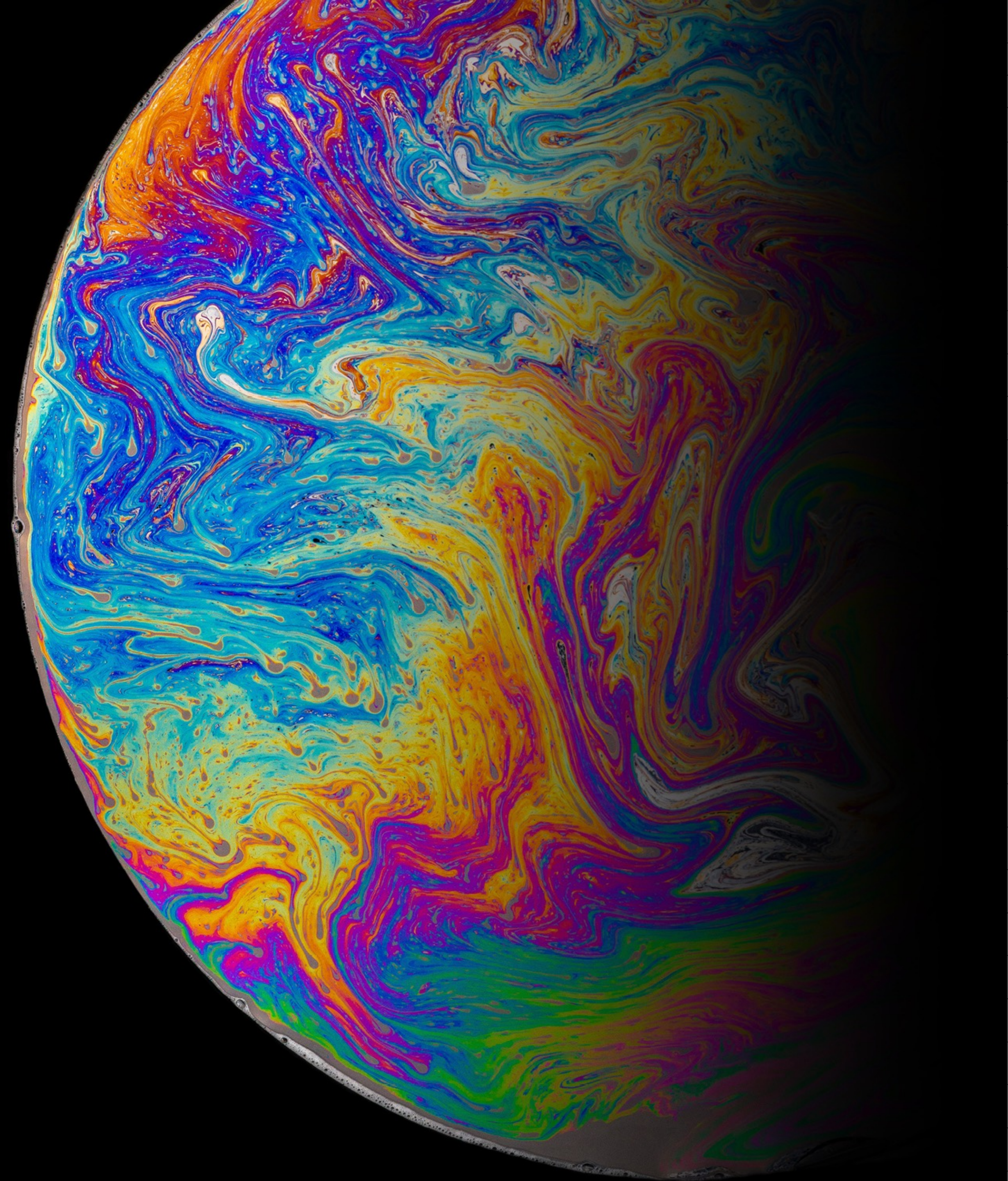


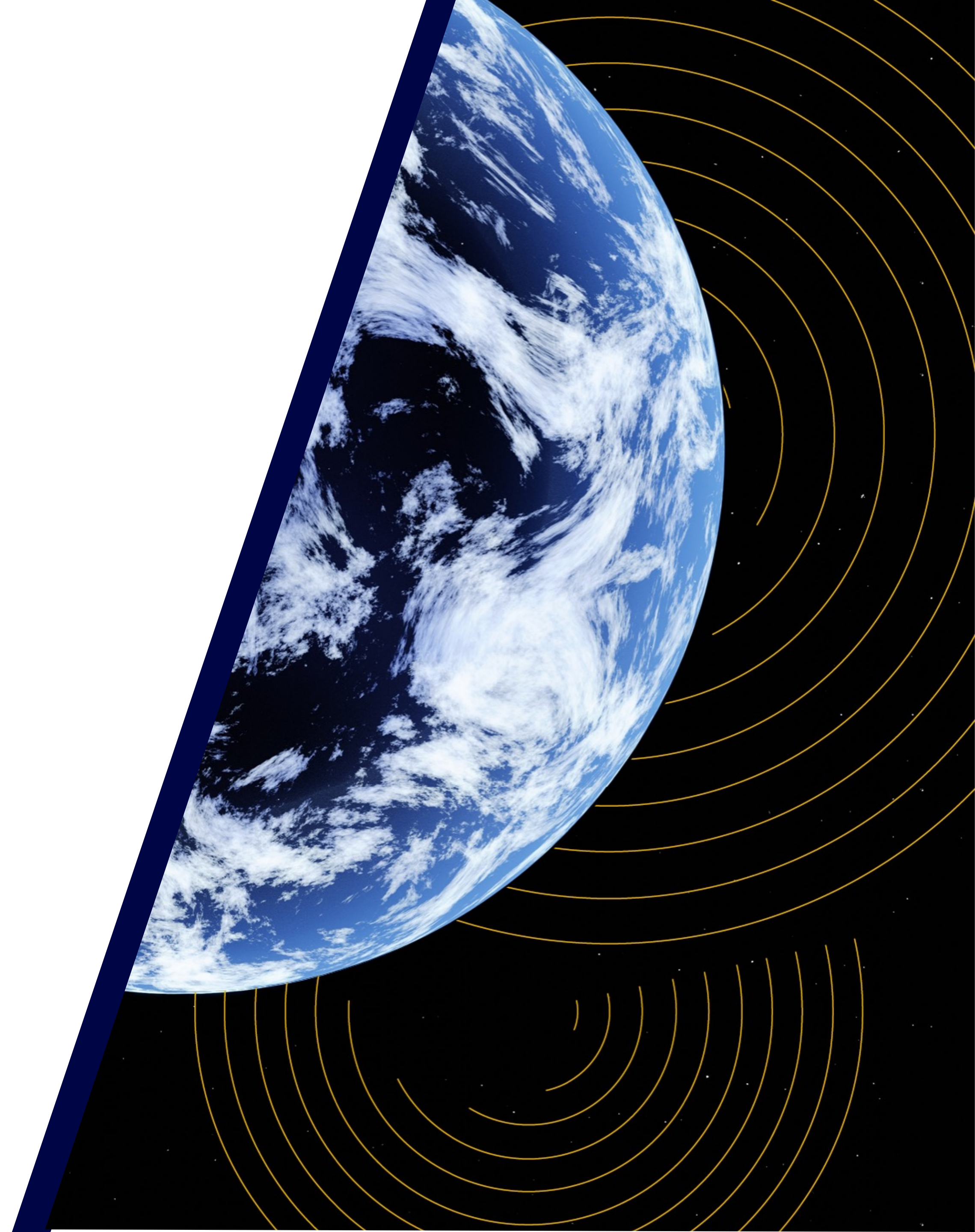
# Using the CMIP branding

[cmip-ipo@esa.int](mailto:cmip-ipo@esa.int)



# Contents

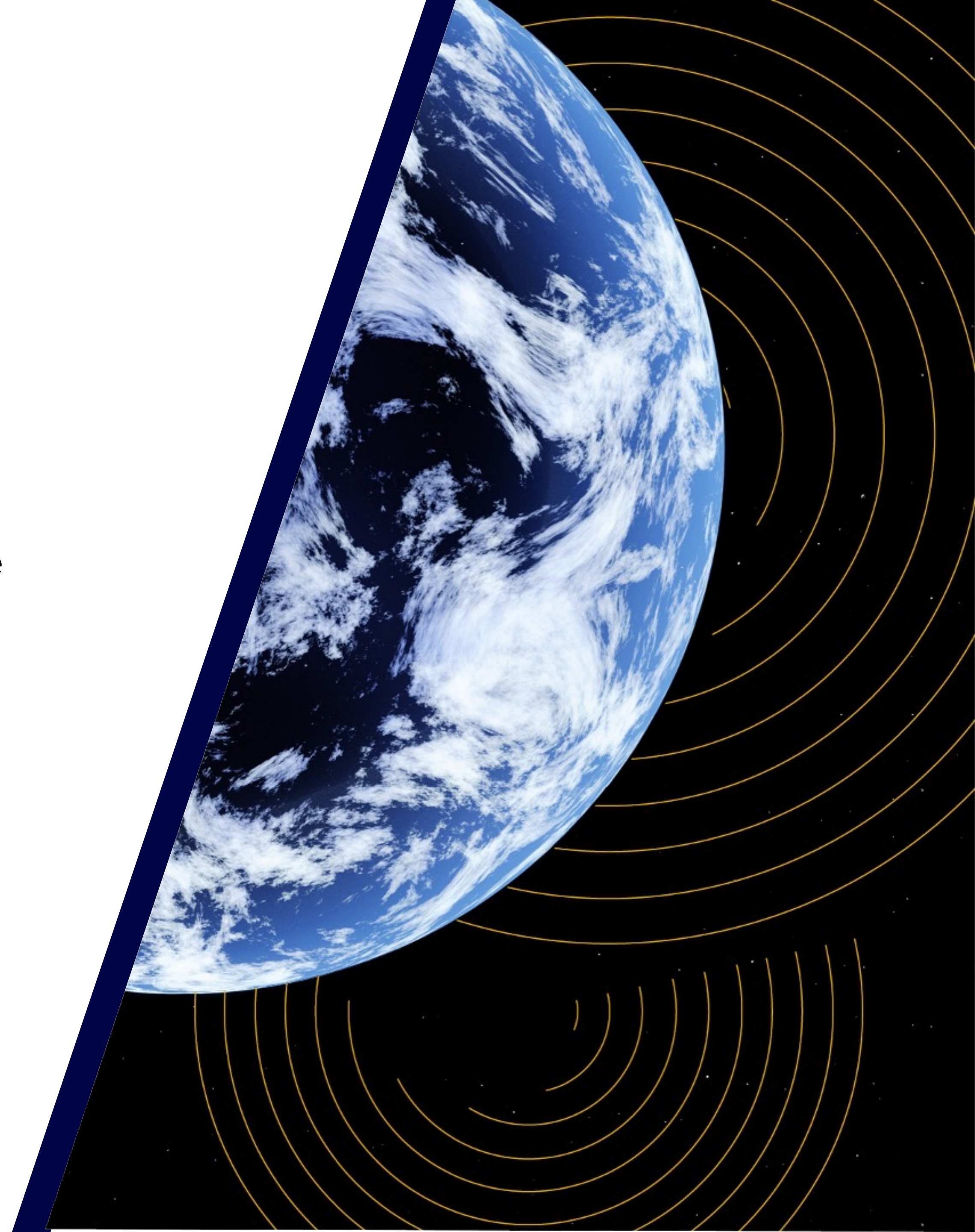
- [CMIP Brand Colours](#)
- [CMIP Logos](#)
- [CMIP Fonts](#)
- [How to download](#)



# Our visual identity

## Let's get started!

On the following pages we will find information on how to use and combine the different individual elements of our visual identity: typography, logo, and colour palette. These elements, used in combination, create the visual identity that positions CMIP as a brand and a project focussed on collaboration and designed to improve knowledge of climate change.



**CMIP**



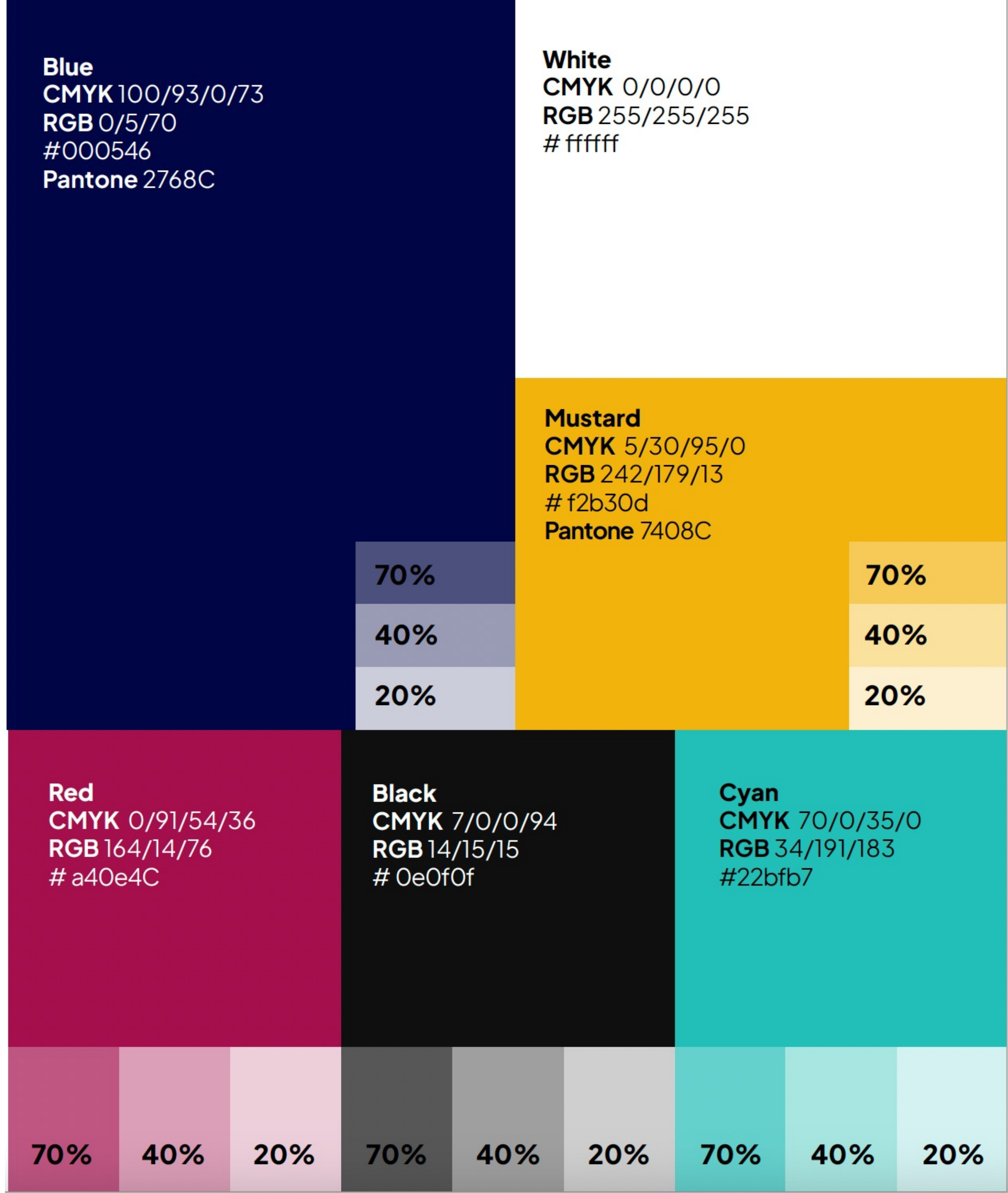
# Colours

# Colour palette

Our primary brand colours are blue and white. We use mustard as a support colour.

We also have a secondary palette of red, black, and cyan which we will use as highlight colours.

On the right is a breakdown of the technical colour values for each colour.



**CMIP**



# Logos

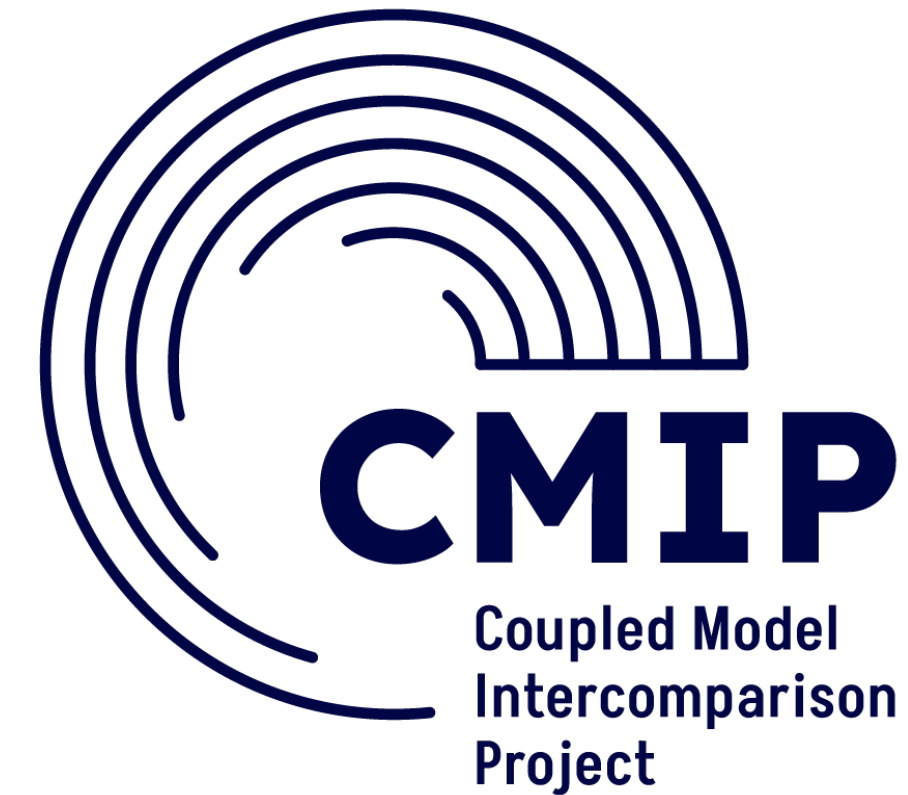
## Standard logo

CMIP's logo focuses on the concepts of 'circularity' and 'data flow', whilst producing at the same time a global feel by making the lines in the icon converge into one same area.

The CMIP logo is made up of three elements: the icon, the acronym and the tagline (full name).

Our primary logo (positive) is shown in the primary blue colour. White will be used for darker backgrounds or images.

Our logo exists in white and blue. Do not use the CMIP logo in any colours other than the blue or white shown. The only exception is when using the icon on its own (see page 9), a combination of brand colours can be used.



# Security area

When the logo co-exists with other elements, such as other logos, we recommend leaving a reserve area in its four margins equivalent to  $\frac{1}{3}$  of the width of the icon.



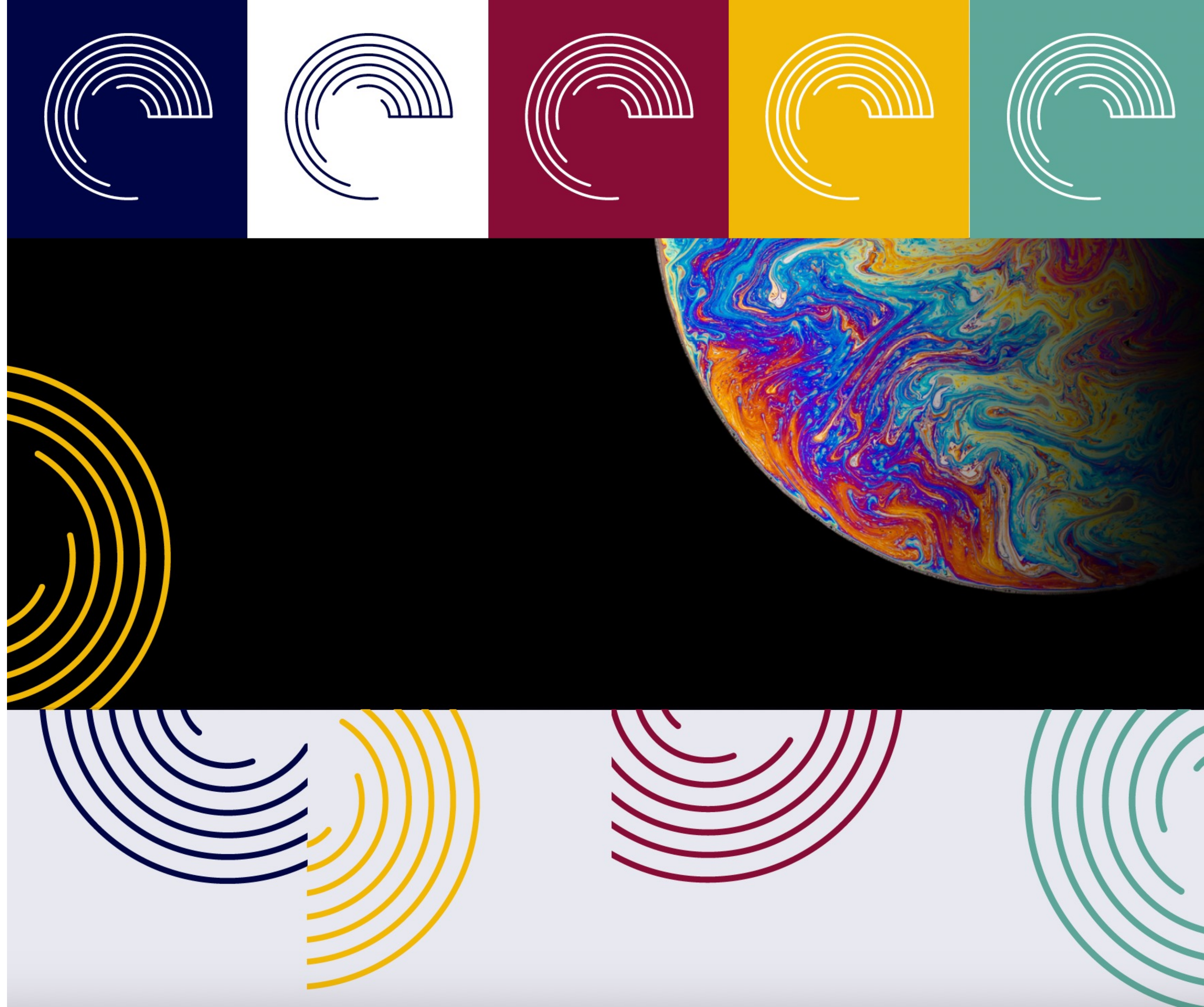


# Icon

This is the CMIP icon. It represents connecting data, modelling and collaboration. Through the lines, its design also connects with the concepts of global and circularity, implying therefore the international contribution of CMIP to the understanding of climate change.

Our icon can be used in blue and white. It can also be used in all primary and secondary colours when used as a graphical element.

The legibility of the icon must always be ensured and busy backgrounds should be avoided.



**CMIP**



## Secondary logo

We also have a secondary secondary version of our logo for specific landscape uses when a horizontal approach is needed to increase the readability of the tagline.

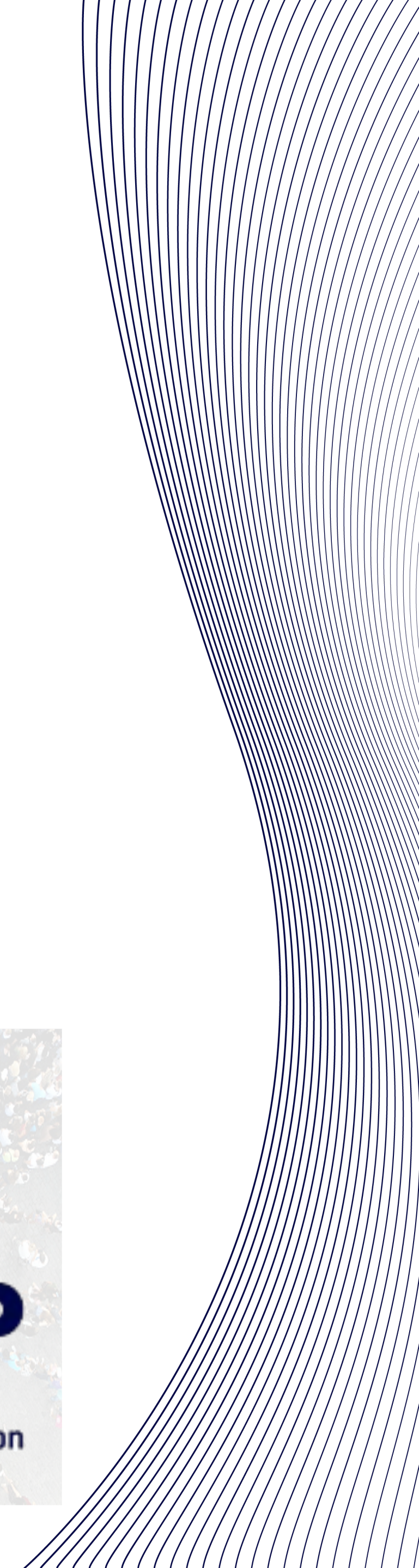
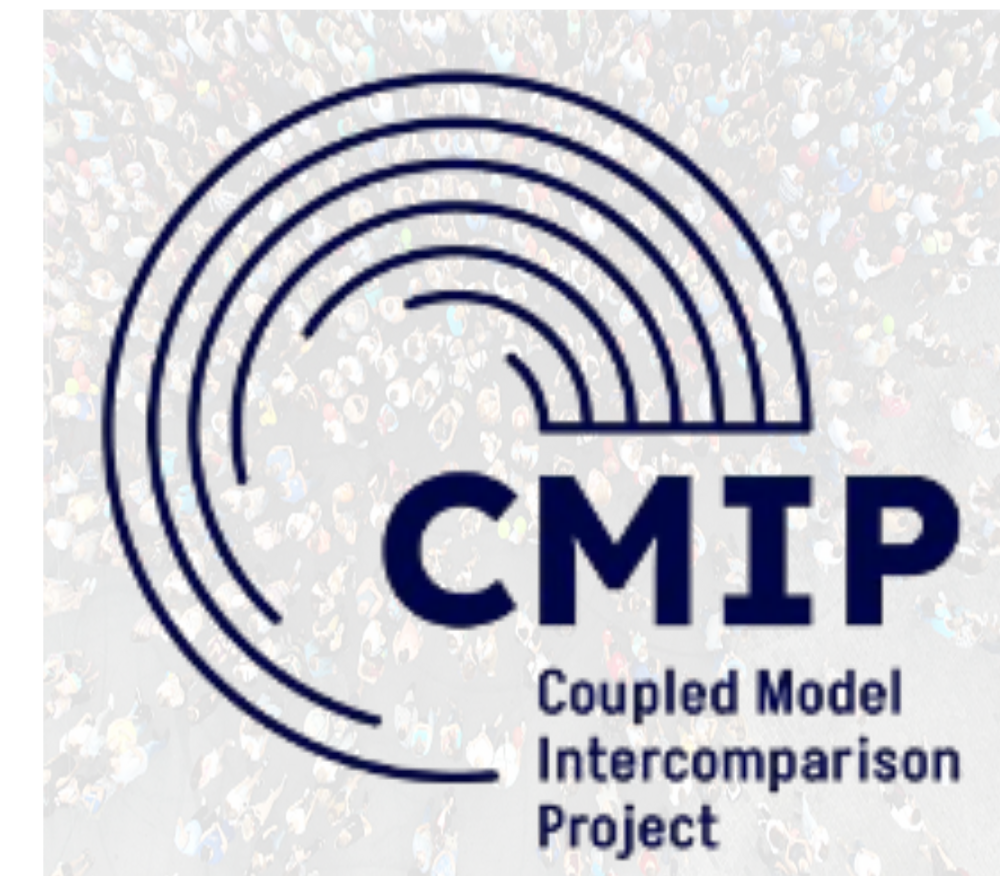
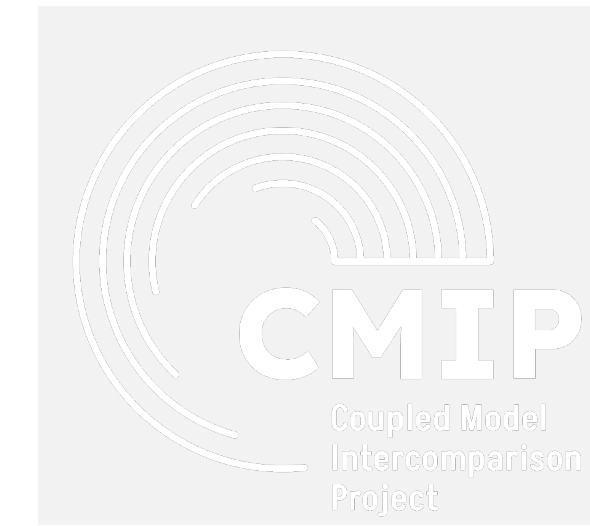
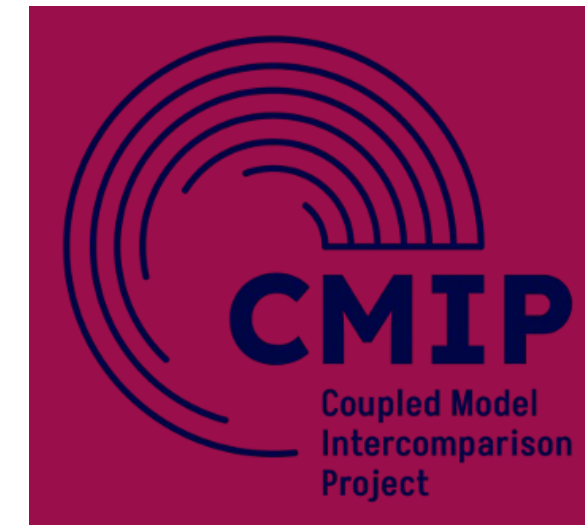
Our logo exists in white and blue. Do not use the CMIP logo in any colours other than the blue or white shown.

**CMIP** Coupled Model  
Intercomparison  
Project

**CMIP** Coupled Model  
Intercomparison  
Project

# Incorrect use of the logo

- CMIP logo is not available in any language other than English
- The blue CMIP logo should only be used on white/very light coloured  
Elsewhere, the white logo should be used.
- Do not use the CMIP logo in any colours other than the blue or white shown in this document
- Do not distort the logo
- Do not use the logo on a busy background, or in any way that would make it hard to read



**CMIP**



# Fonts

# CMIP has two main fonts

## Plus Jakarta Sans

Plus Jakarta is the main font and is used for everything except headings and sub-headings. Plus Jakarta Sans is a fresh take on geometric sans serif styles. Plus Jakarta can be used in six different weights.

Plus Jakarta Sans Semibold

**Abc0123\*+)**  
**%&i?@**

Plus Jakarta Sans Light

Abc0123\*+)  
%&i?@

*Plus Jakarta Sans Light Italic*

*Abc0123\*+)*  
*%&i?@*

Plus Jakarta Sans ExtraBold

**Abc0123\*+)**

Plus Jakarta Sans Regular

Abc0123\*+)

*Plus Jakarta Sans Italic*

*Abc0123\*+)*



## Akshar

Akshar font is used mainly in headings and sub-headings. Akshar can be used in three different weights.

Akshar Light

Abc0123\*+)  
%&i?@

Akshar Medium

Abc0123\*+)  
%&i?@

Akshar SemiBold

**Abc0123\*+)**  
**%&i?@**

# How to download

# How to download our fonts and logos

## Logos

Copies of our logos can be accessed on our website:

[wcrp-cmip.org/branding](https://wcrp-cmip.org/branding)

You are free to download our primary logo, secondary logo, and icon.

Everything is available in blue and white. You can also download the icon in mustard, red, and cyan.

## Fonts

Both of our fonts (Plus Jakarta and Akshar) are available for free from Google Fonts:

[Plus Jakarta Sans](#)

[Akshar](#)

CMIP



# Questions?

Please contact [cmip-ipo@esa.int](mailto:cmip-ipo@esa.int) with any questions.



# Acronyms

- CMIP – Coupled Model Intercomparison Project
- IPO – International Project Office
- WCRP – World Climate Research Programme

