Brand Identity Guidelines

Edition 1 | August 2018

This document provides all of the key guidelines for the use of the new CIGRE logo in its various forms, colours and type styles. This document is intended as a reference guide for professional service providers and brand users in the CIGRE community.

CIGRE

For power system expertise

Our Guidelines at a glance

The CIGRE logo

Our primary logo with tagline

Our logo is the most visible, at a glance element of our identity – a universal signature across all CIGRE communications; and a guarantee of quality uniting our diverse global community.

We use the same version in print and digital. Our logo is a bold, simple, graphic statement. It signifies a global power network.

Our primary logo with tagline – reversed

Our logo is also available in reversed version. Use this on solid colour backgrounds and suitable photographic images.

To preserve the integrity and power of our logo it must always be treated consistently.

The CIGRE logo

Our secondary logo

Our secondary logo with no tagline is for use in smaller applications, where the tagline becomes illegible and in environments where people are familiar with CIGRE and what we do. For example, at the Paris Session.

Our secondary logo – reversed

Our logo is also available in reversed version. Use this on solid colour backgrounds and suitable photographic images.

The CIGRE logo symbolises our global community and what it stands for. It is our highly recognised signature to the world.

Featuring our name in text

There are many times when our name "CIGRE" is featured in text rather than in logo form.

✓ **CIGRE is for power system expertise**

In all text situations our name should be capitalised.

✓ **CIGRE IS FOR POWER SYSTEM EXPERTISE**

More than 3,500 experts from across the globe actively collaborate in structured work programmes with CIGRE. ✓

More than 3,500 experts from across the globe actively collaborate in structured work programmes with Cigre. ✗

The only exception is when our name is part of a website url, then it is normally presented all in lower case letters.

e.g. www.cigre.org

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Stay consistent throughout any material with fonts and the way in which the company name is presented.

The CIGRE logo

Our National Committee logos

While it is important for us to convey our core brand message that CIGRE is for power system expertise (using our primary logo with tagline), it is also important to convey that CIGRE is present locally, on the ground (in over 90 countries).

To help us do this we can use a localised, or National Committee version of our logo in some situations.

Our localised logo is the same as our primary logo, except that our tagline is replaced with our local name.

Our National Committee logos – reversed

National Committee logos are also available in reversed versions. Use these on solid colour backgrounds and suitable photographic images.

The CIGRE logo symbolises our global community and what it stands for. It is our highly recognised signature to the world.

The CIGRE logo

When to use the primary and National Committee logos

Here is a brief guide to help you identify when it is most appropriate to use the primary logo and when to use the National Committee logo.

Situations where our primary logo should feature at a local level are when we are introducing an audience to the world of CIGRE, normally at the beginning of a presentation or document (whether it be printed or digital). When the presentation or document content moves on to a National Committee specific or local event specific focus, then using our localised logo becomes more appropriate.

Our local event agenda:

- Otati dolupta temperum incture mi
- Omnihit Tem repernatenis siti sin et landae et fugit, suntor simus dolore, untibus
- Simus sitisquo dolorem alicim ad qui que nisi

The global and National Committee CIGRE logos can exist side-by-side. The global logo states what we stand for worldwide. The National Committee logo focuses in on local events and messages.

The CIGRE logo

Our logo for small promotional item use

Our one colour logo is for use on promotional items such as pens or keyrings with white or light backgrounds. If the tagline would be illegible use the version with no tagline.

Our logo for small promotional item use – reversed

Our one colour logo for use on dark colour backgrounds. If the tagline would be illegible use the version with no tagline.

Our logo is the mark of the foremost global community for the collaborative development and sharing of power system expertise.

Applying our logo

It is crucial that we protect the integrity of our logo by ensuring it is presented consistently and professionally. To achieve this, here are some golden rules of use.

Our logo – clear space

A good rule is to allow as much space around our logo as possible. The dotted line around the logo shown here represents the minimum area. No other elements, i.e. images or type, should invade this boundary.

50%

X

Minimum clear space is calculated as 50% of the height (x) of the letters of our name CIGRE
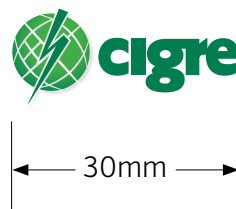
Our logo – when space or size is limited

In some situations, especially online, you may have limited space for our logo. Below are minimum sizes needed to retain our logo's visual integrity. In these smaller sizes the tagline is removed.

Minimum size out-sourced
professional print

minimum size in-house
printing

24mm

30mm

A consistently and professionally presented logo will create greater, more instant recognition in the minds of our power industry colleagues.

Our logo – do's and don'ts

Avoid any instance which causes our logo to become altered or modified in any way. The following are some examples of situations to avoid.

Approved electronic files can be provided by contacting CIGRE Paris.

Do not change any of the colours

Do not distort our logo

Do not tilt our logo

Our logo on a photographic background, take care to ensure that it is fully legible.

In this instance using a solid colour panel is a better option.

Or using a neutral light colour panel is an option.

Another option is to select a more suitable image that has been colour treated.

Ideas are hard to transmit without an anchor. This is where a logo comes into play.

Our primary brand colours

PMS: 348
CMYK: C=100 M=0 Y=80 K=20
RGB: R=0 G=126 B=79
#: 007e4f

PMS: 361
CMYK: C=75 M=5 Y=100 K=0
RGB: R=65 G=173 B=73
#: 41ad49

PMS: 000
CMYK: C=12 M=9 Y=13 K=0
RGB: R=222 G=221 B=215
#: deddd7

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Consistent use of our brand colours makes a greater impression and builds stronger recognition.

Our secondary brand colours

PMS: 214
CMYK: C=9 M=100 Y=50 K=0
RGB: R=220 G=26 B=92
#: db1a5c

PMS: 1645
CMYK: C=0 M=74 Y=93 K=0
RGB: R=242 G=103 B=45
#: f1662d

PMS: 1795
CMYK: C=15 M=100 Y=100 K=0
RGB: R=210 G=35 B=42
#: d12329

PMS: 7679
CMYK: C=76 M=84 Y=30 K=18
RGB: R=82 G=62 B=108
#: 523d6b

PMS: 647
CMYK: C=86 M=44 Y=15 K=22
RGB: R=17 G=102 B=143
#: 11658f

PMS: 7466
CMYK: C=75 M=5 Y=28 K=0
RGB: R=15 G=179 B=189
#: 0eb3bd

PMS: 3965
CMYK: C=7 M=11 Y=100 K=0
RGB: R=240 G=214 B=17
#: f0d511

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Consistent use of our brand colours makes a greater impression and builds stronger recognition.

Our typeface for print and design professionals

Verb family

When professionally prepared materials are created by our designers, they will use our brand typeface from the Verb family.

Aa

Primary, secondary headings

VerbCond Extrabold

Aa

Bold introduction copy

VerbCond Bold

Aa

Prefered body copy weight

VerbCond Light

VerbCond Light Italic

Aa

Body copy weight for small point size or reversed type

VerbCond Light

VerbCond Light Italic

- VerbCond font should not be altered in anyway.
- CIGRE prefers text to be left aligned. Text is not to be underlined unless it is a web link.
- Key information is highlighted using bolder weights.

Our in-house and online typeface

Depending on the application you are using, such as email, Powerpoint, Word or web applications, VerbCond may not be available. In these cases Arial is our prefered font.

Arial family

For in-house publications and web presence our font is from the Arial family.

Aa

Primary, secondary headings and introduction copy
Arial Bold

Aa

Body copy
Arial Regular

Arial Regular Italic

Verbcond is a contemporary font which works well with minimalist design and open space. It can produce a refined look and feel.

Recommended heading and text layout styles

Our corporate font "VerbCond" is used in different weights for main headings, introductions, subheads and body copy to give a crisp, clean, interesting and consistent look.

Use Arial as a substitute for in-house applications if VerbCond is unavailable.

As a guide:

Heading 1 is 24/26pt VerbCond Extrabold

Heading 2 is 14/18pt VerbCond Extrabold

The introduction is 11/14pt VerbCond Normal

Heading 3 is 9.5/12pt VerbCond Extrabold

Text is 8.5/14pt VerbCond Light

Heading 1

Heading 2, sentence case in VerbCond Extrabold

Introduction copy in VerbCond Medium and always in sentence case

The CIGRE font is an essential element of our visual identity.

Using the same font on internal documents and external publications makes all communications consistent and ensures that all documents are easily recognised as CIGRE publications.

The way we communicate with each other is just as important as the way we talk to people outside our membership; our internal communication should reflect the same care and attention to clarity.

This is intended as a guide to show you the relationships between headings, intro copy and body copy. So when someone reads a communication from CIGRE there will be recognition and trust.

Heading 3, sentence case in VerbCond Extrabold

It is a clear, simple and open expression of who we are and it helps makes our CIGRE brand distinctive.

Headlines draw people into your copy and they help strengthen message impact. Subheadings create a hierarchy and allow you to communicate messages to those who skim-read.