

Imperial College
London

Grantham Institute for Climate Change

Design and branding guide

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



Imperial College London branding

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 type faces)
- » design elements (including logo sizing, layout and grid specifications, and type sizing)
- » colour palettes

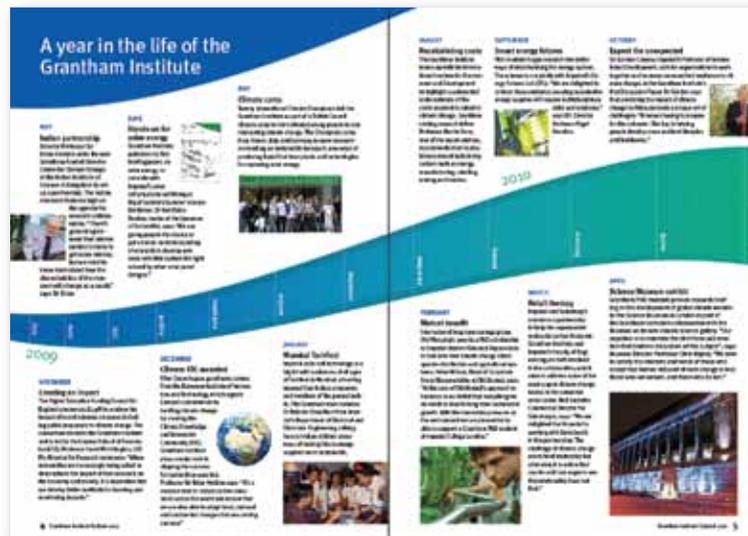
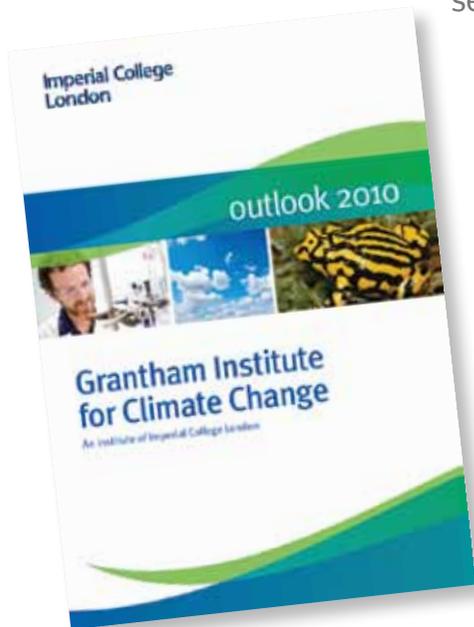


Pages from one of Imperial College London's branding guides

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”

