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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.
**THE PROBLEM**

**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.

**WHY IT MATTERS**

**WHAT WE’RE DOING**

**HOW WE DO IT**

---

BRAND STRATEGY
A series of tipping points are rapidly approaching.

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

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?

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.
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.
The Problem

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.

Why It Matters

What We’re Doing

How We Do It
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.
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

Positive leaf logo
Minimum width: 10mm/118px

Small use logo
10mm/118px and below

Negative collage logo

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.
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.
**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.
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.
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.

**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.

**XL Print (CMYK) – up to 10m width**
For large format printing, such as exhibition stands, an extra large version off the Global Commons Alliance collage logo exists as a TIFF file.
**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 change the color of logos.

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

Do not distort the logo.

Do not place on an angle.

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

Do not crop the logo.

Do not change the add effects to the logo.

Do not re-create the logo in any way.

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

Do not reposition the logotype.

Do not use the logotype in isolation.

Do not re-create the logotype in any way.

Do not reposition the logotype.
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](#).*
# COLOR TINTS

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

<table>
<thead>
<tr>
<th>25%</th>
<th>50%</th>
<th>75%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>#f7dad3</td>
<td>#eeb6a8</td>
<td>#e6917c</td>
<td>#de6c50</td>
</tr>
<tr>
<td>#c9e3ea</td>
<td>#94c7d5</td>
<td>#5fabc1</td>
<td>#298fac</td>
</tr>
<tr>
<td>#d2efeb</td>
<td>#a5dfd6</td>
<td>#78d0c2</td>
<td>#4bc0ad</td>
</tr>
<tr>
<td>#bfc6d1</td>
<td>#809ea2</td>
<td>#406d74</td>
<td>#003c46</td>
</tr>
</tbody>
</table>
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

---

**EXRABOLD**

**Regular**

**Italic**

**Bold**

**Bold Italic**

---

**Almarai**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

?@<>+-=( )

**Vollkorn**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz?!@<>+-=( )

0123456789

0123456789?!@<>+-=( )

0123456789?!@<>+-=( )

0123456789?!@<>+-=( )

0123456789?!@<>+-=( )

0123456789?!@<>+-=( )

0123456789?!@<>+-=( )
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.

Our headline and body copy typeface should be combined with plenty of contrast between them.
**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.
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
THE GLOBAL COMMONS
VITAL FOR ALL LIFE

Safeguarding the global commons requires a different kind of global effort

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

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.

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Advisor to the CEO, WBCSD - Former Chair of the GCA
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.
If Almarai and Vollkorn are not available in the software you’re using, you can use Arial and Georgia instead.
Our Vision is a safe and just future for people and planet.

A SAFE AND JUST FUTURE

For people and planet.

99.99%

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.
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 dark backgrounds.

**Positive collage elements**
Are made to be placed on light-colored backgrounds.
Making Positive Collage Elements
(Positive collage elements can be placed on to lighter colored backgrounds)

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.

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.

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).

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 > greyscale then again Image > Mode > RGB or CMYK.

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.

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

To make photography feel branded, duotones 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.
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.
07 ICONS
WHOEVER WE ARE, WHEREVER WE ARE
We all share something in common

Let’s start investing in them.

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

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.

Icons can also be used within collages to illustrate more abstract ideas that can’t be portrayed with photography.
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.
Graphs and Graphics can accompany relevant collage imagery to make infographics more engaging.

**G20: IMPORTANT QUALITIES TO TEACH CHILDREN**

<table>
<thead>
<tr>
<th>Quality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of nature</td>
<td>34%</td>
</tr>
<tr>
<td>Perseverance</td>
<td>34%</td>
</tr>
<tr>
<td>Independence</td>
<td>34%</td>
</tr>
<tr>
<td>Hard work</td>
<td>36%</td>
</tr>
<tr>
<td>Feeling of responsibility</td>
<td>57%</td>
</tr>
<tr>
<td>Good manners</td>
<td>59%</td>
</tr>
<tr>
<td>Tolerance &amp; respect for others</td>
<td>63%</td>
</tr>
</tbody>
</table>

**G20: ACTIONS SUPPORTING TRANSFORMATION**

Number of areas aware that scientists agree transformation is needed.

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

**+0.89°C**
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.
Where our collages are loose and expressive, our typography and photography is gridded and organized. In order to accommodate the variety of content we produce, the approach to layout is quite flexible and modular. Despite this flexibility, layouts should be approached with simplicity in mind. Variations in typographic styles 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.

**A GROWING CHALLENGE**

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.
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.
COMPONENT
LOGOS & BRAND ARCHITECTURE
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.
The Systems Change Lab collage logo consists of a Wild Cherry leaf, a wind farm, an owl and a connected earth 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 sizes lower than 40mm/151px.
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.
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.

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

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

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

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

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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.
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.

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Accessible typography color combination for large text

OFF-WHITE ON DARK AA GREEN

DARK AA GREEN ON OFF-WHITE

SLATE ON AA GREEN

GREEN ON SLATE

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

Slate and AA Green 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.
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](#).

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

Access to the SCIENCE BASED TARGETS NETWORK: COLORS

OFF-WHITE ON DARK SBTN YELLOW
SLATE ON SBTN YELLOW
DARK SBTN YELLOW ON OFF-WHITE
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.
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.
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.
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
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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.

Accessible typography color combination for large text

OFF-WHITE ON DARK EHQ ORANGE

SLATE ON EHQ ORANGE

EHQ ORANGE ON SLATE

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

Slate and Off-white are an accessible combination for small text and large text.
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.
EXAMPLE DESIGNS
Dear Sir/Madam,

Reference:

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Yours,

Name

Job title
CREATE AN ECOSYSTEM OF PARTNERS FOR SAFEGUARDING THE GLOBAL COMMONS

- Science-based targets set by companies & cities
- Public awareness of planetary crises & pressure for action from citizens
- Amplifiers of pressure for action
- Cities & Business connector
- Local/regional implementation partners
- Science-based learning & demonstration
- Mapping & engagement with key accountability actors
- Mobilizing business to align climate & nature frameworks
- Extend the range of expertise & engagement of Global south
- Seek new partnerships in the Global South with hands-on, locally grounded experience & knowledge
- Scientific knowledge partners
- Earth systems science & observation
-支撑生态合作伙伴网络为保护全球公共利益

HOW WE CAN CREATE AN ECONOMY THAT VALUES NATURE AND PEOPLE FIRST?

NO SAFE PLANET WITHOUT JUSTICE

SAFE AND JUST EARTH SYSTEM BOUNDARIES

The Earth's resources are finite, and our reliance on them is growing. Despite the many challenges we face, there are still opportunities for positive change. By working together, we can create a sustainable future for all.
Global Commons Alliance

What's common to us all needs all of our help

New ideas and action to safeguard what's common and precious to us all

WHAT ARE THE GLOBAL COMMONS?

We need them to keep our land fertile, our oceans 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.

ICE SHEETS

Pushing up the oceans by 5 metres if lost completely

FORESTS

Continued to be cut down at an industrial scale

FRESHWATER

Some 1.1 billion people worldwide lack access

Biodiversity

Loss of vital species triggers ecological impact

Join now to take action.
WHOEVER WE ARE, WHEREVER WE ARE, we share something in common.

TO SHAPE A NATION, you need a government. To shape a planet, you need an alliance.

G20: ACTIONS SUPPORTING TRANSFORMATION

71% Support taking strong action to protect and restore the planet.

66% Believe the protection and restoration of nature should be based on science.

32% Think it makes a difference to eat food that is grown or raised sustainably and to support local businesses.

New webinar

PUBLIC CONSULTATION WEBINAR

20 February 2023

SOCIAL MEDIA EXAMPLES
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.”

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

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

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

“32% TARGETS ACHIEVING THE PROTECTION AND RESTORATION OF NATURE”

“73% ARE WILLING TO DO MORE”

 ACTIONS SUPPORTING TRANSFORMATION

4,500
JOIN THE GLOBAL ALLIANCE TO PROTECT THE GLOBAL COMMONS

Safeguarding the global commons requires a different kind of global effort

AND A DIFFERENT KIND OF THINKING

#SafeAndJust
WHAT’S COMMON TO US ALL?
New research quantifies the conditions needed for communities and economies to thrive – and provides guide for leaders to operate within Earth’s finite limits.

Read more
Launch event
2 February 2024

GLOBAL COMMONS ALLIANCE

“Reality must take precedence over public relations for nature cannot be fooled”

Theoretical Physicist
Richard Feynman

WE CAN GET TO WORK RIGHT NOW

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@globalcommonsalliance
Zoe Tcholak-Antitch.
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zoe@globalcommons.org
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Tel: +1.617.459.1833
globalcommons.org | LinkedIn | X | Subscribe to newsletter

The safe and just Earth Systems Boundaries have now been published

Natasha M. Matic, Ph.D.
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natasha@globalcommons.org | www.globalcommons.org
Design Centre East, 503 Harbour Ave, London SW10 0XF
Tel: +1.617.459.1833

Accountability Accelerator is part of the Global Commons Alliance
LinkedIn | X | Subscribe to newsletter
Join the third GCA members gathering to make sure we continue to deliver against our ambitious goals.

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

GLOBAL COMMONS ALLIANCE

THIRD GATHERING:
GCA 2.0

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

90 Church Street, Fl 1, #7082,
New York, NY 10008

16 January 2024
18.00
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy en ex ea commodo consequat.

The Global Commons Alliance (GCA) is a growing coalition of scientists, philanthropists, businesses and innovators, inspiring new ideas and action to safeguard what’s common and precious to us all: the global commons.

Our mission is to mobilize citizens, companies, cities and countries to accelerate systems change, and become better guardians of the global commons.

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Accountability Accelerator
@accountabilityaccelerator

Translation commitments into performance.
Part of the GLOBAL COMMONS ALLIANCE

GlobalCommonsAlliance.org

Follow

Non-profit Organizations - 6,859 followers 14 employees

About
The Global Commons Alliance (GCA) is a growing coalition of scientists, philanthropists, businesses and in innovators, inspiring new ideas and action to safeguard what's common and precious to us all: the global commons. Our mission is to mobilize citizens, companies, cities and countries to accelerate systems change, and become better guardians of the global commons.

See all details

People Highlight
239 employees working in art and design
761 employees working in New York City

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eu nibh euismod tincidunt ut
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Let's change the way we think about changing the world.

Part of the GLOBAL COMMONS ALLIANCE

Systems Change Lab
@systemschangelab

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GlobalCommonsAlliance.org
Joined September 2020

Followers

560

60,5 M

Follows

Replies

Media

Likes

560

60,5 M

systemschangellab

Non-profit Organizations - 6,859 followers 14 employees

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About

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See all details

People Highlight

239 employees working in art and design

761 employees working in New York City

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur
Reversing nature loss in line with science.

Science Based Targets Network
@sciencebasedtargetsnetwork

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560 Following  60,5 M Followers

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Lorem ipsum dolor sit amet, consectetur...
THANK YOU