

Business Declares a Climate Emergency. Brand Guide



**Business
Declares**

www.businessdeclares.com

Introduction

We commit to tell the truth on the climate and ecological emergency, and to inspire urgent action and debate.

We celebrate and support all the companies who declare and want to inspire others on this path.

We use our influence to engage business leaders who want to understand what it means to declare and we challenge them to set their own targets and actions.

We position ourselves as challengers and urge faster action than the Paris agreement.*

*As called for by students, central bankers, policy makers, leaders in culture, doctors and engineers

Our Identity

The icon

A declaration must lead to meaningful action and needs to be supported by the Board, Executive Team and have staff support within the organisation. We recognise this process needs consultation and support and can take due process within large organisations.

Clear Space

50% size

Minimum Size

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40mm



Logo Usage

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Colours

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Pantone Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

Pantone 375

CMYK 50/0/100/0
RGB 140/198/63
HEX #8CC63F

Typography



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Web fonts

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Colfax Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Colfax Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**For more information and
guidance on our brand or to
request a logo please email
info@businessdeclares.com**



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Certified
B
Corporation