



**CALL COPENHAGEN**  
CLIMATE ADAPTATION LIVING LAB

# CORPORATE VISUAL IDENTITY

Graphic standards manual

VERSION 1.0

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# 1.0

## Introduction

This brand manual describes the core elements of CALL Copenhagen's corporate visual identity and provides the rules for how to apply the design standards in digital, print and all other media in order to ensure clear and cohesive use of the brand.

This manual is primarily meant for graphic designers, communication agencies, and other professionals working with the design and/or production of marketing and communication materials. These rules should however be observed by all persons working with CALL's communication materials in order to maintain a high level of quality in CALL's marketing and communication materials.

Please contact the CALL team if you have questions.

## 2.0

## Main logos

CALL Copenhagen's logo has two principal design versions that ensure optimal visibility and utility in various contexts.

The full company name version of the logo is to be used as the primary logo in all materials.

As brand proliferation is a priority, it is important to use the full name on as many materials as possible.

The acronym version of the logo is to be used as the secondary logo in all materials. It should mainly be used in contexts where the audience is already familiar with the CALL brand or in situations where using the primary logo is not an option due to practical issues with sizing in the available space and legibility.



## 2.0

## Logo variations

Each one of the two principal design versions of the CALL logo has a greyscale and an inverted version that are to only be used under special circumstances where the design context calls for their specific use.

The full company name version of the logo in full color.



The acronym version of the logo in full color.



The greyscale versions should only be used in situations where the contextual or practical use of color is strictly not an option.

The full company name version of the logo in greyscale.



The acronym version of the logo in greyscale.



The inverted versions should be used in situations where the design context calls specifically for them. The logo can be used on black or darker colors but never on any colors with less than 30% tonal value in order to maintain clear legibility of the elements.

The full company name version of the logo inverted.



The acronym version of the logo inverted.



## 2.0

## Spacing and sizing

## LOGO SPACING

In order to simplify the use of negative space around the logo, we use the second gray bar from the CALL symbol on the top and bottom of the text and the third gray bar on the sides of the logo. No other elements must intrude on this space at any time.



## LOGO MINIMUM SIZING

The full company name logo should be used at a minimum width of 5cm in print and 260px on-line at all times. The acronym logo minimums are 3cm wide in print and 120px in digital media.



**NB:** Spacing and minimum sizing must always be observed on all versions of the logos in order to ensure the integrity and legibility of the logo elements.

2.0

## Usage

### SCALING

The logo must be scaled using the correct proportions to ensure that it remains recognizable and undistorted at all times.



### CORRECT VERSION USE

The correct version of the logo must be used in the appropriate scenarios.



### LOGO ALTERATIONS

Absolutely no alterations should be made to any of the logo versions at any time. Please use the logos exactly as provided at all times.



## 2.0

## Placement

Due to the design balance in the CALL logo it should always be used on the left side of layouts in order to provide a pleasing aesthetic balance and emphasis.

Top and bottom left corner placements are preferred whenever possible.



# 3.0

## Identity colors

### PRIMARY COLORS

These are CALL's primary colors and their corresponding shades.



**CALL GREEN**

**PANTONE** 382

**C** 33 **M** 0 **Y** 99 **K** 0  
**R** 196 **G** 206 **B** 41  
**HEX** #C4CE29



**C** 24 **M** 0 **Y** 78 **K** 0  
**R** 212 **G** 217 **B** 94  
**HEX** #D4D95E



**C** 46 **M** 15 **Y** 100 **K** 0  
**R** 165 **G** 175 **B** 46  
**HEX** #A5AF2E



**CALL BLUE**

**PANTONE** 631

**C** 70 **M** 7 **Y** 17 **K** 0  
**R** 109 **G** 175 **B** 199  
**HEX** #6DAFC7



**C** 49 **M** 0 **Y** 10 **K** 0  
**R** 159 **G** 206 **B** 223  
**HEX** #9FCEDF



**C** 87 **M** 27 **Y** 38 **K** 2  
**R** 65 **G** 135 **B** 147  
**HEX** #D4D95E

### SECONDARY COLORS

These are CALL's secondary colors and their corresponding shades.



**CALL ORANGE**

**C** 4 **M** 67 **Y** 80 **K** 0  
**R** 204 **G** 112 **B** 65  
**HEX** #CC7041



**C** 0 **M** 61 **Y** 57 **K** 0  
**R** 213 **G** 128 **B** 101  
**HEX** #D58065



**C** 18 **M** 74 **Y** 80 **K** 5  
**R** 175 **G** 91 **B** 62  
**HEX** #AF5B3E



**CALL VIOLET**

**C** 59 **M** 63 **Y** 0 **K** 0  
**R** 120 **G** 106 **B** 165  
**HEX** #786AA5



**C** 38 **M** 43 **Y** 0 **K** 0  
**R** 165 **G** 152 **B** 195  
**HEX** #A598C3



**C** 69 **M** 75 **Y** 0 **K** 0  
**R** 99 **G** 82 **B** 149  
**HEX** #635295

### TONES

These are CALL's tones.



**CALL GREY**

**PANTONE** 428  
**C** 0 **M** 0 **Y** 0 **K** 30  
**R** 197 **G** 197 **B** 199  
**HEX** #C5C5C7



**50% BLACK**

**C** 0 **M** 0 **Y** 0 **K** 50  
**R** 155 **G** 156 **B** 158  
**HEX** #9B9C9E



**80% BLACK**

**C** 0 **M** 0 **Y** 0 **K** 80  
**R** 88 **G** 89 **B** 91  
**HEX** #58595B

## 3.0

## Usage

**PRIMARY COLORS**

The primary CALL colors, CALL BLUE and CALL GREEN and their shades should be used in most cases where color elements, highlights or text are called for.

**SECONDARY COLORS**

The secondary CALL colors, CALL ORANGE and CALL VIOLET and their shades should only be used in cases where the primary colors have been exhausted and additional colors are needed.

**TONES**

The tones should be used primarily for text and neutral design elements that are not crucial to the context of the communication materials they are used in.



## 4.0

## Typeface

## THE RALEWAY TYPEFACE

The CALL typeface is *Raleway*. Only fonts from this typeface should be used in all CALL communication materials.

## Raleway Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Æ Ø  
 a b c d e f g h i j k l m n o p q r s t u v w x y z å æ ø  
 0 1 2 3 4 5 6 7 8 9  
 ! " # \$ % & ' ( ) \* + , - . / : ; [ \ ] ^ \_ ` < = > ? @ { | } ~

In order to keep type usage clean and consistent, the primary weights that should be used regularly are: Light/Light Italic, Regular/Italic, Bold/Bold Italic.

## Raleway Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Æ Ø  
 a b c d e f g h i j k l m n o p q r s t u v w x y z å æ ø  
 0 1 2 3 4 5 6 7 8 9  
 ! " # \$ % & ' ( ) \* + , - . / : ; [ \ ] ^ \_ ` < = > ? @ { | } ~

The other weights should only be used in special cases for extra emphasis or to use as large design elements where needed/appropriate.

## Raleway Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Æ Ø  
 a b c d e f g h i j k l m n o p q r s t u v w x y z å æ ø  
 0 1 2 3 4 5 6 7 8 9  
 ! " # \$ % & ' ( ) \* + , - . / : ; [ \ ] ^ \_ ` < = > ? @ { | } ~

## COMMON TYPEFACE

In special cases where *Raleway* is unavailable, please use *Arial* and its respective weights instead.

## Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Æ Ø  
 a b c d e f g h i j k l m n o p q r s t u v w x y z å æ ø  
 0 1 2 3 4 5 6 7 8 9  
 ! " # \$ % & ' ( ) \* + , - . / : ; [ \ ] ^ \_ ` < = > ? @ { | } ~

4.0

## Usage

**NB:** These guidelines are for regular documents only.

For posters and PowerPoint presentations please read the relevant pages in this manual.

Type sizing on posters should be used according to your discretion based on the elements present.

### **BODY TEXT**

Raleway Regular should be used for body text at 10 to 11 points.

**Sample text:** This is a sample of body text

### **HEADER/FOOTER**

Raleway Bold and Regular should be used for text in headers and footers at a size of 8 points.

**Sample text:** **HEADING WITHIN HEADER/FOOTER** This is a sample of regular text in header/footer

### **HEADINGS**

Please see the next page for the 4 heading styles used in CALL communication materials

## 4.0

## Headings

There are four main headings that are to be used in all CALL communication materials:

Heading one Raleway light 30pts

HEADING TWO Raleway light 24pts - All caps

HEADING THREE Raleway regular 18pts - All caps

**HEADING FOUR** Raleway black 10pts - All caps

**PROMO MATERIALS HEADING** Raleway bold, all caps (variable size)

## 5.0

## Document grids

**COLUMNS**

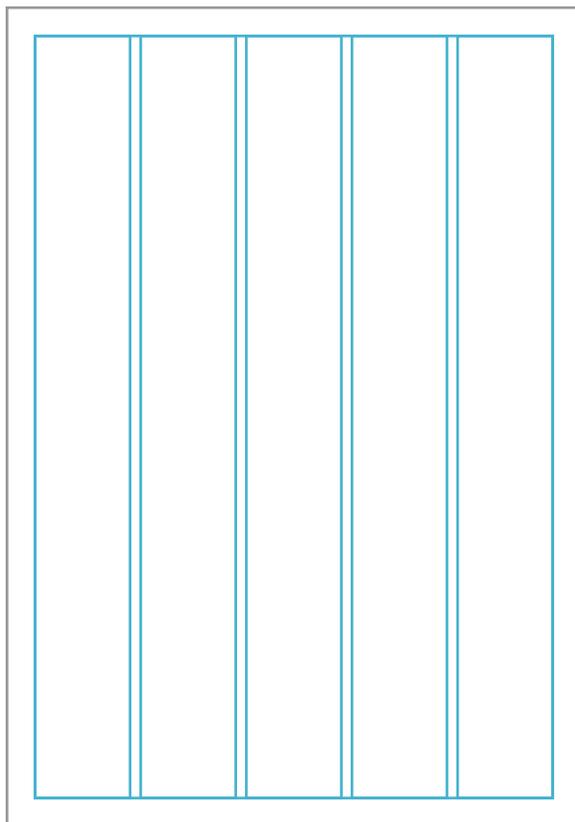
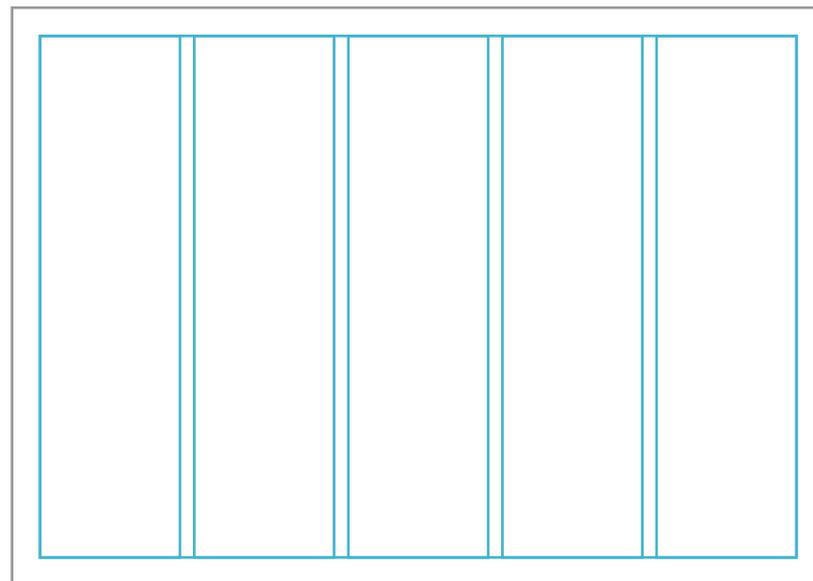
A five column design grid should be used in design layouts for all CALL communication materials.

**MARGINS**

Margins should be at least 1cm on all sides.

**GUTTERS**

Gutters between columns should be at least 0.4cm.

**VERTICAL GRID****HORIZONTAL GRID**

# 5.0

## PowerPoint slides

Please use the provided template to create all CALL PowerPoint presentations.

### HEADERS

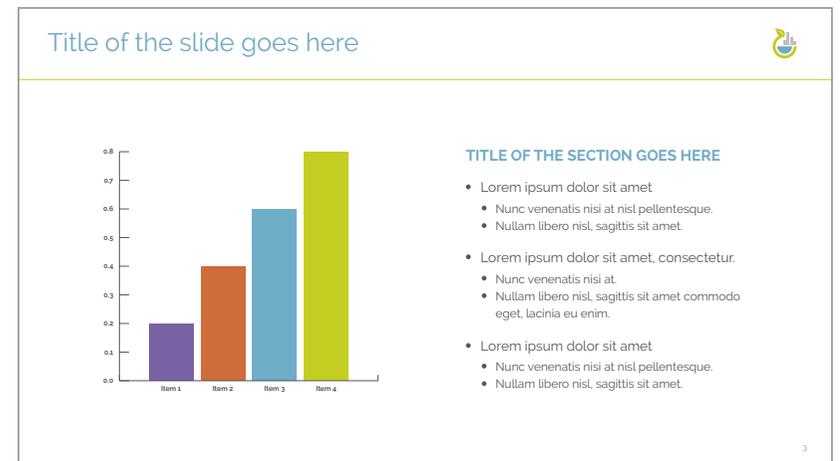
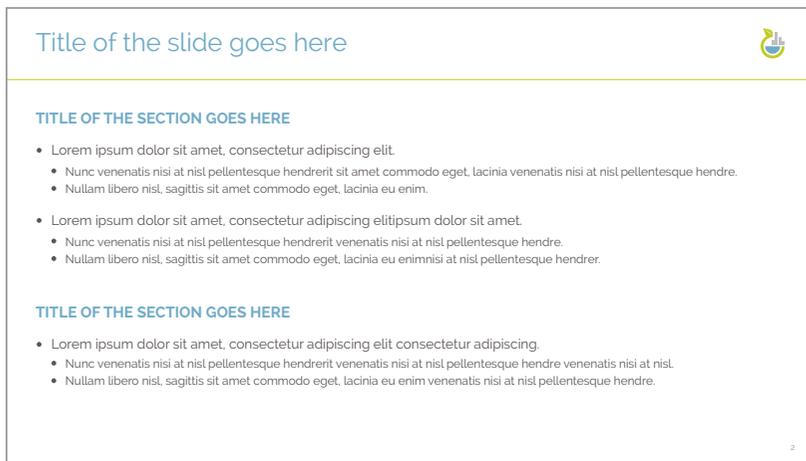
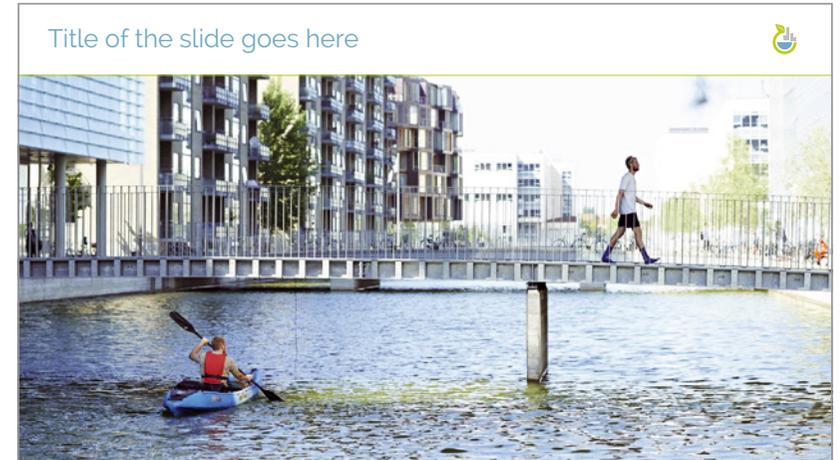
- The header on title and content slides should be 3cms tall and underscored by a CALL green line.

- The CALL symbol should be on the right side of each slide's header at a width of 1cm.

### TYPOGRAPHY

**Headings:** All headings must follow the guidelines from the *promo materials headings* section.

**Body text:** Use Raleway Regular at a size between 14pts and 16pts. For footers or notes use Raleway Regular at a size of 10pts.



## 5.0

## Charts and graphs

**DESIGN**

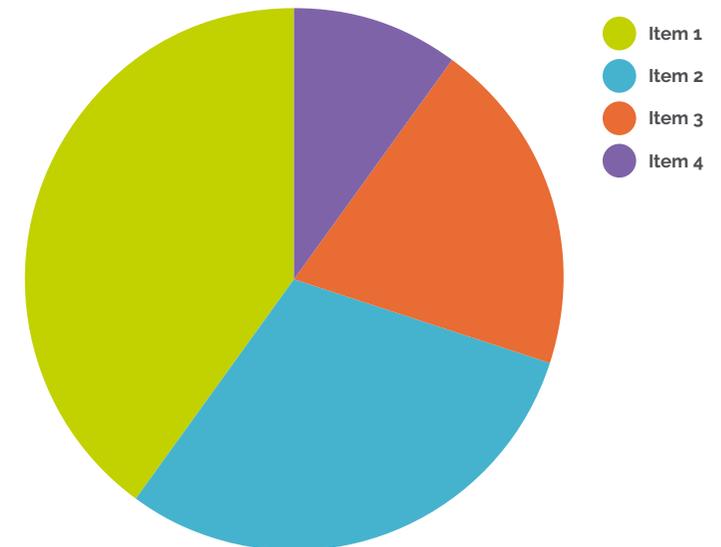
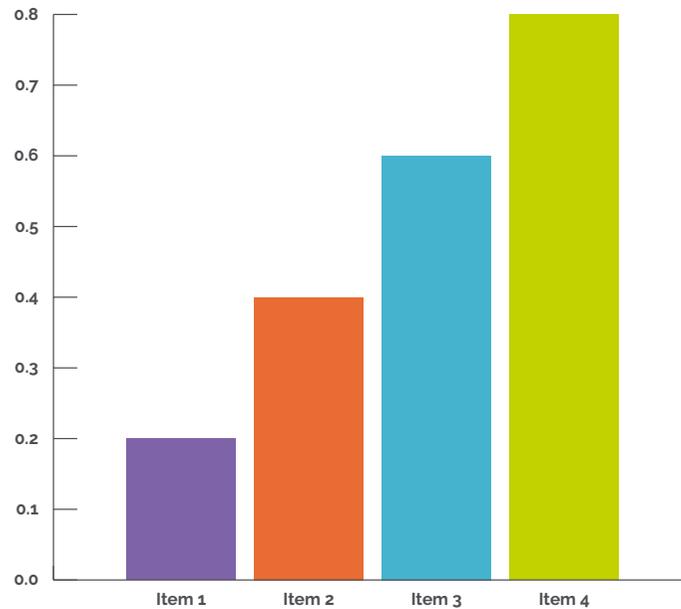
Charts and graphs used in presentations and other communication materials should be simple, clean and colorful.

No outlines should be used on the colored graph elements.

**COLORS**

The primary and secondary colors as well as their tones (if needed) should be used at all times.

The 80% black should be used for the basic graph elements and label text.



# 5.0

## Poster templates

### TEMPLATES

Please follow the template layouts when working with large image-based posters or information-based posters.

Use the guidelines established in this manual to create new content for other types of posters that do not fit the existing templates.

### FOOTER

Please DO NOT modify the poster footer at any time. This is to ensure that all CALL posters maintain the same branding and ensure that a red line is drawn through all the different types of posters.





**CALL COPENHAGEN**  
CLIMATE ADAPTATION LIVING LAB

## Questions?

Thank you for taking the time to review this manual and helping us build the CALL Copenhagen brand in a consistent manner! If you have any questions, please contact us.

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