

creative commons

Style Guide | 2019



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Creative Commons Style Guide | 2019

by Victoria Heath

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Bulding a Vibrant, Collaborative

Global Commons

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Introduction —

Crafting, standardizing, and maintaining a consistent style is essential to establishing and promoting an organization’s brand. As with any organization, Creative Commons’ (CC) brand should help CC build trust with stakeholders and the broader community, as well as maintain and grow CC’s reputation, legitimacy, and leadership in the global commons and the open movement.

Although important, this style guide shouldn’t feel restrictive or diminish creative expression. Instead, it should serve as a useful guide for anyone creating CC-related content. This style guide should also not be considered final and/or comprehensive, it’s the beginning of a longer process to flesh out, define, and standardize CC’s style in order to portray CC’s brand more clearly and consistently.

Who should use this guide?

This document should be used by any person responsible for creating communication materials and/ or visual assets for CC, including graphic designers, video editors, developers, and professional printers. It’s also a useful reference for CC staff, affiliates, community members, and CC Chapters.

Please take the time to read this guide fully in order to understand and portray the brand consistently and in a cohesive manner.

“Your brand is the values that guide you, the roles you play, the relationships and interactions you have, and your impact. Your brand is a promise that your actions will always be aligned with your values...Design is the process through which we make these brand experiences tangible so that they create deeper meaning for audiences. And when driven by well-defined brand strategy, consistent design creates cohesive experiences that effectively engage audiences with your organization’s mission.”

[Matthew Schwarts](#) | Founder and Executive Director of Constructive

Below is specific language regarding CC’s mission that currently exists on the “[What We Do](#)” page of the website. When creating content for CC, please take into consideration this language, particularly if discussing CC’s work with audiences who may be unfamiliar. Although this language does not need to be followed exactly, we strongly encourage you to follow it as closely as possible.

Our Mission

Creative Commons is a nonprofit organization dedicated to building a globally-accessible public commons of knowledge and culture. We make it easier for people to share their creative and academic work, as well as to access and build upon the work of others. By helping people and organizations share knowledge and creativity, we aim to build a more equitable, accessible, and innovative world.

Our Work

In order to achieve our mission, we:

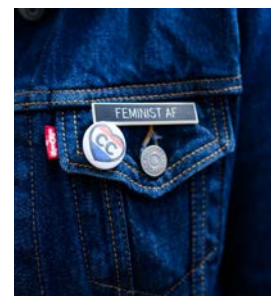
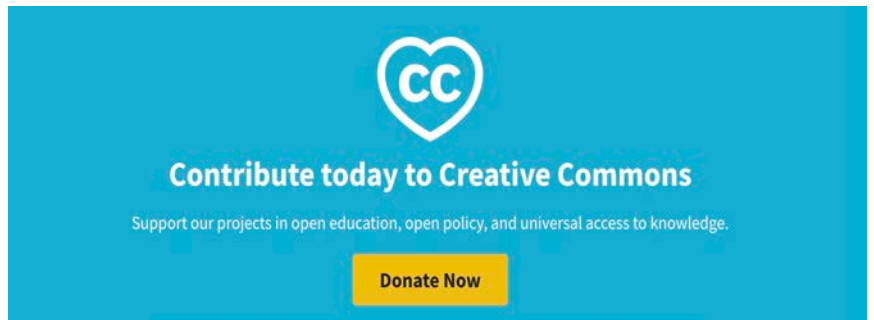
- Provide [Creative Commons licenses](#) and [public domain tools](#) that give every person and organization in the world a free, simple, and standardized way to grant copyright permissions for creative and academic works; ensure proper attribution; and allow others to copy, distribute, and make use of those works
- Work closely with major institutions to ensure the correct use and implementation of CC licenses and CC-licensed content
- Support the [CC Global Network](#), a community initiative working to increase the volume, breadth, and quality of openly-available knowledge worldwide
- Develop technology like [CC Search](#) that makes openly-licensed material easier to discover and use
- Offer the [Creative Commons Certificate](#), an in-depth course for people interested in becoming experts in creating and engaging with openly-licensed works
- Produce [CC Summit](#), an annual event that brings together an international group of educators, artists, technologists, legal experts, and activists to promote the power of open licensing and global access

Our Brand Tagline

Building a vibrant, collaborative global commons

Mood Board —

CC is vibrant, creative, collaborative, innovative, and global.



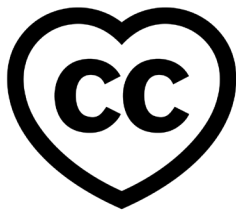
Brand Identity —

Logo(s)

Creative Commons has one primary logo:



However, the following derivatives of CC’s primary logo can also be used when appropriate:



The above logos can be used in any of the colors found in the color palette. However, in order to ensure that the logos are clearly displayed, we recommend using the colors tomato (#ed592f), dark slate gray (#333333), black, or white. You can download these logos on our website, [here](#).

Things to avoid:

- Do not reproduce the logo in any other colors outside of the brand’s primary colors, except for black and white (when necessary)
- Do not use multiple colors for a single logo, choose one
- Do not add additional graphic elements: drop shadows, glow, dimension, outlines, etc.
- Do not re-proportion the logo
- Do not tint the logo

If you’re a part of the CC Global Network and are looking for guidance on using or adapting CC’s logo, please refer to our detailed “[Policies](#)” page—which also includes our trademark policy.

Learn more about the history and inspiration behind CC’s logo in “[A Masterwork in Simplicity: The Story of the CC Logo.](#)”

Font(s)

Primary Font: Source Sans Pro

Source Sans Pro | *Source Sans Pro* | **Source Sans Pro**

“Source Sans Pro is an open-source grotesque typeface designed by Paul D. Hunt for Adobe Systems...The slightly condensed letterforms of Source Sans Pro make it ideal for user interfaces where space is a concern. It’s available in a full set of six weights with corresponding italics.”

This font is particularly easy to read, both on the web and in print. Therefore, it should be used as the primary font for correspondence and communications.

Source: *Source Sans Pro*. (2019). Retrieved from typewolf.com/site-of-the-day/fonts/source-sans-pro

Secondary Font: Roboto

Roboto | *Roboto* | **Roboto**

“Roboto is an open-source, grotesque sans-serif typeface designed by Christian Robertson in 2011 and released through Google...it renders crisply on screens and is very legible, even at smaller sizes. Roboto is the default font used in Google Maps and Google+.”

Similar to Source Sans Pro, Roboto is also easy to read. Therefore, it can be used for correspondence and communications when desired.

Source: *Roboto*. (2019). Retrieved from typewolf.com/site-of-the-day/fonts/roboto

Secondary Font: CC Accidenz Commons


CC Accidenz Commons

CC Accidenz Commons is an open-licensed font designed specifically for Creative Commons and can be used and/or remixed by anyone. It was designed in 2018 by Archetypo, a research and type design collective based in Germany and Chile to replace Akzidenz Grotesk—the original font in CC’s logo. You can download the font from our “[Downloads](#)” page.


Learn more about this font in “[Introducing CC Accidenz Commons: An Open Licensed Font.](#)”

Color Palette


Creative Commons’ color palette reflects the vibrant nature of the digital space in which we operate, and the diverse community we engage with. These colors should be used—in various pairings—across branding and communication materials (particularly the website, social media posts, marketing materials, fundraising brochures, etc.). However, it’s important to keep in mind accessibility requirements and design best practices, particularly with such bold, primary colors. For a guide on how to pair different colors together, including contrast requirements, read “[Effective Use of Color](#)” by the University of Washington.




Tomato
Hex: #ed592f
RGB: 237 89 47
HSL: 13 84 55
CMYK: 0 58 75 7




Dark Slate Gray
Hex: #333333
RGB: 51 51 51
HSL: 0 0 20
CMYK: 0 0 0 80




Gold
Hex: #efbe00
RGB: 239 190 0
HSL: 47 100 46
CMYK: 0 19 94 6




Orange
Hex: #fb7729
RGB: 251 119 41
HSL: 22 96 57
CMYK: 0 52 82 2



Forest Green
Hex: #04a635
RGB: 4 166 53
HSL: 138 95 33
CMYK: 64 0 44 35



Dark Turquoise
Hex: #05b5da
RGB: 5 181 218
HSL: 190 95 43
CMYK: 84 15 0 15



Dark Slate Blue
Hex: #3c5c99
RGB: 60 92 153
HSL: 219 43 41
CMYK: 36 24 0 40

Please note: Any colors reproduced in print may not be accurate, therefore in order to achieve the best possible results in printing, use CMYK and consult with the printer.

Visuals

Creative Commons' (CC) visuals, including graphic design elements, should reflect the diversity, vibrancy, and creativity of the global commons.

Photography

Any photo used to market CC materials or communicate key messages should be inclusive and reflect the real lives of CC's community members. In other words, traditional "stock" photos are not welcome! Finally, CC-licensed photos should be prioritized—particularly photos taken during CC events, like Global Summit. Check out CC-licensed photos on Flickr, [here](#).

Graphic Design

Design elements used in CC's communication and marketing materials, as well as on its platforms, should be simple and clear, yet fun and creative. Making use of buttons, emojis, animation, geometric designs, and the brand colors is encouraged.

Below are some examples of how all of these elements can be combined for a single information campaign.



Please note: When uploading images to Wordpress, be sure to add a unique *title*, so the image is easily searchable; *alternative text* describing the image, for accessibility; and a *caption* that includes the CC license the image is published under (including a hyperlink), as well as the name of the photographer and/or graphic designer.

Publications Style —

Tone

Creative Commons' tone should be clear, informed, and professional, yet witty and relatable—reflecting CC's staff and broader community.

All communication materials, particularly blog posts, should reflect this tone but also embody the unique qualities of the specific author's writing style. These materials should also use language that is easy-to-understand and clear, particularly if targeted towards an audience that may not be aware of the language, concepts, and theories behind CC's work (e.g., global commons, public domain, open culture, etc.). The audience's knowledge and experience should always be taken into consideration.

Creative Commons' Specific Language

Creative Commons' possessive

When using Creative Commons as a possessive noun, the apostrophe should appear as Creative Commons' rather than Creative Commons's.

The Creative Commons' Global Summit

For consistency and clarity, referring to the “**CC Global Summit**” or the “**CC Summit**” are preferred over the “**Summit**” or the “**Global Summit,**” as these terms could be confusing for people who do not know what the CC Global Summit is.

Finally, there should always be a “the” before the noun, e.g., “**The** CC Global Summit will be held in Lisbon, Portugal...” or “Members loved attending **the** CC Summit last year.”

The Creative Commons Global Network

Similar to the CC Global Summit, consistency is important. Therefore, referring to the “**CC Global Network**” and the “**CC Network**” are preferred over the “**Network.**”

Finally, there should always be a “the” before the noun, e.g., “**The** CC Global Network consists of over 400 members...” or “We encourage anyone to join **the** CC Network, it's free!”

Abbreviations

CC Licenses

CC licenses should be displayed consistently, therefore please keep in mind the following:

- License abbreviations should be in all caps
- Individual clauses (e.g., BY, NC, etc.) should be strung together with a hyphen.
For example: CC BY-NC-ND
- Modifiers (e.g. CC) should not be followed by a hyphen.
For example: CC BY

For more guidance, follow the examples displayed at the top of each license's webpage.

Academic degrees

Do not use periods for education degrees; therefore, use PhD, BA, BSc, MBA

Titles

Do not use periods in title abbreviations that appear in upper case

E.g., CEO

Use periods in title abbreviations that appear in upper and lower case

E.g., Dr.

Ordinals

Do not use st, nd, rd, or th to follow a number in a date

E.g., 3 May 2012 instead of 3rd May 2012

Times

Use periods in abbreviation a.m. and p.m.

E.g., 4:00 p.m. instead of 4pm; or 4:00–5:30 p.m.

Dates

Use the international standard with the year in front of the month, followed by the day

E.g., 2019-10-22 or 2019 Oct 22

Acronyms

With first instances, always spell out the entire name followed by the acronym in parenthesis. The acronym alone may be used in all other instances.

E.g., “Creative Commons (CC) is a nonprofit...”

In general, headings should not include acronyms. However, when they are used in a heading, it is not necessary to spell them out and list the acronym. Instead, spell out the acronym in the first paragraph or wherever the heading first appears in the piece.

Titles and Capitalization

General Rules

Capitalize all proper names, trade names, government departments, and agencies of government, as well as names of associations, companies, clubs, religions, languages, nations, races, places, and addresses.

CC also follows “title case,” which is a capitalization style that has been traditionally used for a range of works, from books and movies to academic research papers.

To help you capitalize titles correctly, check out the [“Title Case Converter”](#) tool.

Numbers

Always spell out the numbers 0-9 in full, and use numerals for numbers 10 or greater, unless the number starts a sentence.

Spelling

CC officially uses American English—please refer to the [“British and American spelling”](#) guide by Oxford Dictionaries for help.

Punctuation

Colon

Use a colon, rather than a comma, to introduce a direct quotation that is longer than a short sentence. Capitalize the first word of a quoted sentence.

Semicolon in a list

A list that is separated by semi-colons rather than commas will be introduced by a colon and will not use a comma after “and” in the final listing.

Comma

Use commas between the elements of a series, and the Oxford comma before the last “and/or” in a list of items.

Em-dash

Appears as a longer dash (— not -), and does not include spaces.

E.g. “To compensate for this lack of data, researchers must often rely on data collected by non-government entities—which are typically kept behind expensive paywalls.”

Referencing and Licensing

For printed documents, CC follows the American Psychological Association (APA) style, and utilizes footnotes or endnotes instead of in-text citations. For more information on APA, please see this link to Chegg’s EasyBib’s [website](#).

For digital content, references should be directly linked via hyperlinks, when possible.

Finally, any content created and/or published by CC should also clearly indicate (and link to) whichever CC license it is published under, and follow the attribution requirements under that license. All CC licenses can be found via “[Share Your License](#).”

Writing Tips

“To be”

Avoid overusing the verb “to be.” Instead, utilize the active tense.

E.g., “It is important that net neutrality survives.” Instead say, “Net neutrality should survive.” For more examples, check out “[Avoid Unecessary ‘To Be’ verbs](#),” by Writing Commons.

Keep it Short and Concise

Keep sentences short and to the point, particularly when explaining complex topics. Be wary of long paragraphs, particularly for articles or blog posts published online—adding spaces between 2-4 sentence paragraphs helps with accessibility and engagement.

Avoid Jargon

Avoid industry (or academic) jargon or terminology, particularly when writing for non-academic and/or industry-specific audiences. Remember to write with your audience in mind, and explain any potentially confusing terms, acronyms, or references.

Embrace Lists

Use bullet points or numbers to convey lengthy information. More specifically, use numbered lists if there is a sequence to the information.

Non-English Words

Words from a language other than English should appear in italics unless they are commonly used in English.

E.g. Millions of Muslims travel to Mecca for *hajj* (or pilgrimage) each year.

E.g. Advocates for net neutrality arrived en masse at Capitol Hill.

Do not italicize words written in a different alphabet. Include an italicized transliterated version of the word in parentheses or in a footnote.

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Top: Pombeiro, João. (2019, May). *Creative Commons Global Summit Logo 2019*. Retrieved from: creativecommons.org/wp-content/uploads/2019/08/2019_CC_GlobalSummit_logo.jpg. Licensed under [CC BY](https://creativecommons.org/licenses/by/4.0/).

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