

# Brand Guidelines

## World Climate Research Programme

Version 2. January 2025

## Introduction

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### What are Brand Guidelines used for?

To build a strong and lasting brand, it is essential to share a common language and codes. This consolidates brand perception and reinforces the reflex of attribution and recognition to the research community, policy makers, funders, media and the general public.

The Brand Guidelines presented here aim to provide the necessary tools for implementing a unified visual discourse for WCRP. This document includes all the graphical elements that constitute the brand, such as the logo, typography, colors, pictograms, visual universe, etc., as well as their usage guidelines.

Adhering to these principles ensures that the brand has a significant weight and impact, while also promoting coherence between all its tools and their implementation.

1. Logo
2. Colors
3. Typography
4. Brand Imagery
5. Sub logos
6. Collaterals examples
7. Before/After

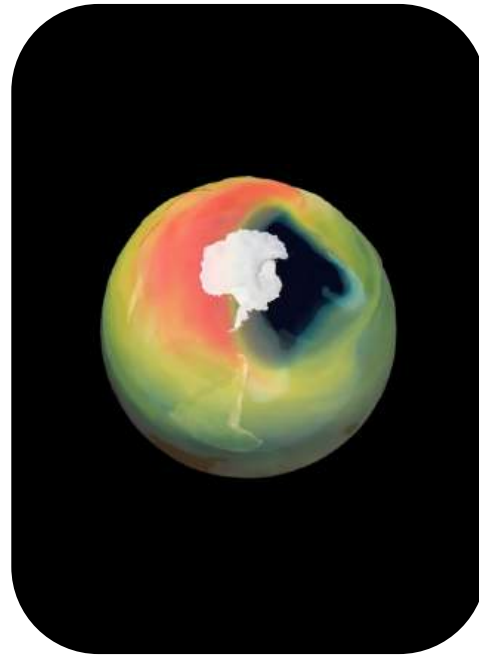
## Brand identity Inspiration

The brand identity is inspired by elements representing the planet, climate flows and research.

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Aurora Borealis



Data visualisation



Interconnected system



Earth (The Blue Marble)

# 1. Logo

## 1.1.1 Logo - Main

The logo combines a Word Mark in capital letters, written in a modern, sans serif font and a Brand Mark positioned to the right, like a degree symbol, representing the planet.



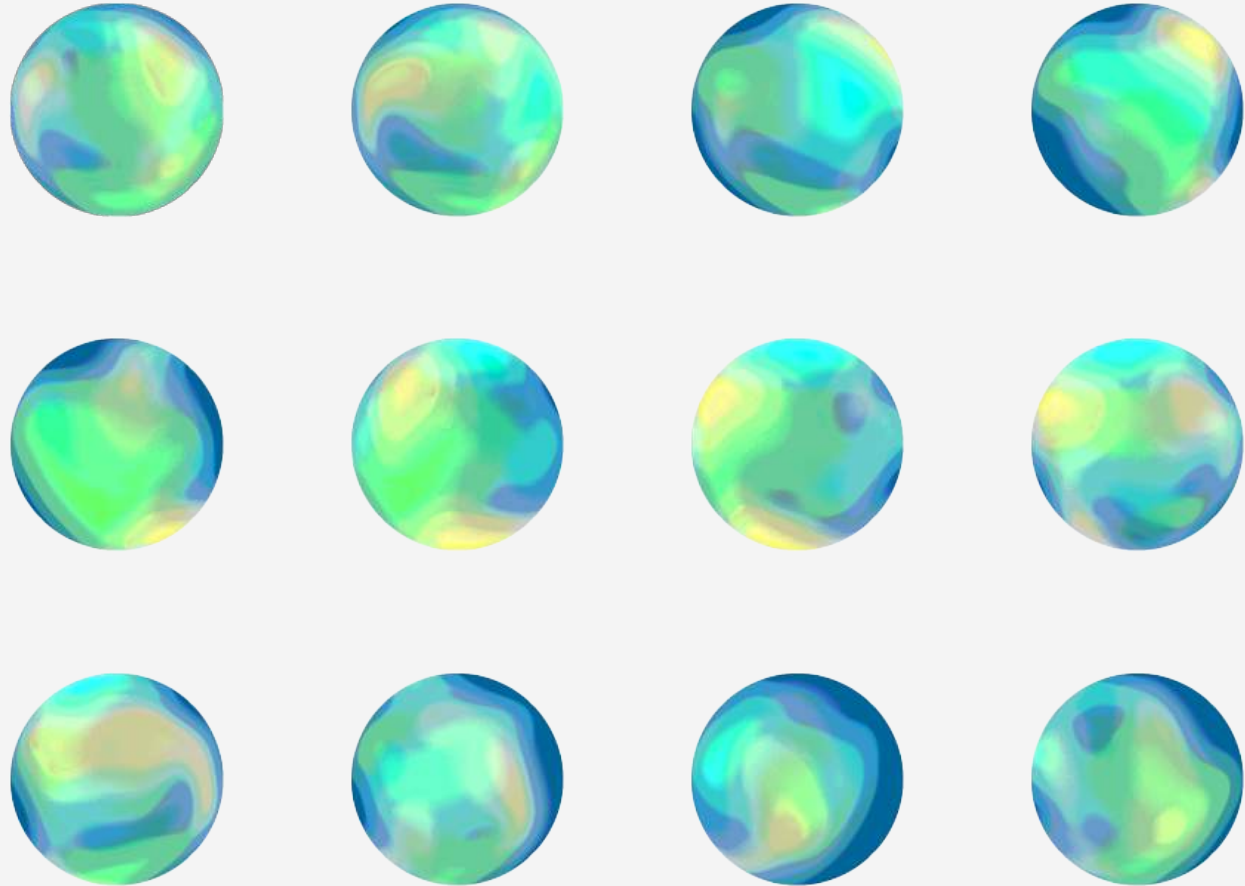
## 1.1.2 Logo - Structure

The full logo is composed of the Word Mark (logotype),  
the Brand Mark and the Baseline (full name).  
The logo can be used with or without the Baseline.



### 1.1.3 Logo - Animated

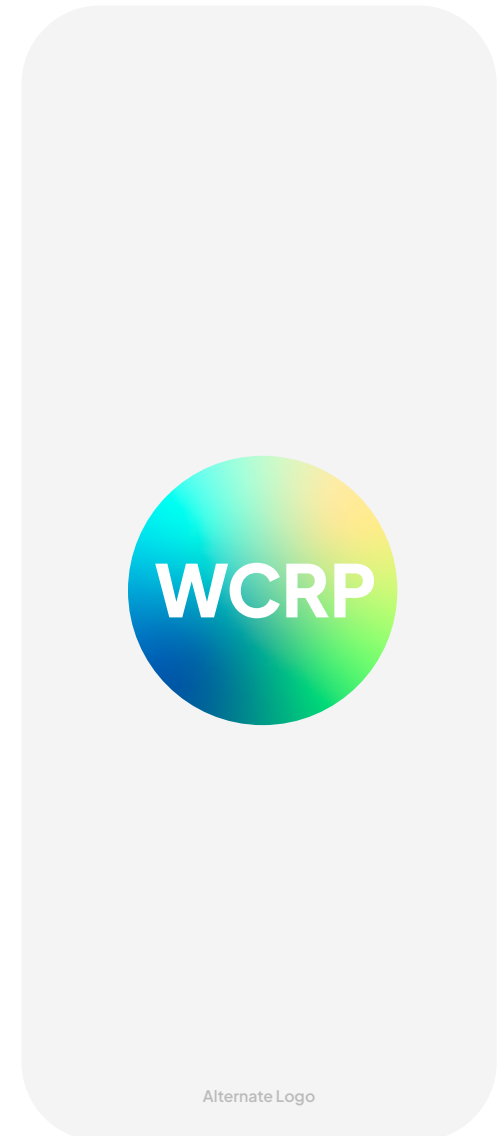
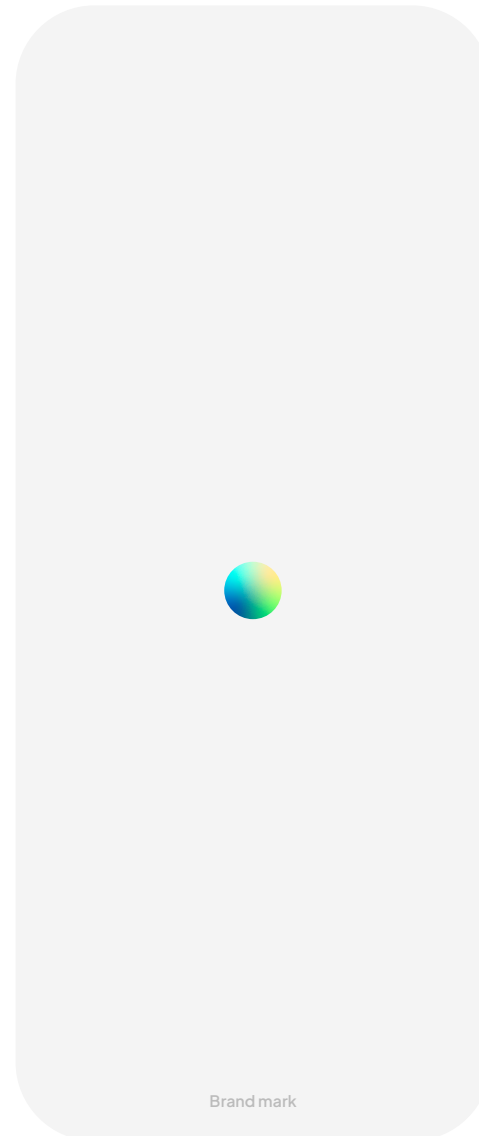
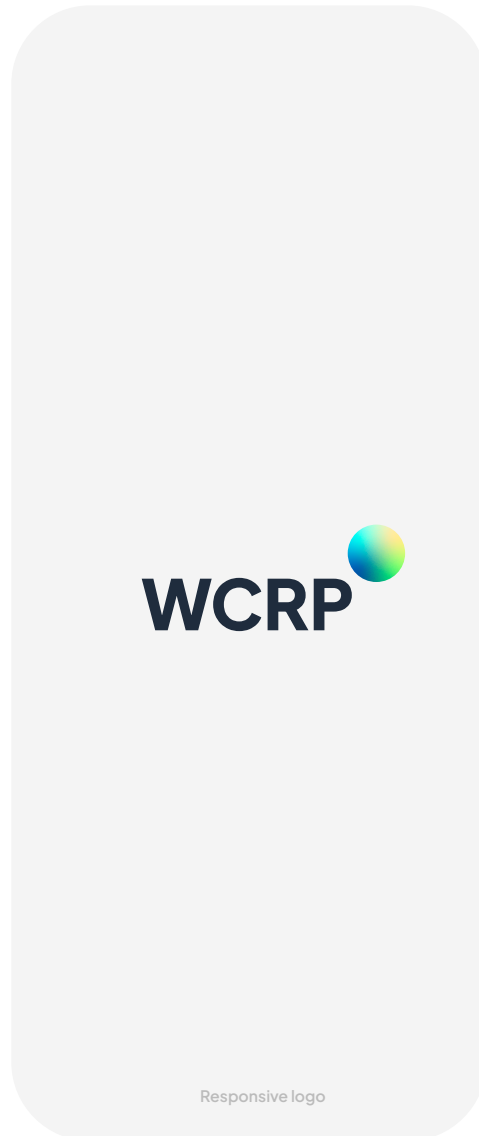
Whenever feasible, the animated version of the Brand Mark should be utilized to enhance the symbolism of the continuously evolving climate flows.



## 1.1.4 Logos - Variations

To optimize the legibility of the logo on smaller media, a reduced, responsive version was created. It is also possible to use only the Brand Mark, as long as WCRP already appears elsewhere.

The alternate logo can also be used as a responsive logo when proportion and size specs are limited, such as profile icons. It can also be used to showcase footage in the background (instead of the color gradient), while keeping the letters WCRP in the forefront





## 1.2.1

### Main Logo - Positive/Negative

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Colored positive logo



Colored negative logo

1.2.2  
Main Logo - Monochromatic

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Monochromatic positive logo



Monochromatic negative logo

1.2.3  
Main Logo - Greyscale

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Colored positive logo



Colored negative logo

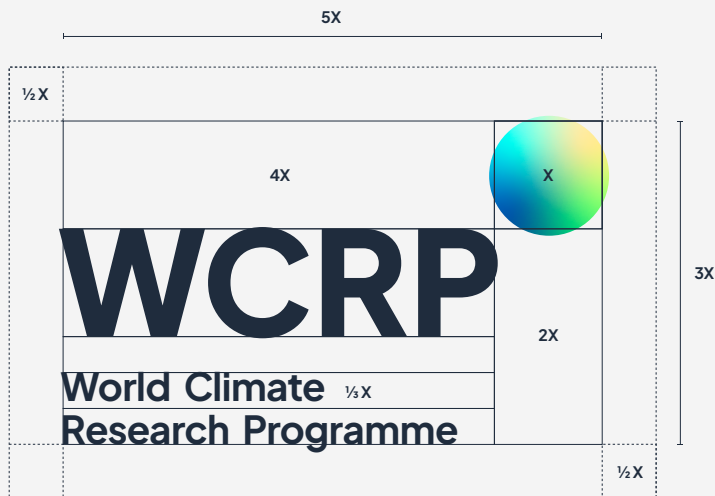
## 1.2.4 Main Logo – Clear Space & Minimum Size

### Clear Space

To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

### Minimum size

To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.



Main logo construction



Clear space



Minimum size

### 1.3.1 Responsive Logo - Positive/Negative

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Colored positive logo



Colored negative logo

### 1.3.2 Responsive Logo - Monochromatic

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Monochromatic positive logo



Monochromatic negative logo

### 1.3.3 Responsive Logo - Greyscale

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Colored positive logo



Colored negative logo

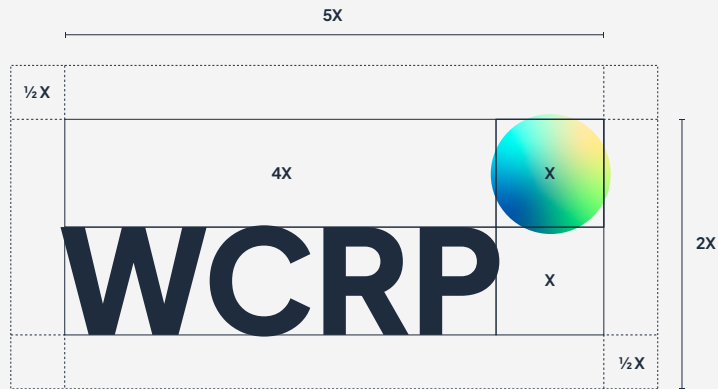
### 1.3.4 Responsive Logo – Clear Space & Minimum Size

#### Clear Space

To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

#### Minimum size

To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.



Responsive logo construction



Clear space



Minimum size



1.4.1  
Alternate Logo

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Alternate logo color



Alternate logo negative



Alternate logo positive

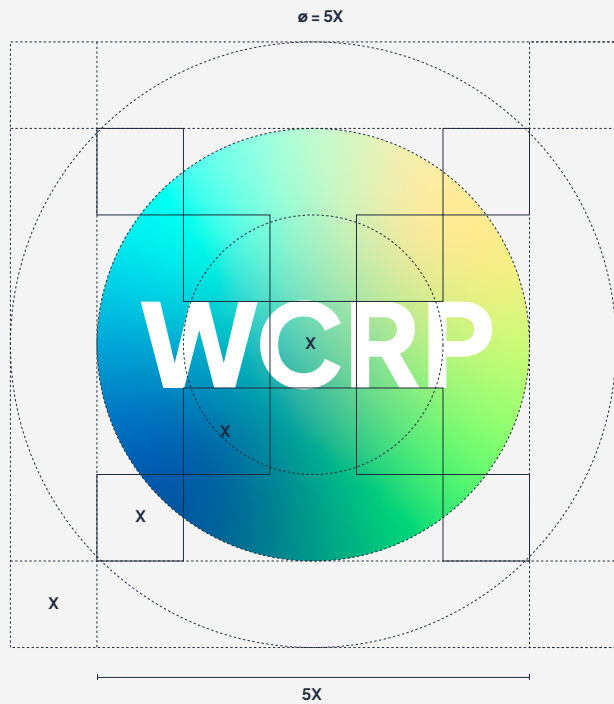
## 1.4.2 Alternate Logo - Clear Space & Minimum Size

### Clear Space

To protect the integrity of the logo and preserve its strength, a minimum distance (clear space) between each element has been defined. Nothing should be introduced into this zone.

### Minimum size

To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.



Alternate logo construction



Clear space



Minimum size

## 1.5 Logo misuse

Certain forms and uses are prohibited in order to preserve a consistent visual identity.



Don't skew the logo color



Don't stretch the logo



Don't squeeze the logo



Don't change logotype color



Don't change brand mark color

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut



Don't overlook using logo's clear space



Don't move around logo elements



Don't overlook contrast ratio



Don't place the logo on noisy backgrounds

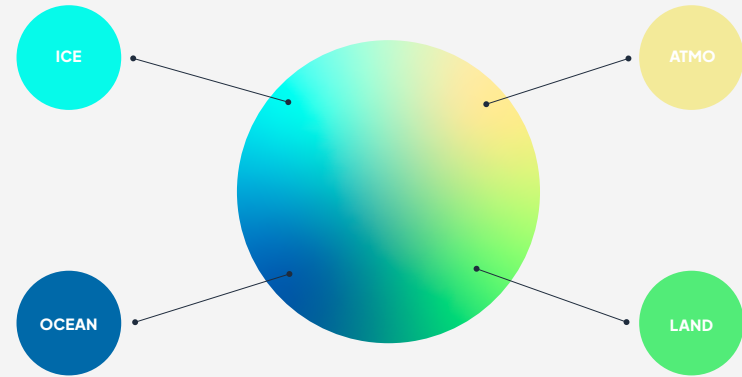
# 2. Colors

## 2.1 Inspiration

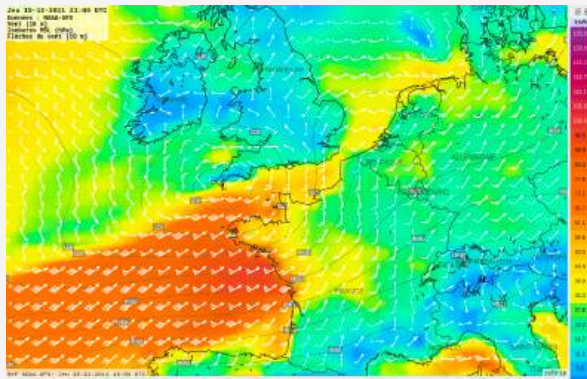
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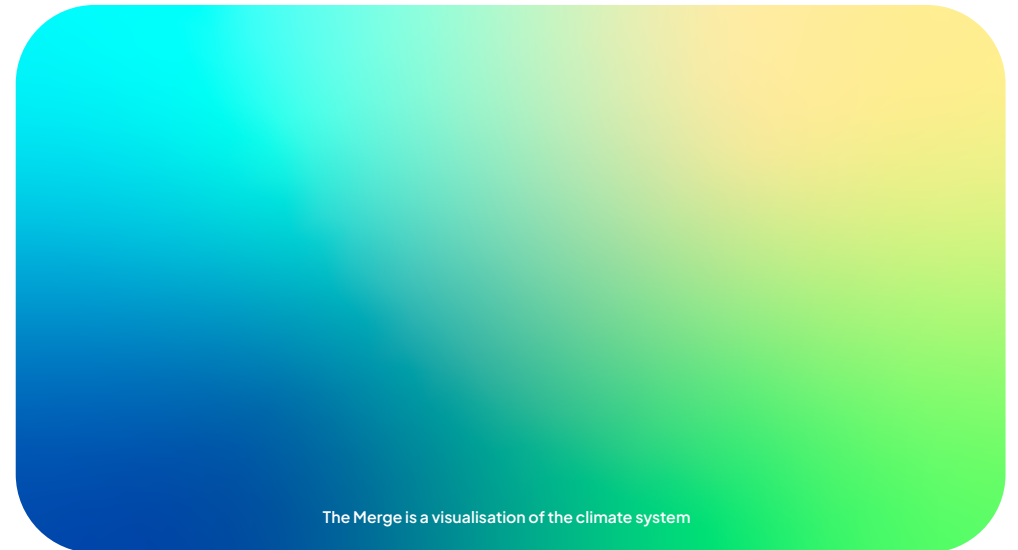
Colored stripes from original logo



Ever moving merged color



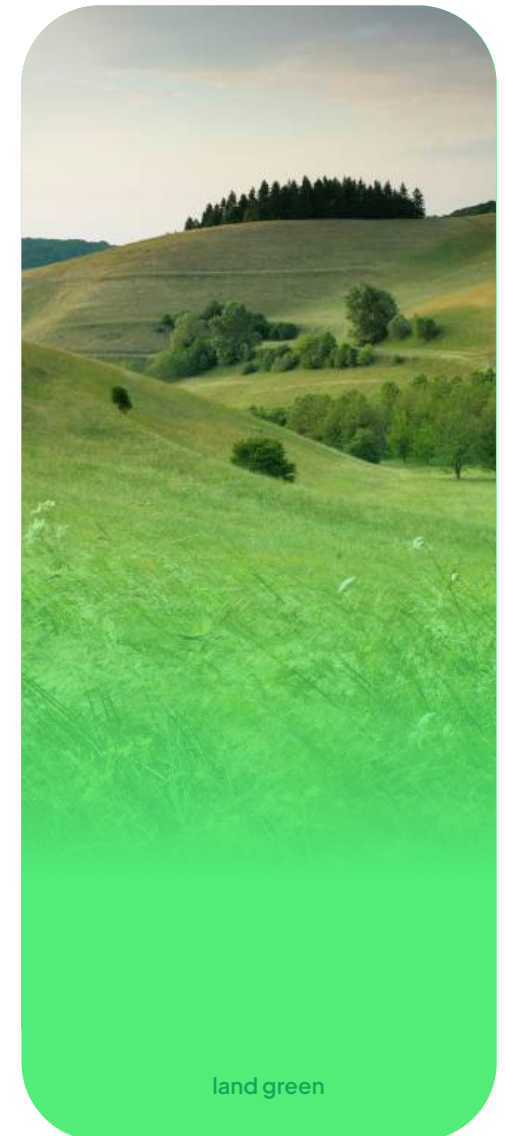
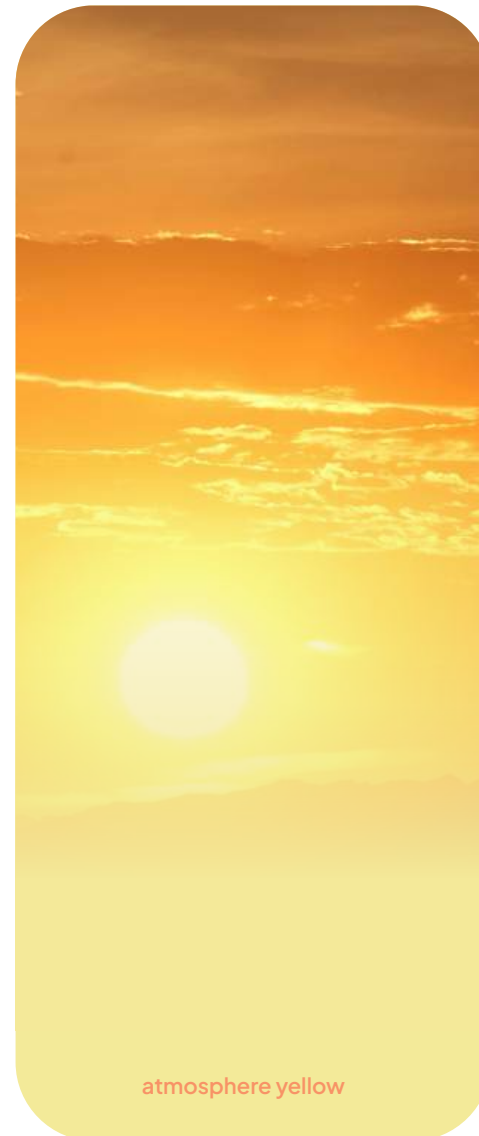
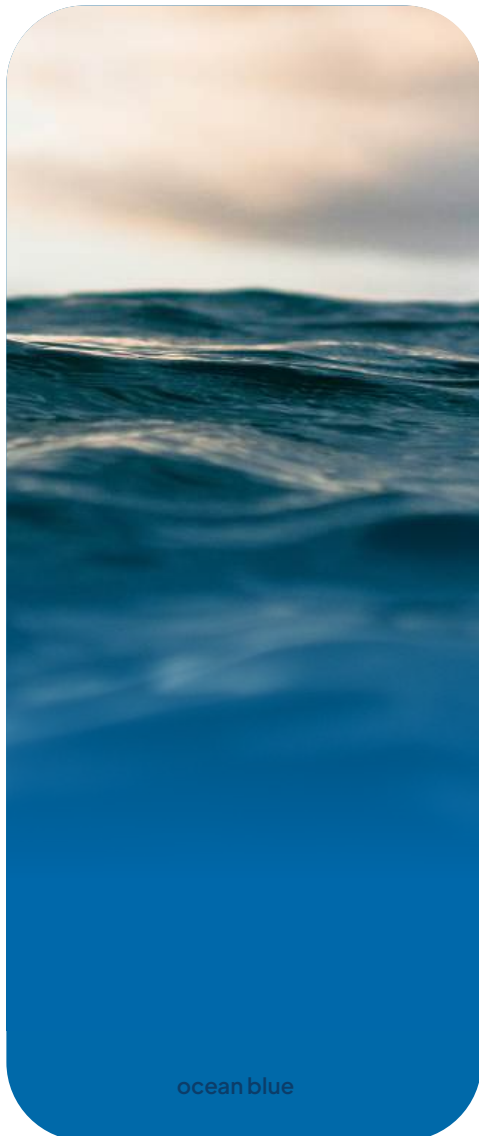
Inspired by saturated GRIB



The Merge is a visualisation of the climate system

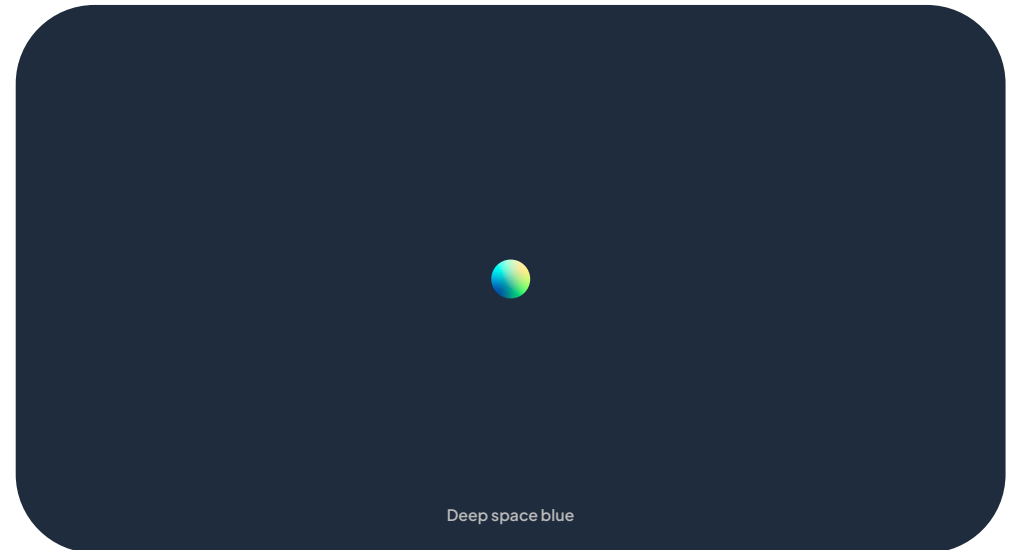
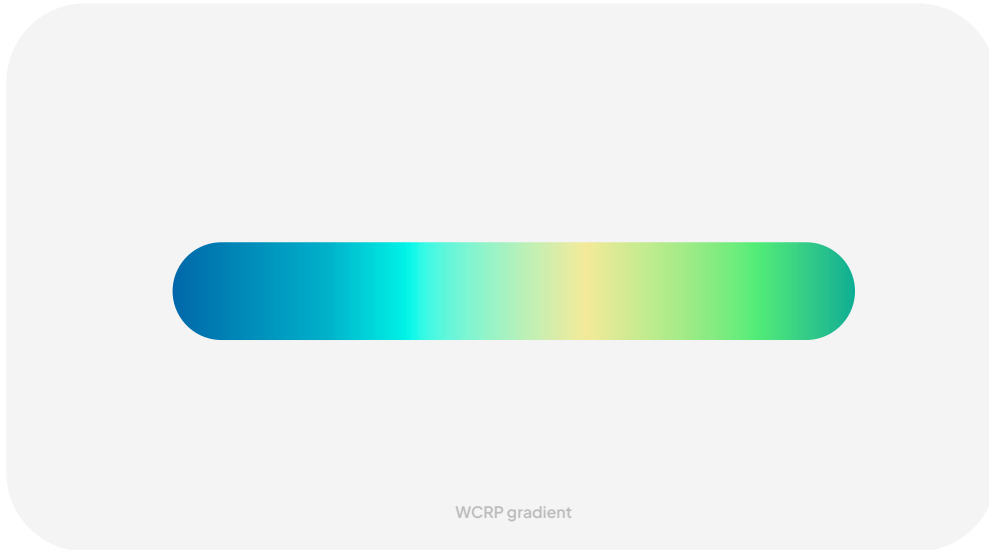
## 2.2 Main Colors

The 4 colors represent the components of the planet as an inter-connected system of ocean, ice, atmosphere and land.



## 2.3 Gradient & Dark

The gradient is a symbolic representation of ever-evolving climate flows. The dark blue of the logotype and baseline is inspired by the earth seen from space.



## 2.4 Color codes

WCRP's colors represent earth and space.





# 3. Typography

3.1  
Typeface inspiration

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World

climate

3.2  
Main Typeface

ice cap  
oceans  
atmosph  
lands

Plus  
Jakarta  
Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890'?'!"(%)[#]{}-+÷

### 3.3

#### Main Typeface specs

The main typeface used is Plus Jakarta Sans. It exists in several weights depending on the needs. Try not to use more than 3 weights on the same document.

# Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890‘?’“!”(%)[#]{@}-+÷

Plus Jakarta Sans is a fresh take on geometric sans serif styles, designed by G. Rahayu from Tokotype. Open Licence - Google Font: [fonts.google.com/specimen/Plus+Jakarta+Sans?query=jakarta](https://fonts.google.com/specimen/Plus+Jakarta+Sans?query=jakarta)

Use Cases: Corporate documents, Stationery, Website, Signage, etc.

ExtraLight

Light

Regular

Medium

**SemiBold**

**Bold**

**ExtraBold**

### 3.4 Fall-back typeface

The use of Arial is recommended for administrative purposes  
(correspondance, emails, PowerPoint presentations etc.)

# Fallback font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890‘?’“!”(%)[#]{@}-+÷

Arial is a system font that has been packaged with Windows since the early 90s. Available on both PC and Mac, it is the perfect fall-back font.

Use Case: **PowerPoints, Words, Excel templates** and other **Papers** that are designed to be used accross a variety of people.

Regular

*Italic*

**Bold**

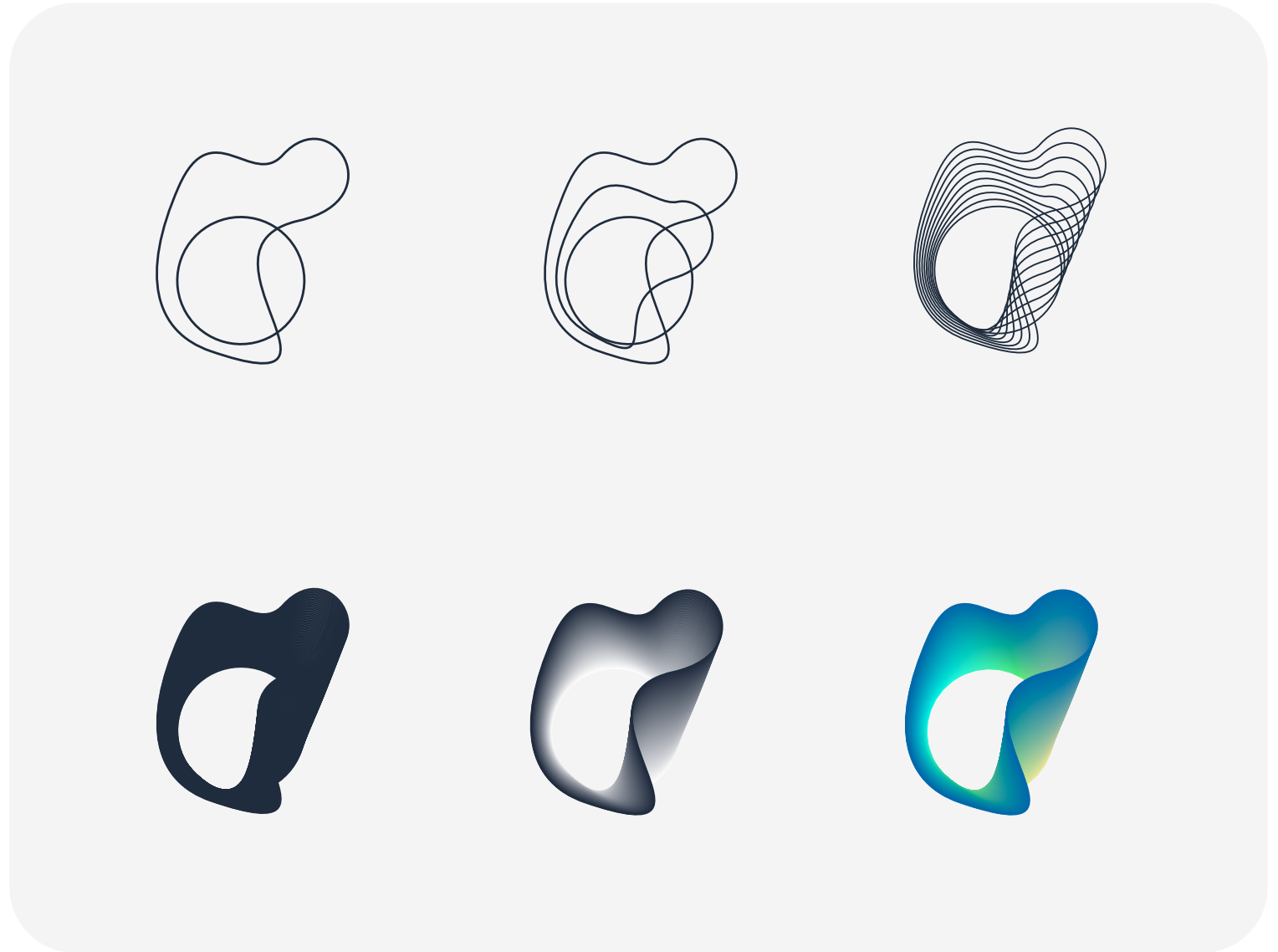
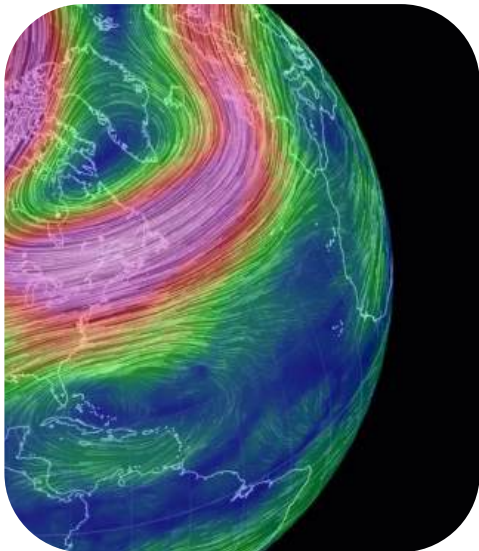
***Bold Italic***

# 4. Brand imagery

## 4.1 Inspiration

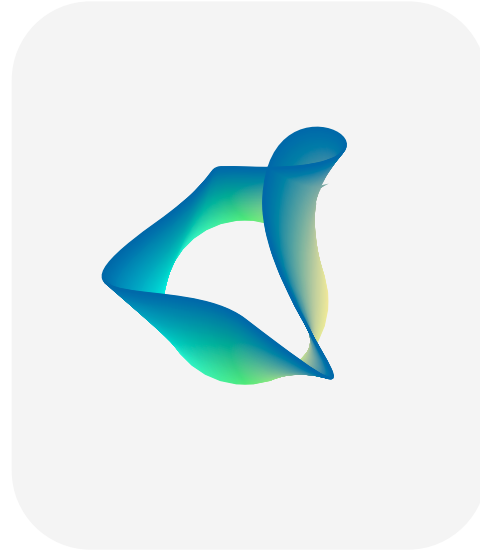
The visual identity is a symbolic representation of aurora borealis and meteorological flows. The shapes that represents the globe are

graphically built around WCRP's brand mark representing the globe, and are dynamic. An infinite variation of shapes can be created.



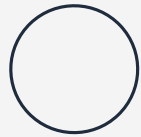
## 4.2 Imagery Collection

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## 4.3 How to create your own



1. Create an outline circle. (same height and length)



2. Create an outline blobby shape around it by using the pen tool



3. Apply a three color gradient with the WCRP colors around the stroke of the circle. (ice, atmosphere and land)  
The gradient should be set to follow the path of the stroke.



4. Apply the blue WCRP color (ocean) around the blobby shape



- 5A. While selected, use the shape blender tool between the two shapes. (Object > Shape Blender > Create)  
5B. Go to (Object > Shape Blender > Option)  
Set it to «steps» with a value of at least 100 (depending on the size, you can go up to 200 to have a more seamless transition).



6. To create an infinity of shape you can do 2 things:
- A. Alter the blobby shape with the white arrow and handles. The goal is to create a dynamic shape showing movement, it should have 1 or 2 overlaps with the inner circle.
  - B. Rotate the inner circle to create interesting transitions.

## 4.4 Examples

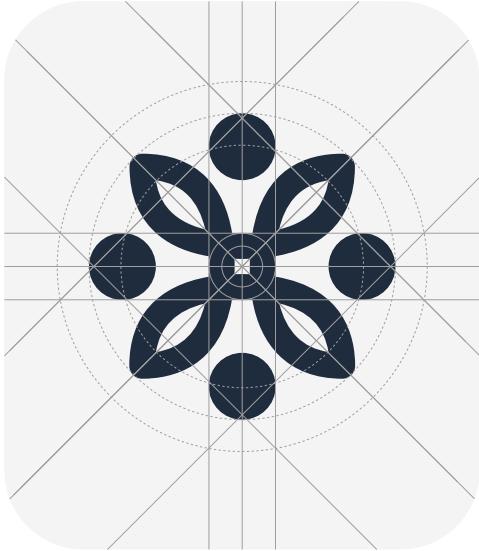
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# 5. Sub-logos

## 5.1.1 WCRP Academy logo

As the Academy is transversal to all WCRP projects, the 4 elements are represented in their full colors, symbolically linked together by training and knowledge.



5.1.2  
WCRP Academy example



### 5.1.3 WCRP Lighthouse Activity Logos

The Lighthouse Activities have logos that can be adapted as new activities are identified, under one unified brand.



## 5.2.1 Open Science Conference and JSC Session Logos

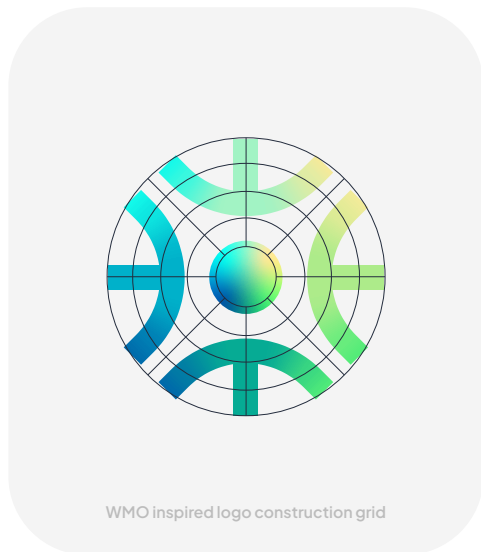
The shapes can be used to create conference logos.  
The text must be inserted in the centre, using the typeface  
Plus Jakarta Sans in Deep Space Blue color.



### 5.3.1 Grid Inspiration Core-Project Logos

A series of associated logos have been created for the core projects, in order to maintain a consistent brand architecture.

They are representative of their respective research areas and incorporate key elements of the WCRP ecosystem: colors, gradients, symbol, and typography.





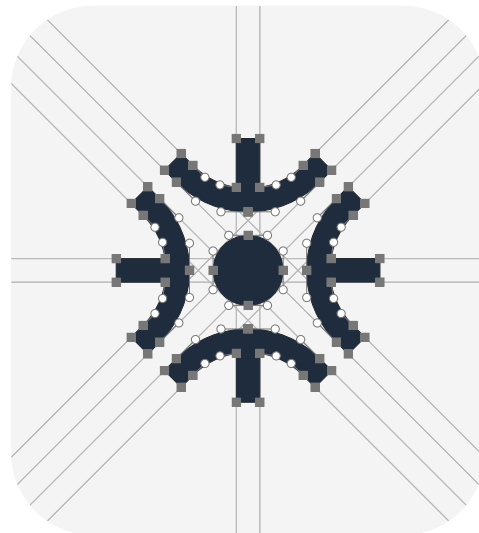
### 5.3.1 APARC Core-Project Logos



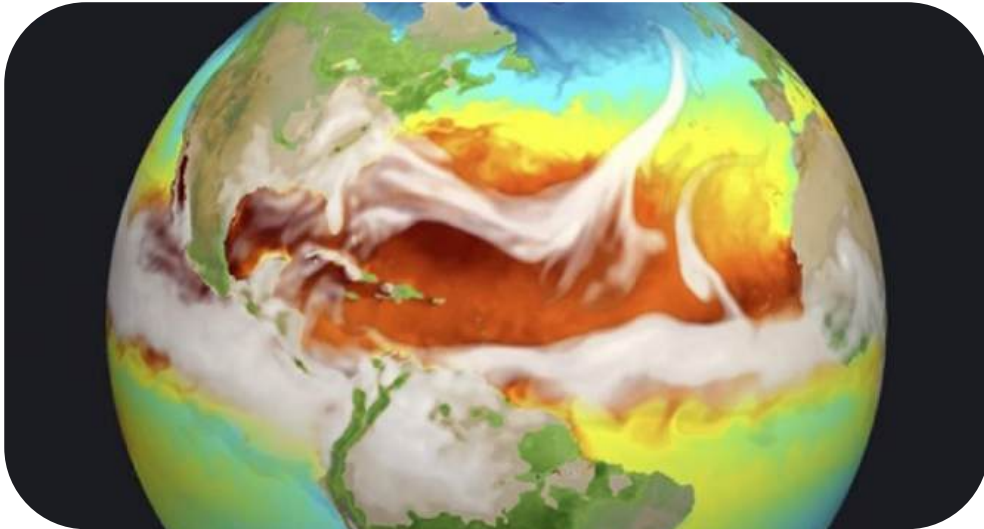
Old Logo



### 5.3.2 CliC Core-Project Logos

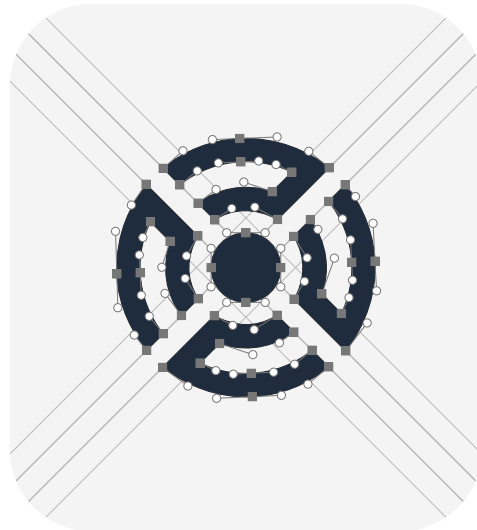


### 5.3.1 ESMO Core-Project Logos



ESMO

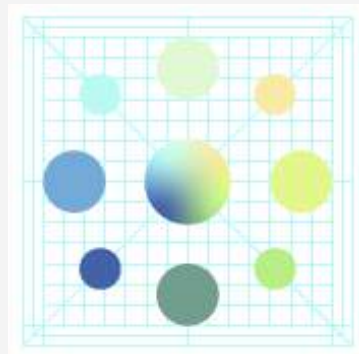
Old Logo



### 5.3.1 RIFS Core-Project Logos

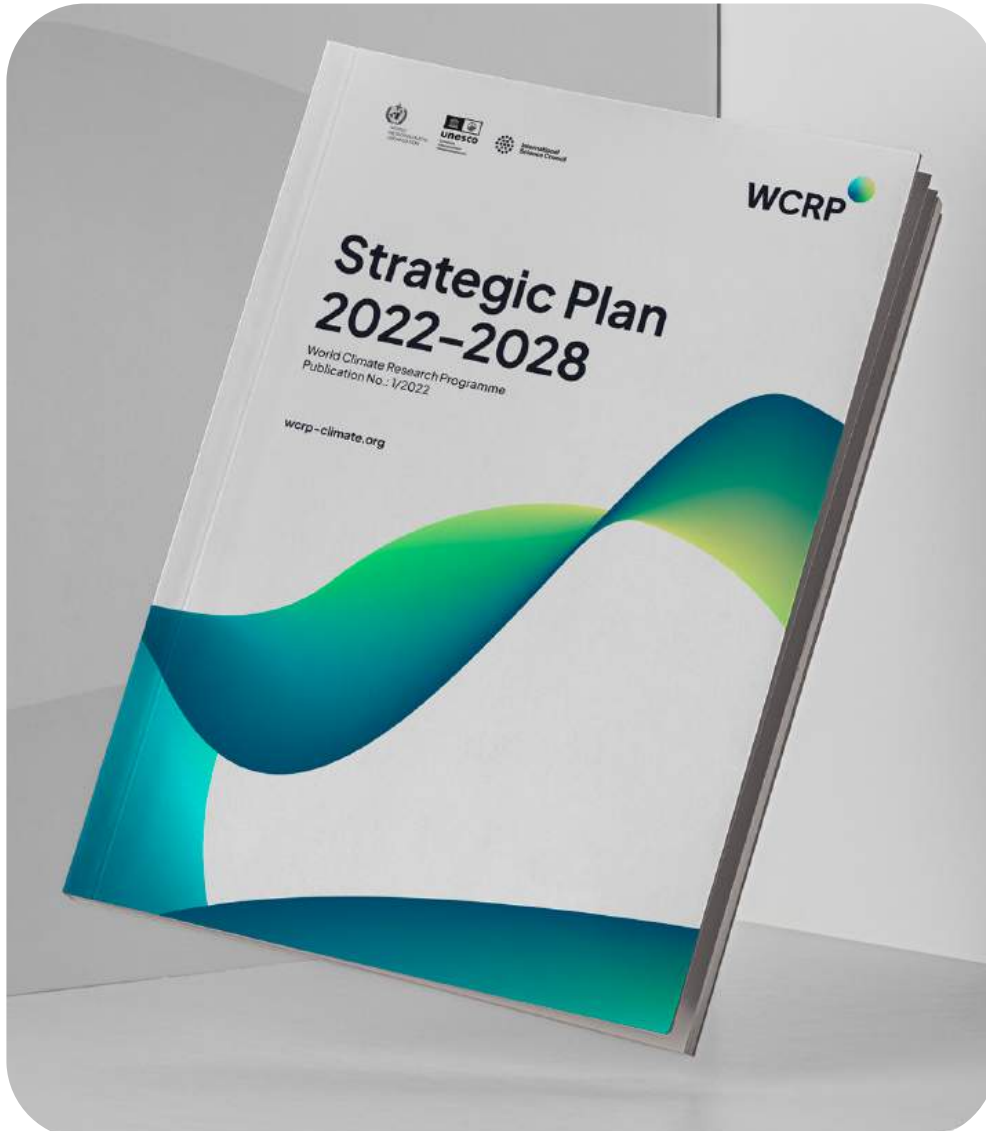


RIFS



# 6. Collateral examples

## 6.1 Stationery Art Direction Examples



## 6.2 Corporate Folder Art Direction Examples

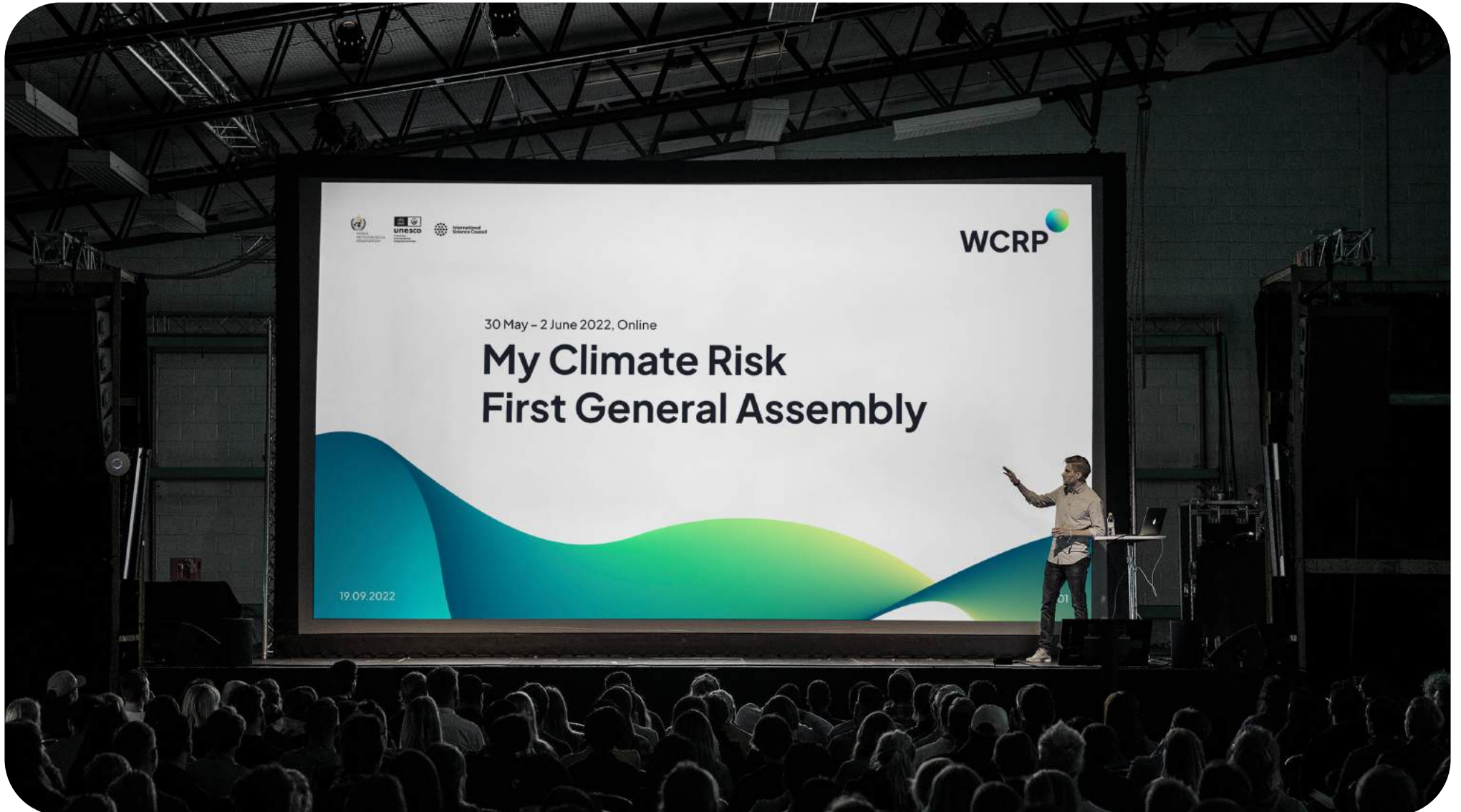


## 6.3 Template Cover Art Direction Examples

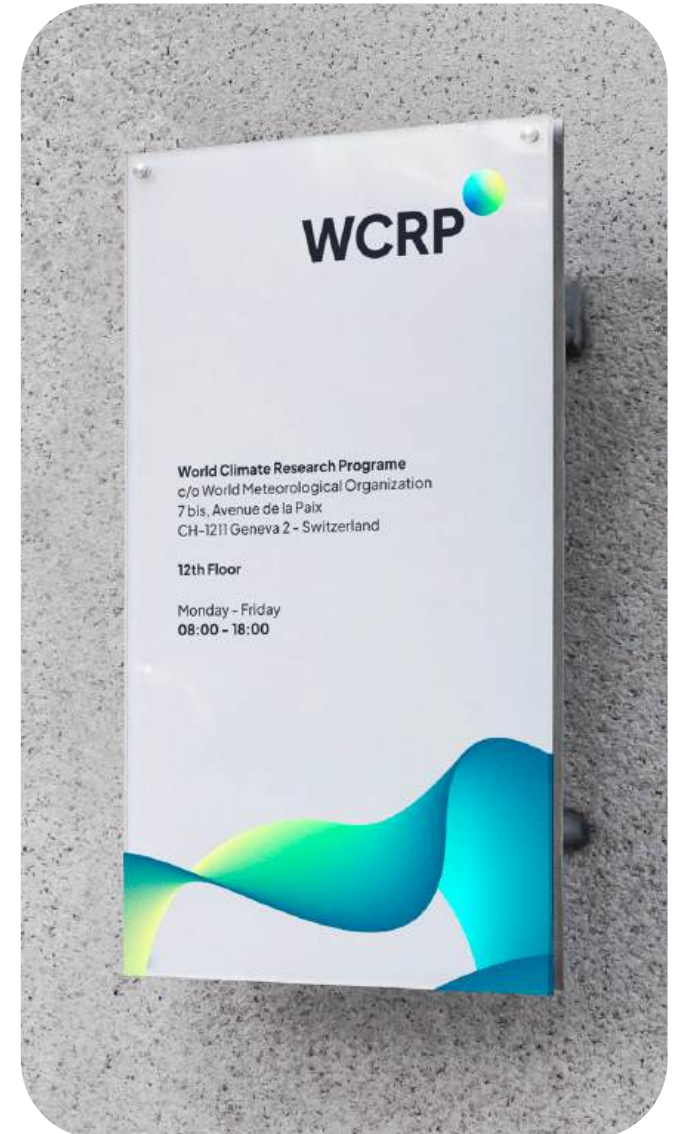




## 6.5 PPT Presentation Art Direction Examples



## 6.6 Signage Art Direction Examples



# 7. Before / After

## 7.1.1 Old WCRP brand ecosystem

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WCRP  
ACADEMY



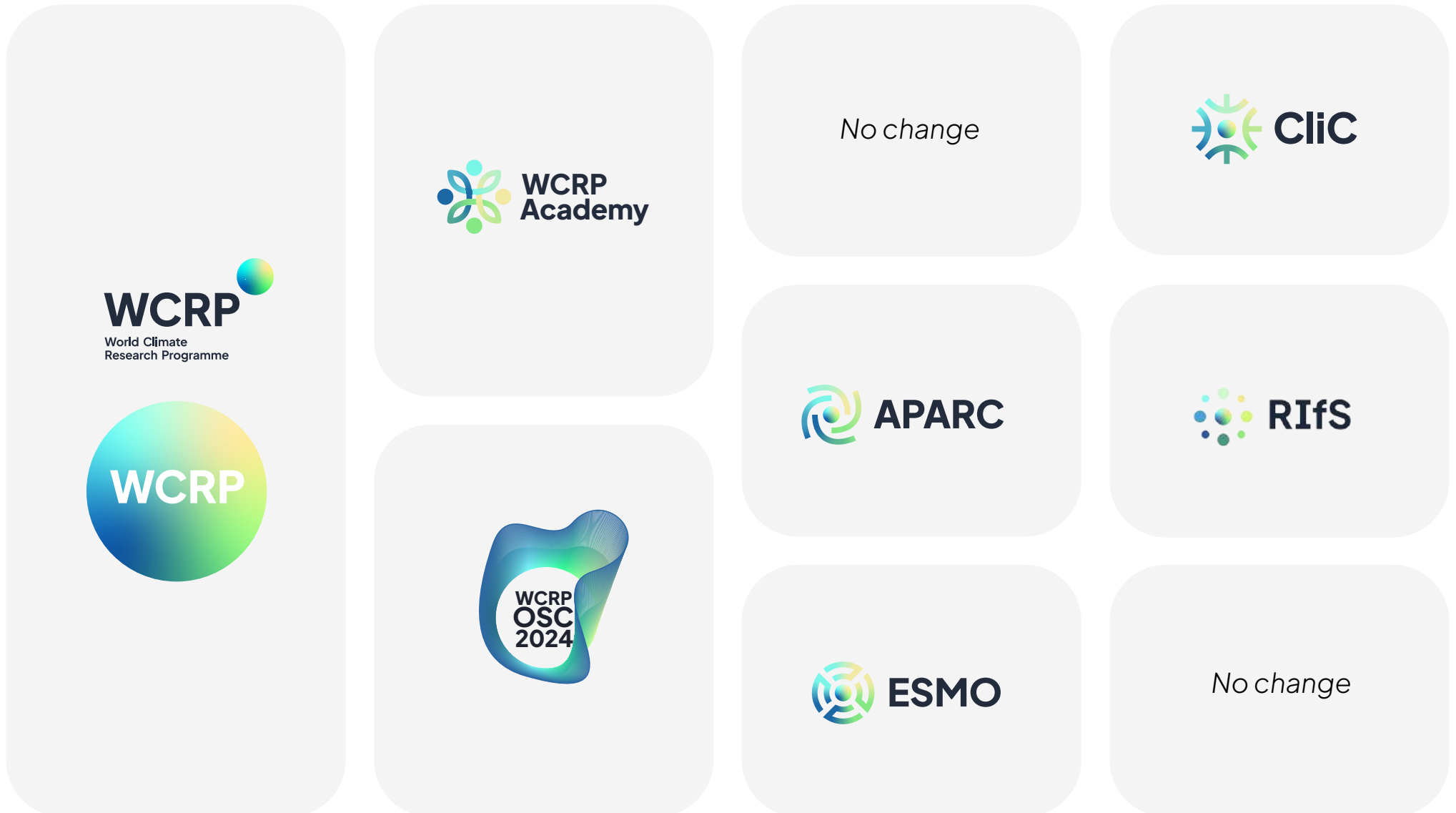
RIFS



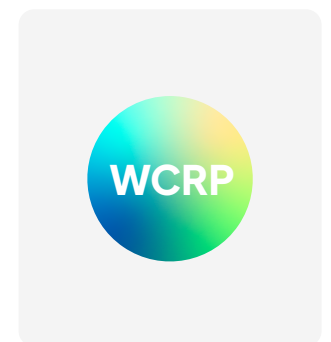
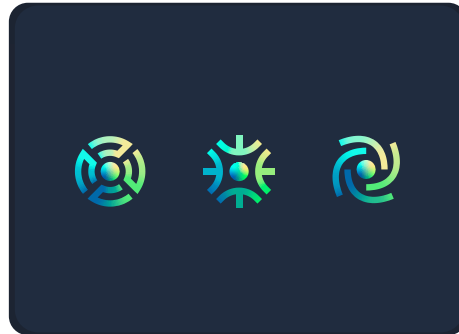
ESMO



## 7.1.2 New WCRP brand ecosystem



# 6.1 Brand identity system





# Thanks

**WCRP Contact**

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**Branding Agency Contact**

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parentidesign.com