

## OUR LOGO

A unique logotype has been created for our 'Concern' name. It reflects compassion and an honest approach. It's paired with our core typeface applied to 'Worldwide' for balance.



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## OUR TAGLINE

Ending extreme poverty, whatever it takes. We aim to use our tagline on as many of our communications as possible. It should be seen as a positive asset that can be used independently of the logo.



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## OUR TYPOGRAPHY

Our headline typography is inviting, legible and professional. Headlines are supported by bold, direct sub-headline and body copy.

**HEADLINE**  
Sentence Case /  
IBM Plex Serif /  
Semibold /  
1.1 Leading

**Climate  
change  
glossary**

**SUB-HEADLINE**  
Upper Case /  
IBM Plex Sans /  
Semibold /  
1.3 Leading

**CLIMATE CHANGE  
GLOSSARY**

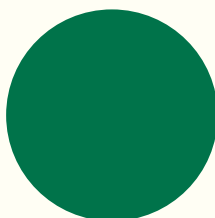
**BODY TEXT**  
Sentence Case /  
IBM Plex Sans /  
Semibold /  
1.25 Leading

Terms you need to know when  
discussing how climate change  
impacts extreme poverty and  
what we can do about it.

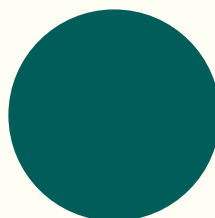
[DOWNLOAD OUR FONTS](#)

## OUR COLOR PALETTE

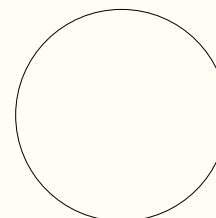
Our color palette is rich and vibrant, designed to work across a broad range of audiences and platforms. Our primary palette includes our Concern green supported by complementary teal tones and Concern biscuit.



**CWW GREEN**  
CMYK (100.0.80.40)  
RGB (0.115.74)  
Hex #00734a



**CWW DARK TEAL**  
CMYK (80, 0, 40, 60)  
RGB (0, 1, 93, 89)  
Hex #015d59



**CWW BISCUIT**  
CMYK (0, 0, 4.5, 0)  
RGB (255, 254, 242)  
Hex #fffef2