



°CLIMATE GROUP

BRAND GUIDELINES

THESE ARE OUR BRAND GUIDELINES

We've written them so we have the tools to communicate who we are and what we stand for in a unified way.

Within these guidelines, you'll find rules around visual elements like our typography and colours. But you'll also find an introduction to our tone of voice, as well as the personality and purpose that sits behind everything.

Because our brand is more than a logo

Our brand is our way of showing the world what the Climate Group is all about. In everything we create.

INTRODUCTION TO OUR BRAND

VISUAL IDENTITY

— LOGO

— COLOUR

— TYPOGRAPHY

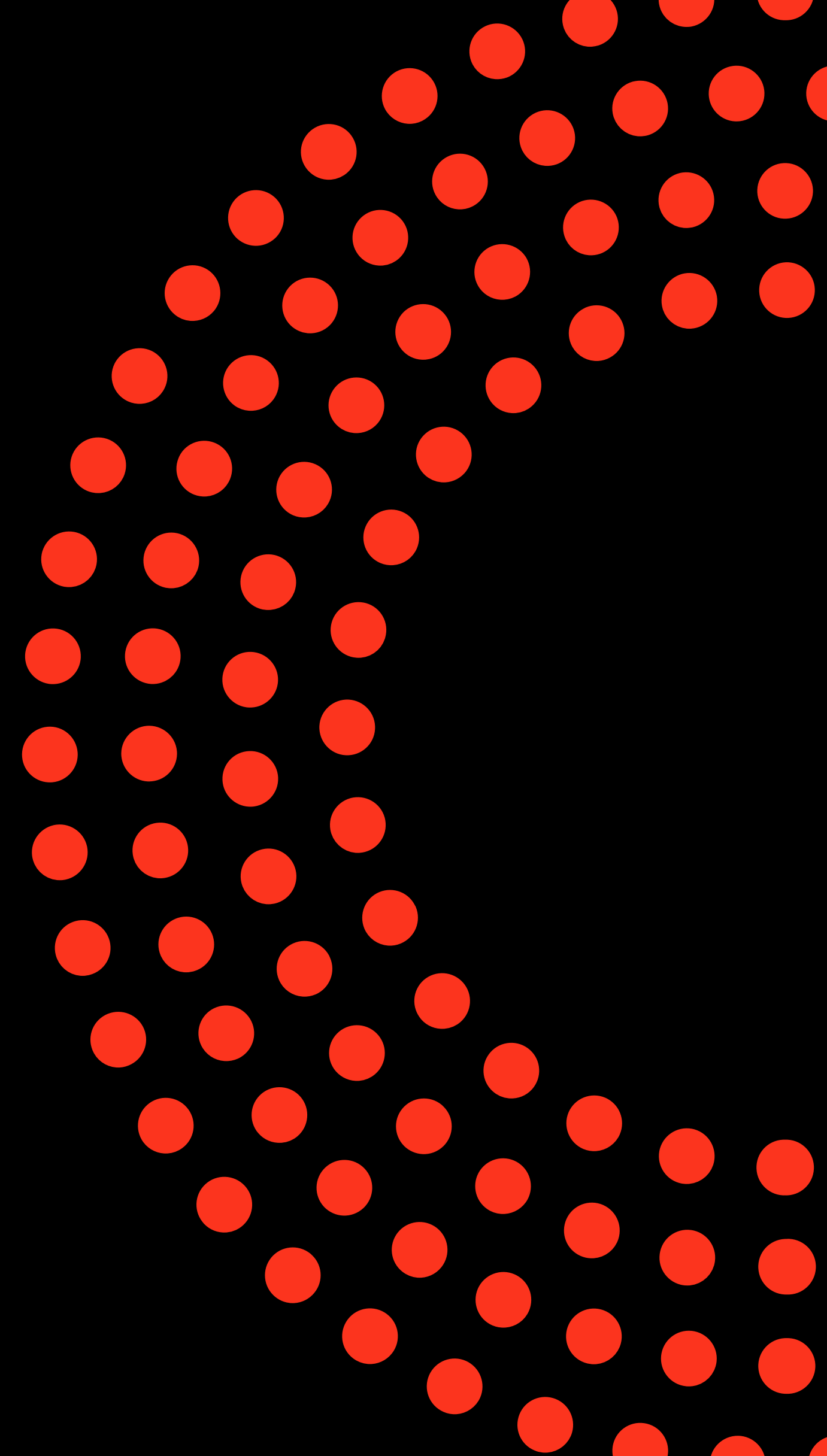
— ART DIRECTION

— GRAPHIC SYSTEM

BRAND ARCHITECTURE

TONE OF VOICE

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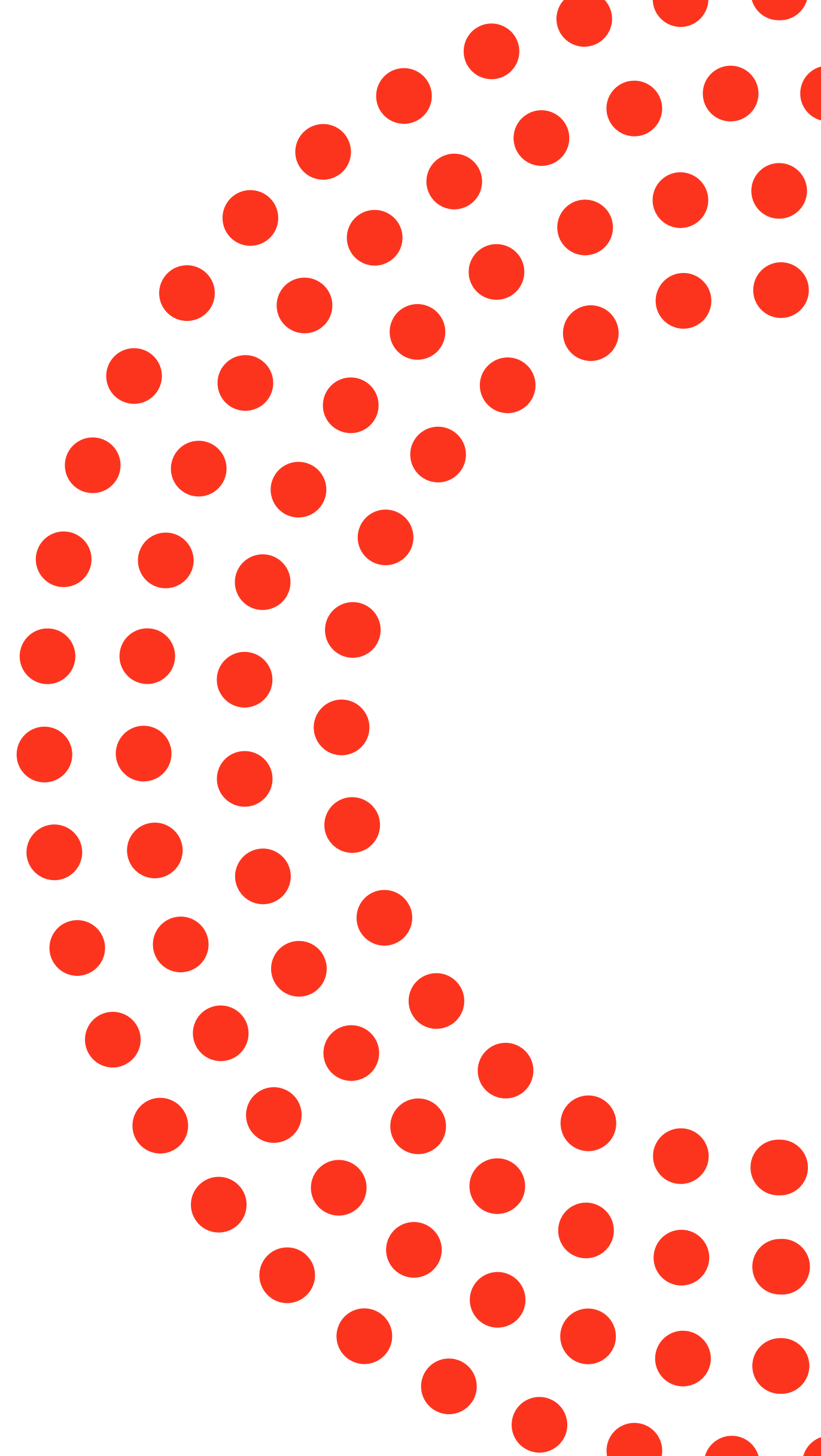
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OUR BRAND COMES FROM
OUR BRAND ESSENCE

Our brand essence answers key questions about who we are, so that we can build a brand that’s true to us.

We’ve included extracts from it here so you can see how everything you’re about to read ties back to it. Our mission is particularly important to us.

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Our vision

Our vision is of a world of net zero carbon emissions by 2050, with greater prosperity for all.

How we do it

Make it happen:

We convince, challenge and help organisations make commitments, then turn them into action.

Multiply it:

We build and run networks. We join up organisations to unlock the power of collective action that shares the same ambitions and creates influence.

Shout about it:

We share what we achieve together to show more organisations what they could do.

Our USPs

Scale:

We power large networks and hold each organisation accountable.

Speed:

We focus on action now — not action tomorrow.

Collaboration:

We know who needs to work together to get things done.

OUR MISSION

To drive climate action. **Fast.**

OUR PERSONALITY

We're driven

That's the central part of our personality. It shapes everything else about us. We're always pushing ourselves and everyone else to achieve the next step.

We're bold

We need change to happen at speed, so we have a sense of urgency. That means we have to be bold. We're assured in our knowledge and processes, so we don't need to be timid. We're direct and confident instead.

We're practical

We're practical, thought-through and calm in everything we do. Everything feels like it's come from a logical thinker who's taken enough time to understand the subject.

We're trusted

We've been around for some time. That combined with our practical way of working means people trust us. That's invaluable to achieving our ambition, so we add to it by always being easy-to-understand and transparent.

Logo

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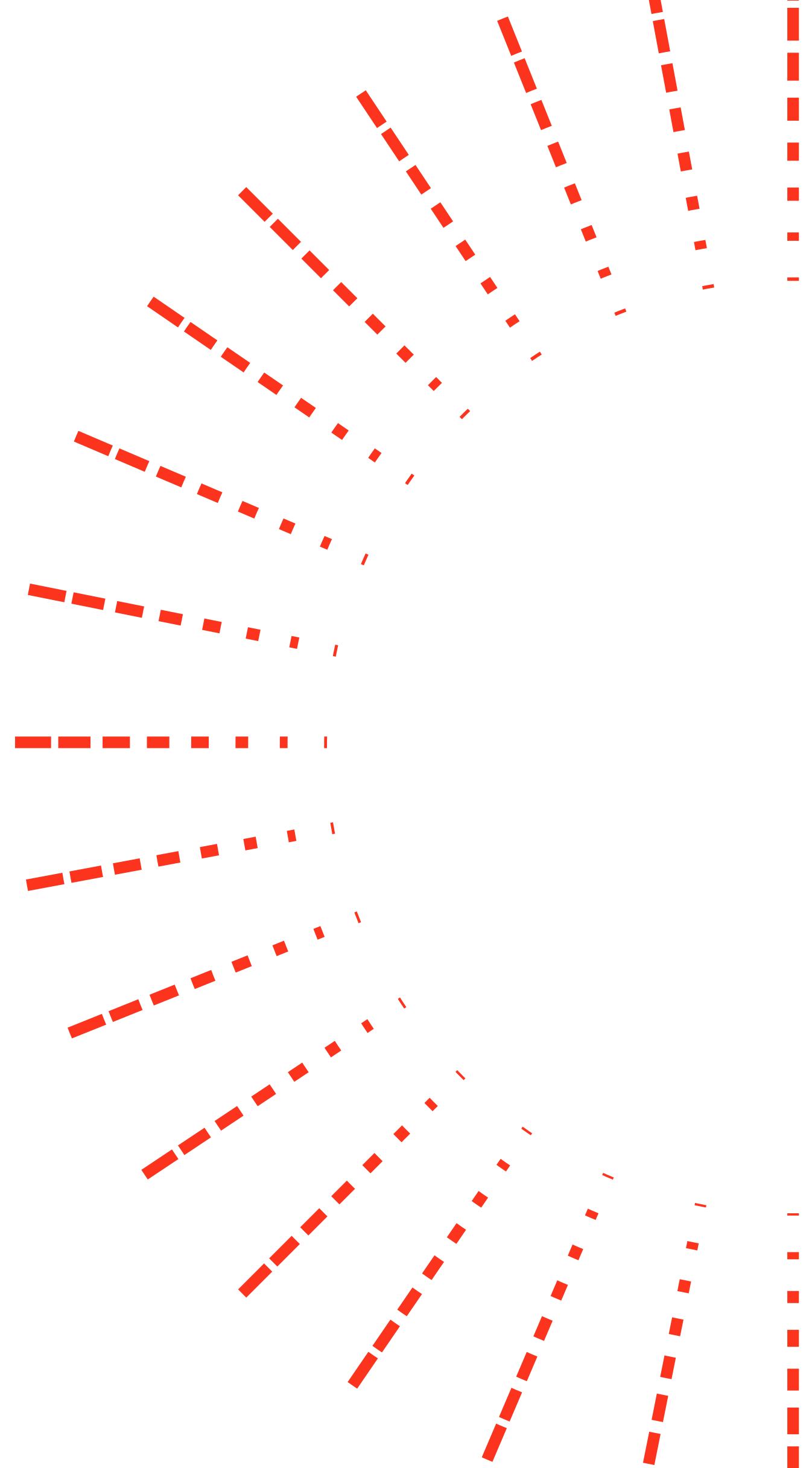
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THIS IS OUR PRIMARY LOGO

We’ve recreated the existing Climate Group logo. By making subtle cuts and refining parts of the typography, we’ve modernised it for digital legibility and usage.

It’s made up of two parts: a symbol and a word marque. They work together as a visual signal for our brand.



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THIS IS OUR PRIMARY LOGO

We’ve designed our logo so it works on both black and white backgrounds.



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**THIS IS OUR
SECONDARY LOGO**

We use our primary logo whenever it's possible. But if there isn't space, we have this vertical lock-up as an option.



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THIS IS OUR SYMBOL

We use it as a way to reinforce our presence, if it’s needed.

We also use it if there isn’t space for a primary or secondary logo — but only when it’s clear that the communication is coming from the Climate Group.

For example, we use our symbol as our social media icon because the Climate Group is referenced several times in the bio.

If you want to use this symbol, you need to get clearance from the communications team.



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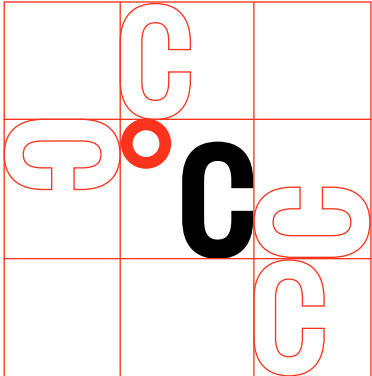
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LOGO CLEAR SPACE

So our logos always look their best, we’ve created an exclusion zone. This is the minimum amount of space that should always sit around them, with nothing else featuring within it.

We use the ‘C’ from our logo to map out this space.



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LOGO SIZING

Please ensure that the logo remains bold and legible at all times. The flexible nature of the logo allows for clarity at all scales.

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The minimum size for our primary logo is **6mm in height**.



The minimum size for our secondary logo is **9mm in height**.



The minimum size for our symbol is **5mm in height**.

LOGO POSITIONING

Each of our logos do different jobs in our layouts, so we need to decide which to use carefully.

Our logo locks up to the corner of our communication allowing for flexible but consistent placement depending on the communication.

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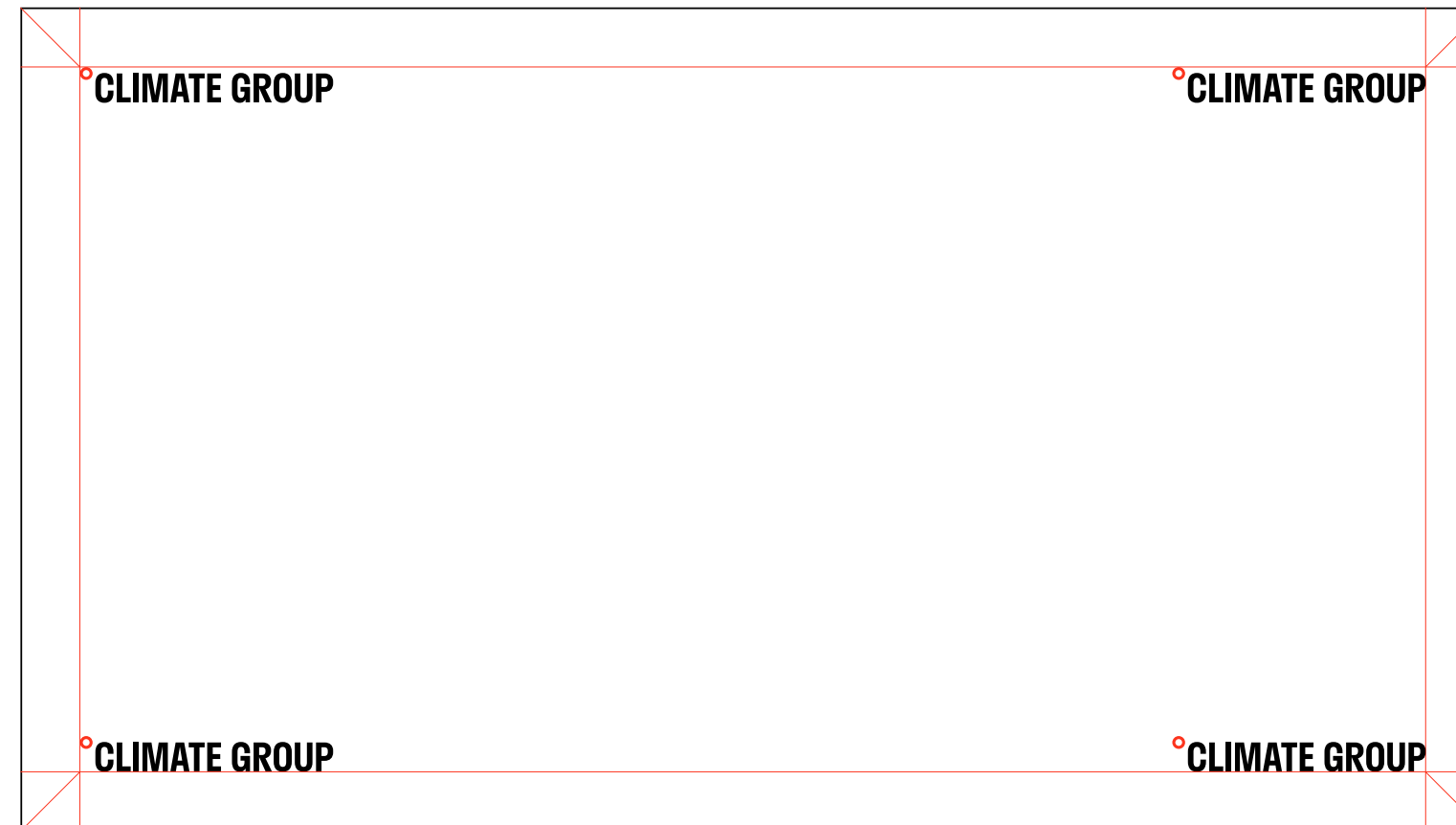
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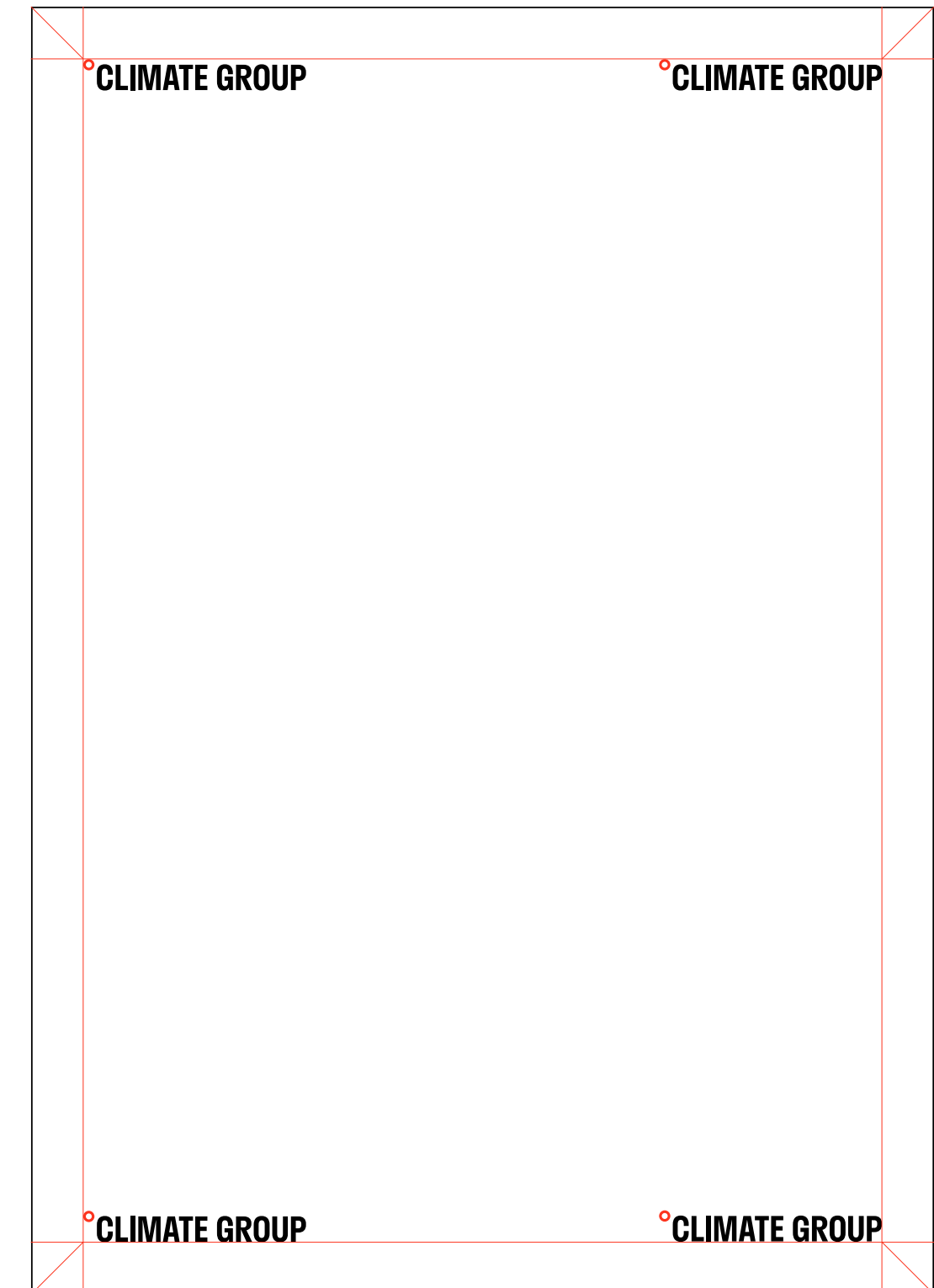
1920 x 1080 example



When positioning our logo, keep a border the size of two 'C's clear.



A4 Portrait example



INCORRECT USAGE

The Climate Group logo must never be altered, modified or manipulated in any way.

Please only use the logo as intended and outlined in this document.

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CLIMATE GROUP

We don't distort or warp.



CLIMATE GROUP

We don't rotate or alter.



CLIMATE GROUP

We don't add effects or drop shadows.



CLIMATE GROUP

We don't change the colours.



CLIMATE GROUP

We don't add strokes.



CLIMATE GROUP

We don't add gradients.

Colour

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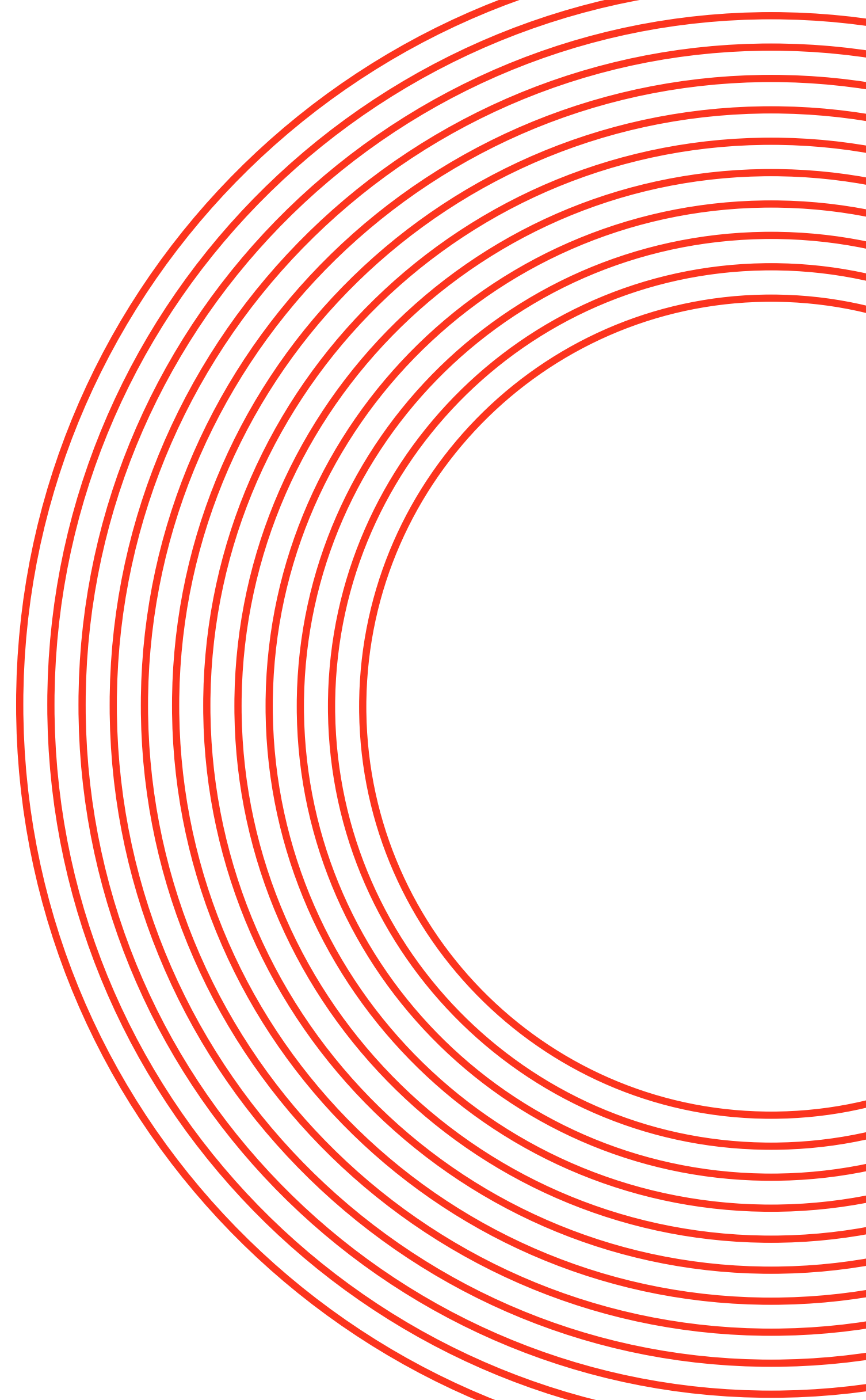
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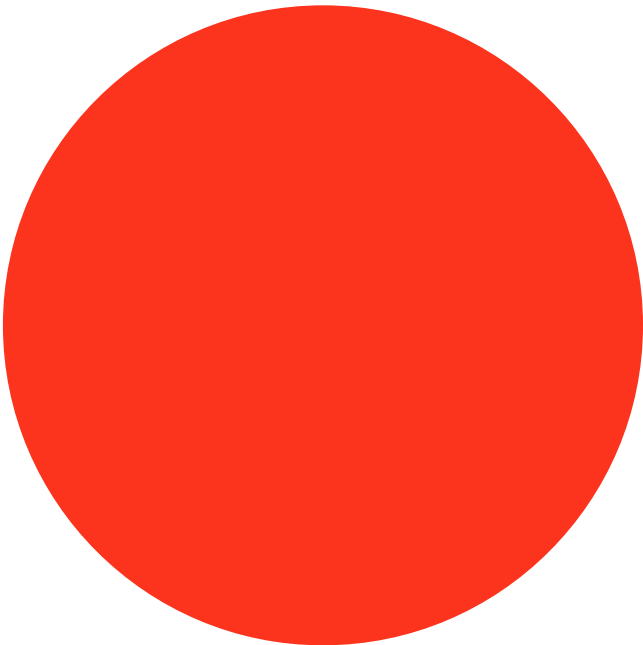


OUR PALETTE IS BOLD
AND URGENT

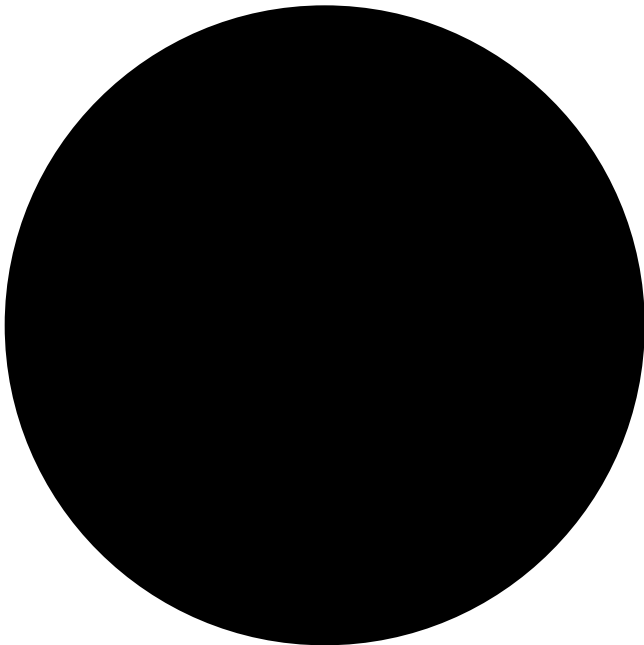
It’s made up of three primary
colours: red, black and white.

We also have a palette
of supporting secondary
colours, which are handy
for creating texture and
hierarchy within our layouts.

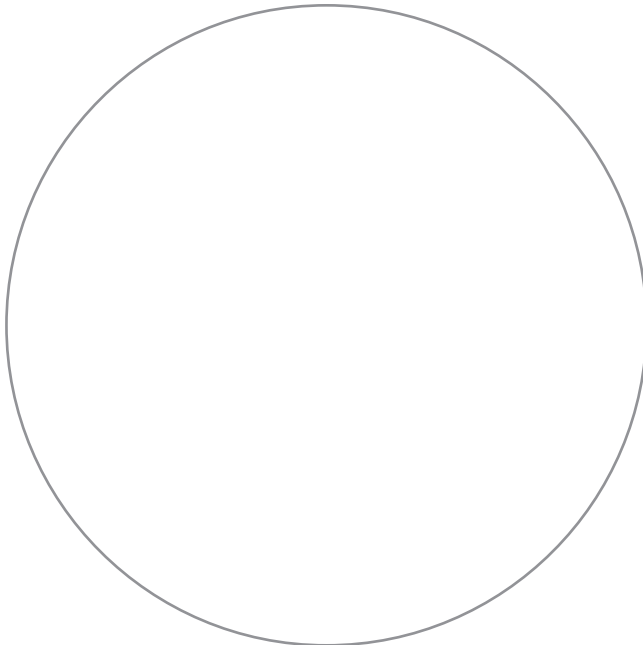
Primary colours



Red
CMYK 0 87 85 0
RGB 252 52 30
Web #fc341e

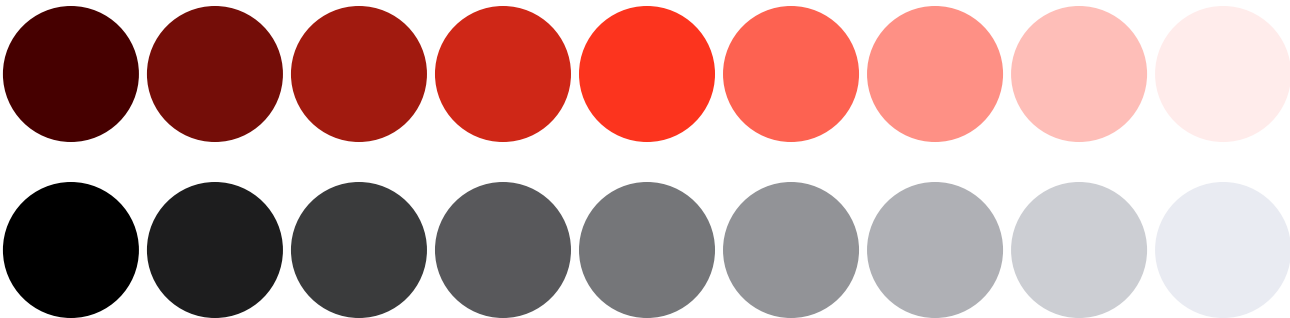


Black
CMYK 10 10 10 100
RGB 0 0 0
Web #000000



White
CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff

Secondary colours



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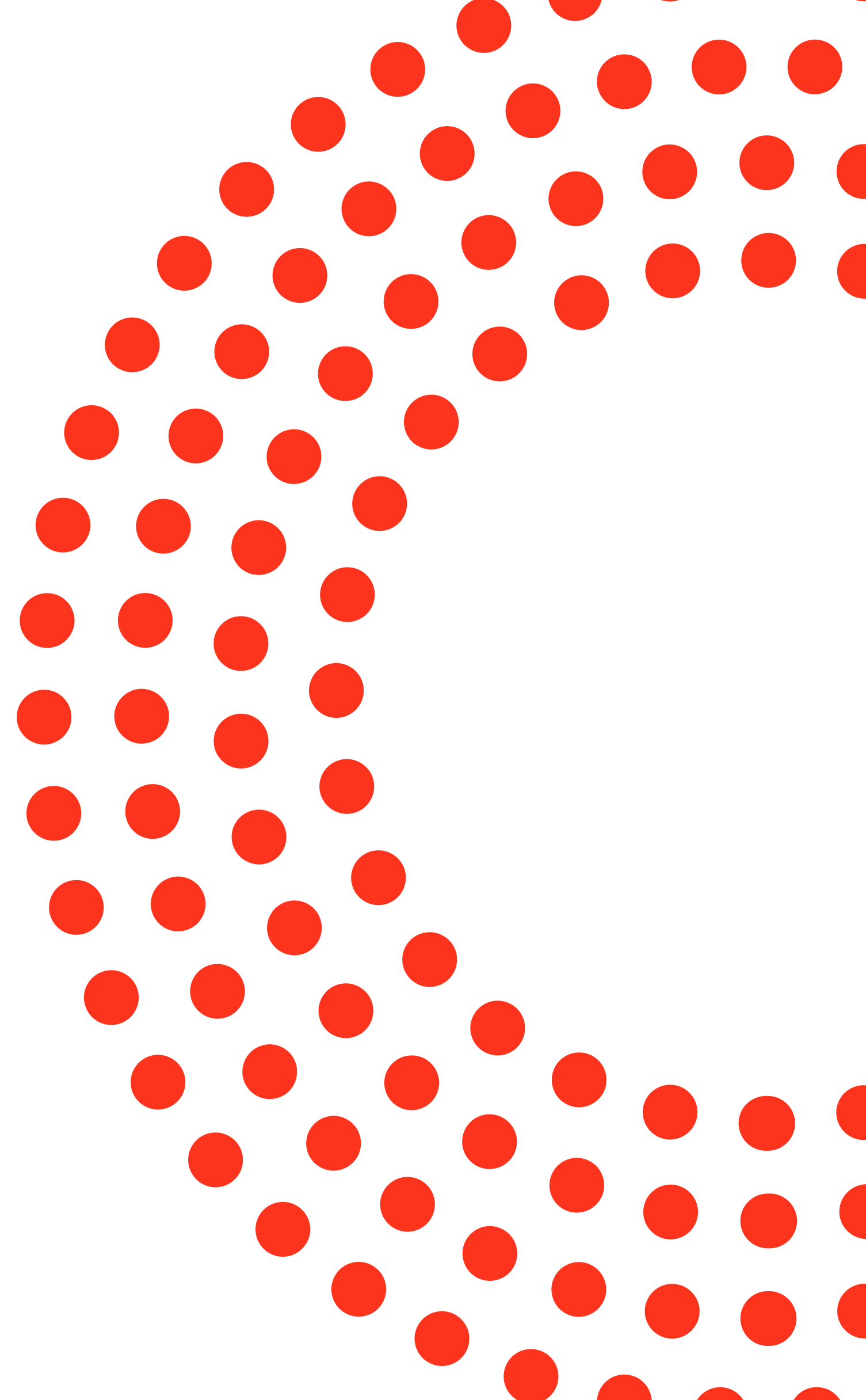
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OUR PRIMARY TYPEFACE
IS SOFIA PRO

We use Sofia Pro in light, regular
and semi bold. We use it for all
of our day-to-day applications.

Sofia Pro

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Sofia Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sofia Pro Reg

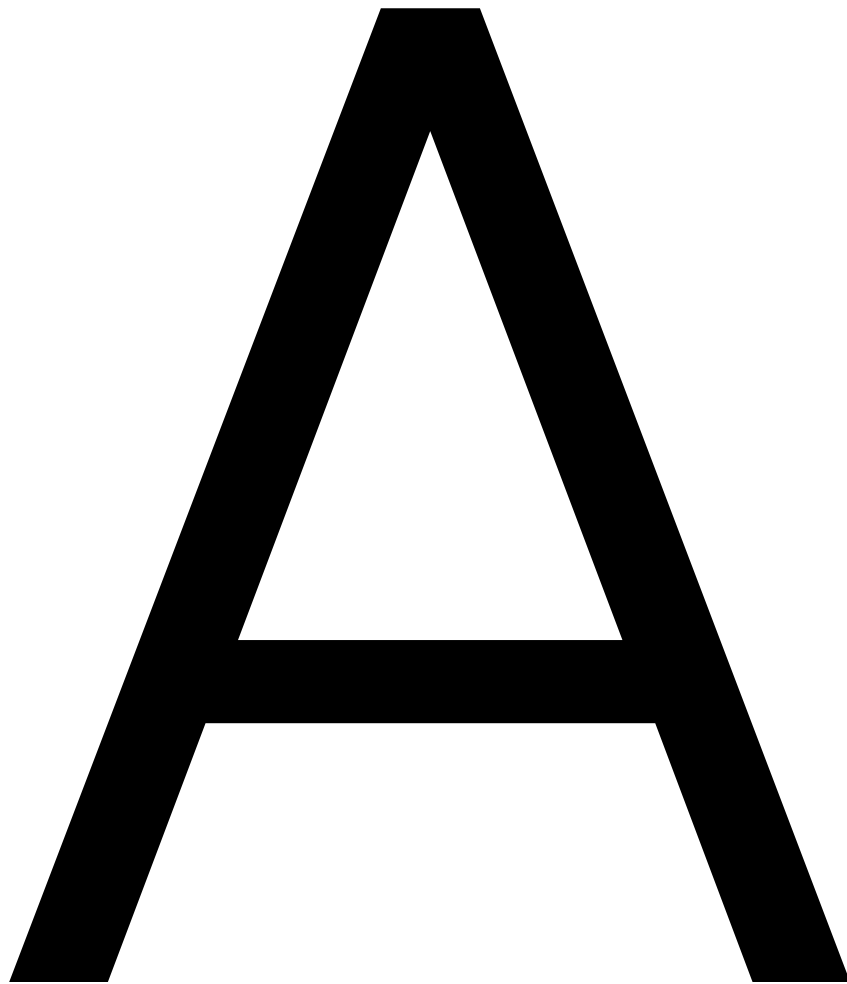
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sofia Pro Semi Bold

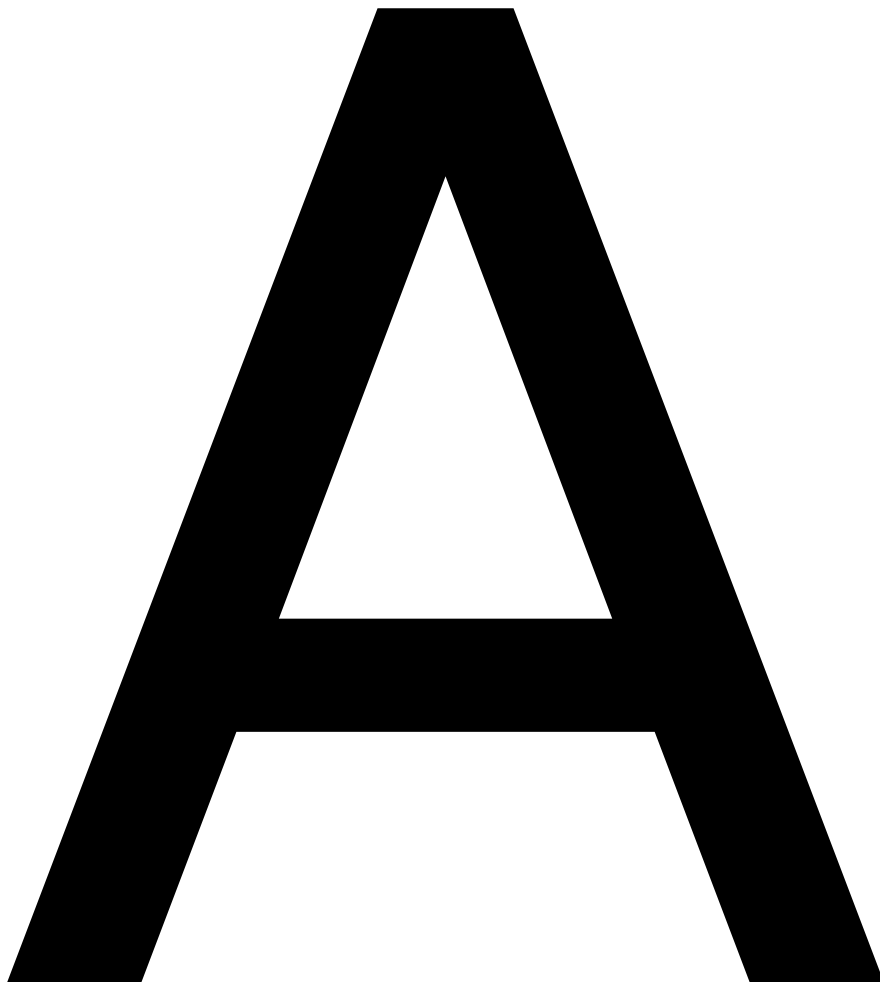
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WE USE ONE TYPEFACE
IN THREE WEIGHTS

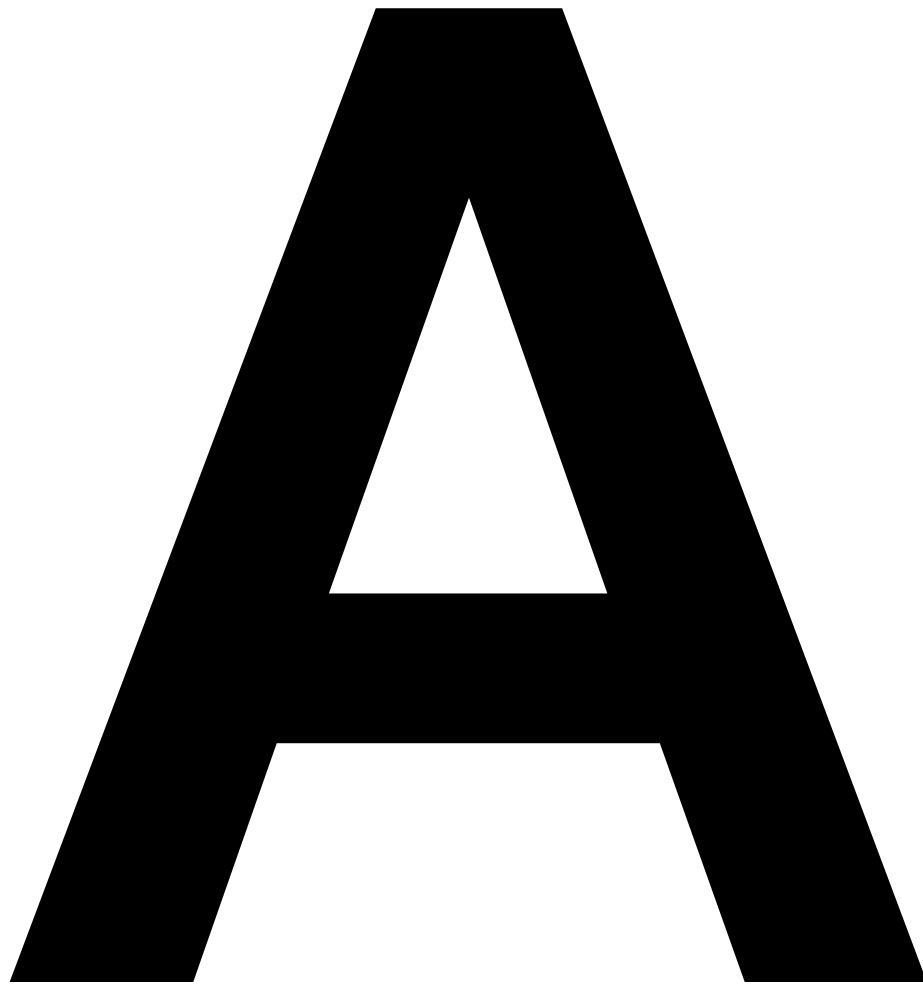
They're light, regular
and semi bold.

A large, black, uppercase letter 'A' rendered in the Sofia Pro Light typeface. The letter is tall and narrow, with a wide, flat base and a sharp, pointed top. The strokes are thin and clean.

Sofia Pro Light

A large, black, uppercase letter 'A' rendered in the Sofia Pro Regular typeface. The letter is tall and narrow, with a wide, flat base and a sharp, pointed top. The strokes are medium-weight and clean.

Sofia Pro Regular

A large, black, uppercase letter 'A' rendered in the Sofia Pro Semi Bold typeface. The letter is tall and narrow, with a wide, flat base and a sharp, pointed top. The strokes are thick and bold.

Sofia Pro Semi Bold

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WE USE SOFIA SEMI BOLD FOR HEADLINES

This page shows the correct
kerning and tracking.

We also make sure our
leading gives enough clear
space between lines.

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Sofia Pro Semi Bold – Sentence case

Sample headline
treatment

Kerning: Optical, Tracking = 10

WE USE OUR TYPE TO MAKE HIERARCHY CLEAR

Headings, subheadings
and body copy should be
distinct from one another.

Avoid using too many styles
as this will confuse the layout.

When highlighting an important
message, use red text.

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Climate Week NYC to go ahead in September 2020

News

The Climate Group announced that Climate Week NYC
will not be postponed and will take place as scheduled
on September 21-27, 2020.

Climate Week NYC will launch a virtual platform that
will host all major events to ensure that delegates and
speakers can join irrespective of any restrictions at the
time. This will allow far more businesses, citizens and
politicians across North America and the world to join.
In an election year for the United States, and the first
year of the climate decade, this will allow for a stronger
focus on whole US and international participation in
the program.

Heading
Sofia Pro 65/69pt
Tracking set to 10

65pt

44pt

Sub-heading
Sofia Pro Light 44/50pt
Tracking set to 5-10

Body copy
Sofia Pro Regular 17/22pt
Tracking set to 0

**WE USE OUR TYPE TO
MAKE HIERARCHY CLEAR**

Headings, subheadings
and body copy should be
distinct from one another.

Avoid using too many styles
as this will confuse the layout.

When highlighting an important
message, use red text.

Headlines
Sofia Pro Semi bold – White and/or red

Drive climate
action. **Fast.**

Subheading
Sofia Pro Semi bold – White and/or red

We convince, challenge
and help organisations
**make commitments,
then turn them into action.**

Body copy
Sofia Pro Light – White

With 2030 as our deadline to halve emissions,
we have no option but to value speed. That
doesn't mean cutting corners or not aiming to
get things right first time. Instead, it means not
delaying or putting things off, because we
know we don't have the luxury of time.

CTAs
Sofia Pro Semi bold – White

Click here

Headlines
Sofia Pro Semi bold – White and/or red

Drive climate
action. **Fast.**

Subheading
Sofia Pro Semi bold – Black and/or red

We convince, challenge
and help organisations
**make commitments,
then turn them into action.**

Body copy
Sofia Pro Light – Black

With 2030 as our deadline to halve emissions,
we have no option but to value speed. That
doesn't mean cutting corners or not aiming to
get things right first time. Instead, it means not
delaying or putting things off, because we
know we don't have the luxury of time.

CTAs
Sofia Pro Semi bold – White or red

Click here **Click here**

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OUR SYSTEM FONT IS ARIAL

When Sofia Pro isn't available,
we use Arial for our day-
to-day applications.

We use it in regular,
bold, and black.

Arial

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Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Art direction

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**AUTHENTICITY IS THE
GUIDING PRINCIPLE FOR
OUR PHOTOGRAPHY**

We avoid anything that seems
staged or heightened.

Our imagery should feel natural,
real, textural and warm.

Use photos rather than
graphics as much as possible.

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WE SHOW PEOPLE

Wherever possible, we use people in our imagery.

These people should represent the diversity of our team, partners and international reach.

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WE SHOW PLACES

When we show places, we use inspiring imagery.

We also show unpredictable points of view that link back to our work and represent our international reach.

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WE SHOW ACTION

When we show action, we need to be particularly careful that images don't feel staged.

The actions we show should link back to the work we do, and show our confidence, professionalism and positivity.

That means we don't show negativity — like ice caps melting. We only show positive climate action.



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Graphic system

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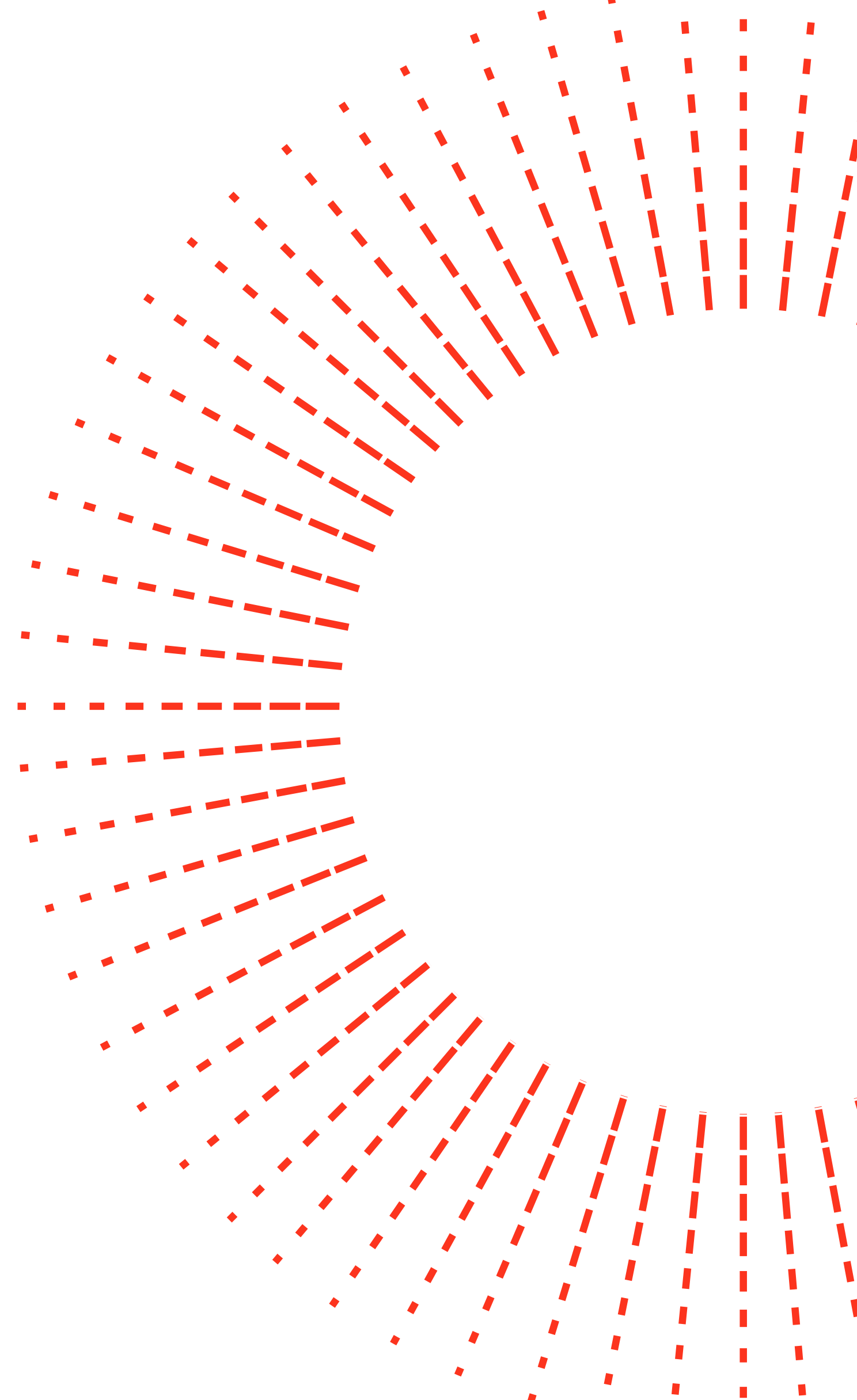
ART DIRECTION

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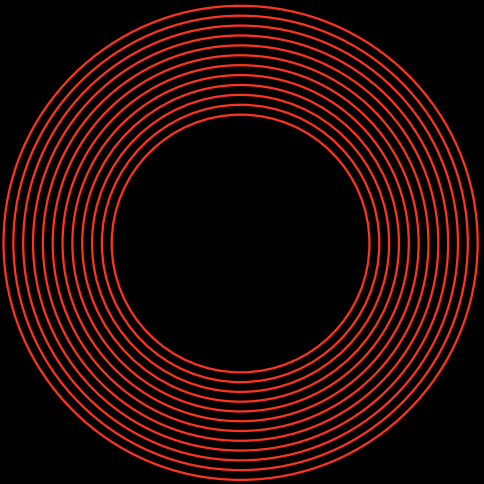
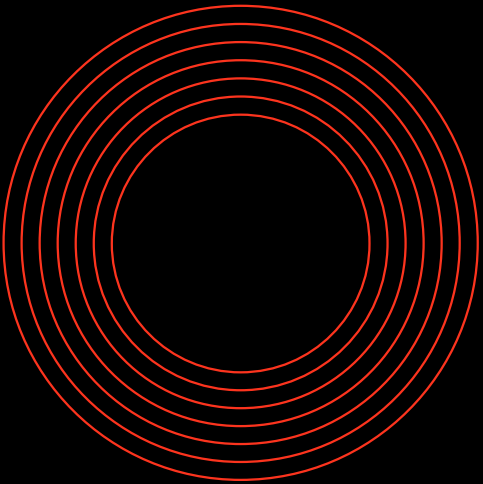
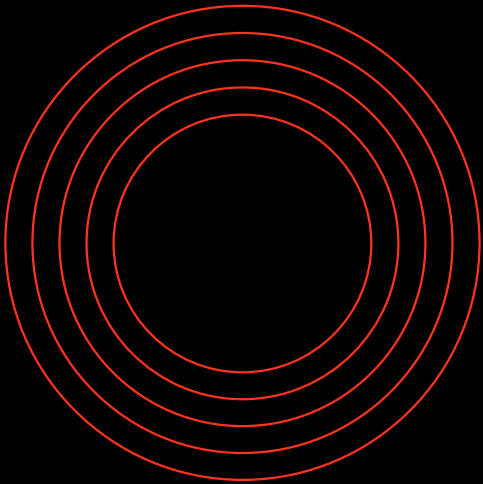
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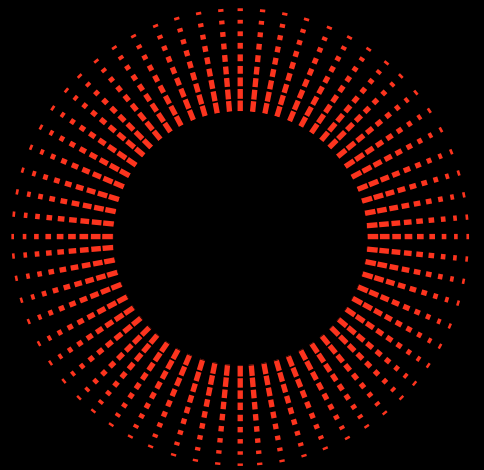
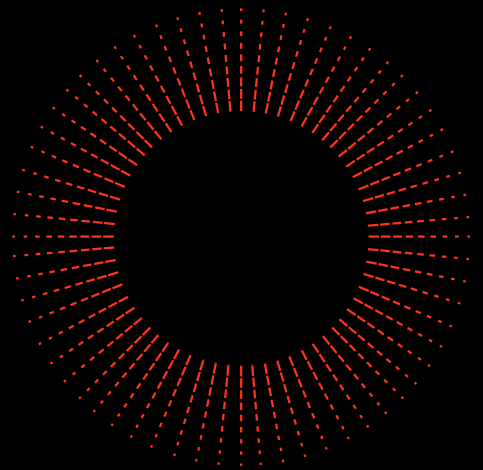
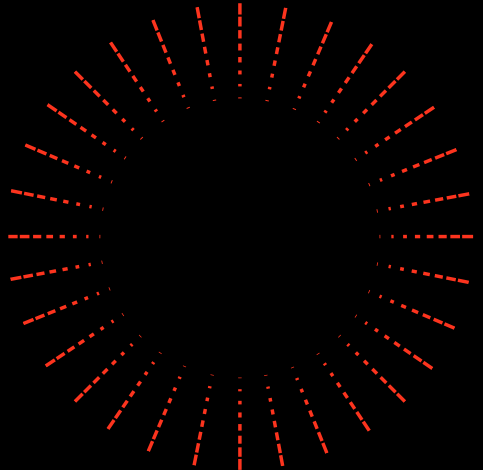
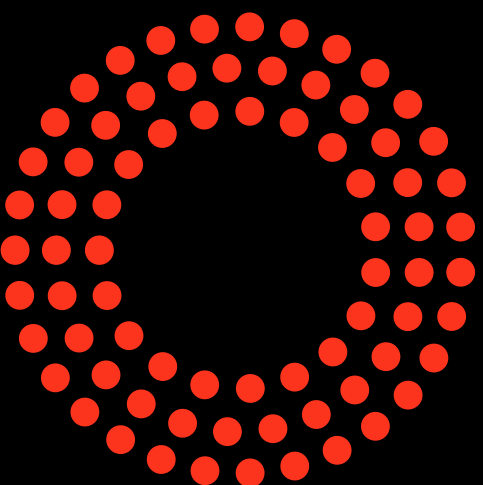
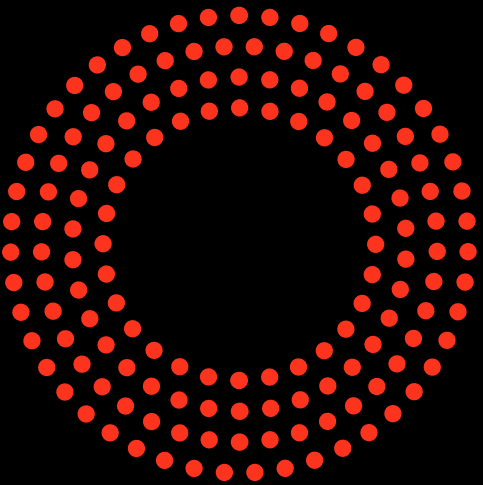
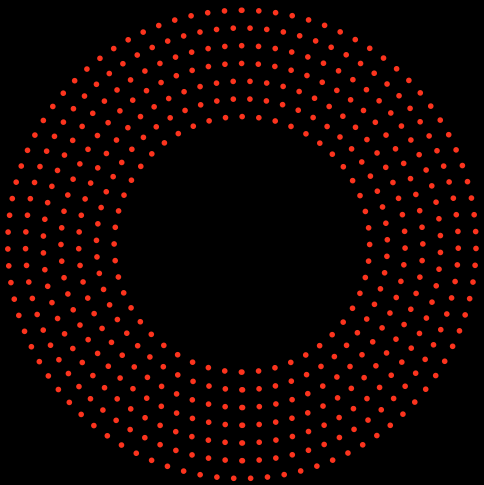
OUR GRAPHIC SYSTEM
HAS NINE ASSETS

They're inspired by the
degrees symbol in our logo
and represent our USPs: scale,
collaboration and speed.



Scale

Collaboration



Speed

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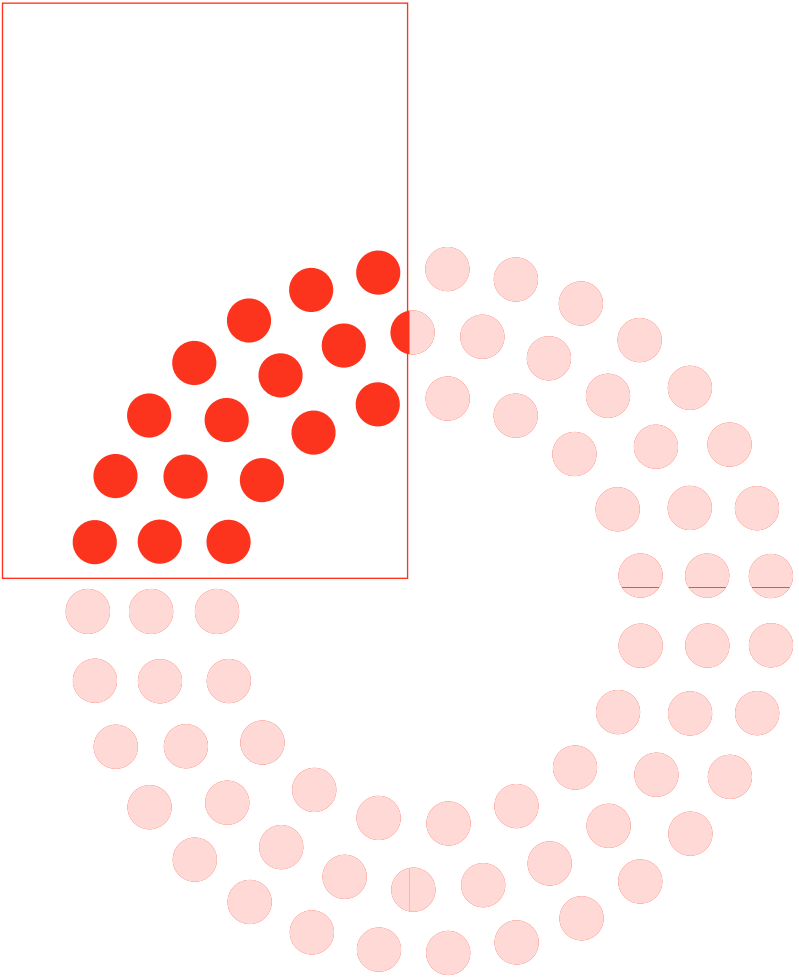
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WE USE ONE ASSET
PER COMPOSITION

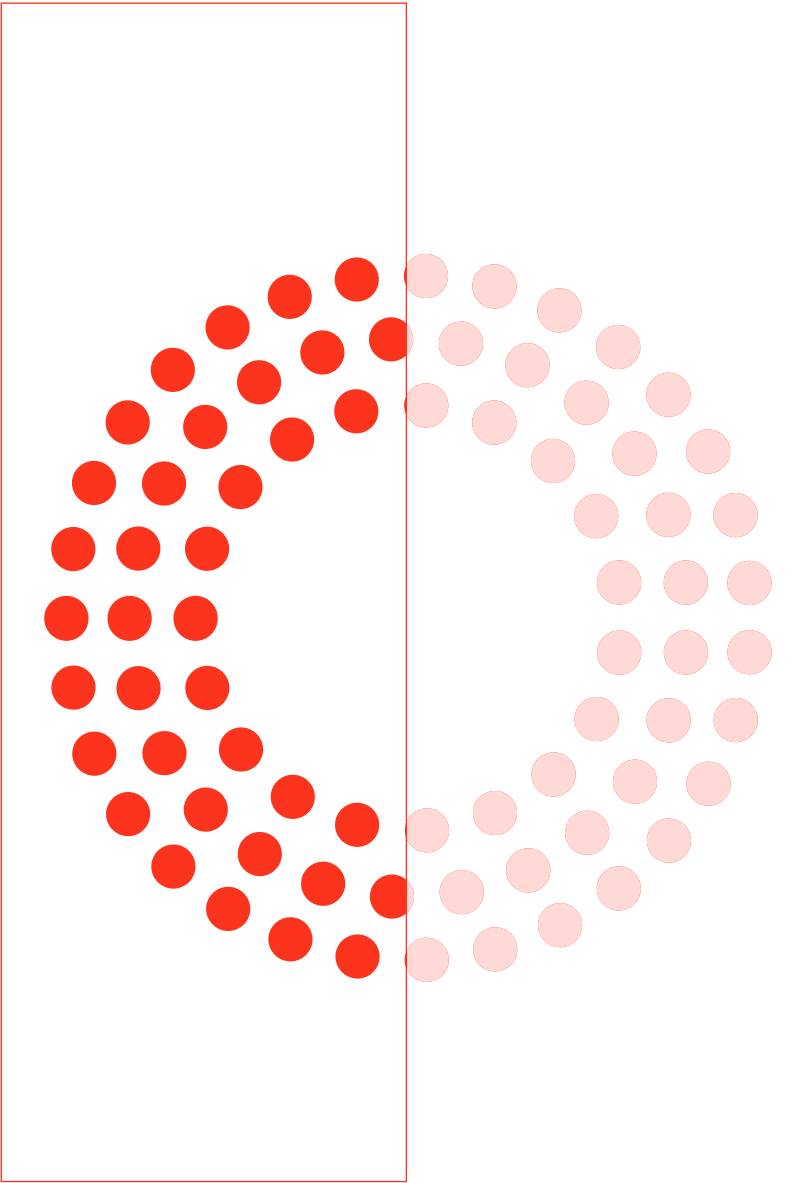
You can show the asset whole,
or you can crop it in these ways.

Our Visual Language
assets must **always** be used
in Climate Group red.

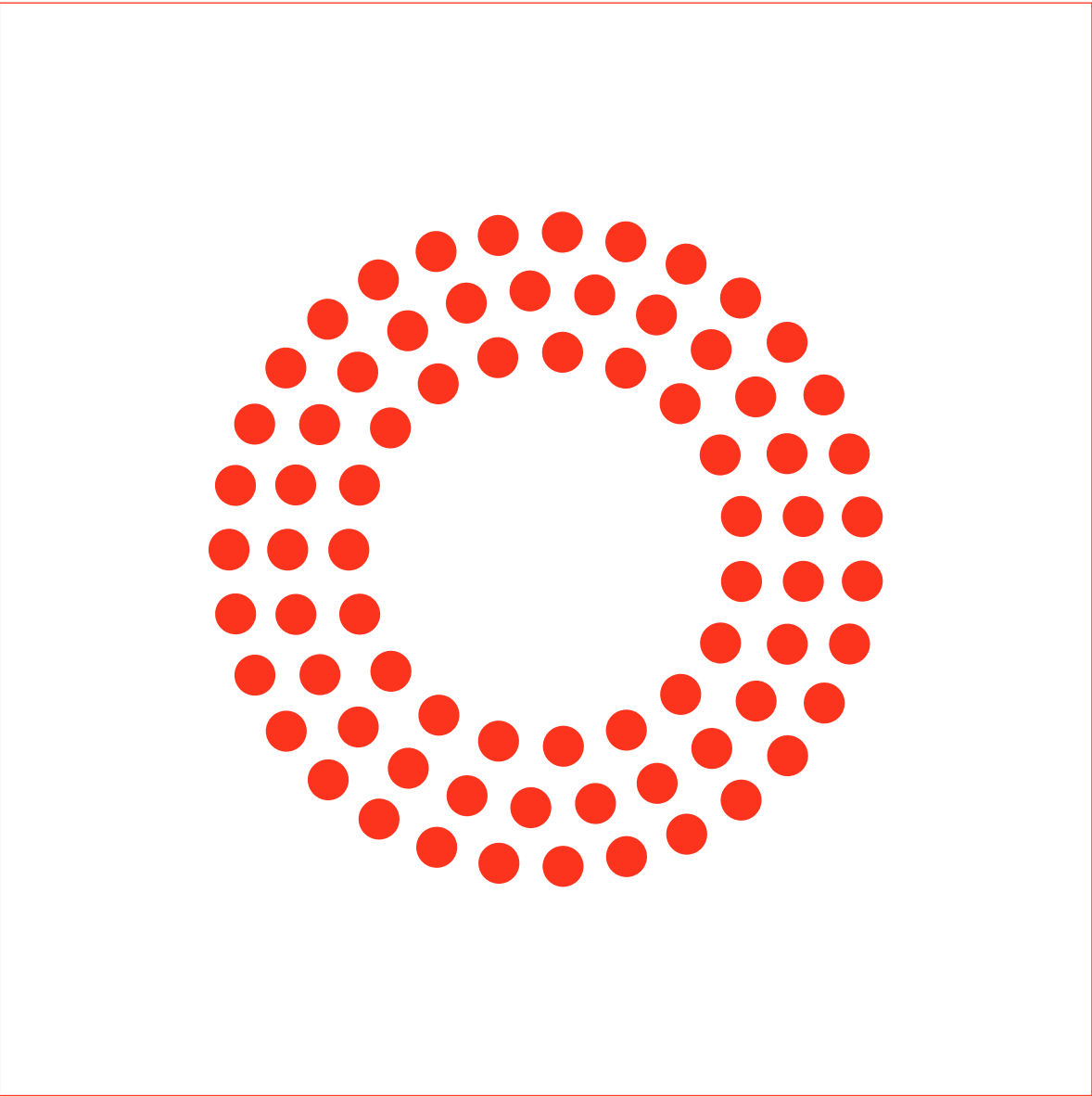
The ONLY exception is the
Climate Group website
where the initiative colours
are given more emphasis.



Quadrant (25%)



Half (50%)



Full (100%)

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WE CAN COMBINE
OUR GRAPHIC SYSTEM
WITH TYPE

To create impactful
compositions, we can use
dynamic typographic
alignments with the assets.



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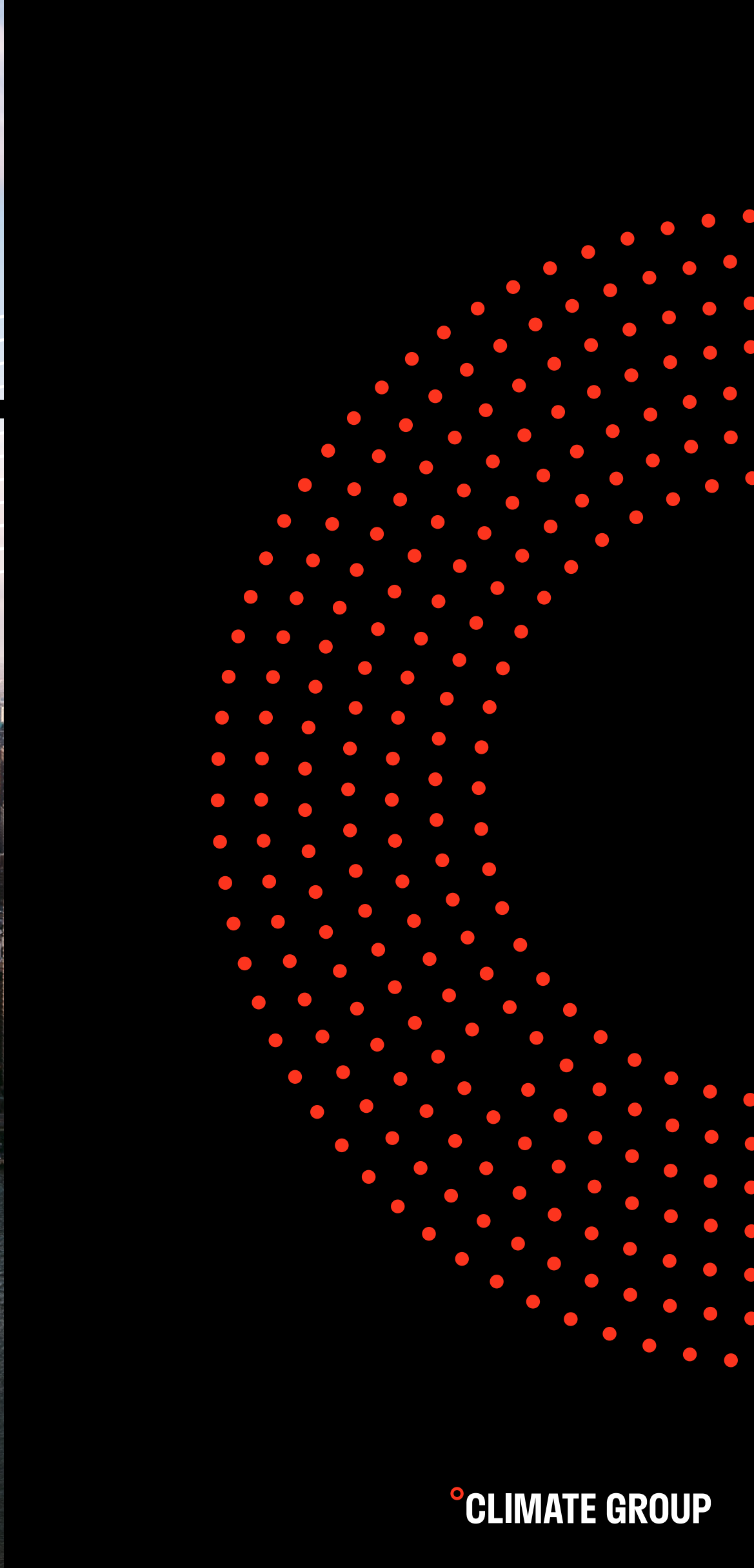
GRAPHIC SYSTEM

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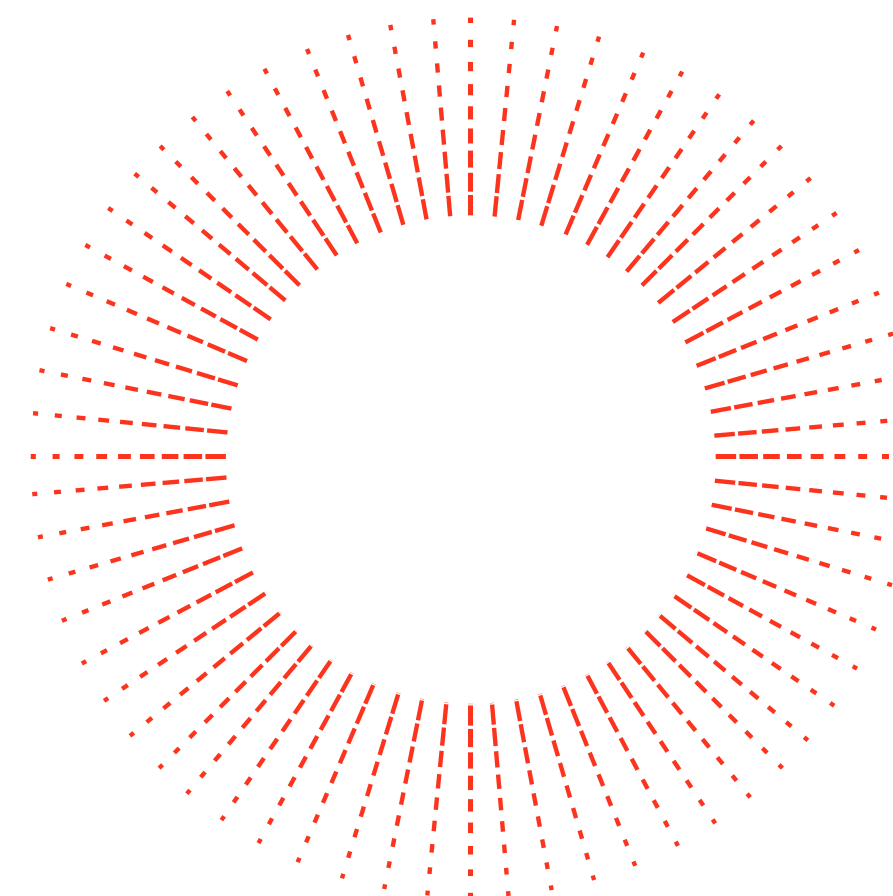
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 CLIMATE GROUP



 CLIMATE GROUP

THE BRAND IN PRINT

Depending on the nature of the application, we can balance typographic stylings and design assets to create elegant layouts where white is more prominent.

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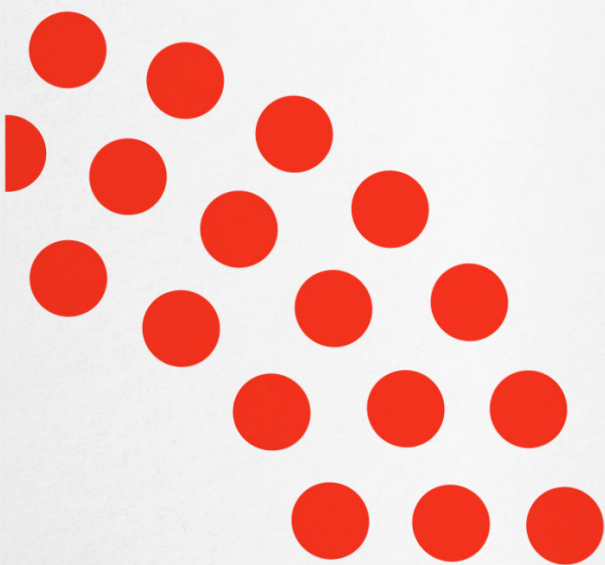
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We aim for the highest transparency across our operations. That's why we are happy to provide you information on how we're funded and how we operate, across our global offices.



Lorem ipsum dolor amet, cons ectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et est non dolor iaculis tincidunt. In hac habitasse platea dictumst. Pellentesque laoreet nunc sit amet nibh. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus id nunc non magna commodo rutrum in in nibh. Sed et semper urna. Phasellus fringilla

THE BRAND OOH

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CLIMATE GROUP



**Welcome to the Climate Group Quarterly Bulletin, Bus ipsam nosam
secatibus, consequidi dessintotas velibuscit laborem olorepedi aspit,
opta doloreh endunt ut inum faccaborecto ex et quis es doluptaturi
quas voluptium que num et rest rectasim sequam, coremposapis.**



Lead Article

2019 is a particularly crucial year for climate action as national governments evaluate whether to increase the ambition of their Nationally Determined Contributions (NDCs) in the Paris Agreement (due to be finalized in 2020). Businesses, states and regions can help drive this ambition by doubling down on their own public and private efforts, and demonstrating the benefits of strong climate action. While we know a lot is happening already, we increasingly understand the urgency to do more. Read more about what we are doing to drive the shift forward. [vehicles have already been converted to EV. You can read the report here.](#)

Read More

Secondary article

2019 is a particularly crucial year for climate action as national governments evaluate whether to

(NDCs) in the Paris Agreement (due to be finalized in 2020). Businesses, states and regions can help drive this ambition by doubling down on their own public and private efforts, and demonstrating the benefits of strong climate action. While we know a lot is happening already, we increasingly understand the urgency to do more. Read more about what we are doing to drive the shift forward. [vehicles have already been converted to EV. You can read the report here.](#)

Read More

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Read More



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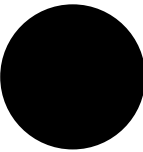
Adam House, 7-10 Adam Street, London, WC2N 6AA



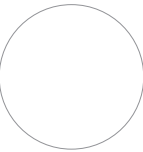
Colour Usage



Red
#fc341e

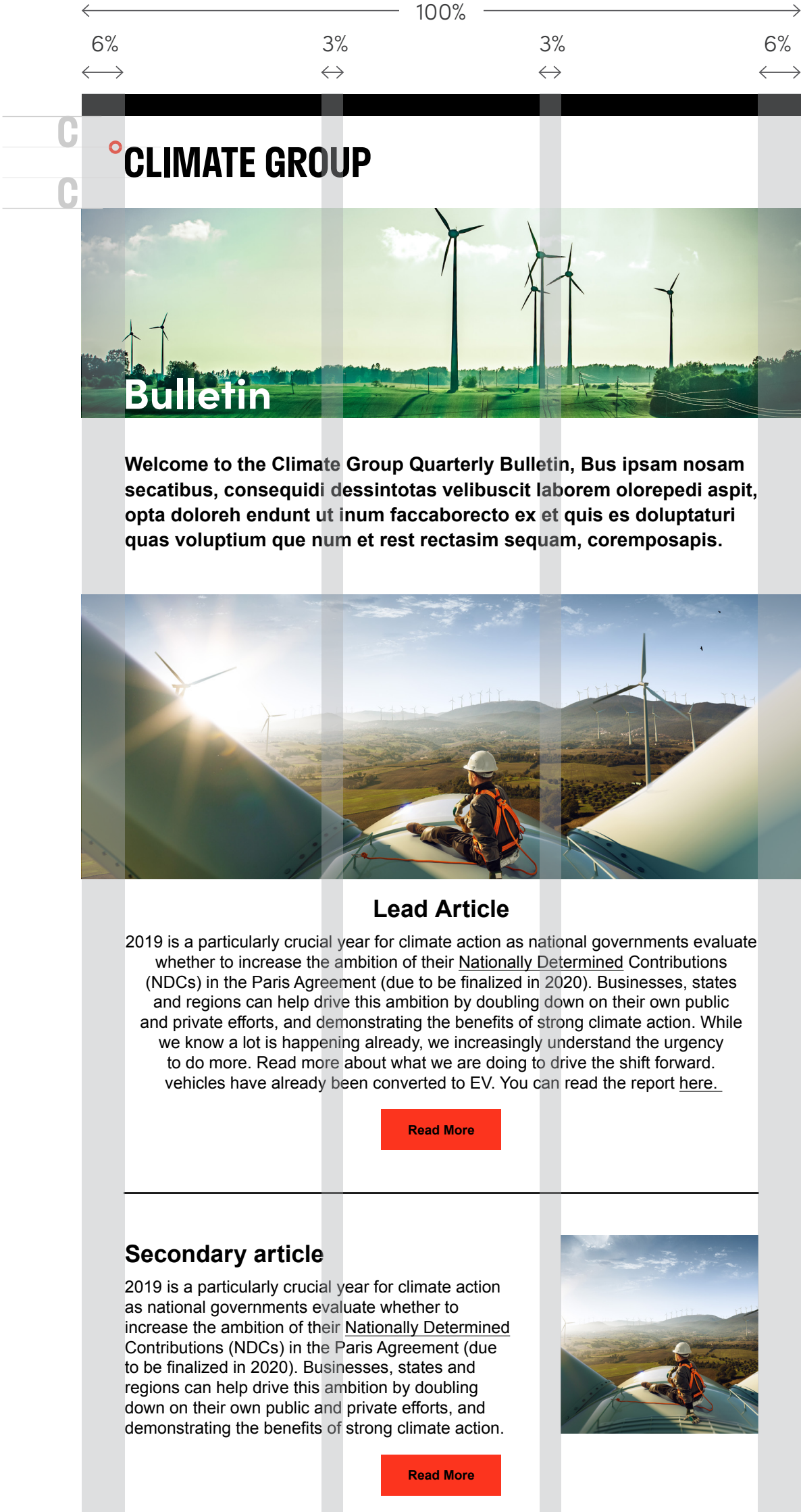


Black
#000000



White
#ffffff

ⓘ Keep article teaser copy short to encourage click rate to hosted articles



Header image

Introductory Paragraph
Arial Bold/16pt #000000

Lead Article
Title: Arial 20pt #000000
Teaser Copy: Arial Regular/14pt

Secondary Article
Title: Arial 20pt #000000
Teaser Copy: Arial Regular/14pt

Brand architecture

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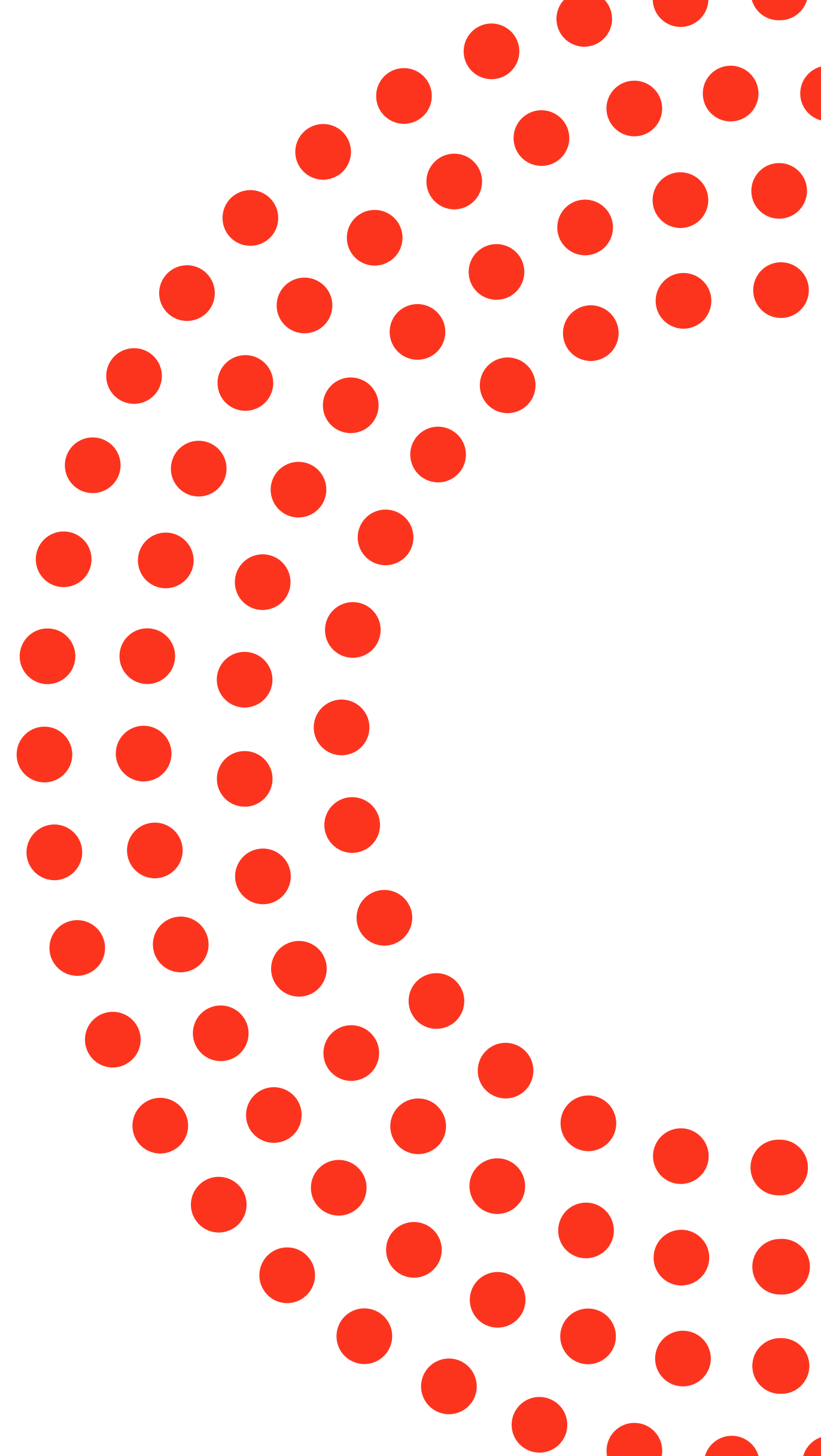
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OUR BRAND ARCHITECTURE
IS MONOLITHIC

A monolithic brand architecture introduces each sub brand under the strong identity of the parent organisation.

The sub brands always feature the master brand’s name and visual identity.

Each system i.e. Transport, Built Environment ect., has one colour that should only be used by that system.

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Master brand

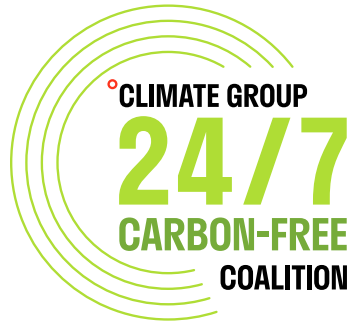
°CLIMATE GROUP

Sub brands

ENERGY

°CLIMATE GROUP
RE100

°CLIMATE GROUP
EP100



HEAVY INDUSTRY

°CLIMATE GROUP
STEELZERO

°CLIMATE GROUP
CONCRETEZERO

TRANSPORT

°CLIMATE GROUP
EV100

FOOD

In our Food System, we work with powerful coalitions of corporates and governments to target a range of issues within the global food supply chains, particularly in shifting demand and diets.

States and regions



Secretariat

°CLIMATE GROUP

Events



BRAND ARCHITECTURE

COLOUR PALETTES

We’ve developed this system so that sub brands work in harmony with our master brand identity.

Each colour uses the same saturation and vibrancy as the red we use for our master brand.

If you’re working on an initiative where a sub brand conversation comes up, please involve a member of the communications team from the start. They can advise on whether you need a sub brand or if our master brand colours will work for you.

If you do need a sub brand, the Director of Communications and your divisional director will jointly need to sign off this decision.

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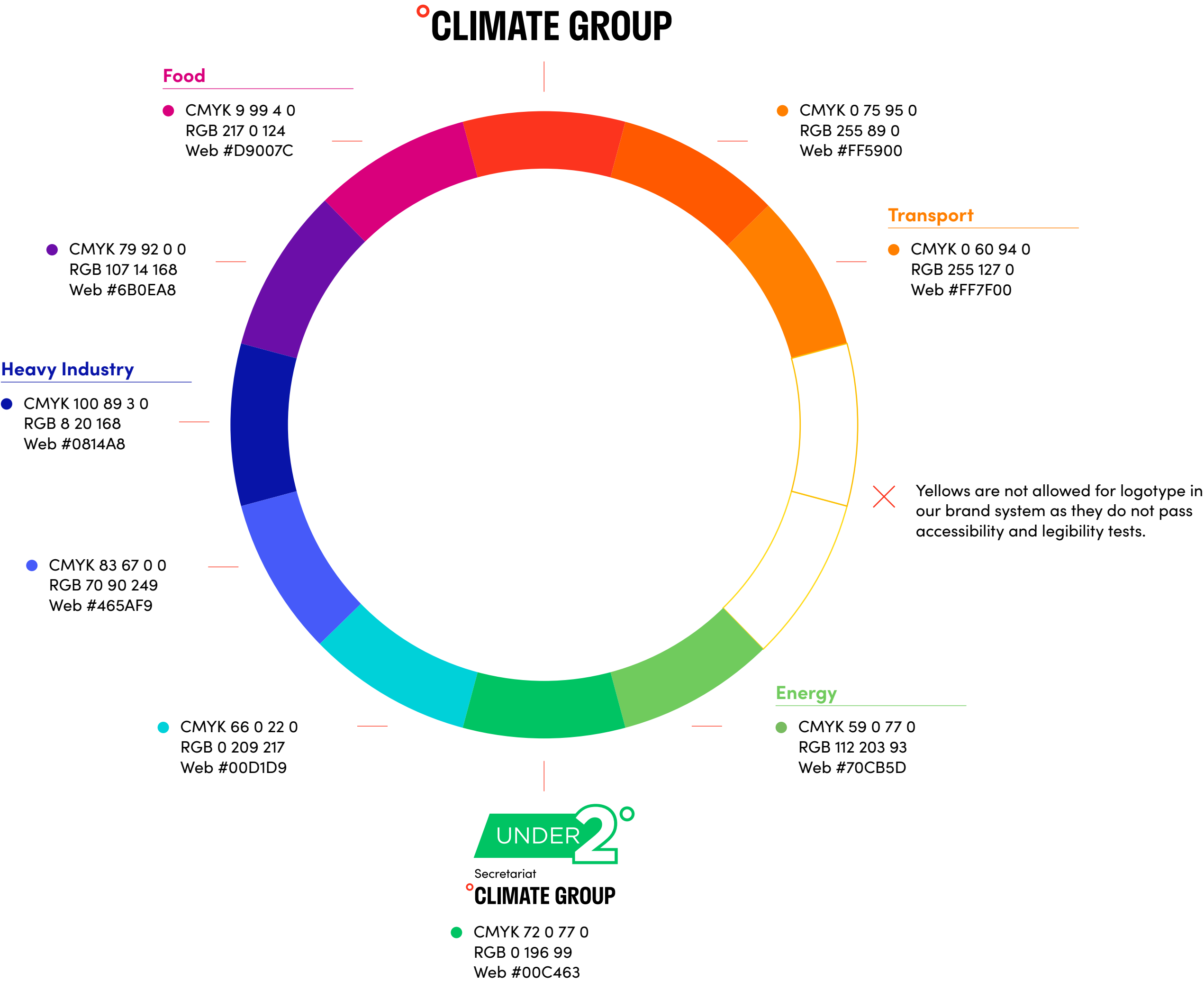
ART DIRECTION

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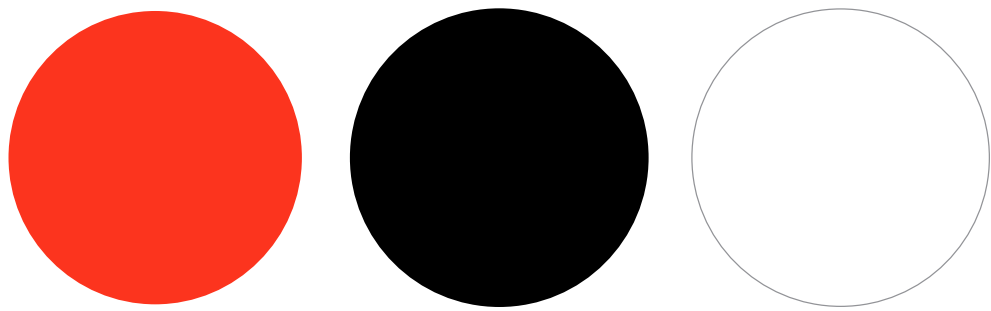


WHEN ATTRIBUTION IS SOLELY
DRIVEN TO CLIMATE GROUP

Our logo appears above
the initiative name to drive
attribution to the Climate Group.
All our communications are
led by master brand colours.
Secondary colours are used in
the logo, for data visualisations
and other practical purposes.



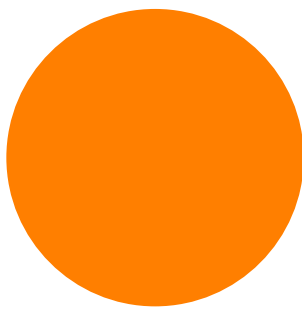
Primary colours



Red
CMYK 0 87 85 0
RGB 252 52 30
Web #fc341e

Black
CMYK 10 10 10 100
RGB 0 0 0
Web #000000

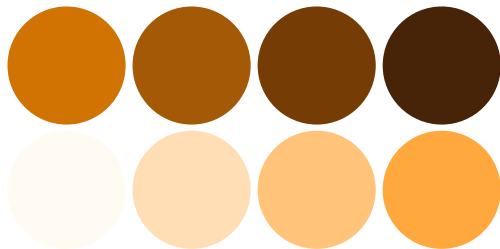
White
CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff



EV100 Orange
CMYK 0 60 94 0
RGB 255 127 0
Web #FF7F00



Secondary colours



We create a secondary palette for sub
brands by increasing or decreasing
the core colour brightness.

We use this palette for data visualisations
and other practical purposes.

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The sub brand colours are used for the logo, data visualisations and practical purposes only.

When creating visuals, use photos rather than graphics as much as possible. Graphics should only be used when images aren’t appropriate, or graphics can convey the message more simply.

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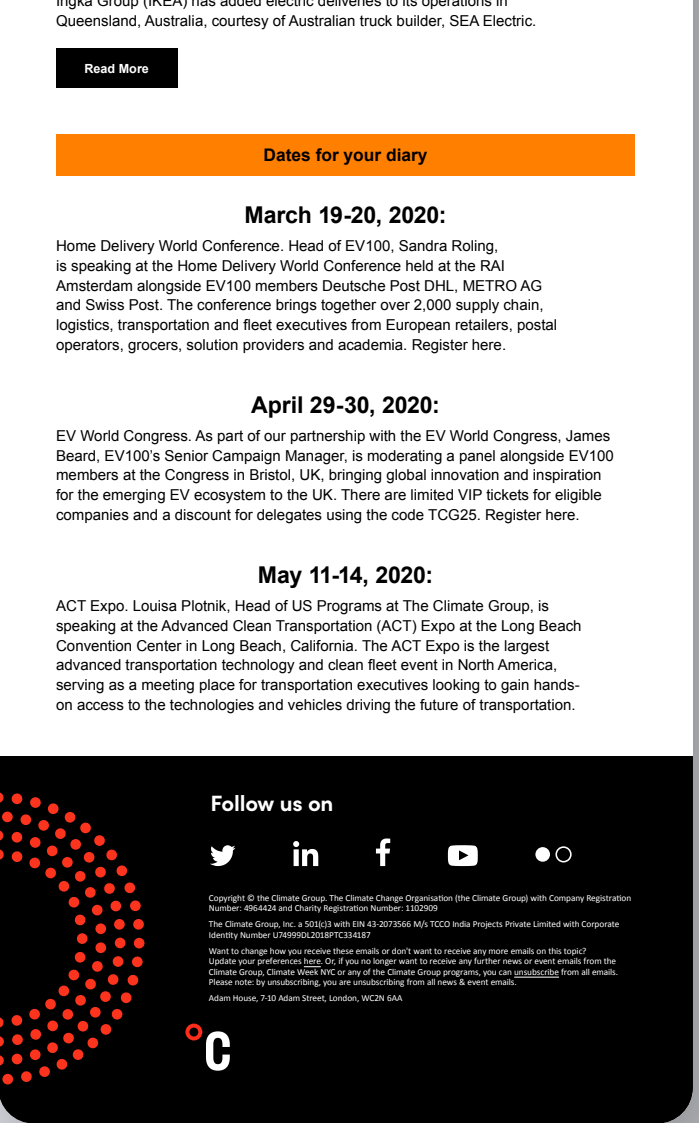
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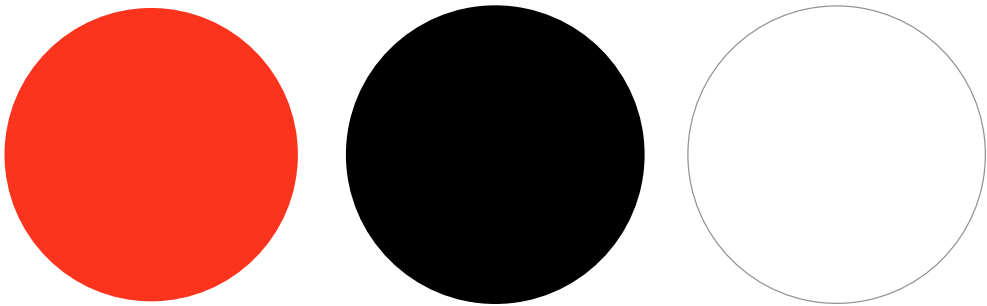
WHEN ATTRIBUTION IS
SOLELY DRIVEN TO CLIMATE
GROUP BUT OTHER PARTNERS
NEED REFERENCING

Our logo appears above the
initiative name to drive attribution
to the Climate Group.

All our communications are led by
master brand colours. Secondary
colours are only ever used in
the logo, for data visualisations
and other practical purposes.



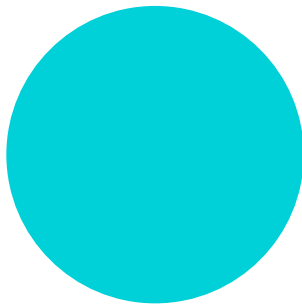
Primary colours



Red
CMYK 0 87 85 0
RGB 252 52 30
Web #fc341e

Black
CMYK 10 10 10 100
RGB 0 0 0
Web #000000

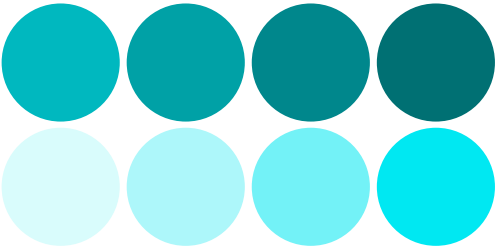
White
CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff



EP100 Blue
CMYK 66 0 22 0
RGB 0 209 217
Web #00D1D9



Secondary colours



We create a secondary palette for sub
brands by increasing or decreasing
the core colour brightness.

We use this palette for data visualisations
and other practical purposes.

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When creating visuals, use photos rather than graphics as much as possible. Graphics should only be used when images aren’t appropriate, or graphics can convey the message more simply.

The World Green Business Council is a partner to EP100 on the ‘Net Zero Carbon Buildings Commitment’. The logo should be included when referencing the partnership near the main lock up, prefaced with ‘In partnership with’.

The positioning and sizing of partner logos can be agreed on a case by case basis.

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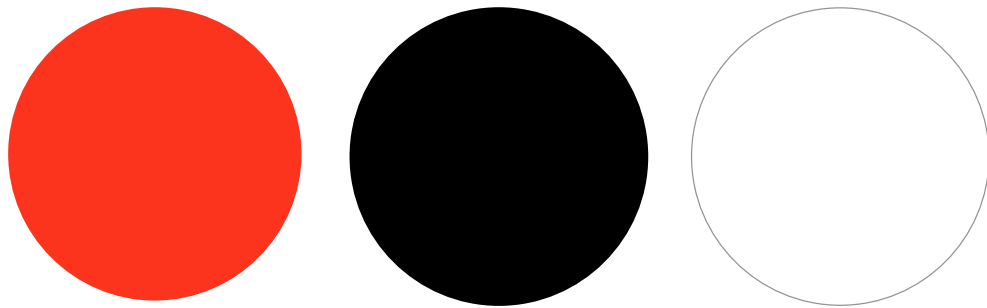


WHEN ATTRIBUTION IS SOLELY
DRIVEN TO CLIMATE GROUP

Our logo appears above
the initiative name to drive
attribution to the Climate Group.
All our communications are
led by master brand colours.
Secondary colours are used in
the logo, for data visualisations
and other practical purposes.

CLIMATE GROUP
RE100

Primary colours



Red

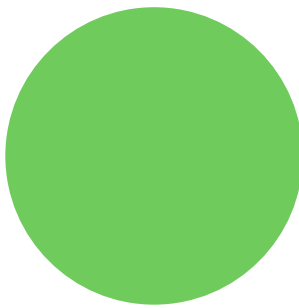
CMYK 0 87 85 0
RGB 252 52 30
Web #fc341e

Black

CMYK 10 10 10 100
RGB 0 0 0
Web #000000

White

CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff



RE100 Green

CMYK 59 0 77 0
RGB 112 203 93
Web #70CB5D



Secondary colours



CMYK 66 3 84 0
RGB 97 176 82
Web #61b052



CMYK 71 19 89 4
RGB 84 150 69
Web #549645



CMYK 76 29 94 14
RGB 169 125 56
Web #457d38



CMYK 79 37 96 31
RGB 56 99 46
Web #38632e



CMYK 31 0 38 0
RGB 189 232 181
Web #bde8b5



CMYK 32 0 46 0
RGB 186 252 173
Web #bafcad



CMYK 47 0 76 0
RGB 140 252 115
Web #8cfc73



CMYK 53 0 75 0
RGB 125 227 105
Web #7de369

We create a secondary palette for sub
brands by increasing or decreasing
the core colour brightness.

We use this palette for data visualisations
and other practical purposes.

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The sub brand colours are used for the logo, data visualisations and practical purposes only.

When creating visuals, use photos rather than graphics as much as possible. Graphics should only be used when images aren’t appropriate, or graphics can convey the message more simply.

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WHEN ATTRIBUTION IS
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Our logo appears above
the initiative name to drive
attribution to the Climate Group.

The examples on the next
slide demonstrate how to
introduce partner logos without
including them in the lock up.

All our communications are
led by master brand colours.
Secondary colours are
only ever used in the logo,
for data visualisations and
other practical purposes.

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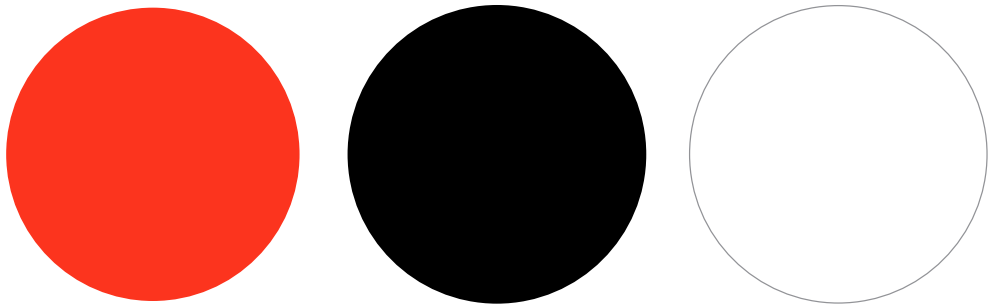
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CLIMATE GROUP
STEELZERO

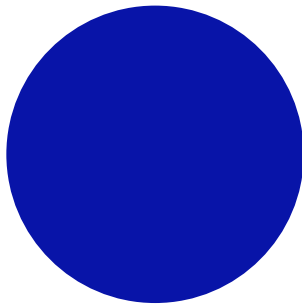
Primary colours



Red
CMYK 0 87 85 0
RGB 252 52 30
Web #fc341e

Black
CMYK 10 10 10 100
RGB 0 0 0
Web #000000

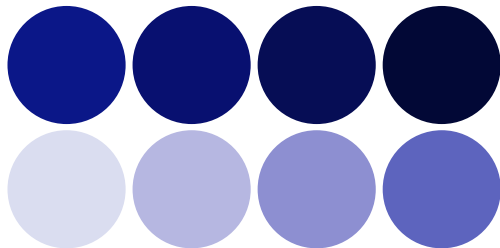
White
CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff



SteelZero Blue
CMYK 100 89 3 0
RGB 8 20 168
Web #0814A8



Secondary colours



We create a secondary palette for sub
brands by increasing or decreasing
the core colour brightness.

We use this palette for data visualisations
and other practical purposes.

ResponsibleSteel is a partner for SteelZero. The logo should be included near the main lock up, prefaced with 'In partnership with'.

When creating visuals, use photos rather than graphics as much as possible. Graphics should only be used when images aren't appropriate, or graphics can convey the message more simply.

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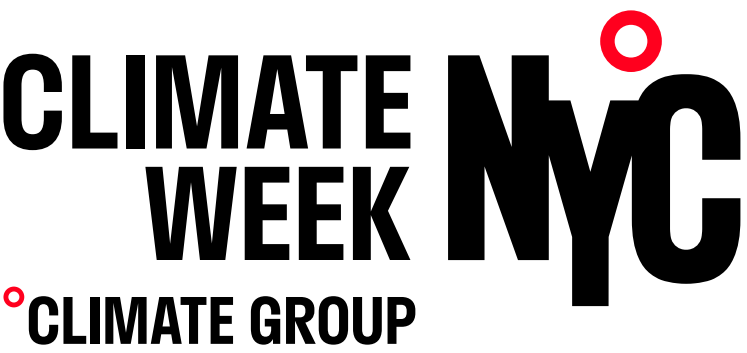
tone of voice

CONTACT

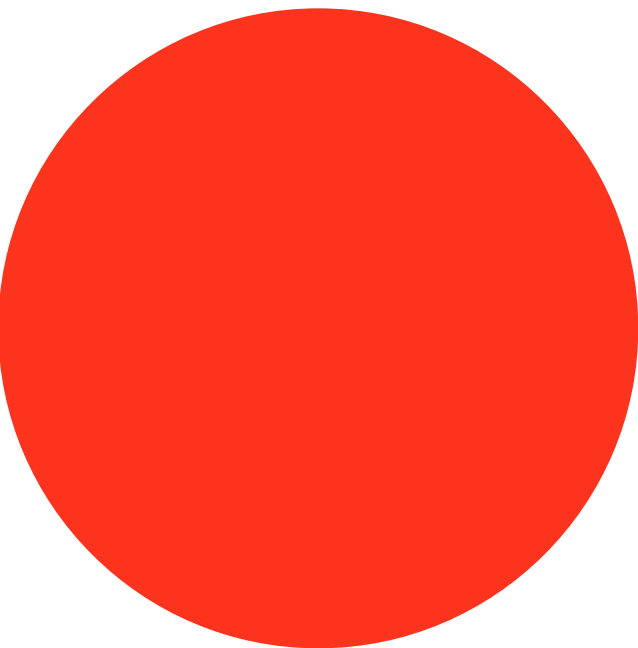


OUR PALETTE IS BOLD
AND URGENT

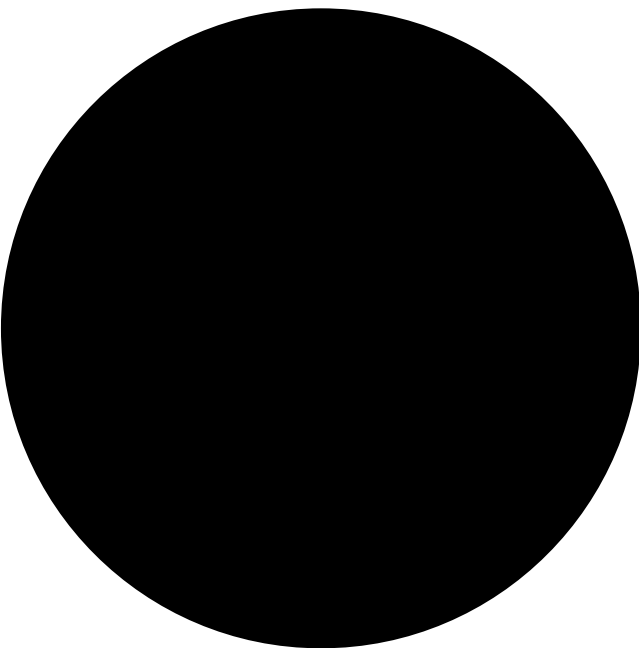
It’s made up of three primary
colours: red, black and white.



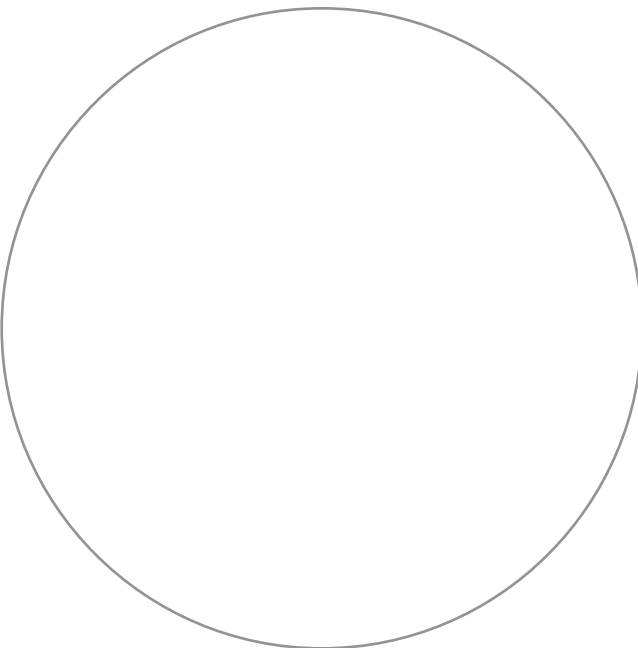
Primary colours



Climate Week NYC Red
CMYK 0 87 85 0
RGB 255 0 30
Web #ff001e



Black
CMYK 10 10 10 100
RGB 0 0 0
Web #000000



White
CMYK 0 0 0 0
RGB 255 255 255
Web #ffffff

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IN SOME SCENARIOS IT MAY
BE NECESSARY TO LIMIT
THE COLOURS TO FLAT
BLACK OR FLAT WHITE

This may be when logos
are to be used on colours or
image-based backgrounds.

°CLIMATE GROUP
RE100

°CLIMATE GROUP
EV100

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°CLIMATE GROUP
EP100

UNDER 2°
Secretariat
°CLIMATE GROUP

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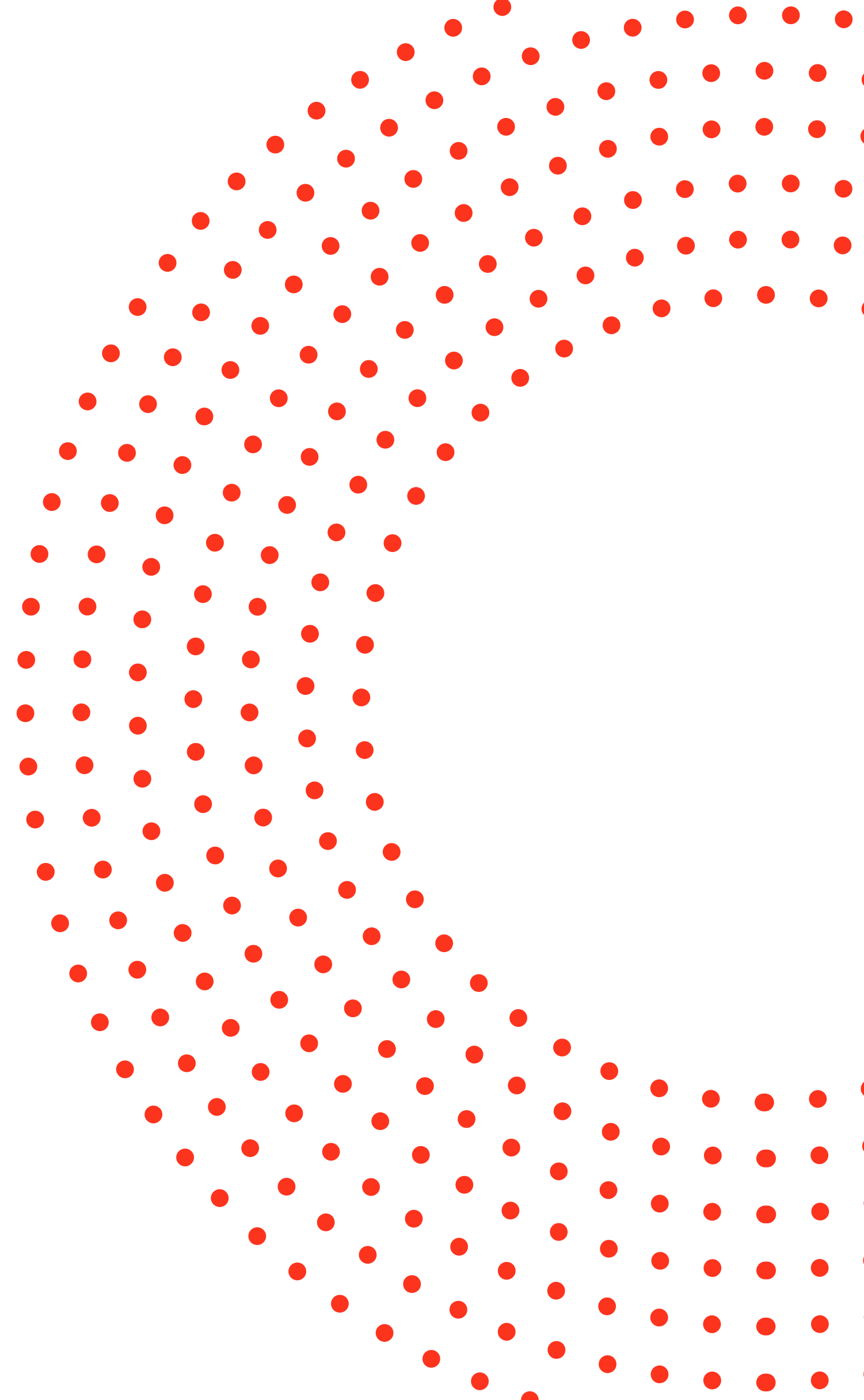
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This is an introduction to our tone of voice

Go to our full TOV guidelines for the practical advice

This section of our brand guidelines is just to introduce you to what our TOV is made up of. It doesn't explain why we have it, what it is or — most importantly — how to use it.

To find out how to use it, jump to the section you're looking for in the full guidelines.

But we'll cover a few points as an introduction for you here.

Why do we have a TOV?

TOV is how a brand says what it says

Tone of voice (TOV) doesn't cover every aspect of a piece of writing.

When you're writing anything, you need to consider:

- Content — what your piece of writing says, or the messages it gets across.
- Structure — the order those messages come in, and how it's broken up on the page.
- Tone — the language you choose to create the right feeling for those messages.

TOV is about structure and tone, not content.

That means TOV is about how you say something, not what you say.

And we have ours because:

- It makes sure we sound (not just look like) our brand.
- It helps us treat writing more objectively.
- It creates consistency in our writing by being practical.

Our TOV matches our brand personality

So our overarching TOV principle is that...

We're driven

But how we do we interpret 'driven' when it comes to our TOV? For us, it means...

Everything we write pushes things forward

It's direct, easy-to-read and friendly.

We've chosen to write this way to help our readers get to the next step they need to take, fast.

It means that we structure our writing so it's to the point and skimmable — whether it's 3 paragraphs or 33 pages. And we choose words that are clear and conversational, so that there's no room for people to misunderstand us.

So whether you're writing in English, Spanish, Mandarin, Hindi or any other language, you can apply this way of thinking about our writing to everything we create.

To achieve this driven feeling, we think about our writing in three parts

Which are the same as our brand personality traits.

- **We're practical**
- **We're trusted**
- **We're bold**

In our full guidelines, for each of these traits, we share:

- An explanation of the three writing techniques we use to bring that trait to life — which are specific to English.
- An example of each technique.

(Outside of explaining each trait, we share some overall advice on gathering your content before you start writing.)

In this introduction, we're just sharing our description of how each personality trait applies to writing.

We use these descriptions as an objective guide, no matter the language you're writing in.

We're practical

Our communications feel thought-through, logical and calm. With time against us, we need to make things as smooth and clear for our readers as possible.

So we consider the order and layout of what we write as much as we consider the words we choose. By doing that, we make sure our communications look easy to get through before our readers read a word.

That means we:

- Lead with what the reader needs to do
- Make it skimmable with subheadings
- Make the most of snappy bullet points

We're trusted

People look to us as an authority. We take their trust seriously by writing to everyone as one human talking warmly to another — rather than fluffing up or obscuring what we need to say with unnecessary formality.

We do everything we can to make our writing open and transparent.

That means we:

- Write as if we're having a face-to-face conversation
 - Use 'we', 'us' and 'our'
 - Use contractions
 - Swap more formal words for more conversational alternatives
- Choose the active voice (over the passive)
- Check our terms for our audience

We're bold

We're confident in what we do. That means we don't have to put padding around what we're saying or hide our expertise.

So we think carefully about our sentences — as well as the words they're made of — to make our points with impact.

That means we:

- Don't unnecessarily hedge
- Choose and lead with verbs
- Use sentence length wisely

Bringing it all together

We've taken one example from our site
and rewritten it using our TOV

We've included the original for you here, as well as the rewritten example, which we've annotated to show some of the ways we've used the TOV.

You'll see that there are things we've changed. But there are also things we've kept, because they were already using our TOV.

LED SCALE-UP

We're working to transform how we light our world.

Lighting accounts for nearly 6% of global CO2 emissions. A global switch to energy efficient light emitting diode (LED) technology could save over 1,400 million tons of CO2 and avoid the construction of 1,250 power stations.

Following the historic global Paris Agreement, effective climate actions are needed. With savings of up to 50-70%, LED lighting has been recognized as one of the most actionable and ready-to-implement technologies for cities to transition to a low carbon economy and peak emissions in the next decade.

CITY STREET LIGHTING – GLOBAL SWITCH BY 2025

The Climate Group is working to accelerate adoption of LED street lighting in cities around the globe.

Since our LightSavers project – a ground-breaking global trial of LED street lighting that showcased how LEDs are ready for large-scale roll out – many cities have made the switch. Early adopters such as Los Angeles are reporting energy bill savings of 63%.

But many major global cities are still yet to adopt LEDs. To find out why, we launched a Global LED Consultation which identifies and addresses remaining regional barriers to global LED uptake. Our findings reveal that while technological barriers

have largely been overcome, specific challenges remain around lack of capacity to address individual city circumstances and identify the most appropriate adoption strategy.

To drive LED scale-up, The Climate Group called for every city and utility in the world to switch to LED street lighting (or as energy efficient as) by 2025 – and for policymakers to define clear long-term strategies that will encourage adoption of energy efficient technologies.

To continue supporting cities toward this 2025 target, we will focus on key areas including:

Global LED Consultation: Ongoing consultation to identify and address remaining barriers to scale-up.

LED knowledge base: A growing database of LED-related information and materials.

LED financing: Program to explore new financing models to manage the risk of investment for LED infrastructure projects.

LED adoption by utilities: Program to identify opportunities and supporting policies to promote energy efficient LED lighting by utilities.

Off-grid LED lighting: Project to explore opportunities for off-grid LED lighting solutions in cities and rural locations.

LED SCALE-UP

For more info or to join any of the LED projects, contact us.

+44 (0)20 7960 2970

LED@theclimategroup.org

Join the LED scale-up to light our world for good

We want the world's cities to switch to LED street lighting by 2025

Light emitting diode lights (or LED lights) can help save our planet 1,400 million tons of CO₂.

Lighting makes up 6% of CO₂ emissions. So a global switch to LED (and other energy efficient) lights could save the world building 1,250 new power stations.

[Find out how you can get started here.](#)

LA has saved 63% on their lighting energy bill

And other cities, who were part of the trial, have seen savings too.

But our LED consultation has shown why some cities aren't grabbing the opportunity.

Technology isn't stopping cities — LED is ready to go

What's stopping them are very specific internal issues that each city is facing.

Which is why we're not just working with cities. We're partnering with policy makers too. That way we can help make the top-level changes that cities need to happen, happen.

We're also helping cities go full LED with these projects

- Global LED consultation: The ongoing consultation to find and address the barriers.
- LED knowledge base: A growing database of information and materials.
- LED financing: A programme to explore financing models to manage the risk of investing in LED infrastructure projects.
- Getting utilities to switch to LED: A programme to find opportunities and policies to promote energy efficient LED lighting by utilities.
- Off-grid LED lighting: A project to explore opportunities for off-grid LED lighting in cities and more rural places.

**If you'd like to find out more about the LED scale-up, email LED@theclimategroup.org
Or call us on +44 (0)20 7960 2970.**

→

We're bold:
We're leading
the whole piece
with a verb.

Join the LED scale-up to light our world for good

←

We're practical:
The thing we
want the reader
to do is the first
thing they see.

↪

**We want the world's cities to switch
to LED street lighting by 2025**

←

We're bold: We've chosen verbs over
nouns by rephrasing sentences like:
the Climate Group is working to
accelerate adoption of LED street
lighting in cities around the globe.

We're trusted:
We're talking
about ourselves
as 'we' — not 'the
Climate Group'.

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- GRAPHIC SYSTEM
- BRAND ARCHITECTURE
- TONE OF VOICE**
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AFTER

We're practical: We've made it skimmable with subheadings.

We've used more than the original. And we've written them all as sentences in their own right.

That means you can read just these subheadings and walk away with the main points.

LA has saved 63% on their lighting energy bill

And other cities, who were part of the trial, have seen savings too.

But our LED consultation has shown why some cities aren't grabbing the opportunity.

Technology isn't stopping cities — LED is ready to go

What's stopping them are very specific internal issues that each city is facing.

Which is why we're not just working with cities. We're partnering with policy makers too. That way we can help make the top-level changes that cities need to happen, happen.

We're bold: We've mixed up our sentence lengths here to create more energy and pace.

We're practical: We've kept this idea from the original to make the most of snappy bullet points.

Like the original, we've kept them to one point each, and we've started all of them with the same type of word so they work as a set.

- Global LED consultation: The ongoing consultation to find and address the barriers.
- LED knowledge base: A growing database of information and materials.
- LED financing: A programme to explore financing models to manage the risk of investing in LED infrastructure projects.
- Getting utilities to switch to LED: A programme to find opportunities and policies to promote energy efficient LED lighting by utilities

We're trusted: A very small change that makes a difference. We've swapped 'identify' for 'find' to be more conversational.

We're trusted: We've used more conversational language to rewrite phrases like:

Our findings reveal that while technological barriers have largely been overcome, specific challenges remain around lack of capacity to address individual city circumstances and identify the most appropriate adoption strategy.

To find out more, read our full guidelines

You'll find them [here](#).

introduction

logo

colour

typography

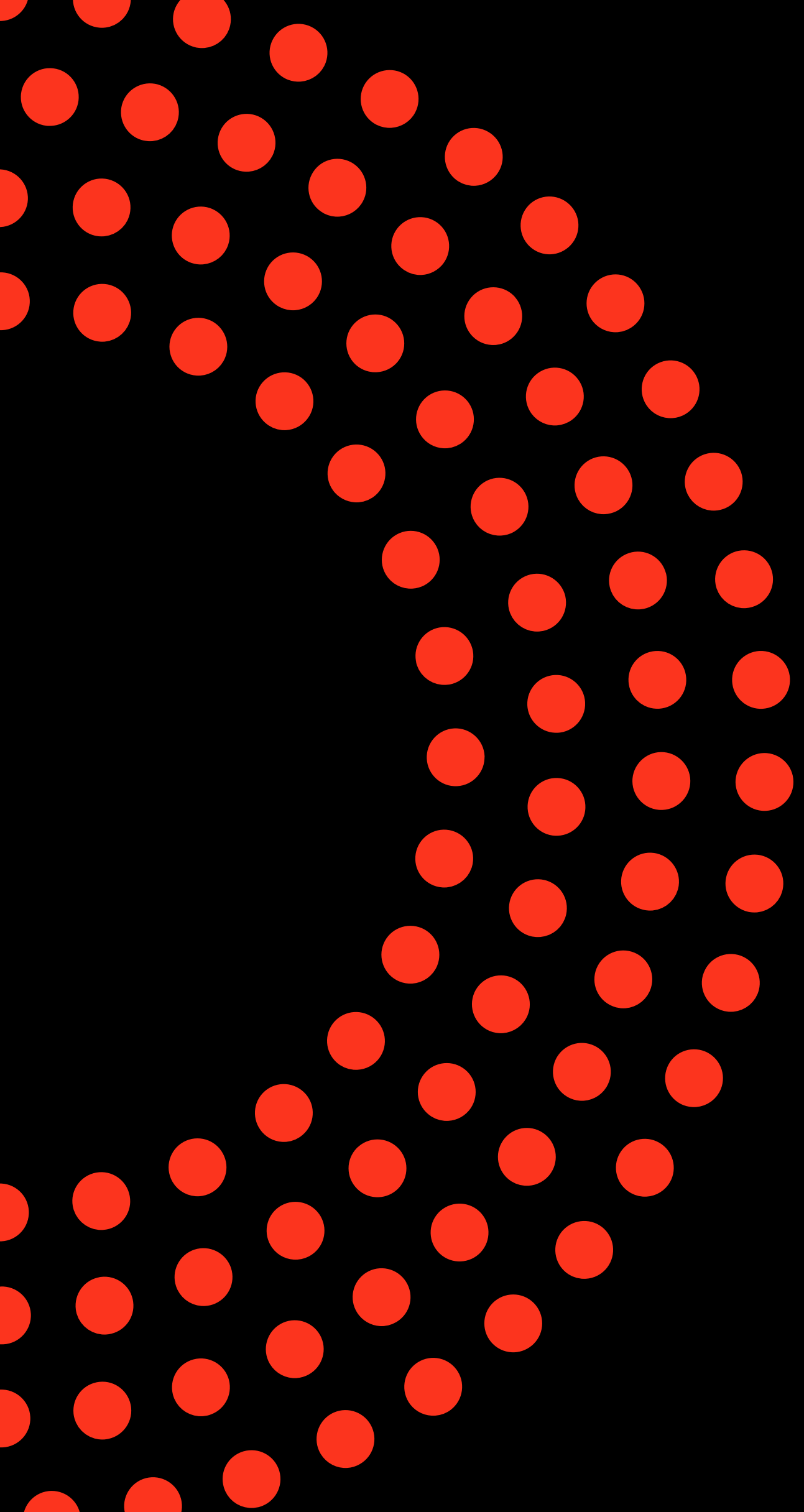
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graphic system

brand architecture

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Any questions?

CLIMATE GROUP

If you've got any questions, please get in touch with:

Emma Wilson

ewilson@theclimategroup.org

Alternatively, contact your communications lead.

 **CLIMATE GROUP**