

pure DC

# Brand Book

Version 1.0



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# Our Purpose



We are a company of engineers, scientists, and innovators dedicated to finding solutions to the problems faced by our planet.

We are driven by the belief that solutions exist that will let us actively tackle climate change, today. When we first embarked on our mission the drive to be sustainable appeared very hard, taking considerably more time and effort than doing things the ‘traditional way’. We quickly discovered that often the simple things can make the most difference, simply removing the unnecessary or looking to nature for ideas rather than inventing complex new science to solve the problem.

Dawn Childs

**Dame Dawn Childs** **DBE FREng**
Chief Executive Officer

# Our Values

**At Pure DC we have strong values and we believe that teamwork, integrity, respect and perseverance  are key to achieving our world changing goals.**

### We Adapt

- Embracing innovative ideas, technologies, and ways of working
- Executing with agility, flexibility and speed
- Seeking simple and effective solutions
- Trying, learning, adapting, and improving
- Striving for professional and personal growth

### We Empower

- Allocating and accepting responsibilities
- Speaking up and ensuring everyone feels heard
- Trusting each other’s motivations and actions
- Respecting our team’s capabilities and challenges
- Being passionate and proud

### We Care

- Considering our colleagues, our stakeholders, our communities and our planet
- Being mindful of the impact of our actions on others
- Prioritising safety
- Celebrating our successes and having a positive mindset
- Doing the right thing and making a difference

### We Deliver

- Working together to achieve better outcomes
- Keeping our promises and commitments
- Championing inclusion and valuing diversity
- Communicating with and listening to one another
- Partnering in positive, long-term relationships



# 1.0 Brand

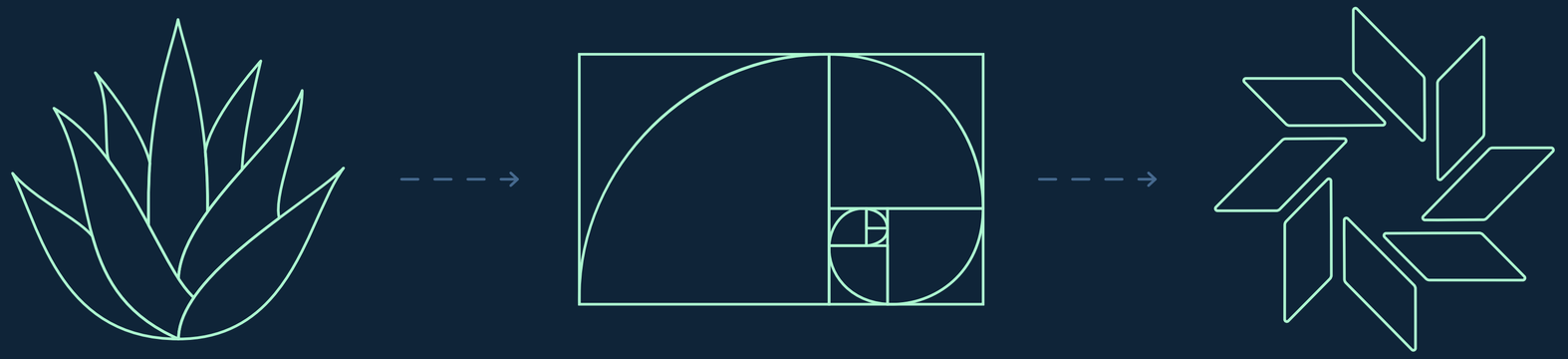
Our brand is for you to use and build upon. These guidelines are a simple framework for those who are using the Pure DC brand to be agile and effective when creating related communications, projects or promotional materials.

Our identity is important, it affects how people think and feel about Pure DC and should strive to reflect our values.



# The science behind our brand

Our brand finds resonance with the Fibonacci sequence, an embodiment of pure mathematical elegance found in nature. Seen in Aloe Vera, seashells, tree branches, and galaxy spirals, the sequence’s rhythmic growth mirrors our commitment to precision and evolution.



**Aloe Vera** **Golden Ratio** **Solution**



# Fibonacci in nature

# Our Logo

Our logo is the most important element in our visual identity. To build recognition, the logo should always be reproduced in a consistent way. Always use the brand in accordance with the brand guidelines, including the specified size, proportion and clear space.

Our full logo should be used in the first instance with the icon only being used after the full logo has been established.

Full Logo



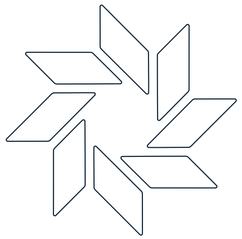

Icon

Wordmark

# Colour Usage

The default colour of the logo should be Earth Green. It can also be used in Ocean Blue and White to improve legibility. Accessibility is important to us a company.

An outlined version icon can be used in all of our core brand colours (min 1pt weight).



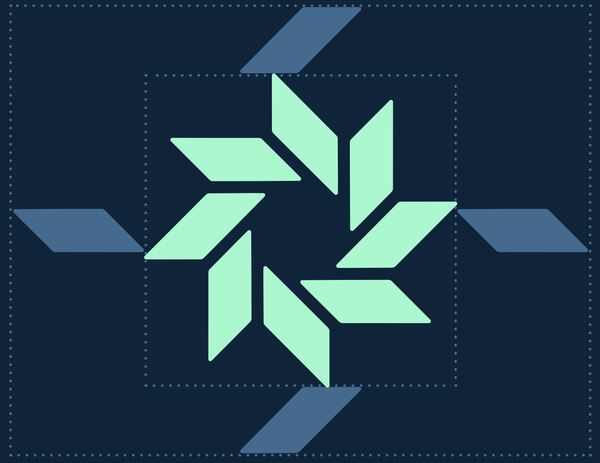
# Clear Space

To ensure our logo remains prominent and legible, we have defined an area of clear space that is equivalent to the height and width of the leaves within the logo. This clear space will always grow proportionally with the logo to create consistent safe area.

This area should be kept free from text, busy patterns, other logos or other visual distractions.

Please note, this page indicates the absolute minimum clear space. Where possible, more space should be used.



# Responsive Logo

Our logo can be used in various different sizes.

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Minimum logo size is 16px in digital and 6mm in print.

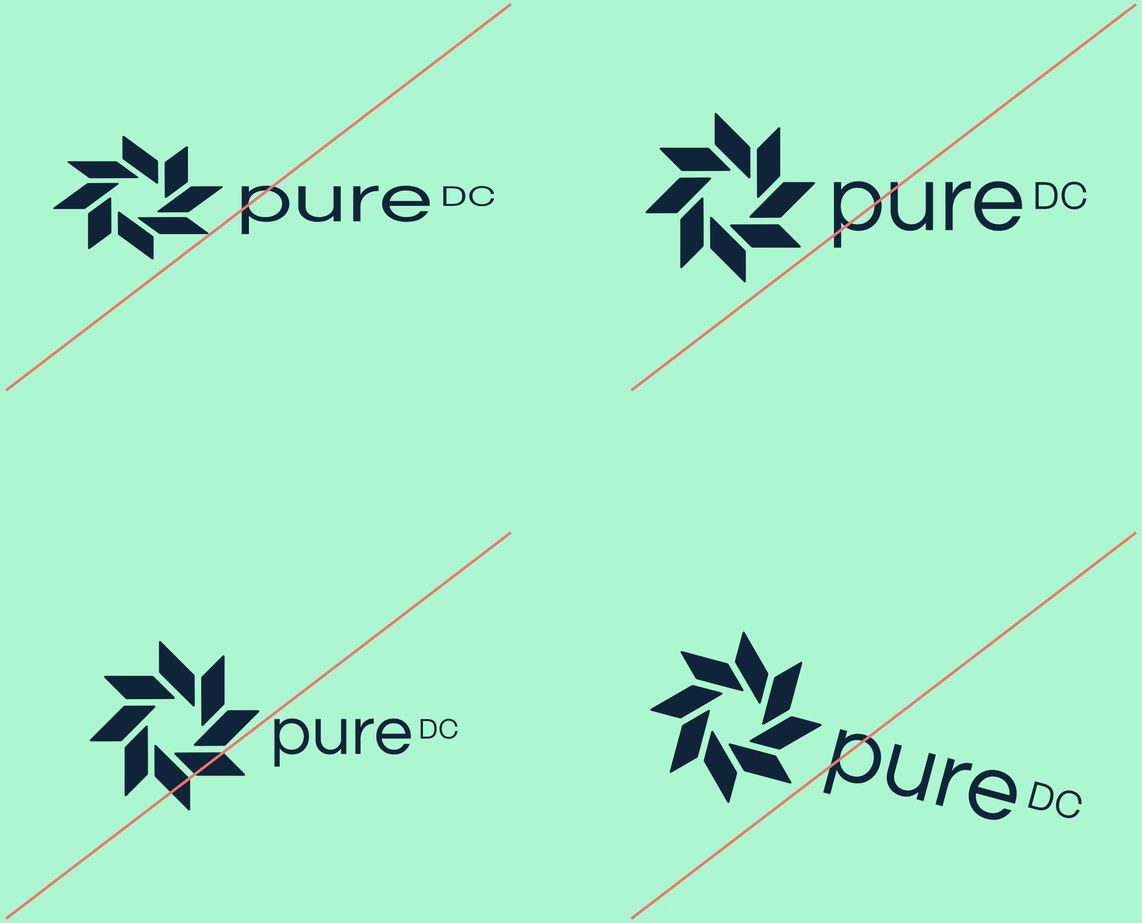


# Logo Misuse

Incorrect use of the Pure DC logo compromises its integrity and effectiveness. Shown right are only a few of many possible misuses.

**The logo must never:**
- be re-coloured in anyway
- change its typographical configuration
- include any other name or wording.

To ensure consistent reproduction of the Pure DC logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork. For advice, contact: please contact marketing@puredc.global



# Co-Branding

The visual relationship between the Pure DC and A Healthier Earth is pivotal. While AHE maintains its distinct eco-focused identity, visual cohesion is achieved through shared design elements such as colour palettes and typography. This ensures a seamless brand family appearance, reinforcing Pure DC's credibility while highlighting the AHE's environmental commitment. Consistent logo placement and proportional sizing across collaterals further strengthens the connection establishing a unified and recognizable presence.

To ensure the correct balance the A Healthier Earth logo should be 85% of the height of the Pure DC logo.



# 2.0 Colour

Colour is the most fundamental yet most powerful tool in creating or expressing a mood or feeling. Take advantage of it. Play with colour. Colour brings our brand to life. Colour used simply and with balance can communicate clarity, consistency, and modern sophistication. Vivid highlights and contrasting subtlety turn ordinary into extraordinary.



# 2.1 Core Palette

Consistent use of the core colour palette builds and reinforces brand recognition by creating a strong, identifiable look for the Pure DC brand. These should be used in every first instance.

The Earth Green colour should be used on blue backgrounds or darker imagery to ensure accessibility for everyone.

These colours reflect the earth is our inspiration and the future is our destination.

## Ocean Blue

#0F2438
RGB 15 / 36 / 56
CMYK 100 / 80 / 48 / 57
Pantone 289c

## Earth Green

#ADF7D0
RGB 173 / 247 / 208
CMYK 35 / 0 / 29 / 0
Pantone 351c

## Pure White

#FFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
Pantone 000c

# 2.2 Accent Palette

Our core colours extend out to provide accent colours and allow for differentiation.
These secondary colours should be used as accent colours only.

Spring Green should be used on white backgrounds, charts, graphs and icons.

## Spring Green

#7DF2B4
RGB 125 / 242 / 180
CMYK 49 / 0 / 44 / 0

## Aloe Vera

#CDF9E1
RGB 205 / 249 / 225
CMYK 23 / 0 / 19 / 0

## Everest Grey

#D8D8D8
RGB 216 / 216 / 216
CMYK 18 / 13 / 14 / 0

## Midnight Sky

#173451
RGB 23 / 52 / 81
CMYK 98 / 76 / 41 / 39

## Sky Blue

#B3D8F4
RGB 179 / 216 / 244
CMYK 34 / 6 / 0 / 0

## Stone Grey

#7A7A7A
RGB 122 / 122 / 122
CMYK 51 / 40 / 40 / 23

# 2.3 Data Palette

These tertiary colours should be used sparingly in graphs, bar charts and diagrams only. These colours, chosen from the same colour spectrum of our core Earth Green, should be used very sparingly and for internal use only.

The Core and Accent palettes should be used in most instances.

## Lake Blue

#46698E
RGB 70 / 105 / 142
CMYK 77 / 52 / 26 / 9

## Spring Green

#7DF2B4
RGB 125 / 242 / 180
CMYK 49 / 0 / 44 / 0

## Coral

#EE766F
RGB 238 / 118 / 111
CMYK 0 / 65 / 49 / 0

## Saffron

#FFD258
RGB 255 / 210 / 88
CMYK 0 / 18 / 73 / 0

## Heather

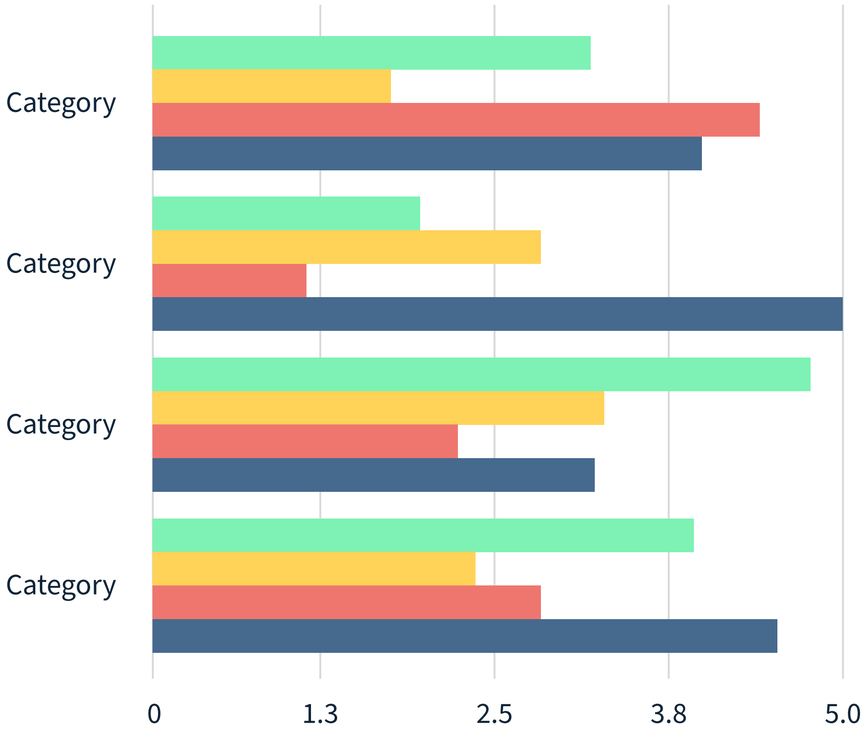
#BA85B0
RGB 186 / 133 / 176
CMYK 31 / 55 / 9 / 0

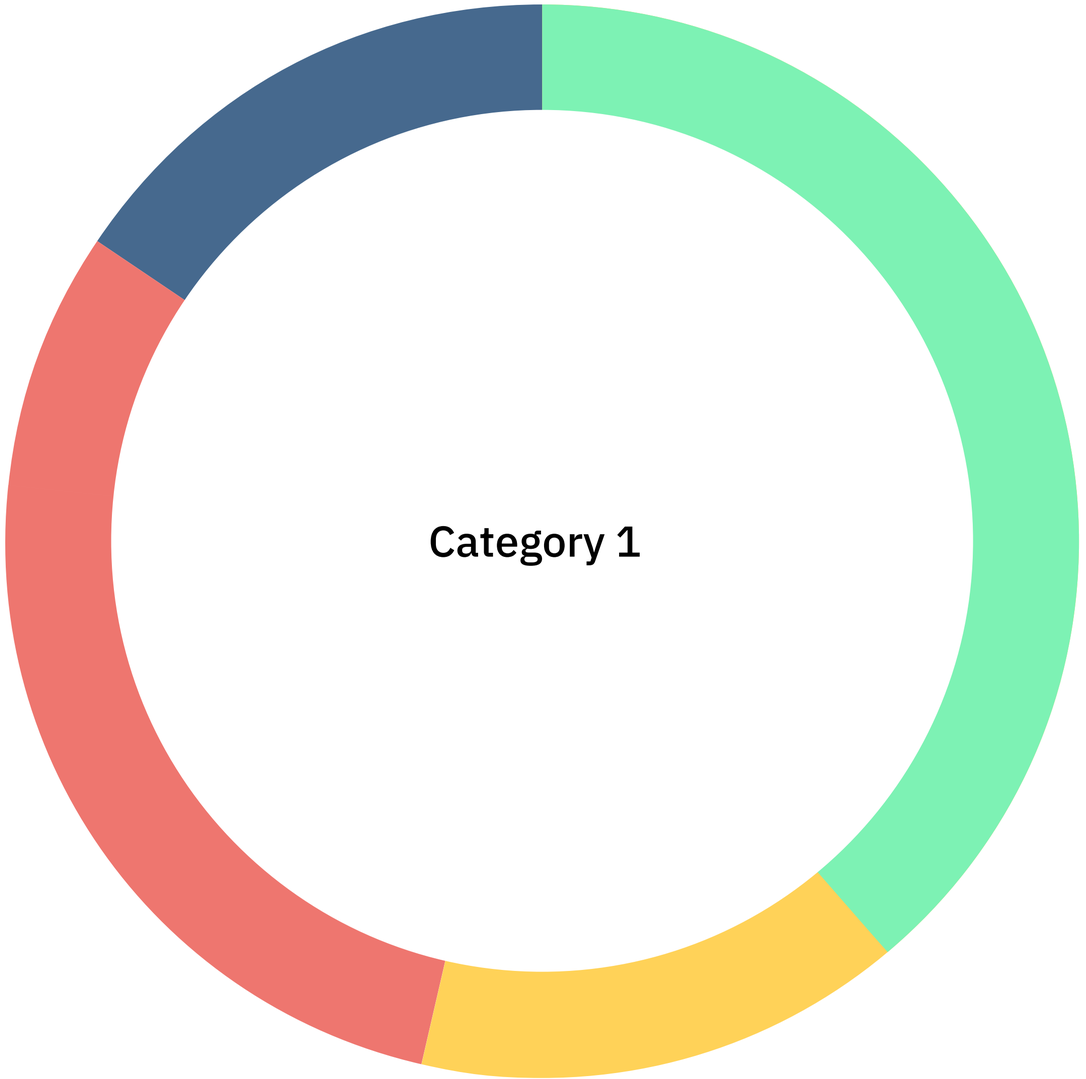
## Stone Grey

#7A7A7A
RGB 122 / 122 / 122
CMYK 51 / 40 / 40 / 23

# Charts & Graphs

Here are some examples of charts and graphs using the data palette.



# 3.0 Typography

Typography tells a story. The right typeface, used consistently builds character.
The Pure DC font fuses modern foundational forms with universal functionality.
With it’s broad range of weights, a clear hierarchy of information can be established.

# Source Sans Pro

**We have chosen Source Sans Pro as the font to represent our brand, as it is clear concise and modern.**

It is to be used on all external and internal communications including PowerPoint, Word and Excel documents. It is a standard Microsoft font and is available to everyone.

Source Sans Pro comes in many weights. All internal documents should use Regular and Semibold which are default Microsoft fonts.

Source Sans Pro Regular

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
0123456789 (&?!/,:;-_+;%@*”)

**Source Sans Pro Semibold**

**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**
**0123456789 (&?!/,:;-_+;%@*”)**

# 4.0 Tone of voice

## Innovative

Our tone of voice reflects our commitment to environmentally-conscious practices.

## Leaders

As pioneers, our communication exudes confidence and a forward-looking perspective.

## Precision

We convey our expertise through precise language, catering to experts and newcomers.

## Balanced

Our tone blends professionalism and approachability, fostering inclusivity.

## Focused

Clear and concise communication mirrors our dedication to sustainable solutions.

## Trustworthy

Our tone conveys trust and proficiency, establishing us as a dependable authority.


Our tone of voice
underscores our role
in shaping a more
sustainable digital future.

# 5.0 Imagery

A picture is worth a thousand words. Still or motion, Pure imagery should depict the beauty of the real world. Never contrived, trite, or clichéd, Pure imagery embodies a photo journalistic eye to capture pure moments.







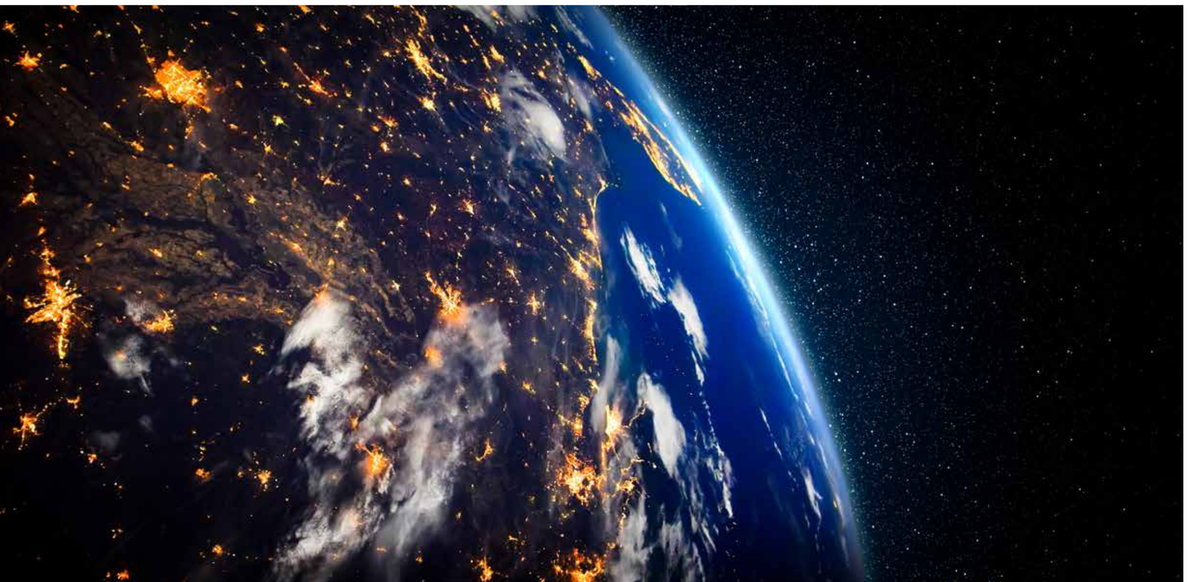








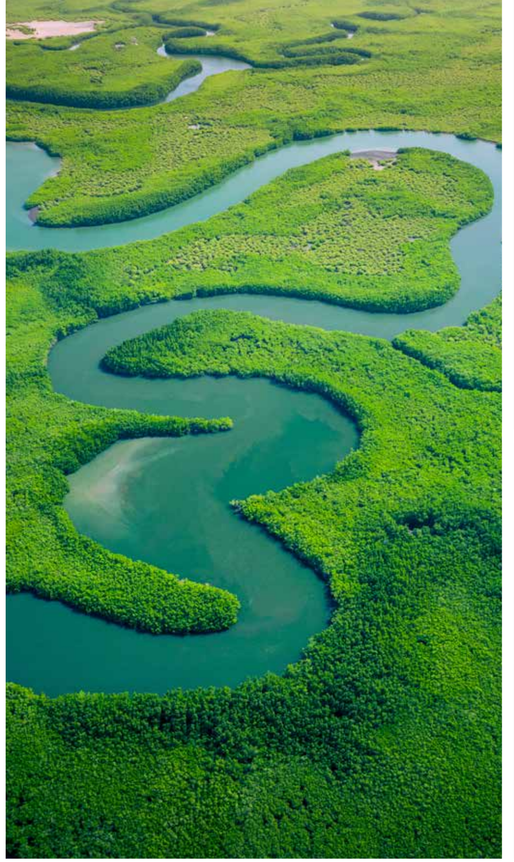
























# Team Photography

The diverse knowledge, experience and capability of our team is what brings certainty to our mission.

Square proportions should be used when a smaller image is required e.g. thumbnails and social media profiles. A similar head proportion for all images should be maintained when positioning/resizing the images.

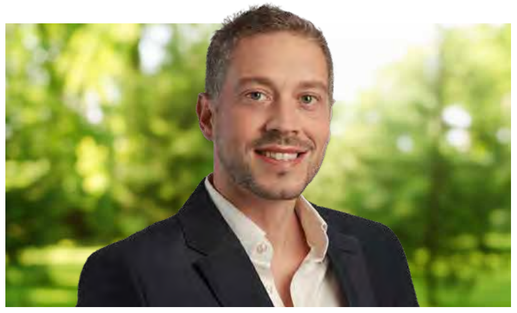








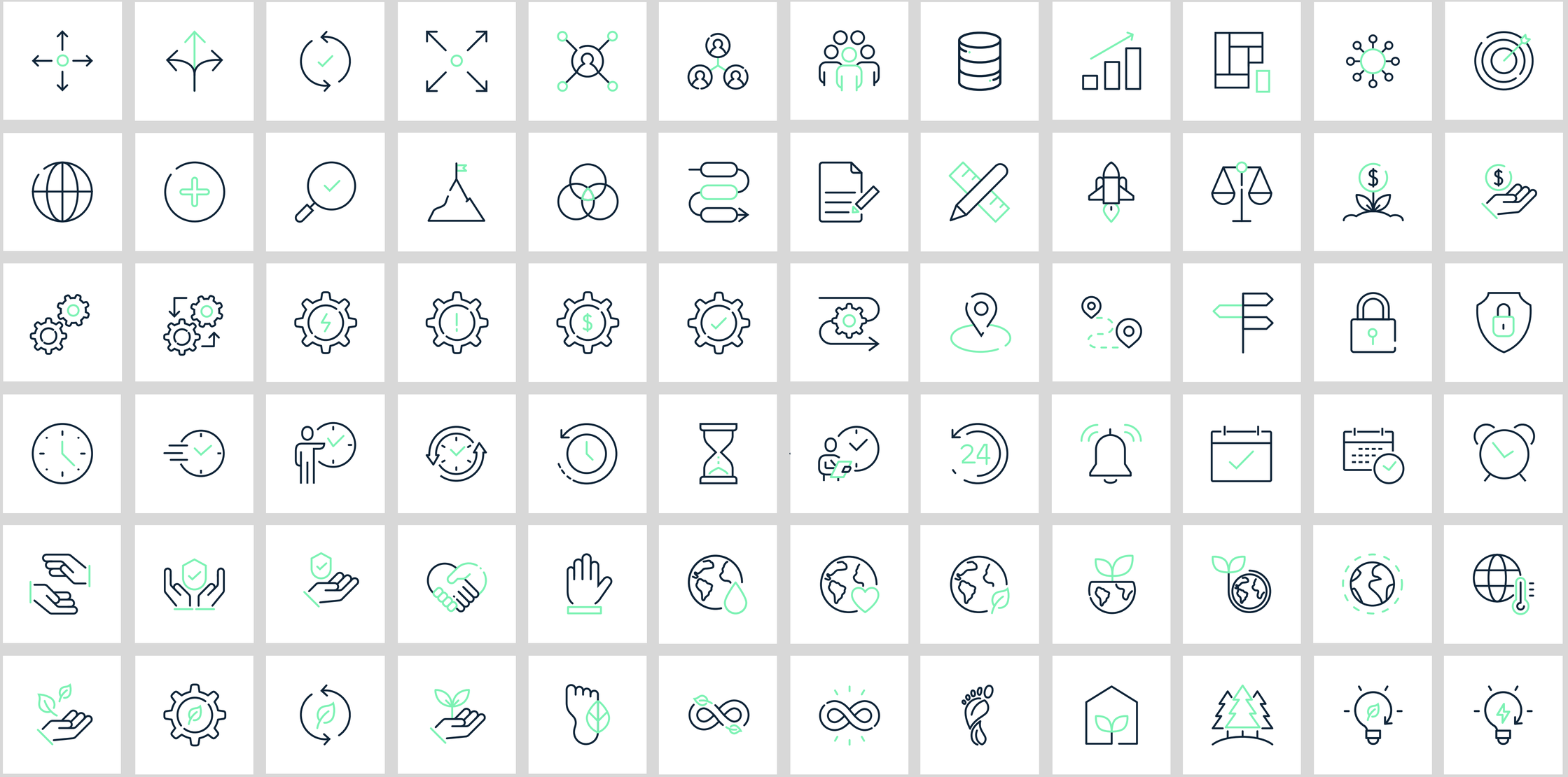





# 6.0 Iconography

Icons are effective communication tools that can quickly communicate a core idea in a visual way. The icons we choose say a lot about our brand, so maintaining the correct style that fits with our brand’s personality is imperative.

The primary colour of our icons should be Ocean Blue, Earth Green and white. Icons should be linear, not filled. Colours can be reversed to ensure clarity on dark backgrounds or imagery.



# 7.0 Application

# Stationery

There is limited stock of pre-printed stationery available through our company secretaries but where possible you should use the digital template. This is far more flexible and also helps us reduce our Carbon footprint.

The standard company letterhead should be used on all correspondence which isn’t regular e-mail conversation.

All stationery items must be created from our templates.



# Print responsibly

We recommend to always uphold the brand values. Use eco friendly paper. From production to disposal it has fewer negative effects on the environment.

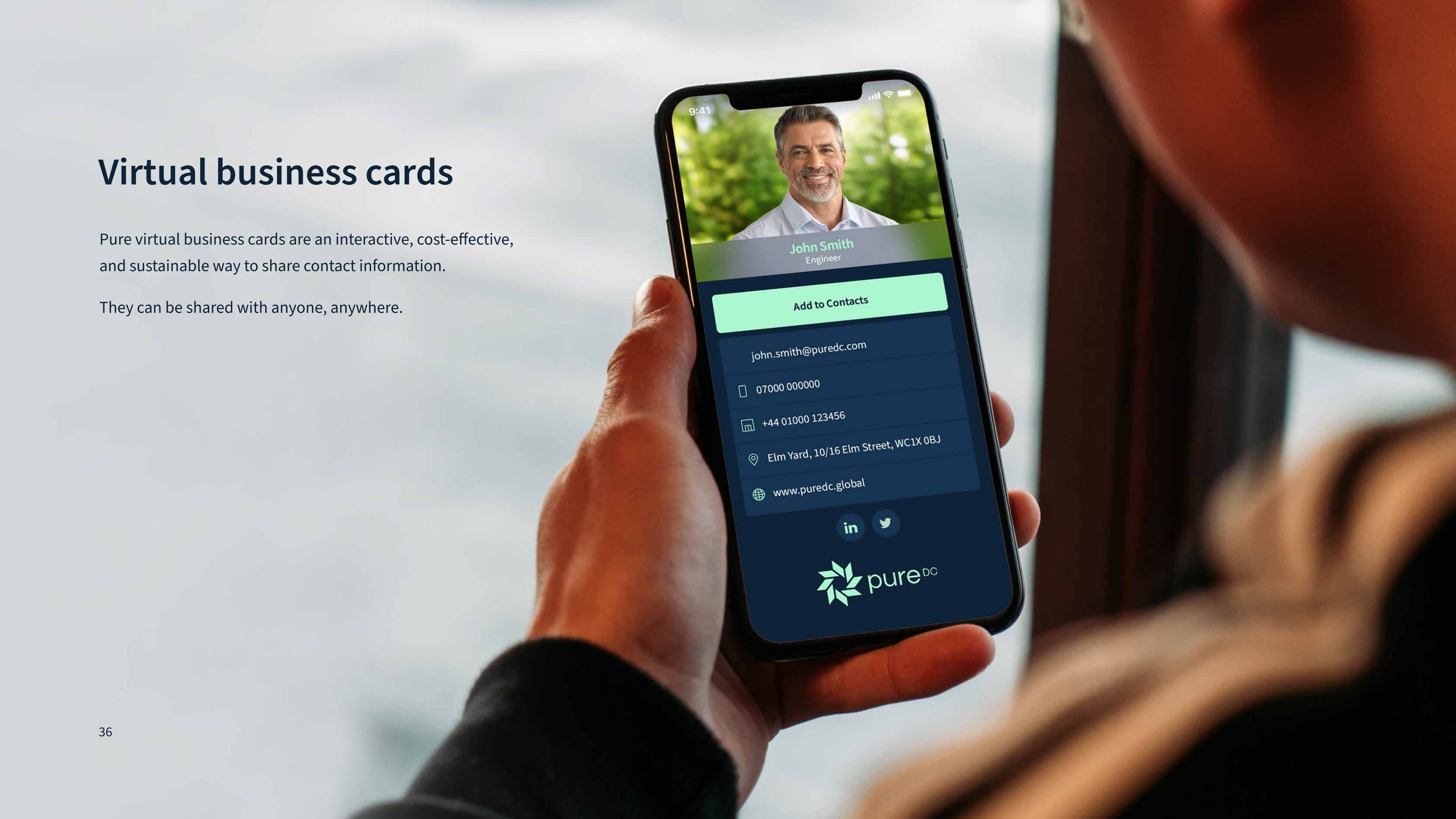
And use FSC Certified. The FSC is an international non profit organisation. It’s backed by environmental charities such as Greenpeace, The Woodland Trust and WWF.

Please consider the environment before printing

# Virtual business cards

Pure virtual business cards are an interactive, cost-effective, and sustainable way to share contact information.

They can be shared with anyone, anywhere.




Think outside
the tote


pure DC


pure DC
pure DC




pure DC


pure DC
pure DC
pure DC


pure DC

# Thank you

For further information please contact:

**T** +44 (0) 000 000 000 | **E** marketing@puredc.global

**www.puredc.global**

All contacts with external third parties must ensure that they cannot use our logo, wordmark or name without prior written permission and approval of the marketing department. To gain approval please email marketing@puredc.global and included the following details: The name of the supplier. Where the supplier would like to use the logo and confirmation of why the supplier using the logo. You must receive confirmation in writing before the logo is used.