The Grantham Institute brand:

page 3  » Lives within and is built upon the Imperial College London brand

page 4  » Conveys the idea of ‘ecosystem’ through the use of a green and blue ‘swirl’ design

page 5  » Uses consistent colours, typography and graphics
The Grantham Institute brand lives within and is built upon the Imperial College London branding guidelines. All outputs use these guidelines exclusively for:

» design style (including look, photography, cover design, and typefaces)
» design elements (including logo sizing, layout and grid specifications, and type sizing)
» colour palettes
The Grantham Institute ‘swirl’ design

The Grantham ‘swirl’ is a graphic element that ties the brand together.

» The swirls of colour give movement plus a sense of ecosystem: a balance of water and earth.

» The primary colour for the Grantham Institute is PMS293 from Imperial’s palette.

» The ‘swirl’ design is created with three colours: a gradient mix of PMS 293 and PMS 334 from the Imperial colour palette, plus the addition of a green swirl (C=56, M=0, Y=100, K=6) —a feature brought over from the Grantham Briefing and Discussion paper series—layered over the gradient mix and set as a transparency of approx. 80 percent.
Typography and colour

Strict adherence to typography and colour are essential, as branding for the Grantham Institute is based on a look, not a logo.

TYPE:

» “Grantham Institute for Climate Change” should always appear in Meta medium, upper and lower case (never all caps or lower case), in either black, white or PMS 293

» Primary heads should always be Meta medium, with body type as Meta normal or book.

COLOUR:

» The Grantham Institute’s primary colour is PMS 293

» PMS 334 is used as a secondary colour in the ‘swirl’ design, but should not be used for type.

» Graphics (charts, etc) use Imperial College London “Palette A”