



ESMO

Earth System Modelling
and Observations

WCRP

World Climate
Research Programme

Brand Guidelines

WCRP Earth System Modelling and Observations (ESMO)

February 2025

0.1

ESMO Brand Identity

The **Earth System Modelling and Observations project (ESMO)** operates within the framework of the **World Climate Research Programme (WCRP)**, contributing to its mission through collaborative climate modeling efforts.

As part of the WCRP brand identity, the ESMO logo and visual elements should align with the broader WCRP branding while maintaining a distinct identity that reflects its unique role. This guide provides clear principles to ensure consistency across all ESMO communications, reinforcing recognition and a cohesive connection to the global climate research community.

By adhering to these guidelines, we enhance the visibility and impact of ESMO within WCRP and beyond.

Note that the use of the ESMO branding does not imply endorsement.

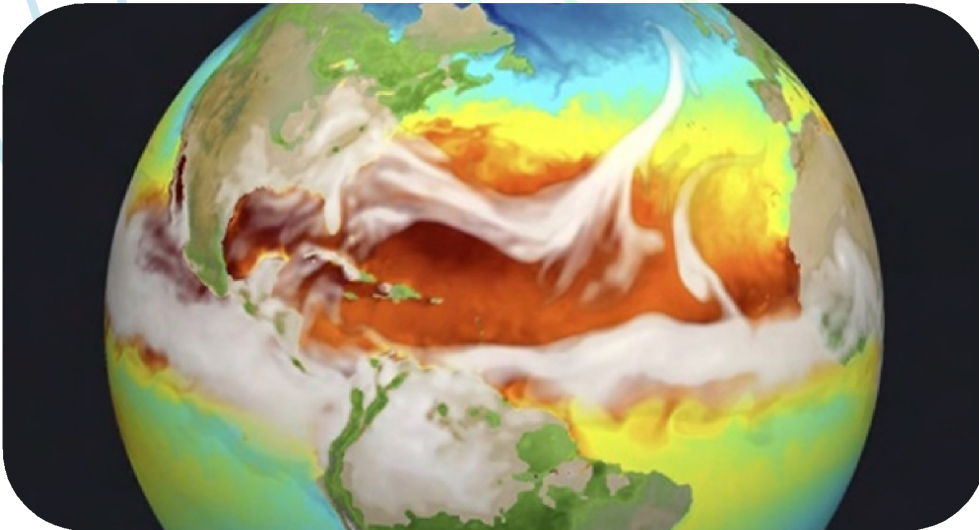


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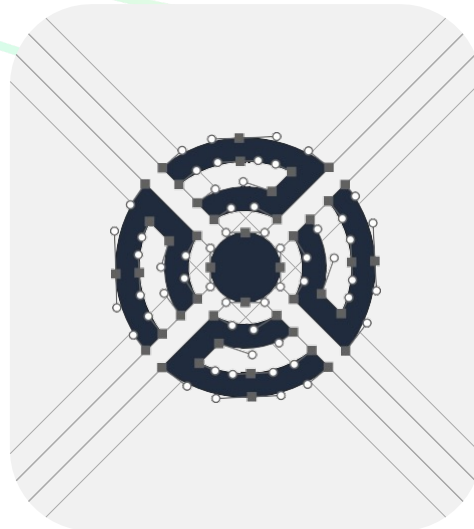
1. Logo

1.1.1 Brand Logo Inspiration



ESMO

Old Logo



1.1.2 Logo Main

The logo combines a Word Mark in capital letters, written in a modern, sans serif font and a Brand Mark positioned to the left

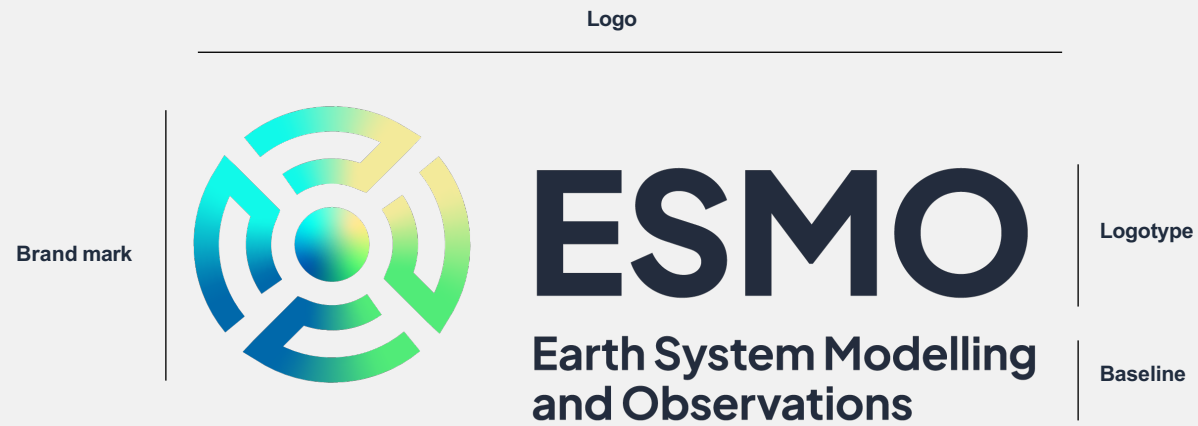


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1.1.3 Logo Structure

The full logo is composed of the Word Mark (logotype), the Brand Mark and the Baseline (full name). The logo can be used with or without the Baseline.



1.1.4 Logo Variations

To optimize the legibility of the logo on smaller media, a reduced, responsive version was created. It is also possible to use only the Brand Mark, as long as ESMO already appears elsewhere.



ESMO
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Main logo



ESMO

Responsive logo



Brand mark

1.2.1 Main Logo -
Positive/Negative



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Colored positive logo



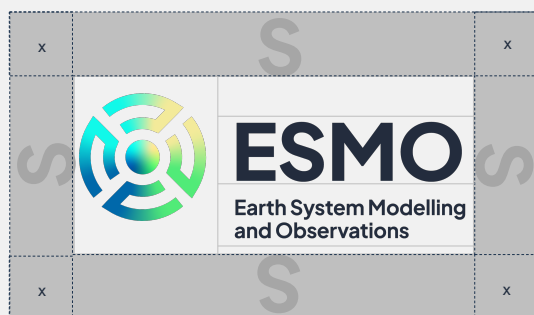
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Colored negative logo

1.2.2 Main Logo - Clear Space & Minimum Size

Clear Space

To protect the integrity of the logo and preserve its strength, a minimum distance between each element has been defined. Nothing should be introduced into this zone.



Clear space

Minimum size

To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.



Minimum size

1.3.1 Responsive Logo - Positive/Negative



Colored positive logo



Colored negative logo

1.3.2 Responsive Logo - Clear Space & Minimum Size

Clear Space

To protect the integrity of the logo and preserve its strength, a minimum distance between each element has been defined. Nothing should be introduced into this zone.



Clear space

Minimum size

To ensure the visibility of the logo, a minimum size has been defined for both the Brand Mark and the lettering.



Minimum size

1.4 Logo misuse

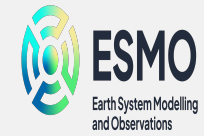
Certain forms and uses are prohibited in order to preserve a consistent visual identity.



Don't skew the logo color



Don't stretch the logo



Don't squeeze the logo



Don't change logotype color



Don't change brand mark color



Don't overlook using logo's clear space



Don't move around logo elements



Don't overlook contrast ratio



Don't place the logo on noisy backgrounds

2. **Colors**

2.1 Main Colors

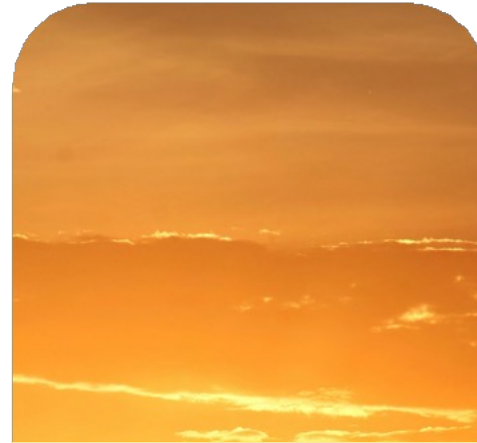
The 4 colors represent the components of the planet as an inter-connected system of ocean, ice, atmosphere and land.



ocean blue



icy cyan



atmosphere yellow



land green

2.2 Color codes

WCRP's colors represent earth and space.

OCEAN BLUE

SCREEN COLOR: #1C68A5
PRINT COLOR: #006AAB

ICY CYAN

SCREEN COLOR: #02FAE9
PRINT COLOR: #A1D9F8

ATMO YELLOW

SCREEN COLOR: #F2EAA4
PRINT COLOR: #FFED77

LAND GREEN

SCREEN COLOR: #85E885
PRINT COLOR: #77BB65

DEEP SPACE BLUE

SCREEN COLOR: #232C3D
PRINT COLOR: #252F44

3. Typography

3.1 Main Typeface

ice cap
oceans
atmosph
lands

Plus
Jakarta
Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?"'!"(%)[#{@}-+÷

3.2

Main Typeface Specs

The main typeface used is Plus Jakarta Sans. It exists in several weights depending on the needs. Try not to use more than 3 weights on the same document.

Plus Jakarta Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}-+÷

Plus Jakarta Sans is a fresh take on geometric sans serif styles, designed by G. Rahayu from Tokotype. Open Licence - Google Font: fonts.google.com/specimen/Plus+Jakarta+Sans?query=jakarta

Use Cases: **Corporate documents, Stationery, Website, Signage, etc.**

ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold

3.3

Fall-back typeface

The use of Arial is recommended for administrative purposes (correspondance, emails, PowerPoint presentations etc.)

Fallback font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890‘?’“!”(%)[#]{@}-+÷

Arial is a system font that has been packaged with Windows since the early 90s. Available on both PC and Mac, it is the perfect fall-back font.

Use Case: **PowerPoints, Words, Excel templates** and other **Papers** that are designed to be used accross a variety of people.

Regular

Italic

Bold

Bold Italic

4. Sub Logos

4.1 ESMO Panels and WGs

We recommend the same guidelines for the use of any ESMO-sub logo associated with ESMO Working Groups or Panels



WGCM

Working Group on
Coupled Modelling



WGNE

Working Group on
Numerical Experimentation



WGSIP

Working Group on Subseasonal
to Interdecadal Prediction



WGORC

Working Group on Observations
for Researching Climate



DCPP

Decadal Climate
Prediction Project



WIP

WGCM
Infrastructure Panel



obs4MIPs

Observations for Model
Intercomparison Projects



Thanks

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