COMPASS

Brand Book

A guide to your visual identity system

COMPASS Brand Book

A guide to your visual identity system

Designed by Xio Lugo with Story 2 Designs and Dearborn Strategies

*Last updated June 2020*

Table of Contents

Introduction

Welcome to the COMPASS Brand Visual Identity System. This book will guide you through the basic identity elements and provide clear rules for implementing them across various media types.

In addition to the basic brand elements, you will find examples of how to apply the visual brand to both print and digital platforms, in order to maintain a cohesive brand experience that meets the highest standard of accessibility.

01
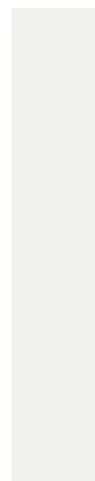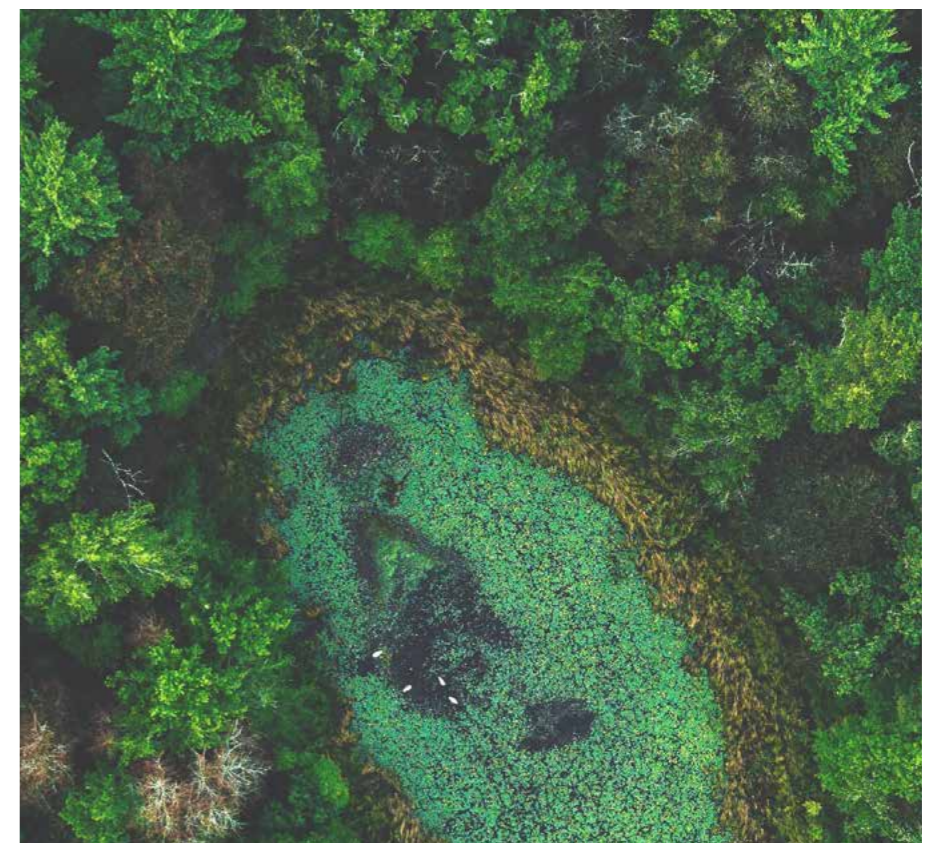
Logo
Proper Use

The logo is your organization's signature. This design is an altered version of the original COMPASS logo. The original font, *Futura*, was customized to produce a signature that is unique to COMPASS, giving it a professional yet friendly feel with softened edges and heavier weight. This logo was designed to read well at a large and small scale. The logo should be used in Ocean Blue and White, and should not be used in Bark Brown, Sand Beige, Stone Gray, Leaf Green, or any color outside of the COMPASS brand color palette.*

*Exceptions:. A lighter tint of Ocean Blue can be used only for presentations using a black background (See Section 8 on presentation guidelines). A gray version of the logo can be sent to partners for use on their materials. Simply desaturate the logo in Ocean Blue to create this gray, or use it in the Stone Gray.

02

Using the cap height, you can calculate the amount of padding around the logo. Use the height M in the logo to easily determine the clear space.

.5 inches is the minimum height of the logo. This height is measured from the cap height.

.5 in min height

Logo
Improper Use

Avoid distorting the logo by squeezing or stretching the logo.

Avoid using the logo over busy patterns, and always observe clear space.

Avoid rotating or skewing the logo.

Avoid using the logo in Leaf Green, Stone Gray, or Bark Brown.

Avoid blurriness and pixelation by using correct file types and appropriate sizes.

02

Color Palette

This color palette is designed to mimic colors found in nature. Ocean Blue is the primary color, tying the design to the original COMPASS brand.

PMS (spot color)
Use for offset printing. Ideal for stationery and other branded marketing materials. Limit to 1 to 2 color jobs.

CMYK (4 color process)
Use for offset and digital printing. Ideal for all color printing (e.g. photography and postcards).

Hex (hexadecimal color)
Use for all digital colorspace (e.g. website, email newsletters, and presentations.)
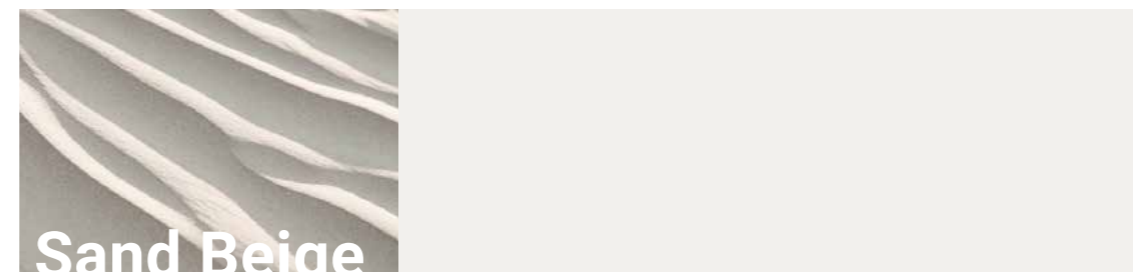
RGB (red, green, blue)
Use for all digital colorspace (e.g. video, social media, website, email newsletters, and presentations.)

03

Ocean Blue

	PMS	CMYK	Hex	RGB
Dark	541C/301U	100% 87% 35% 27%	#002f5f	0 47 95
Light	2145C/300U	100% 85% 23% 8%	#003e7e	0 62 126

Leaf Green

	PMS	CMYK	Hex	RGB
Dark	2305C/383U	35% 14% 100% 0%	#b2bb1e	178 187 30
Light	383C/583U	21% 6% 100% 0%	#d3d324	211 211 36

Sand Beige

PMS	CMYK	Hex	RGB
2330C/7534U	4% 3% 4% 0%	#f2f0ed	242 240 237
+30% tint			

Bark Brown

PMS	CMYK	Hex	RGB
Black 7C/426U	69% 64% 66% 69%	#282725	40 39 37

Stone Gray

PMS	CMYK	Hex	RGB
423C/423U	56% 47% 47% 13%	#737373	115 115 115

Ocean Blue Used with Lora font, large fields of color, and the COMPASS logo.

Leaf Green Used with graphic elements (line), and button backgrounds (for web).

Sand Beige For large fields of color and unique interactive elements like tiles for web.

Bark Brown For text and overlay on imagery at 80% opacity.

Stone Gray For microcopy like metadata and image captions.

Typography

COMPASS typography should be accessible and impactful. Roboto is the primary typeface, while Lora is used more sparingly for headlines and pull quotes.

Alternative font: For documents created in Microsoft Word and sent to others, **Arial Regular** can be used as an alternative to Roboto. The same point size and leading can be applied.

04

Roboto is an open-source Google sans-serif typeface with a large font family. It has a modern yet approachable character with clean lines and a variety of weights. Roboto can be used in **Bark Brown, Ocean Blue**, **Stone Gray**, or **white**.

Use for:
Headlines, body text, metadata, captions, buttons, navigation.

Lora is an open-source Google serif font with subtle curves and expressive flourishes to complement the geometric Roboto. This typeface should be used only in **bold italic** for the COMPASS brand system. Lora should be used with **Ocean Blue** or **white**.

Use for:
Subheads, quotes, big numbers.

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet. Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet.

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet. Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet.

Typography
For Print

Minimum point size for print: 10pt

Calculate leading: appx. 120% of point size.

Titles should be no more than 4 lines long.

Line length: Ideal length for pre-headers is within 40 characters. Ideal length for titles is between 90 and 150 characters. Ideal line length for body copy is 50 to 100 characters *per line*.

Emphasis: For print, avoid underlining text, and instead use bold **or** italics for emphasis in text.

Heading 1	**Pre-header**	
	Lora Bold Italic, Ocean Blue *Dark,* 16pt / 22pt leading	
Title	**Title**	
	Roboto Bold, Bark Brown, 36pt / 44pt leading	
Heading 4	**Microcopy & Captions**	
	Roboto Regular, Stone Gray, 10pt / 16pt leading	
Heading 2	**Subhead**	
	Roboto Bold, Bark Brown, 22pt / 28pt leading	
Body	**Body**	
	Roboto Regular, Bark Brown, 11pt / 16pt leading	
Heading 3	**Subhead**	
	Roboto Bold, Bark Brown, 16pt / 22pt leading	
	Emphasis	
	Roboto Bold, Bark Brown, 11pt / 16pt leading	
Heading 5	**Quote treatment**	
	Lora Bold Italic, Ocean Blue *Dark,* 16pt / 22pt leading	

Ipiet In Ecerferit

Lorem Ipsum faccull rnatat ut offic toreic tempero

Lorem ipsum dolor sit | Ipsum dolor

Lorem Ipsum faccul ornatat ut offic delenditi

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum faceser-sped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet reictiis voluptat velibus volo min ne volupti volupta nonse lique perovitati iust facea verfer-em faccull uptaspe rnatat ut offic toreic tempero represt otatem. Liquis ut que elitam, quam idi rendenit volorum eic te vellori orrovit occus magniendi.

Lorem Ipsum faccul ornatat ut offic delenditi doluptaqui

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum faceser-sped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet reictiis voluptat velibus volo min ne volupti volupta nonse lique perovitati iust facea verfer-em faccull uptaspe rnatat ut offic toreic tempero represt otatem. Liquis ut que elitam, quam idi rendenit volorum eic te vellori orrovit occus magniendi.

Ur mod quature ceatem facerum rero **doluptate dellenditi doluptaqui** debis netum sum faceser-sped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces.

"Lorem Ipsum faccull rnatat ut offic toreic tempero mod quature ceatem facerum rerolu optate dellenditi doluptaqui debis netum sum facesersped utestor."

04

# Typography
For Print

Green bar:
The green bar should be used with text on branded stationary and marketing materials like postcards and pamphlets. For internal documents or more utilitarian documents like memos or trainings, the green bar isn't necessary.

Dark backgrounds
Use white for all text on dark backgrounds.

Ipiet In Ecerferit
Lorem Ipsum faccull rnatat ut offic toreic tempero
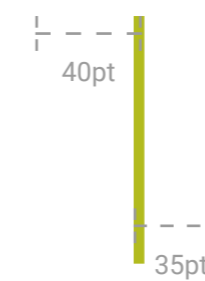
40pt

35pt

4px stroke
for print

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet reictiis voluptat velibus volo min ne volupti volupta nonse lique perovitati iust facea verferem faccull uptaspe rnatat ut offic toreic tempero represt otatem. Liquis ut que elitam, quam idi rendenit volorum eic te vellori orrovit occus magniendi.

Ipiet In Ecerferit
Lorem Ipsum faccull rnatat ut offic toreic tempero

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum facesersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet reictiis voluptat velibus volo min ne volupti volupta nonse lique perovitati iust facea verferem faccull uptaspe rnatat ut offic toreic tempero represt otatem. Liquis ut que elitam, quam idi rendenit volorum eic te vellori orrovit occus magniendi.

04

Typography
For Web

You can find typography rules for web on the *web style tile* page on the COMPASS website.

Minimum point size for web: 14px

Calculate leading: appx. 120% of point size.

Titles should be no more than 4 lines long.

Line length: Ideal line length for body copy is between 45 and 75 characters. Ideal length for headlines is within 40 characters. Ideal length for subheads is between 90 and 150 characters. Ideal line length for body copy is 50 to 60 characters *per line*.

*Font size is specifically for desktop

04

Pre-header — Lora Bold Italic, Ocean Blue *Dark,* 22px

Quature Ceatem

Title — Roboto Bold, Bark Brown, 46px /55 px leading*

Lorem ipsum dolor sit amet adipiscing elit in interdum debis

Body — Roboto Regular, Bark Brown, 16px / 24px leading*

Links within body text — Roboto Bold, Underline

Independent Links — Roboto Bold, Ocean Blue *Dark*, 16px / 24 px leading*

50px indent desktop & tablet

60px

6px stroke for web

Ur mod quature ceatem facerum rero doluptate dellenditi desmi **link within text** debis netum sum face sersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum. Ur mod quature ceatem facerum rero doluptate dellenditi debis netum sum face sersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum.

Lorem Ipsum ▶

Buttons — Roboto Bold, Bark Brown, 18 px*

Sign Up

This gradient uses Leaf Green light and Leaf Green Dark.

Captions & Metadata — Roboto Regular, Stone Gray, 14px / 21 px leading*

Lorem ipsum dolor | Orbis, netum, quid | Debis netum

Copy Rules
For Web

Follow these guidelines to ensure the copy used on the website is consistent, responsive, and brief.

Use an ampersand in all headlines.

Use title case in all headlines and for CTA links that are two words or less. (e.g. Learn More would use title case but Visit our blog would use sentence case. Exceptions include proper names or program names that do not include capitalization for all words, such as Learn more about Scientist Sentinels)

Capitalize all words in the headlines (above subhead, in Lora typeface, color Dark Ocean Blue). Exceptions include proper names or program names that do not include capitalization for all words.

Headline — **Character count:** Within 40 characters ——————

Subhead — **Character count:** 90 - 150 characters ——————

Body — **Character count:** 150 - 200 characters ——————

Buttons — **Character count:** Within 20 characters ——————

Quature Ceatem

We envision a future where people and nature thrive together.

Ur mod quature ceatem facerum rero doluptate dellenditi desmi **link within text** debis netum sum face sersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum. Ur mod quature ceatem facerum rero doluptate dellenditi debis netum sum face sersped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum.

Lorem Ipsum ▶

Sign Up

05

Graphic Elements

The Green Bar

The Green Bar creates a unique layout and helps draw the eye to key pieces of information. It can be used both vertically and horizontally, and has different stroke widths for print and web. Pay attention to the proximity of the line to the text, as it is also different for print and web.

For Print Use 4pt stroke width for the green bar

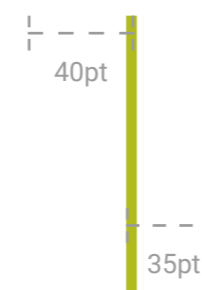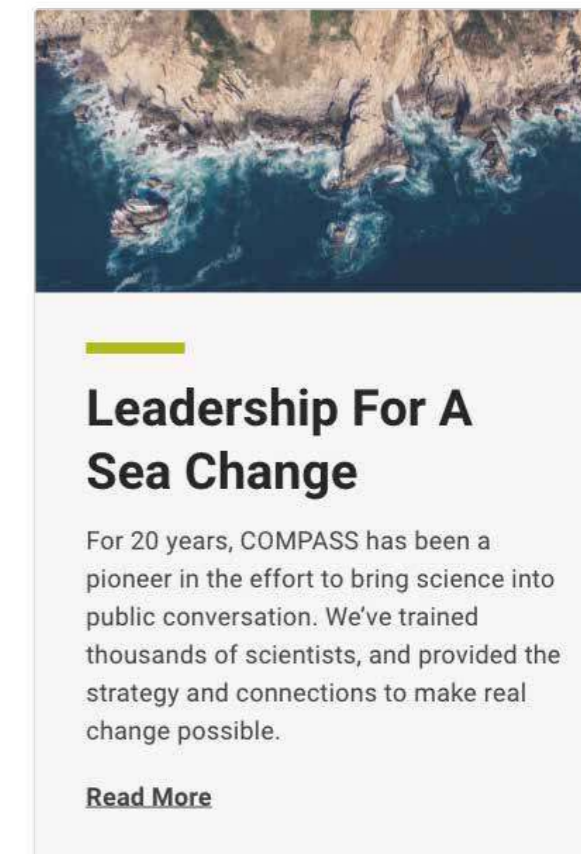**For Web** Use 6px stroke width for the green bar

05

For Print

Lorem Ipsum faccull rnatat ut offic toreic tempero

40pt

35pt

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum faceserped utestor ionecti oribus es autatet quid quatinciendi dolo ipidus es des dolum reprateces re abo. Nequis evente lacea qui beatur, same nectore pliquo idel modionsequi ut od eosam quas niet reictiis voluptat velibus volo min ne volupti volupta nonse lique perovitati iust facea verferem faccull uptaspe rnatat ut offic toreic tempero represt otatem. Liquis ut que elitam, quam idi rendenit volorum eic te vellori orrovit occus magniendi.

compassscicomm.org

Fiona Mann
Associate Director

📞 206.567.6784
✉ Fiona@compassscicomm.org

For Web

Lorem ipsum dolor sit

50px indent
desktop &
tablet

60px

Ur mod quature ceatem facerum rero doluptate dellenditi doluptaqui debis netum sum face ser-sped utestor ionecti oribus es autatet quid quat-inciendi dolo ipidus es des dolum reprateces.

Lorem Ipsum ▶

Leadership For A Sea Change

For 20 years, COMPASS has been a pioneer in the effort to bring science into public conversation. We've trained thousands of scientists, and provided the strategy and connections to make real change possible.

Read More

Graphic Elements

Iconography

Icons serve as visual cues that help communicate COMPASS' messages and visual identity. They can be used for print, web, and presentations. Titled icons that has should always be paired with its corresponding title. Placeholder graphics can be used in lieu of profile images or on tiles on the website.

Preparing Science Leaders

Leadership Programs

Training

Coaching & Strategic Support

Supporting Leaders In Action

Convene People When & Where It Matters

Create a Community of Support

Synthesize Science

Develop Strategies For Engagement
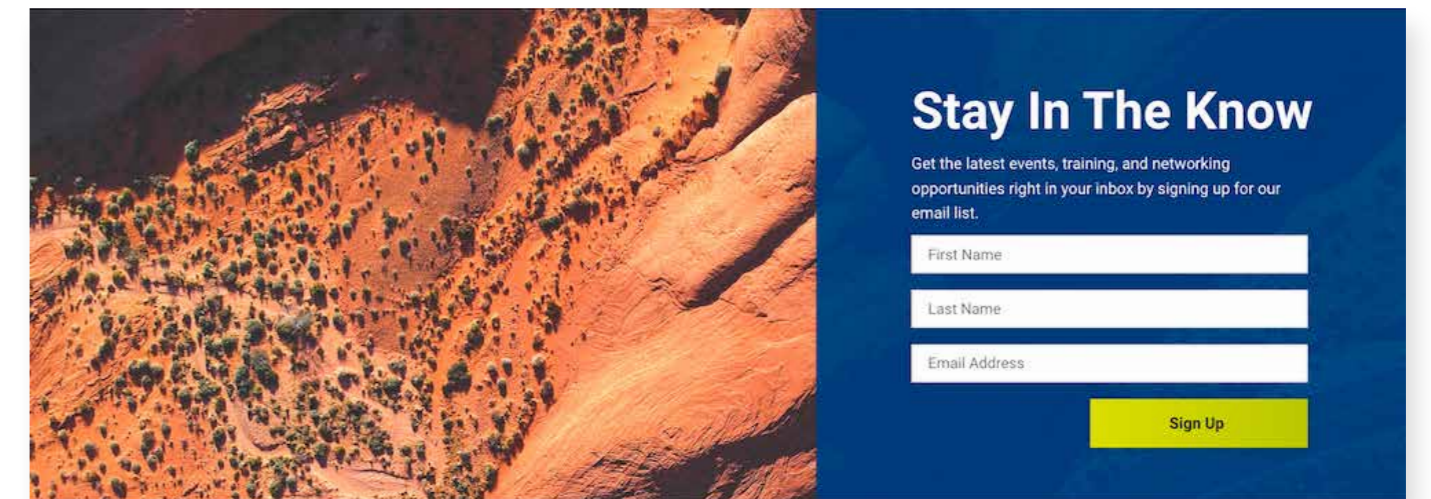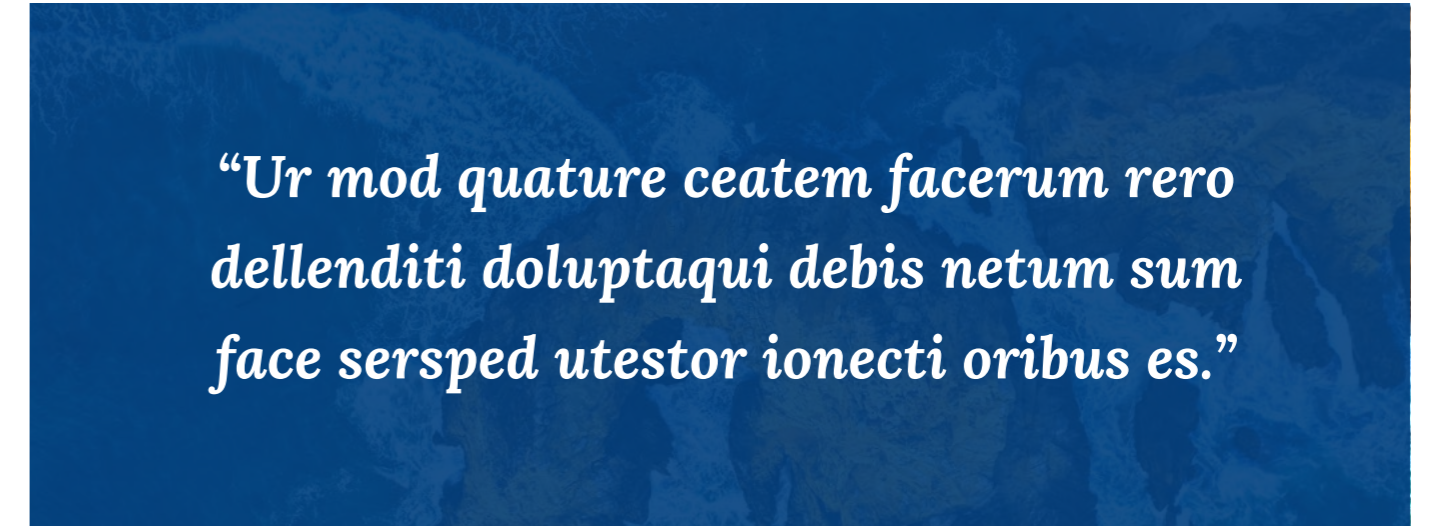
Placeholder Graphics

05
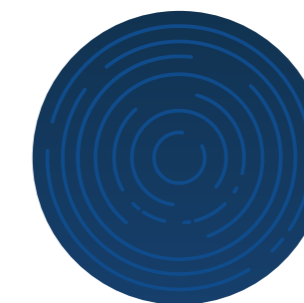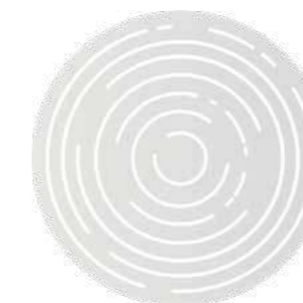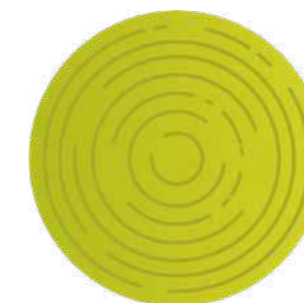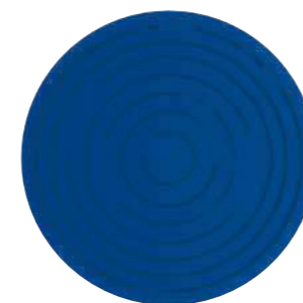
Graphic Elements

Color Overlays

Color overlays are only used when text is placed over an image. Overlays are only used in Ocean Blue and Bark Brown with white text.

Ocean Blue Overlay
Use Ocean Blue *light* at 90% opacity.

Ocean Blue overlays are used on images of nature and appear with testimonials or call to action sections of the website.

Bark Brown Overlay
Use only behind white text over an image at 80% opacity.

Bark Brown overlays only cover part of an image behind text. Give the text breathing room within the brown background with padding.

"Ur mod quature ceatem facerum rero dellenditi doluptaqui debis netum sum face sersped utestor ionecti oribus es."

Stay In The Know

Get the latest events, training, and networking opportunities right in your inbox by signing up for our email list.

First Name

Last Name

Email Address

Sign Up

Ur mod quature **ceatem facerum** doluptate

06

Imagery

The imagery used on COMPASS communications tells the brand story and helps to resonate with potential audiences. The imagery should illustrate a vision of **people and nature thriving together**. It should show a diverse representation of scientists **stepping into their purpose** by bringing their whole selves to the table, engaging in COMPASS activities and forming connections with each other. The imagery of nature shows patterns on the macro and micro scale, and pulls from a variety of ecosystems, with a particular emphasis on North America.
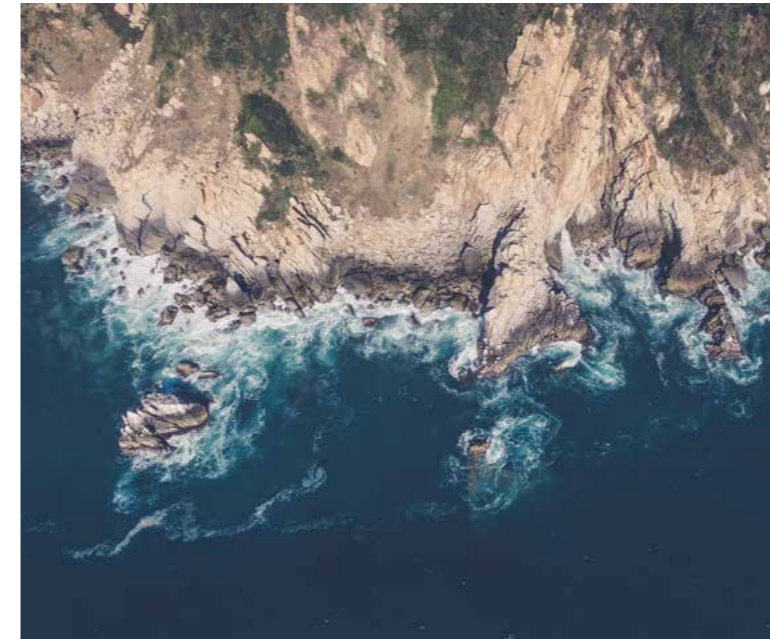
07

Imagery
General Rules

Keep the tone cohesive

To maintain a cohesive look among all images, lower the contrast and increase brightness. If the colors are on the warm side with red, oranges, and yellows, use the temperature tool to bring more cool tones into the image.

People & Nature 3:1 Rule
As a general rule, break up the photography of people by with images of nature. For every three images of people, use one nature image.

07

Imagery
People

Use photos of real scientists and members of the COMPASS community, only using stock photography as a last resort. All photos should be candid and accurately represent the diversity of scientists and their work. Utilize the COMPASS network to source images and support independent photographers when possible.

07

Capture COMPASS activities
Images of people should capture what viewers can expect when participating in COMPASS activities. Capturing authentic, candid expressions help bring a sense of authenticity and sincerity.

Keep it natural & spontaneous
Images that are spontaneous will resonate with your audience. Avoid photos that seem posed and unnatural.

Reduce clutter
If the space you are shooting seems complex, choose to focus in on particular details (or one focal point) of that space. Keep it intimate by cropping images to capture 1-3 people.

Diversity & inclusion
Capture the scientists as real people by celebrating diversity and avoid portraying them in lab coats. Only use stock photography when completely necessary.

Imagery
Nature

Nature imagery is essential to the COMPASS identity. Following these guidelines, flora and fauna can be used to add color and texture to the visual system. Utilize the COMPASS network to source images and support independent photographers when possible. Other photo libraries, like Unsplash and the NOAA flickr account, offer quality, open-source imagery that follows these guidelines.

07

Variety

Use a variety of ecosystems and land-scapes with an emphasis on North America. Look for images with two dominant colors.

Aerial & patterns

For these images, follow the nature photography guidelines by keeping it aerial shots with a limited color palette. Avoid focal points, look for patterns.

People & Nature

Focus on rural communities living in natural environments. Nature should take up 75% or more of the composition, while buildings & people should be limited to 25% or less. Avoid urban cityscapes and travel imagery.

Fauna

Animals should be shown in herds, flocks, swarms, schools, and other groups to show patterns in nature. This can be achieved up close or from a distance.
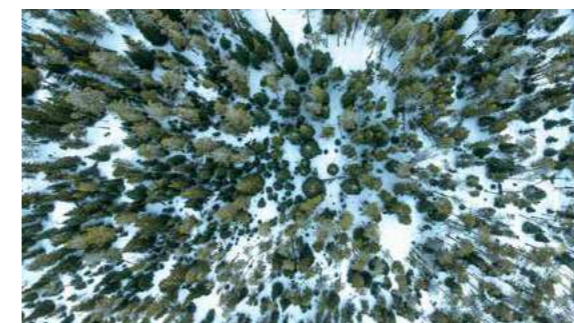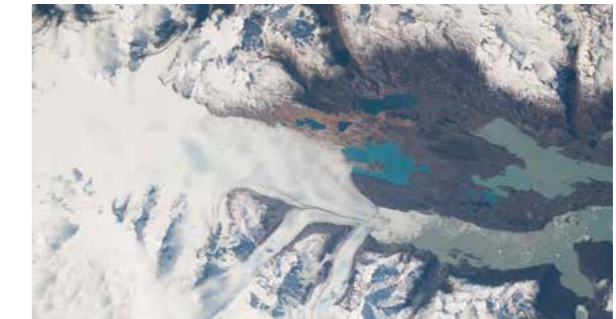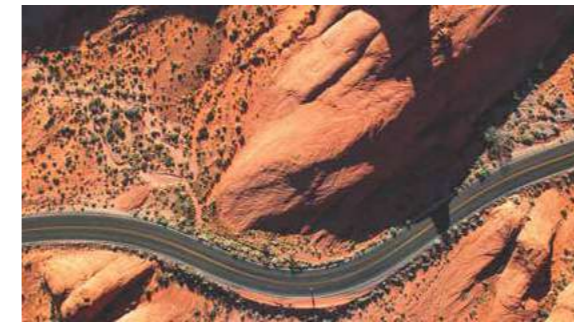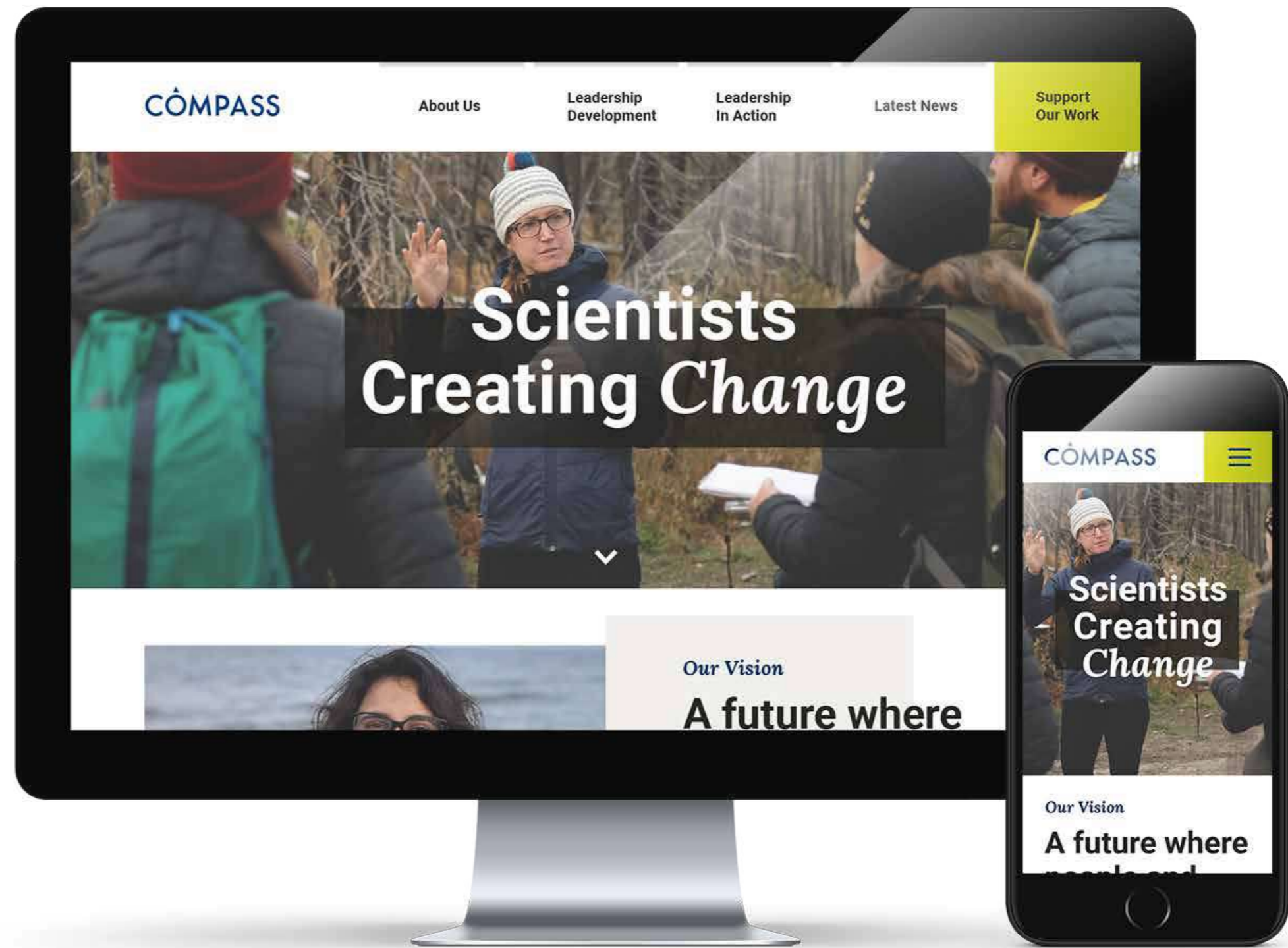
Application

Print

08

Application

Web

Visit the *Web Style Tile* page on the COMPASS website for web design rules.

08

Application

Presentations

08

Application

Presentations

Slide presentations are a common communication tool for COMPASS. The priority for this medium is accessibility. To ensure the slides are easy to read by the viewers *and* exhibits the COMPASS brand, follow these guidelines.

Minimum test size: 20pt text size*

* Image captions and photo attributions can use text as small as 12pt with the Stone Gray color applied.

The Grid
Applying a grid layout to your slides helps create consistency and a clean layout to your presentations. Create guides allows you to show or hide them as you are designing your presentation. This example applied a 12 column grid guide to the master slide. Gutters are 12pt wide. Include a margin of 40pt on each side.
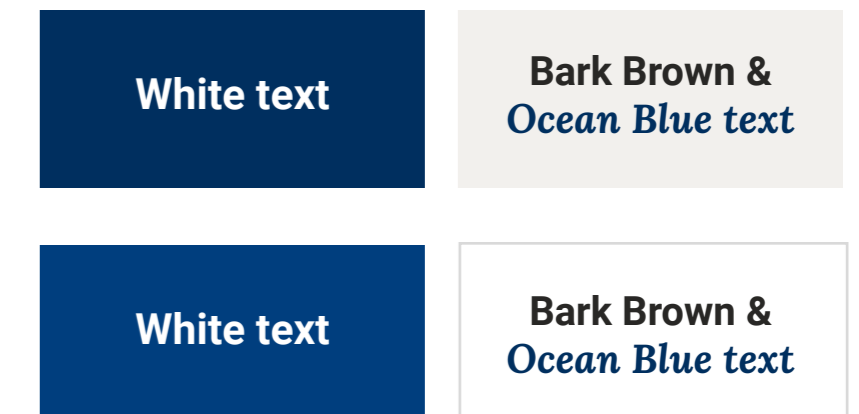
The Logo
It's important to have a consistent brand identifier on every slide. Keep the logo flush to the bottom right corner within the margin. As you are designing, ensure the logo is a minimum of .25 inches.

Color
More colors will show on back-lit screens than projected screens. Be sure to follow these text and background color pairings for presentations.

Background colors for **back-lit digital screens**

White text	Bark Brown & *Ocean Blue text*
White text	Bark Brown & *Ocean Blue text*

Background colors for **projector**

White text	White text
Black background	Ocean Blue background

For black backgrounds, the logo can be used in a *lighter* Ocean Blue.

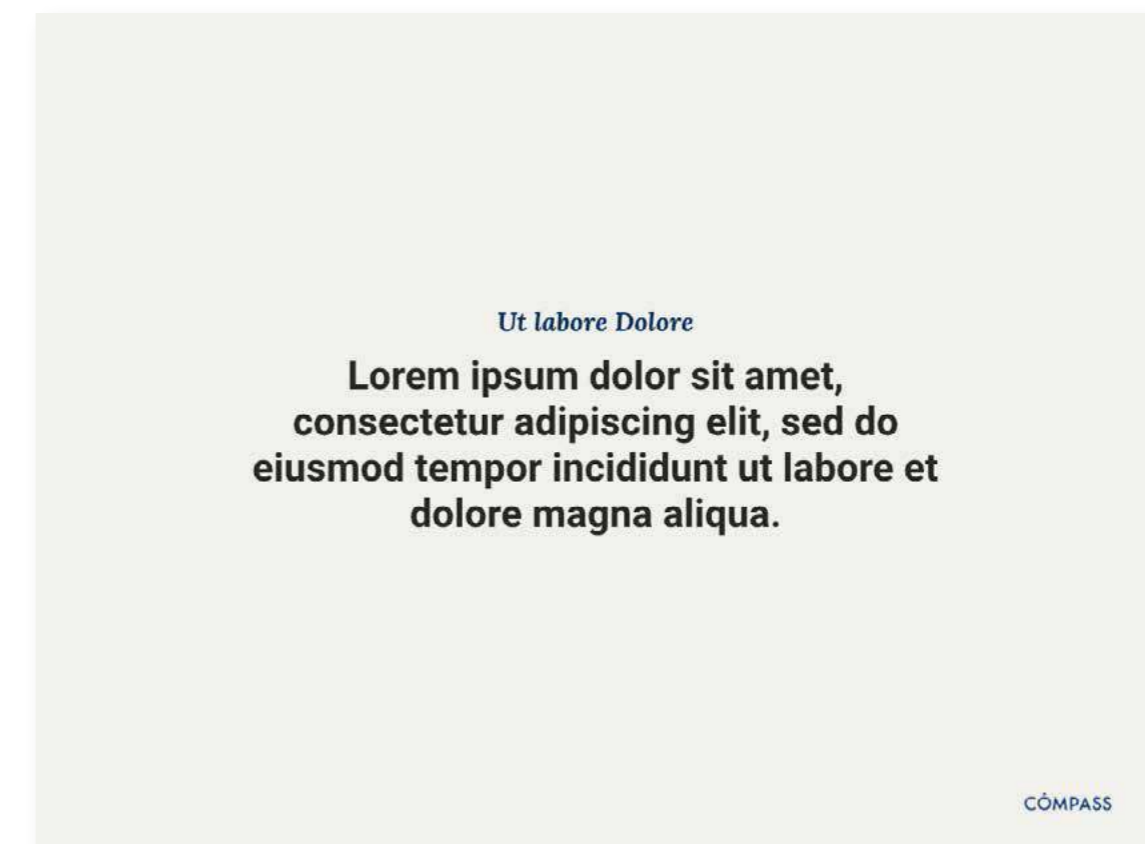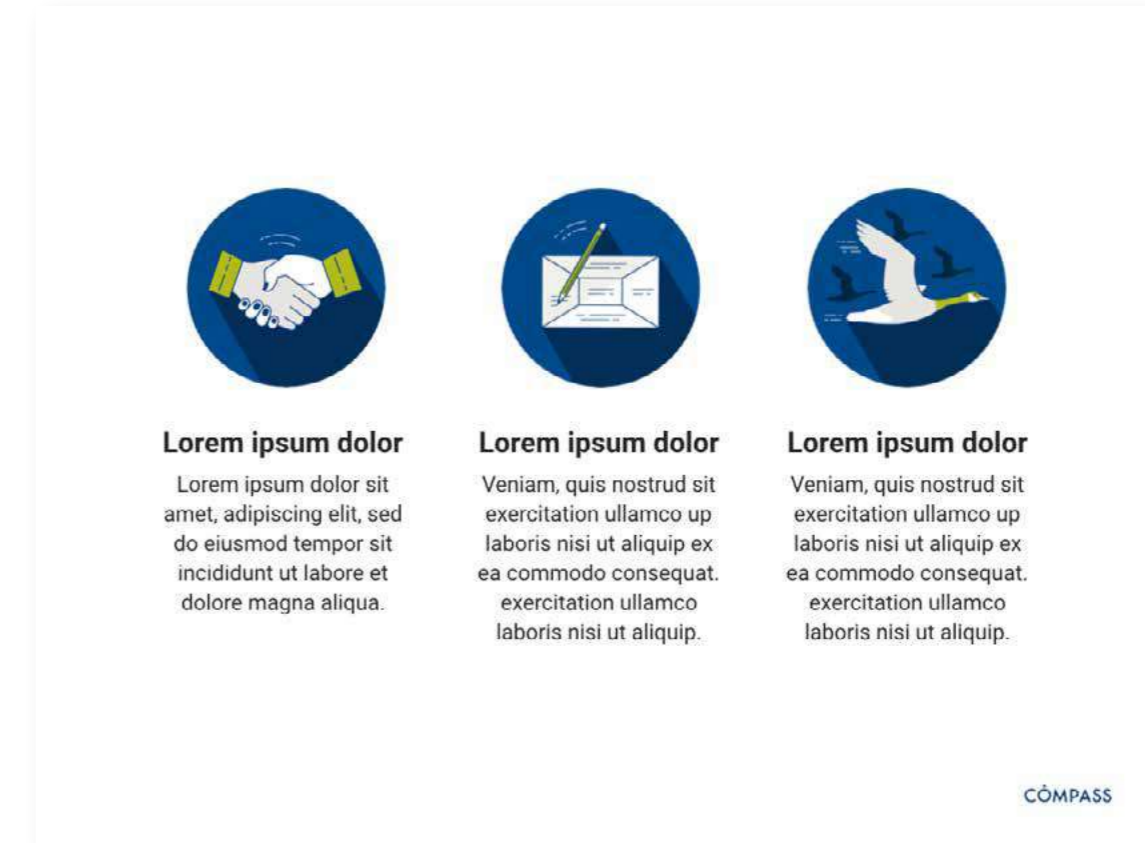**Color Code:**   Hex: **#007CDB**   RGB: **0 124 219**

Application

Presentations

For back-lit screens, this is how the COMPASS brand can shine in your presentations. Use the grid to explore one, two, and three column layouts.

When you apply a new background color, be sure to add the correct COMPASS logo to the bottom right corner.

For light backgrounds: Use the COMPASS logo in Ocean Blue at 100% opacity.

For dark backgrounds: Use the COMPASS logo in White at 80% opacity.

08