



BRAND IDENTITY AND GUIDELINES

"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 Alessandro Boaretto, Head of Design and Brand, at alessandro.boaretto@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 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

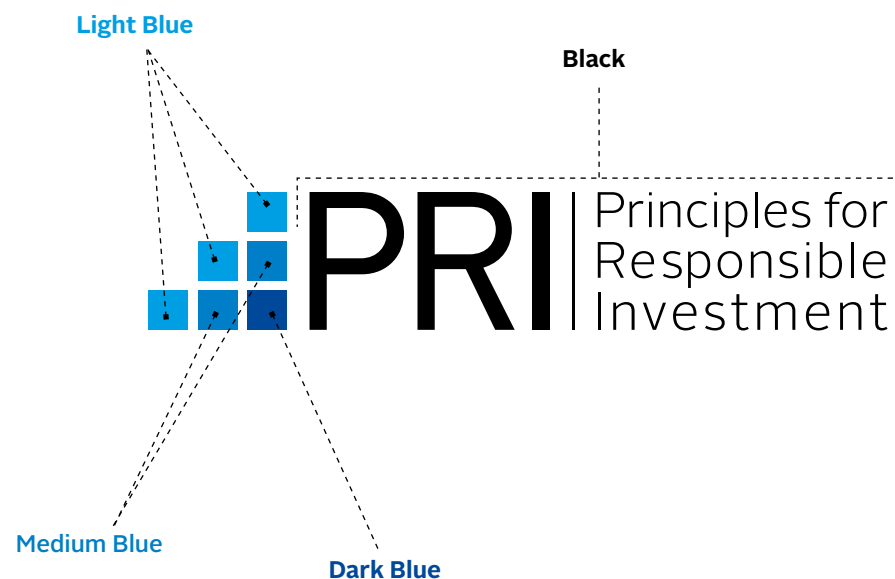
minimum size



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).



FIGURE 1



FIGURE 2



FIGURE 3



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 web pages and, Word documents and Powerpoint presentations.

TITLE

SUBTITLE

SUB-SUBTITLE

Body

Alright Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Alright Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Alright Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

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:

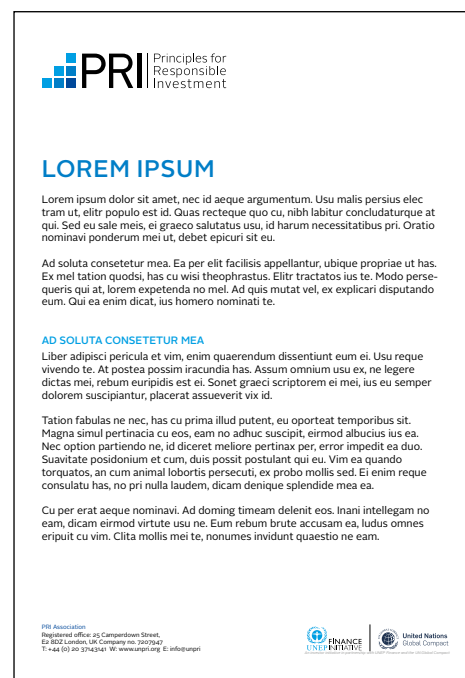
PRI is an investor initiative in partnership with UNEP Finance and the UN Global Compact

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.



United Nations
Global Compact

FIGURE 12



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.

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

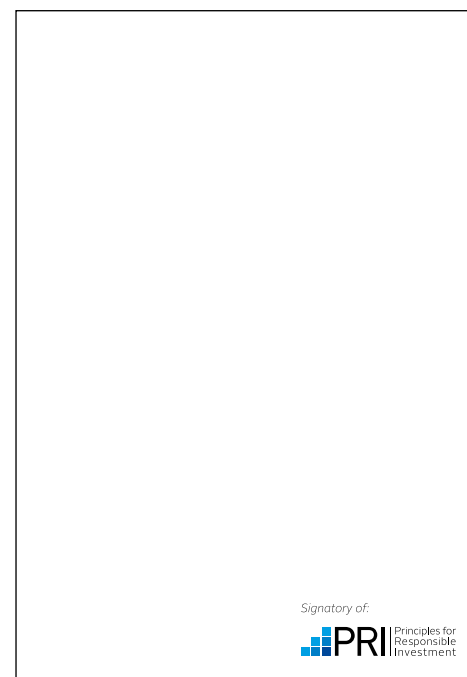
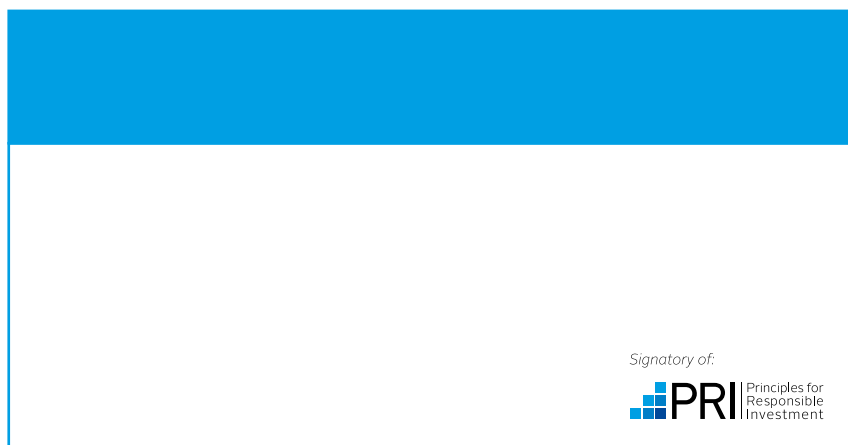
minimum size



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

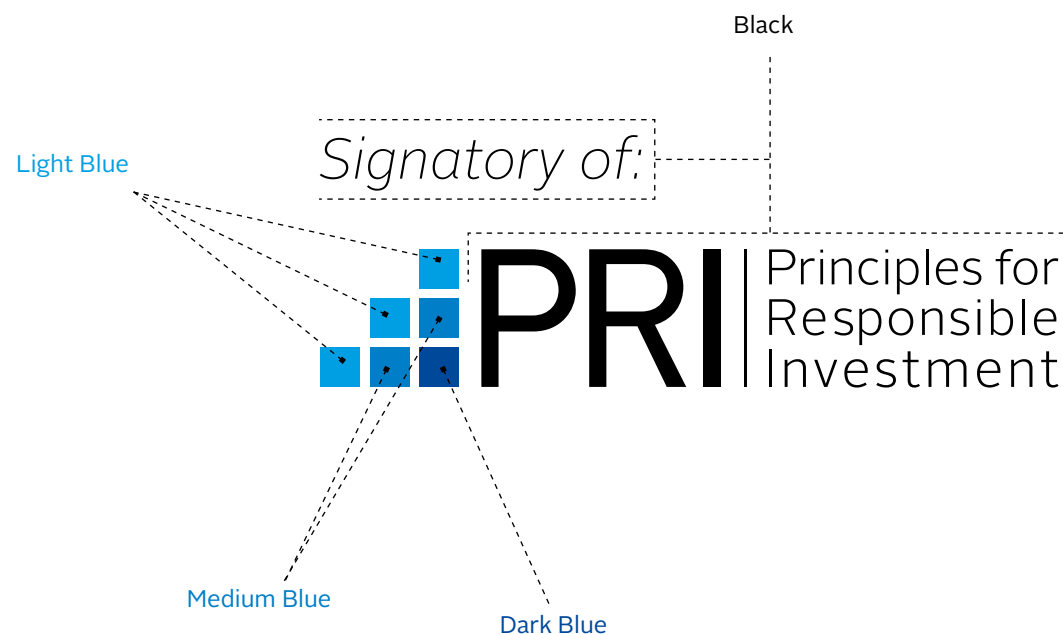
Third Party logo has four main colours, same as the PRI Corporate logo. These are styled Black, PRI Light Blue, PRI Medium Blue and PRI Dark Blue. These colours should be used to highlight elements of material in preference to other colours.

- 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:



FIGURE 1

Signatory of:



FIGURE 3

Signatory of:



FIGURE 2

Signatory of:



FIGURE 4

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).
- 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).

Signatory of:



FIGURE 5

Signatory of:



FIGURE 6

Signatory of:



FIGURE 7

Signatory of:



FIGURE 8

Signatory of:



FIGURE 9



BRAND IDENTITY AND GUIDELINES

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