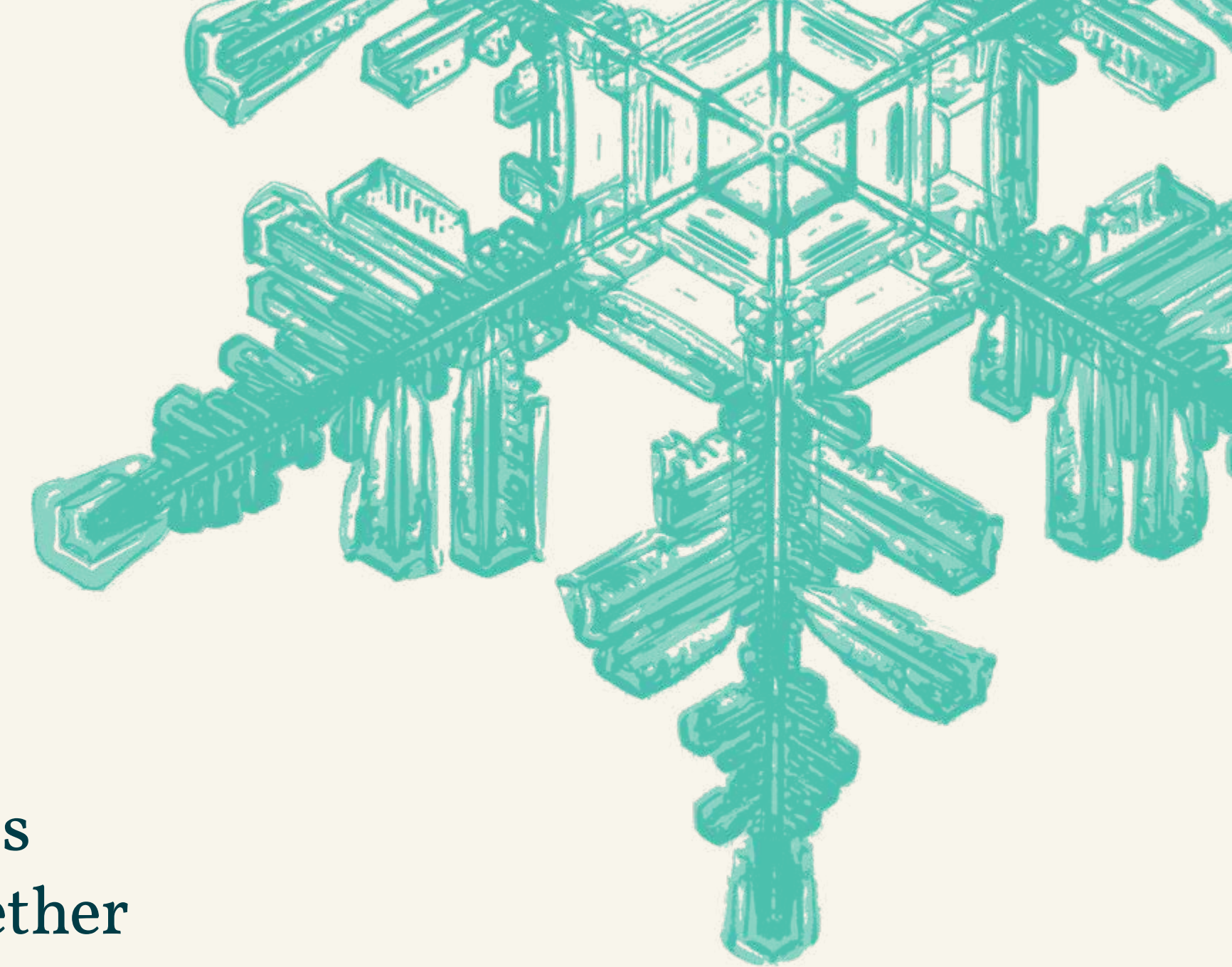


Brand Guidelines
Version 2
December 2023



CONTENTS

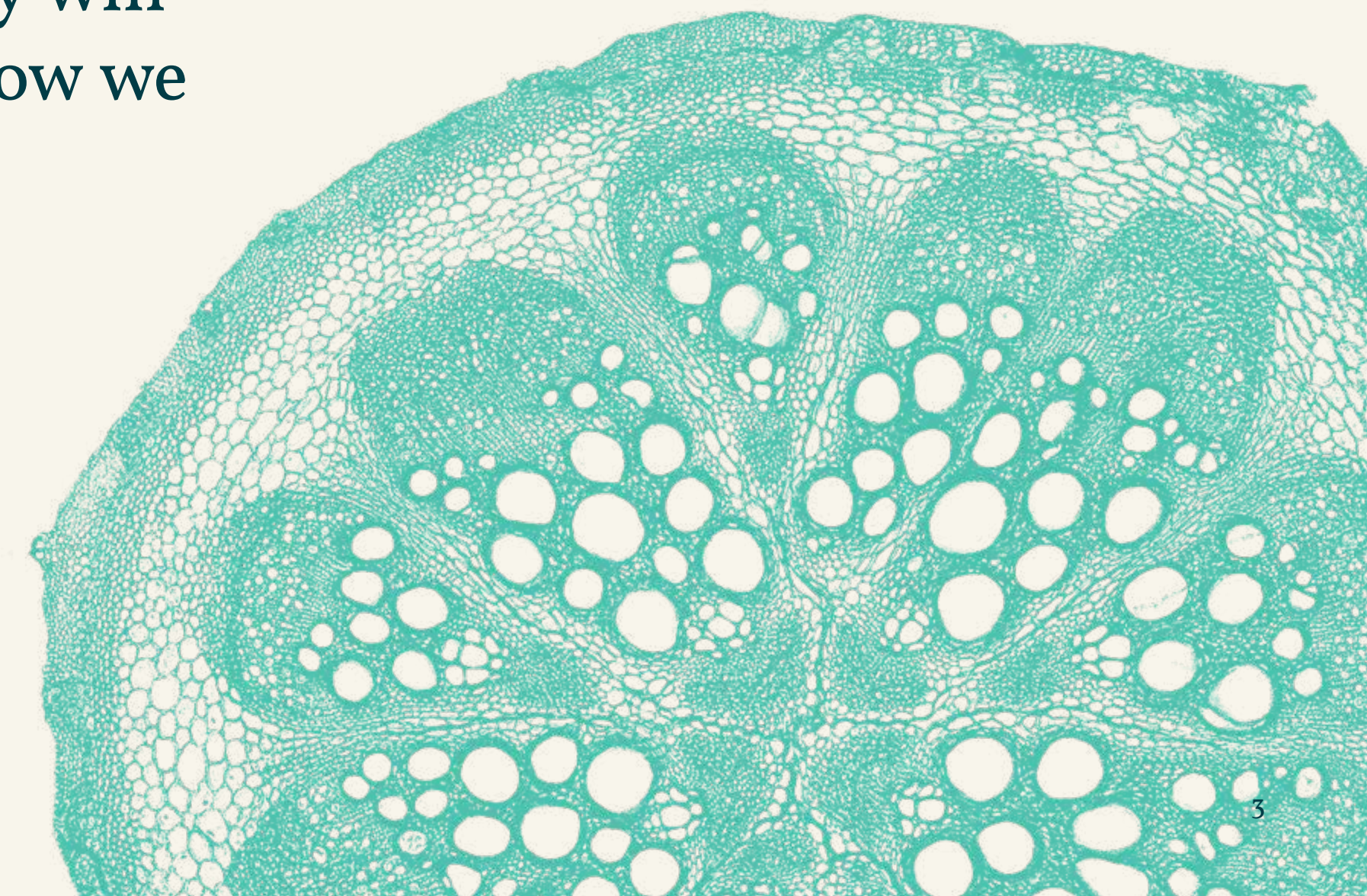
Introduction	3	COLORS		ICONS		Accountability Accelerator: collage elements	81
BRAND STRATEGY		Our color palette	28	Icon suite	58	Science Based Targets Network: positive logos	
The problem	5	Color tints	29	Icon use	59		82
Why it matters	6	TYPOGRAPHY		INFOGRAPHICS		Science Based Targets Network: colors	84
What we're doing	7	Brand typefaces	31	Simple infographics	61	Science Based Targets Network: collage elements	85
How we do it	8	Typeface	32	Photographic infographics	62	Earth HQ: positive logos	86
Core Idea	9	Examples	32	LAYOUT		Earth HQ: colors	88
Brand narrative	9	Using our typefaces	33	Logo size	64	Earth HQ: collage elements	89
Our values and personality	10	Font hierarchy	35	PAPER AND PRINTING		EXAMPLE DESIGNS	
VISUAL IDENTITY		Using brand fonts in Google Docs	37	Paper and printing	67	Corporate stationery	91
Identity introduction	12	In other software	38	COMPONENT LOGOS & BRAND ARCHITECTURE		Presentation example	92
Identity overview	13	Accessibility	39	Component identity: introduction	69	Zoom backgrounds	93
LOGOS		COLLAGES		Systems Change Lab: positive logos	70	Publication	94
Our logo	15	Collage elements	42	Systems Change Lab: negative logos	71	Website homepage	95
Logo colorways	16	Making positive collage elements	43	Systems Change Lab: colors	72	Social Media examples	97
Logo variations	17	Making negative collage elements	44	Systems Change Lab: collage elements	73	Component Social Media examples	98
Clear space	18	Simple collages	46	Earth Commission: positive Logos	74	Newsletter	102
On screen	19	Large collages	49	Earth Commission: negative Logos	75	Video graphics	103
Choosing a logo	20	Leaf logo collages	50	Earth Commission: colors	76	Email Signature	104
Logo position	22	Resizing collage elements	51	Earth Commission: collage elements	77	Event invite	105
Logo exceptions	23	Typography and collages	52	Accountability Accelerator: positive logos	78	Social media – GCA	106
Logo file types	24	Photographic textures	53	Accountability Accelerator: negative logos	79		
Co-branding	25	PHOTOGRAPHY		Accountability Accelerator: colors	80		
Please don't	26	Treating Photography	55				
		Captioning and crediting	56				



INTRODUCTION

We're proud of what we do as the Global Commons Alliance, what we stand for and how we work together for people and the planet.

But what we do is complex. So please take a few moments to read these pages on our brand narrative – they will help you understand what we want to say, and how we can explain it to others.



01 BRAND STRATEGY

BRAND STRATEGY

THE PROBLEM

WHY IT MATTERS

WHAT WE'RE DOING

HOW WE DO IT

Humanity is on a collision course with the carefully balanced natural systems that have kept our planet liveable for millennia.

We all depend on these 'global commons', the interconnected systems that support life on Earth: from the Arctic sea ice to the Amazon rainforest, from critical ocean currents to our fresh water network.

These are the critical functions that, working together, make our planet habitable. They keep our land fertile, our ocean healthy, our air clean and our climate stable. But now human actions are pushing them out of balance.

The global commons are our shared inheritance, and our shared responsibility.

Yet our existing institutions and societies weren't designed to tackle this kind of universal challenge – the scale is too vast and they aren't offering joined-up solutions.



BRAND STRATEGY

THE PROBLEM

A series of tipping points are rapidly approaching.

WHY IT MATTERS

What if we can't learn to live within the boundaries that keep our planet safe?

WHAT WE'RE DOING

What if we can't transform the way we do things, to ensure a decent life for everyone and to preserve what's common to all?

HOW WE DO IT

Then we will have created an earth that's less liveable, for all humans, and all species. We will have put everything we know in danger.

We CAN solve this. But it means working together to make fundamental changes on a global level, from how we create energy to how we produce our food.

It takes collective endeavour, and collective action, to ensure a safe and just future for people and planet. We need that action to include everyone – locally, nationally, internationally – and we need that action now.



BRAND STRATEGY

THE PROBLEM

WHY IT MATTERS

WHAT WE'RE DOING

HOW WE DO IT

No one citizen, company, city or country can solve this alone. So we have created a unique global alliance of those willing to park their egos, pool resources and work as one for the greater good.

Together, we're turning theory into practice, despair into hope, and aspiration into action. We're showing how everyone can become active guardians of the global commons we all share and depend on.

We seek out new ideas and spark collective action. We test and incubate innovative new approaches, models and products, at speed.

We're constantly convening, facilitating and questioning the status quo – a network of networks empowering each other and envisioning a time when we have moved safely to a rebalanced and restored planet.



BRAND STRATEGY

THE PROBLEM

WHY IT MATTERS

WHAT WE'RE DOING

HOW WE DO IT

We are an alliance driving collaboration, innovation and funding, currently formed of 5 core components and over 70 partners.

We come together from all over the world, bringing together rigorous science with diverse ideas, perspectives and solutions, in order to change mindsets, actions and systems.

Our Earth Commission is pioneering a scientific framework defining the safe and just boundaries for a liveable planet, and our Science Based Targets Network translates this into clear goals for companies and cities.

Through our Earth HQ we communicate with the public, informing them about the issues and creating pressure for action. Our Systems Change Lab provides insights and tracks progress on the radical changes required, and our Accountability Accelerator designs and supports ways to hold companies accountable to their commitments.

Everything we do is co-created but retains a single-minded focus – to enable all of us to safeguard the global commons.



CORE IDEA

**WHAT'S
COMMON
TO ALL,
ESSENTIAL
TO ALL,
IN NEED
OF US ALL.**

BRAND NARRATIVE

Whoever we are, wherever we are, we all share something in common: the interconnected systems that maintain a stable and resilient planet – and keep us alive.

We need these 'global commons' to keep our land fertile, our ocean healthy, our air clean and our climate stable. From the Arctic sea ice to the Amazon rainforest, from critical ocean currents to our fresh water network, they support the health – and life – of everything on Earth. But these life-support systems are in danger of breaking down.

Safeguarding them requires a different kind of global effort, and a different kind of thinking.

It requires humanity to work together to reimagine and transform how we live our lives, so all of us can thrive.

We are a growing coalition of scientists, philanthropists, businesses and innovators, inspiring new ideas and action – an alliance of the willing, channelling the courage of the many, for the benefit of all.

Our vision is a safe and just future for people and planet. Our mission is to mobilize citizens, companies, cities and countries to accelerate systems change, and become better guardians of the global commons.

OUR VALUES AND PERSONALITY

Our values

- Collaboration
- Ingenuity
- Impact
- Courage
- Hope
- Credibility

Our personality

- Empowering
- Inspiring
- Human
- Action-orientated
- Approachable expert
- Trustworthy

Our key audiences

- GCA partners
- NGOs
- Companies
- Funders and philanthropists
- Financial sector organisations
- Policy makers
- Media
- Citizens

Our strategic priorities

- Change mindsets
- Change actions
- Change systems



02 VISUAL IDENTITY

IDENTITY INTRODUCTION

A world that's teeming with life
We use photographic collage to portray a world that's teeming with life. Where people, animals, plants and natural phenomena are directly connected and all depend on each other.



IDENTITY OVERVIEW

Collage logo



Leaf logo

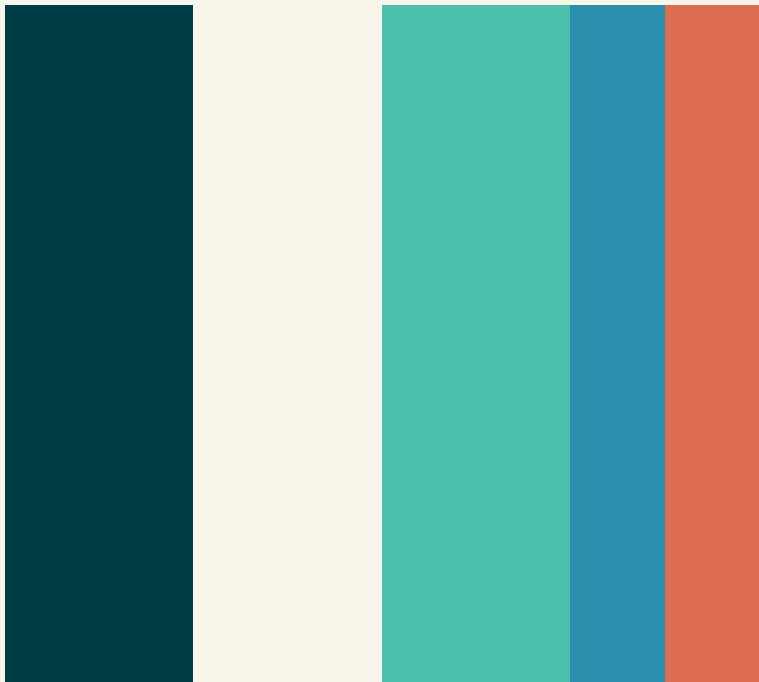


Typography

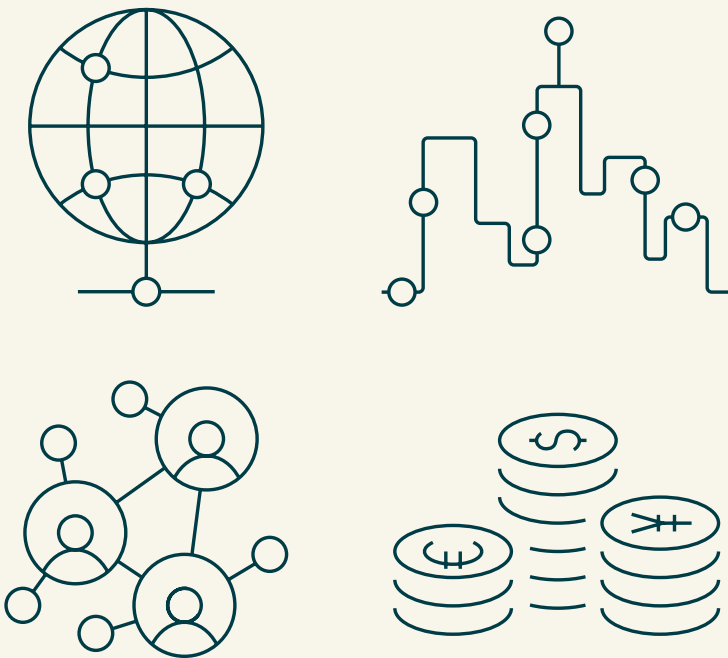
**ALMARAI IS
OUR DISPLAY
TYPEFACE**

Vollkorn is for body copy

Core colors



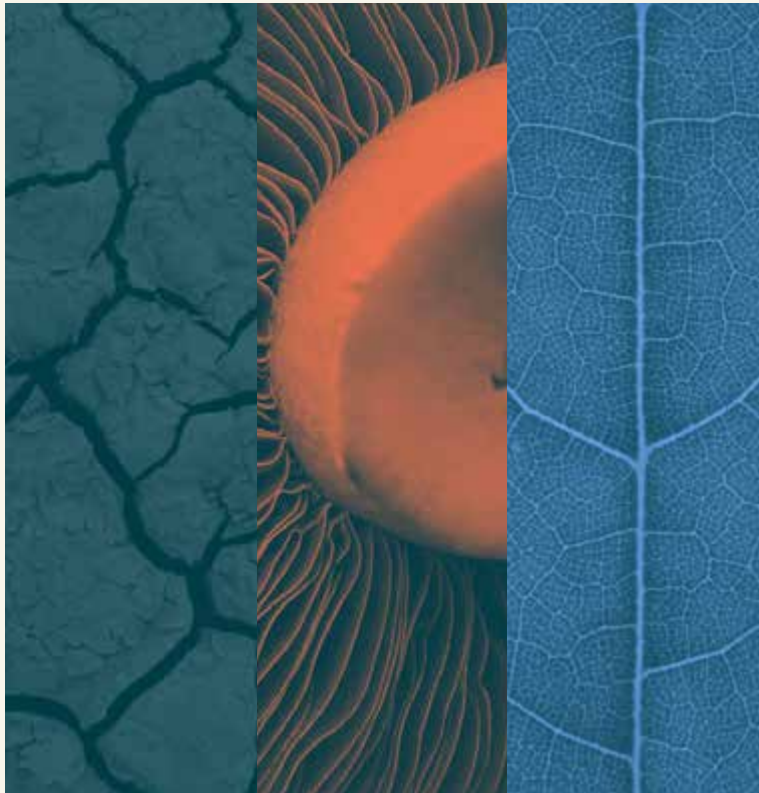
Iconography



Collages



Textures



03 LOGOS



OUR LOGO

Concept

Our logo encapsulates our brand concept: portraying an interconnected world that's teeming with life.

Core collage logo

Our logo is composed of an apricot leaf (portraying plants), a hummingbird (portraying animals), a snowflake (portraying climate) and our wordmark.

The core logo is shown here. This is the version we most commonly use.



LOGO COLORWAYS

Two Colorways

Two versions of our collage logo will be available, one for light backgrounds and one for dark backgrounds.

Positive collage logo



Negative collage logo



LOGO VARIATIONS

Collage logo

We use the collage logo most often. It is our most recognisable brand element.

Leaf logo

The leaf logo without the additional collage elements can be used for smaller use, or as an element to be used with other collages.

Small use logo

The small use logo is a simplified version that exists only for use in small spaces where the details of the leaf logo and collage logo would be lost, such as favicons.

Positive collage logo
Minimum width: 17mm/200px



Negative collage logo



Positive leaf logo
Minimum width: 10mm/118px



Small use logo
10mm/118px and below



Negative leaf logo



Small use logo



CLEAR SPACE

To allow our logo to stand out do not place any designed objects such as illustrations or text in the clear space shown.

Clear space is calculated by measuring one sixth of either logo's total width.

Collage logo



Leaf logo



ON SCREEN

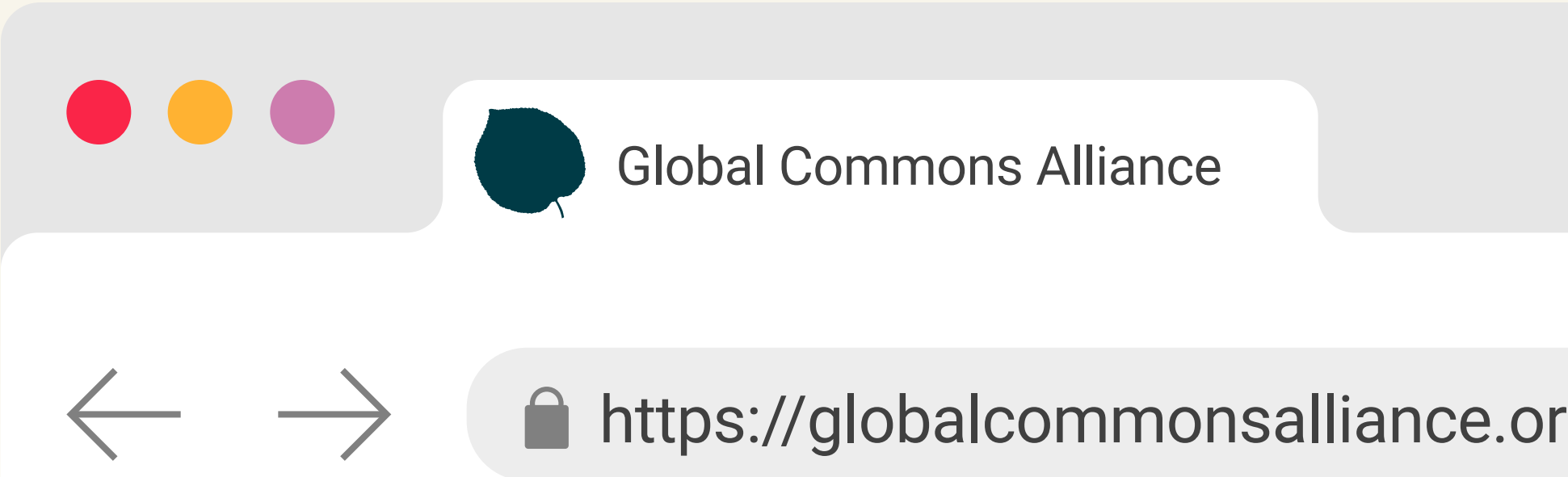
On social media platforms like Facebook, X, Instagram and LinkedIn our leaf logo is optically centred on an off-white circle.

Our website favicon uses the logo adjusted for small sizes. There are two files for light and dark modes.

Social media symbol



Favicon



CHOOSING A LOGO

Fig 1.

Our collage logo should be used wherever possible as our core, introductory brand element. It should however not sit alongside other collages to prevent a layout from looking too busy.

Fig 2.

The leaf logo should be used when there are other collages in a layout. There should be only one core collage per layout to prevent repetition.

Fig 1.

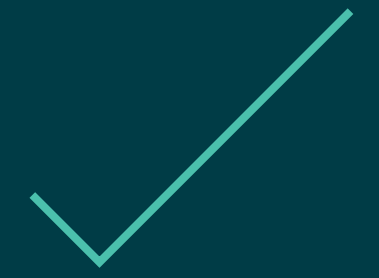
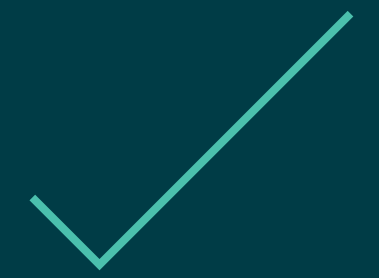
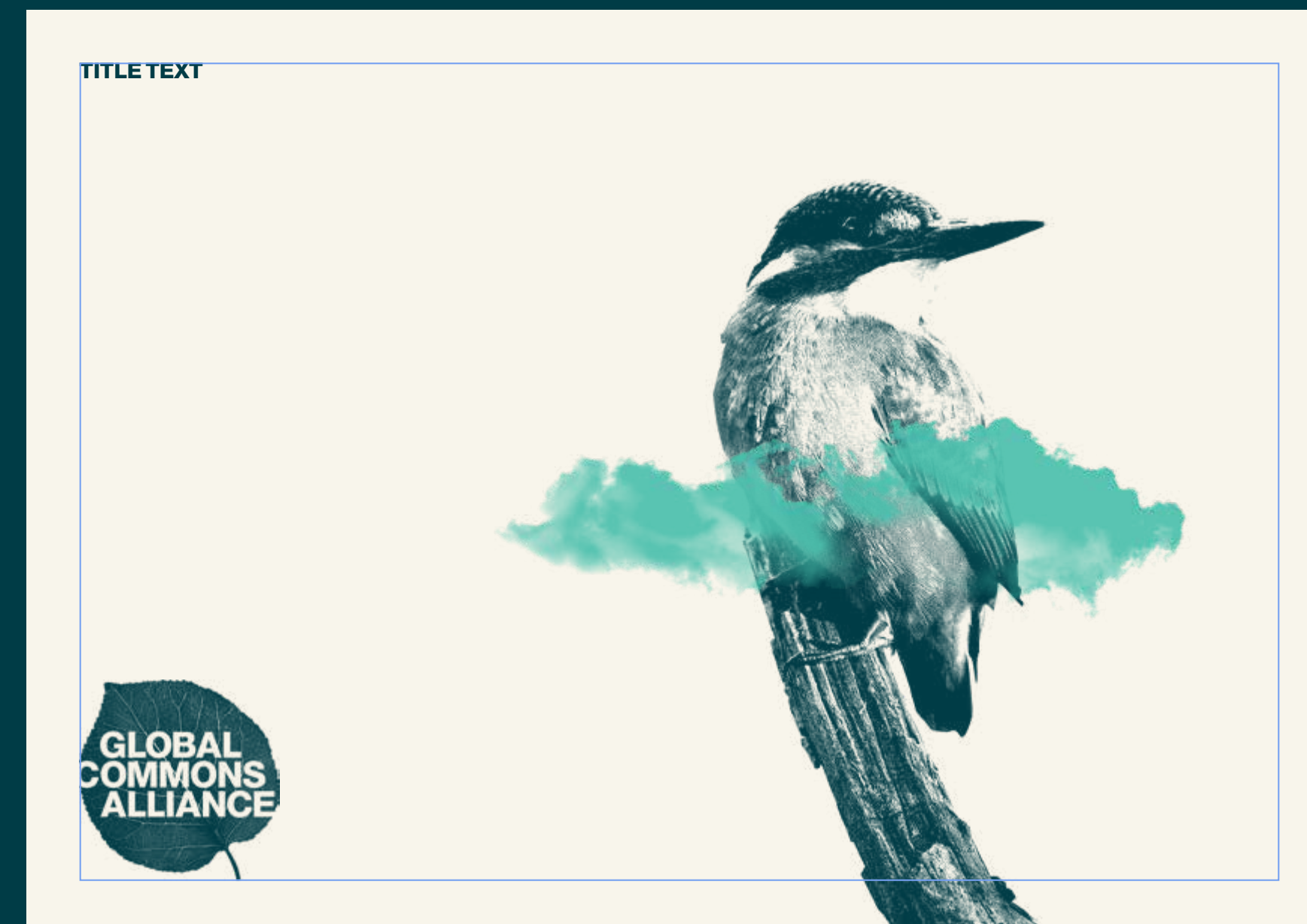


Fig 2.



CHOOSING A LOGO

The collage logo should not sit alongside other collages within a single layout to prevent layouts from getting too busy.

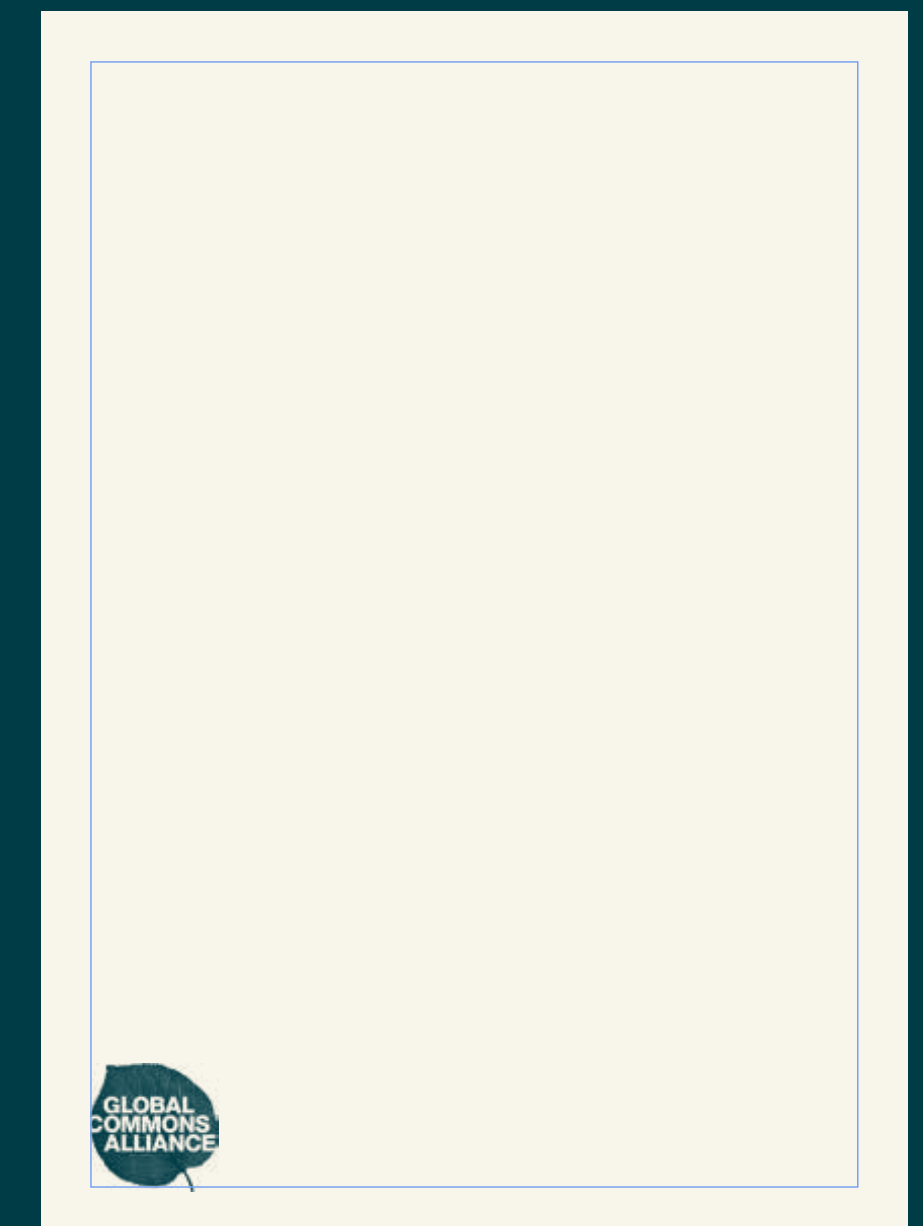
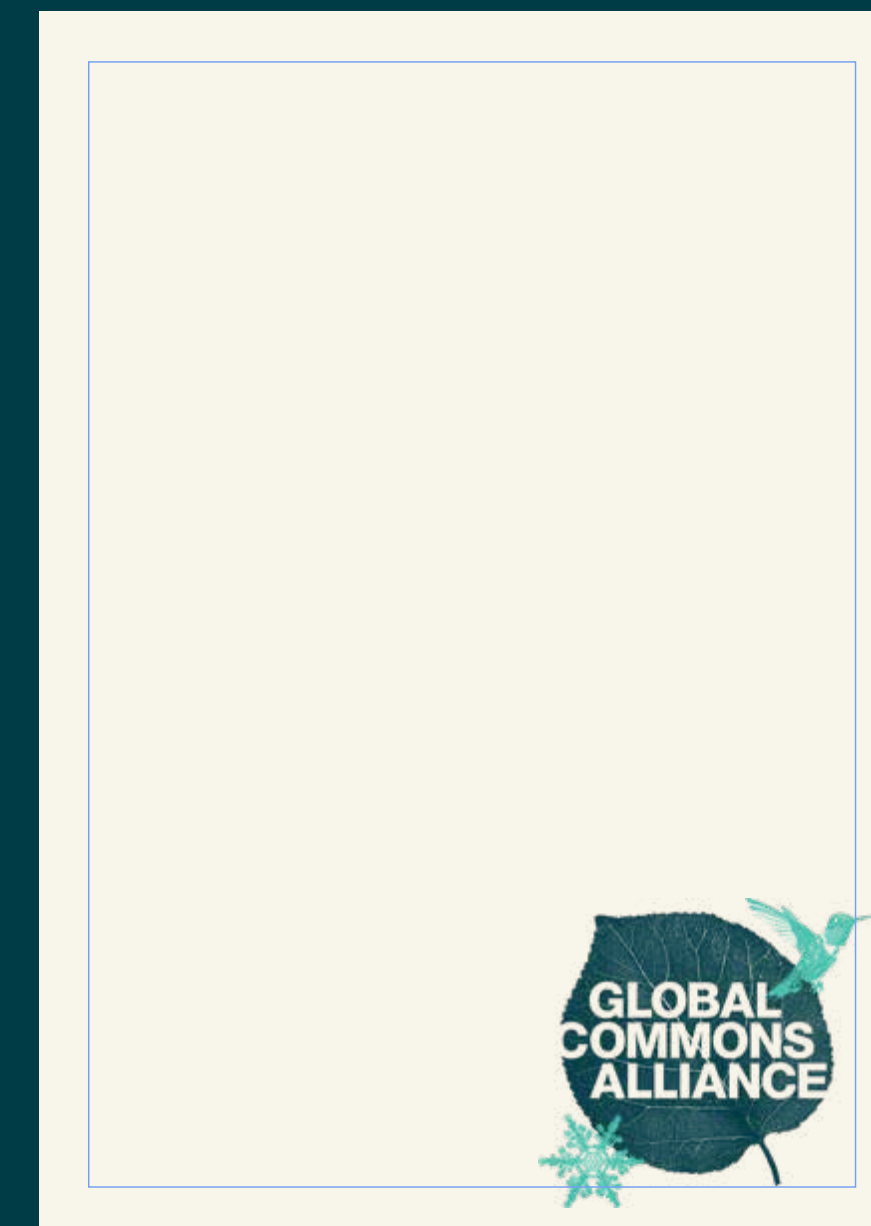
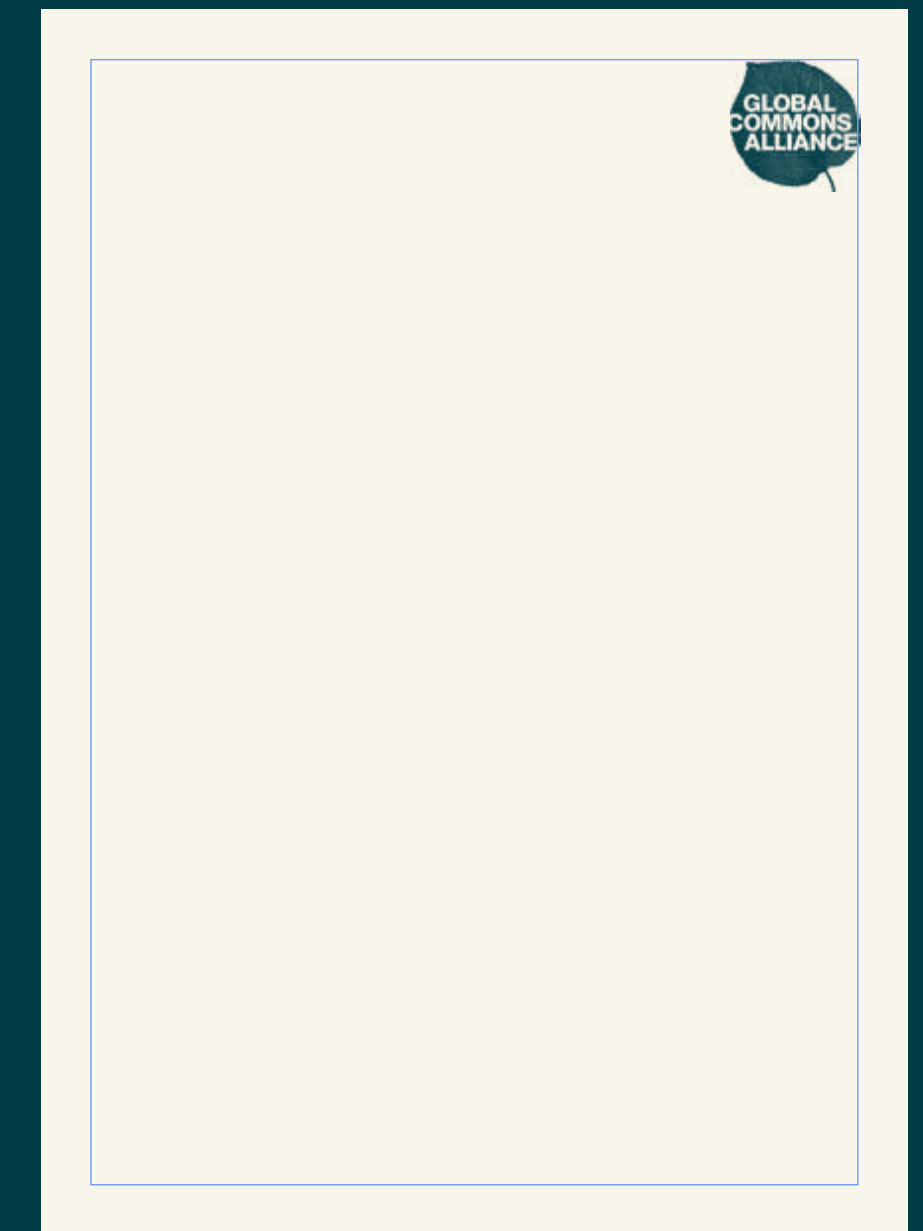
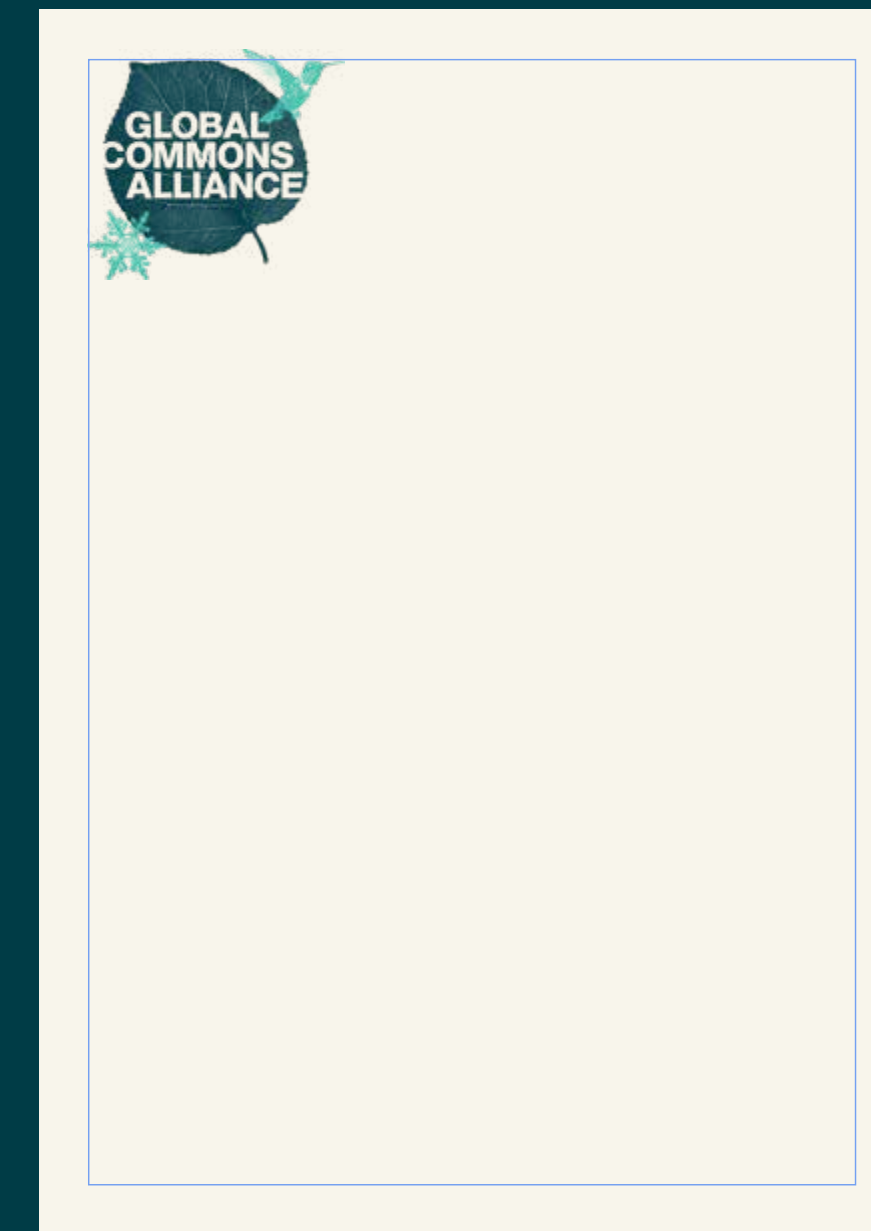


LOGO POSITION

Our design system is flexible and the placement of our logo should be dictated by layout, legibility and imagery.

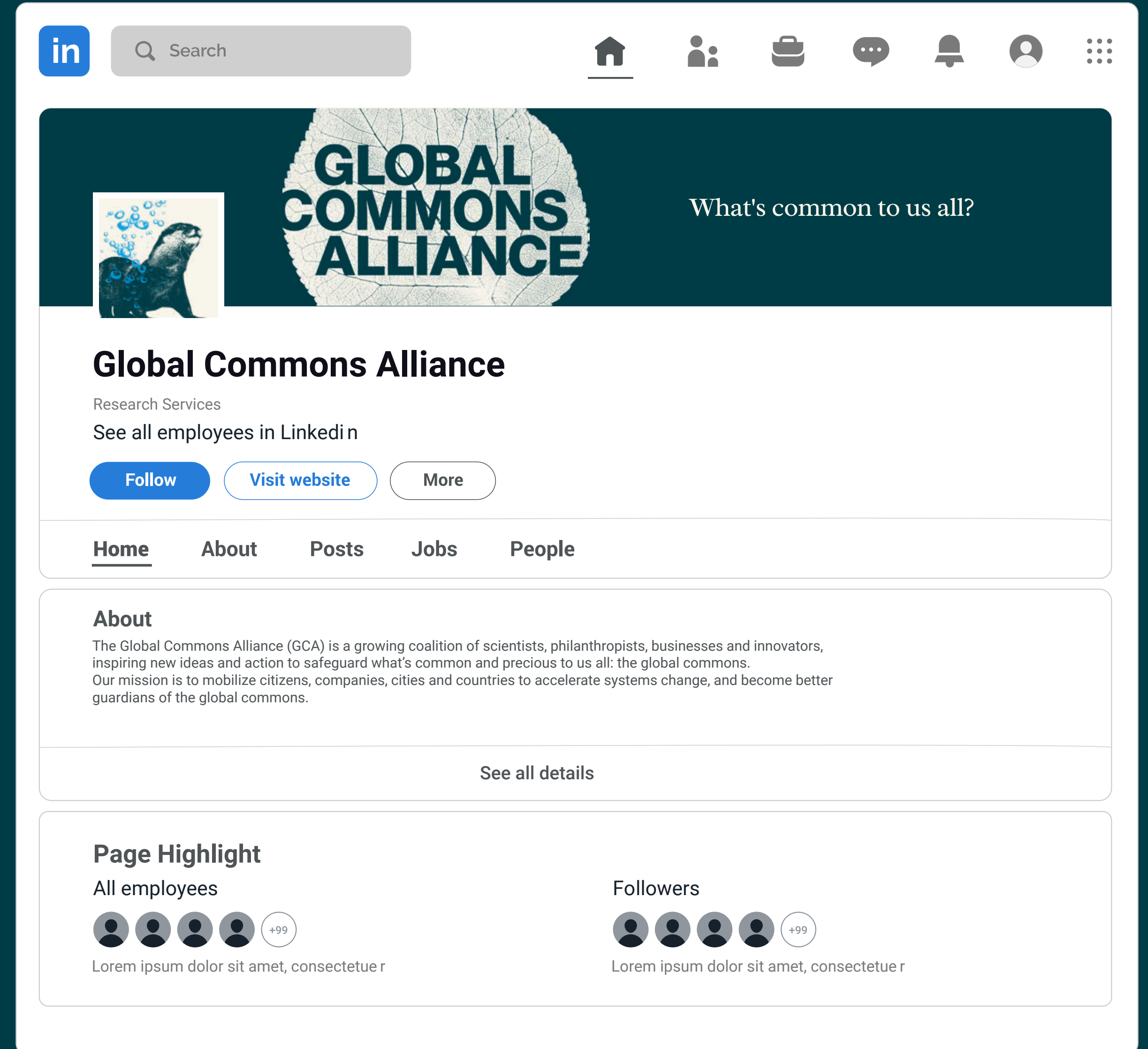
As long as we observe the clear space rule, the logo can be placed in any corner, on either side ensuring it is clearly visible and legible.

Collage logo elements can breach margins for the leaf to sit closer to the margin edge



LOGO EXCEPTIONS

In tight spaces where legibility may be hindered otherwise, the leaf logo can be cropped. When cropping the logo, enough space should remain above and below the logotype that's equal to or more than the height of the letters.



LOGO FILE TYPES

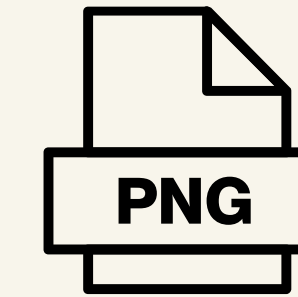
The Global Commons Alliance logos are comprised of photographic elements and are not vector based. When creating designs for either screen or print, the correct file type should be used.

Screen (RGB)

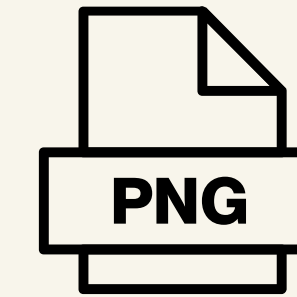
All leaf logos and collage logos optimised for screen use have been saved in PNG format with transparent backgrounds.

A high resolution and low resolution of each logo has been created. The high resolution versions should be used wherever possible. They have been formatted with pixel widths of up to 7000px and should be scalable for use on any screen.

Low Resolution logos have been created with pixel widths of 1000-2000px. They should only be used when the larger file sizes of the high resolution logos are affecting performance



GCA_Leaf_Logo_Slate_RGB.png

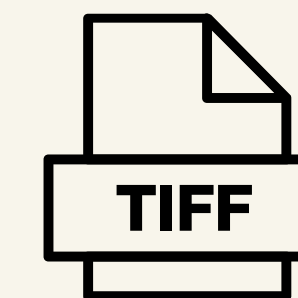


GCA_Leaf_Logo_Slate_RGB_LR.png

Print (CMYK) – up to 50cm width

For print, TIFF logos should be used where possible as this file type supports transparent backgrounds so the logos can be placed onto any color background.

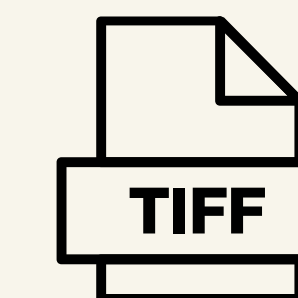
Where TIF logos aren't supported, JPEG logos may be used. JPEGs do not have transparent backgrounds though and so must be placed onto backgrounds that match the background color.



GCA_Logo_Leaf_Slate_CMYK.tif

XL Print (CMYK) – up to 10m width

For large format printing, such as exhibition stands, An extra large version of the Global Commons Alliance collage logo exists as a TIFF file.



GCA_Logo_Leaf_Slate_XL_CMYK.tif

CO-BRANDING

Partnership

We work with some fantastic organizations, but we all need our own space. As a general rule, we lead with our logo on the left and try to leave a space that's equal to half the width of our leaf logo between our logo and our partners.

The collage logo can be used in co-branding line-ups when it is to be implemented >17mm wide.

The logo leaf can be used in co-branding line-ups when it is to be implemented <17mm wide.



Minimum logo width: 17mm/65px

Minimum logo width: 10mm/38px



PLEASE DON'T

Do not place the logo on complicated background imagery.



Do not place on an angle



Do not re-create the logo in any way



Do not change the color of logos.



Do not change the size, position or relationship of the symbol and logotype



Do not change the size, position or relationship of the symbol and logotype



Do not place the logo in a containing shape or box.



Do not crop the logo



Do not reposition the logotype



Do not distort the logo



Do not change the add effects to the logo



Do not use the logotype in isolation



04 COLORS



OUR COLOR PALETTE

Our colors are inspired by nature. We mainly use our slate, off-white and turquoise colors, reserving urgent red and bold blue for accents.

*A dark versions of Turquoise exists for when typography is combined with the off-white to create accessible and user-friendly color contrast combinations. Guidance can be found on page [here](#).

Slate
Pantone: 2217u
R:0 G:60 B:70
#003c46
C:100 M:45 Y:30 K:65

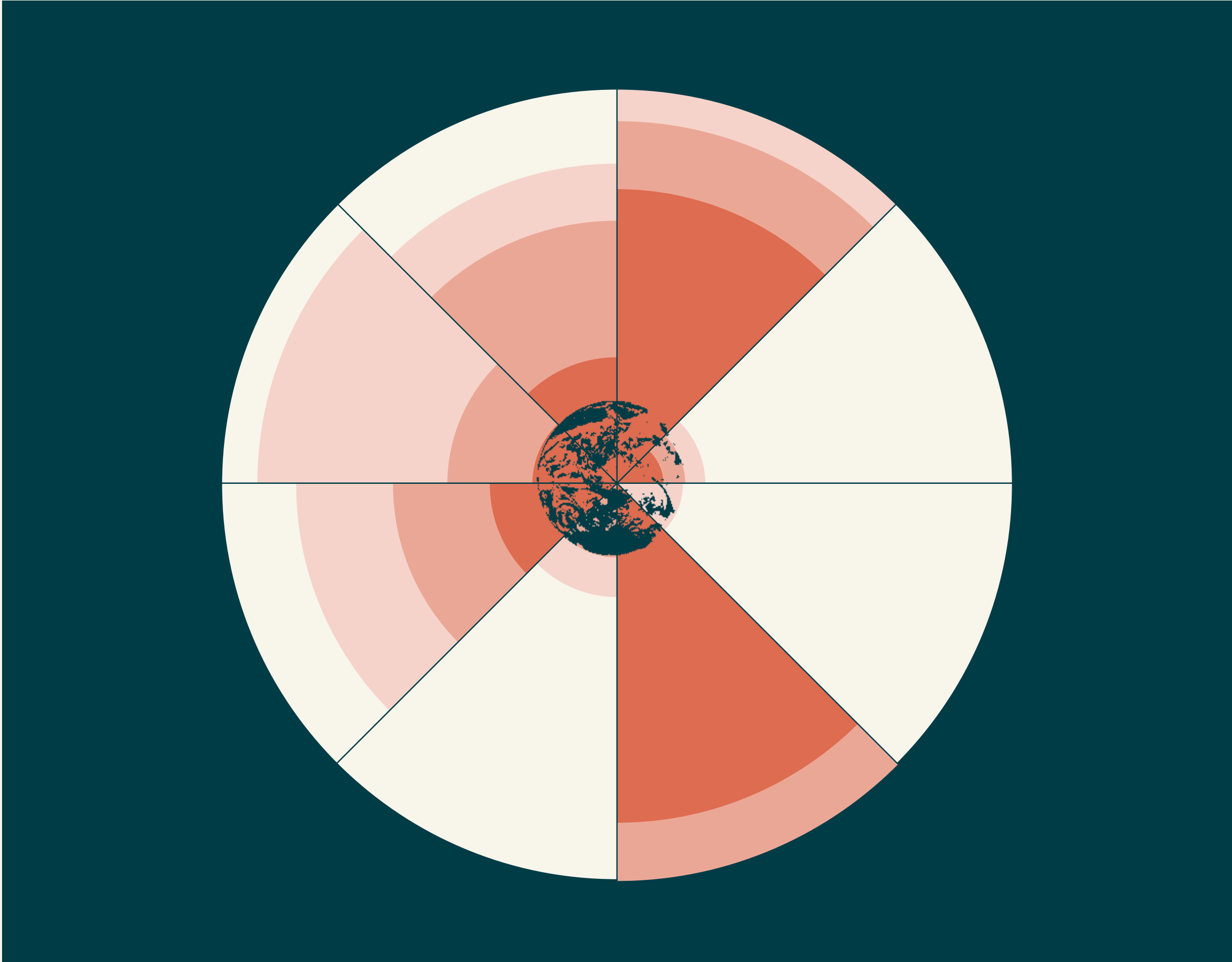
Off-white
R:248 G:245 B:235
#f8f5eb
C:0 M:1 Y:14 K:0

<p>Turquoise Pantone: 3265u R:75 G:192 B:173 #4bc0ad C:76 M:0 Y:46 K:0</p>	<p>Urgent Red Pantone: R:222 G:108 B:80 #de6c50 C:0 M:70 Y:70 K:0</p>	<p>Bold Blue Pantone: 7461u R:41 G:143 B:172 #298fac C:82 M:25 Y:0 K:0</p>
<p>Dark Turquoise* Pantone: 3275u R:0 G:159 B:143 #009F8F C:80 M:8 Y:50 K:0</p>		

COLOR TINTS

Tints of any of the core brand colors can be used in graphs and Infographics. See [here](#) for examples.

25% #f7dad3	25% #c9e3ea	25% #d2efeb	25% #bfcedi
50% #eeb6a8	50% #94c7d5	50% #a5dfd6	50% #809ea2
75% #e6917c	75% #5fabci	75% #78doc2	75% #406d74
100% #de6c50	100% #298fac	100% #4bc0ad	100% #003c46



05 TYPOGRAPHY



BRAND TYPEFACES

Almarai

Headlines should be set in Almarai Extrabold and are always capitalised.

Almarai Extrabold and Regular can also be used for diagrams and captions in sentence case but never for body copy.

Almarai is a Google Font and can be downloaded [here](#).

Vollkorn

Vollkorn is our body copy font. Vollkorn is a Google Font and can be downloaded [here](#).

if you're creating a new branded document in Google docs Connect fonts extension

Almarai

EXTRABOLD

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

?!@<>+==()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz?!@<>+==()

Vollkorn

Regular

Italic

Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@<>+==()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@<>+==()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@<>+==()

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@<>+==()

TYPEFACE EXAMPLES

Our headline and body copy typeface should be combined with plenty of contrast between them.

**JOIN
THE
GLOBAL
ALLIANCE
TO
PROTECT
THE
GLOBAL
COMMONS.**

To shape a nation,
you need a government.

**TO SHAPE
A PLANET,
YOU NEED AN
ALLIANCE.**

We all own them.

**LET'S START
INVESTING
IN THEM.**

**WHOEVER
WE ARE
WHEREVER
WE ARE** we all share
something
in common.

USING OUR TYPEFACES

Numerals

Even in headlines, the Almarai numerals should not be used. Vollkorn Regular should be used instead.

Font sizes may need to be adjusted for the two typefaces to feel balanced and the height of the capitals to match.

**73% ARE
WILLING
TO DO
MORE**

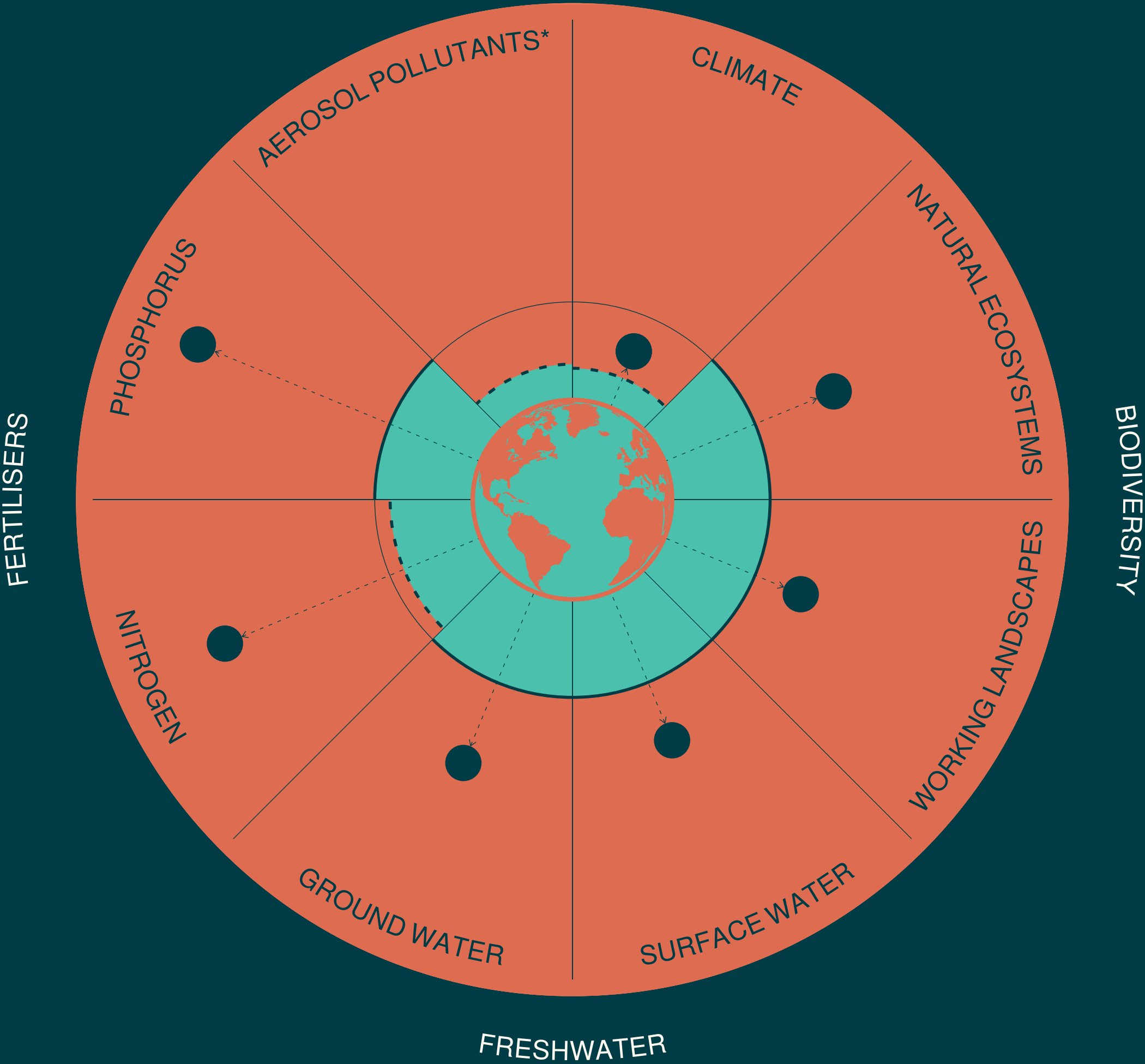
**STEWARDSHIP
INDEX 2023**

USING OUR TYPEFACES

Diagrams and captions

Almarai Extrabold and Regular can be used in either all caps or sentence case for captions and within diagrams.

* The just boundary has been breached in many places locally, but is still to be assessed at the global level.



“Addressing them effectively—and with the necessary urgency—requires unprecedented cooperation.”

Dominic Waughray
Advisor to the CEO, WBCSD –
Former Chair of the GCA

FONT HIERARCHY

(Adobe software)

We can use the following steps as a guide for type hierarchy. While display headlines can have a more flexible approach, this structure can be used design longer form documents.

1. Page title

Headings are set in set in Almarai Extrabold in all caps.

Leading: 85% (80pt/68pt)

Case: Capitalised **Tracking:** -10

2. Standfirst

Use Vollkorn Regular.

Leading: 120% (36pt/43pt)

Case: Sentence/Capitalised

Tracking: -20

3. Paragraph heading

Use Almarai Extrabold for paragraph headings and button styles.

Leading: 100% (30pt/30pt)

Case: Capitalised **Tracking:** -10

1 THE GLOBAL COMMONS VITAL FOR ALL LIFE

2 Safeguarding the global commons requires a different kind of global effort

3 **OUR VISION IS A SAFE AND JUST FUTURE FOR PEOPLE AND PLANET.**

4 Humanity is on a collision course with the carefully balanced natural systems that have kept our planet liveable for millennia. We all depend on these 'global commons', the interconnected systems that support life on Earth: from the Arctic sea ice to the Amazon rainforest, from critical ocean currents to our fresh water network.

5 *“Addressing them effectively—and with the necessary urgency—requires unprecedented cooperation.”*

Dominic Waughray
Advisor to the CEO, WBCSD –
Former Chair of the GCA

6

4. Body copy

Vollkorn Regular is used as the body copy typeface. Use a heavier weight if on a colored background for legibility.

Leading: 140% (20pt/28pt)

Case: Sentence **Tracking:** 0

5. Quotes

Vollkorn Italic can be used to for quotes or large statements.

Leading: 120% (36pt/43pt)

Case: Sentence **Tracking:** -20

6. Accreditations & captions

Almarai Extrabold and Regular weights can be used in sentence case with Vollkorn for captions only.

Leading: 120% (36pt/43pt)

Case: Sentence **Tracking:** -20

FONT HIERARCHY

(Google docs)

We can use the following steps as a guide for type hierarchy. While display headlines can have a more flexible approach, this structure can be used design longer form documents.

1. Page title

Headings are set in set in Almarai Extrabold in all caps.

Line spacing: 0.8 (custom)

Case: Capitalised

2. Standfirst

Use Vollkorn Regular.

Line spacing: 0.8 (custom)

Case: Sentence/Capitalised

3. Paragraph heading

Use Almarai Extrabold for paragraph headings and button styles.

Line spacing: 0.8 (custom)

Case: Capitalised

1 THE GLOBAL COMMONS VITAL FOR ALL LIFE

2 Safeguarding the global commons requires a different kind of global effort

3 **OUR VISION IS A SAFE AND JUST FUTURE FOR PEOPLE AND PLANET.**

4 Humanity is on a collision course with the carefully balanced natural systems that have kept our planet liveable for millennia. We all depend on these ‘global commons’, the interconnected systems that support life on Earth: from the Arctic sea ice to the Amazon rainforest, from critical ocean currents to our fresh water network.

5 *“Addressing them effectively—and with the necessary urgency—requires unprecedented cooperation.”*

Dominic Waughray
Advisor to the CEO, WBCSD –
Former Chair of the GCA

6

4. Body copy

Vollkorn Regular is used as the body copy typeface. Use a heavier weight if on a colored background for legibility.

Line spacing: 1.08 (custom)

Case: Sentence

5. Quotes

Vollkorn Italic can be used to for quotes or large statements.

Line spacing: Single

Case: Sentence

6. Accreditations & captions

Almarai Extrabold and Regular weights can be used in sentence case with Vollkorn for captions only.

Line spacing: 1.08 (custom)

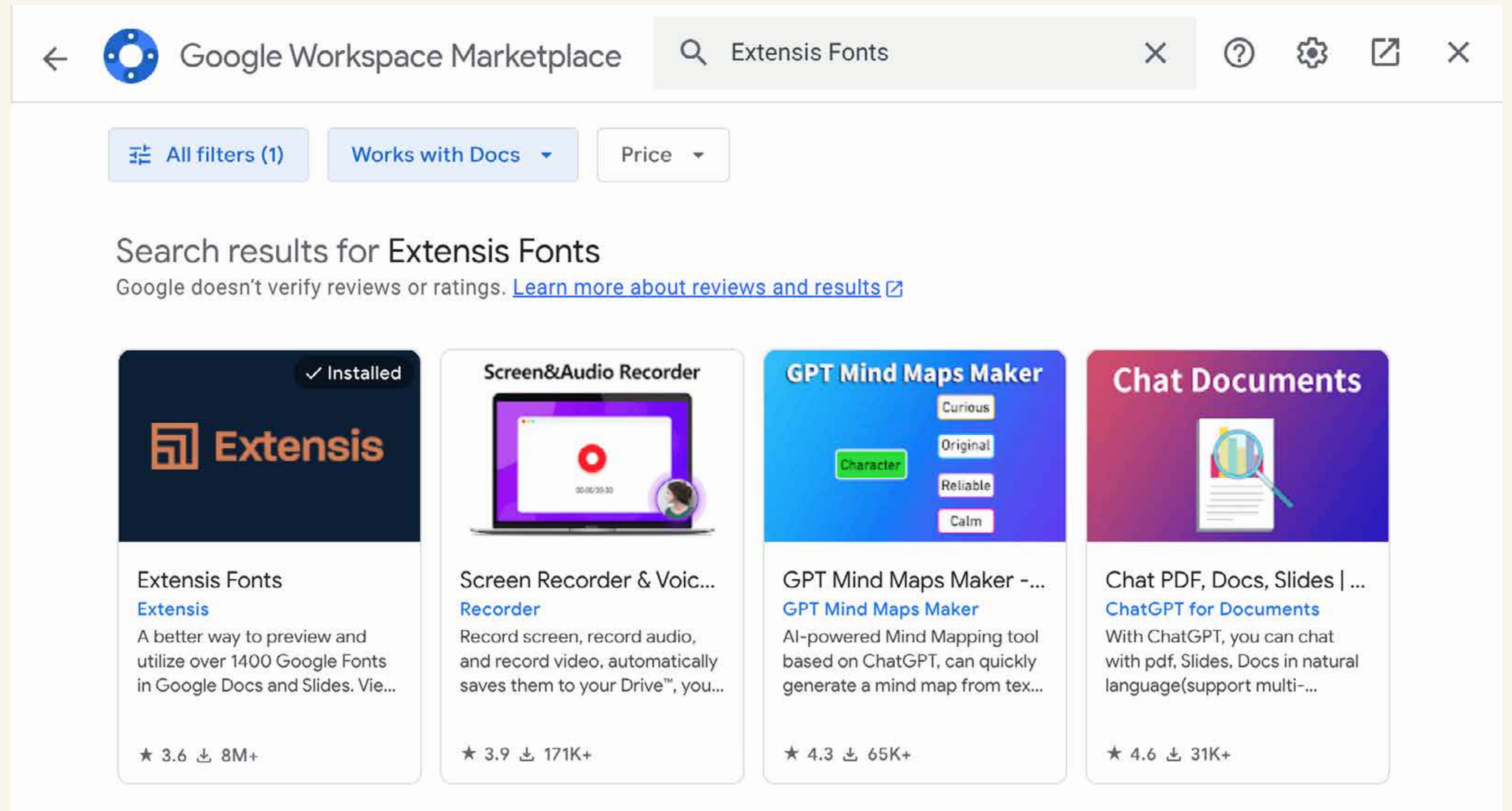
Case: Sentence

USING BRAND FONTS IN GOOGLE DOCS

If you're creating a new branded document in Google docs, the Extensis Fonts must be installed in order to access the headline font, Almarai.

To enable the Fonts Add-on:

1. Open any Google Document, or create a new one.
2. From the Add-ons menu, click Get Add-ons
3. In the Search Add-ons box, enter "Extensis Fonts"
4. Select the Extensis Fonts add-on from the list.
5. Click the Install button in the upper right hand corner.
6. Click Accept to install the add-on to your Google Docs account.



IN OTHER SOFTWARE

If Almarai and Vollkorn are not available in the software you're using, you can use Arial and Georgia instead.

Arial

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
?!@<>+ -= ()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz?!@<>+ -= ()

Georgia

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+ -= ()

Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+ -= ()*

Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+ -= ()**

Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@<>+ -= ()*

ACCESSIBILITY

This page provides reference and guidance for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Small text and large text

Our Vision is a safe
and just future for
people and planet

ABCDEFGFG

Our Vision is a safe
and just future for
people and planet

ABCDEFGFG

Our Vision is a safe
and just future for
people and planet

ABCDEFGFG

Our Vision is a safe
and just future for
people and planet

ABCDEFGFG

Large text only

**A SAFE AND
JUST FUTURE**

For people
and planet.

99.99%

**A SAFE AND
JUST FUTURE**

For people
and planet.

99.99%

**A SAFE AND
JUST FUTURE**

For people
and planet.

99.99%

06 COLLAGES



COLLAGES

The purpose of the collages is to illustrate how life and nature are connected in unexpected ways. To feel unexpected the collages do the following:

1. Collages should bring together elements that aren't typically seen together e.g. a person swimming with birds.
2. Collages should play with scale, and defy the real life proportions of objects in relation to each other.



COLLAGE ELEMENTS

Rationale

The collages are illustrative compositions of photographs and icons that portray a world teeming with life.

Colorways

Collage elements will be provided in slate, off-white and turquoise.

Negative collage elements

Are made to be placed on on dark backgrounds.

Positive collage elements

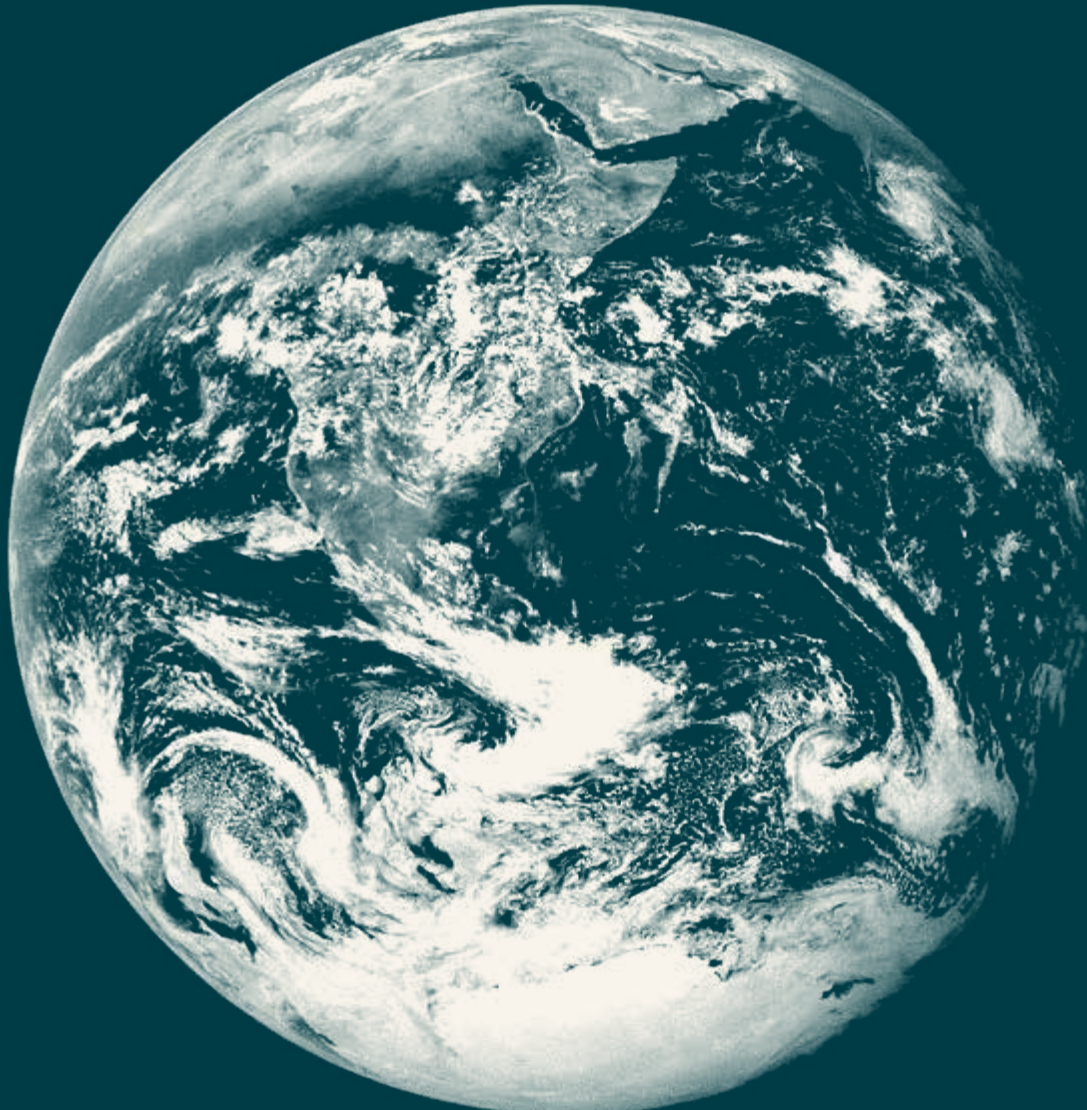
Are made to be placed on on light colored backgrounds.

Negative collage elements

GCA Globe Bitmap Negative Turquoise.png

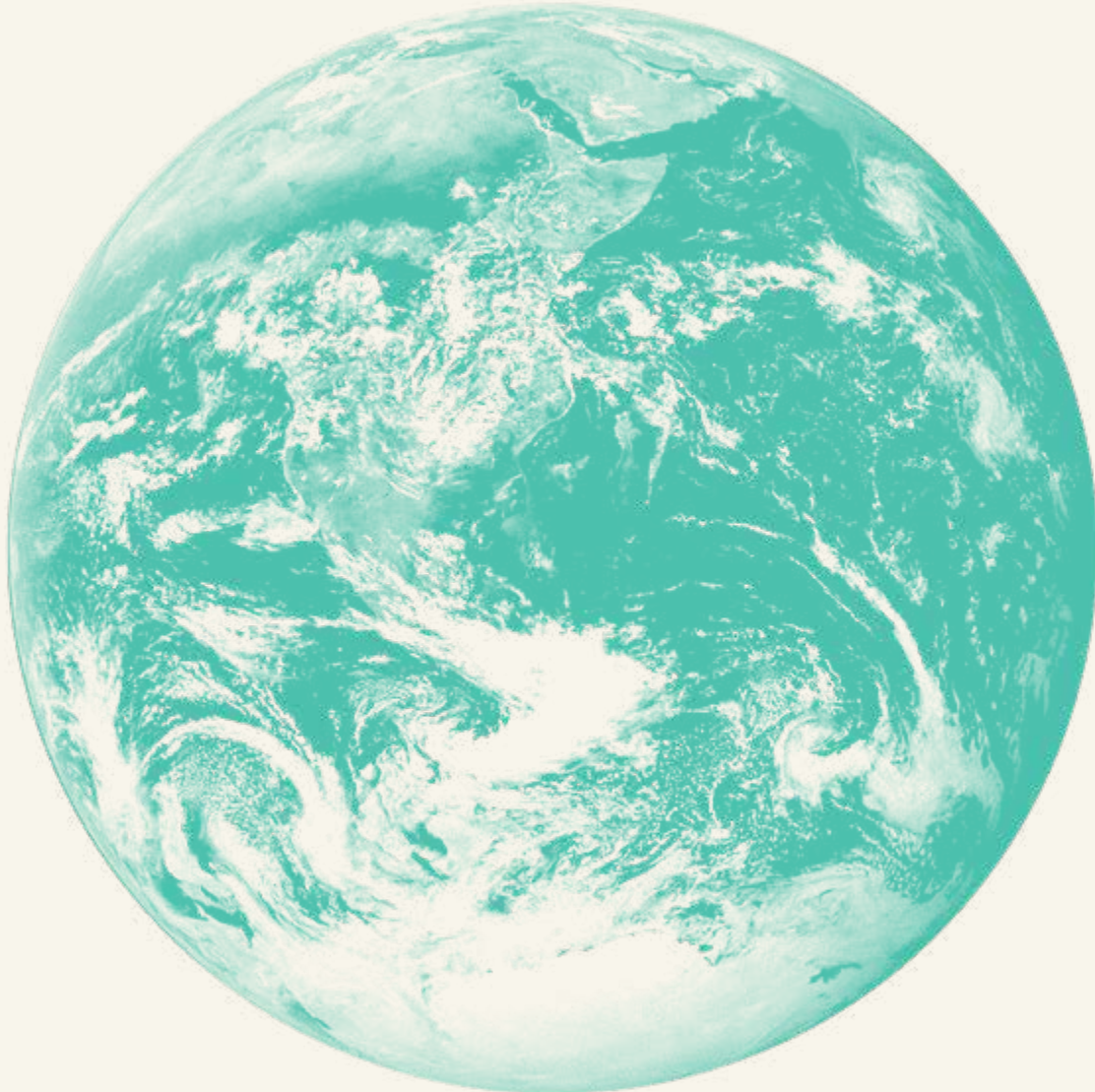


GCA Globe Bitmap Negative Off White.png

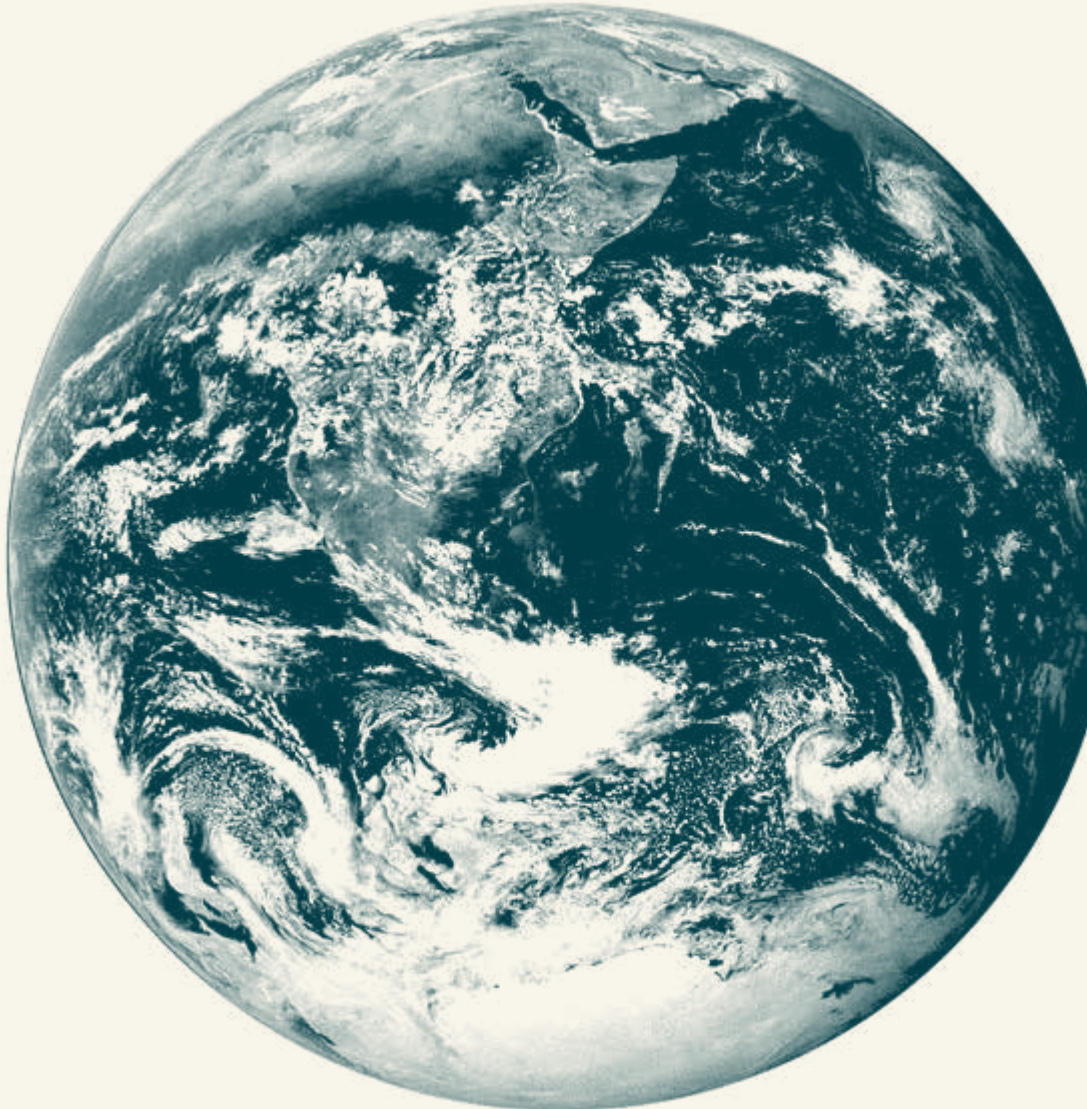


Positive collage elements

GCA Globe Bitmap Positive Turquoise.png



GCA Globe Bitmap Positive Slate.png



MAKING POSITIVE COLLAGE ELEMENTS

(Positive collage elements can be placed on to lighter colored backgrounds)

1.



Choose a photograph

Photographs may be commissioned or downloaded from stock libraries.

Images should be high resolution and scaled to 7000 pixels wide at 300 pixels/inch.

2.

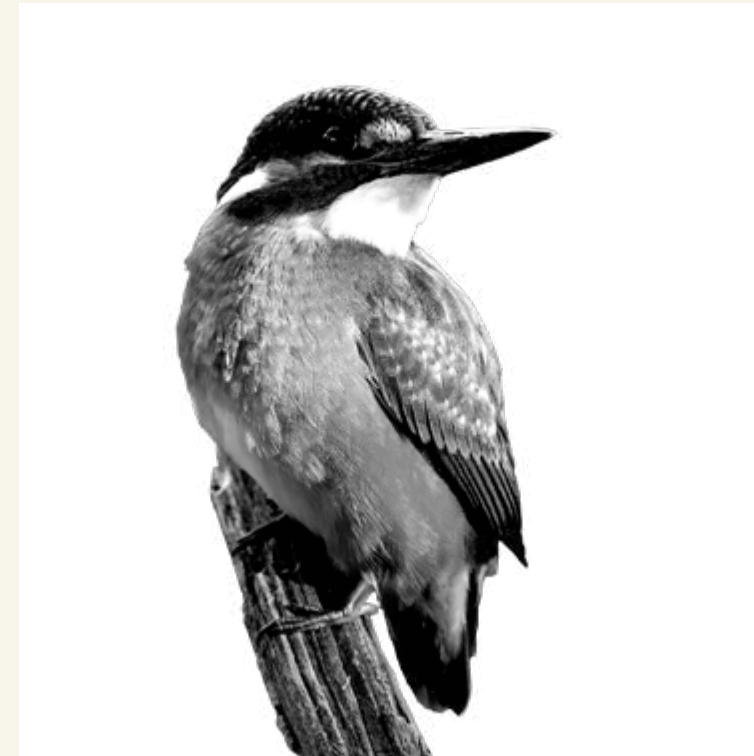


Replace the background

The collage subject should be isolated either in Photoshop or with the assistance of a service such as [Pathedits](#).

Positive collage elements should be placed onto white backgrounds.

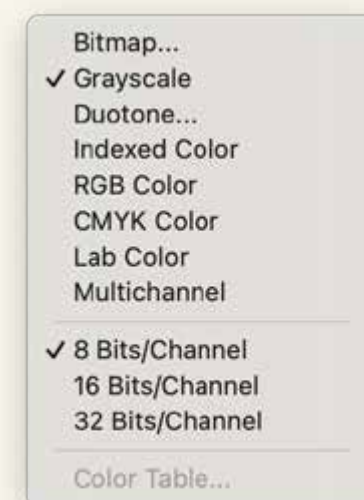
3.



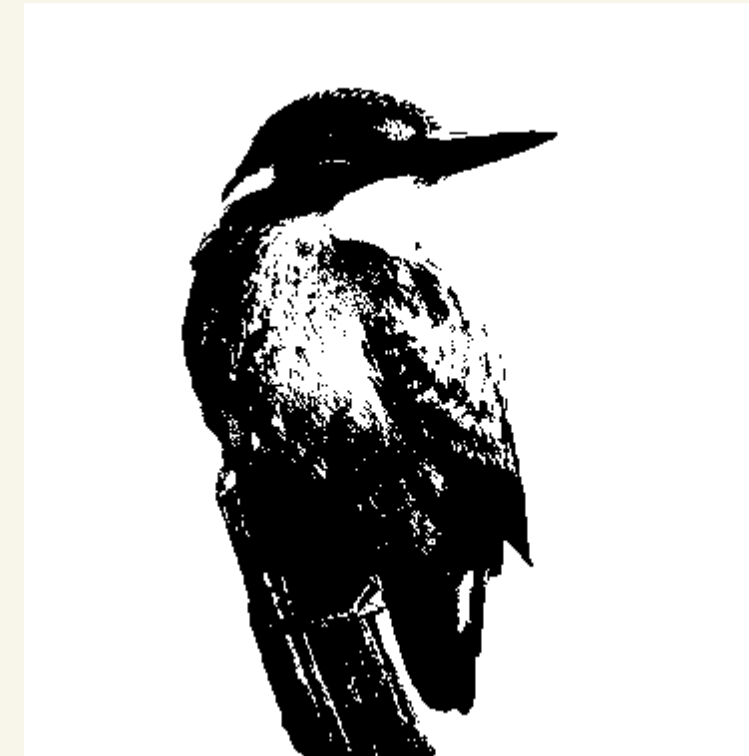
Convert to grayscale and increase the contrast

To convert an image to Grayscale, select it from the Image > Mode menu. Click "Merge" when Photoshop asks if you want to discard the color information.

Increase the contrast using the Levels tool (Image > Adjustments > Levels).

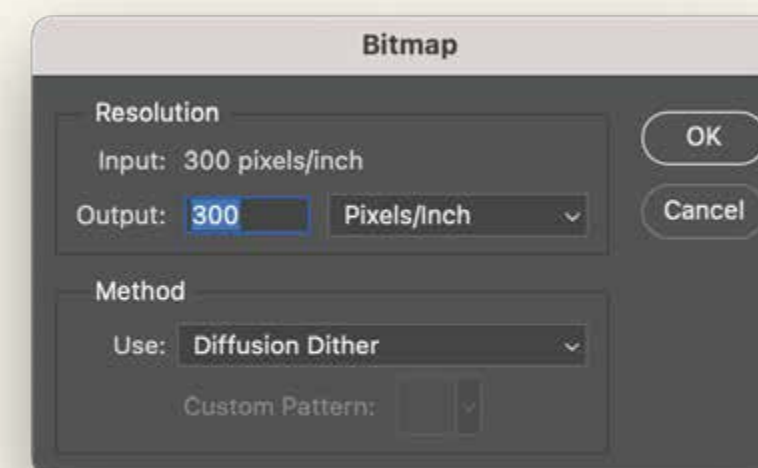


4.



Convert to Bitmap then RGB/CMYK

To convert an image to Bitmap, select it from the Image > Mode menu. Set the resolution output to the same value as the input. The image should then be converted back to RGB if you are creating a collage element for screen or CMYK if for print. You do this by going back to Image > Mode > grayscale then again Image > Mode > RGB or CMYK.

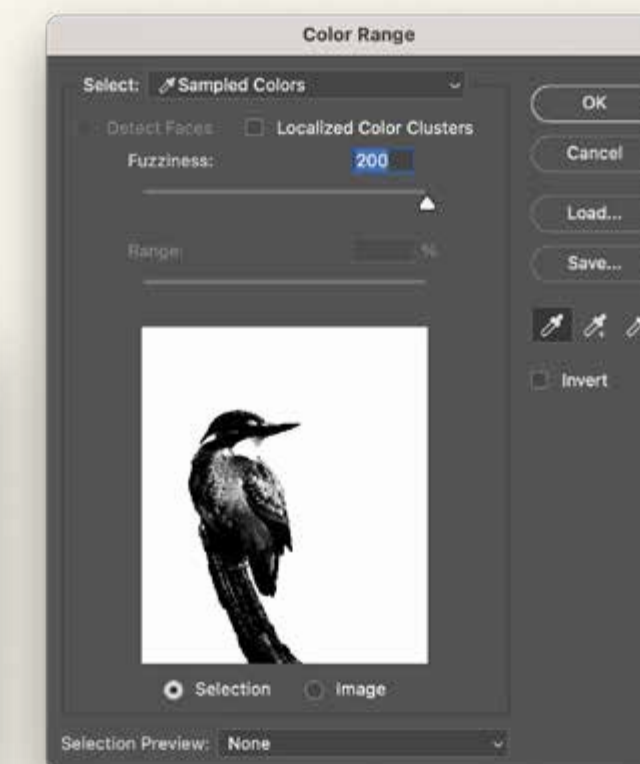


5.



Remove white

Unlock the image layer by clicking on the lock icon. Then Select the background using the Color Range tool (Select > Color range). Click the dominant Then delete the selection.

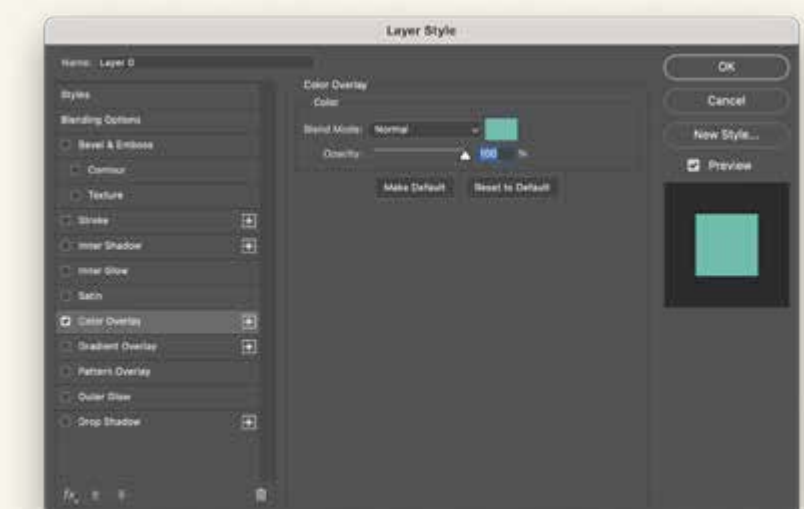


6.



Recolor with gradient maps

Add a color overlay (Layer > Layer Style > Color Overlay). Ensure the Blend Mode is set to Normal and the Opacity is 100%. Apply the desired color from the brand color palette.



MAKING NEGATIVE COLLAGE ELEMENTS

(Positive collage elements can be placed on to darker colored backgrounds)

1.



Choose a photograph

Photographs may be commissioned or downloaded from stock libraries.

Images should be high resolution and scaled to 7000 pixels wide at 300 pixels/inch.

2.



Replace the background

The collage subject should be isolated either in Photoshop or with the assistance of a service such as [Pathedits](#).

Negative collage elements should be placed onto black backgrounds.

3.



Convert to grayscale and increase the contrast

To convert an image to Grayscale, select it from the Image > Mode menu. Click "Merge" when Photoshop asks if you want to discard the color information.

Increase the contrast using the Levels tool (Image > Adjustments > Levels).

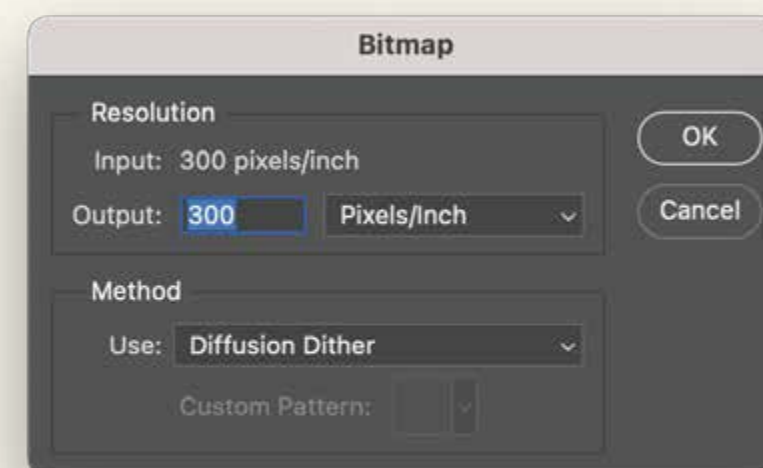


4.



Convert to Bitmap then RGB/CMYK

To convert an image to Bitmap, select it from the Image > Mode menu. Set the resolution output to the same value as the input. The image should then be converted back to RGB if you are creating a collage element for screen or CMYK if for print. You do this by going back to Image > Mode > grayscale then again Image > Mode > RGB or CMYK.

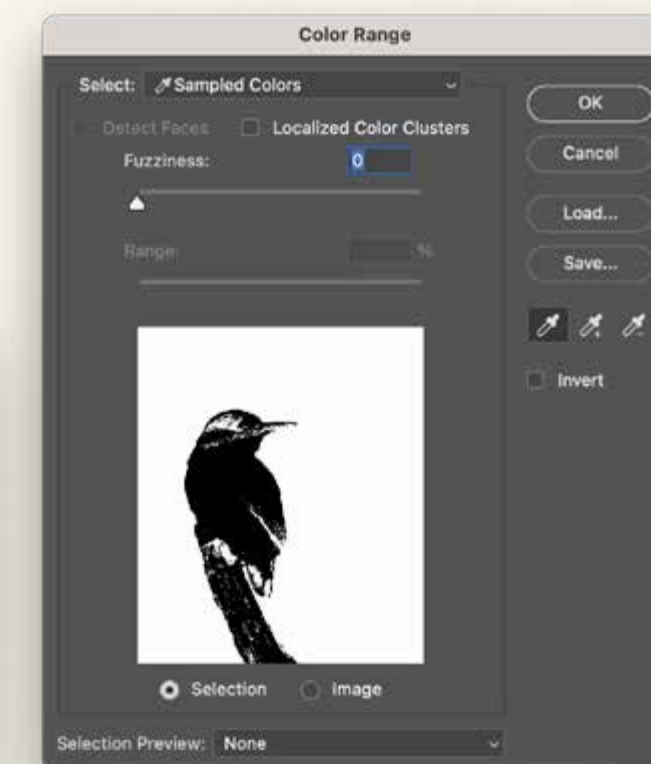


5.



Remove black

Unlock the image layer by clicking on the lock icon. Select the all black color using the Color Range tool (Select > Color range). Then delete the selection. This will leave only the white.

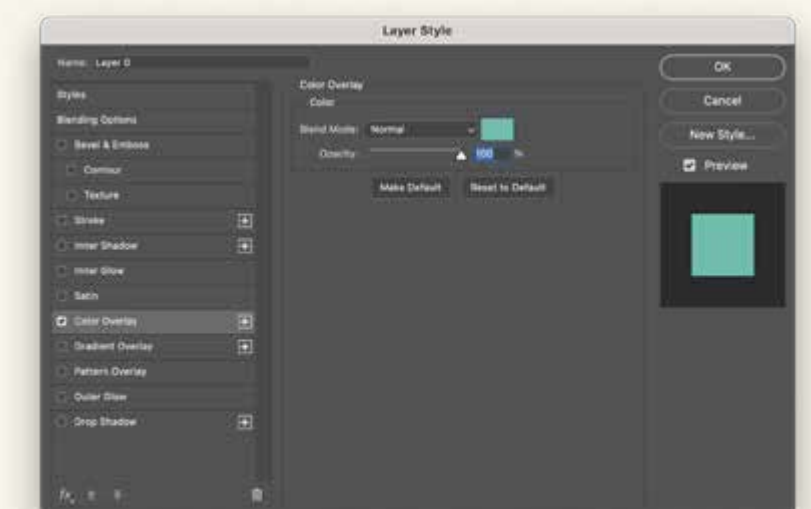


6.



Recolor with gradient maps

Add a color overlay (Layer > Layer Style > Color Overlay). Ensure the Blend Mode is set to Normal and the Opacity is 100%. Apply the desired color from the brand color palette. The element will look unusual until placed onto a dark background.



COLLAGE ELEMENT EXAMPLES

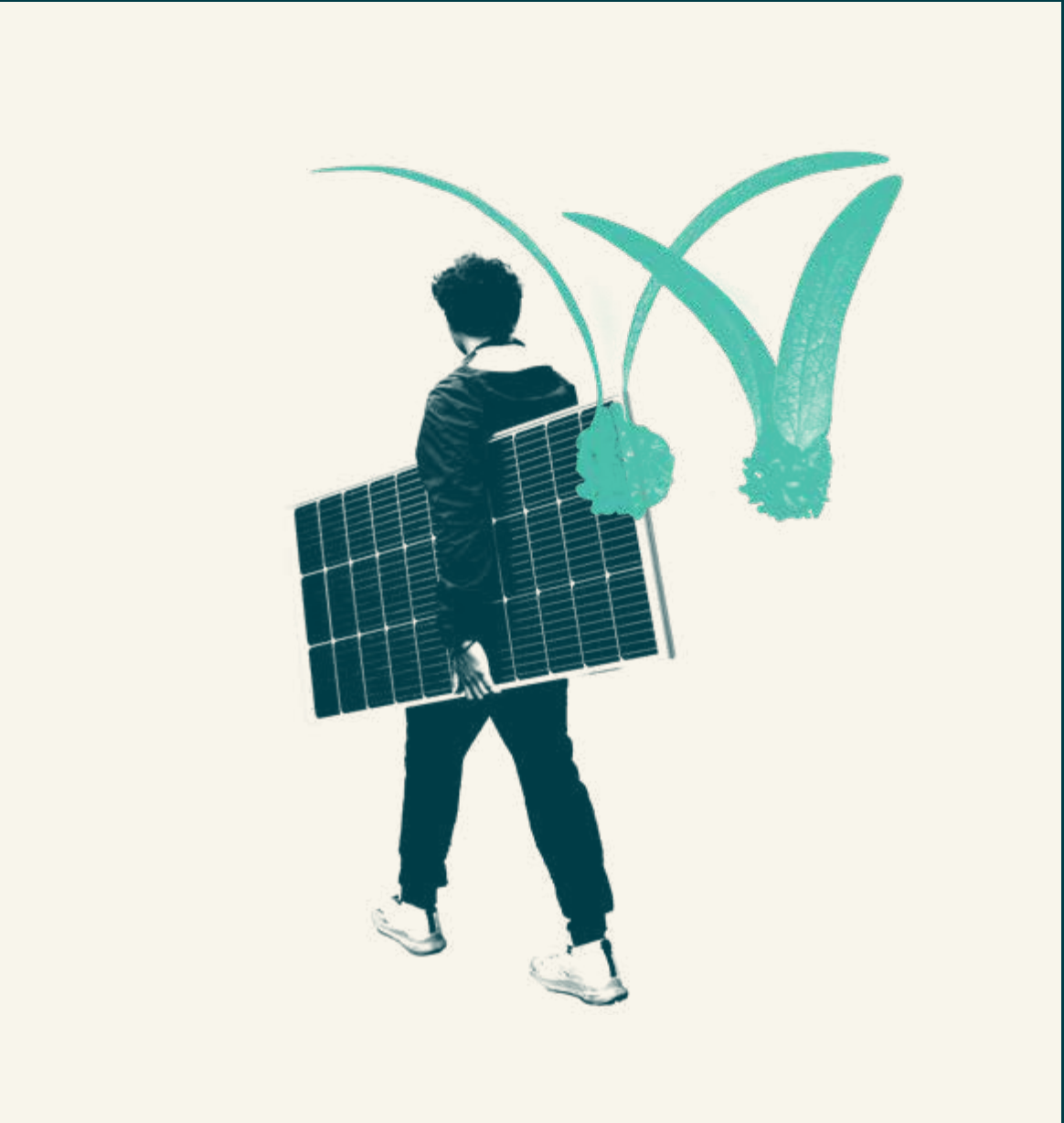
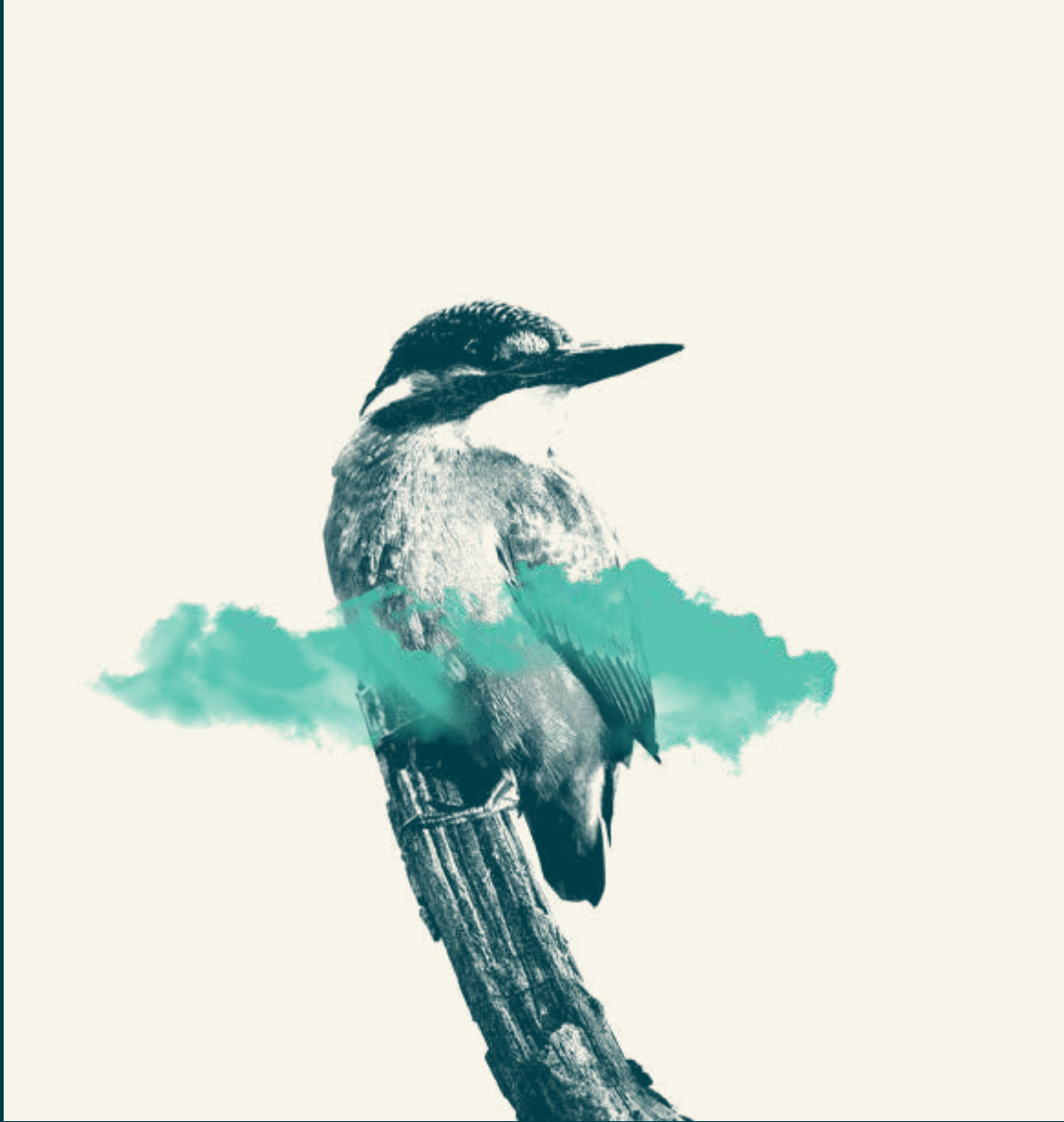


SIMPLE COLLAGES

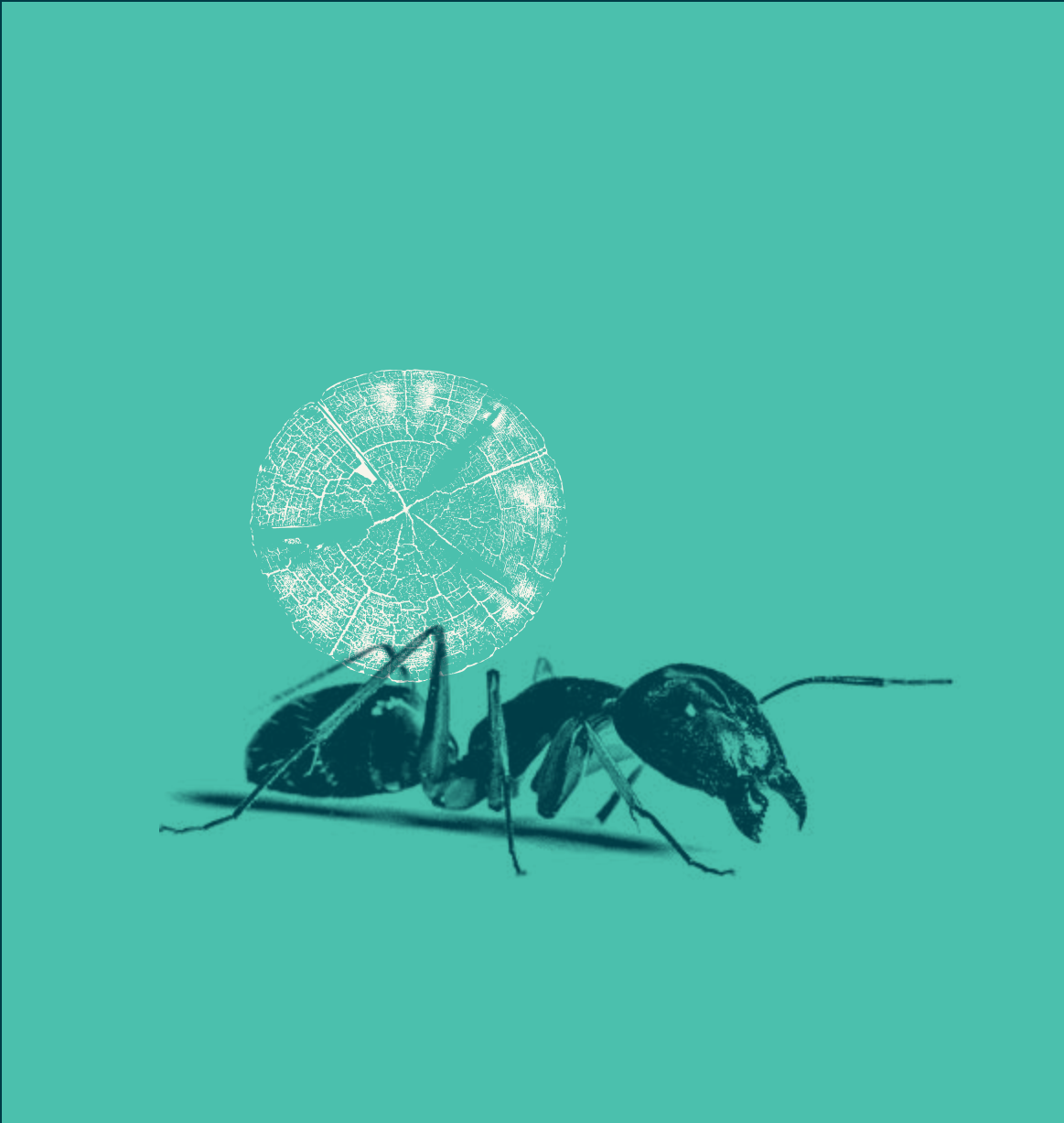
Simple collages bring together two or three collage elements and are ideal for use in layouts that also contain text and other elements.

They can function as illustrations to accompany a body of text that may talk about the relationship between two things (people and insects).

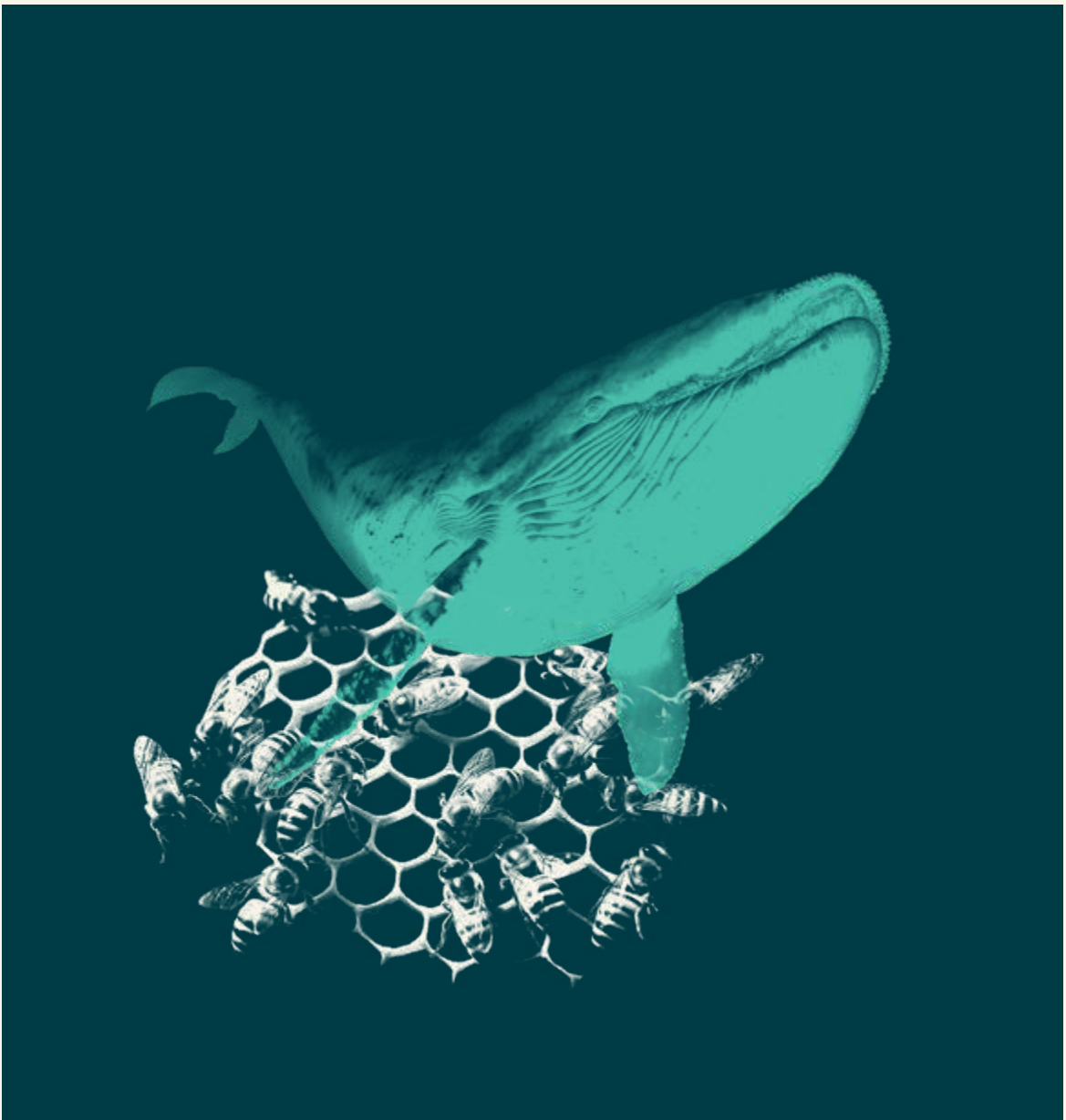
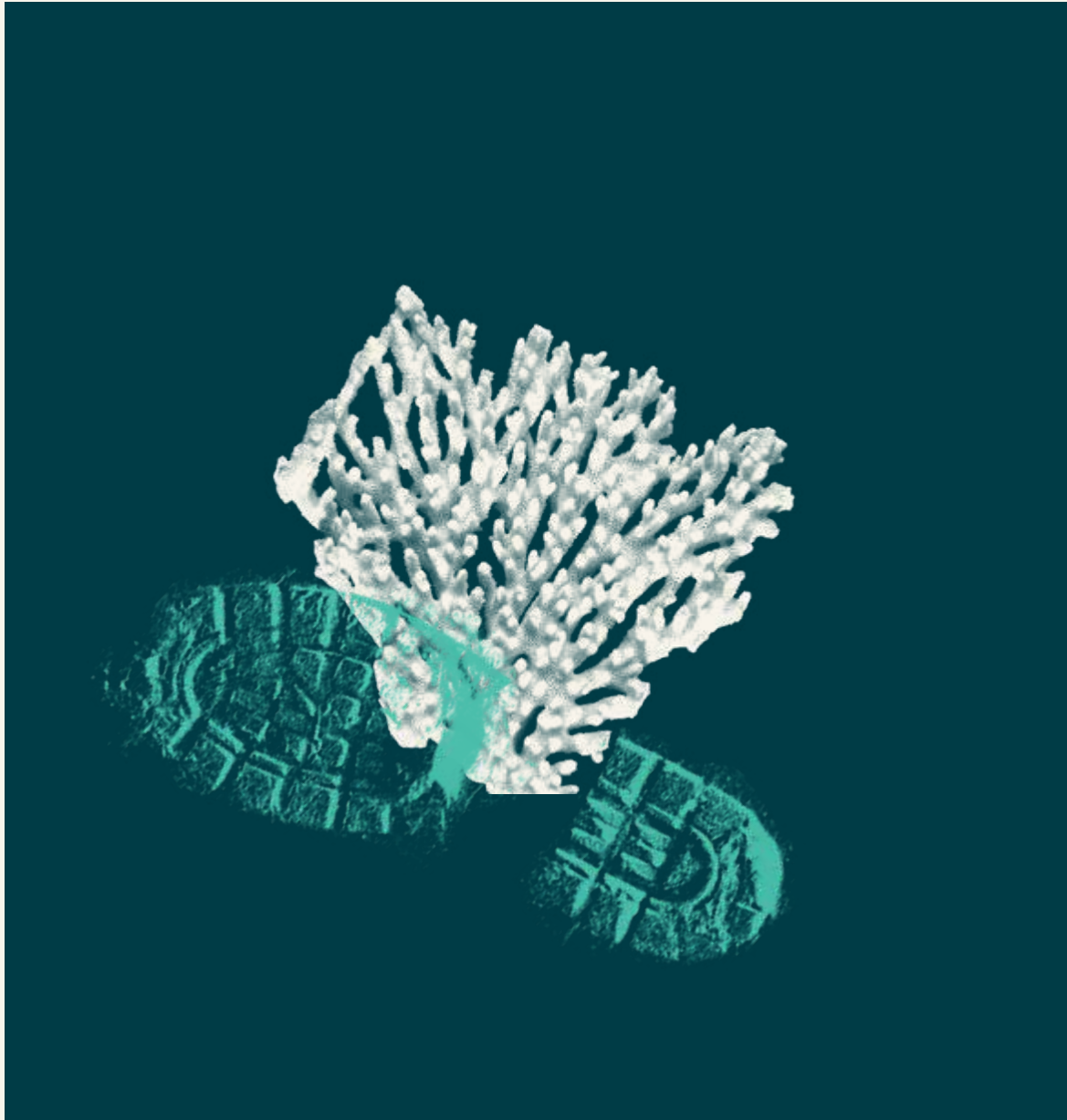
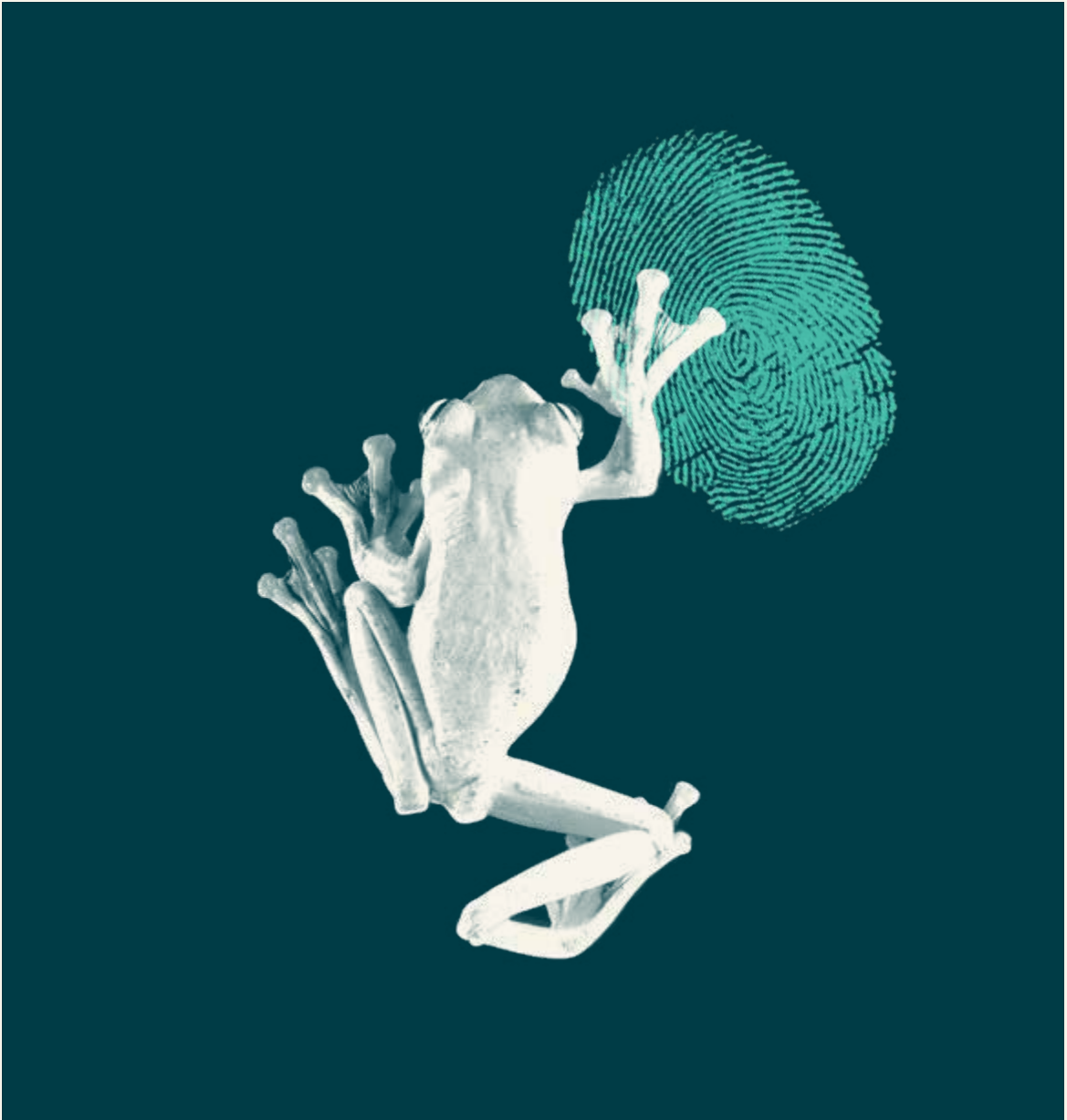
Collages look best with a lead element, accompanied by a smaller element in a different color.



SIMPLE COLLAGES



SIMPLE COLLAGES



LARGE COLLAGES

Large collages bring together 5-10 collage elements. Large collages should be built around a centrepiece element, with accompanying element greatly ranging in scale



LEAF LOGO COLLAGES

Collages can be built around the leaf logo but the compositions should be carefully considered. Collage elements should in no way overpower the leaf logo but should be secondary elements. They should not surround the logo, but be placed at opposite ends with a straight line drawn between them.

These collages should not replace our core collage logo but be considered as more decorative elements in relevant applications.

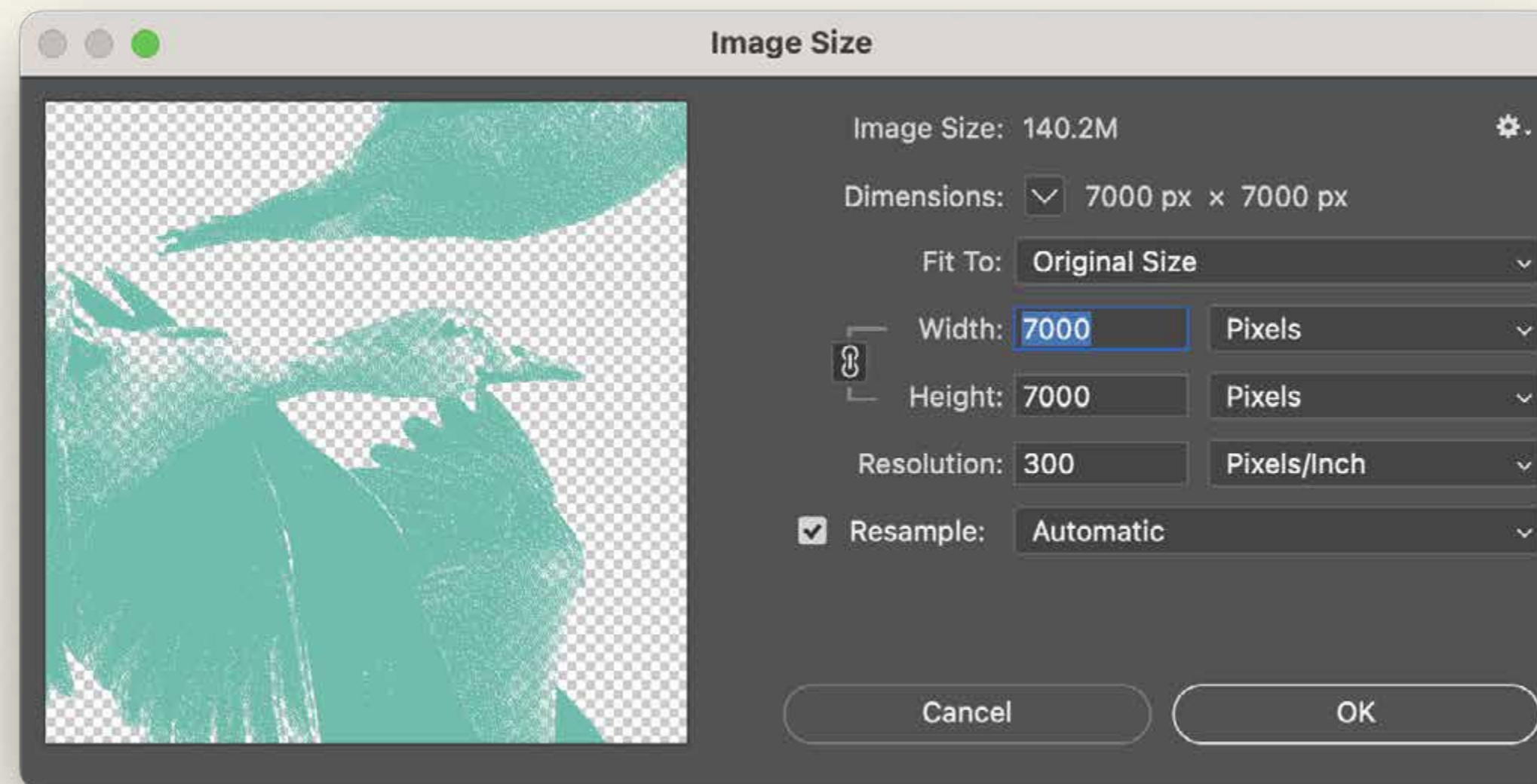
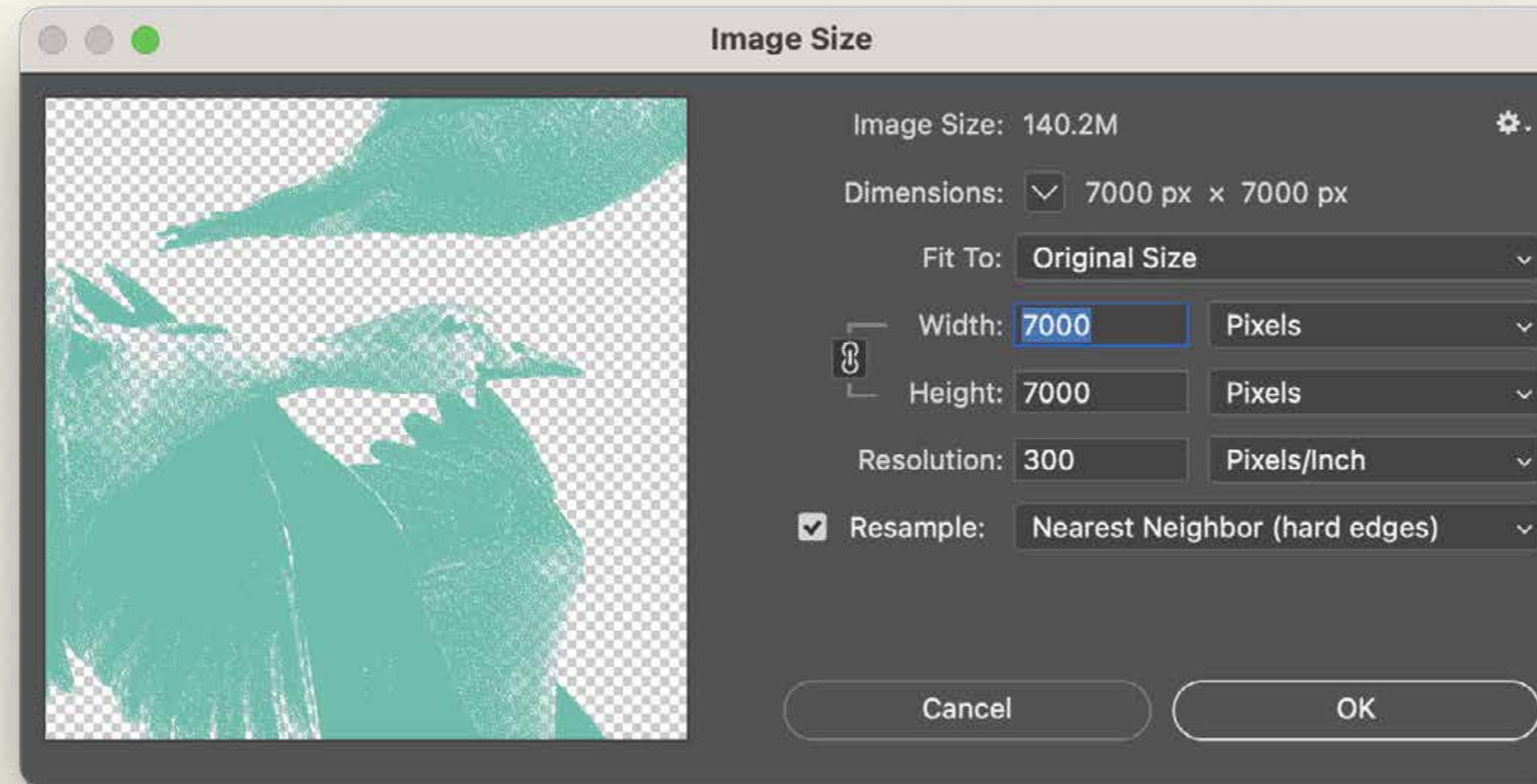


RESIZING COLLAGE ELEMENTS

Collage elements should be printed at 300dpi minimum in print or displayed at 72dpi minimum on screen.

If a collage is needed at a larger size, for an exhibition stand for example, collage elements should be resized using the 'Image Size' tool in Photoshop.

When using the Image Size tool, the 'Resample' menu should be set to 'Nearest Neighbor (hard edges)'. This will keep the edges of the elements crisp and prevent blurring.



TYPOGRAPHY AND COLLAGES

Typography can be placed in boxes
and combined with collage elements
for use as video and film graphics and
captions.

Uk Climate Action Champion 

NIGEL TOPPING

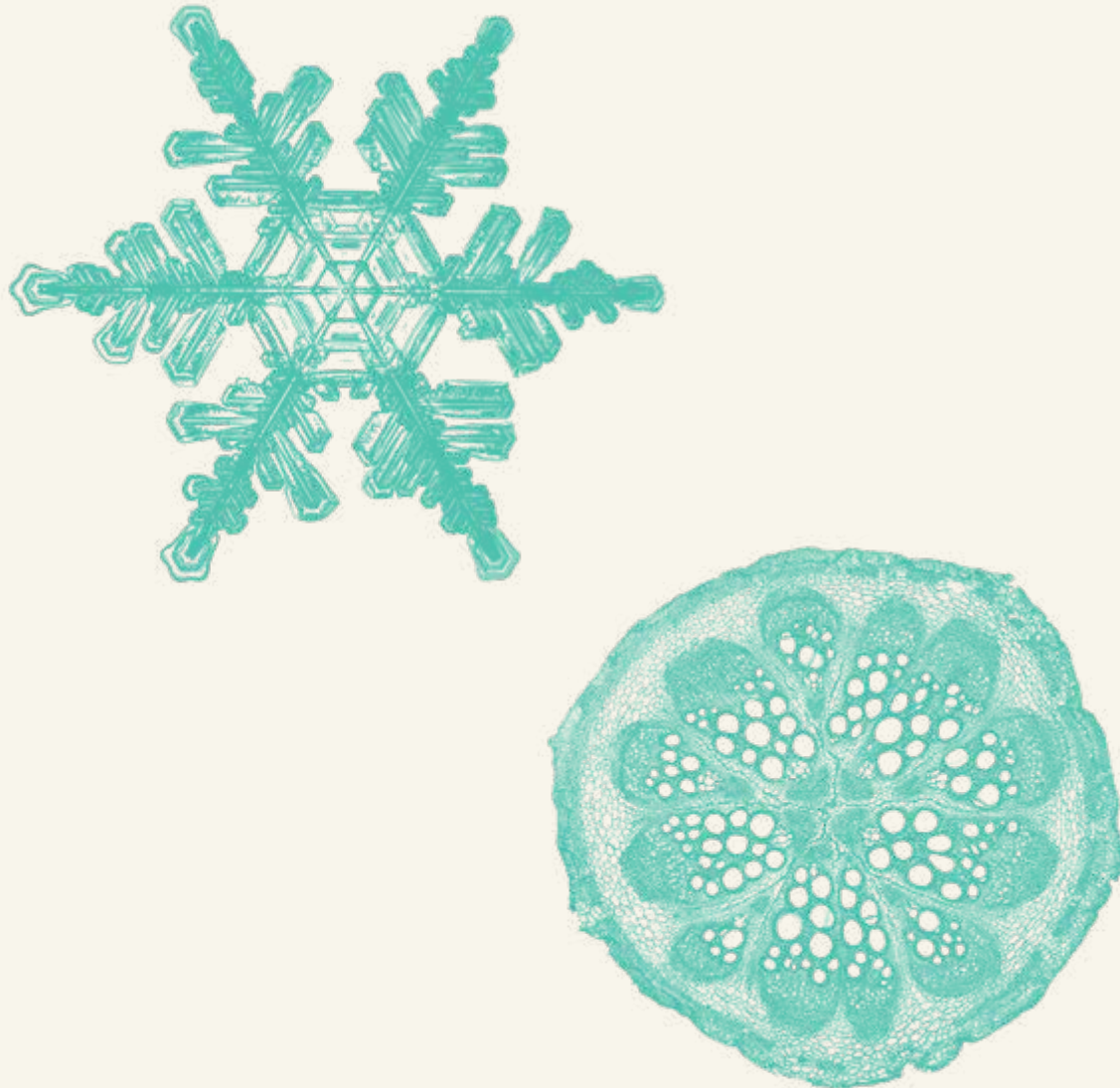
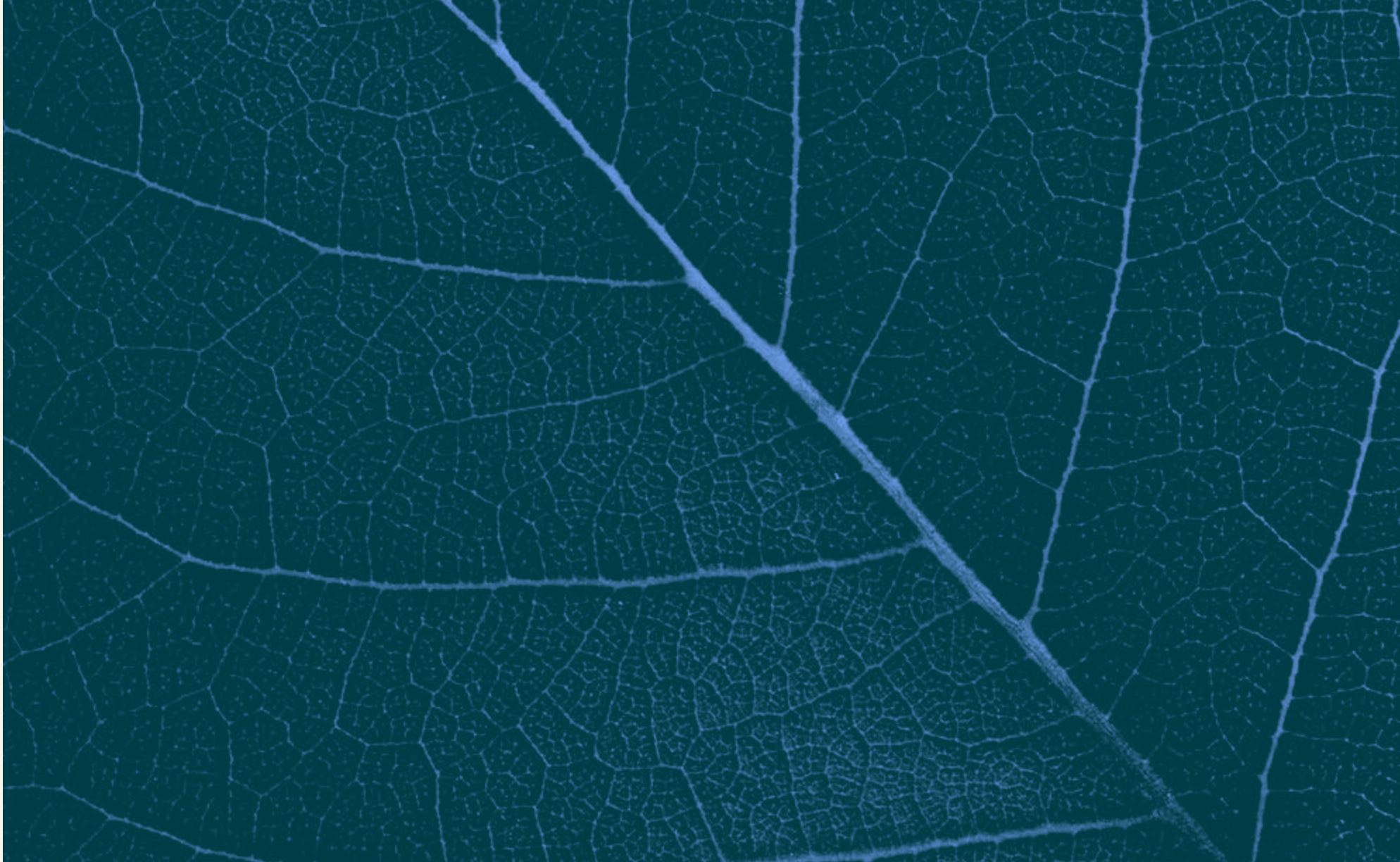


Coral Reefs 
DIE OFF

Boreal Permafrost 
ABRUPT THAW

PHOTOGRAPHIC TEXTURES

Collage elements can be expanded and cropped onto coloured backgrounds to create graphic borders and textures when desired.

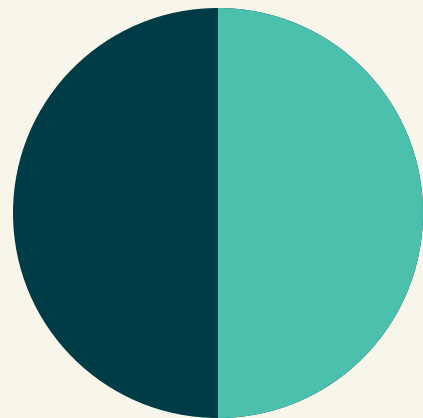
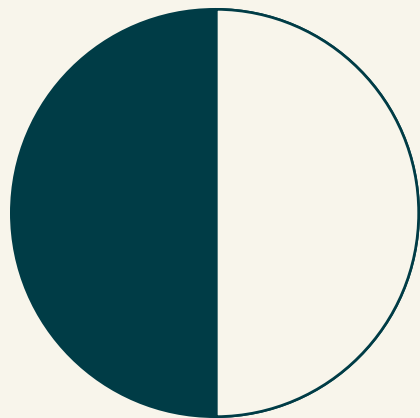


06 PHOTOGRAPHY



TREATING PHOTOGRAPHY

To make photography feel branded, duo tones can be applied using our brand colours. Treated photography should be used wherever possible in key branded channels such as social media and our website home page.



CAPTIONING AND CREDITING

A caption is a description of what the photograph shows that helps to explain its relevance to the reader.

A credit is information about who took the photograph and owns the copyright. The latter is often requested by the photographer and is their legal right in most countries.

Captions normally sit below or nearby an image, whereas we place credits vertically up the inside or outside of the photograph (depending on legibility).

We format credits as follows:

Photo: Photographer name/ copyright owner

or

© Photographer name/copyright Owner

Sometimes a photographer will ask to be credited in a different way – we try to respect their wishes where possible. If there are multiple images in a layout it is acceptable to place all the credits together, either running vertically up the side of the page or at the end of a document.

When using images in digital communications ensure that ‘alt’ text is added so that audiences using screen readers don’t miss out on content.

<https://climatevisuals.org/asset/836/>



A resident slowly makes his way through the inundated streets of the village due to rising sea levels.

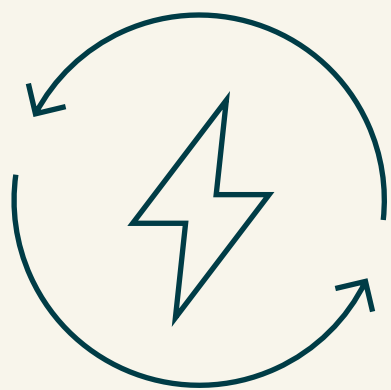
© Aji Styawan

07 ICONS

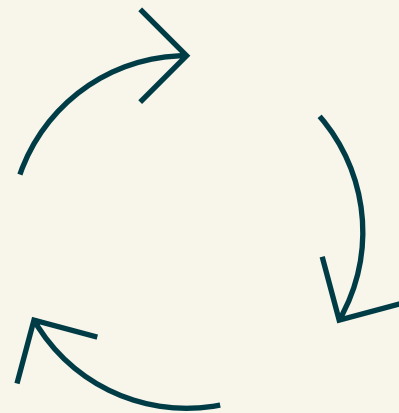


ICON SUITE

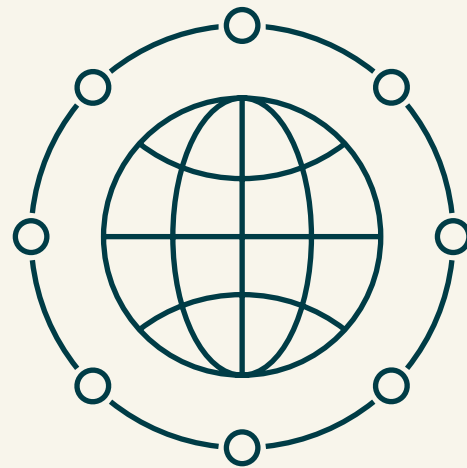
Renewable power



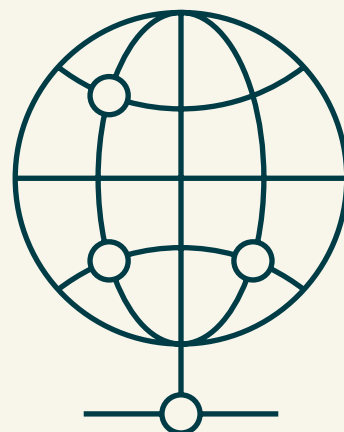
Cycles



Global connectivity



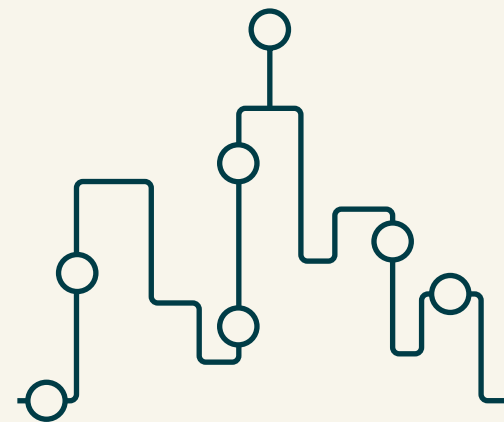
Global network



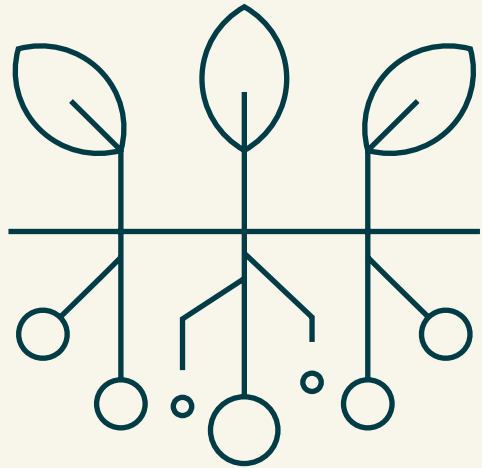
Earth



Urban network



Natural network



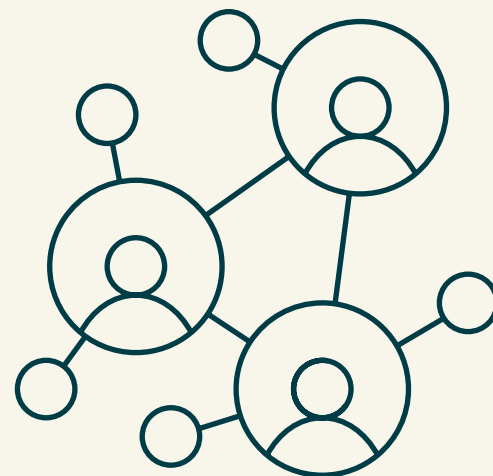
Data



Temperature



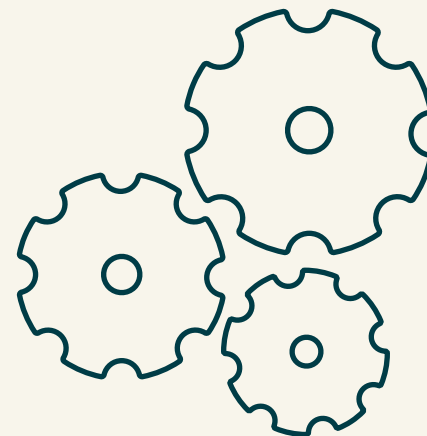
Connectivity



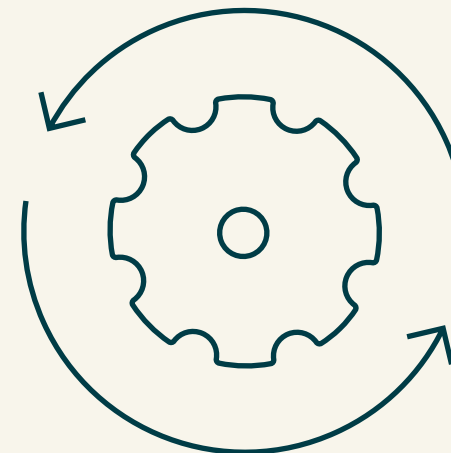
Protect



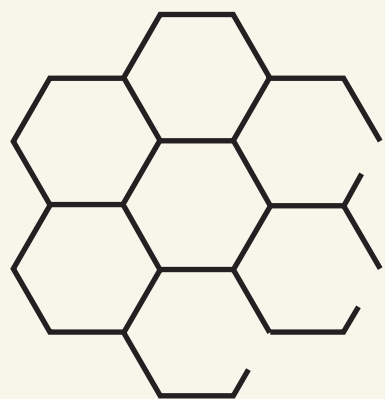
Systems



System workingm



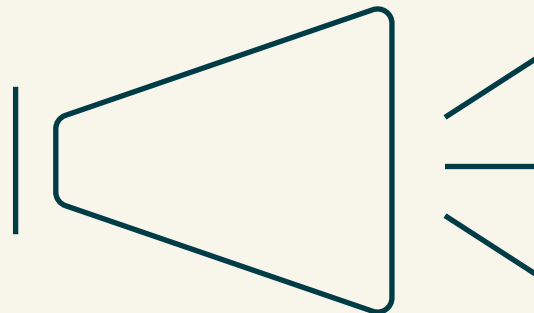
Hive



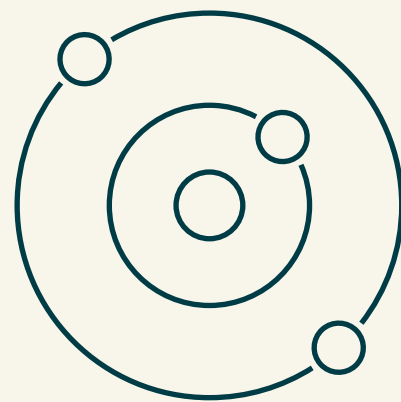
Broadcast



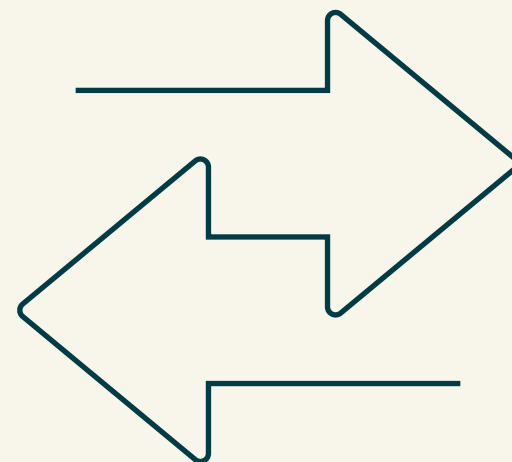
Accost



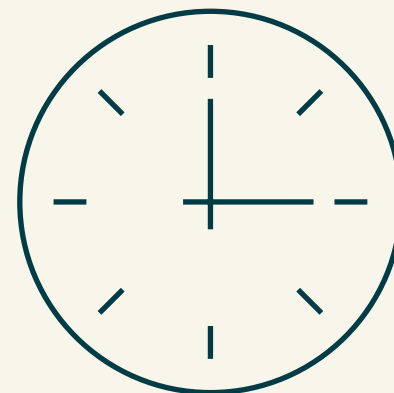
Boundaries



Exchange



Time



Currency



Conversations




ICON USE

Icons can be used as graphic, illustrative devices supporting or visualising a written message. Icons may be used in such a way when there is no room for a collage, or if a collage is serving a different purpose, elsewhere within a layout.

**WHOEVER
WE ARE,
WHEREVER
WE ARE**

We all share something
in common

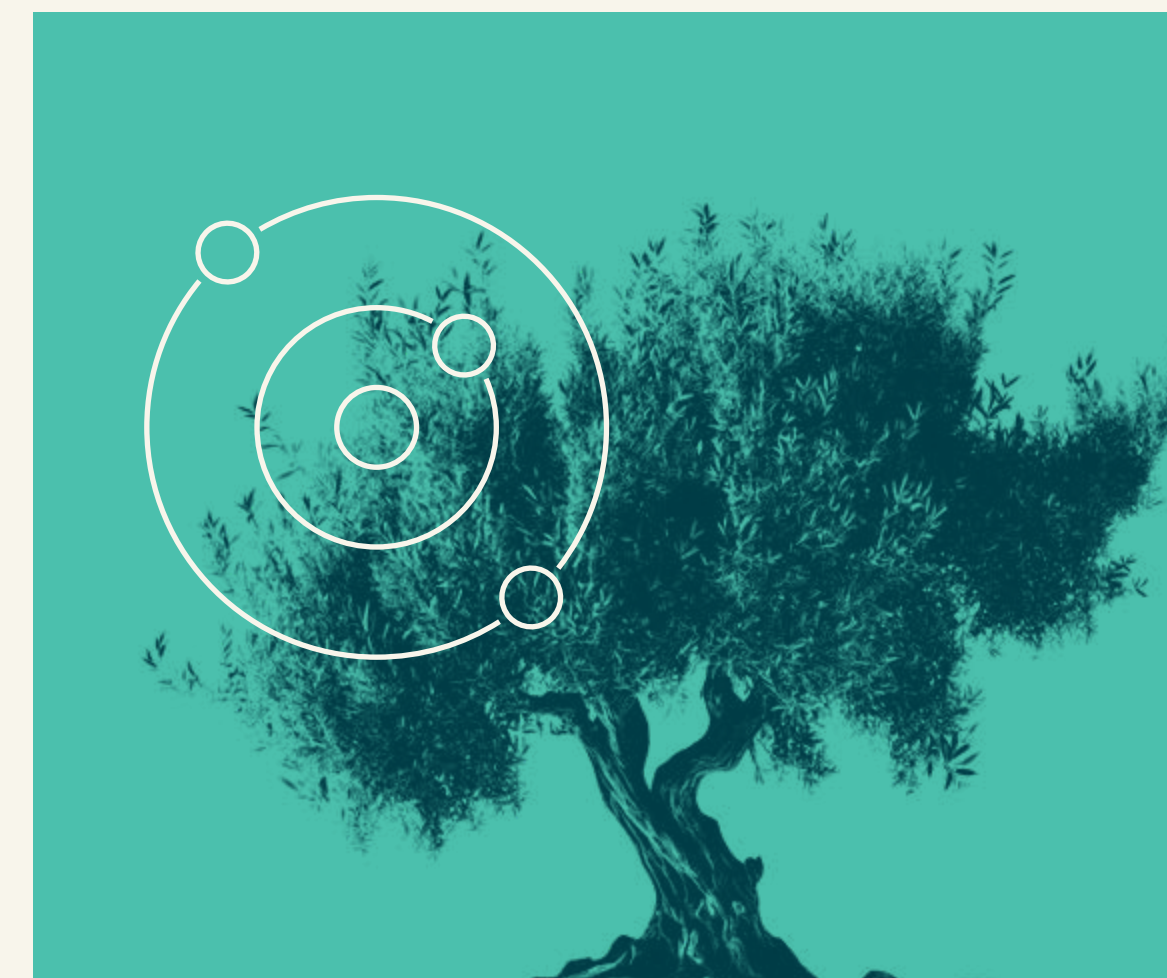
A white line-art icon on a dark teal background showing a central circle connected to four smaller circles, which are further connected to each other, representing a network or community.A white line-art icon on a teal background showing a globe with latitude and longitude lines, surrounded by a circular ring with six small circles at the top, bottom, left, and right, representing global connectivity or shared resources.

What's common to all,
essential to all, in need of us all

We all own them.
**LET'S
START
INVESTING
IN THEM.**

A white line-art icon on a dark teal background showing three stacks of coins with currency symbols: a Euro symbol (€), a Dollar symbol (\$), and a Yen symbol (¥).

Icons can also be used within collages to illustrate more abstract ideas that can't be portrayed with photography



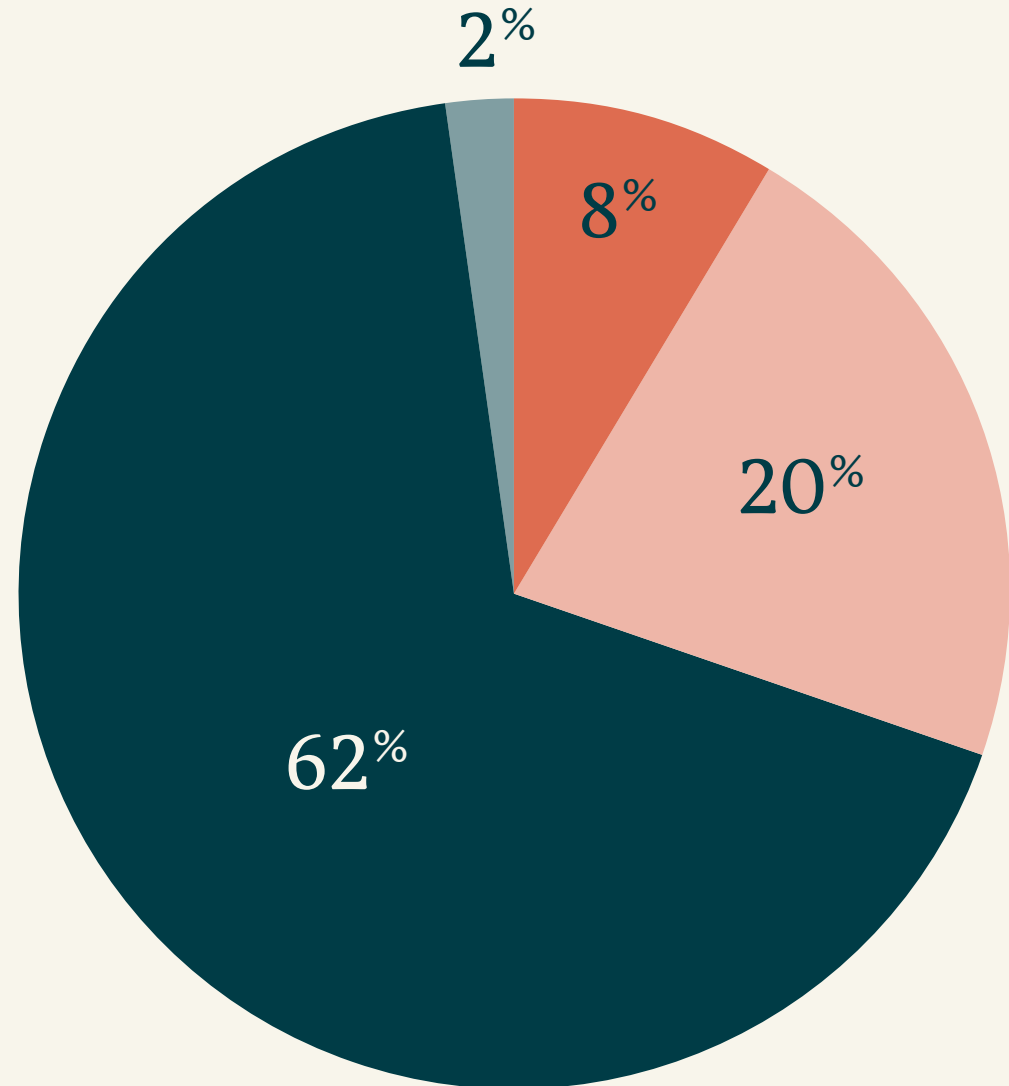
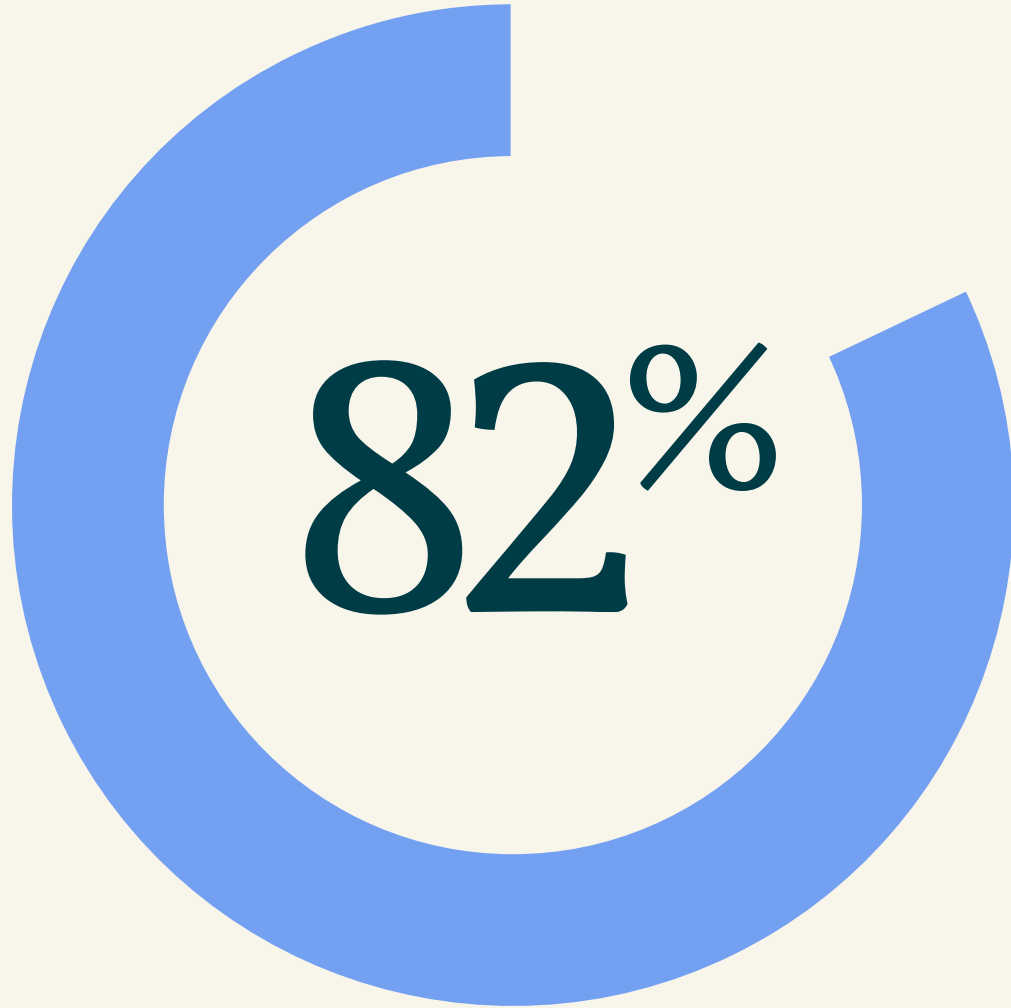
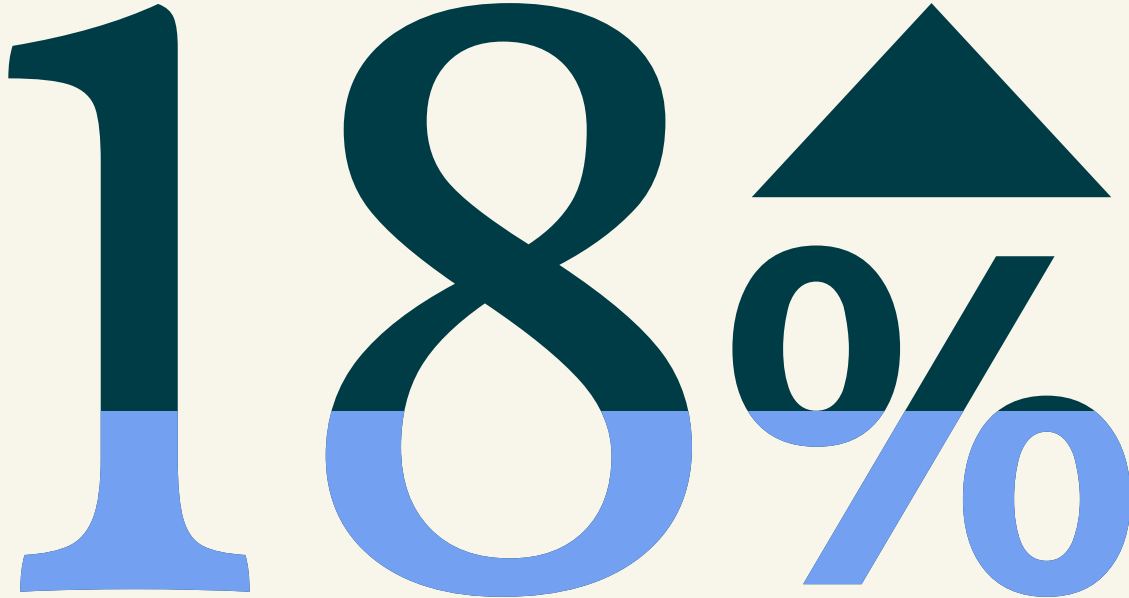
08 INFOGRAPHICS



SIMPLE INFOGRAPHICS

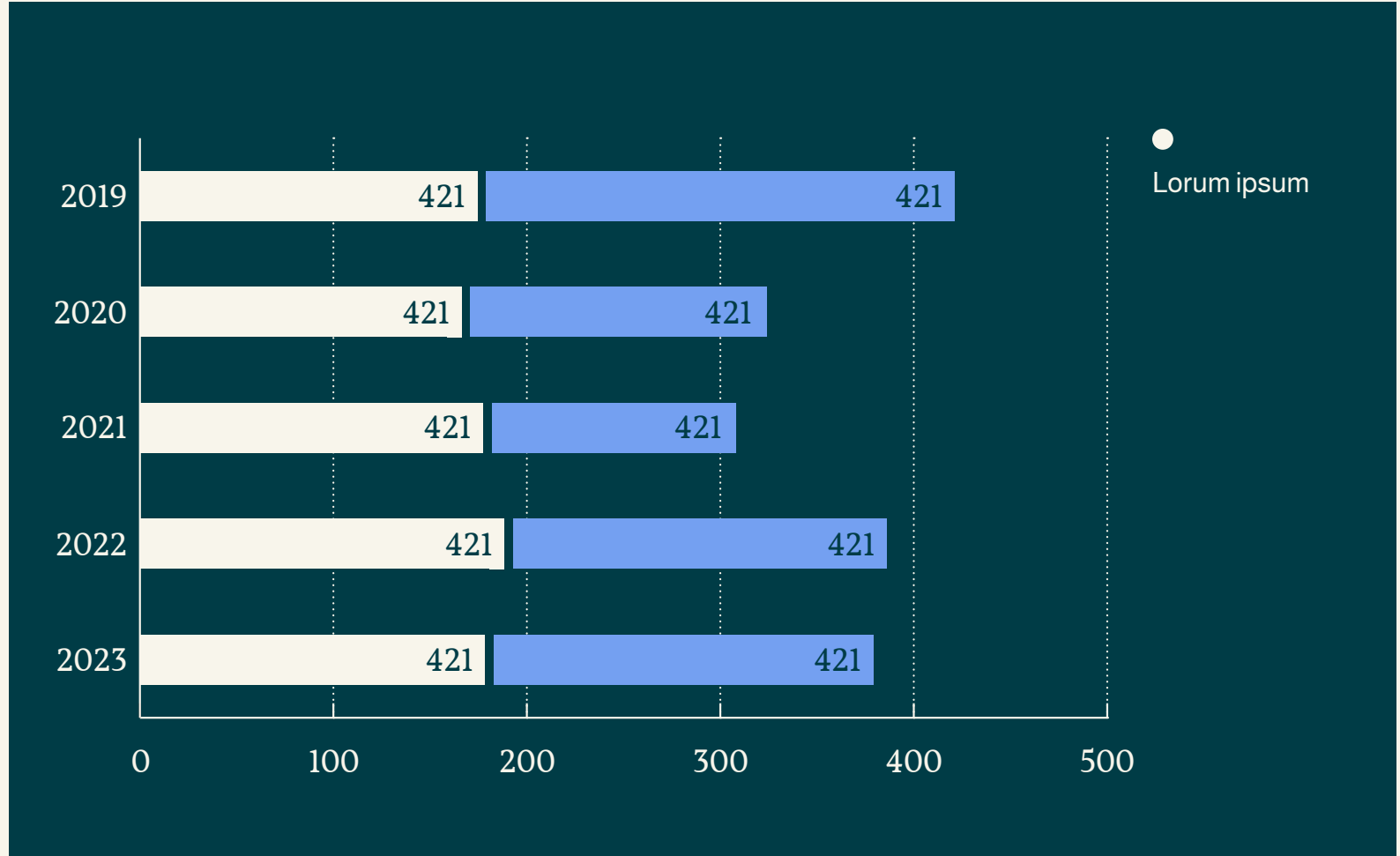
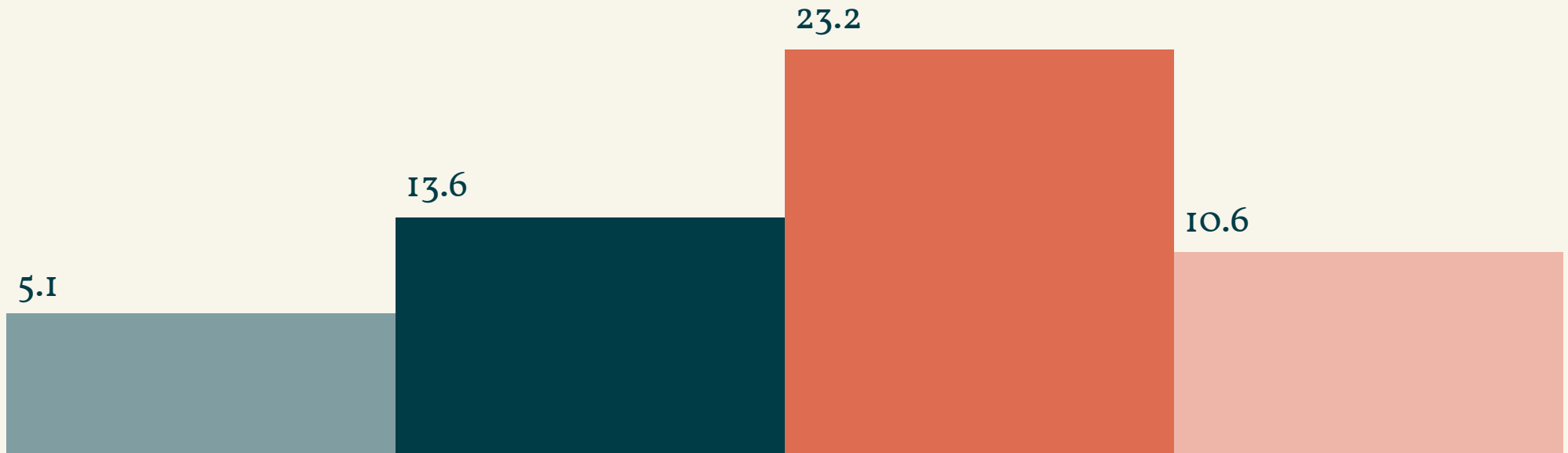
Graphs and infographics should be simple but bold, prioritising clarity and readability.

The colors from our palette that can be used as tints for infographics are shown here.



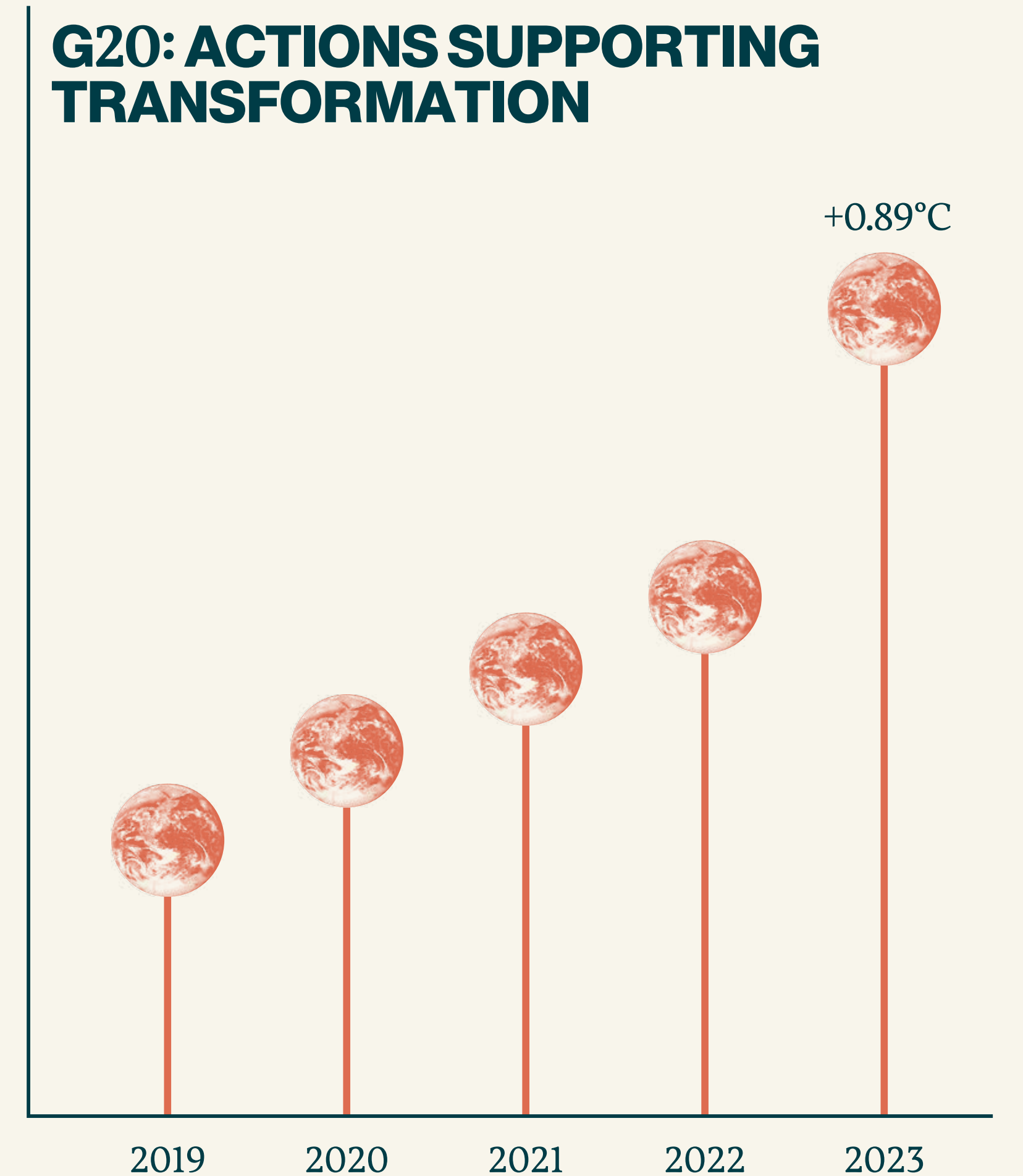
- 6-7 Transformations
- 4-5 Transformations
- 1-3 Transformations
- No Transformations

G20: Actions supporting transformation



PHOTOGRAPHIC INFOGRAPHS

Graphs and Graphics can accompany relevant collage imagery to make infographics more engaging.



09 LAYOUT

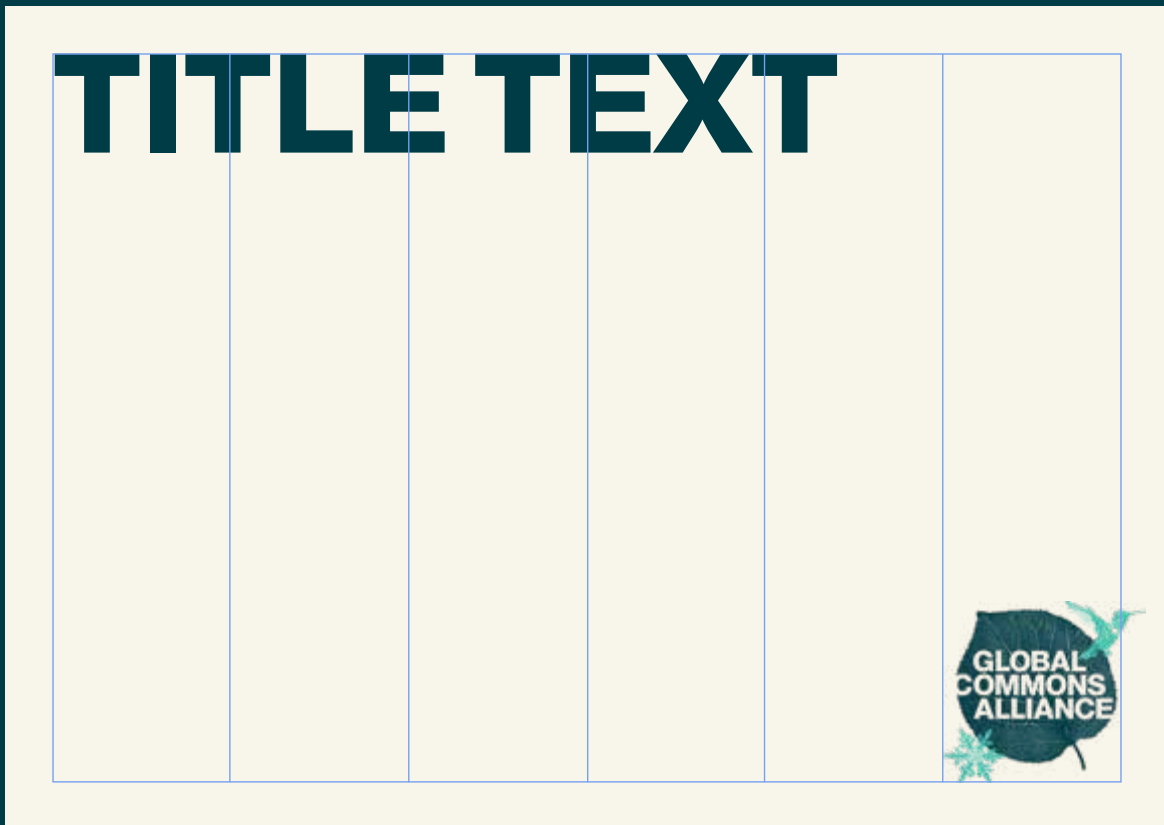
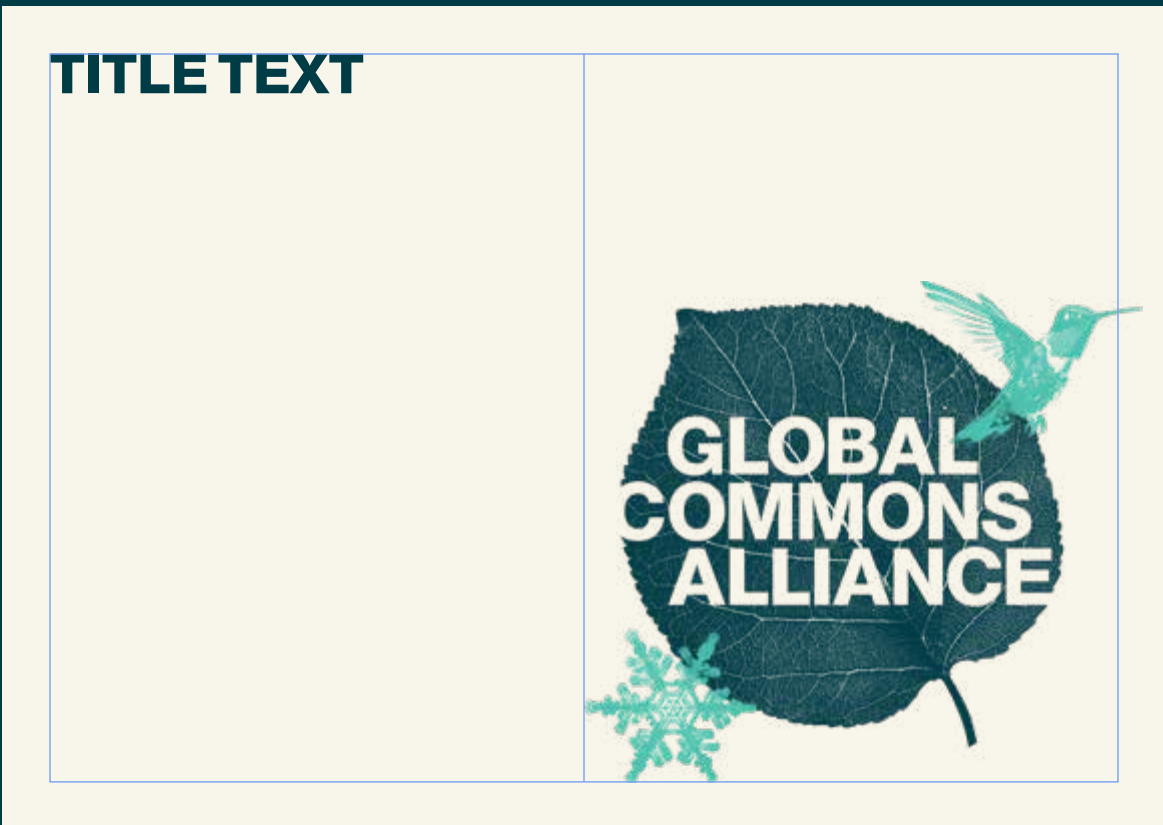


LOGO SIZE

Our logo is bold and expressive and can fill a document's margins. It is also important however for there to be plenty of contrast in size between our logos and typography in order to create a sense of scale.

Logos can be scaled down to occupy half, a third or a sixth of a document's available design space in order to accommodate a desired typography style.

This applies to all logos.



Collage logo elements can breach margins for the leaf to sit closer to the margin edge

LAYOUT FUNDAMENTALS

Where our collages are loose and expressive, our typography and photography is gridded and organized.

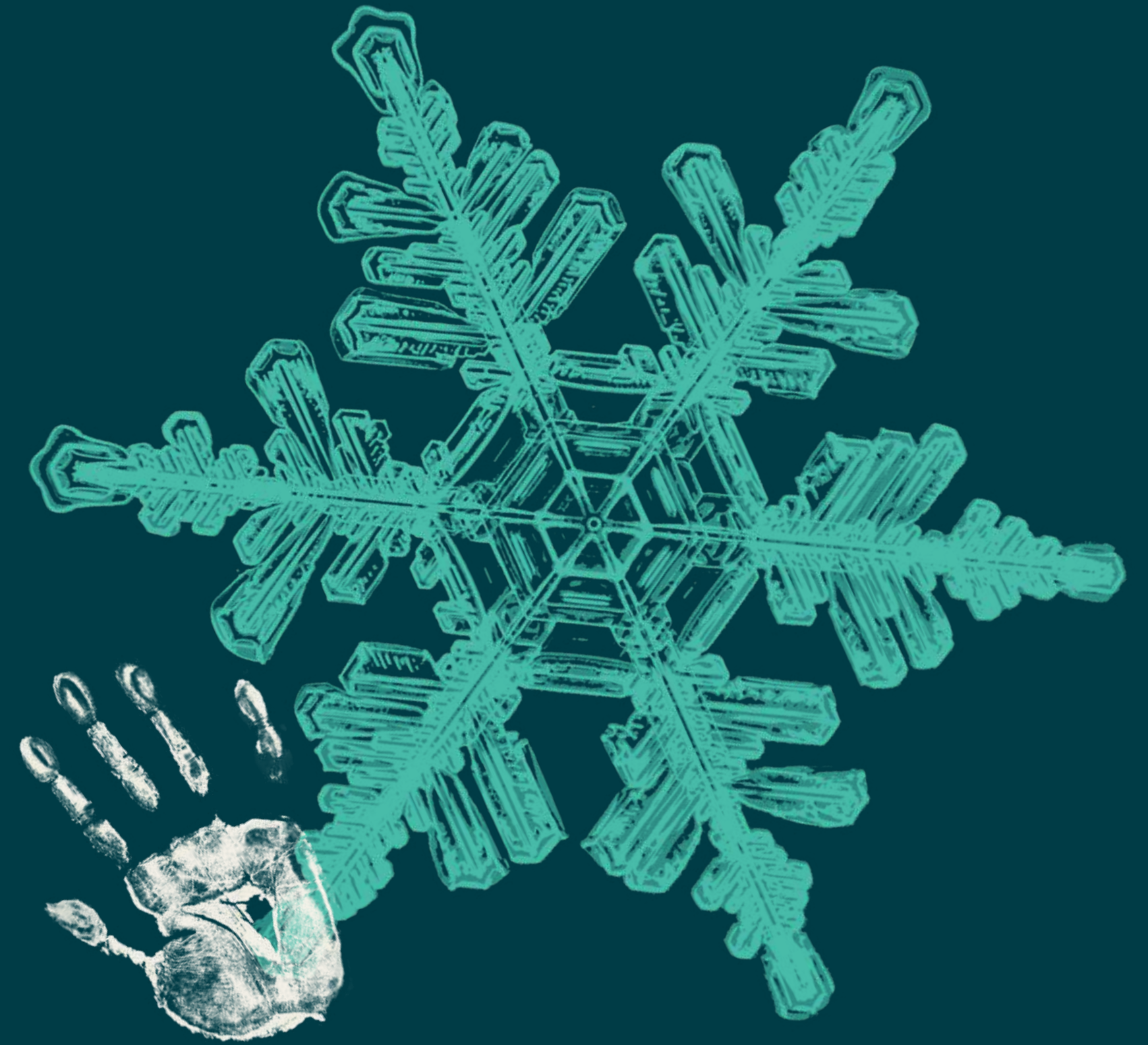
In order to accommodate the variety of content we product, the approach to layout is quite flexible and modular.

Despite this flexibility, layouts should be approached with simplicity in mind. Variations in typographic styles and should be kept to a minimum.

Printed pages should be divided into rows and columns of 2, 3, 6, 8 or 12. It is good practice to create a document grid with as few cells as possible. This prevents too much variation within a layout.

23	Global Commons Alliance Impact Statement	24	Global Commons Alliance Impact Statement
01	<h1>A GROWING CHALLENGE</h1> <p>Giam siti cum qui cusae nusdae vella veruptatetur aliquiam, consequiscipiendit voluptis ma quatia vernam fugitibus aut a consero eos sunt quoditae veraerio. Necest endit et aut ulpari qui quibusam, optatis aboratur acculli aspriet peruptatus.</p> <p>Onsequis autectestiam debet ut volore nam fuga. Itae volor a vitaspeliqui nus, con repudae dioribus non nobis ma volumqui dera nissecuscid quae velenis ab ipsam et, se prepernam facimil ipit periber iberrum dem fuga. Uciect pra esto volupta eremporum doluptati odignatur arum quo quibusc iissime plabor molorent, sit es am et que provit explab ilia voluptisit que perunt et eum faceper escietum quam, estisqueae est, aut aut volorru mquiasp erferit lacestiatu renit, quam, vente idionse quaerem recerepre, inusant quo mo vel ium vendus quisedd maiorpor autem atehiciam consequo maximeniae enisquibus invelles dolorempore ipsam sa doluptiatur?</p> <p>Ecerae. Et incit, etum eos everia et, unt mos aut aliscil ipidi ut mod eos eos dersperum, sit pre samus poremhiciet qui temporit parcias imintib erchitium accae modigen duciend anderis earum anderibus arum sedit</p>	<ul style="list-style-type: none"> 01 Introduction 02 The Scope of this Navigator 03 How to Engage with This Navigator 04 Mapping Nature-related Global Frameworks, Standards, Methodologies, and Decision-making Tools 05 Mapping Climate-related Global Frameworks, Standards, Methodologies, and Decision-making Tools 06 The User Journey Introduction 07 User Journey Management Resources 08 Summaries of High Impact Resources, Frameworks, and Methodologies to Manage for Nature 	<p>Giam siti cum qui cusae nusdae vella veruptatetur aliquiam, consequiscipiendit voluptis ma quatia vernam fugitibus aut a consero eos sunt quoditae veraerio. Necest endit et aut ulpari qui quibusam, optatis aboratur acculli aspriet peruptatus.</p> <p>Onsequis autectestiam debet ut volore nam fuga. Itae volor a vitaspeliqui nus, con repudae dioribus non nobis ma volumqui dera nissecuscid quae velenis ab ipsam et, se prepernam facimil ipit periber iberrum dem fuga. Uciect pra esto volupta eremporum doluptati odignatur arum quo quibusc iissime plabor molorent, sit es am et que provit explab ilia voluptisit que perunt et eum faceper escietum quam, estisqueae est, aut aut volorru mquiasp erferit lacestiatu renit, quam, vente idionse quaerem recerepre, inusant quo mo vel ium vendus quisedd maiorpor autem atehiciam consequo maximeniae enisquibus invelles dolorempore ipsam sa doluptiatur?</p> <p>Ecerae. Et incit, etum eos everia et, unt mos aut aliscil ipidi ut mod eos eos dersperum, sit pre samus poremhiciet qui temporit parcias imintib erchitium accae modigen duciend anderis earum anderibus arum sedit eos minullest, officimil et fuga. Otas di dolorpori odit quae. Aborro to est, con nitet aut laboribus arumquae audanda doluptatem eos iuntibus idel intoribus simporem consequi aut quo quam qui verum sintam non porian d aescisquam, sitasped maxim as vendignam, volecea es etus, sunt perro moluptature, sitaque plique quis sus et laccatus, ex et officii repedigenim cuptatus ad magnienit ratae cus nonsequ iatquunt ipsant fugiaeriores moluptis et ex et ut dem ipsum in re, que suntius re</p>
<p>Image caption (right) Xeratur magnatum reperem. Nossit que milibus mi, quis mi, nimus dloria et alit escienit es debis iunto imagnisque velicem hillabo repudiorum quam apernam, cor as corenestem. Natur minctatur.</p>			<h2>BREAKING SILOS</h2> <p><i>The world is facing a paradigm and systems shift that challenges business as usual and calls for new and radical collaboration. Global Commons Alliance recently joined the Capitals Coalition's community of business, finance and civil society leaders in Paris to plan the critical steps that will get us there – for a safe, just future that values nature and people first.</i></p>

10 PAPER AND PRINTING





PAPER AND PRINTING

We hold a deep commitment to environmental responsibility. We firmly believe in only putting ink to paper when it is absolutely necessary.

Choose materials that minimize our ecological footprint and prioritise the use of sustainable and recyclable paper and materials and use printing companies with environmental credentials.

Printed materials may also include a printed reminder for the end user to re-use or recycle the item.

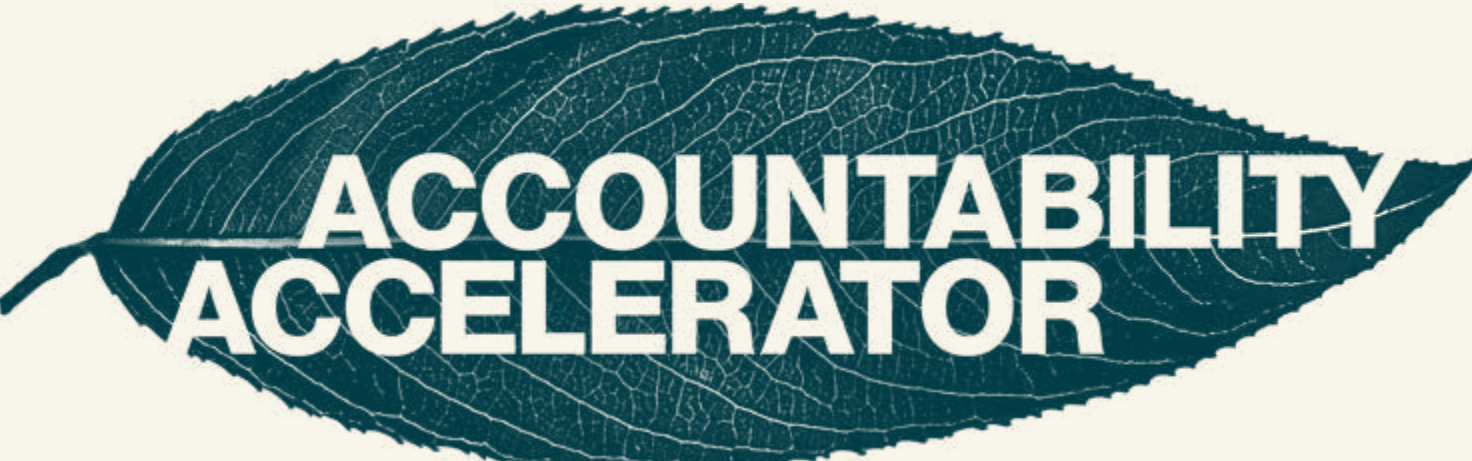
11 COMPONENT LOGOS & BRAND ARCHITECTURE



COMPONENT IDENTITY: INTRODUCTION

Component logos

Each component of the Global Commons Alliance has its own leaf logo, leaf collage and color palette. This gives each component its own distinct set of tools for communication and brand expression while being in line with the Global Commons Alliance brand style.



SYSTEMS CHANGE LAB: POSITIVE LOGOS

The Systems Change Lab collage logo consists of a Wild Cherry leaf, a wind farm, an owl and a connected earth diagram.

Collage logo



**GLOBAL
COMMONS
ALLIANCE**

The collage logo and leaf logo usage rules follow the Global Commons Alliance logo rules found [here](#).

When the logos are being used within any Global Commons Alliance channels (such as the Global Commons Alliance website), logos without endorsements can be used. Logos with endorsements should be used when implemented anywhere else.

The small use leaf logo with endorsement should be used as an alternative to the leaf logo with endorsement at sizes lower than 40mm/151px.

Leaf logo
Minimum width: 18mm/68px



Leaf logo with endorsement
Minimum width: 40mm/151px



Small use leaf logo with endorsement
Minimum width: 30mm/113px



SYSTEMS CHANGE LAB: NEGATIVE LOGOS

The colors in our negative logos have been inversed so they stand out against dark backgrounds. In all other ways the same rules apply as on the previous page.

Collage logo



Leaf logo
Minimum width: 18mm/68px



Leaf logo with endorsement
Minimum width: 40mm/151px



Small use leaf logo with endorsement
Minimum width: 30mm/113px



SYSTEMS CHANGE LAB: COLORS

Component colors

Each component uses the Global Commons Alliance slate and off-white as core typography and background colors with an additional component color for use with typography and collages.

Tints of the component color can be used in charts and infographics. A dark version of each component color exists for accessible display typography.

Typography color rules

Refer to these typography color combinations for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Slate
 Pantone: 2217u
 R:0 G:60 B:70
 #003c46
 C:100 M:45 Y:30 K:65

Off-white
 R:248 G:245 B:235
 #f8f5eb
 C:0 M:1 Y:14 K:0

SCL Purple
 R:248 G:245 B:235
 #bf8fb2
 C:30 M:50 Y:10 K:0

80% #cca6c1	60% #d8bcd1	40% #e5d3e0	20% #f2e9fo
-----------------------	-----------------------	-----------------------	-----------------------

SCL Dark Purple
 R:248 G:245 B:235
 #925d89
 C:50 M:70 Y:20 K:5

Accessible typography color combination for large text

DARK SCL PURPLE ON OFF-WHITE

SLATE ON SCL PURPLE

OFF-WHITE ON DARK SCL PURPLE

SCL PURPLE ON SLATE

Accessible typography color combination for small and large text

Slate and Off-white are an accessible combination for small text and large text.

Slate and SCL Purple are an accessible combination for small text and large text.

Slate and Off-white are an accessible combination for small text and large text.

Slate and SCL Purple are an accessible combination for small text and large text.

SYSTEMS CHANGE LAB: COLLAGE ELEMENTS

A suite of collage elements have been selected for each component. Positive and negative versions of each element have been created in slate, off-white and the colour of that component.

Additional collage elements can be made by following this guide [here](#). Additionally, existing elements from other components or the Global Commons Alliance suite can be recoloured accordingly.



EARTH COMMISSION: POSITIVE LOGOS

The Earth Commission collage logo consists of an avocado leaf, an olive tree, a bee, a hand print and the earth.

The collage logo and leaf logo usage rules follow the Global Commons Alliance logo rules found [here](#).

When the logos are being used within any Global Commons Alliance channels (such as the Global Commons Alliance website), logos without endorsements can be used. Logos with endorsements should be used when implemented anywhere else.

The Small use leaf logo with endorsement should be used as an alternative to the leaf logo with endorsement at smaller sizes.

Collage logo



Leaf logo



Leaf logo with endorsement
Minimum width: 50mm/188px



Small use leaf logo with endorsement
Minimum width: 28mm/105px



EARTH COMMISSION: NEGATIVE LOGOS

The colors in our negative logos have been inversed so they stand out against dark backgrounds. In all other ways the same rules apply as on the previous page.

Collage logo



Leaf logo



Leaf logo with endorsement



Small use leaf logo with endorsement



EARTH COMMISSION: COLORS

Component colors

Each component uses the Global Commons Alliance slate and off-white as core typography and background colors with an additional component color for use with typography and collages.

Tints of the component color can be used in charts and infographics. A dark version of each component color exists for accessible display typography.

Typography color rules

Refer to these typography color combinations for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Slate
 Pantone: 2217u
 R:0 G:60 B:70
 #003c46
 C:100 M:45 Y:30 K:65

Off-white
 R:248 G:245 B:235
 #f8f5eb
 C:0 M:1 Y:14 K:0

EC Blue
 R:0 G:168 B:240
 #00a8f0
 C:80 M:16 Y:0 K:0

80% #33b9f3	60% #66cbf6	40% #99dcf9	20% #cceefc
-----------------------	-----------------------	-----------------------	-----------------------

EC Dark Blue
 R:0 G:150 B:214
 #0096d6
 C:89 M:25 Y:0 K:0

Accessible typography color combination for large text

**DARK EC BLUE
ON OFF-WHITE**

**SLATE ON
EC BLUE**

**OFF-WHITE ON
DARK EC BLUE**

**EC BLUE ON
SLATE**

Accessible typography color combination for small and large text

Slate and Off-white are an accessible combination for small text and large text.

Slate and EC Blue are an accessible combination for small text and large text.

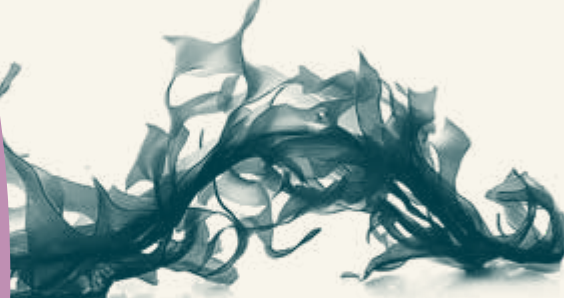
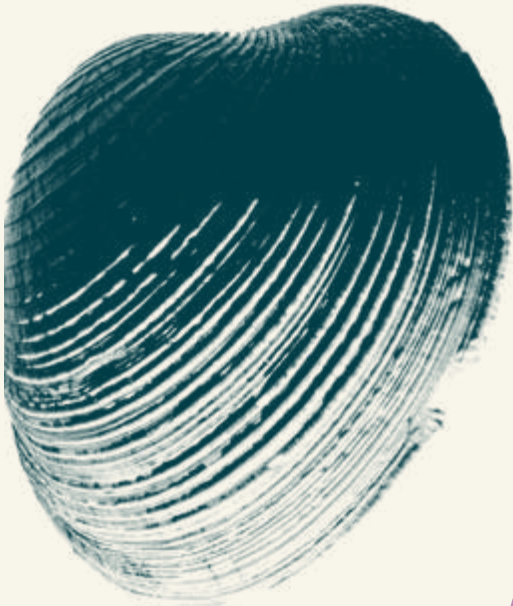
Slate and Off-white are an accessible combination for small text and large text.

Slate and EC Blue are an accessible combination for small text and large text.

EARTH COMMISSION: COLLAGE ELEMENTS

A suite of collage elements have been selected for each component. Positive and negative versions of each element have been created in slate, off-white and the colour of that component.

Additional collage elements can be made by following this guide [here](#). Additionally, existing elements from other components or the Global Commons Alliance suite can be recoloured accordingly.



Final image choice pending

ACCOUNTABILITY ACCELERATOR: POSITIVE LOGOS

The Accountability Accelerator collage logo consists of a willow leaf, a butterfly, scales of justice and a connected humanity diagram.

The collage logo and leaf logo usage rules follow the Global Commons Alliance logo rules found [here](#).

When the logos are being used within any Global Commons Alliance channels (such as the Global Commons Alliance website), logos without endorsements can be used. Logos with endorsements should be used when implemented anywhere else.

The Small use leaf logo with endorsement should be used as an alternative to the leaf logo with endorsement at smaller sizes.

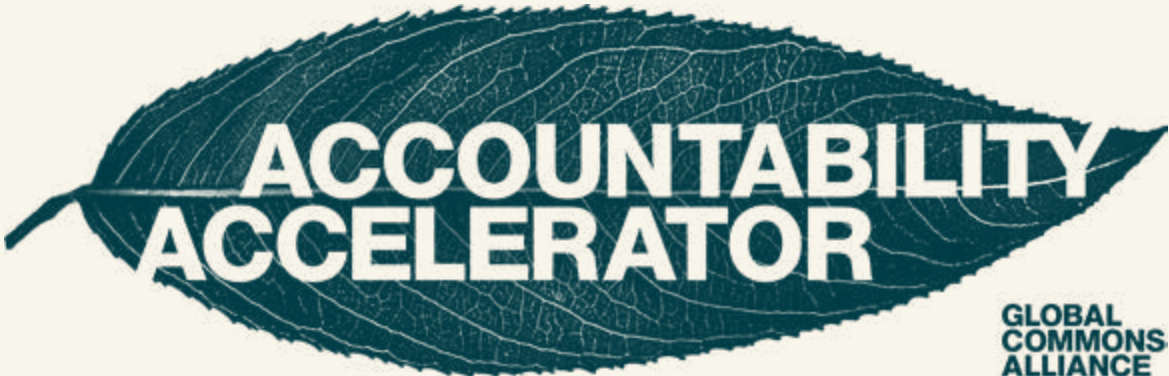
Collage logo



Leaf logo



Leaf logo with endorsement
Minimum width: 60mm/225px



Small use leaf logo with endorsement
Minimum width: 39mm/147px



ACCOUNTABILITY ACCELERATOR: NEGATIVE LOGOS

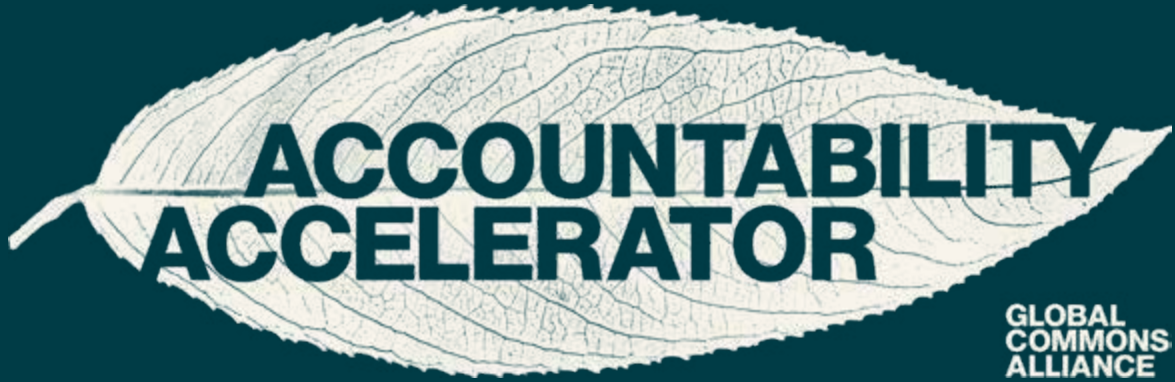
The colors in our negative logos have been inversed so they stand out against dark backgrounds. In all other ways the same rules apply as on the previous page.

Collage logo

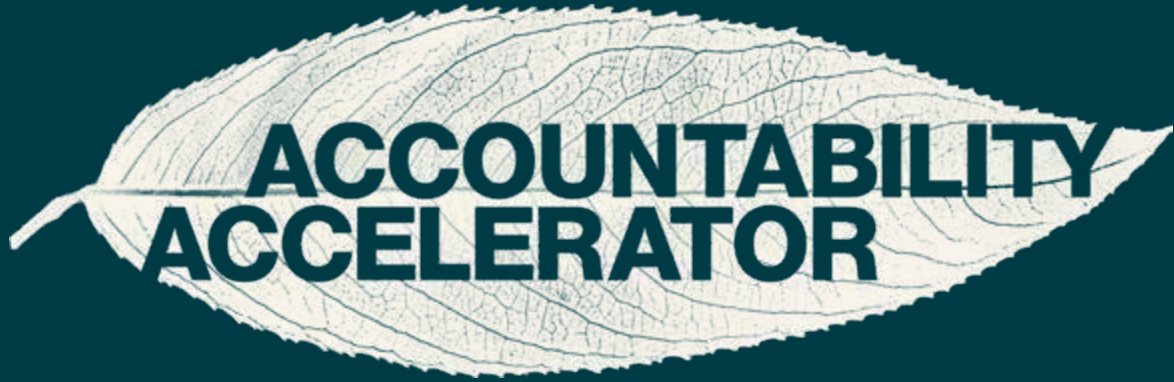


GLOBAL
COMMONS
ALLIANCE

Leaf logo with endorsement



Leaf logo



Small use leaf logo with endorsement



ACCOUNTABILITY ACCELERATOR: COLORS

Component colors

Each component uses the Global Commons Alliance slate and off-white as core typography and background colors with an additional component color for use with typography and collages.

Tints of the component color can be used in charts and infographics. A dark version of each component color exists for accessible display typography.

Typography color rules

Refer to these typography color combinations for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Slate
 Pantone: 2217u
 R:0 G:60 B:70
 #003c46
 C:100 M:45 Y:30 K:65

Off-white
 R:248 G:245 B:235
 #f8f5eb
 C:0 M:1 Y:14 K:0

AA Green
 R:141 G:196 B:66
 #8dc442
 C:55 M:0 Y:97 K:0

80% #a4d068	60% #bbdc8e	40% #d1e7b4	20% #e8f3d9
-----------------------	-----------------------	-----------------------	-----------------------

Dark AA Green
 R:90 G:146 B:50
 #5a9232
 C:74 M:24 Y:100 K:0

Accessible typography color combination for large text

**OFF-WHITE
ON DARK AA
GREEN**

**SLATE ON AA
GREEN**

**DARK AA
GREEN ON OFF-
WHITE**

**GREEN ON
SLATE**

Accessible typography color combination for small and large text

Slate and Off-white are an accessible combination for small text and large text.

Slate and AA Green are an accessible combination for small text and large text.

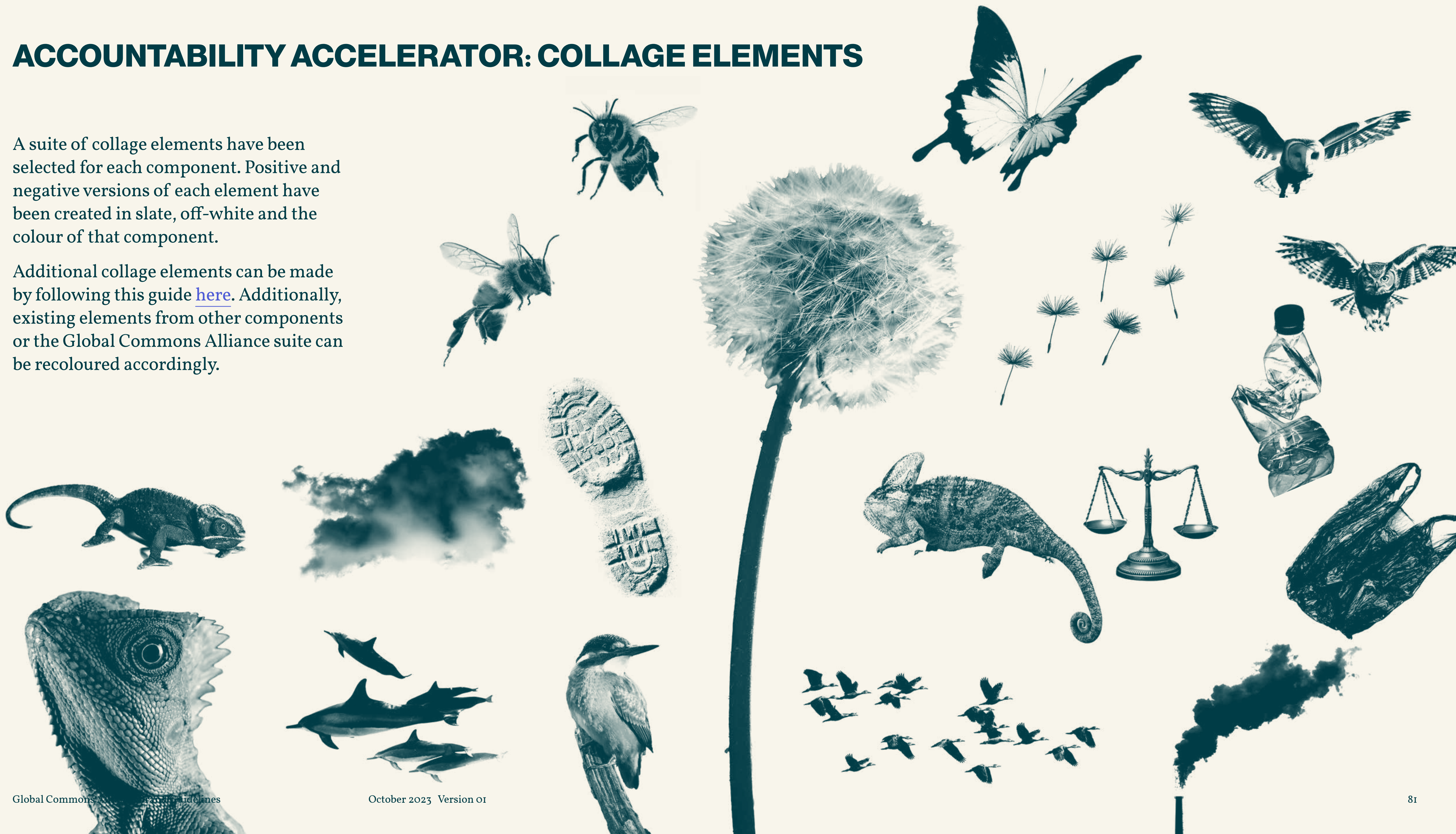
Slate and Off-white are an accessible combination for small text and large text.

Slate and AA Green are an accessible combination for small text and large text.

ACCOUNTABILITY ACCELERATOR: COLLAGE ELEMENTS

A suite of collage elements have been selected for each component. Positive and negative versions of each element have been created in slate, off-white and the colour of that component.

Additional collage elements can be made by following this guide [here](#). Additionally, existing elements from other components or the Global Commons Alliance suite can be recoloured accordingly.



SCIENCE BASED TARGETS NETWORK: POSITIVE LOGOS

The Accountability Accelerator collage logo consists of Maple-Leaf Oak leaf, a hummingbird, a school of Southern bluefin tuna, a hand print and the earth.

The collage logo and leaf logo usage rules follow the Global Commons Alliance logo rules found [here](#).

When the logos are being used within any Global Commons Alliance channels (such as the Global Commons Alliance website), logos without endorsements can be used. Logos with endorsements should be used when implemented anywhere else.

The Small use leaf logo with endorsement should be used as an alternative to the leaf logo with endorsement at smaller sizes.

Collage logo



Leaf logo



Leaf logo with endorsement
Minimum width: 44mm/166px



Small use leaf logo with endorsement
Minimum width: 30mm/113px



SCIENCE BASED TARGETS NETWORK: NEGATIVE LOGOS

The colors in our negative logos have been inversed so they stand out against dark backgrounds. In all other ways the same rules apply as on the previous page.

Collage logo



Leaf logo with endorsement



Leaf logo



Small use leaf logo with endorsement



SCIENCE BASED TARGETS NETWORK: COLORS

Component colors

Each component uses the Global Commons Alliance slate and off-white as core typography and background colors with an additional component color for use with typography and collages.

Tints of the component color can be used in charts and infographics. A dark version of each component color exists for accessible display typography.

Typography color rules

Refer to these typography color combinations for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Slate
 Pantone: 2217u
 R:0 G:60 B:70
 #003c46
 C:100 M:45 Y:30 K:65

Off-white
 R:248 G:245 B:235
 #f8f5eb
 C:0 M:1 Y:14 K:0

SBTN Yellow
 R:255 G:181 B:51
 #ffb533
 C:0 M:35 Y:100 K:0

80% #ffc45c	60% #ffd385	40% #ffe1ad	20% #fff0d6
-----------------------	-----------------------	-----------------------	-----------------------

SBTN Dark Yellow
 R:186 G:120 B:8
 #ba7808
 C:20 M:53 Y:100 K:10

Accessible typography color combination for large text

OFF-WHITE ON DARK SBTN YELLOW

SLATE ON SBTN YELLOW

DARK SBTN YELLOW ON OFF-WHITE

SBTN YELLOW ON SLATE

Accessible typography color combination for small and large text

Slate and Off-white are an accessible combination for small text and large text.

Slate and SBTN Yellow are an accessible combination for small text and large text.

Slate and Off-white are an accessible combination for small text and large text.

Slate and SBTN Yellow are an accessible combination for small text and large text.

SCIENCE BASED TARGETS NETWORK: COLLAGE ELEMENTS

A suite of collage elements have been selected for each component. Positive and negative versions of each element have been created in slate, off-white and the colour of that component.

Additional collage elements can be made by following this guide [here](#). Additionally, existing elements from other components or the Global Commons Alliance suite can be recoloured accordingly.



EARTH HQ: POSITIVE LOGOS

The Accountability Accelerator collage logo consists of a Hibiscus leaf, flock of birds, a cloud and a mother and child.

The collage logo and leaf logo usage rules follow the Global Commons Alliance logo rules found [here](#).

When the logos are being used within any Global Commons Alliance channels (such as the Global Commons Alliance website), logos without endorsements can be used. Logos with endorsements should be used when implemented anywhere else.

The Small use leaf logo with endorsement should be used as an alternative to the leaf logo with endorsement at smaller sizes.

Collage logo



Leaf logo



Leaf logo with endorsement
Minimum width: 40mm/151px



Small use leaf logo with endorsement
Minimum width: 30mm/113px



EARTH HQ: NEGATIVE LOGOS

The colors in our negative logos have been inversed so they stand out against dark backgrounds. In all other ways the same rules apply as on the previous page.

Collage logo



Leaf logo with endorsement



Leaf logo



Small use leaf logo with endorsement



EARTH HQ: COLORS

Component colors

Each component uses the Global Commons Alliance slate and off-white as core typography and background colors with an additional component color for use with typography and collages.

Tints of the component color can be used in charts and infographics. A dark version of each component color exists for accessible display typography.

Typography color rules

Refer to these typography color combinations for creating accessible and user-friendly designs. Text should have sufficient contrast with its background to be easily readable.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger and regular.

Small text is defined as less than 14 point (typically 18.66px) and bold, or less than 18 point (typically 24px) and regular.

If a color combination is not shown here please avoid using it.

Slate
 Pantone: 2217u
 R:0 G:60 B:70
 #003c46
 C:100 M:45 Y:30 K:65

Off-white
 R:248 G:245 B:235
 #f8f5eb
 C:0 M:1 Y:14 K:0

EHQ Orange
 R:255 G:150 B:74
 #ff964a
 C:0 M:57 Y:81 K:0

80% #ffab6e	60% #ffc092	40% #ffd5b7	20% #ffeadb
-----------------------	-----------------------	-----------------------	-----------------------

Dark EHQ Orange
 R:217 G:95 B:38
 #d95f26
 C:10 M:72 Y:90 K:0

Accessible typography color combination for large text

**OFF-WHITE
ON DARK EHQ
ORANGE**

**SLATE ON
EHQ ORANGE**

**DARK EHQ
ORANGE ON
OFF-WHITE**

**EHQ ORANGE
ON SLATE**

Accessible typography color combination for small and large text

Slate and Off-white are an accessible combination for small text and large text.

Slate and EHQ range are an accessible combination for small text and large text.

Slate and Off-white are an accessible combination for small text and large text.

Slate and EHQ Orange are an accessible combination for small text and large text.

EARTH HQ: COLLAGE ELEMENTS

A suite of collage elements have been selected for each component. Positive and negative versions of each element have been created in slate, off-white and the colour of that component.

Additional collage elements can be made by following this guide [here](#). Additionally, existing elements from other components or the Global Commons Alliance suite can be recoloured accordingly.



12 EXAMPLE DESIGNS



CORPORATE STATIONERY



Name of Person
 Job title or other
 Company name or other
 Address line one goes here
 Address line two here
 Address line three
 City Postcode
 Country

Date

Dear Sir/Madam,
 Reference:

A Berorerro quunt faccabo repudis es eosam, etur, cum core provid molum anditaecus qui dellaces aut adis doluptaque et ute nonsendi nonem. Ed qui dersperum qui sum namusdae nonsed et ullabor sum fugit doluptat et re pro volorest ulparis que velecus eic temque sim qui dolupta tusdaere re es asperunt esequi si te consedit audipid ebitior sectiunt autecus ut velitat esequi verumet quiscil ius.

Bitempore voluptatum incidis es mo blaborem et acil moditia tectori onsecum inctem nos est endelig enihillupti doluptas ant.Hendentibus corrum harum aliaesequi ipici sam quos eum neceper itiaectem qui dit vid eumquia pos comnis dus vel maxime pe peratius erae dunte seres a apitaer atecae porecatur sequi consendi sim hil iumquae auditatio. Itae ium qui officitaqui dolumqui nit alia alignie nescipis eos doluptat.

Emperup taturio nseque seque net rectinctum il mil estiore di sum qui officipiet vollupienis etus, consecum et aut lam et voluptas es sum net volupta voluptatur, et quia quasperi consed eum eum inveribus quianimagnam sus utenessequid et ab ipitiasitis mo moluptae alibuscium dolore lique liquisim ipsam, nonseque molupta sollum qui voluptur aut rem audignatet et assi omnis qui odipiet lam que re volori omnitatur sed quae comnis aut odi consed mi, ut re cum eationse exerum velici ad es moleseq uiderum, torporera que imolest ibeatur ratus.As ut laccum.

Ficimin ctotas aut latqui dit quiatur ratempo rempor aut am quosae ma voluptiatum fuga. Ut voloresequi aborepe rspedis doluptae nonsed ut doluptate rempori ipsae. Itas dolloria ium quam es ent.

Yours,
 Name
 Job title

90 CHURCH STREET, FL 1, #7082, NEW YORK, NY 10008 GLOBALCOMMONSALLIANCE.ORG



PRESENTATION EXAMPLE

LONG PRESENTATION TITLE

PRESENTATION SUB-TITLE

Small indepth description for the presentation subject/topic

GLOBAL COMMONS ALLIANCE

PRESENTATION DATE
Presenter Name or Website



LONGER SECTION DIVIDER OR STATEMENT




SLIDE HEADING

Sub title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sit amet ligula in odio dignissim posuere. Integer eu aliquam est. Mauris pulvinar auctor ante, eu posuere nisl sollicitudin vitae. Proin in lacus a arcu tristique interdum sed eget risus. Aliquam gravida ex nec turpis tempor dapibus.

Pellentesque quis sapien libero. Pellentesque volutpat justo sed est fermentum tempus quis et neque. Aenean nec ligula lobortis, bibendum ipsum eu, lobortis augue. In condimentum rhoncus ligula, a commodo ligula vehicula posuere. Donec fermentum tristique ante vel pulvinar. Mauris volutpat a nisi vel porttitor. Aliquam vitae dolor libero. Maecenas at velit nec dolor feugiat laoreet non sit amet risus. Phasellus quis erat leo.

PRESENTATION DATE



HEADING SLIDE TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sit amet ligula in odio dignissim posuere. Integer eu aliquam est. Mauris pulvinar auctor ante, eu posuere nisl sollicitudin vitae. Proin in lacus a arcu tristique interdum sed eget risus. Aliquam gravida ex nec turpis tempor dapibus.

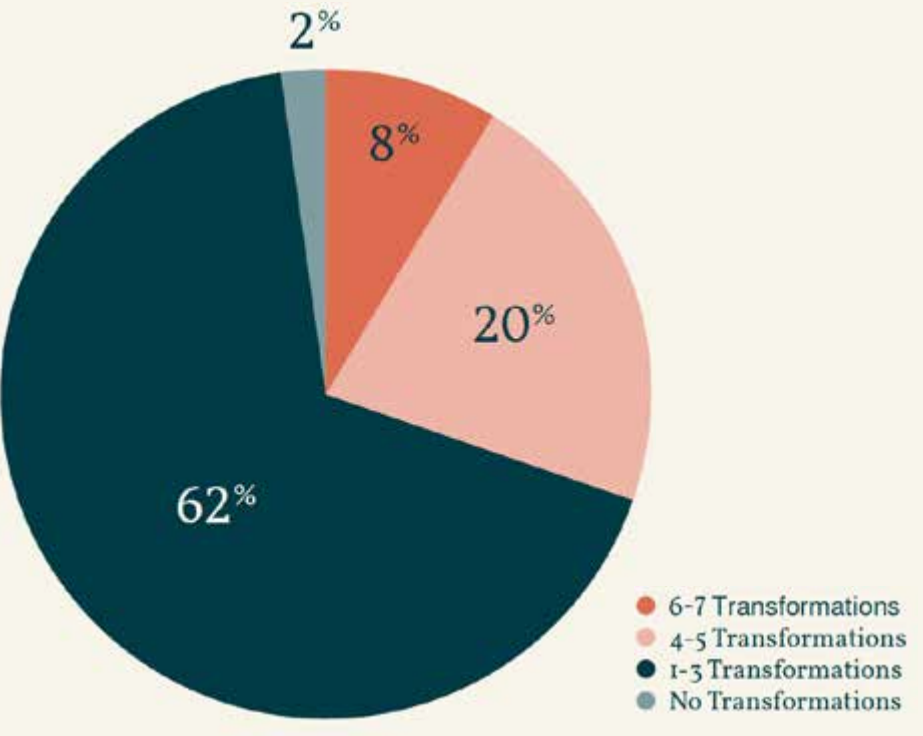
PRESENTATION DATE



EXTRA LONG TITLE HEADING

Bullet Point title:

- Bullet Point
- Bullet Point
- Bullet Point
- Bullet Point
- Bullet Point
- Bullet Point



6-7 Transformations
4-5 Transformations
1-5 Transformations
No Transformations

PRESENTATION DATE

CREATE AN ECOSYSTEM OF PARTNERS FOR SAFEGUARDING THE GLOBAL COMMONS



Scientific knowledge partners | Earth systems science framework

Extend the range of expertise and engagement of global south

Local/regional implementation partners | Demonstration+ learning re GCA added value in cities & landscapes

Seek new partnerships in the Global South with hands-on, locally grounded experience and knowledge

Science-based targets set by companies & cities | Cities and Business connector

Mapping and engage with key accountability actors

Public awareness of planetary crises & pressure for action from citizens | Amplifiers of pressure for action

Mobilizing business to align climate and nature frameworks

PRESENTATION DATE

ZOOM BACKGROUNDS





NO SAFE PLANET WITHOUT JUSTICE



The Earth Commission's first study quantifying Safe and Just Earth System Boundaries, published in Nature, shows that most of the boundaries, on a global and local scale, are already transgressed. This means that unless a timely transformation occurs, it is most likely that irreversible tipping points and widespread impacts on human well-being will be unavoidable. The findings underscore the urgent need for integrated action across all Earth's vital systems, the injustice inherent in current world targets, and the need for just transformations.

The Safe and Just Earth System Boundaries provide a scientific underpinning for safeguarding the global commons for all people now and into the future.

They give businesses, governments and civil society the best scientific data yet on what it means to live within the boundaries of the planet. And, for the first time, these boundaries put human needs at the centre, quantifying the conditions needed to achieve an equitable and just transition.

In the short term, the boundaries provide businesses with a chance to stay ahead of regulatory scrutiny, and meet the expectations of an increasingly conscious consumer and stakeholder base. In the long-term, they will enable them, and others, to protect the communities, economies and natural resources upon which their operations depend.

The Safe and Just Earth System Boundaries science is aligned with the recently released Science-based Targets for climate, enabling companies to take holistic action on climate and nature in the face of mounting environmental and social crises.

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06 Introduction

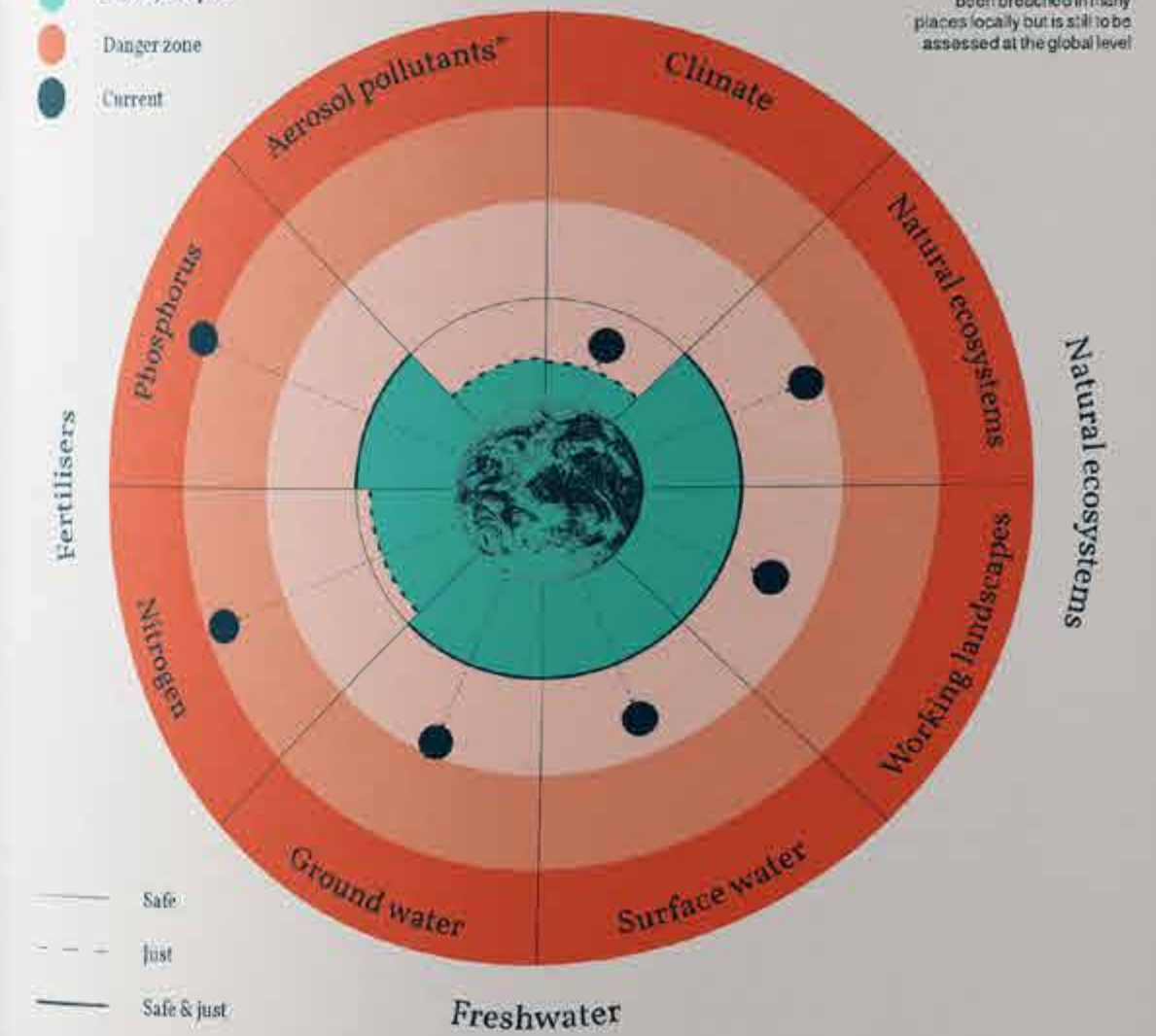
SAFE AND JUST EARTH SYSTEM BOUNDARIES



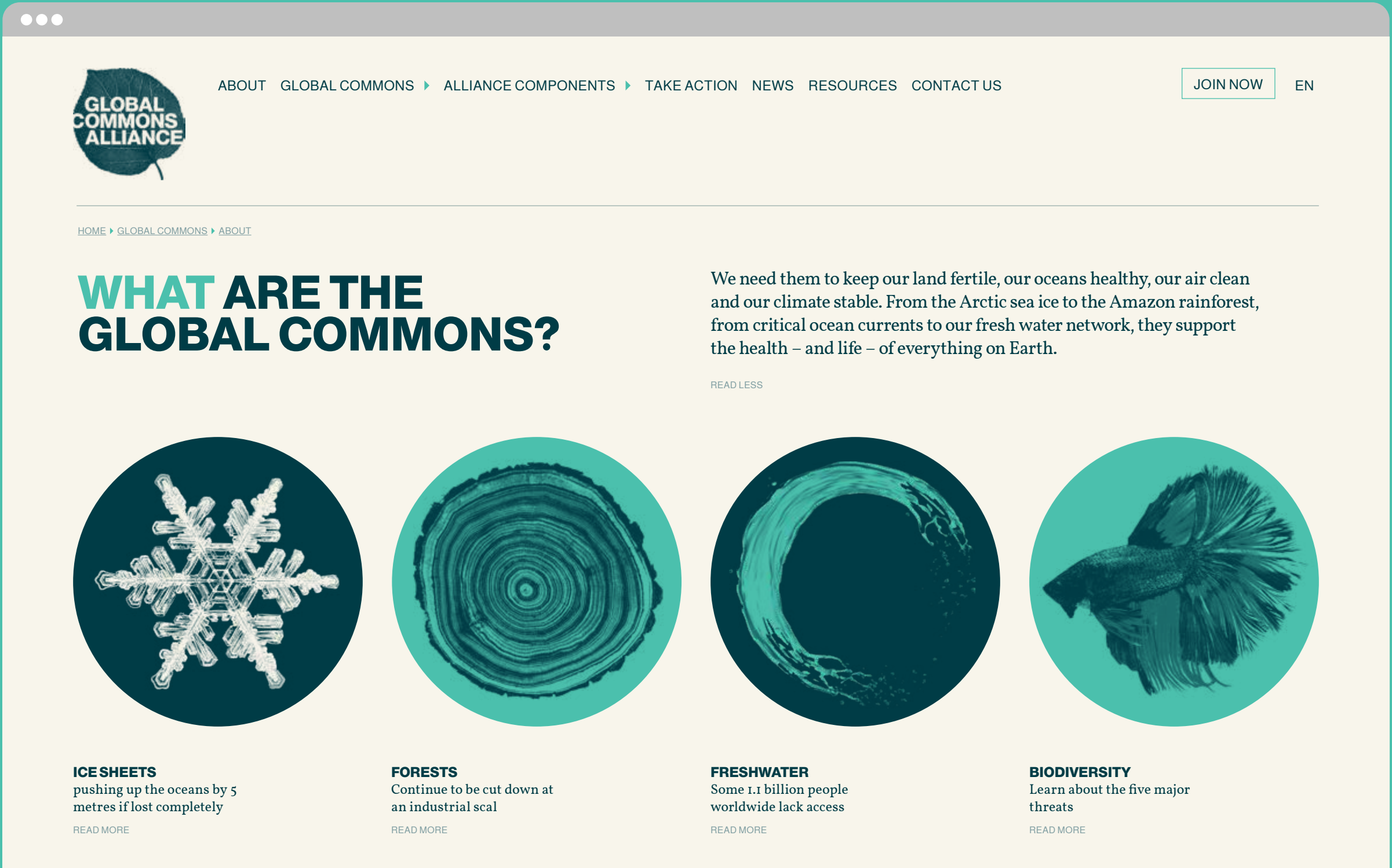
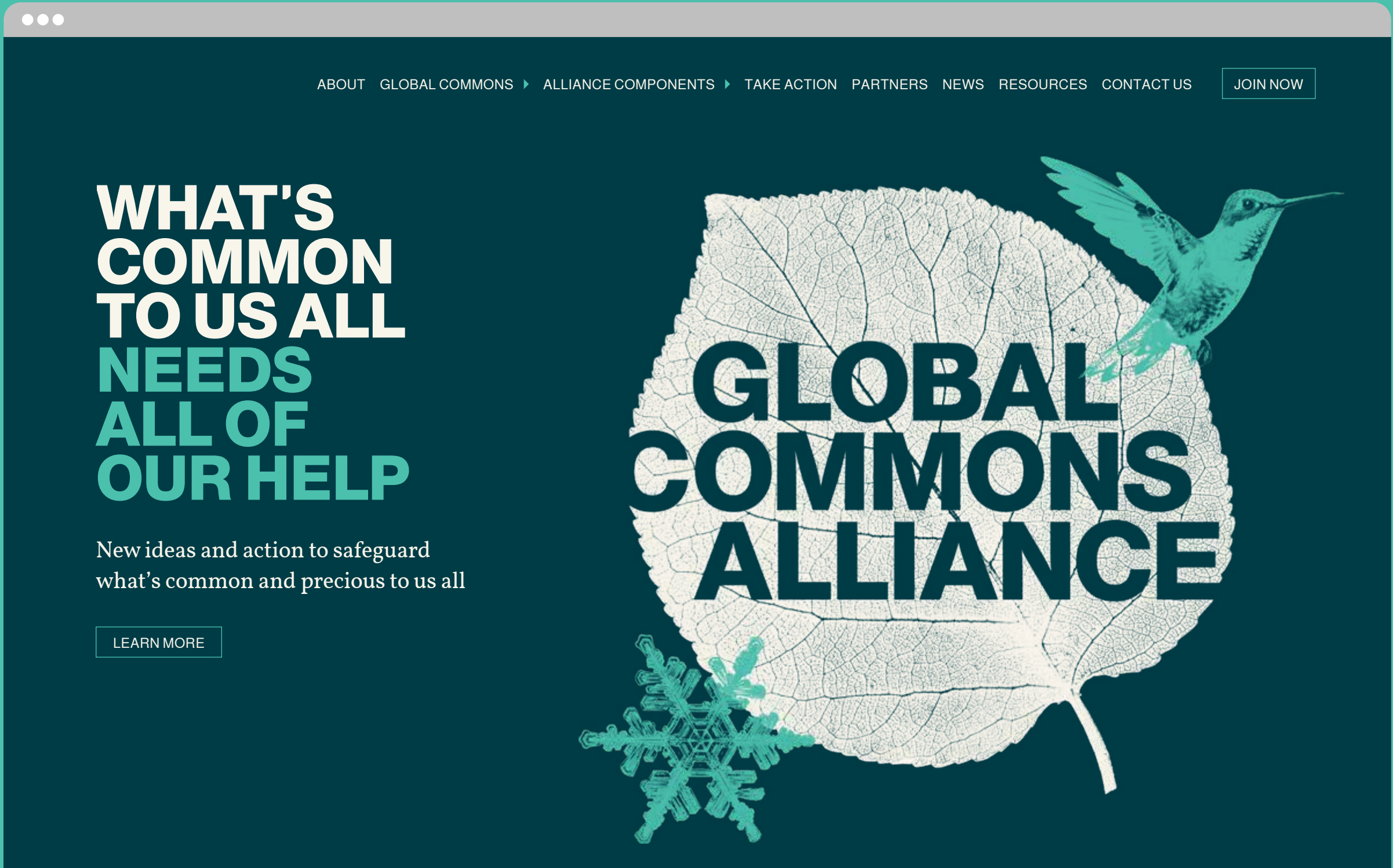
Our Safe and just boundaries guide target setting, but must be realized through just transformation processes that also ensures minimum access to resources for people.

PROF. JOYEETA GUPTA, Co-Chair of the Earth Commission, Professor of Environment and Development in the Global South at the University of Amsterdam

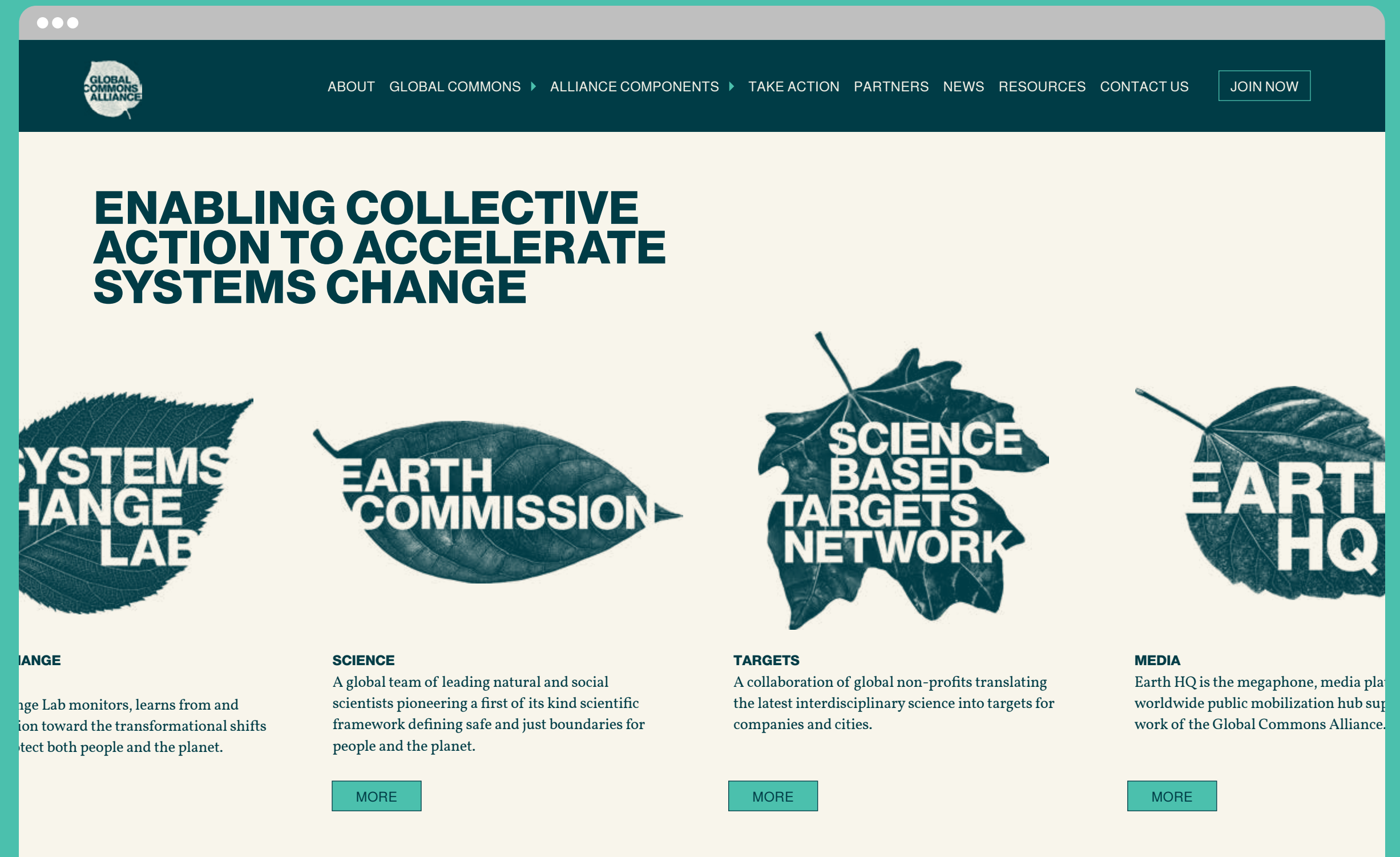
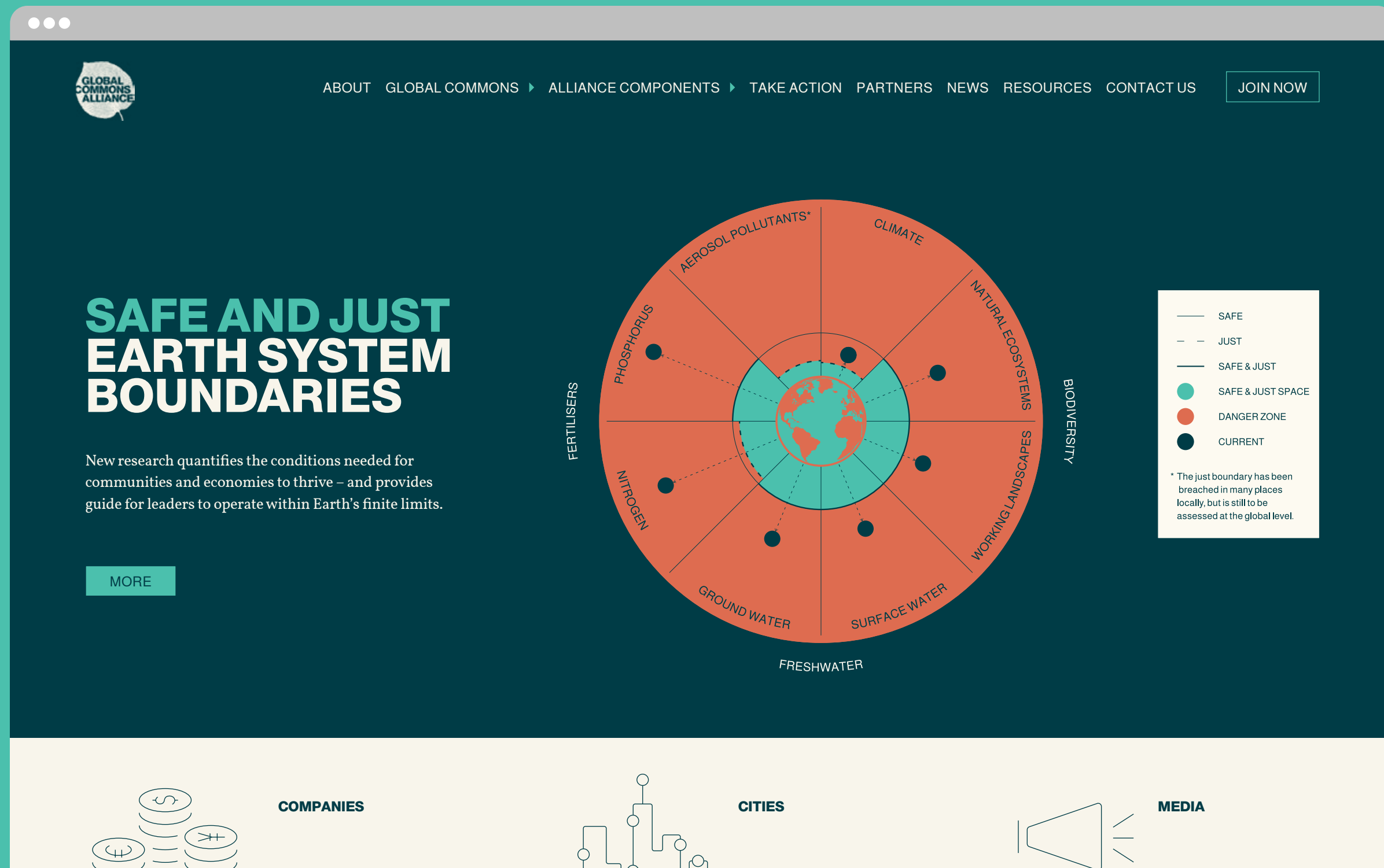
- Safe & just space
- Danger zone
- Current



WEBSITE HOMEPAGE



WEBSITE



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New webinar



PUBLIC CONSULTATION WEBINAR

20 February 2023

G20: ACTIONS SUPPORTING TRANSFORMATION



71% Targets achieving the protection and restoration of nature should be based on science.	66% When choosing where to live or where to visit, I could be more attracted to cities that work to protect nature.	32% It makes no difference to me if the business supplying has set targets based on science to protect and restore nature.
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TO SHAPE A NATION,
you need a government.
To shape a planet, you need an alliance.



WHOEVER WE ARE, WHEREVER WE ARE



we share something in common.

COMPONENT SOCIAL MEDIA EXAMPLES

WHAT'S COMMON TO US ALL NEEDS ALL OF OUR HELP



“Addressing them effectively and with the necessary urgency requires unprecedented cooperation.”

Dominic Waughray
Advisor to the CEO, WBCSD –
Former Chair of the GCA



 #SafeAndJust

“If done right, we can turn the tragedy of the global commons into an opportunity of the global commons into an opportunity.”

Dominic Waughray
Advisor to the CEO, WBCSD –
Former Chair of the GCA

 #SafeAndJust

“Addressing them effectively—and with the necessary urgency—requires unprecedented cooperation. Addressing them effectively—and with the necessary urgency—requires unprecedented cooperation unprecedented cooperation.”

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Advisor to the CEO, WBCSD
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Dominic Waughray
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“If done right, we can turn the tragedy of the global commons into an opportunity of the global commons into an opportunity.”

WHAT'S COMMON TO US ALL NEEDS ALL OF OUR HELP

 #SafeAndJust

“Addressing them effectively and with the necessary urgency requires unprecedented cooperation.”

Dominic Waughray
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32%

TARGETS ACHIEVING THE PROTECTION AND RESTORATION OF NATURE


73%

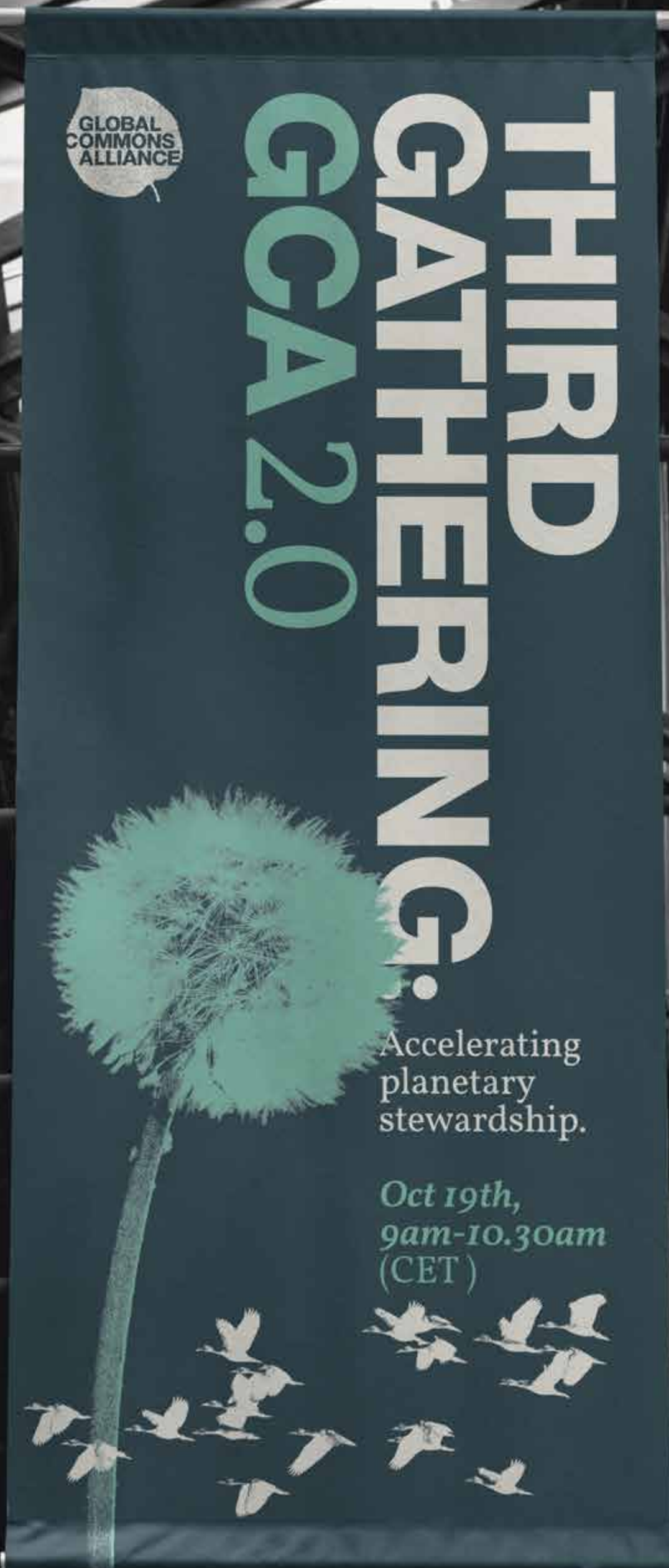
ARE WILLING TO DO MORE

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ACTIONS SUPPORTING TRANSFORMATION 

4,500







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Safeguarding
the global
commons requires
a different kind
of global effort

AND A DIFFERENT KIND OF THINKING



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WHAT'S COMMON TO US ALL?





NEWS

News
31/05/2023
Earth Commission

SAFE AND JUST EARTH SYSTEM BOUNDARIES PUBLISHED IN NATURE

New research quantifies the conditions needed for communities and economies to thrive – and provides guide for leaders to operate within Earth’s finite limits.

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News – 07/09/2023

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Why should nature and people be at the heart of

VIDEO GRAPHICS



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Join the third GCA members gathering
to make sure we continue to
deliver against our ambitious goals

16 January 2024
18.00

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to make sure we continue to
deliver against our ambitious goals

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16 January 2024
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