



# Branding Guide

# Vision and Mission Statements

- *Better evidence for a better world*
  - Campbell Collaboration vision statement
- *The Campbell Collaboration promotes positive social and economic change through the production and use of systematic reviews and other evidence synthesis for evidence-based policy and practice.*
  - Campbell Collaboration mission statement

# Campbell – about us, about our branding

- The Campbell Collaboration is an international research network dedicated to the production and use of high quality systematic reviews.
- Our mission is to contribute to positive social change through better decision making. We are committed to increasing the policy impact of our work and to presenting our findings in ways that improve both understanding and access.
- Our 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 logo 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 branding – colours

- A.1. The Campbell Collaboration uses 5 core colours (CC) and 10 additional colours (AC) in its branding.
- A.2. Only the CC and AC colours may be used in Campbell's branded materials, both for print and online materials. No other colours except greytone may be used.
- A.3. A colour chart with the full RGB, CMYK, HEX and HSB values is shown on the next pages

# Campbell branding – core colours (CC)

CC COLOUR 1



RGB: 51, 102, 153  
CMYK: 67, 33, 0, 40  
HEX: #336699  
HSB: 209, 65, 59

CC COLOUR 2



RGB: 242, 192, 99  
CMYK: 5, 25, 71, 0  
HEX: #F2C063  
HSB: 39, 59, 95

CC COLOUR 3



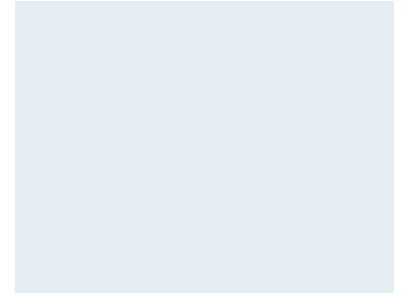
RGB: 45, 82, 115  
CMYK: 89, 66, 34, 17  
HEX: #2D5273  
HSB: 208, 61, 45

CC COLOUR 4



RGB: 108, 166, 217  
CMYK: 56, 24, 0, 0  
HEX: #6CA6D9  
HSB: 208, 50, 85

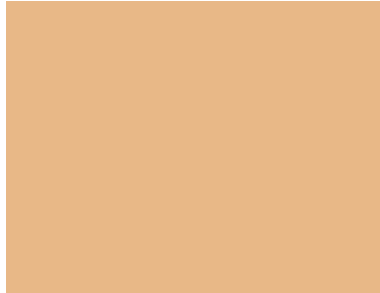
CC COLOUR 5



RGB: 228, 237, 242  
CMYK: 13, 4, 4, 0  
HEX: #E4EDF2  
HSB: 201, 6, 95

# Campbell branding – additional colours (AC)

**AC COLOUR 1**



RGB: 232, 184, 135  
CMYK: 8, 29, 51, 0  
HEX: #E8B887  
HSB: 30, 42, 91

**AC COLOUR 2**



RGB: 233, 109, 101  
CMYK: 4, 72, 56, 0  
HEX: #E96D65  
HSB: 4, 57, 91

**AC COLOUR 3**



RGB: 99, 164, 229  
CMYK: 57, 28, 0, 10  
HEX: #63A4E5  
HSB: 210, 57, 90

**AC COLOUR 4**



RGB: 189, 187, 255  
CMYK: 24, 24, 0, 0  
HEX: #BDBBFF  
HSB: 242, 27, 100

**AC COLOUR 5**



RGB: 50, 146, 176  
CMYK: 72, 17, 0, 31  
HEX: #3292B0  
HSB: 194, 72, 69

**AC COLOUR 6**



RGB: 145, 187, 229  
CMYK: 41, 16, 0, 0  
HEX: #91BBE5  
HSB: 210, 37, 90

**AC COLOUR 7**



RGB: 166, 78, 72  
CMYK: 0, 53, 57, 35  
HEX: #A64E48  
HSB: 4, 57, 65

**AC COLOUR 8**



RGB: 94, 102, 24  
CMYK: 61, 42, 100, 28  
HEX: #5E6618  
HSB: 66, 76, 40

**AC COLOUR 9**



RGB: 204, 103, 48  
CMYK: 15, 70, 94, 3  
HEX: #CC6730  
HSB: 21, 76, 80

**AC COLOUR 10**



RGB: 30, 59, 89  
CMYK: 94, 76, 41, 32  
HEX: #1E3B59  
HSB: 210, 66, 35

# Campbell branding – fonts

- B.1. Online: The following sans serif fonts should be used for all online-only publications. For the website: Lato, Helvetica Neue, Tahoma, Trebuchet, Verdana (the standard web fonts will be loaded if the first two fonts listed aren't on a web visitor's machine).
  
- B.2. For print, the following fonts should be used for all publications: (serif) Georgia is used for reviews and documents with a lot of text. Documents with less text which may also be viewed online as pdfs use Calibri.

# Campbell branding – logo instructions

## C.1. *How many versions of the Campbell logo are there?*

The Campbell logo is available in two versions only: a blue version and white version.

## C.2 *What formats are available?*

Each colour version of the logo appears in three formats:

- Horizontal
- Horizontal compact
- Vertical (we also have an icon showing only the C symbol)

## C.3 *What colours should be used?*

Colours in the blue logo version:

Lettering: #336699, RGB: 51/102/153; Diamond: #cc99337, RGB: 204/153/51.

Colours in the white logo version: pure white for the lettering and icon (including the diamond)



# Campbell branding – logo instructions (cont'd)

C.4. *May other colours be used in the Campbell logo?*

No. Only the logo colours specified in C.3 may be used. Campbell's CC and AC branding colours should not be used

C.5. *What backgrounds can be used behind the logo?*

The blue version of the logo must be placed against a white background, or a shaded grey background up to 10% black.

The white version may be placed against the first 3 of Campbell's core colours  
Please do not use backgrounds of other colours may be used behind the logo.  
No graphic elements or patterns may be placed above or under the logo.

# Campbell branding – logo instructions (cont'd)

C.6. *How close may I place the logo to other graphics and logos?*

When the Campbell logo appears in publications alongside the logos of other organisations, the Campbell logo must be proportionately sized, and have a clear surround on all sides of at least 1/3rd of the height of the Campbell icon element. The logo must be aligned with the other logos.

C.7. *What is the minimum size permissible?*

The following minimum sizes apply to the logo variations

- Horizontal blue (60mm wide)
- Horizontal compact (35mm wide)
- Vertical (20mm wide)

# Campbell branding – logo instructions (cont'd)

C.8. *Where do I find a copy of the Campbell logo?*

Only use vector versions of the Campbell logos when resizing or designing graphic elements with the Campbell logo. The images in this file (see page 12) are .png versions and are for reference only. If you need to resize an image, please only use the downloadable versions available on our website [link to media page with logos]

C.9 *Can the icon element of the Campbell logo be used on its own?*

No. The icon element of the Campbell logo (the C shape and diamond) may not be used on its own

C.10 *Help! I've got questions about how to use the logo!*

Please contact the Campbell Collaboration Secretariat in Oslo, Norway, if you have any questions or queries about these guidelines via [info@campbellcollaboration.org](mailto:info@campbellcollaboration.org)

# Campbell branding – icon and logo elements

The Campbell logo appears in two colour formats, each in 3 sizes

## 1. Campbell Blue Horizontal



## 3. Campbell Blue Vertical



## 2. Campbell Blue Horizontal Compact



# Campbell branding – icon and logo elements

The Campbell logo appears in two colour formats, each in 3 sizes

## 1. Campbell White Horizontal



## 3. Campbell White Vertical



## 2. Campbell White Horizontal Compact



# Campbell branding – additional elements

- Logo with vision statement strapline



# Campbell contact information

- General enquiries: [info@campbellcollaboration.org](mailto:info@campbellcollaboration.org)

# Campbell online

- Website: [campbellcollaboration.org](http://campbellcollaboration.org)
- Twitter: [twitter.com/campbellreviews](https://twitter.com/campbellreviews)
- Facebook: [facebook.com/The-Campbell-Collaboration-155517641139668/](https://facebook.com/The-Campbell-Collaboration-155517641139668/)
- LinkedIn: [linkedin.com/company/the-campbell-collaboration](https://linkedin.com/company/the-campbell-collaboration)
- YouTube: [youtube.com/user/collaborationtube](https://youtube.com/user/collaborationtube)