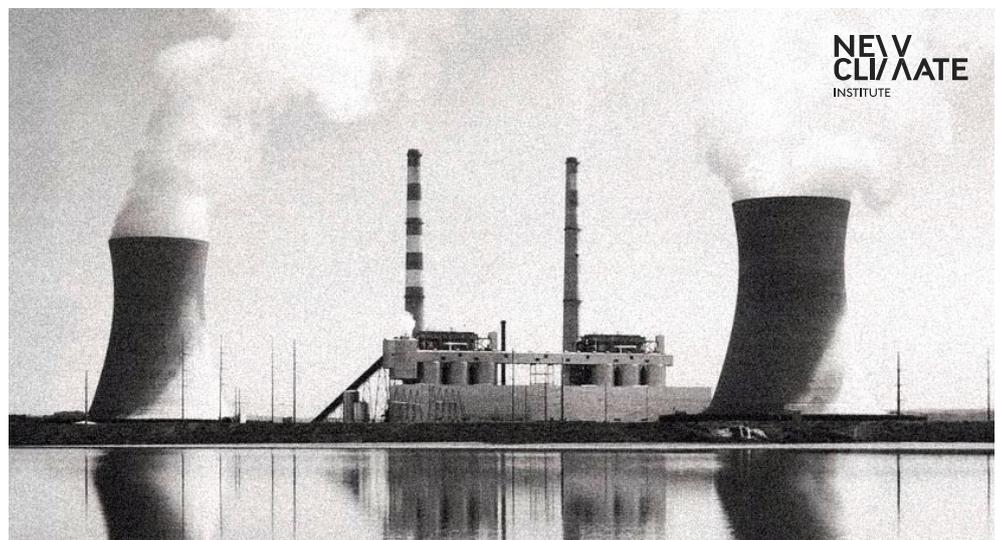


LOGO USAGE

Maximum contrast enhances the legibility of the logo. It should only be used in clear areas of images. Avoid areas with details.

The entirely black or white logo should be used on a solid colour background or over a photo.

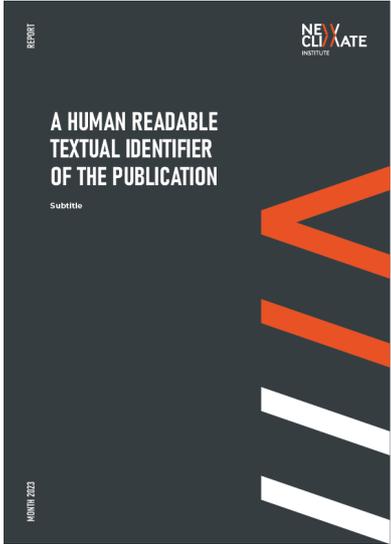
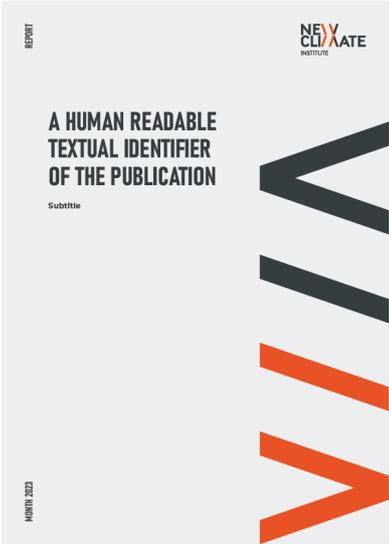
If using the logo over a photo, make sure there is sufficient contrast for legibility.



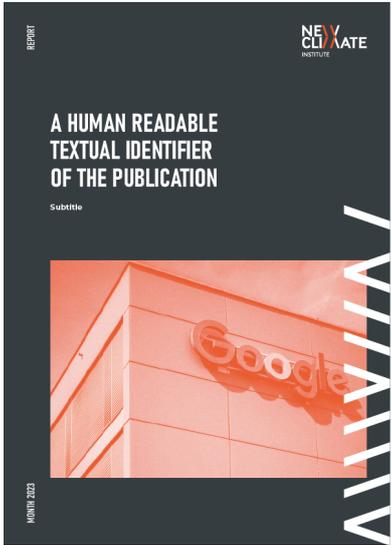
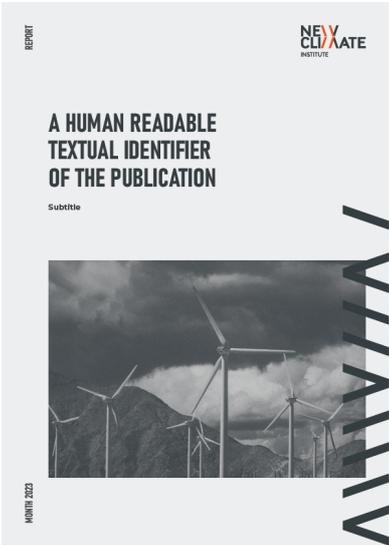
LITERATURE

Our approach to publication covers at NewClimate predominantly involves employing photo cut-outs alongside select geometric elements. Simpler design choices often include utilising pattern frames either independently or in conjunction with photographs, ensuring a cohesive and recognisable aesthetic across our publications while effectively conveying the core message and identity of NewClimate.

NewClimate provides a publication template to ensure a consistent, professional appearance.



The distinctive pattern is featured across a range of NewClimate's products, including business cards, business letters, and more.



LOGO RELATIONSHIP

The collaborative nature of NewClimate Institute involves engaging with numerous other organizations. Here are some instances illustrating how partner logos should be handled in conjunction with NewClimate Institute.

Ensure each logo is prominent and there is sufficient space between them.



Align the partner logos to the same height as NewClimate, as illustrated by the Climate Analytics example.



TYPEFACES

The primary NewClimate Institute typefaces are Bahnschrift and Montserrat and are used in multiple weights.

Bahnschrift Bold Condensed
Always in upper case.

Note: Substitute with Bebas Neue Bold when the typeface isn't available.

Bahnschrift Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bahnschrift Semibold Condensed
Always in upper case.

Bahnschrift Semibold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Bold
Always in both upper and lower case.

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular
Always in both upper and lower case.

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE SIZES AND USAGE

There are pre-defined type sizes and leading (line spacing) options to be chosen based on format and content, used in conjunction with NewClimate Institute literature.

Correct alignment: left
Incorrect alignment: right
Incorrect alignment: centred



Correct spacing
Incorrect spacing: too tight
Incorrect spacing: too open



Bahnschrift Bold Cond.

40pt size / 42pt leading

Usage: Headers of reports and social media covers.

**UT FACEAQUO QUO CULLUP
TATUS EARIBUS.**

Bahnschrift Semibold Cond.

20pt size / 22pt leading

Usage: Chapter titles.

**UT FACEAQUO QUO CULLUP TATUS EARIBUS.
TECEPERUM QUAE REPRATUR?**

Bahnschrift Semibold Cond.

16pt size / 18 leading

Usage: Chapter subtitles.

**UT FACEAQUO QUO CULLUP TATUS EARIBUS.
TECEPERUM QUAE REPRATUR?**

Montserrat Bold

12pt size / 14pt leading

Usage: Report subtitle.

**Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con pererit, nobisci ut abo.**

Montserrat Regular

12pt size / 14pt leading

Usage: Table of content within chapters.

Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con pererit, nobisci ut abo.

Montserrat Bold

10pt size / 15pt line leading

Usage: Headers of diagrams, tables, and to highlight text.

**Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con.**

Montserrat Regular

10pt size / 15pt leading

Usage: Body text.

Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con.

Montserrat Regular

8pt size / 10pt leading

Usage: References, tables, and figures.

Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con pererit, nobisci ut abo.

Montserrat Regular

6pt size / 8pt leading

Usage: Footnotes, sources, and figures.

Ut faceaquo quo culluptatus earibus. Teceperum
quae repratur? Emporro minvellabora qui unt
autemolor sin con pererit, nobisci ut abo.

/^ 02

VISUAL LANGUAGE

Charts and graphs	16
Visual language	18
Incorrect imagery	19
Iconography	20

CHARTS AND GRAPHS

NewClimate Institute has developed a unique style for charts and graphs, ensuring consistency across all documents and delivering bold and impactful information. To ensure that diagrams and charts adhere to the brand guidelines, apply colours from the primary NewClimate palette whenever possible. If this is not possible, utilise the secondary palette.

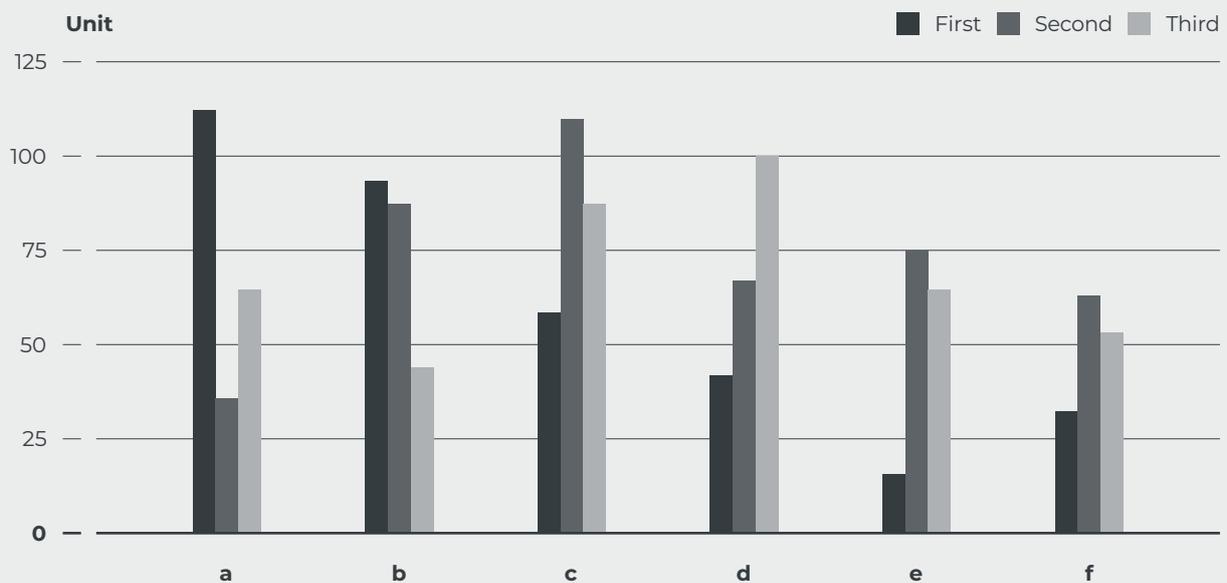
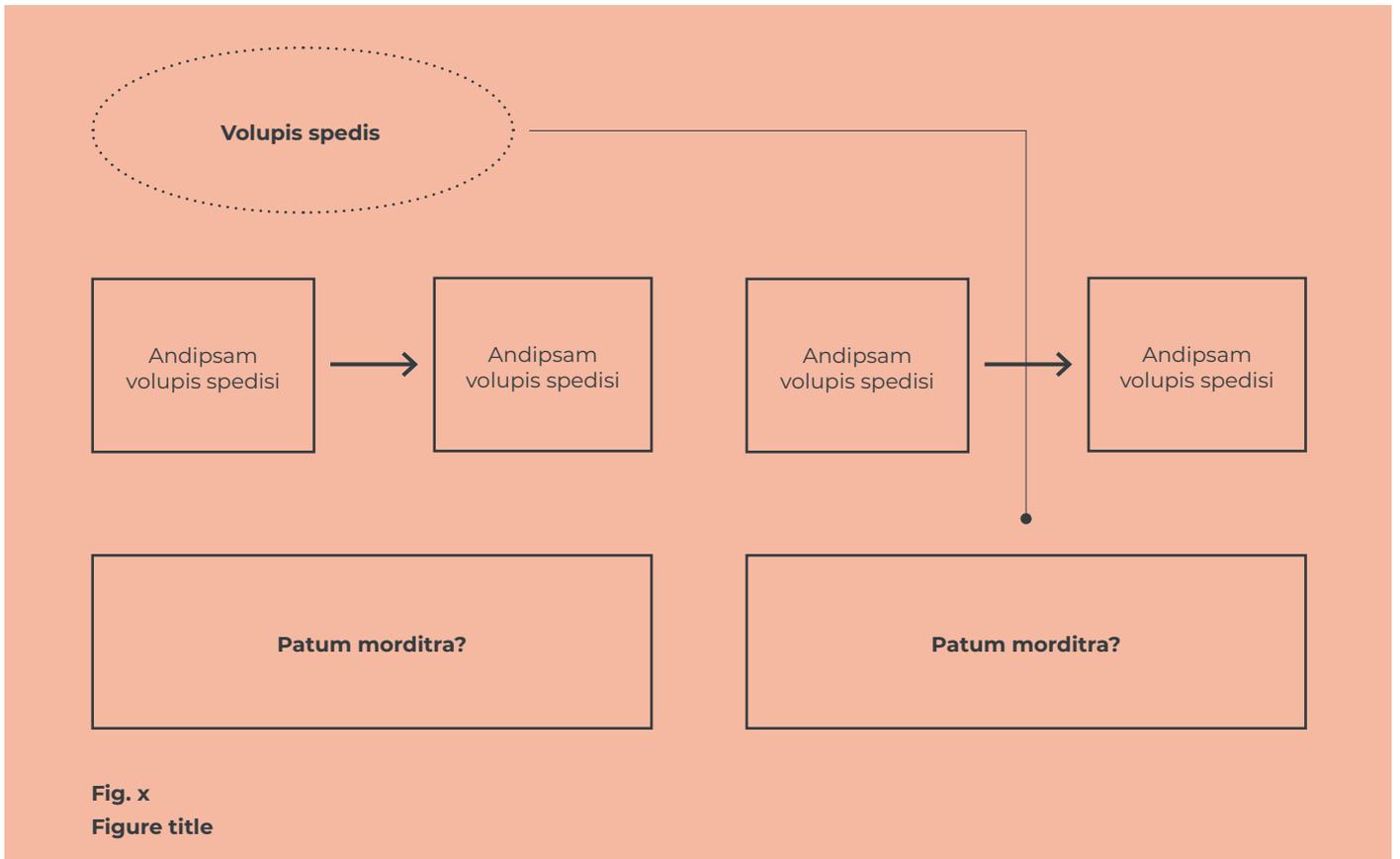


Fig. x
Figure title

Figures are licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License for non-commercial use](#).



Keep the shapes simple and follow a size hierarchy.

Stick to the primary colour palette and Montserrat typeface in bold and regular.

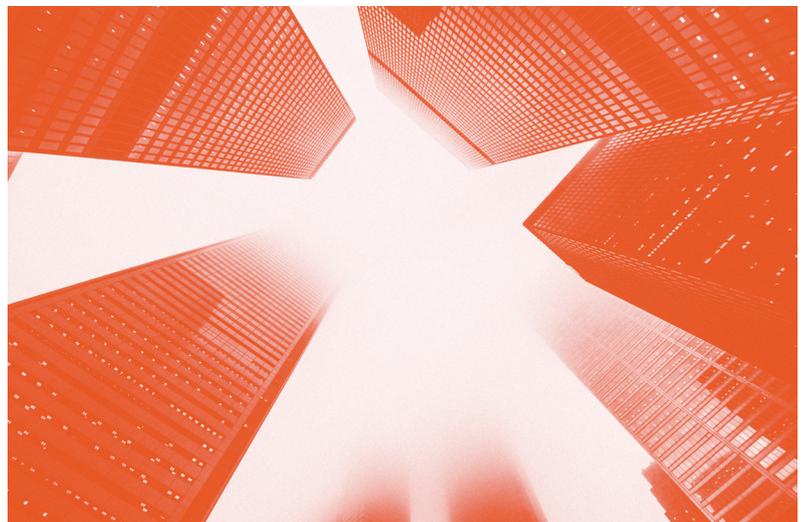
VISUAL LANGUAGE

The visual language stands as a cornerstone of a company's corporate identity, where compelling imagery, consistently and effectively utilized, can enhance the appeal of our brand and instantly distinguish our communication materials. NewClimate Institute utilises licensed photographs as well as those generated by AI. In our design process, it's common practice to apply a noise filter, along with duotone effects, to strengthen the visual appeal and quality of our images.

Illustrations are not typically integrated into the brand identity of NewClimate, although they may be employed on rare occasions. If utilised, the shapes tend to be square rather than rounded, maintaining consistency with the brand's aesthetic.



Some key words that should be considered when selecting photography are bold, dynamic, perspective, graphic, abstract, contemporary and contrast.



INCORRECT IMAGERY

Avoid any supplied photography, which fits into one of the following categories detailed below:

- low quality – out of focus, low resolution – lacking in contrast – too light or dark – poor perspective (too close/far away from subject) – bad image crop – incorrect format for publication (portrait or landscape) – image that is too 'busy'. **(1) (2)**



1



2

Avoid stereotypical photography where possible. Images of wind turbines and solar panels are used often so create interesting and dynamic crops. **(3)**

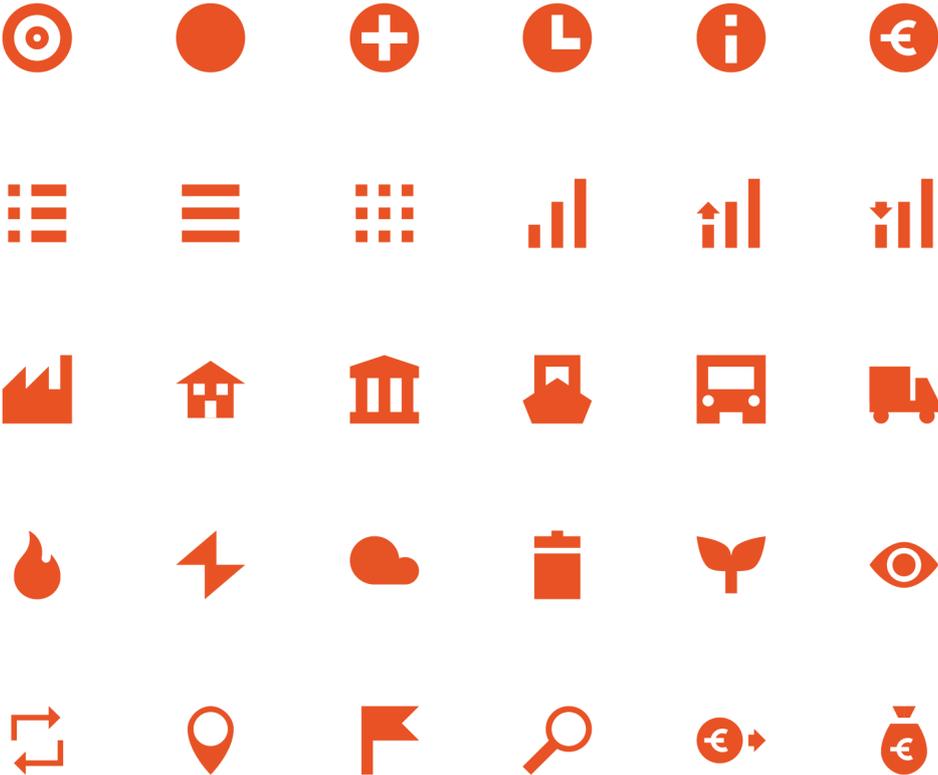


3

ICONOGRAPHY

NewClimate selectively incorporates minimalistic icons into its branding strategy for specific purposes, emphasizing simplicity and clarity. Examples of these icons can be observed within the provided context.

NewClimate icons can be provided on request, **don't hesitate to contact communications team** at communications@newclimate.org.



**NewClimate – Institute for
Climate Policy and Global
Sustainability gGmbH**

Cologne Office
Waidmarkt 11a
50676 Cologne, Germany

Berlin Office
Schönhauser Allee 10-11
10119 Berlin, Germany

Phone: +49 221 999 83 300

Email: info@newclimate.org

Website: www.newclimate.org

**NEW
CLIMATE**
INSTITUTE