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Foreword

The Campbell Collaboration’s branding reflects our commitment to openness and clarity. We use clean, clear lines and strive to make our products and designs as welcoming, practical and user-friendly as possible.

The diamond in the logotype is a reference to the diamond point used in forest plot graphs: the point that marks the overall effectiveness of an intervention.

This diamond element reflects the key role that knowledge synthesis plays in our work and the purpose of our organisation: to improve lives by providing better evidence.

Campbell’s tagline is ‘Better evidence for a better world’.

This brand identity guideline document updates and simplifies our brand identity elements. Where there were many variations of the Campbell logotype layout, there are now only two main layouts. Where there was a limited range of secondary colours, there is now a more complete palette. This guide provides colour reference information for use online, in word processor software or by commercial printers. Our list of preferred fonts is also updated here.

New elements in this guide include logos for entities including national and regional centres, Campbell networks, and Campbell Coordinating Groups. These logos are created on-demand.

Contact us

If you have any questions about the brand identity of the Campbell collaboration and its applications, you can contact us: info@campbellcollaboration.org
1. Main logotype

The Campbell Collaboration logotype is made up of two elements: the lettering and the logomark (symbol).

Position, size, and colours, along with the spatial and proportional relationships of the logotype elements, are predetermined and should not be altered.

The official colours are detailed on page 17 of this manual.
A. Logotype

2. Secondary logotype

The secondary logotype is the Campbell symbol.

Position, size, and colors, along with the spatial and proportional relationships of the logotype elements, are predetermined and should not be altered.

The official colours are detailed on page 17 of this manual.
A. Logotype

3. Tertiary logotype

The tertiary logotype is the stacked Campbell logotype.

Position, size, and colors, along with the spatial and proportional relationships of the logotype elements, are predetermined and should not be altered.

The official colours are detailed on page 17 of this manual.

To keep our branding simple, we encourage use of the two main logotypes. This third option can be used in special cases.

To make a request, contact us: info@campbellcollaboration.org
A. Logotype

4. Reversed logotype

The reversed (white) logotype may be used on dark or coloured backgrounds, if there is sufficient contrast between the background colour and the logo.
A. Logotype

5. Single coloured logotype
The single-colour (black) logotype may only be used when the media production is in black and white.
B. Rules of use

1. Main logotype use

MINIMUM SIZE
To ensure the logotype is always clear and legible, it should never be used below the minimum size shown below.
The minimum size of the main Campbell logotype is 0.8 cm (0.31”) in height and 3 cm (1.18”) in width.

CLEARANCE ZONE
The logotype must always be surrounded by a minimum area of space to ensure it can be clearly seen and stands apart from other images and/or text.
This clear zone refers to a distance of “X” as a unit of measurement surrounding each side of the Campbell logotype. “X” equals the height of the capital ‘C’, first letter of the lettering.
B. Rules of use

2. Secondary logotype use

MINIMUM SIZE
The minimum size of the secondary Campbell logotype is 0.8 cm (0.31”) in height and width.

CLEARANCE ZONE
Clear zone refers to a distance of “X” as a unit of measurement surrounding each side of the Campbell logotype. “X” equals the height of the lower part of the Campbell symbol.
B. Rules of use

3. Tertiary logotype use

This logotype can only be used by agreement. Please see page 6 for details.

MINIMUM SIZE

The minimum size of the secondary Campbell logotype is 2 cm (0.31”) in height and 2 cm (0.31”) in width.

CLEARANCE ZONE

Clear zone refers to a distance of “X” as a unit of measurement surrounding each side of the Campbell logotype. “X” equals the height of the capital ‘C’, first letter in the organisation's name.
B. Rules of use

4. Incorrect use

Never stretch or distort the logotype. The proportions should never change.

No other typeface can be used for the logotype

The logotype should always appear entirely

The clearance zone around the logotype must be respected

The colours and opacity must always be true to the official logotype, as stated on page 4 of this manual.

Never alter or add elements to the logo: Do not add graphics, insert words, or modify the design elements or the logo/design itself.
B. Rules of use

5. Preferred logotype positioning
The Campbell logotype can be positioned as shown. Do not place it at the top right, or floating in any other position on a page, or rotated at any angle.
B. Rules of use

6. Correct display in co-branding
The Campbell logotype may be used alongside other logotypes as long as the rules of use are followed.

7. Incorrect display in co-branding
See page 9 for information about the clearance zone around the logotype.
C. Secondary entities

1. Campbell National and Regional Centres and Campbell Networks

Some examples
C. Secondary entities

2. Coordinating Group logotypes

Some examples:

- Campbell Social Welfare
- Campbell Knowledge Translation & Implementation
- Campbell Crime & Justice
- Campbell Methods
1. Primary colours

The main colours of the Campbell brand identity are the logotype colours, recommended text colour (Campbell Grey) and white.

- **Campbell Blue**
  - PANTONE 646
  - CMYK 85/55/18/0
  - RGB 60/90/150
  - # 3c5a96

- **Campbell Blue 50%**
  - PANTONE 646
  - CMYK 43/28/9/0
  - RGB 163/173/203
  - # a3adcb

- **Campbell Blue 20%**
  - PANTONE 646
  - CMYK 17/11/4/0
  - RGB 218/221/235
  - # daddeb

- **Campbell Grey**
  - PANTONE 430
  - CMYK 58/40/34/30
  - RGB 99/111/119
  - # 636f77

- **Campbell Grey 50%**
  - PANTONE 430
  - CMYK 30/22/19/12
  - RGB 173/174/180
  - # adaeb4

- **Campbell Grey 20%**
  - PANTONE 430
  - CMYK 12/9/8/5
  - RGB 221/221/224
  - # dddde0

- **Gold**
  - PANTONE 124
  - CMYK 0/35/85/5
  - RGB 220/150/0
  - # dc9600

- **White**
  - CMYK 0/0/0/0
  - RGB 255/255/255
  - # FFFFFF

The Campbell Blue and Grey may be used in tints of 50% and 20% as background colours.
D. Colours

2. Secondary colours

The secondary colours of the Campbell brand identity are used for sub-headings and other secondary elements. They should not be used for main headings, for example on publication covers or introductory slides in presentations.
E. Fonts

1. Preferred fonts

MAIN HEADINGS

Poppins Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz

SUB-HEADINGS

IBM Plex Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz

BODY TEXT

IBM Plex Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
tuvwxyz
E. Fonts

2. Substitute fonts

MAIN HEADINGS

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUB-HEADINGS

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz