

ClientEarth[®] 

Brand Guidelines

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Foreword

These guidelines are designed to accompany the new ClientEarth brand identity, introduced in 2020. Our brand identity is an essential way of communicating who we are and what we stand for, and – crucially – for creating an emotional connection with audiences that moves them to support us.

The brand identity has been carefully conceived, but its effectiveness is the direct result of how it is applied each day. Used thoughtfully and consistently, it will help people recognise us and positively respond to us. It will contribute to the strong relationships we build with partners, communities and supporters. Most importantly, it will help ensure our vital messages are clearly heard. These guidelines should be used by anyone applying our identity, including graphic designers, printers and other suppliers, partner organisations and ClientEarth staff. Thank you for helping us wield our brand as effectively as possible.

Introduction to ClientEarth

Who we are

ClientEarth is the world's most effective environmental organisation.

What we do

We use the power of the law to bring about systemic change: informing, implementing and enforcing the law, drafting and advising decision-makers on policy, building legal expertise, and ensuring citizens' access to the laws that defend them.

How we do it

We work in partnership across borders, systems and sectors, ingeniously using the law to protect life on earth.

Strategy

Overview

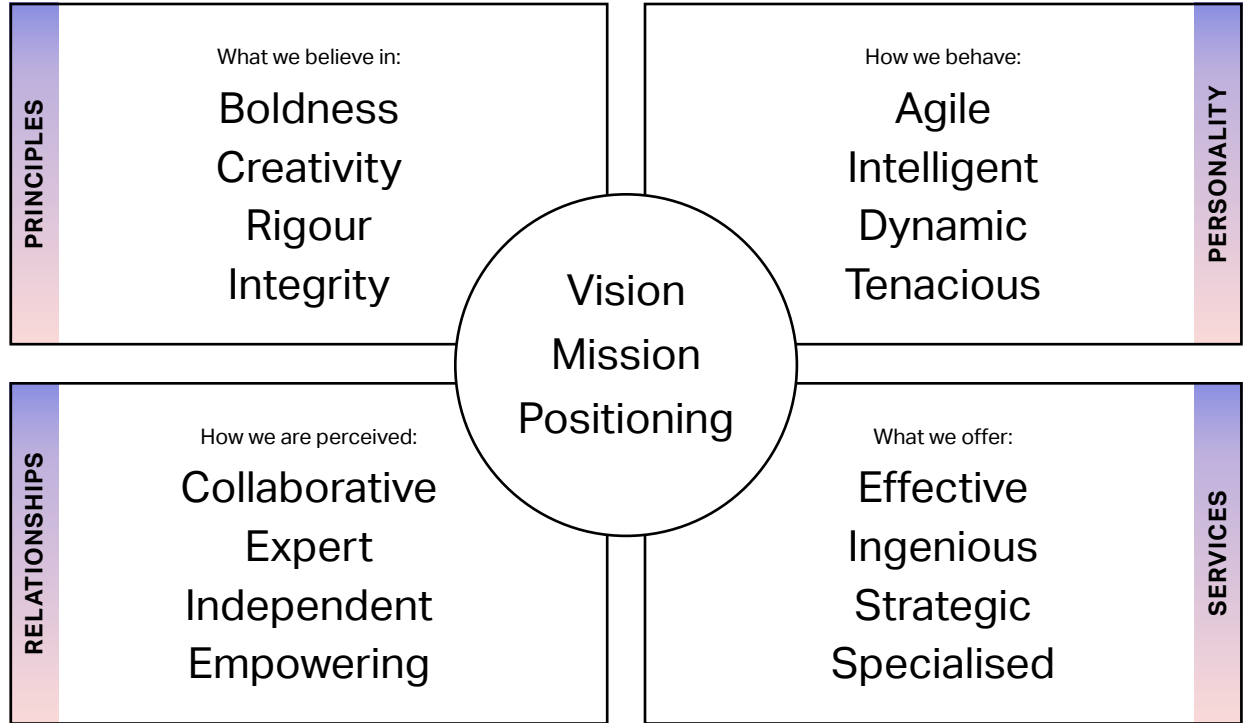
Our Mission

We use the power of law to bring about systemic change that protects the earth for – and with – its inhabitants.

Our Vision

A lasting civilisation in which people and nature thrive together.

Brand DNA



Core Brand Messages

- Environment:** Fighting for a future in which people and planet thrive together.
- Law:** We use the law as a collectively owned tool to protect rights, change systems and defend our shared resources.
- People:** We work for citizens' survival, with citizens' support, using citizens' laws.
- Expertise:** We have unrivalled, global expertise in environmental law.
- Impact:** Using the powerful tools of law effects lasting systemic change beyond what individuals alone can achieve.
- Charity:** We are not for profit and are funded by foundations, major donors and passionate individuals.
- 360:** We inform, implement and enforce the law; advise on policy; build legal expertise and safeguard citizens' access to the laws that defend them.
- Collaboration:** We work in powerful partnership, contributing our expertise to local actors and communities.
- Hope:** The situation demands urgent action. By empowering bold action, we create hope for a brighter future.
- Global:** A truly global environmental law effort (with the advantages of an EU HQ).

Tone of Voice

Qualities

Measured

Logical, calm, deliberate

Intelligent

Perceptive, nimble, creative

Inclusive

Open-minded, receptive, non-judgemental

Clear

Direct, honest, efficient

Conversational

Approachable, human, empathetic

Respectful

Polite, considerate

Factual

Expert, rational, proof-focused

Bold

Forthright, inspiring, compelling

Visual identity

Wordmark

The ClientEarth wordmark is the most important visual component of our brand identity. It is the most recognisable – and frequently used – aspect of our brand, and our most vital asset.

That's why it's essential to use it correctly: only using the supplied versions in the ways specified in these guidelines. Please don't recreate or alter it in any way.

ClientEarth

Wordmark

The ClientEarth wordmark has been designed to work in a single colour, allowing for clarity across multiple applications.

ClientEarth

Wordmark

The ClientEarth wordmark should always be in strong contrast to the background.

When placed over a gradient, the wordmark should be in black.

Over a photographic background, only use the wordmark in black or white, whichever is more legible and effective.

The wordmark "ClientEarth" is displayed in a bold, black, sans-serif font. It is centered on a background that transitions from a light orange at the top to a light blue at the bottom.

ClientEarth

The wordmark "ClientEarth" is displayed in a bold, black, sans-serif font. It is centered on a plain white background.

ClientEarth

The wordmark "ClientEarth" is displayed in a bold, white, sans-serif font. It is centered on a background that transitions from a light orange at the top to a light blue at the bottom. A thin red diagonal line runs from the bottom-left corner towards the top-right corner of the image.

ClientEarth

The wordmark "ClientEarth" is displayed in a bold, white, sans-serif font. It is centered over a photograph of a person carrying two buckets on a cracked, dry, and cracked earth surface. The person is walking away from the camera, leaving a trail of footprints.

ClientEarth

Wordmark

Our logo has been carefully modified to suit the character of the brand, and to achieve a visually balanced result for maximum readability. Kerning (spacing between the letters) has also been optimised.

For this reason, please don't use the brand font to 'type out' the wordmark – please always use the approved files supplied.

The wordmark 'ClientEarth' is displayed in a bold, black, sans-serif font. Red lines are drawn above and below the letters 't' and 'h' to indicate kerning adjustments. The lines above 't' and 'h' are horizontal, while the lines below are vertical, showing the spacing between the letters.

Typed out in Aktiv Grotesk XBold

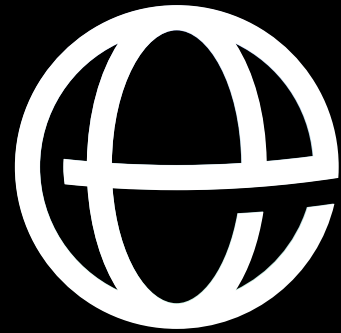
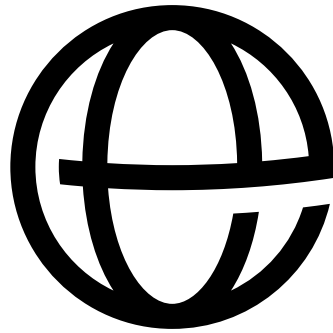
The wordmark 'ClientEarth' is displayed in a bold, black, sans-serif font. The letters are tightly spaced, creating a cohesive and balanced wordmark.

Custom designed logotype

Globe

The ClientEarth Globe is a unique symbol that has been designed to integrate the lowercase E, C, and a globe.

It is available as part of the graphic toolkit to enhance and support the ClientEarth brand.

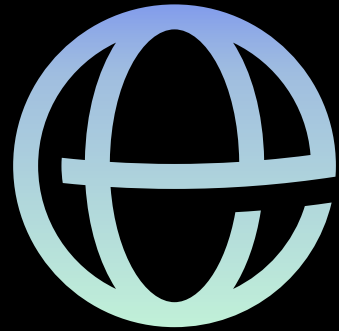


Globe

Unlike the wordmark, the Globe may be shown in a gradient, but only on a black or white background.

The gradient Globe may be used as part of a lock-up (see example on page 21) or as a stand-alone graphic device (for example, on a t-shirt or badge).

Never use the gradient Globe on a grey, colour or photographic background.

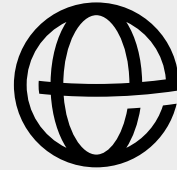


Globe

The ClientEarth Globe should always be in strong contrast to the background.

When placed over a gradient, the Globe should be in black.

Over a photographic background, the Globe should only be shown in either black or white, whichever is more legible and effective.



Lock-up

The correct configuration of our wordmark and Globe symbol is called the lock-up.

The lock-up has been designed for optimum aesthetic balance, and should never be altered.

The lock-up is available as a single file. Please do not recreate the lock-up by manually placing the two elements together.

The gradient lock-up should only ever be used on black or white backgrounds.

Never use the gradient lock-up on a grey, coloured or photographic background. Instead, use the solid lock-up in black or white.

The image shows the ClientEarth logo in a monochrome lock-up. The word "ClientEarth" is written in a bold, black, sans-serif font. To the right of the word is a black and white globe icon with latitude and longitude lines. The globe is positioned such that it appears to be part of the wordmark, specifically overlapping the "h".

ClientEarth

Monochrome lock-up

The image shows the ClientEarth logo in a gradient lock-up. The word "ClientEarth" is written in a bold, black, sans-serif font. To the right of the word is a globe icon with a blue-to-green gradient. The globe is positioned such that it appears to be part of the wordmark, specifically overlapping the "h".

ClientEarth

Gradient lock-up

Lock-up

The lock-up may also be reversed to create greater legibility and impact in a range of contexts.

ClientEarth 

Monochrome lock-up

ClientEarth 

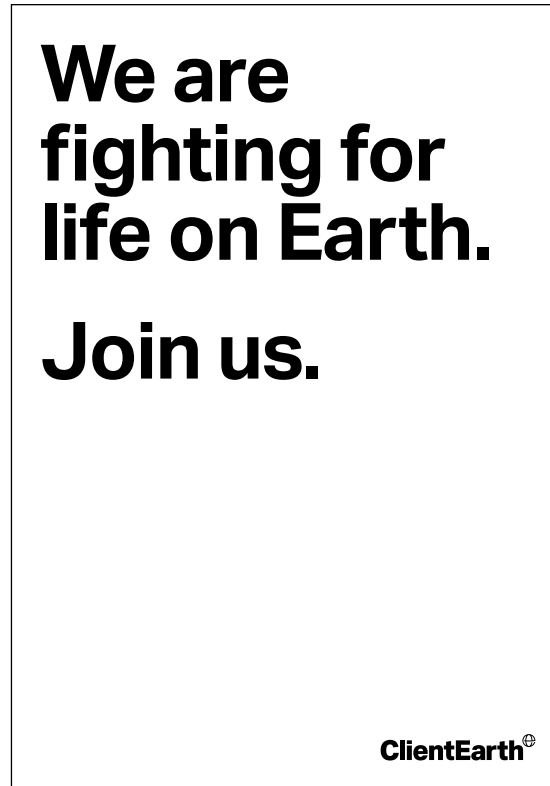
Gradient lock-up

When to use the lock-up

The lock-up is the strongest, most distinctive expression of the ClientEarth brand identity and should be used wherever possible and suitable.

When the communication already prominently displays the Globe, such as on social media channels where the Globe is used as the account icon, the wordmark is sufficient as a sign-off.

For examples, refer to the “Brand in use” section of this document.



Example:
Printed and digital messaging



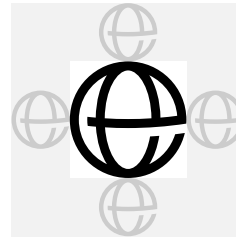
Example:
Social media messaging

Exclusion Zones

To maintain the visual integrity of the logo, there are rules outlining the amount of clear space that must surround it. The exclusion zone ensures that other visual elements (i.e. headlines, text, and partner logos) do not encroach on the wordmark. Respecting this clear space will ensure maximum impact.

The exclusion zone for the Globe is 0.5x the height of the Globe.

The exclusion zones for the wordmark and for the lock-up are 1x the height of the uppercase letter E.



Minimum Size

To ensure visibility and legibility, the minimum size for the wordmark is 30mm wide for printed applications and 240px wide for digital applications.

The minimum size for the Globe, where it appears alone, is 6mm wide for printed applications and 40px wide for digital applications.

The minimum size for the lock-up is 35mm wide for printed applications and 260px wide for digital applications.

ClientEarth

30mm

ClientEarth

240px



6mm



40px

ClientEarth[⊕]

35mm

ClientEarth[⊕]

260px

Regional lock-ups

The regional lock-ups combine the regional tagline with the wordmark and Globe.

The lock-ups have been designed for optimum aesthetic balance, and should not be altered.

As with the main lock-up, regional lock-ups are available as master files. Please do not recreate the regional lock-up by manually placing the separate elements together.

The exclusion zones for the regional lock-ups are 1x the height of the uppercase letter E.

ClientEarth 
Anwälte der Erde

ClientEarth 
Prawnicy dla Ziemi

ClientEarth 
欧洲环保协会

Incorrect Use

It is critical to always use approved artworks to maintain consistency and integrity of the ClientEarth brand identity. Never alter or try to recreate the wordmark from fonts.

Shown opposite are examples of incorrect uses of the ClientEarth Globe and wordmark.



Do not use the Globe or wordmark in unauthorised colours.



Do not skew, stretch, or otherwise distort the Globe or wordmark.



Do not use the gradient inside the wordmark.



Do not add an outline, apply a drop shadow, or add any other effects or filters to the Globe or wordmark.



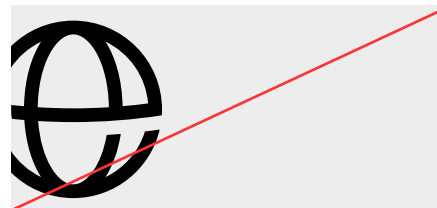
Do not create new lock-ups of the Globe and wordmark other than the one supplied.



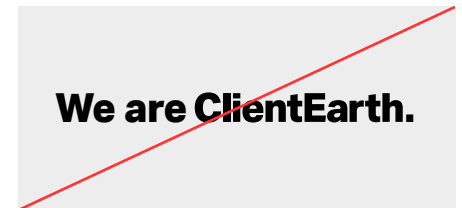
Do not use different colours within the same wordmark.



Never put the Globe or wordmark inside a holding device.



Do not crop the Globe or wordmark



Do not use the wordmark within a line of text.

Typography

Mirroring our tone of voice, our typography communicates in a clear, impactful manner without ever having to shout.

Aktiv Grotesk is a sans-serif typeface developed by Bruno Maag in 2010 as a 21st-century interpretation of a grotesque sans typeface. Although it is authoritative, serious and contemporary, it is sufficiently understated enough to support rather than overpower the messages it is used to deliver.

Like ClientEarth, it is a family with big ambitions and international appeal, supporting over 130 languages including Arabic, Hebrew, Greek Cyrillic, Devanagari, Thai, Chinese, Japanese, and Korean.

Aktiv Grotesk is available on [Typekit](#) and from the [Dalton Maag](#) type foundry.

Aktiv Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &?!£€¥

Aktiv Grotesk Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &?!£€¥

Aktiv Grotesk Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &?!£€¥**

Aktiv Grotesk XBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &?!£€¥**

Typography

Aktiv Grotesk is a very large family of weights and styles. The ClientEarth brand limits its usage to the four weights shown opposite for clarity, consistency and ease of use.

In instances where Aktiv Grotesk is not available, Arial should be used, with a matching approach to weights for titles, subtitles and body copy.

Recommendations for how to use each weight are outlined on the following page.

Light
Regular
Bold
XBold

Typography

Aktiv Grotesk Bold is recommended for use on document titles and headlines, and primary messaging in advertisements.

Aktiv Grotesk Light is recommended for use on subtitles. When using in this way, keep the point size and leading values the same as the title in bold.

Aktiv Grotesk Regular is recommended for use on body copy, supporting text and secondary messaging.

Aktiv Grotesk XBold is recommended for use on smaller text, such as clickable online 'buttons' or calls to action. It should not be used for a main title or headline.

Communities at the Heart of Forest Management: How Can the Law Make a Difference?

Sharing lessons from the Philippines, Nepal and Tanzania

Donate

Title:
Aktiv Grotesk Bold

Subtitle:
Aktiv Grotesk Light

Body Copy:
Aktiv Grotesk Regular

Buttons:
Aktiv Grotesk XBold

Typography

Our copy – including headlines – is always left-justified.

Our tone of voice relies on us being measured, conversational and respectful, so we use title case for titles and headings, and sentence case for running text.



Gradient Palette

The ClientEarth gradient palette is inspired by the varied and shifting colours of the earth's atmosphere; the sky seen through a forest canopy; or the moments just before dawn, or after dusk.

The gradients are fixed and should not be altered in any way. Do not modify the mid points, angles*, opacity, or spread of the gradients. Always use the gradient file to fit the frame of the area being filled.

We do not recommend creating new gradients to add to the existing set.

*The gradient may be rotated 90° when being employed as a horizontal rule. An example is shown on the next page.



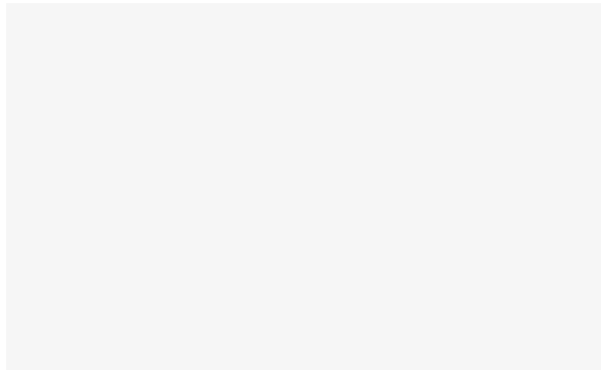
ClientEarth Gradient 1

ClientEarth Gradient 2

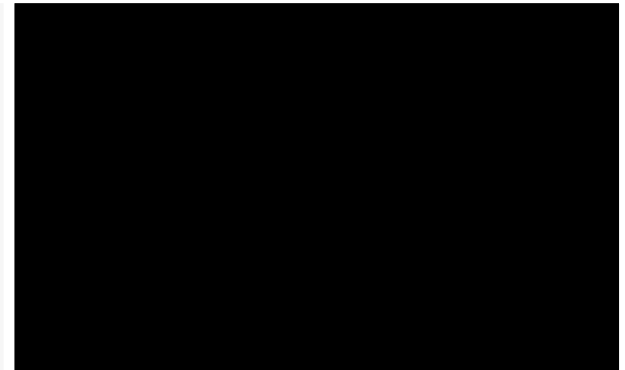
ClientEarth Gradient 3

ClientEarth Gradient 4

ClientEarth Gradient 5



Shade



Black

How to use the Gradient Palette

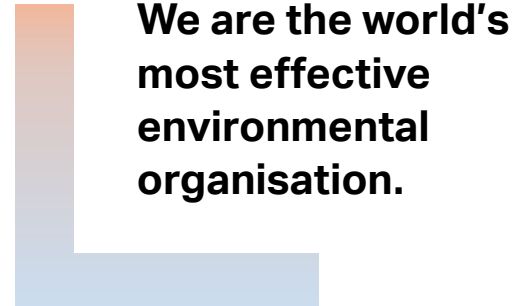
There are several ways the gradient palette can be used, including (but not limited to) the examples laid out on this page.

1. As a background for cover pages and section dividers
2. To pull out a quote
3. As vertical or horizontal rules to aid information hierarchy*
4. To frame a photograph

*This is the only time that the gradient may be rotated 90°.



1. Cover page background



2. Quote

4,048

Sedis exces int. Dam et, nobis verum fugitatus as et am aliquas accus etur anditat vidella aut velici simus autectat accupta tiaerate lam acillignis velecul parundam.

3. Horizontal rule



4. Photography

Solid Colour Palette

Sometimes it is necessary to employ solid colours for things like iconography and infographics.

The solid colour palette should be used sparingly and only in cases where it would not be possible or practical to use a gradient.



RGB: 255 185 49
HEX/HTML: FFB931
CMYK: 0 30 84 0



RGB: 243 100 8
HEX/HTML: F36408
CMYK: 5 70 100 0



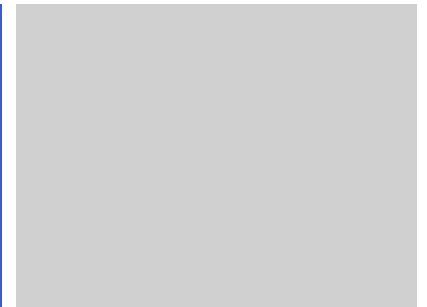
RGB: 90 148 127
HEX/HTML: 5AB87F
CMYK: 59 11 63 0



RGB: 197 172 222
HEX/HTML: C5ACDE
CMYK: 23 29 0 0



RGB: 70 70 223
HEX/HTML: 4646DF
CMYK: 81 67 0 0

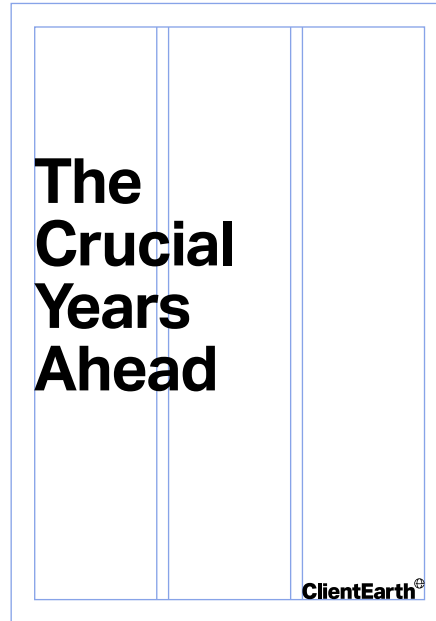


RGB: 208 208 208
HEX/HTML: D0D0D0
CMYK: 0 0 0 0

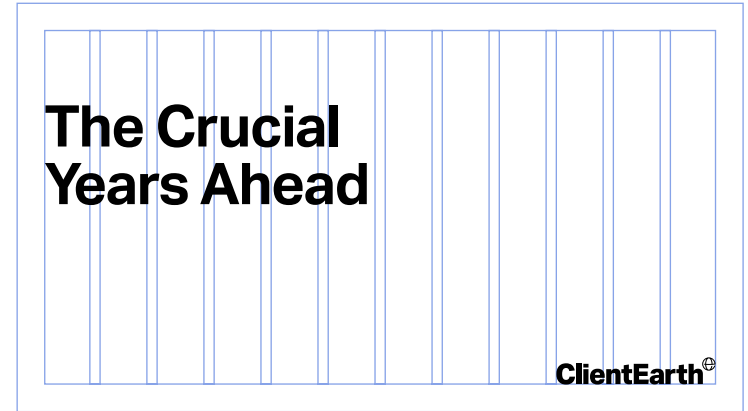
Grid

A simple, three-column grid creates a flexible yet visually consistent system across the breadth of applications used by ClientEarth. This can be increased to 6 or 12 columns if the content is more complex.

The ClientEarth wordmark should lock to the grid whenever possible. However, priority should be given to the visibility of the wordmark and its relationship to the supporting text elements on the page.



Example:
A4 Report Cover
3 Columns



Example:
16:9 Keynote Cover
12 Columns

Grid

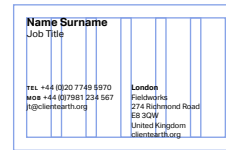
Shown opposite are examples of how the grid can be used on various communications.

Examples:

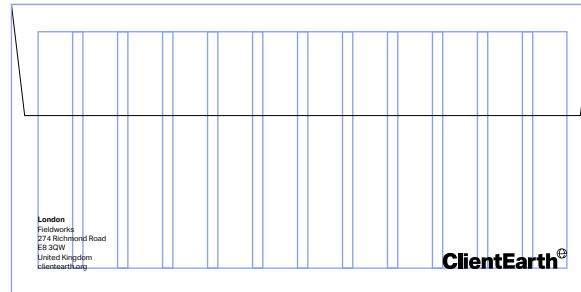
Business Card
6 Columns



A4 Letterhead
12 Columns



DL Envelope
12 Columns



Grid

Shown opposite are examples of how the grid can be used on various communications.

ClientEarth

ClientEarth Briefing
October 2021

Queen's Speech Briefing: Air Quality

Top Lines

- We welcome the announcement of an Environment Bill in the Queen's Speech, and the inclusion of a chapter on air quality.
- Persistent illegal and dangerous levels of air pollution in the UK have led to a public health crisis that harms the health of millions of people across the country.
- Due to ongoing illegal levels of air pollution, ClientEarth has taken successive governments to court on three occasions, in order to get them to comply with the law on air quality. We have been successful on each occasion.
- As part of a coalition of health, transport and environment charities, including the British Lung Foundation and British Heart Foundation, we are calling on the government to make a legally binding commitment to meet World Health Organization (WHO) guideline levels for particulate matter pollution by 2030.
- Alongside this commitment, we want to see a new duty that requires all public bodies to factor air pollution into their decision-making.
- In addition to ambitious legislation, we need a strong and independent environment watchdog to enforce air quality laws after we leave the EU.
- Finally, we need urgent policies alongside new legislation to tackle this public health crisis, including a national network of Clean Air Zones, and help and support for people and businesses to move to cleaner forms of transport.

Background

Air pollution affects everyone, from the womb to old age, but is particularly dangerous for the most vulnerable individuals, including children, older people and those with existing health problems. They can also suffer the greatest exposure to air pollution, alongside outdoor and transport workers, people from deprived backgrounds and ethnic minorities.

We have the opportunity to become world leaders in the fight against air pollution: protecting the health of people across the UK and developing the solutions others need. To achieve this, we need new clean air laws to set an effective framework for action and enshrine the right to breathe clean air into domestic law. Alongside these new laws, we need the government to deliver urgent policies to tackle this public health crisis now, including a national network of Clean Air Zones alongside help and support for people and businesses to move to cleaner forms of transport.

1

Air pollution affects everyone, from the womb to old age, but is particularly dangerous for the most vulnerable individuals, including children, older people and those with existing health problems. They can also suffer the greatest exposure to air pollution, alongside outdoor and transport workers, people from deprived backgrounds and ethnic minorities.

We have the opportunity to become world leaders in the fight against air pollution: protecting the health of people across the UK and developing the solutions others need. To achieve this, we need new clean air laws to set an effective framework for action and enshrine the right to breathe clean air into domestic law. Alongside these new laws, we need the government to deliver urgent policies to tackle this public health crisis now, including a national network of Clean Air Zones alongside help and support for people and businesses to move to cleaner forms of transport.

<p>Name Surname Job title 020 7746 5975 name@clientearth.org www.clientearth.org</p>	<p>Name Surname Job title 020 7746 5975 name@clientearth.org www.clientearth.org</p>
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<p>Brussels Sime Strazi 1050 Bruxelles Belgique</p>	<p>Berlin Alte Schönstraße 22 10117 Berlin Germany</p>	<p>Warsaw ul. Kurwila 45 00-680 Warszawa Polska</p>
<p>Beijing 1950 Southview, Tower No. 37 Meizhoujiao Chaoyang District Beijing 100026 China</p>	<p>London Finsbury 274 Richmond Road Marston St Entrance E8 3GW United Kingdom</p>	<p>Madrid Calle de Paredes, 39 Dcha 28010 Madrid Spain</p>

ClientEarth is a registered charity that uses the power of the law to protect people and the planet.
 ClientEarth is funded by the generous support of philanthropic foundations, institutional donors and engaged individuals.
 ClientEarth is a company limited by guarantee, registered in England and Wales. Company number: 03889872, registered charity number: 1053968, registered office: 10 Queen Street Place, London, EC4R 3BE, and registered office in non-profit organisations in Belgium: ClientEarth BE, enterprise number: 0714225638, registered company in Germany: ClientEarth GmbH, registered office: 698 26481 HB, a registered association in Poland: Fundacja ClientEarth Poland, KRS 0000584216, NIP: 7010254208, a registered for profit corporation in the US: ClientEarth US, EIN #10722756, an registered subsidiary in China: ClientEarth Beijing Representative Office, Registration No. 11000004604816.

2

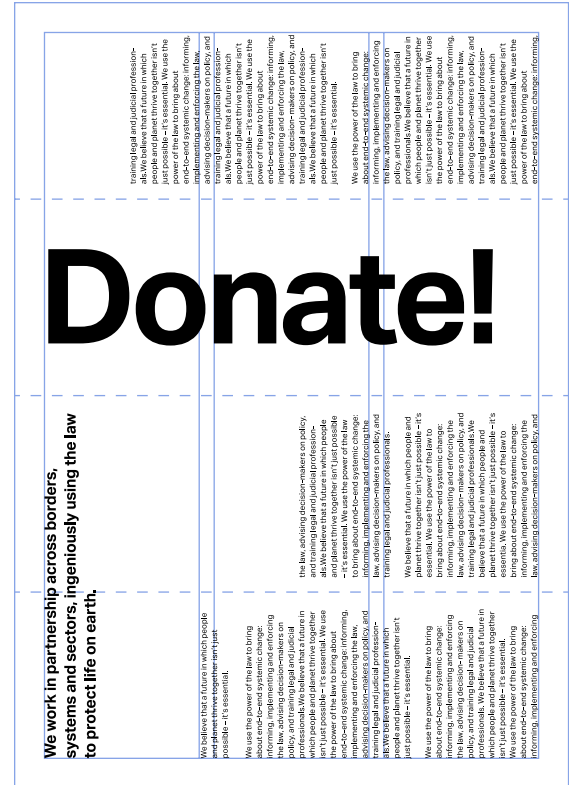
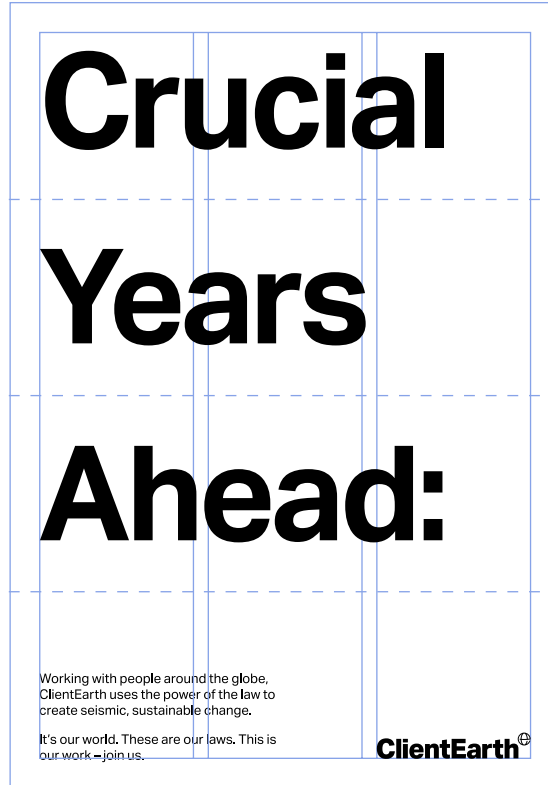
Example:
A4 Briefing Document

Vertical Text

ClientEarth is a youthful and agile legal organisation full of creative energy and passion. The typography that represents it should never feel dry, boring or cluttered.

Incorporating text that is rotated 90 degrees is a good way of creating dynamic layouts. Creating contrast between large titles and smaller body copy is another.

Employ these two tricks to create eye-catching layouts, especially for external messaging. However, use vertical space sparingly and only in instances where it does not detract from (or confuse) the clarity of the communication.



Example:
A4 Accordion-Fold Poster

Art direction

Sourced Photography

Whenever possible, **select** images that:

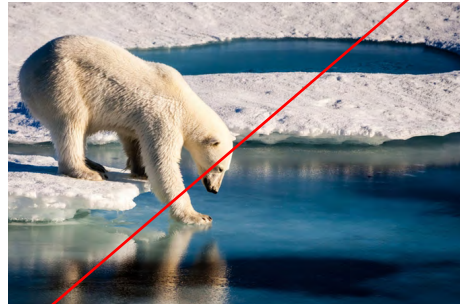
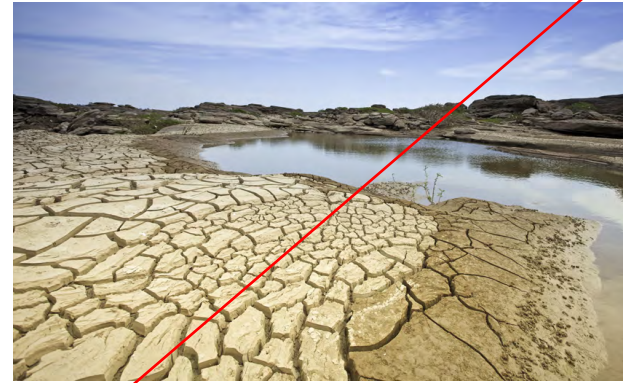
- are human-focused
- show emotion
- depict real and specific situations
- indicate the direct impact of environmental issues on people's daily lives, and the scale of the impact
- have a clear visual focus; are not cluttered
- offer an editorial/reportage perspective on the subject
- use natural lighting and colour, and aren't oversaturated.



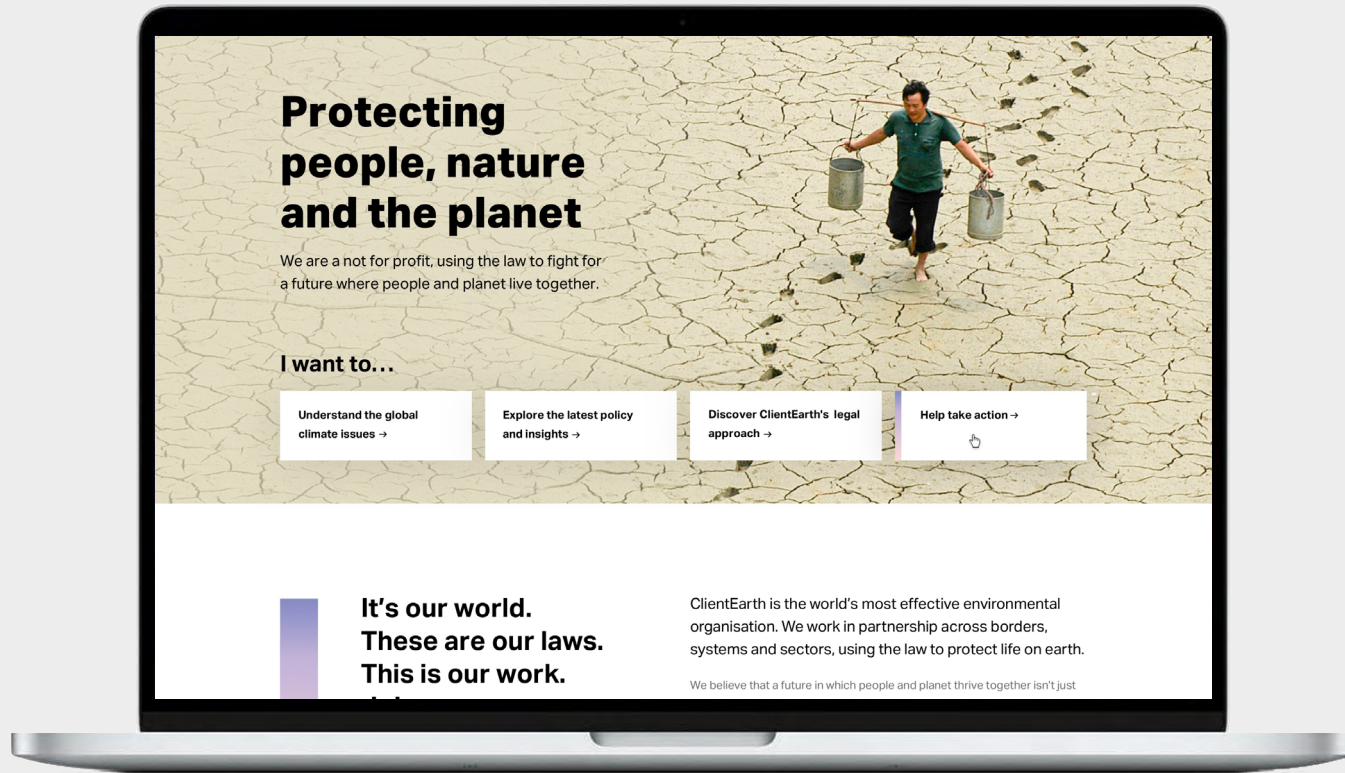
Sourced Photography

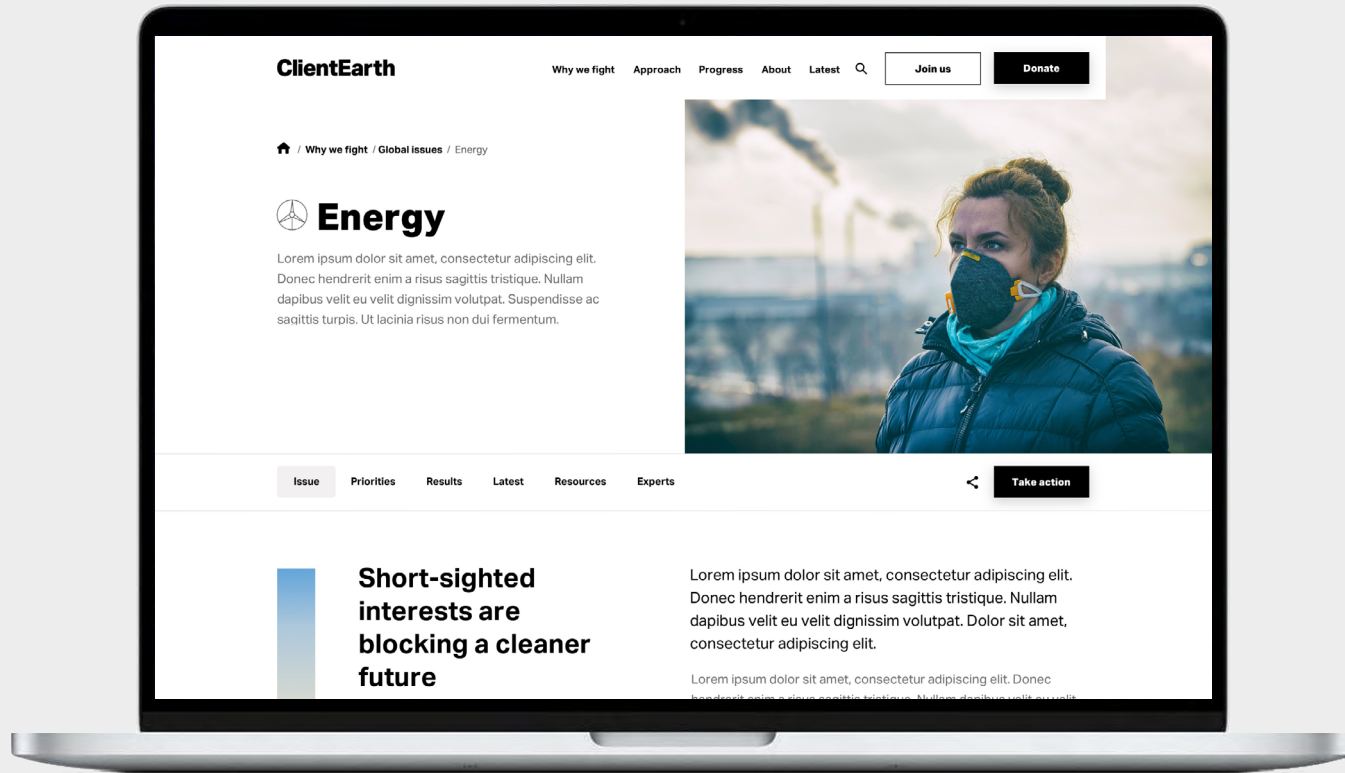
Whenever possible, **avoid** images that:

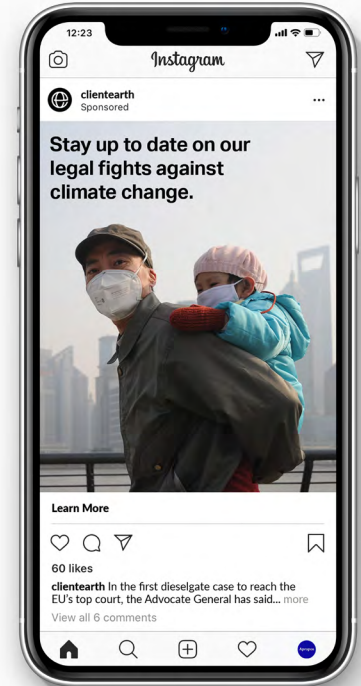
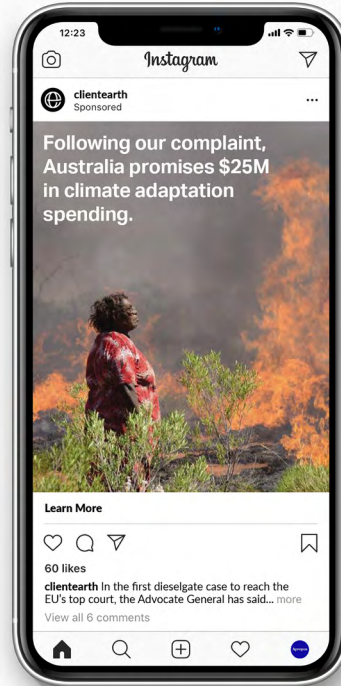
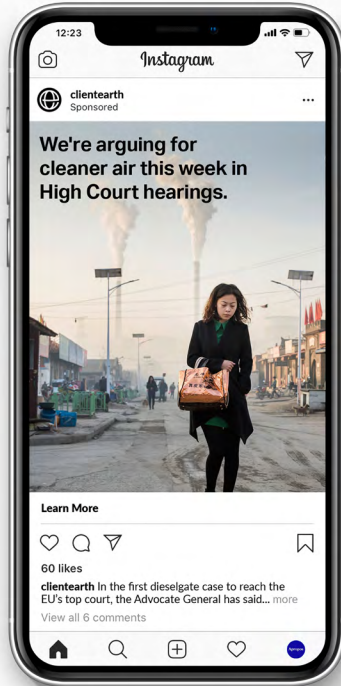
- tell a story about climate change that is removed from the human experience
- focus on wildlife or on remote locations
- feel alarmist or apocalyptic
- feel generic or abstract
- feel staged, processed or oversaturated
- are visual metaphors or “fake” compositions

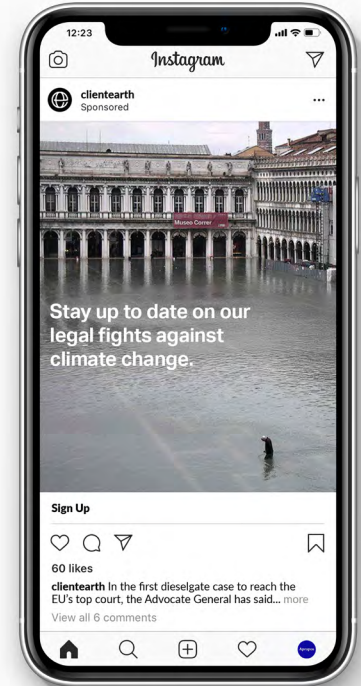
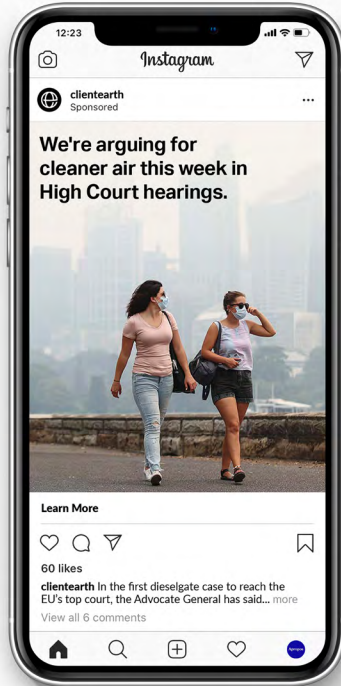


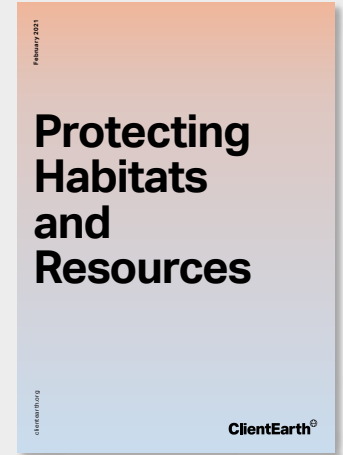
The brand in action













Crucial Years Ahead:

Working with people around the globe, ClientEarth uses the power of the law to create seismic, sustainable change.

It's our world. These are our laws.
This is our work – join us.



We work in partnership across borders, systems and sectors, ingeniously using the law to protect life on earth.

We believe that a future in which people and planet thrive together isn't just possible – it's essential.

We use the power of the law to bring about end-to-end systemic change: training legal and judicial professionals on policy and advising decision-makers on which people and planet thrive together isn't just possible – it's essential. We use the power of the law to bring about end-to-end systemic change: informing, implementing and enforcing the law, advising decision-makers on policy, and training legal and judicial professionals on which people and planet thrive together isn't just possible – it's essential.

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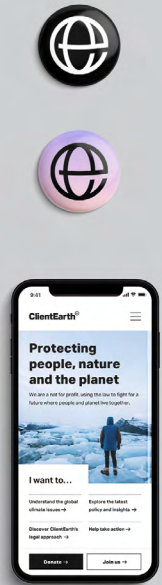
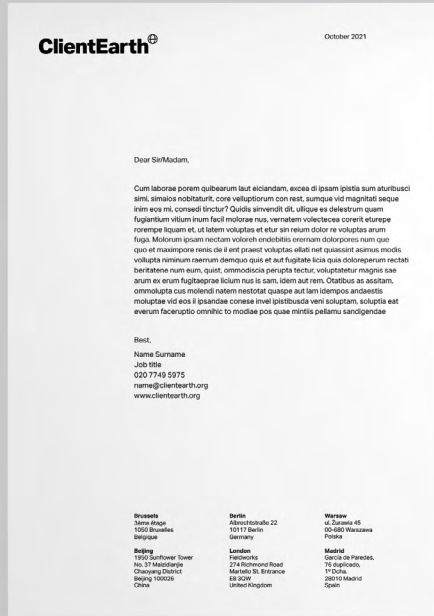
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Donate!





ClientEarth Briefing
October 2021

Queen's Speech Briefing: Air Quality

Top Lines

- We welcome the announcement of an Environment Bill in the Queen's Speech, and the inclusion of a chapter on air quality.
- Persistent illegal and dangerous levels of air pollution in the UK have led to a public health crisis that harms the health of millions of people across the country.
- Due to ongoing illegal levels of air pollution, ClientEarth has taken successive governments to court on three occasions, in order to get them to comply with the law on air quality. We have been successful on each occasion.
- As part of a coalition of health, transport and environment charities, including the British Lung Foundation and British Heart Foundation, we are calling on the government to make a legally binding commitment to meet World Health Organization (WHO) guideline levels for particulate matter pollution by 2030.
- Alongside this commitment, we want to see a new duty that requires all public bodies to factor air pollution into their decision-making.
- In addition to ambitious legislation, we need a strong and independent environment watchdog to enforce air quality laws after we leave the EU.
- Finally, we need urgent policies alongside new legislation to tackle this public health crisis, including a national network of Clean Air Zones, and help and support for people and businesses to move to cleaner forms of transport.

Background

Air pollution affects everyone, from the womb to old age, but is particularly dangerous for the most vulnerable individuals, including children, older people and those with existing health problems. They can also suffer the greatest exposure to air pollution, alongside outdoor and transport workers, people from deprived backgrounds and ethnic minorities.

We have the opportunity to become world leaders in the fight against air pollution: protecting the health of people across the UK and developing the solutions others need. To achieve this, we need new clean air laws to set an effective framework for action and enshrine the right to breathe clean air into domestic law. Alongside these new laws, we need the government to deliver urgent policies to tackle this public health crisis now, including a national network of Clean Air Zones alongside help and support for people and businesses to move to cleaner forms of transport.

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ClientEarth is a registered charity that uses the power of the law to protect people and the planet.
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The Crucial Years Ahead: How Can the Law Make a Difference?

ClientEarth[®]

A Word from our CEO

Until 2007, Europe lacked a vital tool to defend nature and combat climate change. Using law to protect the environment was a common concept in the United States but had not taken root over the Atlantic.

ClientEarth changed that.



Legal Landmark

Eight Torres Strait Islanders are making a complaint against the Australian government, alleging that its failure to act on climate change is violating their fundamental human rights.

02 Protecting habitats, wildlife and resources



How will we use the law in the next five years?

- 01 Push governments and companies to slash carbon emissions by 2050
- 02 Compel authorities to cut illegal air pollution across Europe
- 03 Take Europe beyond coal power and into a cleaner energy era by 2030

8 million*

*The number of tonnes of plastic waste that is discarded into the ocean every year. With our partners, we are finding ways to turn the tide.

Contact

If you need any help with any aspect of these guidelines, including where to download assets, please contact the ClientEarth design team.

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