



## BRAND IDENTITY AND GUIDELINES

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*“The ultimate aim of our brand is to help audiences understand who the PRI is, what the PRI stands for, where the PRI is going and what makes us different. It helps to define our image and mould perceptions about us.”*

# BRAND ELEMENTS

## INTRODUCTION

The Brand Identity and Usage Guidelines have been devised to enable the PRI to achieve consistency throughout its printed and online communications. They are intended to assist the PRI in its development of a consistent, powerful and global brand.

This document introduces the basic elements of our brand, from logo to typefaces, from color palettes to imagery. The proper use of these elements creates an array of communications that are on-brand, expressive and consistent.

For consistency of brand, as well as ease of use, it is imperative that this document be referenced when using the PRI logo. The logo has been designed to maximise legibility while maintaining a balance of the key elements. The logo has been designed to strengthen and enhance the PRI brand.

Changing this logo in any way or recreating this logo from scratch is absolutely forbidden.

Any requests or questions about the PRI Corporate logo and its use must be submitted to Will Stewart, at [will.stewart@unpri.org](mailto:will.stewart@unpri.org).

Final draft of the artwork or weblink should be submitted for approval prior to publication.

**PLEASE NOTE:** These guidelines are for the use of PRI Corporate logo. Signatories, partners and network supporters should refer to the: **PRI Third Party logo Usage Guidelines** section. ▶



# PRI CORPORATE LOGO

## INTRODUCTION

There is one logo, which has been rendered in a number of ways, depending on its use. Care must be taken to ensure that the correct logo is used depending on the way in which the logo will be produced.

The Primary logo should be used in all situations where the logo will appear on white and be viewed in colour.

This is the logo of preference, for printed material use; “PRI CMYK V1.eps”.

For all material printed internally or for digital distribution use “PRI-RGB-V1.jpg” or “PRI-RGB-V1.png” if a clear background is required.

A version of this logo using Pantone spot colours is available for colour matching. This logo may be used for material that is printed using special spot colours. It must never be used in any other case.

## PRI LOGO - EXTERNAL USE

The use of the PRI Corporate Logo by organisations external to the PRI is regulated and monitored.

**For any use of the logo, the PRI requests a form to be filled and signed indicating details of the project/event. Please contact [Will Stewart](#) for more information.**



# PRI CORPORATE LOGO

## SIZE AND POSITION

It is important to ensure that the Corporate logo is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear. It helps to ensure clarity and improve the impact of the Corporate logo.

The clear space is defined by X which equals to the 6 squares box height.

This is the distance away from the edge of the PRI Corporate logo which defines the exclusion zone.

The logo must never be used smaller than 25.4mm (1 inch) in width in printed material, or 150px wide in digital material.

The logo should normally be placed in the top left or bottom right of a document. If it is in the bottom right, and there are other logos with it, it must be the first logo in the group as read from the left to the right (please see the notes on Linked Organisations). ▶



25.4 mm  
1 inch

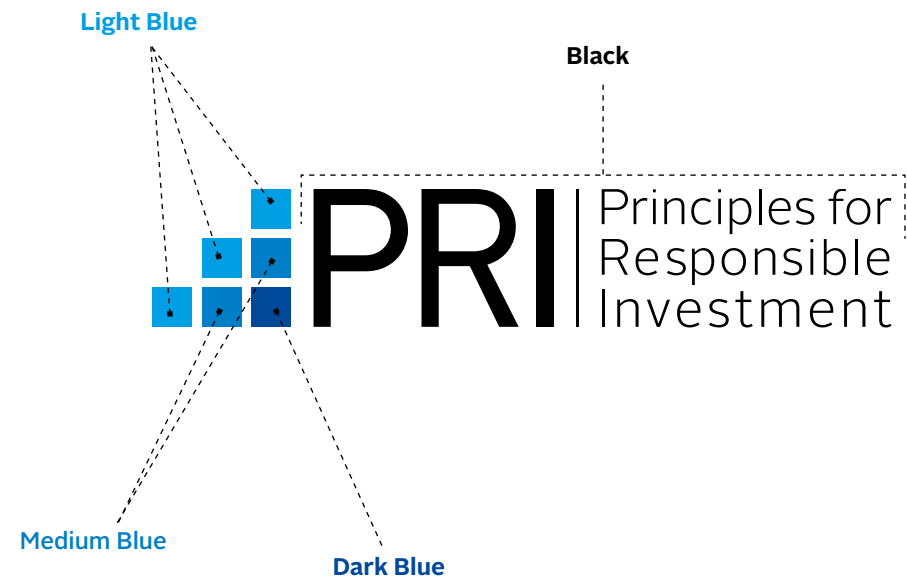
minimum size



# PRI CORPORATE LOGO

PRI logo has four main colours. These are styled Black, PRI Light Blue, PRI Medium Blue and PRI Dark Blue. These colours should be used to highlight elements of material in preference to other colours.

- PRI Light Blue**  
Pantone Pro Cyan  
CMYK: 100, 0, 0, 0  
RGB: 0, 175, 240  
#00AFF0
- PRI Medium Blue**  
Pantone 3005 EC  
CMYK: 100, 32, 0, 0  
RGB: 0, 140, 200  
#008CC8
- PRI Dark Blue**  
Pantone 286 EC  
CMYK: 100, 75, 0, 0  
RGB: 0, 80, 160  
#0050A0
- Black**  
Pantone Process Black EC  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
#000000



# PRI CORPORATE LOGO

## COLOUR VERSIONS

Limited colour logos should be used in all situations where the logo will appear on a coloured background, or will not be viewed in colour.

When using the PRI Corporate logo on colour backgrounds, the logo should always be fully visible, and the name must have sufficient contrast to be clearly readable.

For white backgrounds the main PRI Corporate logo (figure 1) should be used.

For white backgrounds in greyscale material please use GREY (figure 2) or BLACK version (figure 3).

Figure 2 may also be applied to backgrounds with sufficient contrast to ensure clear legibility of the PRI logo (usually not more of 20% of coverage).

For coloured backgrounds (above 20% of coverage) please use BLACK (figure 3) or WHITE version (figure 4).



# PRI CORPORATE LOGO

## LOGO MISUSE

These are examples of **IMPROPER** use:

- The logo **must not be changed in colour** from the supplied files (Figure 5).
- It **must not be changed in proportion**/ skewed or stretched (Figure 6).
- **No text should be added** to the logo (Figure 7).
- The logo should **not be placed on images** in such a way that the background **interferes with its legibility** (Figure 8).
- **Only single colour** logos should be placed **on any coloured background, including images** (Figure 9).



FIGURE 5



FIGURE 6



FIGURE 7



FIGURE 8



FIGURE 9

# PRI CORPORATE LOGO

## PRI FONTS

To complement the PRI identity a range of fonts has been chosen. Those are ALRIGHT SANS family and ARIAL family.

Font sizes should be chosen that are appropriate for the material being created. In general, body copy should be 9pt with a line spacing of 10.8pt(auto). Preferred colour is Black.

Light and Medium blue colours can be used for titles and subtitles (all caps).

For all printed material, or material that is being distributed with the font embedded Alright Sans should be used. This includes printed documents, PDFs and images.

For all digital material where the font is not embedded, Arial and Arial black must be used. This includes Word documents and Powerpoint presentations.

## TITLE

### SUBTITLE

### SUB-SUBTITLE

Body

Alright Sans Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy

Alright Sans Medium

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy

Alright Sans Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy

Arial

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy

Arial Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy

Arial Black

ABCDEFGHIJKLMN**OPQRSTUVWXYZ** 1234567890  
abcdefghijklmnopqrstuvwxy



# LINKED ORGANISATIONS

## PARTNERSHIPS

PRI is an investor initiative in partnership with UNEP Finance and the UN Global Compact, as such their logos must be included on the leading page of any document. These logos occupy a space no wider than 1/3 of the width of page. The logos must be separated by a clear line as shown on figure 12.

If it is not possible to include these logos on a layout you must include the line:

*PRI is an investor initiative in partnership with UNEP Finance and the UN Global Compact*

This strap line must not be tied to the logo, and should ideally be located at the bottom of the page. It must never encroach upon the clear area around the logo.



FIGURE 12

**PRI** Principles for Responsible Investment

**LOREM IPSUM**

Lorem ipsum dolor sit amet, nec id aequae argumentum. Usu malis persius elec tram ut, elittr populo est id. Quas recteque quo cu, nibh labitur concludaturque at qui. Sedi eu sale meis, ei graeco salutatus usu, id harum necessitatibus pri. Oratio nominavi ponderum mei ut, debet epicuri sit eu.

Ad soluta consetetur mea. Ea per elit facilisis appellantr, ubique propriae ut has. Ex mel tation quodsi, has cu wisi theophrastus. Elittr tractatos ius te. Modo persequeris qui at, lorem expetenda no mel. Ad quis mutat vel, ex explicari disputando eum. Qui ea enim dicat, ius homero nominati te.

**AD SOLUTA CONSETETUR MEA**

Liber adipisci pericula et vim, enim quaerendum dissentiunt eum ei. Usu reque vivendo te. At postea possim iracundia has. Assum omnium usu ex, ne legere dictas mei, rebum euripidis est ei. Sonet graeci scriptorem ei mei, ius eu semper dolorem suscipiantur, placerat assueverit vix id.

Tation fabulas ne nec, has cu prima illud putent, eu oporteat temporibus sit. Magna simul pertinacia cu eos, eam no adhuc suscipit, eirmod albuclius ius ea. Nec option partiendo ne, id dicere meliore pertinax por, error impedit ea duo. Suavitate positionum et cum, dui possit postulant qui eu. Vim ea quando torquatos, an cum animal lobortis persecuti, ex probo mollis sed. Ei enim reque consulatu has, no pri nulla laudem, dicam denique splendide mea ea.

Cu per erat aequae nominavi. Ad doming timeam delenit eos. Inani intellegam no eam, dicam eirmod virtute usu ne. Eum rebum brute accusam ea, ludus omnes eripuit cu vim. Clita mollis mei te, nonumes invidunt quaestio ne eam.

PRI Association  
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UN Environment Programme | United Nations Global Compact



# THIRD PARTY LOGO USAGE GUIDELINES

## INTRODUCTION

These guidelines are for signatories, partners and network supporters to the Principles for Responsible Investment.

## LOGO

The logo should be used in all situations where the logo will appear on white and be viewed in colour. There are CMYK and RGB versions of this logo available, please use them appropriately i.e. CMYK for litho-printed documents, RGB for internally printed material and the web.

**PLEASE NOTE: For clarity only the “signatory of” logo will be referenced in this document. If you are a partner or a network supporter you will be supplied with a logo with the appropriate strap line.**

Use of this logo is allowed on a number of marketing materials (website, reports, social media, email signatures) and its purpose is exclusively to showcase a company’s status as signatory. It cannot be used to promote a specific fund or projects (financial or otherwise).

For partnerships please refer to the [main corporate logo](#) section.

*Signatory of:*



*Partner of:*



*Network Supporter of:*



# THIRD PARTY LOGO USAGE GUIDELINES

## SIZE AND SPACING

It is important to ensure that the Third Party logo is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear. It helps to ensure clarity and improve the impact of the Corporate logo.

The clear space is defined by X which equals to the 6 squares box height.

This is the distance away from the edge of the PRI Third Party logo which defines the exclusion zone.

The logo must never be used smaller than 25.4mm (1 inch) in width in printed material, or 150px wide in digital material.



25.4 mm  
1 inch

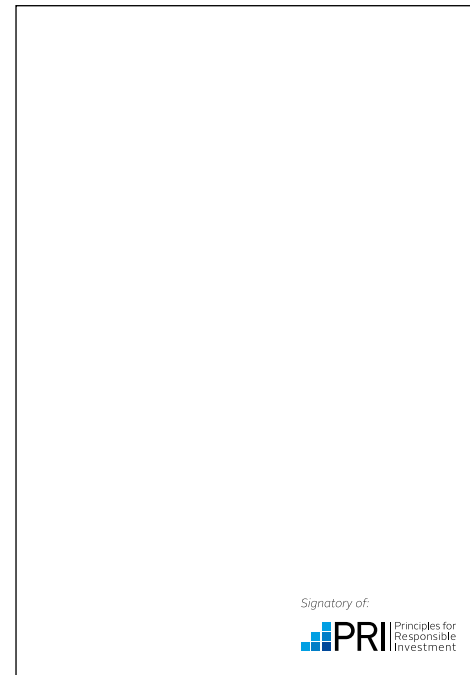
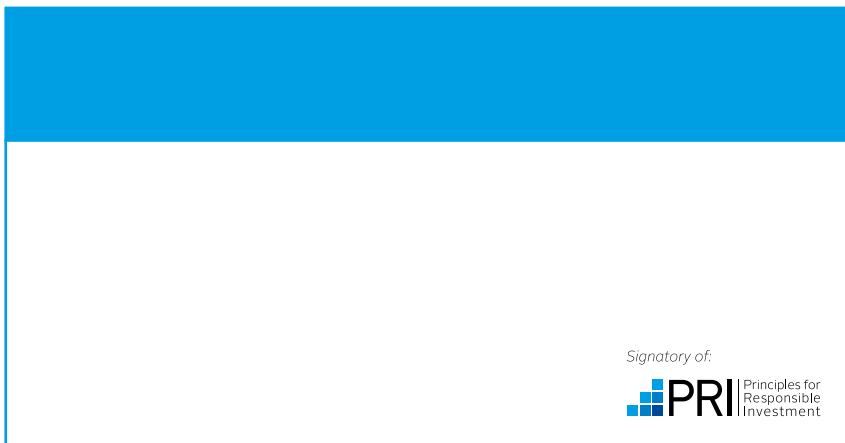
minimum size



# THIRD PARTY LOGO USAGE GUIDELINES

## LOGO POSITION AND SIZE EXAMPLES

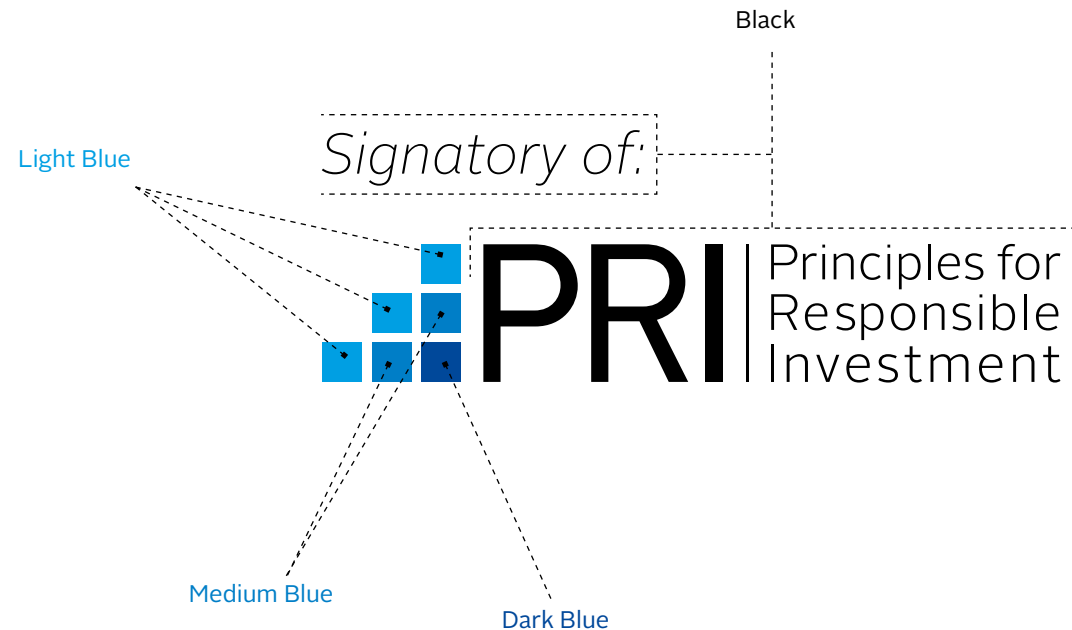
The logo should normally be placed in the bottom right of a document. If there are other logos with it, it must be the first logo in the group as read from the left to the right.



# THIRD PARTY LOGO USAGE GUIDELINES

Third Party logo has four main colours, same as the PRI Corporate logo. These are styled Black, PRI Light Blue, PRI Medium Blue and PRI Dark Blue. These colours should be used to highlight elements of material in preference to other colours.

- PRI Light Blue  
 Pantone Pro Cyan  
 CMYK: 100, 0, 0, 0  
 RGB: 0, 175, 240  
 #00AFF0
  
- PRI Medium Blue  
 Pantone 3005 EC  
 CMYK: 100, 32, 0, 0  
 RGB: 0, 140, 200  
 #008CC8
  
- PRI Dark Blue  
 Pantone 286 EC  
 CMYK: 100, 75, 0, 0  
 RGB: 0, 80, 160  
 #0050A0
  
- Black:  
 Pantone Process Black EC  
 CMYK: 0, 0, 0, 0  
 RGB: 0, 0, 0  
 #000000



# THIRD PARTY LOGO USAGE GUIDELINES

## COLOUR VERSIONS

Limited colour logos should be used in all situations where the logo will appear on a coloured background, or will not be viewed in colour.

When using the Third Party logo on colour backgrounds, the logo should always be fully visible, and the name must have sufficient contrast to be clearly readable.

For white backgrounds the primary Third Party logo (figure 1) should be used.

For white backgrounds in greyscale material please use GREY (figure 2) or BLACK version (figure 3).

Figure 2 may also be applied to backgrounds with sufficient contrast to ensure clear legibility of the PRI logo (usually not more of 20% of coverage).

For coloured backgrounds (above 20% of coverage) please use BLACK (figure 3) or WHITE version (figure 4).

*Signatory of:*



*Signatory of:*



*Signatory of:*



# THIRD PARTY LOGO USAGE GUIDELINES

## LOGO MISUSE

These are examples of **IMPROPER** use:

- The logo **must not be changed in colour** from the supplied files (Figure 5).
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- **No text should be added** to the logo (Figure 7).
- The logo should **not be placed on images** in such a way that the background **interferes with its legibility** (Figure 8).
- **Only single colour** logos should be placed **on any coloured background, including images** (Figure 9).

*Signatory of:*



FIGURE 5

*Signatory of:*



FIGURE 6

*Signatory of:*



FIGURE 7



FIGURE 8

*Signatory of:*



FIGURE 9



## BRAND IDENTITY AND GUIDELINES

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*Any requests or questions about the PRI Corporate logo and its use must be submitted to Will Stewart at [will.stewart@unpri.org](mailto:will.stewart@unpri.org).*