



Climate Valuation

Brand Identity Guide

September 2020

Logo

Introduction

Our logo is a combination of our icon and our wordmark. Our icon represents three key elements that differentiate Climate Valuation as a business.

The building represents a residential property which is the primary asset our system evaluates. The rising threat of climate change is represented in the orange hazard zone, and the arrow roof is a visual representation of the increasing financial costs associated with this threat.

Our icon can be used as a stand-alone symbol for our company where a significant brand presence has already been established, however, our wordmark must never be utilised on its own.



▲ Icon

Climate Valuation

▲ Wordmark



Logo Colour Variations



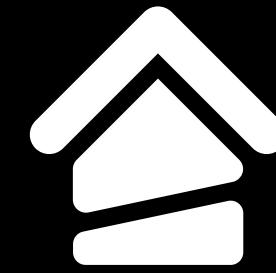
Climate Valuation

▲ Full Colour



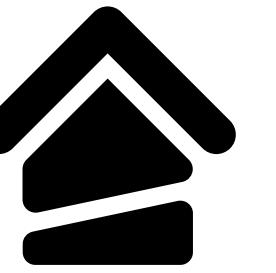
Climate Valuation

▲ Full Colour – Reverse



Climate Valuation

▲ Mono – White



Climate Valuation

▲ Mono – Black



Logo Lockups

Logo Priority

The 'Horizontal Left Stack' lockup is our preferred primary logo and should always be used where possible. Three additional logo lockups have been created to provide flexibility to the brand identity and to ensure that our logo is always represented at the highest quality.



Logo Use Restrictions

Exclusion Zone

Avoid placing text or any other graphic elements near the logo.

The minimum amount of room to leave around the logo is indicated by the exclusion zone.

The exclusion zone size is based on the x-height of the wordmark.



Minimum Size

The minimum size for all of our logo variations is based on the height of the icon. The icon must always be reproduced at a minimum height of 7mm for print, or 20 pixels on screen.

Screen: 20px
Print: 7mm

Incorrect Use



► Do not add new elements



► Do not rotate



► Do not distort



► Do not recolour



► Do not use without contrast



► Do not use wordmark alone



Colour

Colour Use

The Climate Valuation colours are an integral part of our visual identity and must be used consistently to establish structure and hierarchy across our communications.

There are six colours in total, plus the black and white. There must always be a clear contrasting difference when layering colours together, especially when applied to text.

▼ Primary Palette

Orange

C0 M82 Y100 K0
R255 G66 B0
#FF4200

Deep Blue

C100 M0 Y15 K85
R0 G48 B61
#00303D

Grey

C15 M3 Y8 K0
R228 G236 B236
#E4ECEC

Teal

C90 M10 Y38 K0
R55 G152 B162
#3798A2

Deep Teal

C100 M33 Y44 K22
R24 G103 B115
#186773

Deep Grey

C42 M18 Y22 K0
R167 G186 B193
#A7BAC1

▲ Secondary Palette



Typography

Typography Use

The Climate Valuation brand only uses two typefaces. Ubuntu is our preferred typeface for most print and digital applications. Tahoma is our fall-back typeface and is only to be used in scenarios where Ubuntu is unavailable.

An example of the preferred typographic hierarchy has been provided opposite.

▼ Primary Typeface

Ubuntu

Light Regular Medium **Bold**

▼ Secondary Typeface

Tahoma

Regular **Bold**

Fringilla

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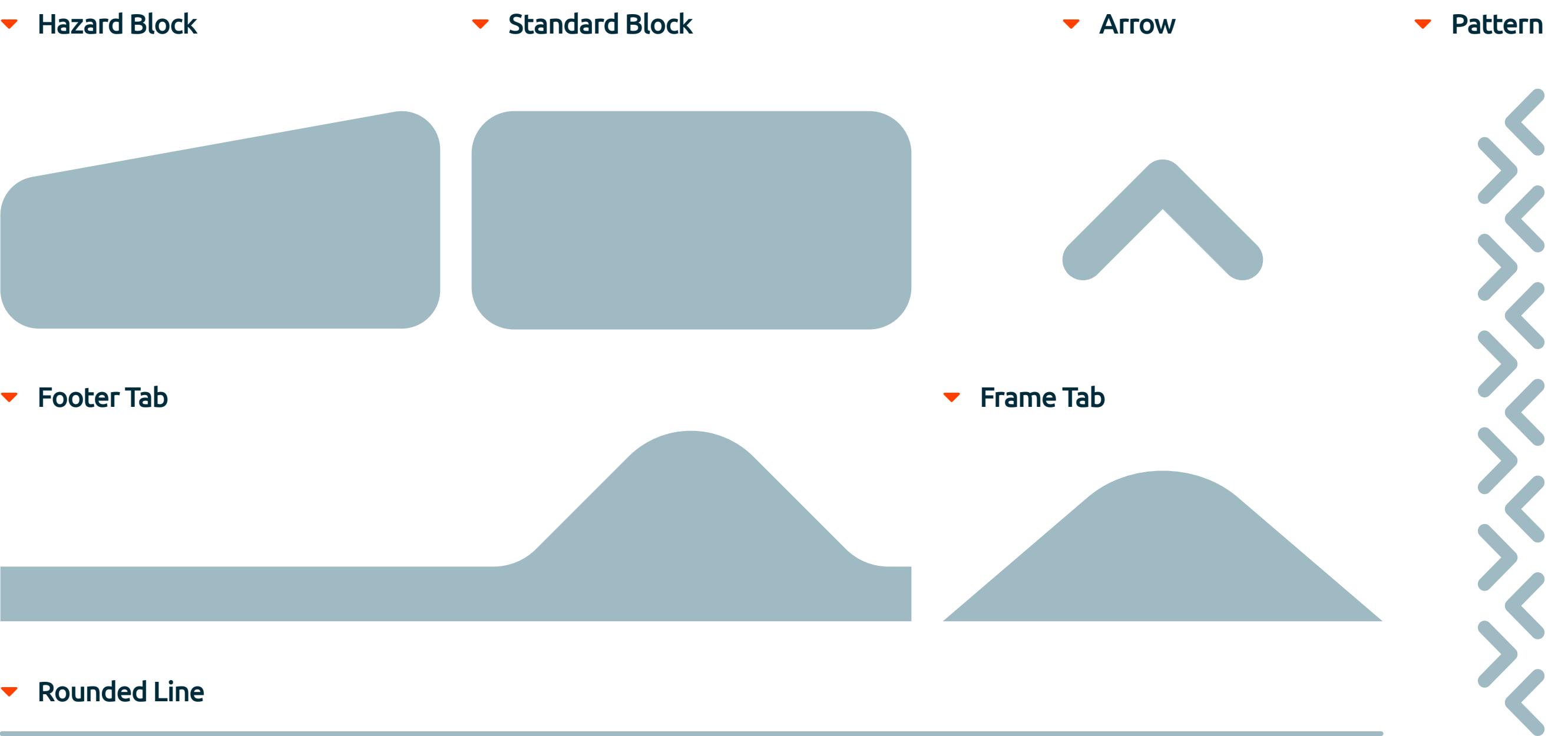
- ▶ Porta Cursus
- ▶ Ligula Condimentum
- ▶ Adipiscing Ipsum Vehicula
- ▶ Sem Nibh



Brand Elements

Shapes & Patterns

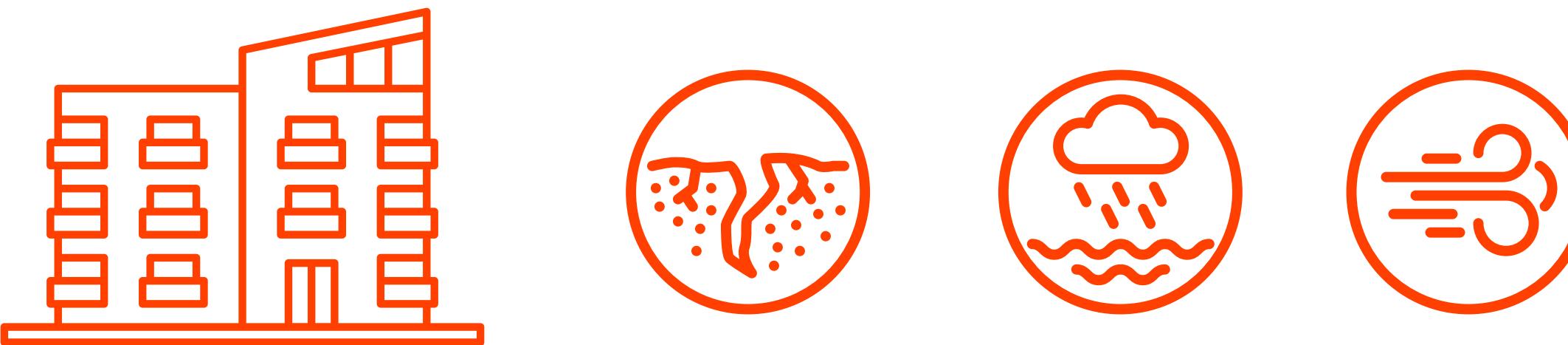
A selection of brand elements have been created to add additional consistency and flexibility to the Climate Valuation brand identity. Please see the following section for examples of their use.



Iconography

The Climate Valuation brand identity uses custom line-based iconography to help convey more complex messages, and to add visual variety to communications.

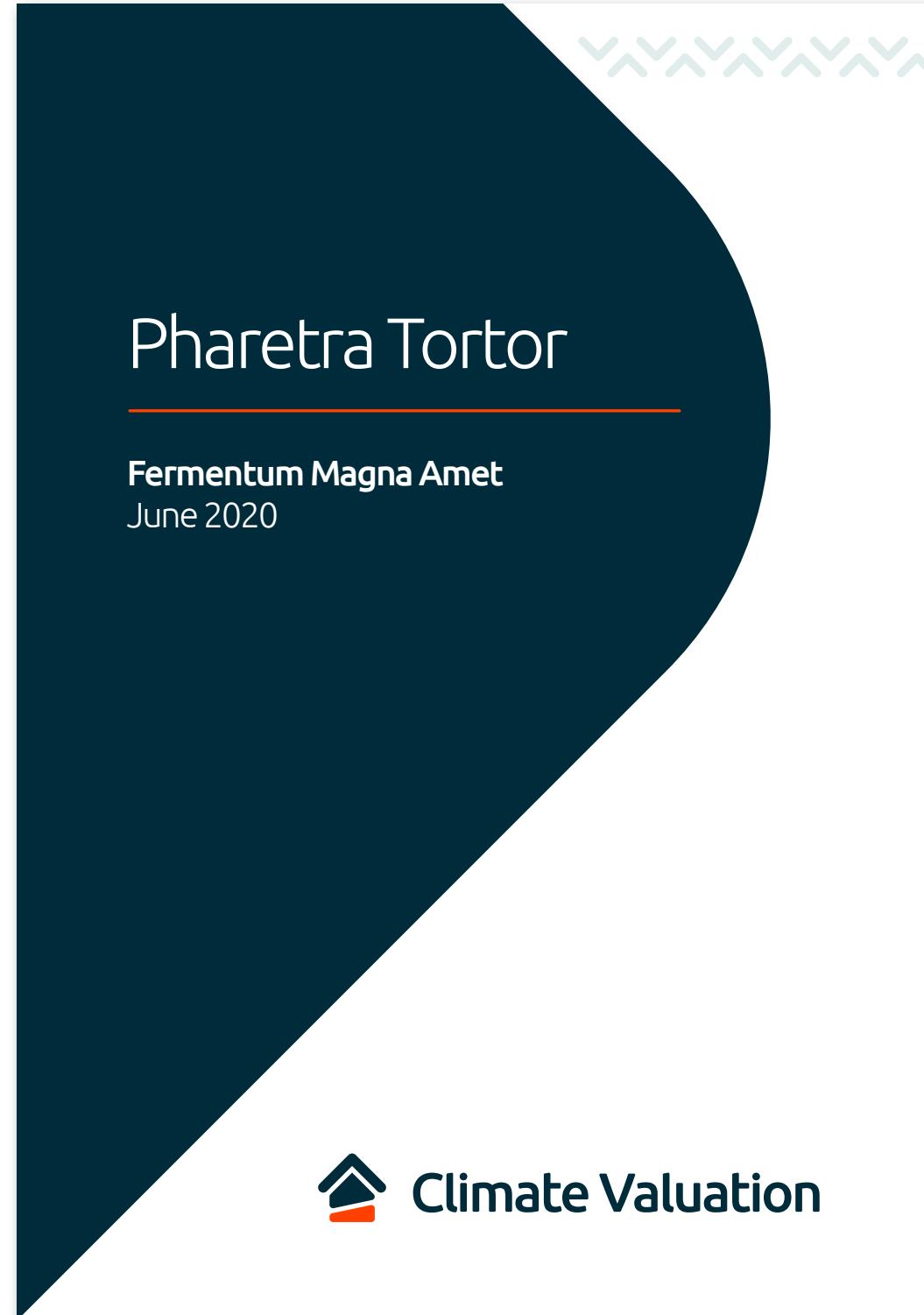
Font Awesome is the preferred fall-back when custom iconography is not available.



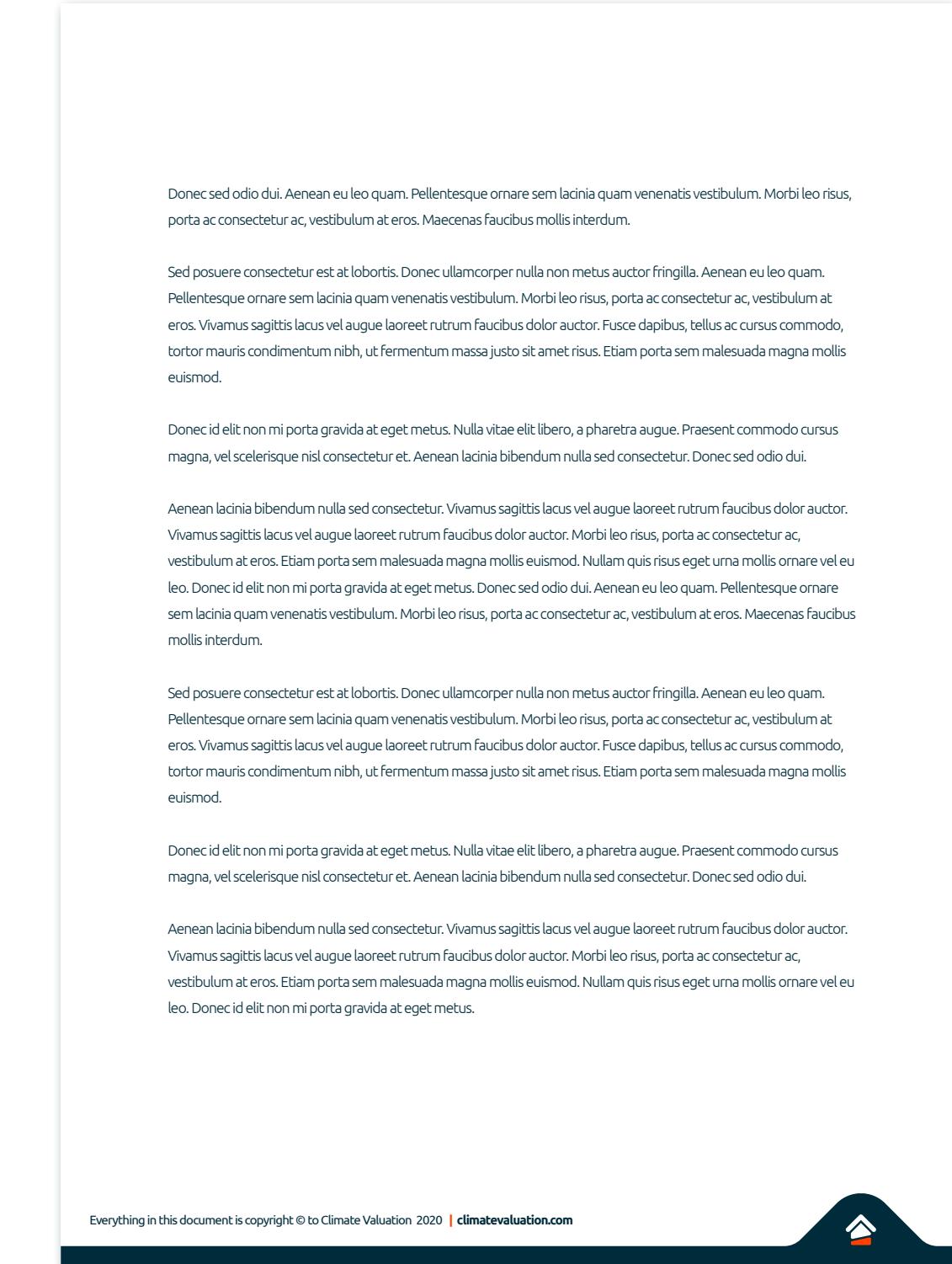
Brand Use Examples



▲ Business Cards



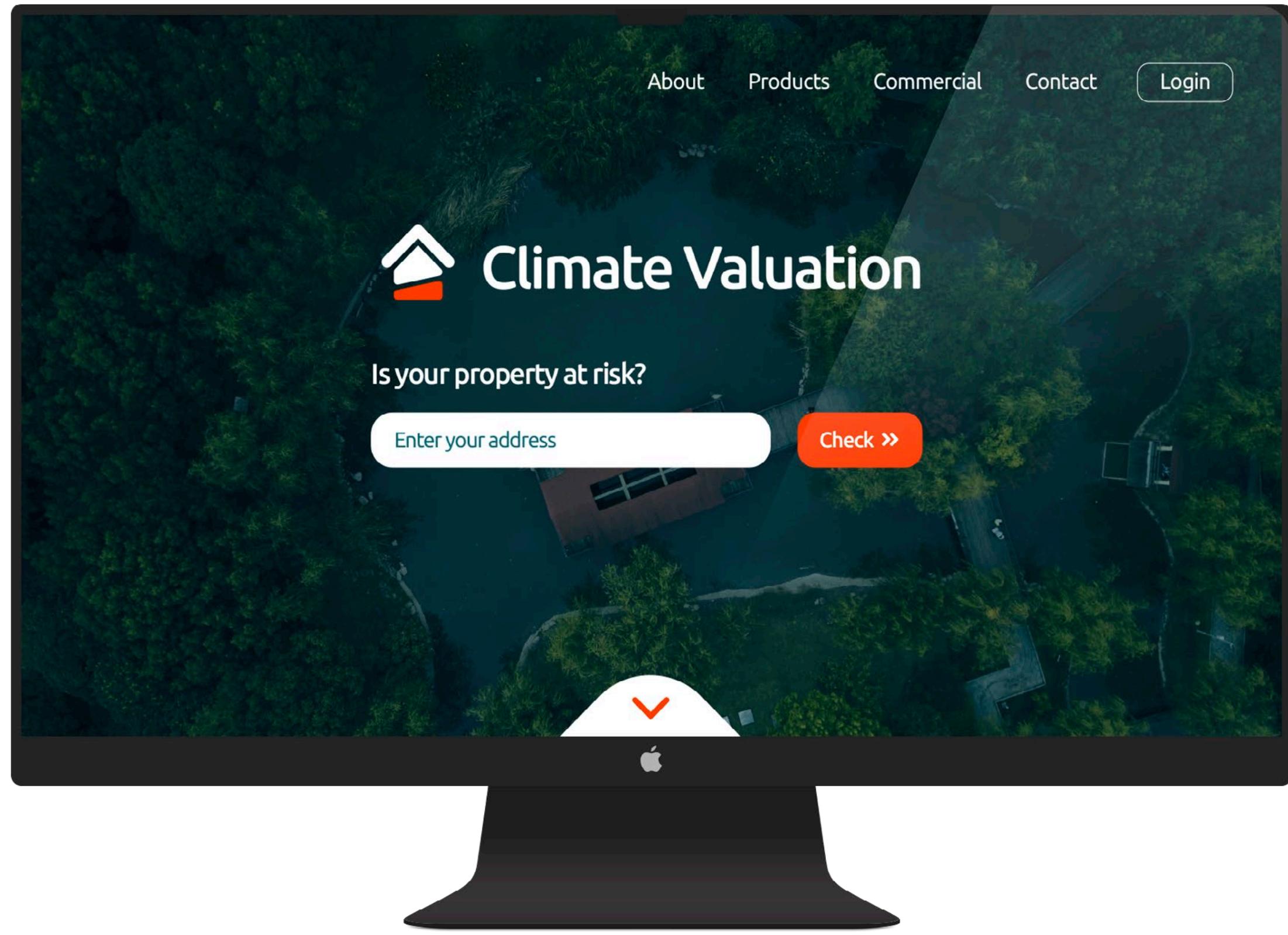
▲ Document Template



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Brand Use Examples



▲ Website

Climate Valuation

About Products Commercial Contact Login

Residential Climate Risk Reports

Is your property at risk from climate change?

Climate Valuation's Residential Reports provide valuable insights into the physical and financial impacts of climate change on the future value and insurability of homes and land. Using engineering and investment grade analysis, our range of residential climate risk reports can help you make informed decisions about buying, selling, insuring, and protecting your real estate investment for a climate adjusted future.

Our analysis incorporates five major types of climate change and extreme weather hazards:

- Riverine flooding
- Sea level rise
- Soil subsidence
- Extreme wind
- Forest fire

Basic Risk Report
To ensure everyone has a basic understanding of residential property's climate-related risks we are offering our Free Site Check service. Enter an address to view the aggregated risk from 5 different climate hazards at that location.

[Download sample](#)

Free

[Start report >](#)

Express Risk Report
The Express Report provides information about the potential impacts of several climate change hazards on the future value and insurability of homes and land. This report includes a detailed estimate of the impact of climate hazards on the property's technical insurance premium and climate adjusted value over the nominal property's lifetime (until 2100).

[Download sample](#)

\$29

[Coming soon](#)

Comprehensive Risk Report
The comprehensive risk report includes a full analysis of the impacts of climate change hazards on homes and land. The comprehensive report includes technical insurance premium and climate adjusted value estimates as well as per hazard breakdowns over the nominal property's lifetime (until 2100).

[Download sample](#)

\$199

[Start report >](#)

Climate Valuation

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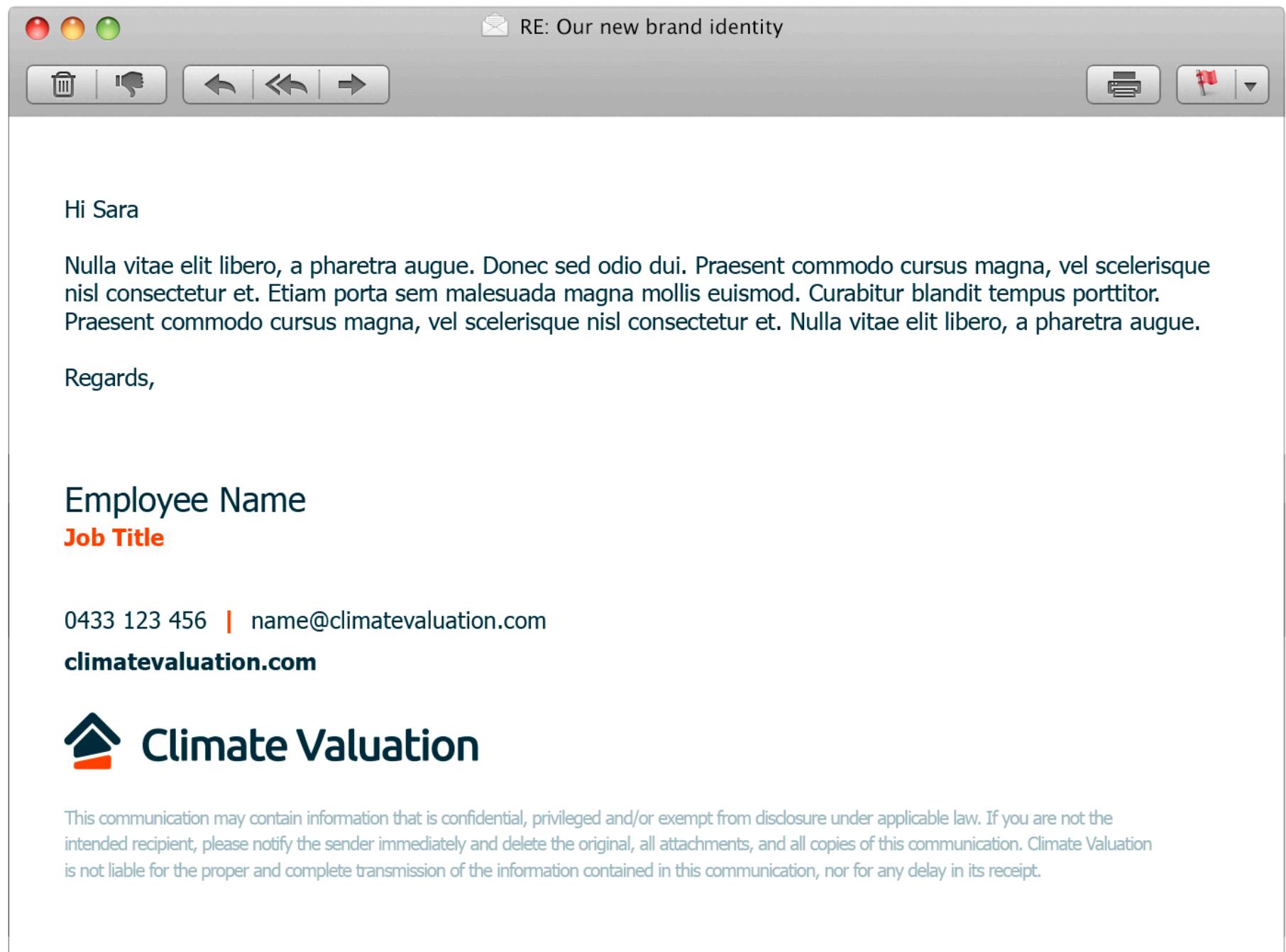
Back to top

Login

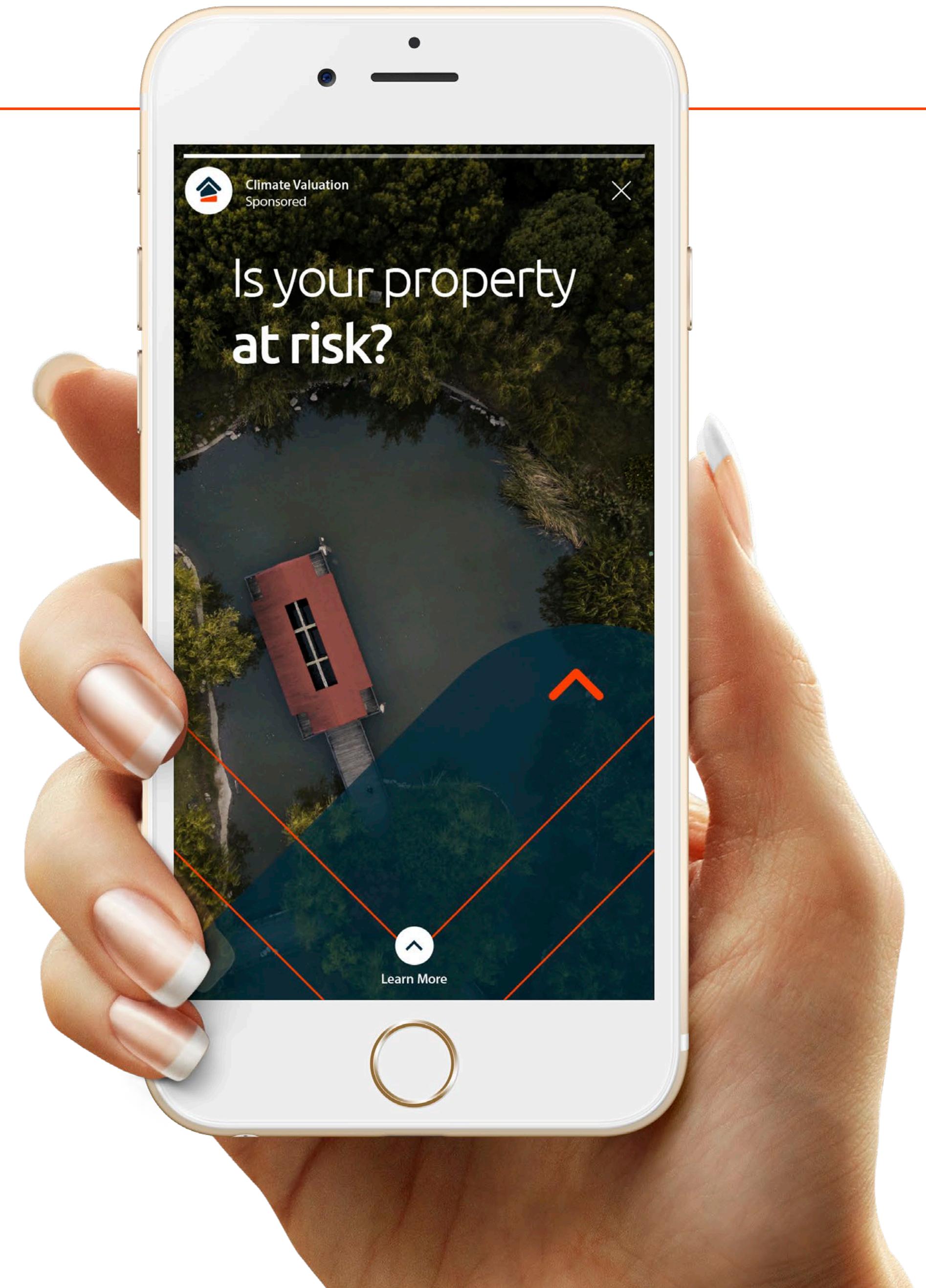
Powered by Climate Risk Engines



Brand Use Examples



► Email Signature



► Paid Social



Brand Use Examples



► Presentation Slides

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Malesuada Ornare Fusce Commodo >

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<p>Vehicula Parturient</p> <p>Donec sed odio dui. Donec ullamcorper nulla non metus auctor fringilla. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cras mattis consectetur purus sit amet fermentum. Sed posuere consectetur est at lobortis.</p>	<p>Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.</p>	<p>Donec sed odio dui. Donec ullamcorper nulla non metus auctor fringilla. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Cras mattis consectetur purus sit amet fermentum. Sed posuere consectetur est at lobortis.</p>	<p>Sed posuere consectetur est at lobortis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>

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