

NEWCLIMATE IDENTITY GUIDELINES

External



ABOUT NEWCLIMATE

NewClimate Institute is an independent non-profit organisation based in Germany, focused on generating ideas for action against climate change and driving their implementation worldwide. NewClimate Institute is driven by the need to ensure a liveable planet. By connecting state-of-the-art research with policy-making processes, we aim to raise the ambition for climate action and contribute to effective climate solutions. We are an international team of 50+ experts, each bringing a diverse set of knowledge and expertise toward the shared goal of combating climate change. Our experts lead projects across a wide range of topics, including climate diplomacy and partnerships, national and sectoral climate action, corporate climate responsibility, carbon markets, and sustainable development. NewClimate Institute is independent of party-affiliated and corporate interests, with our funding coming from a variety of organisations including government institutions and foundations.

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

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”).

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DESIGN ELEMENTS

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.

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.

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

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

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

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

Utilise the secondary palette in graphics and figures.

Citron

R 199
G 186
B 46
HEX C7BA2E

Picton Blue

R 0
G 174
B 239
HEX 00AEEF

Field Brown

R 126
G 87
B 0
HEX 7E5700

Lavender

R 161
G 186
B 255
HEX A1BAFF

Magenta

R 236
G 37
B 133
HEX EC2585

Grape

R 101
G 44
B 179
HEX 652CB3

Persian Green

R 0
G 181
B 145
HEX 00B591

FIGURES COLOUR PALETTE

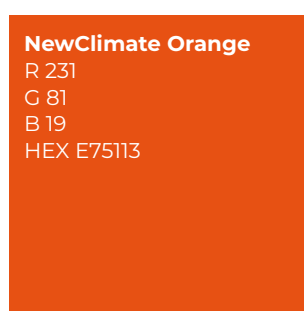
These colors include both the primary and secondary color palettes. When the secondary color palette is insufficient, additional colors are used to enhance visual distinction. Each color is assigned to a specific sector, technology, or category, ensuring clear differentiation and effective communication.



Tech: Nuclear, Diesel,
Pink H2



Tech: Geothermal,
Natural Gas Liquids



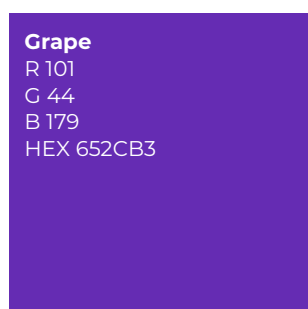
Sector: Energy supply
Tech: Heating



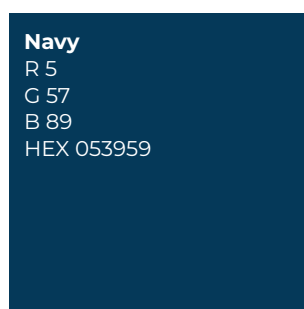
Tech: Storage



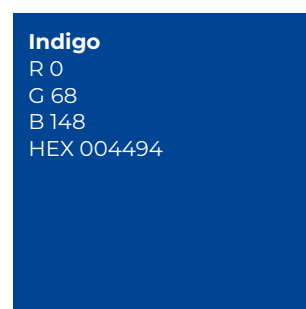
Tech: Gas CCS, Biodiesel



Sector: Transport
Tech: Methane, Oil



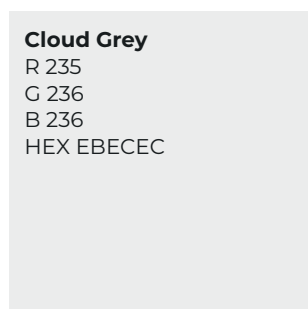
Tech: Emissions



Tech: Imports



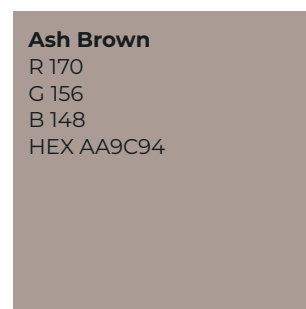
Tech: Gas, Biogasoline



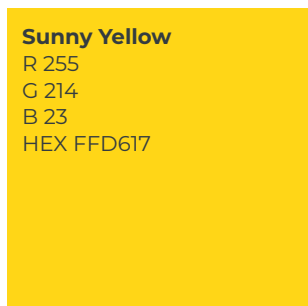
Sector: Buildings
Tech: Wind, Kerosene



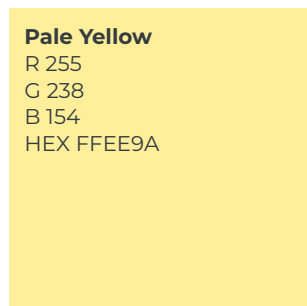
Tech: Coal CCS, Gasoline,
Grey H2



Tech: Waste



Tech: Other



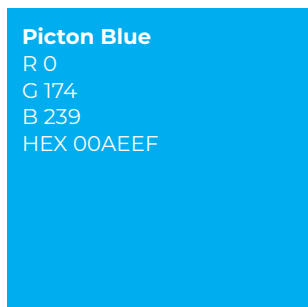
Tech: Household



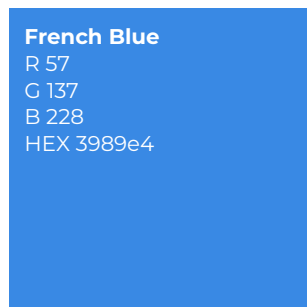
Tech: Solar



Tech: Electricity, Agriculture



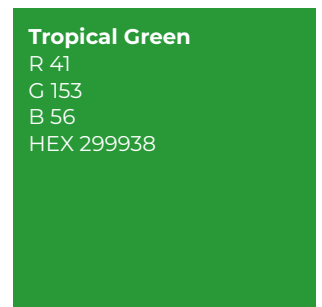
Tech: Hydropower



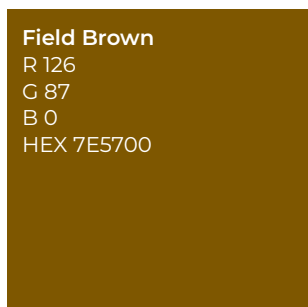
Tech: Tide, Wave, Ocean Energy



Sector: Electricity supply
Tech: Biomass, Green H2



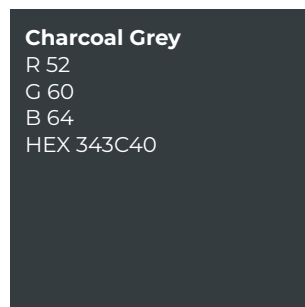
Tech: Solid biomass, Land-use, Renewable energy



Sector: Industry
Tech: Lignite



Tech: Fuel Oil



Tech: Hard coal, Black H2

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.

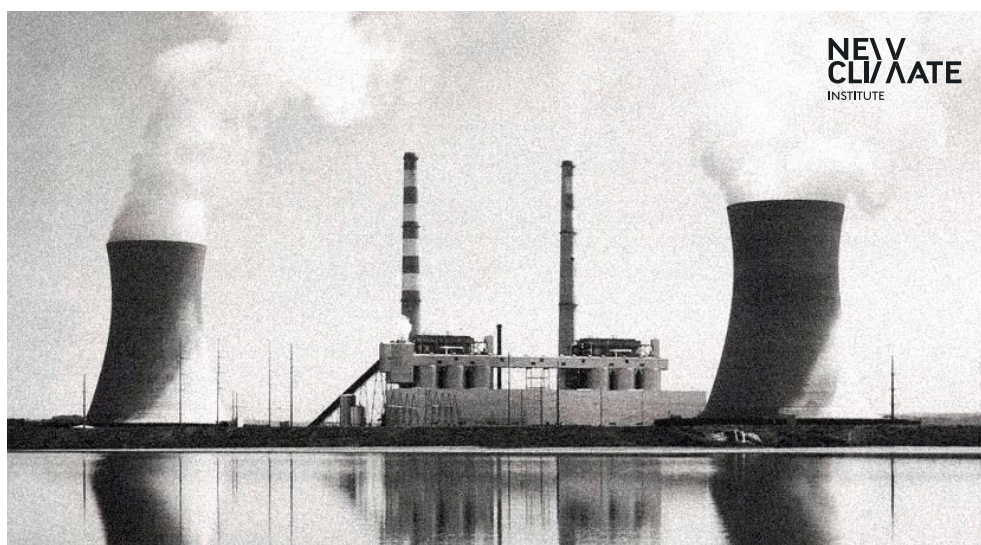


LOGO USAGE

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.

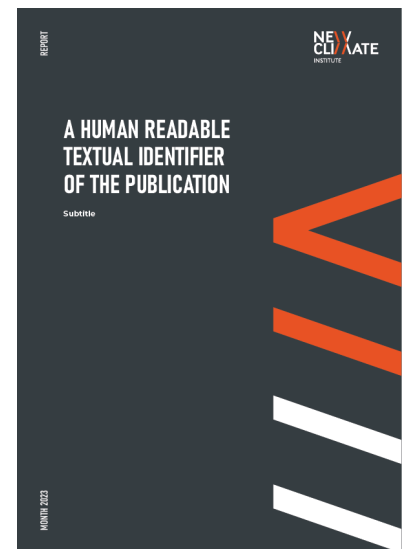
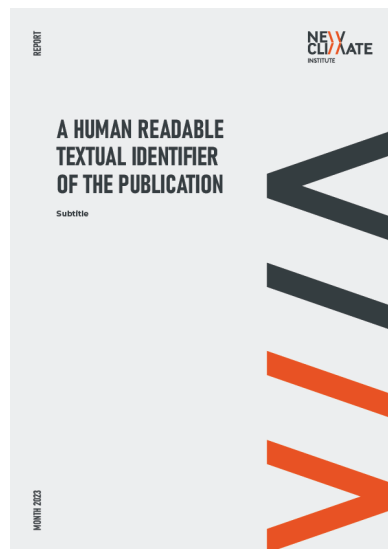
If using the logo over a photo, make sure there is sufficient contrast for legibility.



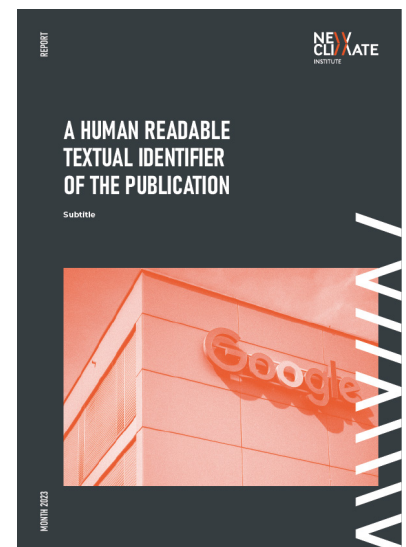
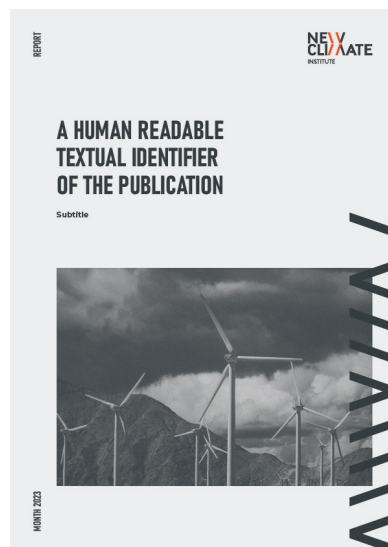
LITERATURE

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 organisations. 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

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 CULLUPO?

Bahnschrift Bold Cond.

20pt size / 22pt leading

Usage: Chapter titles.

UT FACEAQUO QUO CULLUP TATUS EARIBUS.
TECEPERUM QUAE REPRATUR?

Bahnschrift Bold 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.

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VISUAL LANGUAGE

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.

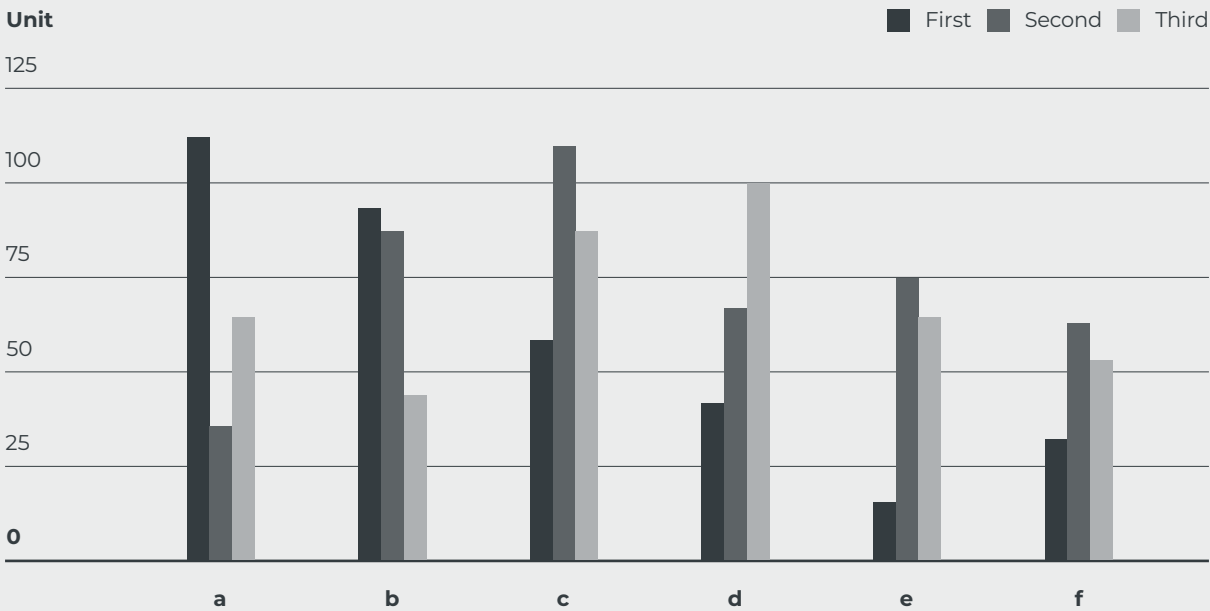
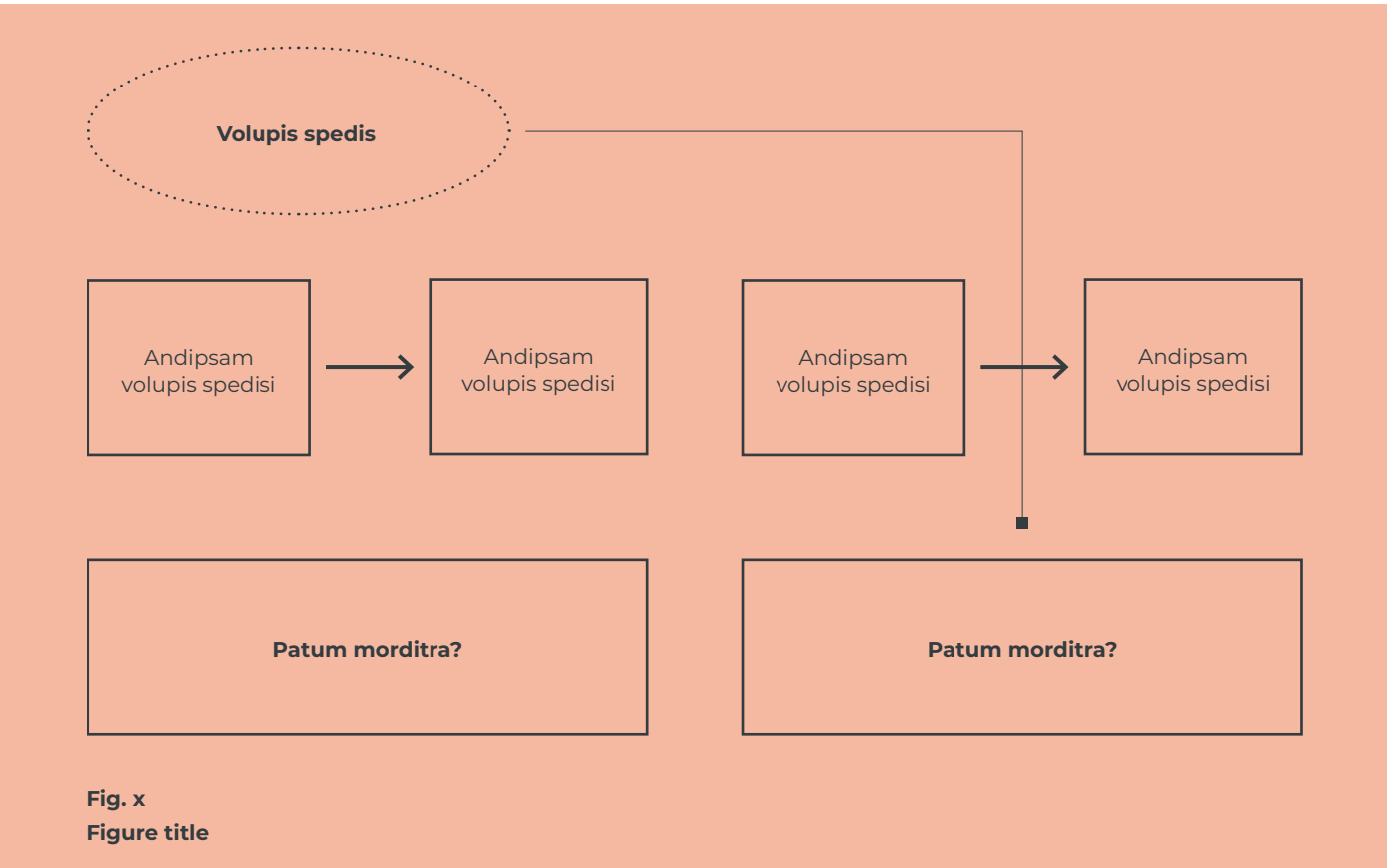


Fig. x
Figure title

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



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 utilised, 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.

Whatever context, it's crucial to **always make sure** that when using an image, **you're not violating copyrights**.



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]

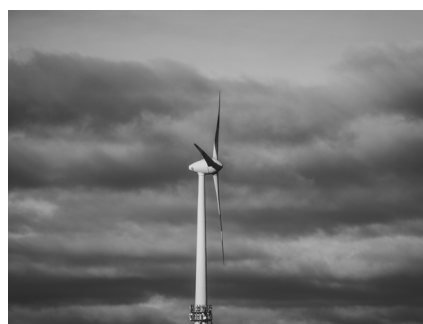


[1]



[2]

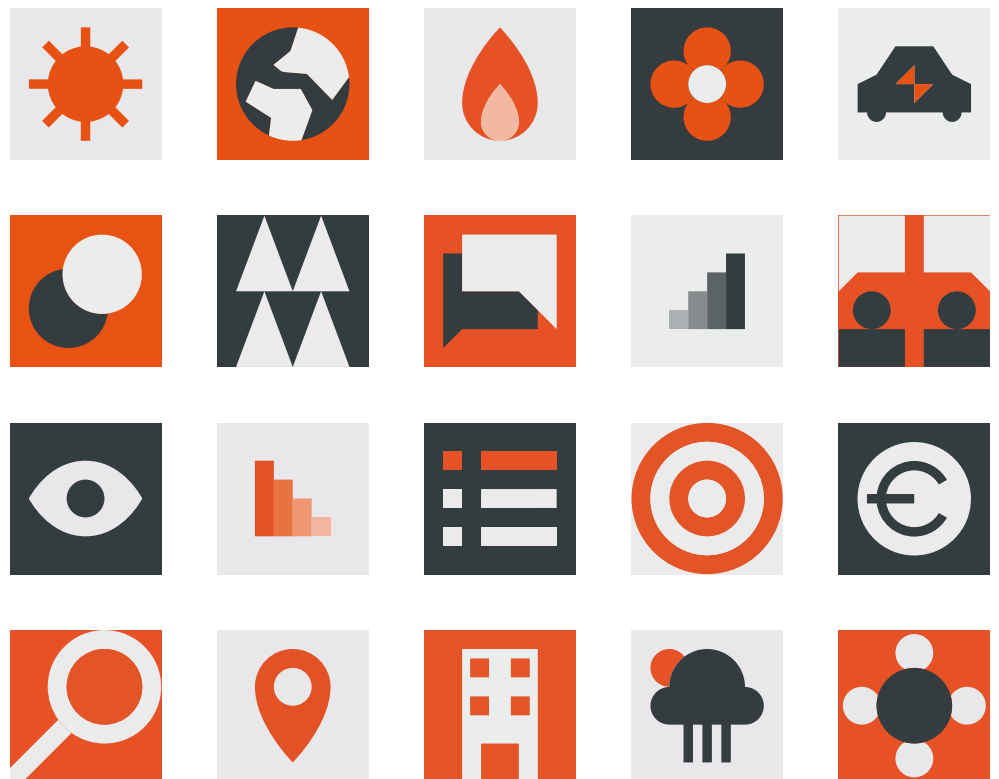
Avoid stereotypical photography where possible. Images of wind turbines and solar panels are used often so create interesting and dynamic crops. [3]



[3]

ICONOGRAPHY

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



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Climate Policy and Global
Sustainability gGmbH**

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**NEW
CLIMATE**
INSTITUTE