



# RACE TO ZERO

**Brand toolkit**

V1.0 - June 2020

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01

# STRATEGY

## Intro

Our brand is not our logo, it's what lives in people's heads.

Our strategy is our intention, it guides how we show up in the world, and the experience people therefore have of us. That experience shapes people's perception of us, which is what ultimately creates our brand – the thing inside their head.

We capture that intention in a framework of thinking and words, which serves as a strategic tool to guide our every action, every day.

The framework consists of four parts: Vision, Purpose, Proposition, Principles. These parts all work together, and provide the setup for our design system, which makes up the bulk of this toolkit document.

Our vision, on the next page, captures our intention in a single piece of compelling prose.

## Strategy

(intention)



## Experience

(reality)



## Brand

(perception)



## Vision

We are in a race.

A race against time and against ourselves.  
Against the dangerous idea that we can't do  
this, that there is no way.

Unlike most races, it won't have one winner.  
In this race we all win, or we all lose.

Winning it will mean a radical, unprecedented  
level of collaboration, from all corners of our  
world. From our cities, businesses, regions and  
investors. From people everywhere.

Together we'll be racing for a better world,  
a zero carbon world. A healthier, safer,  
fairer world.

A world of wellbeing, justice, abundance and joy,  
where the air is fresher, our jobs are well-paid  
and dignified, and our future is clear.

To get there we need to run fast, and get faster.  
We need more and more people to join the race,  
and right now. This is not about 2050, it's about  
today.

We chose to go to the moon once. Now we  
choose to race to zero. This too will be hard,  
probably harder – but that's not why we're  
choosing it. We're choosing it because we can.

**Because we can do this, together.  
And we're already on the way.**

**Purpose** - leading our team

# Light the way

*energising, illuminating, relieving*

Our purpose describes what we're here to do everyday – it is our reason for being, our 'why'.

Originally meaning 'the course of life', 'the way' is our route to the healthier, safer, fairer zero world, our clearer future. We are like a beacon leading everyone along that way – we 'light' it.

This 'light' has three meanings, all to do with empowering people to act together. We rally people, show what's possible and already happening, and lighten the load by bringing them together. So we energise, illuminate, and relieve.

We should check everything we do against this purpose.



**Proposition** - inspiring everyone else

# The zero world

*healthier, safer, fairer, our clearer future*

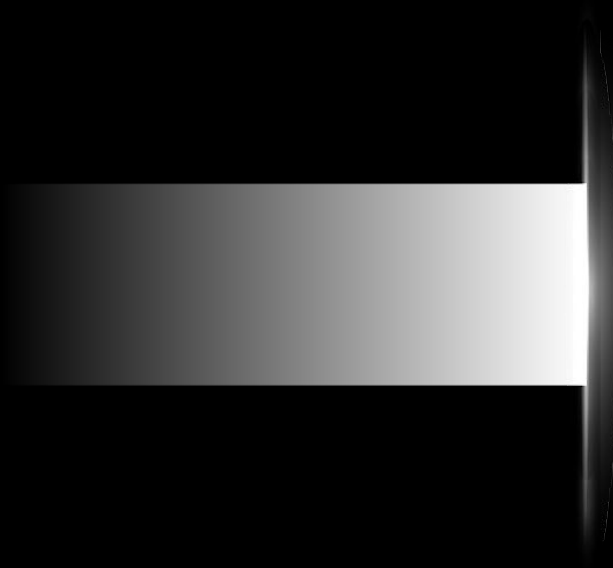
Our proposition is what we're offering people.

To be incentivised to win the race to zero, people need to imagine and be excited about what lies beyond the finish line.

Zero is currently just a number, a target. It doesn't have much meaning beyond that. To be sufficiently motivating, it needs to offer a vision of a better world.

This is what our campaign offers: a vision of a healthier, safer, fairer world, our clearer future – the prize for all of us when we win this race to zero.

Our design system in the following pages, guided by our principles on the next page, seeks to express this offer.



## Framework – Principles – Implications

Our principles expand upon our purpose, offering more granular detail to guide our action every day. All of our comms, including our photography, is guided by them.

### principles

### ...so we:

#### 1. **Prioritise health**

*help to shift our mindset from efficiency to resilience*

- Champion the idea that a healthy recovery is a zero-carbon recovery
- Build-in stories of people working together with trust and compassion
- Tell stories of long-term human resilience, beyond the finish line

#### 2. **Champion fairness**

*we're only as safe as our most vulnerable people*

- Make the world's most vulnerable a visible priority
- Draw attention to a global image that is less than 10% white
- Emphasise our interdependence with each other

#### 3. **Show science**

*lead people by making science relatable and desirable*

- Show with 'so what's, don't just tell with data
- Make it relatable, meeting people where they are
- Make it desirable, taking people where they want to be

#### 4. **Boost urgency**

*forget 2050, the race starts here and now, with us*

- Help people to visualise exponential increase
- Galvanise and celebrate progress along the journey
- Make it about action today, not tomorrow

02

LOGO

## Logo - Overview

Race to Zero is a bold modern logotype that moves forward with energy and grace, signifying our combined coordination and effort. It illuminates the liminal space which represents the healthier, cleaner zero world that we are exponentially racing towards.



## Logo - Versions - Colour

Our logo has been designed to work off our two primary background colours as well as black and white.



Logo Purple Breakdown:

#8900FF

R:137 G:0 B:255

C:80 M:80 Y:0 K:0



Click link to download

[CMYK](#)  
[RGB](#)

## Logo - Versions - B&W

We have provided two versions of the logo in black and white (CMYK and RGB) that indicates the minimum size and the clearspace that we require around it.



Click link to download

[CMYK](#)

[RGB](#)

Use the logo in white or black. Where possible, use the white logo on a dark coloured background for maximum impact.



Click link to download

[CMYK](#)

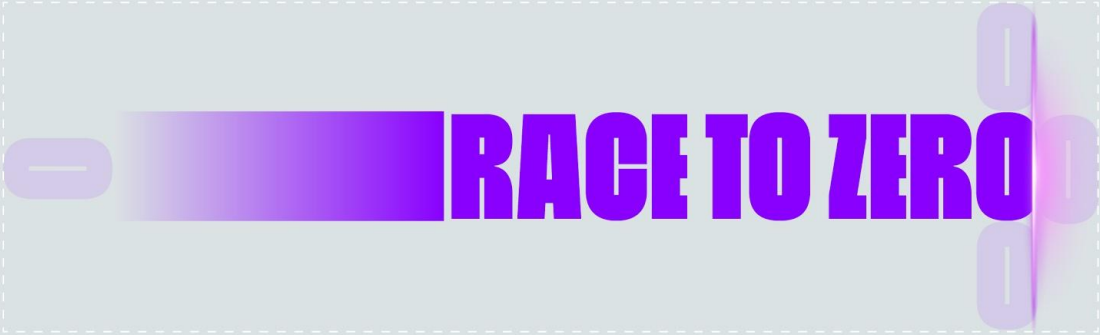
[RGB](#)



# Logo - Clearspace

## Clearspace

Clearspace is essential to ensure that our logo has sufficient standout and doesn't get lost in the design.



## Minimum size

It is important not to use smaller than the specified minimum size shown to ensure legibility.



## Logo - Placement

These schematics show the suggested locations for the logo in relation to the format. For most A-sized applications, the top right corner is the perfect location.

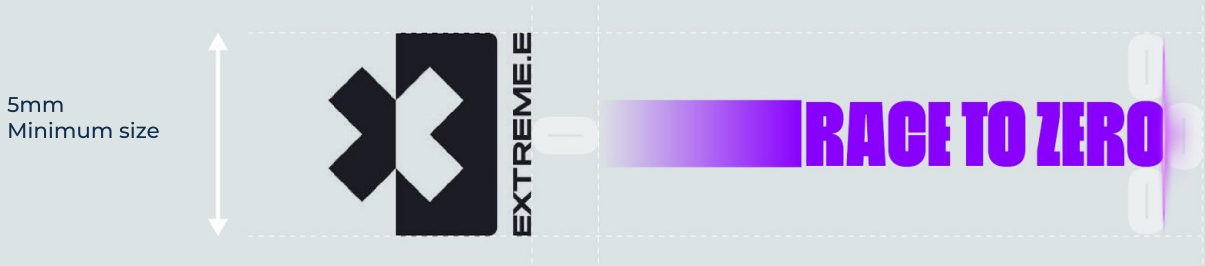
For digital applications the logo should be placed in the top left or top centred depending on other elements.

In most cases the logo should be  $\frac{1}{3}$  to  $\frac{1}{2}$  the size of the shortest side. This will maintain consistency across applications whilst making sure the logo has enough stand out.



# Logo - Partnership lockup

Every partner logo is different, so we have provided simple guidance for lockup, clearspace, positioning and minimum sizing.



Clear-spaced using 'O' as a guide

Always positioned to the right

# Logo - Co-Branding

When co-branding our logo with supporting brands. We should extend the gradient trail to the left.

Each logo can then be placed into the gradient trail. Placing these logos in white will ensure their legibility on both our background primary colours.



03

# COLOUR

DAWN

DUSK

# Colour - Background - Secondary

Refer to the specifications listed on this page when reproducing anything with the brand colours.

As the brand and our campaign gathers pace we will be expanding our colour pallette to represent a wider range of themes and categories

For printed communications use the correct CMYK breakdown.

For screen communications use the correct RGB breakdowns.

Always use the specified colours shown, don't introduce new colours or change the values.

#DBE2E4  
R:220 G:227 B:229  
C:17 M:8 Y:10 K:0

#112E4D  
R:17 G:46 B:77  
C:100 M:80 Y:41 K:41



04

# PHOTOGRAPHY

## Photography - Principles

Our photography represents the healthier, safer, fairer zero world – ‘the world of wellbeing, justice, abundance and joy, where the air is fresher, our jobs are well-paid and dignified, and our future is clear.’

The world that we are lighting the way to, that we are all exponentially racing towards.

It focuses on nature and people and should feel light, uplifting, desirable and natural, but never staged.

Where possible it should reflect our principles:

1. Prioritise health
2. Champion fairness
3. Show science
4. Boost urgency

And most importantly, when selecting an image, ensure that it suits the context of the headline or copy.

We have preselected photography from [Unsplash.com](https://unsplash.com).

The images have been split into three sections: Nature, Cities and People. All images can be downloaded and used for free with photographer credit where possible.



Nature - [click here to access](#)



Cities - [click here to access](#)



People - [click here to access](#)

## Photography - Avoid

Avoid using clichéd sporting or climate change images.

Certainly not images that suggest the beginning of a race – the race has begun, we are already running it and making progress, it's important that people feel this.

We need to avoid any images that do not reflect our vision of a healthier, cleaner zero world.

This campaign is not about what is wrong, it is about what can be right.



05

# LANGUAGE

# We use a vibrant voice that keeps us all going:

## We're energising

Full of go. Full of verve. Full of yes. Our words cackle with vitality and electricity. Reading them makes people want to leap up and join us, to find the adventure in what we're doing. We can do this, and when people hear us they'll believe it.

## We're purposeful

Confident, but never arrogant, we're stubborn optimists. We have focus, seeing through the noise. With momentum – a radical urgency – we focus on action, always moving towards outcomes, picking ourselves up if we fall. We can be trusted to find the solutions and get them done.

## We're compassionate

We're reassuring, there for people when they need it most. We lead with and alongside, lighting the way with love. We speak in everyday language, never jargon or idioms. We're not trying to be cool, or impress. In this race, people need someone to turn to: a reassuring, encouraging, friend.

# Always

- write with clarity (test it on a friend)
- write with conviction
- write naturally, conversationally
- use sharp, taut, pacey language
- use short sentences
- use the simplest word
- use physical language: ('kick-off' etc.)
- use structure to clarify (headings etc.)

# Never

- waffle (less is more)
- use jargon (this is for everyone)
- use local idioms (this is for everywhere)
- talk down to people
- get (too) emotional
- use exclamation marks (there's no need)
- put loads of full stops in (that's not pace)
- use stats without explaining the 'so what'



**RACING FOR  
A HEALTHY  
RECOVERY**

**RACE TO ZERO**

**FOR A HEALTHY,  
RESILIENT,  
ZERO-CARBON  
RECOVERY**

**RACE TO ZERO**

**WORLD  
ENVIRONMENT  
DAY**

**RACE TO ZERO**

06

# TYPOGRAPHY



# CINDERBLOCK 50 HEADLINES

Keep it left aligned  
with nice, tight leading  
Always upper-case

# CINDERBLOCK 50 HEADLINES

Montserrat Semibold  
or Regular for body copy

Keep it left aligned  
Always use sentence case

**KEEP  
THE BEAM  
RIGHT**

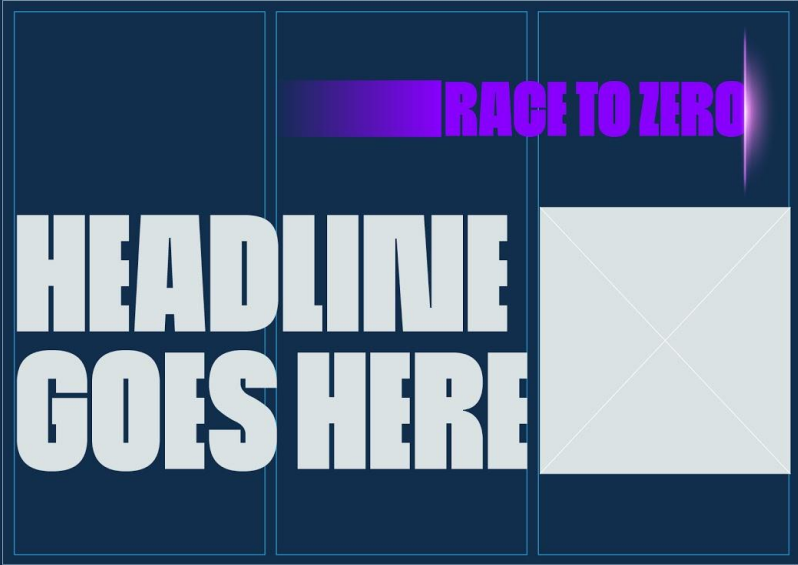
**AND  
ALWAYS IN  
OUR PURPLE**

07

# LAYOUTS

# Colour - Breakdowns

Using a simple 3 column grid will allow for consistency throughout all our applications as well as ensuring all our brand elements fit comfortably, and speak with volume.



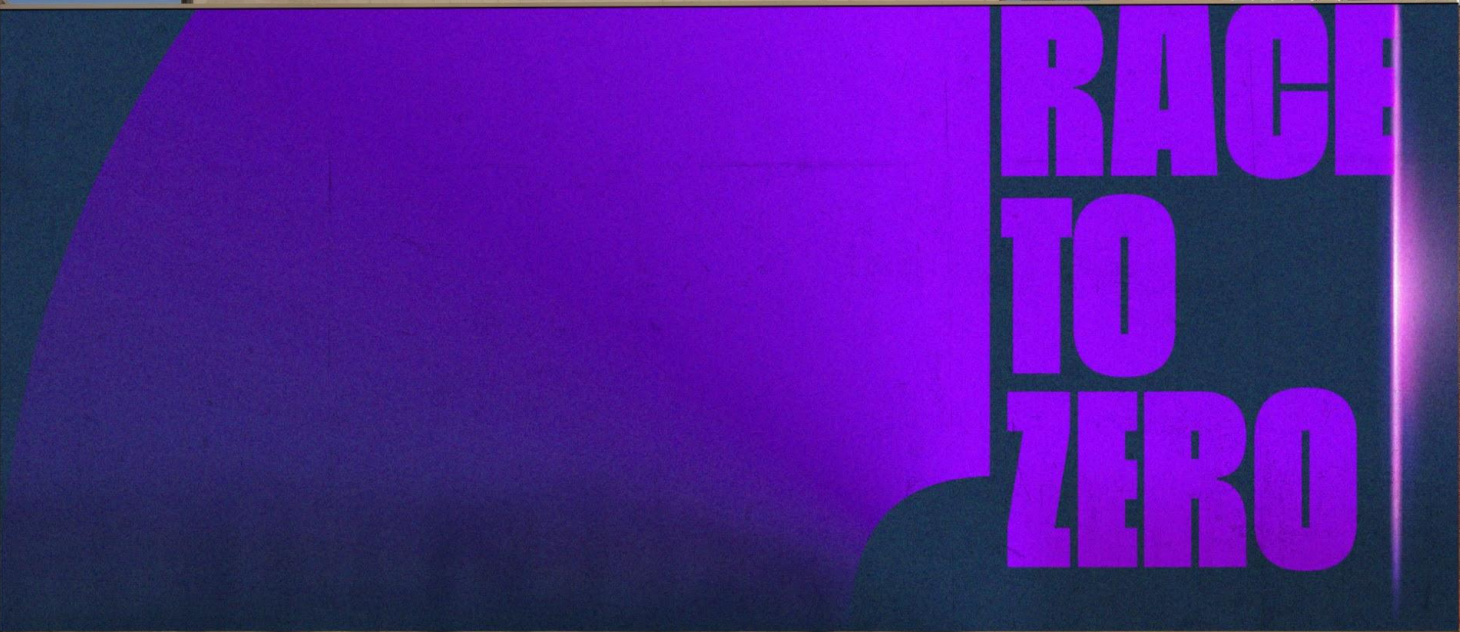
08

**IN THE WORLD**



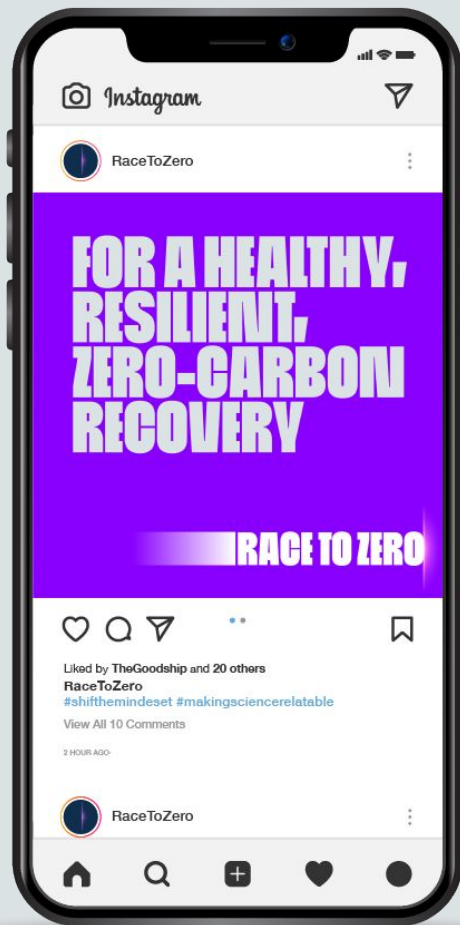






**RACE  
TO  
ZERO**

A large mural is painted on the side of a multi-story building. The mural features a large, abstract shape in shades of purple and blue, resembling a stylized letter 'C' or a partial circle. To the right of this shape, the words 'RACE TO ZERO' are written in a bold, white, sans-serif font, stacked vertically. The building itself is a mix of brick and concrete. To the left, a yellow building with arched windows is visible. To the right, a brick building with many windows is visible. In the foreground, there is a chain-link fence and a yellow taxi cab. The sky is clear and blue.



# 01 INTRODUCTION

Page Title - Section Title

## Headlines go here in Montserrat Bold

### Column Header

Suas falli tation et sed, at qui alterum senserit. Vel doming oportere urbanitas ut, at vim albusci dissentiunt. Ex duo elit exerci nostro, duo et ullum democritum, ad qui facilis docendi consectetuer.

### Column Header

Suas falli tation et sed, at qui alterum senserit. Vel doming oportere urbanitas ut, at vim albusci dissentiunt. Ex duo elit exerci nostro, duo et ullum democritum, ad qui facilis docendi consectetuer.

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#### Page Heading

Lorem ipsum dolor sit amet, diam feugait ut est, mel rebum malis inimicus cu. Cu sed sanctus ceteros adipisci, eu est iusto consulatu interpretaris. Cum vero sadipscing ex, eligendi facilisi te pri, erat iriure no mea.

Vim soleat tistique ad. Eam omnium molestiae in, no dicam recusabo sea, an unum urbanitas mel. Eum meis officiis cu.

Suas falli tation et sed, at qui alterum senserit. Vel doming oportere urbanitas ut, at vim albusci dissentiunt. Ex duo elit exerci nostro, duo et ullum democritum, ad qui facilis docendi consectetuer. Usu viris civibus quaerendum ut, ius eros fuisse interesset ad.

Lorem ipsum dolor sit amet, diam feugait ut est, mel rebum malis inimicus cu. Cu sed sanctus ceteros adipisci, eu est iusto consulatu interpretaris. Cum vero sadipscing ex, eligendi facilisi te pri, erat iriure no mea. Vim soleat tistique ad. Eam omnium molestiae in, no dicam recusabo sea, an unum urbanitas mel. Eum meis officiis cu.

Suas falli tation et sed, at qui alterum senserit. Vel doming oportere urbanitas ut, at vim albusci dissentiunt. Ex duo elit exerci nostro, duo et ullum democritum, ad qui facilis docendi consectetuer. Usu viris civibus quaerendum ut, ius eros fuisse interesset ad.

### Chart Name

explanation



### Chart Name

explanation



### Chart Name

explanation

Page Title - Section Title

## Headline goes here

Lorem ipsum dolor sit amet, te eos vide oblique. Ea qui ullum scaevola constituto. Ubique habemus ei mea, eu sanctus appareat conceptam sea, sint omnis inermis id nam. In eum meis commune contentiones. Vim aliquid adolescens complectitur in, te albusci ponderum eos, natum noluisse ut duo.

