

Visual identity guidelines



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Introduction

Welcome

Welcome to the Stockholm Environment Institute brand guidelines.

Our brand helps our organization to stand out in our sector and explain why we are special. And it helps stakeholders know what to expect. In that sense, it represents the promise we make to them – it tells them our story, tells them who we are and tells them what we care about.

Most importantly, the brand provides clarity and helps us to decide how to act in line with SEI's goals. It not only expresses our vision – a sustainable, prosperous future for all – it creates positive feedback loops that can help us achieve that vision.

Our visual identity will help us express better who we are as an organization, and these guidelines describe how to implement it.

Stockholm Environment Institute – bridging science and policy

Having a clear and effective visual identity will help us to achieve our goal of bringing about change for sustainable development. It affects the look, feel, tone, of voice and imagery of all our communications.

Our mission

To support decision-making and induce change towards sustainable development around the world by providing integrative knowledge that bridges science and policy in the field of environment and development.

Our vision

A sustainable, prosperous future for all.

Our values

SEI is international, trusted, credible and relevant.

1. Extended boilerplate

The Stockholm Environment Institute is an international non-profit research and policy organization that tackles environment and development challenges.

We connect science and decision-making to develop solutions for a sustainable future for all.

Our work spans climate, water, air, and land-use issues, and integrates evidence and perspectives on governance, the economy, gender and human health.

SEI's approach is highly collaborative: stakeholder involvement is at the heart of our efforts to build capacity, strengthen institutions and equip partners for the long term.

We make sure our knowledge and findings are clearly communicated and accessible to decision-makers and civil-society. We publish our own open access material and in leading academic journals, and repackage our research to offer effective decision support.

To promote debate and share knowledge we convene decision-makers, academics and practitioners, and engage with policy processes, development action and business practice throughout the world.

We are committed to transparency and believe that full disclosure of our finances and funding builds trust in our work.

The Swedish International Development Cooperation Agency (Sida) is our largest single donor, but we also receive broad support from other development agencies, governments, NGOs, universities, businesses, and financial institutions.

SEI is:

International – SEI has offices in five continents around the world, and works locally, regionally and globally.

Trusted – decision-makers and the academic community recognize us as an independent and non-partisan institute.

Credible – our research is objective, and supported by rigorous peer review.

Relevant – only joined-up research can solve joined-up problems: our work makes connections across the natural, physical, and social sciences, allowing us to take new angles on key issues and offer robust, insightful policy advice.

SEI has eight centres around the world in Sweden, the UK, the US, Thailand, Kenya, Estonia and Colombia.

1. Extended boilerplate

SEI Stockholm addresses themes such as ecosystems management; socio-economic transitions and innovation; sustainable consumption and lifestyles; governance of land and natural resources; and cross-scale governance and geopolitics. Areas of expertise include energy systems, sustainable finance, disaster risk reduction, sustainable sanitation, bioeconomy, supply chains, climate change, gender and livelihoods, behaviour and choice, participatory methods, and institutions and governance.

SEI Africa is based in Nairobi, Kenya and is hosted by the World Agroforestry Centre. The centre collaborates with African governments, organizations and networks, acting as a hub for SEI's engagement across the continent. The centre's work focuses on four key areas: energy and climate; natural resources and ecosystems; sustainable urbanization; and health and environment.

SEI Asia, based in Bangkok, has a diverse team of multinational experts that integrates scientific research with participatory approaches to co-develop and share knowledge, build partnerships, and influence policy for resilient development. It focuses on gender and social equity, climate adaptation, reducing disaster risk, water insecurity and integrated water resources management, transitional agriculture, renewable energy and urbanization.

SEI Tallinn carries out applied research, stakeholder engagement and capacity building in the Baltic Sea Region and the EU. Areas of expertise include environmental governance, policy impact assessment, nature conservation, urban biodiversity, climate adaptation, renewable energy, transport, resource efficiency, waste management, sustainable development indicators, valuation of ecosystem services and analysis of market-based instruments.

SEI Oxford (UK) specializes in vulnerability assessment, adaptive planning and risk governance in the fields of climate change, water and food security, and agriculture and ecosystems. It also focuses on synergies between climate change adaptation and mitigation, and hosts weADAPT, a collaborative platform for climate adaptation.

SEI US has offices in Somerville, Massachusetts; Davis, California; and Seattle, Washington. The centre conducts research and engages with decision-makers and civil society on energy, water, and climate policy as well as on broader dimensions of development, sustainability, and equity. It builds capacity through training and collaboration, and its decision-support tools are used widely around the globe.

1. Extended boilerplate

SEI York is embedded in the environment department at the University of York. The centre's research falls into five broad categories: air quality and climate change; nature-society relations; sustainable consumption and production; managing natural resources; and urban environments and human health. Areas of expertise include citizen science and other participatory approaches, and engagement with policy-makers and the private sector.

SEI Latin America is SEI's newest centre. It began operations in 2018 and is located in Bogota, Colombia. The centre's research agenda focuses on the profound transformations that are under way in the region. Colombia is an ideal location for investigating the connections between environmental management and development in the post-conflict era, and for sharing insights on land use, air quality, water resources and ecosystems across the region.

SEI Headquarters is located at the Stockholm Centre and consists of the Executive Director, the Research Directorate, and institute-wide finance, human resources and communications functions.

2. Shorter boilerplate

The Stockholm Environment Institute is an international non-profit research and policy organization that tackles environment and development challenges.

We connect science and decision-making to develop solutions for a sustainable future for all.

Our work spans climate, water, air, and land-use issues, and integrates evidence and perspectives on governance, the economy, gender and human health.

SEI's approach is highly collaborative: stakeholder involvement is at the heart of our efforts to build capacity, strengthen institutions and equip partners for the long term.

We make sure our knowledge and findings are clearly communicated and accessible to decision-makers and civil-society. We publish our own open access material and in leading academic journals, and repackage our research to offer effective decision support.

To promote debate and share knowledge we convene decision-makers, academics and practitioners, and engage with policy processes, development action and business practice throughout the world.

We are committed to transparency and believe that full disclosure of our finances and funding builds trust in our work. The Swedish International Development Cooperation Agency (Sida) is our largest single donor, but we also receive broad support from other development agencies, governments, NGOs, universities, businesses, and financial institutions.

SEI is:

International – SEI has offices in five continents around the world, and works locally, regionally and globally.

Trusted – decision-makers and the academic community recognize us as an independent and non-partisan institute.

Credible – our research is objective, and supported by rigorous peer review.

Relevant – only joined-up research can solve joined-up problems: our work makes connections across the natural, physical, and social sciences, allowing us to take new angles on key issues and offer robust, insightful policy advice.

SEI has eight centres around the world in Sweden, the UK, the US, Thailand, Kenya, Estonia and Colombia.

3. Short boilerplate

Stockholm Environment Institute is an international non-profit research and policy organization that tackles environment and development challenges.

We connect science and decision-making to develop solutions for a sustainable future for all.

Our approach is highly collaborative: stakeholder involvement is at the heart of our efforts to build capacity, strengthen institutions, and equip partners for the long term.

Our work spans climate, water, air, and land-use issues, and integrates evidence and perspectives on governance, the economy, gender and human health.

Across our eight centres in Europe, Asia, Africa and the Americas, we engage with policy processes, development action and business practice throughout the world.

Tone of voice

Our approach to written communication is focused on the needs of our partners and is based on credibility, building relationships, and engaging in dialogue.

SEI texts should be concise and engaging, especially when they are for a non-scientific audience.

Always write with a specific reader in mind: what is relevant to them? How do they think and talk about the topic of your analysis? This should affect how you present your case, choice of words, which technical concepts you explain, and how.

All of us, especially experts, overestimate how much our readers will understand. To maximize impact, write for an interested non-expert.

Except for academic texts geared specifically to experts in your field, steer clear of jargon.

Don't use abbreviations unless they make your text easier to read.

Be consistent in punctuation and choice of words. Refer to the Oxford Dictionary for spelling: www.oxforddictionaries.com

Don't forget we have a team of in-house editors available to support you in your writing tasks.

You can contact them at publications@sei.org.

The logo

Logo overview

The updated SEI logo comprises two elements: a single colour logotype, and the bridge symbol.

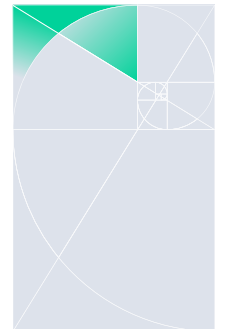
The bridge symbol has evolved from the previous SEI logo. Taking a crop of the golden section and using it to anchor the logotype. It visually translates our value proposition – ‘bridging science and policy’.

We’ve developed this new brand mark because it more accurately captures a new global feel for SEI that is innovative and creative – reflecting our personality and work, emphasizing collaborating and co-producing, building solutions and bringing about change.

If you are unsure which version of the logo to use, please ask the SEI communications team.



Connection to the original logo



Logo versions

There are specific applications where different version of the logo are required. Always use the master artwork supplied and never try to re-create our logos.

Symbol logo

This is the main version of the SEI logo and should be used on all branded applications.

Extended logo

This version of the SEI logo should be used when appearing on partner branded applications or when the logo appears out of the context of the wider branding and on more formal applications such as the publication templates.

Logotype

This version should be used on social media avatars and for small digital applications.

Symbol logo



Extended logo



Logotype



Logo colours

There are three main colour versions of our logos. There may be times when black/white printing is required. Please use the additional black logo provided for these purposes.

Primary SEI Brand Green logo

Our primary SEI Brand Green logo can be used whenever the logo appears on a white or lighter neutral colour. Care should be taken to ensure ample contrast.

Primary white logo

Our primary white logo should be used whenever the logo appears on a darker image or colour.

Primary SEI Charcoal logo

Our primary SEI Charcoal logo should be used whenever the logo appears on SEI Brand Green, a light image or bright secondary colour.



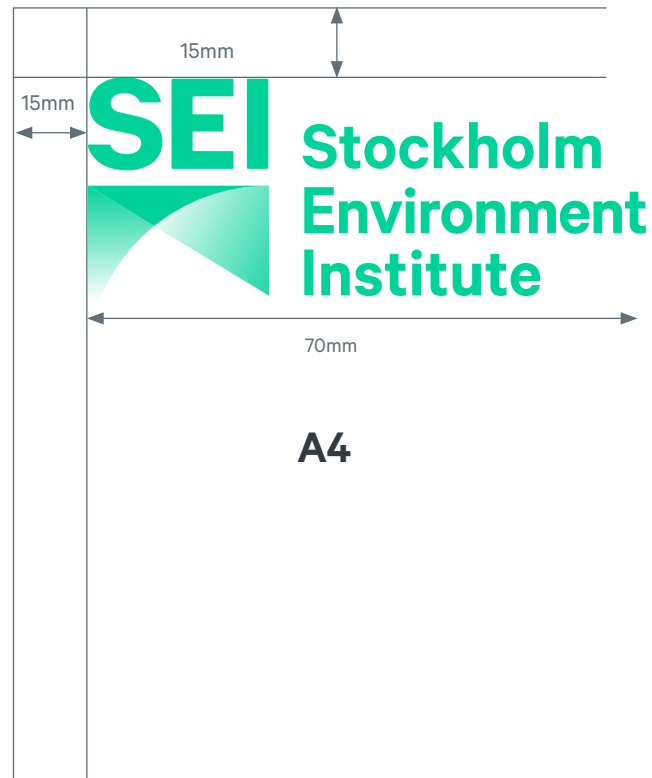
Logo sizing in print

The logotype can be used at different scales, but care must be taken when using it at small sizes. To ensure consistency, the logo is always used at the same size on common document formats. On A4 documents, the logo is always 70mm wide. To ensure legibility, the logo alone should never be used smaller than 30mm.



Logo positioning in print

When applying the logotype it is important to adhere to these sizing regulations for consistency. Care must also be taken to ensure that the space between the logotype and the edges of the document are also in line with the guidance below. When applying the logo to non-standard formats, please use these proportions as a basis for sizing.

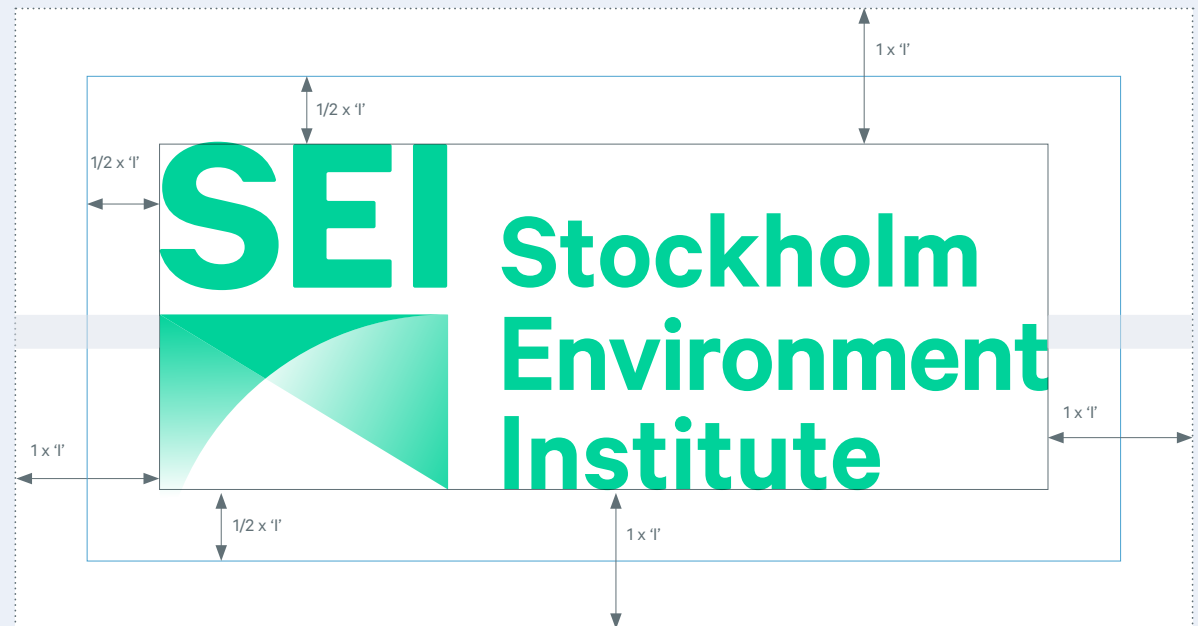
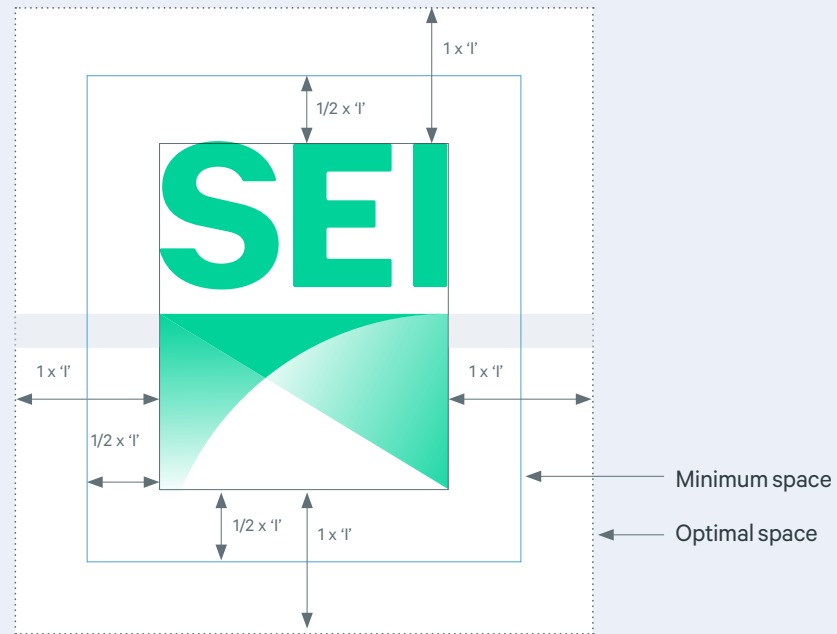


Protecting the logo

It is essential that we allow enough space around the logo, separating it from other visual elements such as type or images.

This way it does not compete for prominence and remains clear. The space around the logo which excludes other elements is called the exclusion zone and this is shown in the illustration on the right.

This optimal space is defined by the letter 'l' in our logo.



Brand architecture

Using a single, clear SEI brand is more effective for us as an organization than using individual sub brands. A stronger brand, one that is accessible and relevant for all our audiences, will help us to tell our story more effectively and emphatically and to build a connection with our employees, partners, and stakeholders in transitioning to a sustainable future for all.

This does not mean that we cannot, for example, refer in text to “SEI Asia, based in Bangkok” or have a separate letterhead for that office. But it does mean that we should apply our logo consistently.



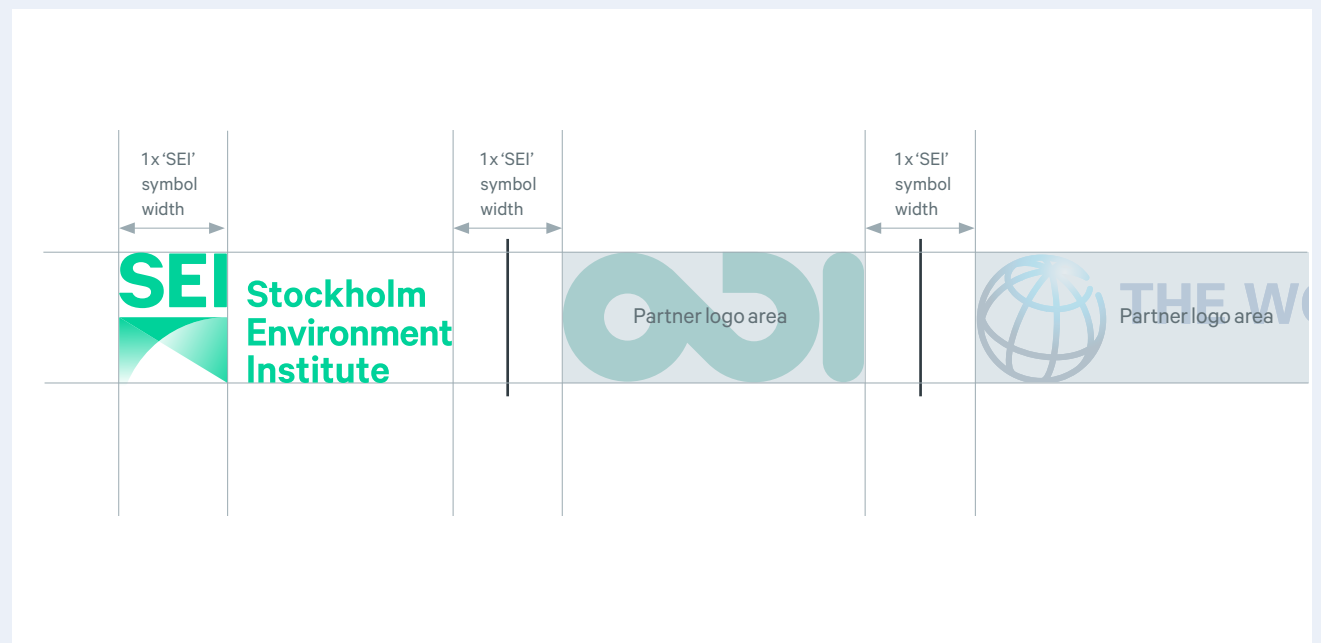
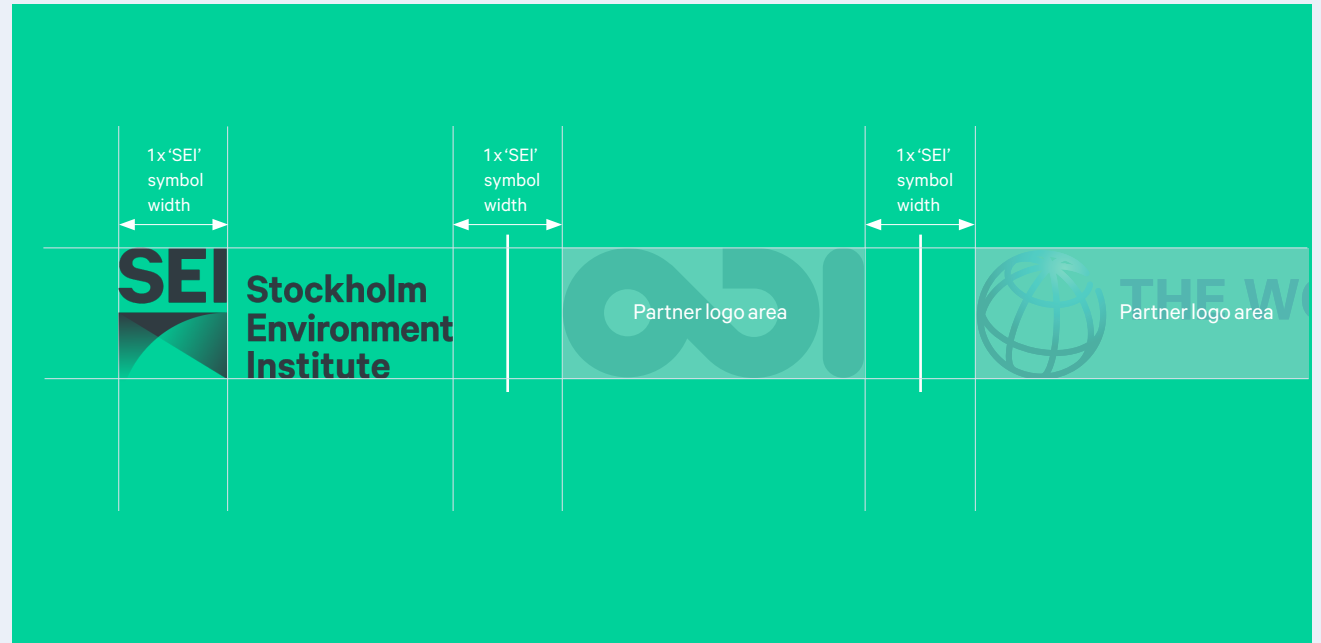
SEI Asia, based in Bangkok, has a diverse team of multinational experts that integrates scientific research with participatory approaches to co-develop and share knowledge, build partnerships, and influence policy for resilient development. It focuses on gender and social equity, climate adaptation, reducing disaster risk, water insecurity and integrated water resources management, transitional agriculture, renewable energy and urbanization.

Co-branding

When constructing lock ups for co-branding please follow the guidance below.

When possible, partner logos should always sit to the right of the SEI Logo. They should be separated by a thin line equivalent to 1pt and at least the height of the logo. The distance between the two logos should be equal to the width of the symbol part of the SEI logo.

There are also scenarios where vertical lock ups are used. See page 49 for more details.



Incorrect use of the logo

Examples of incorrect uses of the logo are shown here for guidance. The logo is an indivisible unit. The composition of the logo or its components should not be changed. Always use the logo files provided – we cannot recreate the logo by typing out the letters in the brand font.

Do not use the logo on a busy background.



Do not use the logo all in split colour.



Do not use a different logo typeface.



Do not rearrange elements of the logo.



Do not distort the logo, ensure it is scaled proportionally.



Do not use the wrong colour version.



Colour

Colour overview

The colour system has been developed to provide a strong, flexible primary palette to use alongside the main SEI Brand Green. The primary tonal greys should always take the lead with SEI Brand Green. These colours provide diversity when dealing with complex applications. There are additional primary tonal greens for use within charts, when the secondary palette is not used.

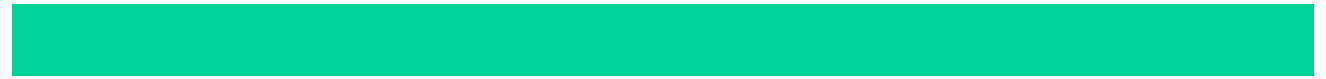
SEI also has a vibrant and flexible secondary colour palette. The secondary bright colours are designed for use on publication covers and similar applications. This is supported by secondary tonal colours for charts and other data visualizations.

See pages 39–40 for more information on how SEI uses ‘tone’ as well as ‘hue’ to distinguish data.

Primary palette hierarchy

SEI Brand Green

1



Primary tonal greys

2

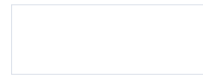


Primary tonal greens

3



White



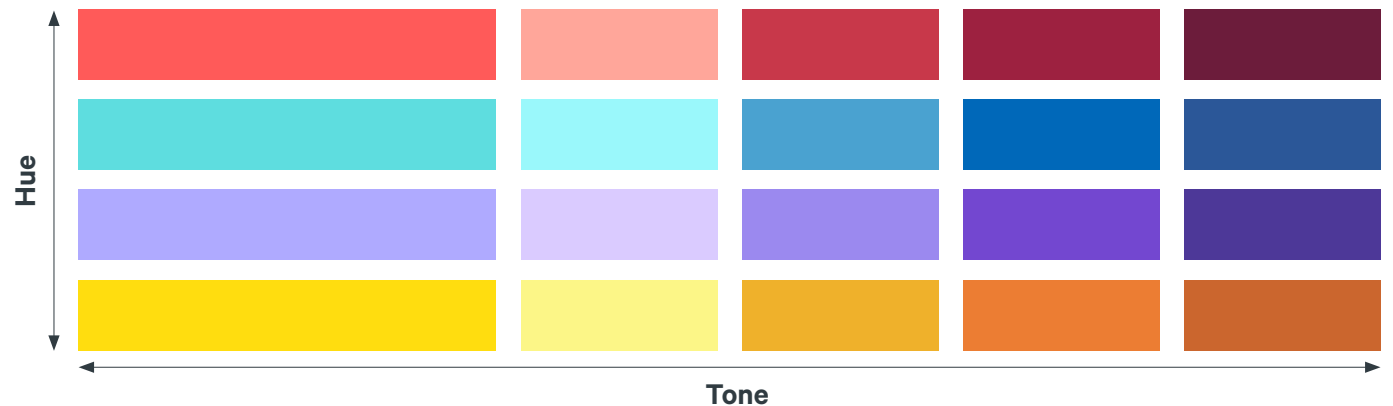
Black



Secondary palette

Secondary bright colours

Secondary tonal colours



Primary palette

SEI's brand colour is green, it should be used in large areas of block colour. See page 46 for examples.

A set of six primary tonal greys follow in the colour hierarchy. Use SEI Charcoal and SEI Dark Green 1 for text where possible to ensure applications are suitable for digital use in terms of accessibility.

There is also a set of primary tonal greens in the palette to provide diversity when dealing with infographics for core branded items, where no secondary colours are used. This is accompanied by black and white.

All use of colour should comply with the Web Content Accessibility Guidelines 2.0 Level AA. For example, do not use white text on the SEI Brand Green.

SEI Brand Green				
C	72	R	0	#00D29A
M	0	G	210	
Y	59	B	154	
K	0			

SEI Charcoal				
C	77	R	48	#263238
M	59	G	59	
Y	51	B	65	
K	56			

Black				
C	0	R	0	#000000
M	0	G	0	
Y	0	B	0	
K	100			

White				
C	0	R	255	#FFFFFF
M	0	G	255	
Y	0	B	255	
K	0			

SEI Light Grey 1				
C	9	R	235	#EBF0F8
M	4	G	240	
Y	1	B	248	
K	0			

SEI Light Grey 2				
C	16	R	221	#DDE2EB
M	9	G	226	
Y	6	B	235	
K	0			

SEI Light Grey 3				
C	30	R	190	#BECED5
M	13	G	206	
Y	15	B	213	
K	0			

SEI Mid Grey				
C	43	R	155	#9BAAB1
M	25	G	170	
Y	25	B	177	
K	5			

SEI Dark Grey 1				
C	62	R	97	#617076
M	42	G	112	
Y	40	B	118	
K	25			

SEI Light Green				
C	44	R	141	#8DFEC4
M	0	G	254	
Y	39	B	196	
K	0			

SEI Mid Green				
C	78	R	0	#00B180
M	9	G	177	
Y	68	B	128	
K	0			

SEI Dark Green 1				
C	86	R	0	#008059
M	25	G	128	
Y	75	B	89	
K	10			

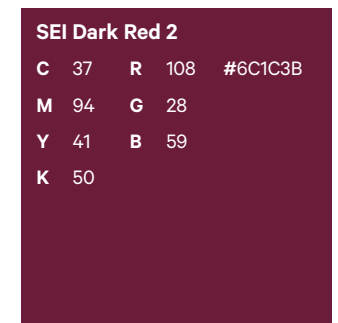
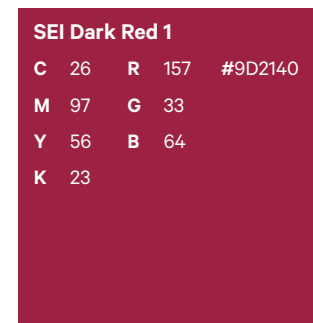
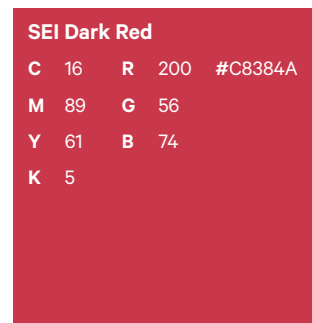
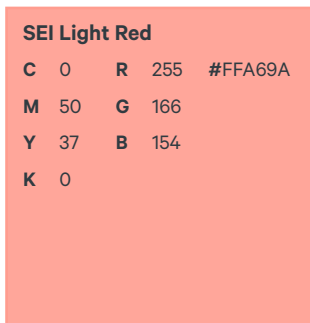
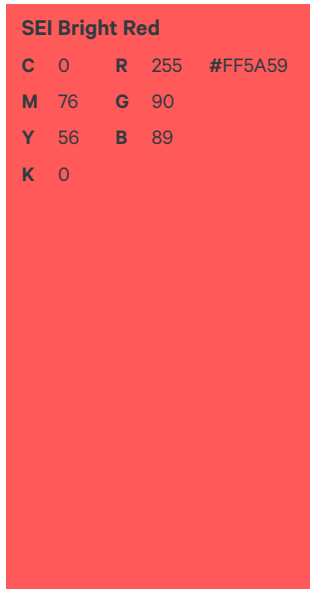
SEI Dark Green 2				
C	92	R	0	#004D33
M	41	G	77	
Y	83	B	51	
K	46			

Secondary red palette

A wider selection of colours comprise SEI's secondary palette. These colours are intended to add vibrancy and interest to infographics and other outputs, where required.

The secondary palette comprises four colour sets – reds, blues, purples and yellows, with bright and tonal options.

Always use the colour values as stated in these guidelines, or the colour swatch files provided within the templates.

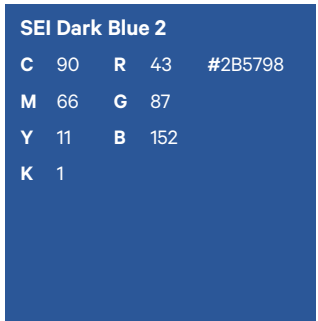
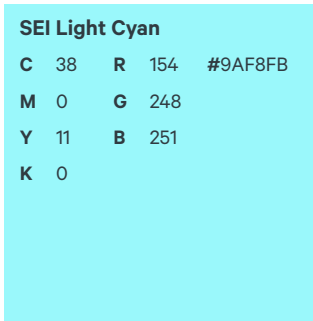
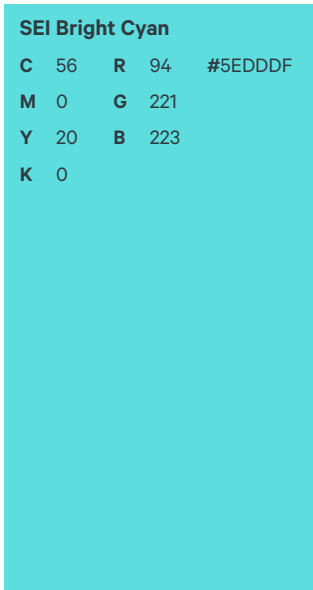


Secondary blue palette

A wider selection of colours comprise SEI's secondary palette. These colours are intended to add vibrancy and interest to infographics and other outputs, where required.

The secondary palette comprises four colour sets – reds, blues, purples and yellows, with bright and tonal options.

Always use the colour values as stated in these guidelines, or the colour swatch files provided within the templates.

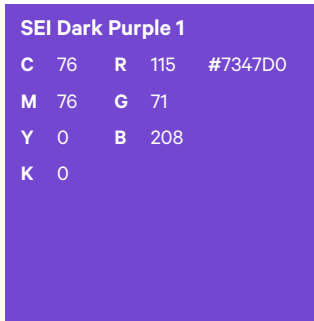
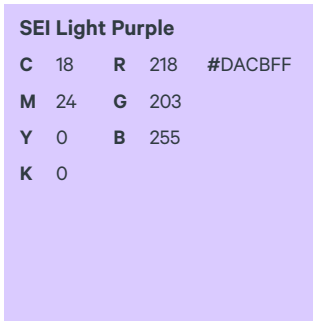
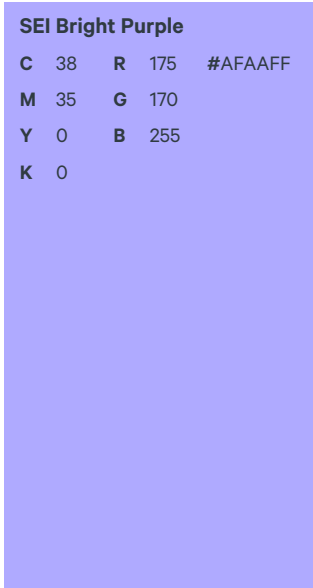


Secondary purple palette

A wider selection of colours comprise SEI's secondary palette. These colours are intended to add vibrancy and interest to infographics and other outputs, where required.

The secondary palette comprises four colour sets – reds, blues, purples and yellows, with bright and tonal options.

Always use the colour values as stated in these guidelines, or the colour swatch files provided within the templates.



Secondary yellow palette


A wider selection of colours comprise SEI's secondary palette. These colours are intended to add vibrancy and interest to infographics and other outputs, where required.

The secondary palette comprises four colour sets – reds, blues, purples and yellows, with bright and tonal options.


Always use the colour values as stated in these guidelines, or the colour swatch files provided within the templates.



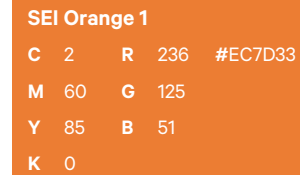
SEI Bright Yellow
C 2 R 255 #FFDD0F
M 10 G 221
Y 91 B 15
K 0




SEI Light Yellow
C 6 R 252 #FCF687
M 0 G 246
Y 57 B 135
K 0



SEI Dark Yellow
C 6 R 239 #EFB12B
M 33 G 177
Y 89 B 43
K 0



SEI Orange 1
C 2 R 236 #EC7D33
M 60 G 125
Y 85 B 51
K 0



SEI Orange 2
C 16 R 203 #CB662E
M 67 G 102
Y 88 B 46
K 5

Typography

Primary typeface

The SEI typeface system is based on Calibre, a bold sans-serif which brings a sense of rigour, clarity and transparency. All fonts are available as desktop and webfont licences.

Calibre is a geometric neo-grotesque, inspired by classical fonts such as Futura, but created specially for the digital environment.

Calibre Semibold

[Link to license](#) ▶

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Calibre Regular

[Link to license](#) ▶

Bc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Calibre Regular Italic

[Link to license](#) ▶

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Typeface exceptions

When the primary typefaces are unavailable, the typefaces displayed on this page can be used in their place. These typefaces will be useful with internal routine work on Microsoft Office applications and other internal communications. They are default fonts meaning they should be available on most machines. They have been selected for being aesthetically the closest system typefaces to the official SEI brand fonts.

Calibri Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()?/

Calibri Regular

Bc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()?/

Calibri Italic

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()?/

Example hierarchy in print

A clear hierarchy is critical for a professional and creative type system. Always assess the information you are working on and organise it in a clear and logical hierarchy. To ensure consistency across our publications, we have developed a type hierarchy. The type hierarchy creates emphasis through the use of contrasting weights and sizes. However, the number of type variations used within a document should be kept to a minimum. The following is an example of how the different levels of the hierarchy should be set up.

Publication title Calibre Semibold

Publication subtitle Calibre Regular

Publication type Calibre Semibold

Authors' names Calibre Regular

Standfirst Calibre Semibold

Heading Calibre Semibold

Subheading 1 Calibre Semibold

Subheading 2 Calibre Semibold

Subheading 3 Calibre Semibold

Body copy Calibre Regular

Minimum size Calibre Regular

Case study Calibre Regular

Pull-out Calibre Semibold

Running header Calibre Regular

Visual elements

Photographic approach

Photography plays an important role in the brand – always depicting our work in a positive way, it is a powerful tool to help us engage with different audiences.

To help you choose, shoot, and commission the best imagery for our brand, follow the principles on the next two pages.

Always credit the photographer when using images. As a non-profit organization, there are many images available to us under Creative Commons licences. We also have access to Getty Images, a commercial image bank. Consult with the communications team on use of images.

Code of conduct

<https://concordeurope.org/2012/09/27/code-of-conduct-on-images-and-messages>



Global – Research locations and cultures and ensure that imagery reflects the context and world of your audience.



Research in action – SEI provides learning across a vast range of tools and formats. Make sure your imagery has a modern feel.



Genuine – Find images that represent genuine stories and real people in real environments, rather than models in staged settings.



Human – Our imagery should strive for a human feel and be optimistic and aspirational.

Photographic style and composition

Photography should be editorially relevant and extended captions should be used to explain the context, they should be generally active and have a positive focus, and feel vibrant.



Well composed – Make sure imagery is composed in a way that makes the story and content clear. Avoid busy and complex imagery where the viewer is unsure what to focus on.



Dynamic crops – Cropping images is a great tool and can create an extended variety of uses for photography across different formats.



Engaging and vibrant – imagery should feel vibrant and lively, helping to carry an optimistic feeling.



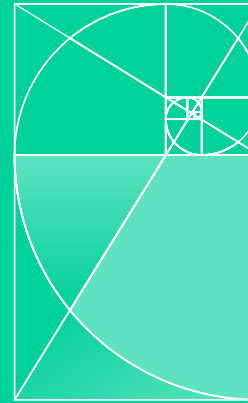
Composition to allow for text – Imagery can have a darker overlay in parts to allow for text overlay.

Brand shapes

By combining segments of the golden section, our visual identity retains the association with science, nature and beauty, whilst creating something new and distinctive, which is modern and flexible with a global feel.

Brand shapes can be used as graphics or to hold imagery. The shapes can be rotated through 90° and appear at various sizes, allowing for interesting crops or isolated versions.

Always use the assets provided.



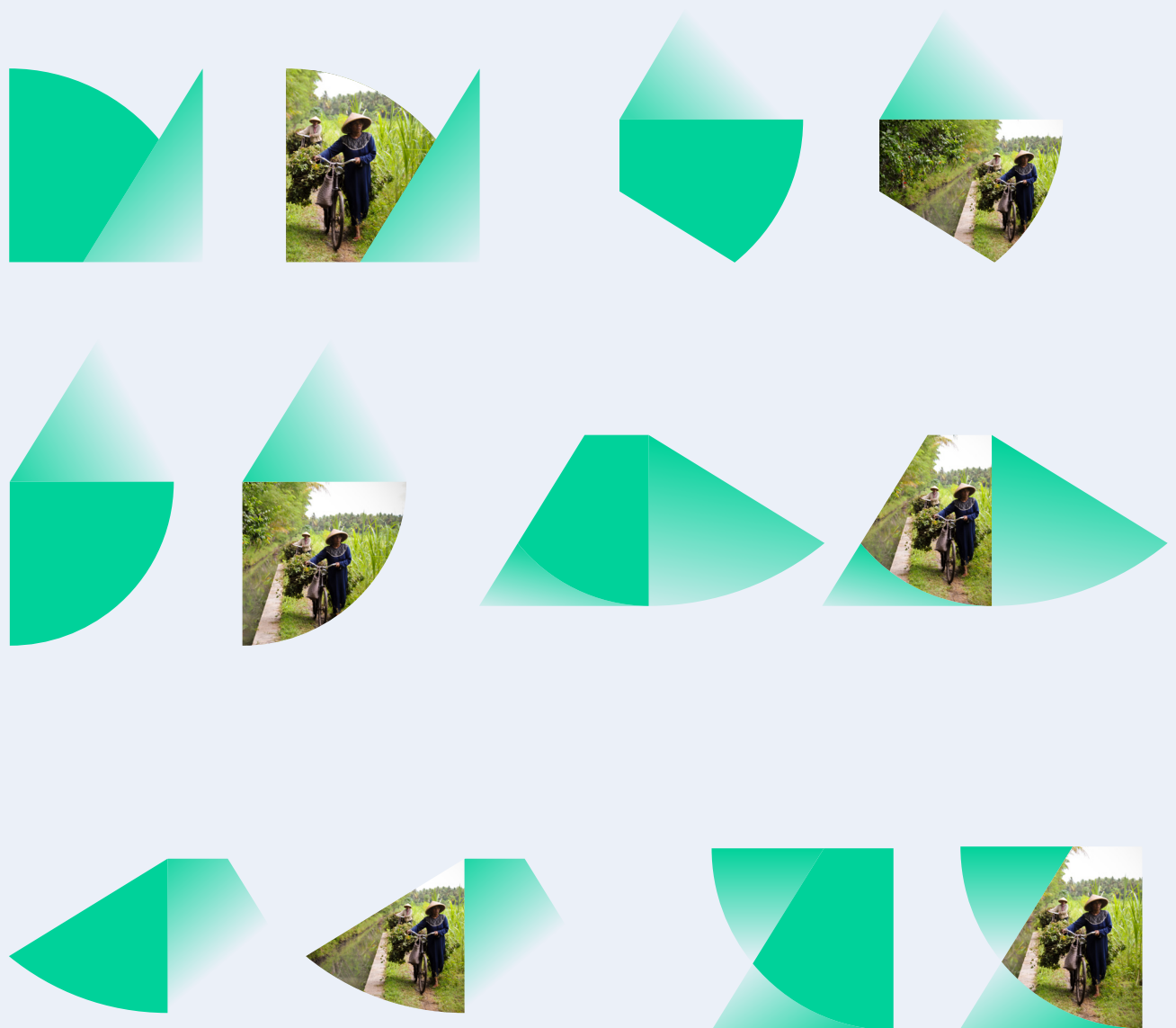
Brand shapes

Brand shapes are provided as assets in SEI Brand Green and white. The green can be used with lighter neutral backgrounds, and over appropriate photography. The white can be used over all SEI colours, and over appropriate photography.

Photography should only be cropped in the sections illustrated on this page. Please use the assets provided.

Many of the templates have their own version of these shapes set up in more accessible ways. Please see the pages 48–50 for more details on their use.

Occasionally small variations will appear in the brand shapes, this may be for production reasons. Always use the shapes as provided within the specific templates.

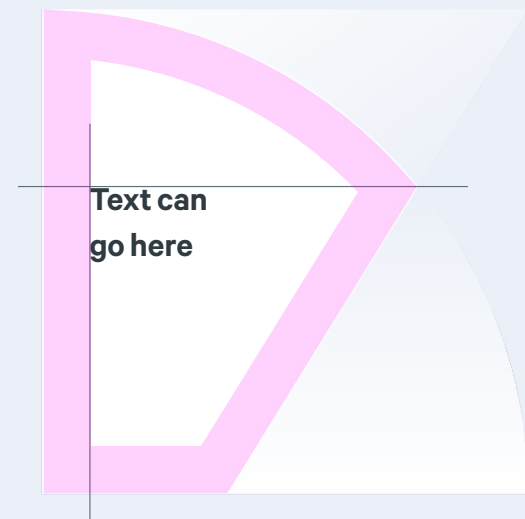
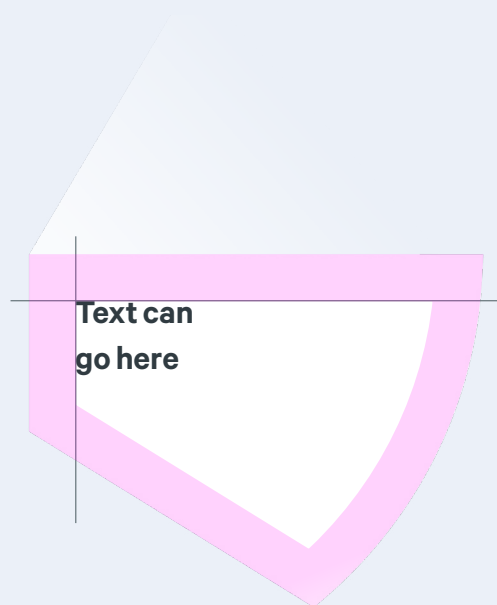


Brand shapes

Communication materials are can be illustrated with bold, colourful geometric shapes. They should appear in SEI Brand Green on white or light tonal grey backgrounds, and white on solid colour. This should lean towards the brighter side of the spectrum to create vibrant graphics.

These can be used as feature graphics by creating interesting crops, such as on business cards and comp slips. See the example on page 46.

These shapes can also contain small amounts of text. These should be treated on a case-by-case basis. These can be stand-alone graphics or used on posters and flyers, or used for twitter cards or parts of branded graphics. Always keep text left or right aligned. See the example on page 42.



Brand shapes and photography

In addition to the SEI brand shapes appearing with photography cropped inside them as shown on the left hand column, the shapes can also be placed over photography.

Here the shapes can be deconstructed into their component parts to allow photography to take the main focus. This approach has also been applied in certain templates when space is an issue, such as on the short report covers. See the example on page 50.



Information graphics system

Colour application – order of usage

Designing consistent and legible charts, maps, and infographics is vital to ensure your information can be understood by the widest audience, colour application is a crucial component of this. When designing with data, tone (the contrast between light to dark) instead of hue (one colour to another) is most legible, as the natural gradient from one hue to another can look quite different to each person and from one screen to the next.

Data sets should generally have five data points or fewer to be as clear as possible. Always start with a single colour, either primary or secondary palette depending on the application required. The colours as indicated are the recommended sequence to provide optimal contrast within data sets. Always use the colour values as specified on pages 22–26.

Primary colour applications

Order for colour use – 5 or fewer data points

Greens



Greys



Secondary colour applications

Order for colour use – 5 or fewer data points

Reds



Blues



Purples



Yellows



Colour application – order of usage

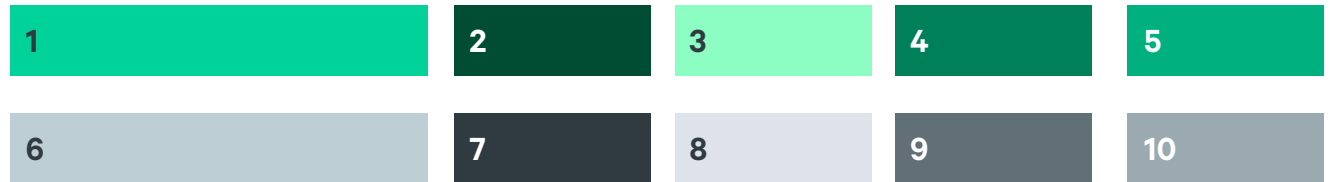
Certain sets of colours from the primary and secondary palette can be combined when designing more complex graphics. We advise that when creating content with five data points or fewer you use only one colour set.

The secondary colours can be combined as shown. The colour pairs indicated here are best used together for legibility, and have been selected for their suitability when diverging sets are needed.

Primary colour applications

Order for colour use – 5 or more data points

Greens and greys



Secondary colour applications

Order for colour use – 5 or more data points

Reds and blues



Purples and yellows

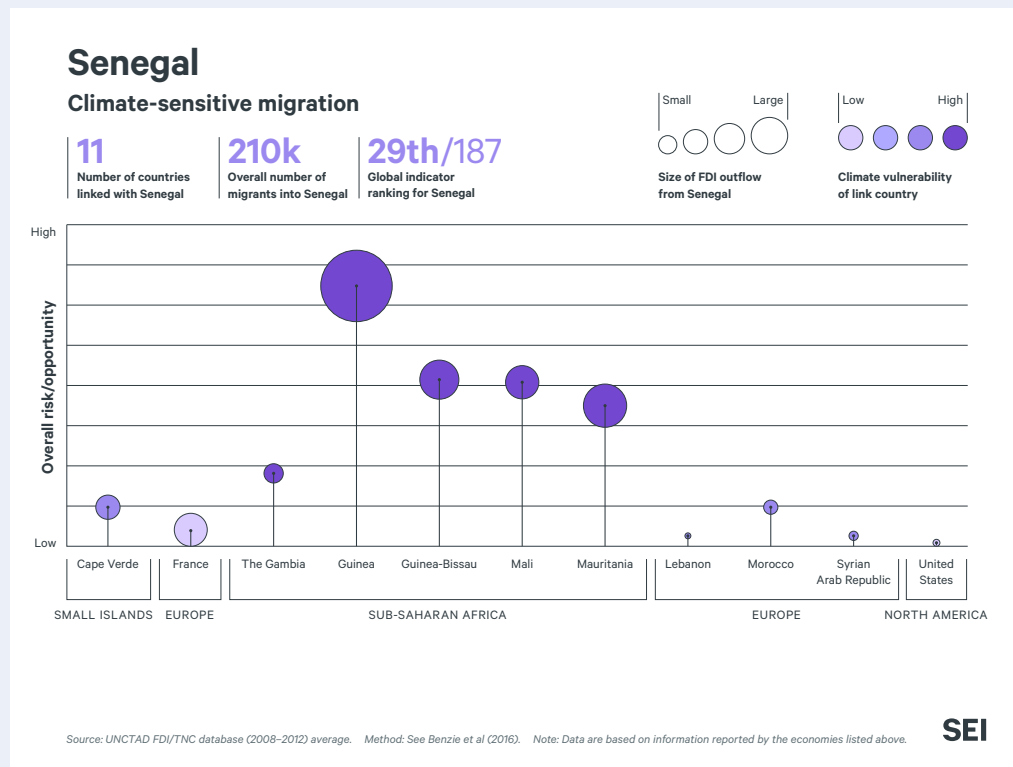
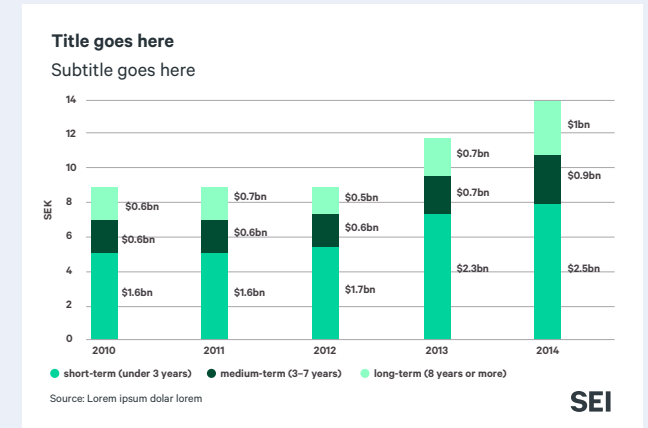
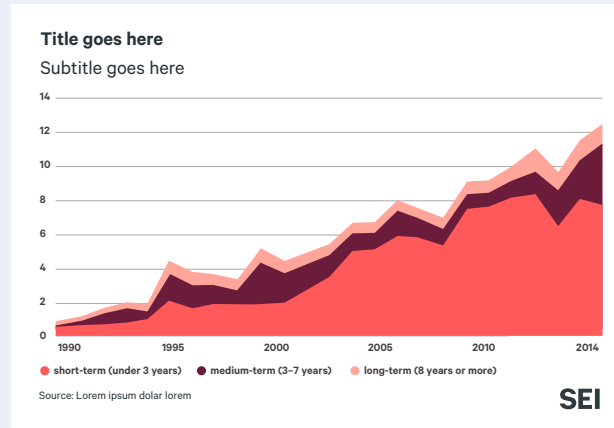


Chart examples

SEI's chart style has been developed to be clear, legible and recognizable. Always use the colour values as specified on pages 22–26, and always use clear hierarchy and annotation when creating new figures.

The core structure and typographic hierarchy in any set of SEI charts should remain consistent to help create a clear and comprehensible style. Maximize the space available to the chart and remove 'chart junk' – anything that is unnecessary and reduces clarity such as special effects and borders, unnecessary lines or text.

Data not generated as part of original SEI research should always be presented with a source. If a chart is being reproduced from another publication (as opposed to reusing publicly available data) then permission should be sought from the publisher of the original work.

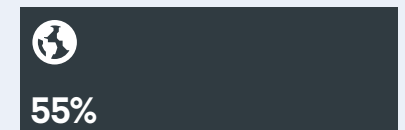
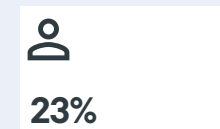
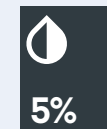
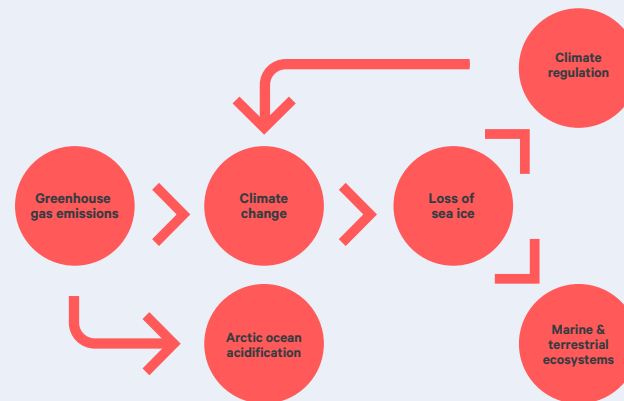
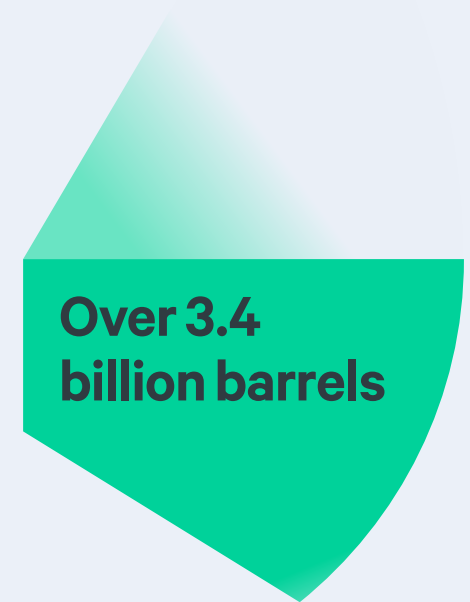
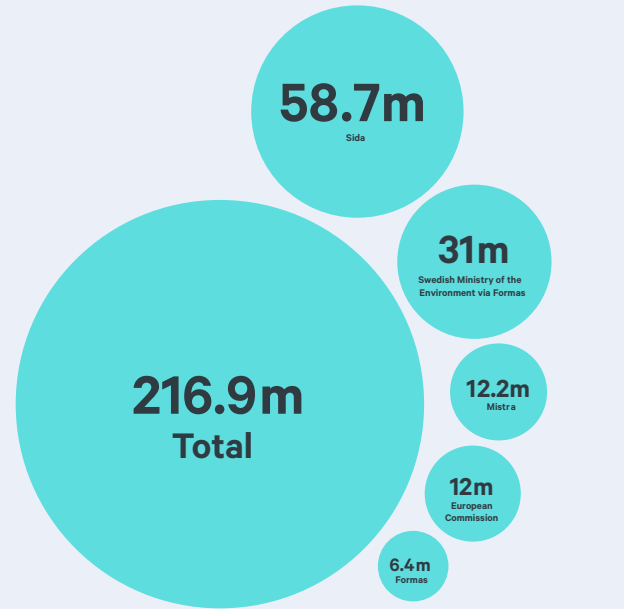


Simple data visualization examples

A key part of SEI's brand is the bold graphics that can be used to tell data stories. These graphics can use either the primary or secondary colour palette.

Where possible, we display information in a graphic format, to add interest to our reports and publications, to increase access and improve understanding of the information, or provide emphasis or improved context.

These graphics should be approach on a case-by-case basis, with care taken to ensure they feel impactful and have presence within the page on which they are placed. Here colours should be kept as simple as possible.



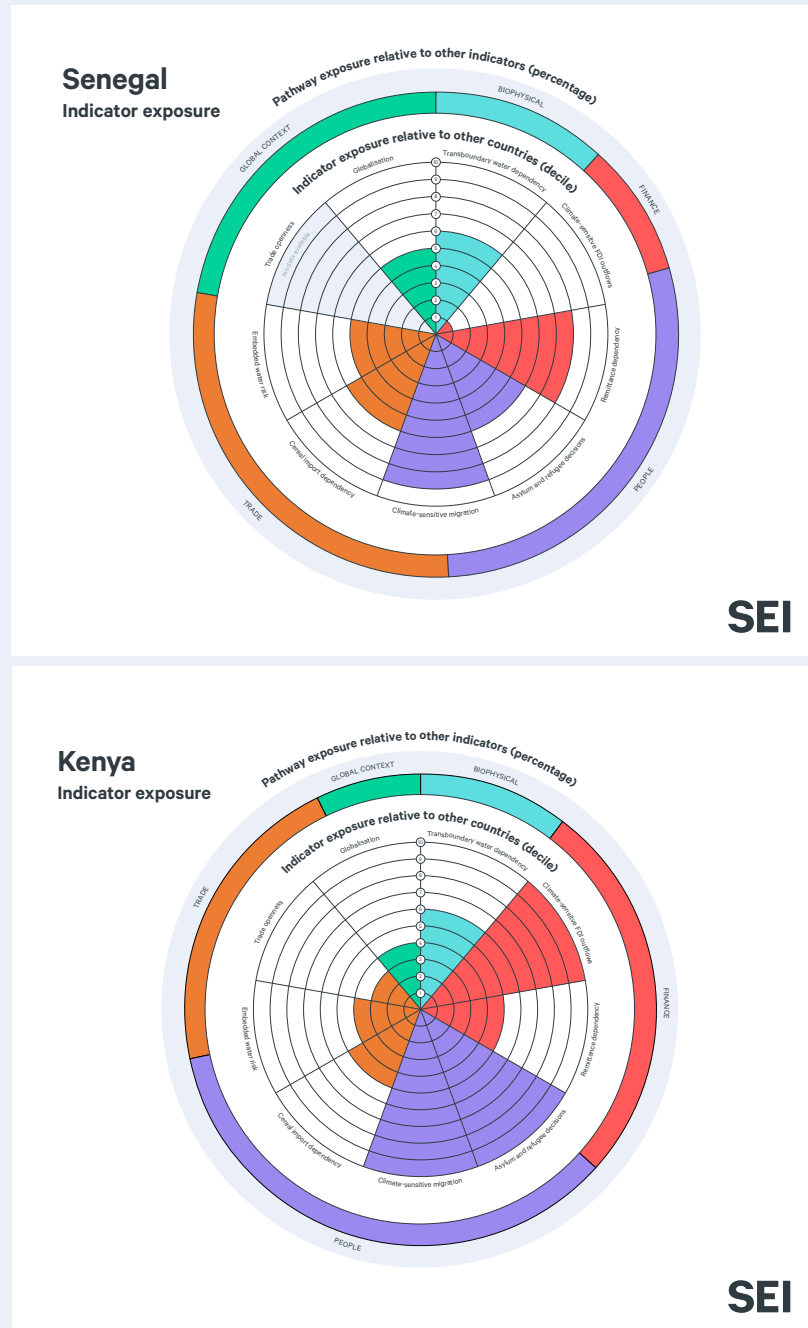
Complex data visualization examples

More complex data visualizations can be created using the new branding.

These graphics should be approached on a case-by-case basis, with care taken to ensure they feel impactful and have presence within the page on which they are placed. Here colours can be used most appropriately to distinguish each data set.

Consider the most appropriate format to allow the reader to understand and use your data most effectively.

Information graphics should present data as cleanly as possible in the simplest possible way. Graphics should be clearly positioned and have generous sizing, to help with impact. Think carefully about how you present the information and how it works with the text and /or icons around it, so the meaning is clear to the reader.



Iconography

Icons are road signs for understanding: they are an integral component of visual language, and should be universally understandable. They are useful within information graphics and other forms of SEI branded communication. All icons used within the SEI identity should be simple, clean and clear to maximize their communicative value.

Icons can appear in SEI Brand Green, SEI Charcoal, or white. Create new icons by combining geometric shapes – this helps to form a consistent set. Always create icons that are front facing, not at an angle or in perspective.



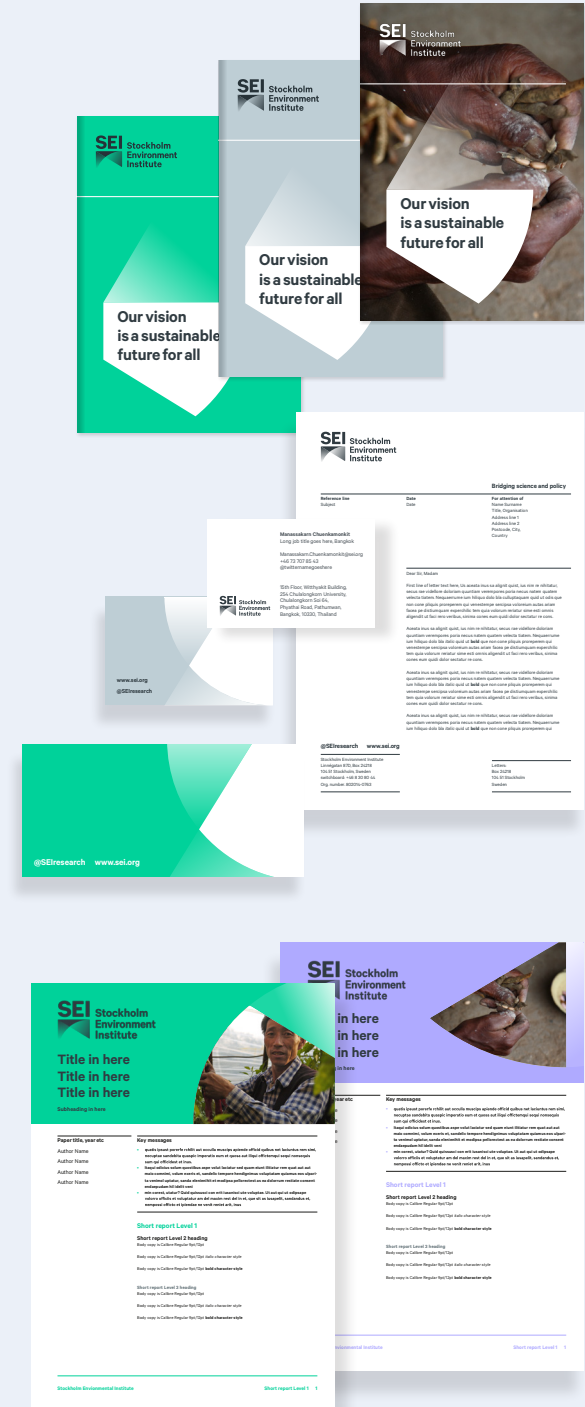
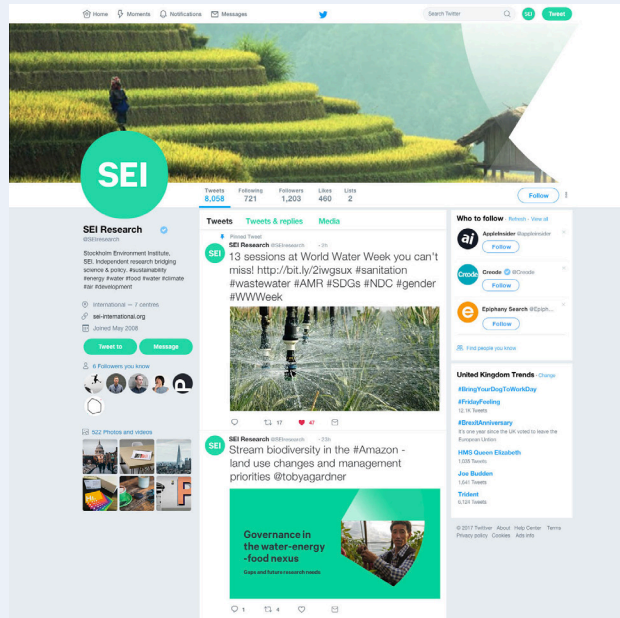
Brand applications

Brand applications overview

The SEI brand applications show the flexibility of the visual system, allowing a variety of possibilities to express the organization.

Covers can be illustrated with bold, colourful brand shapes. They should appear in white on solid colour, and in SEI Brand Green on lighter primary tonal grey backgrounds or photography.

The primary palette (SEI Brand Green and tonal greys) are shown in most applications, but there is also the flexibility to use the bright secondary palette for outputs.

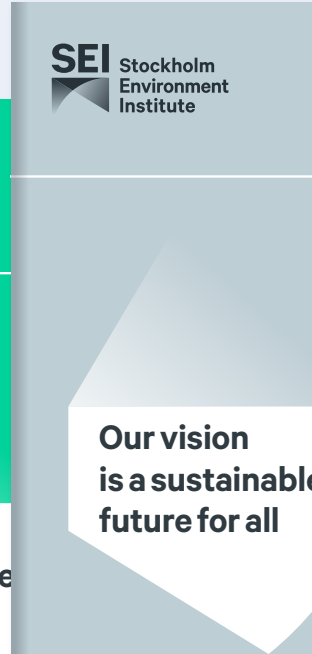


Printed applications

Covers can showcase impactful photography or use the SEI brand shapes.

Colours can be taken from the top level of primary and secondary colour palette. See page 21 for more details.

See page 13 for guidance on the appropriate logo version for the specific colour background.



6 Stockholm Environment Institute

SEI has eight centres around the world in Sweden, the UK, the U.S., Thailand, Kenya, Estonia and Colombia.

1 SEI Stockholm and SEI Headquarters
SEI Stockholm addresses themes such as the management of social-ecological systems; socio-economic transitions and innovation; sustainable consumption and lifestyles; governance of land and natural resources; and cross-scale governance and geopolitics. Areas of expertise include energy systems, green finance, disaster risk reduction, sustainable sanitation, bio-economy, supply chains, climate change, gender and livelihoods, behaviour and choice, and institutions and governance. SEI Headquarters is located at the Stockholm Centre and consists of the Executive Director, the Research Directorate, and institute-wide finance, human resources and communications functions.

2 SEI Africa
SEI Africa is based in Nairobi, Kenya and is hosted by the World Agroforestry Centre. The centre collaborates with African governments, organizations and networks, acting as a hub for SEI's engagement across the continent. The centre's work focuses on four key areas: energy and climate; natural resources and ecosystems; sustainable urbanization; and health and environment.

3 SEI US
SEI US has three offices in Boston, Massachusetts; Davis, California; and Seattle, Washington. The centre conducts applied research drawing on engineering, economics, ecology, ethics, international relations and software design. It also builds capacity in the developing world through training and collaboration, while its decision-support tools are used widely around the globe.

4 SEI Asia
SEI Asia, based in Bangkok, has a diverse team of multinational experts that integrates scientific research with participatory approaches to co-develop and share knowledge, build partnerships, and influence policy for resilient development. It focuses on gender and social equity, climate adaptation, reducing disaster risk, water insecurity and integrated water resources management, transitional agriculture, renewable energy and urbanization.

5 SEI Tallinn
SEI Tallinn carries out applied research, stakeholder engagement and capacity building in the Baltic Sea Region and the EU. Areas of expertise include environmental governance, policy impact assessment, nature conservation, urban biodiversity, climate adaptation, renewable energy, transition efficiency, waste management, sustainable development indicators, valuation of ecosystems and analysis of market-based instruments.

6 SEI York
SEI York is embedded in environment departments at the University of York. The research falls into five broad categories: air quality and climate change; nature-society relations; sustainable consumption and production; managing natural resources and urban environments; and human health. Areas of expertise include climate science and other participatory approaches, and engagement with policy-makers and the private sector.

Long form template covers

This template is for longer publications produced in an A4 format.

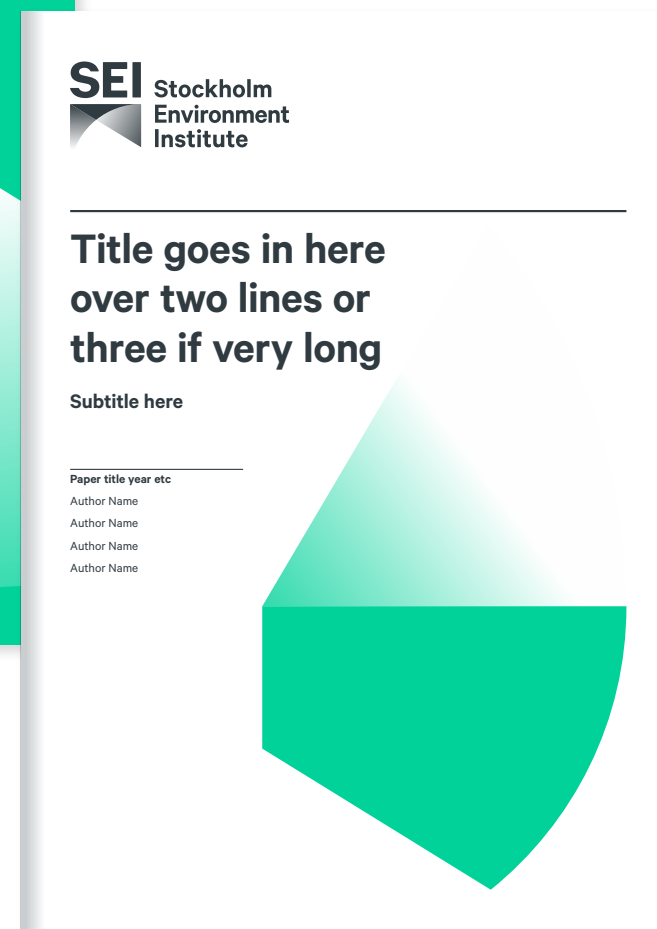
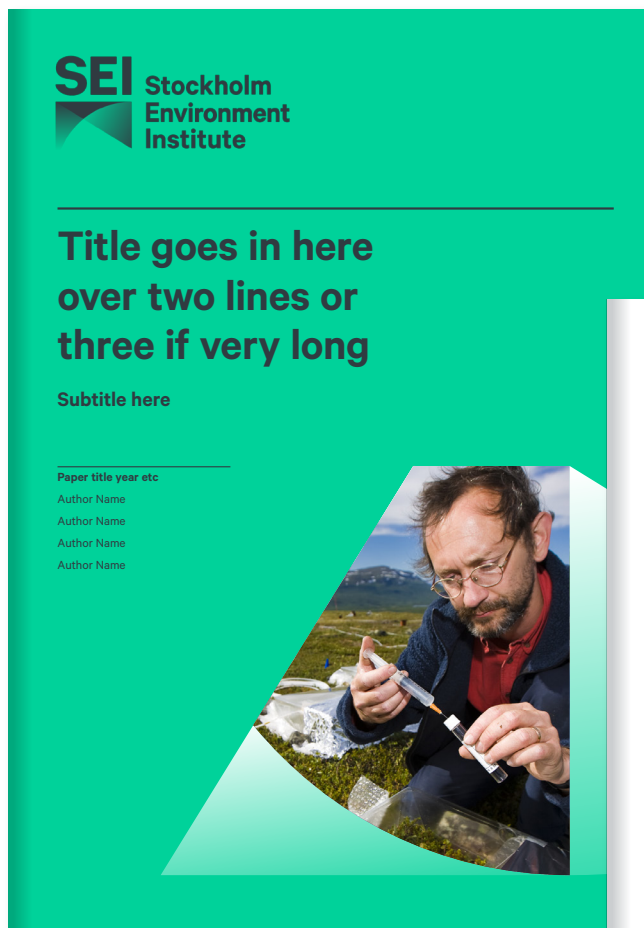
1. Brand shapes: always use brand shapes provided in the template for report covers. Always use the master pages to select a pre-defined cover and shape. Do not create new shapes yourself.

2. Cover colour: front cover colours can be taken from the primary and bright secondary colour palette. See pages 22–26 for details.

3. Cover image: images should follow the SEI photography style guidance and engage the audience, reflecting central themes.

3. Logo size: this should always remain the same. Dimensions in this template are W: 70mm.

4. Cover copy: information to include title, subtitle, authors, paper type and date.



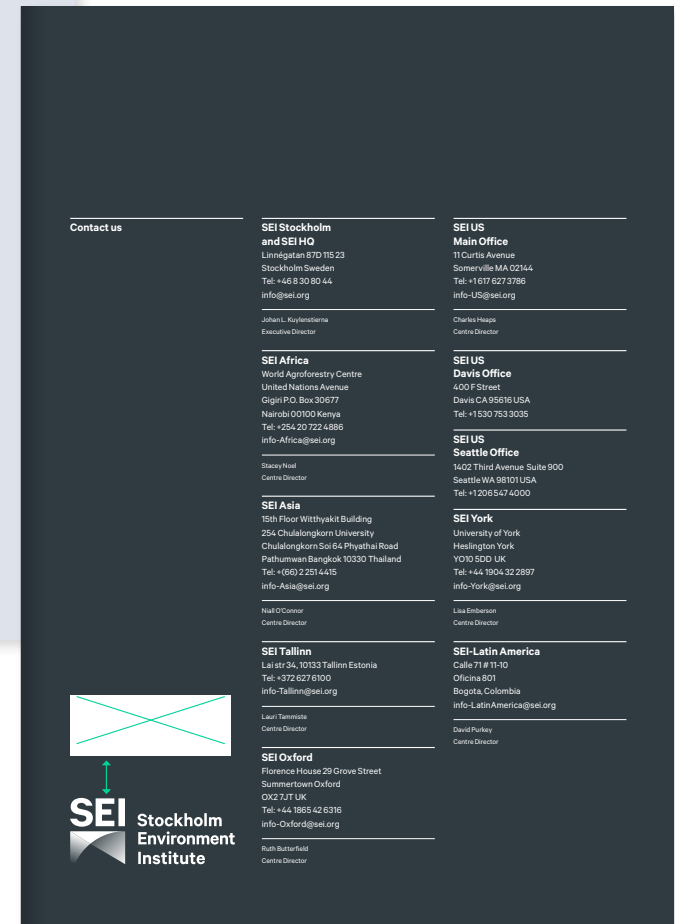
For the inside of the reports, please follow the styles in the templates provided.

Long form template

This template is for longer publications produced in an A4 format.

1. Inside cover: always use the master pages to select the correct pages. Always start with the SEI boilerplate text page.

2. Back cover: back covers should contain the SEI Centre addresses, and stack any co-branded logos vertically.



For the inside of the reports, please follow the styles in the templates provided.

Brief template

This template is for shorter publications produced in an A4 format.

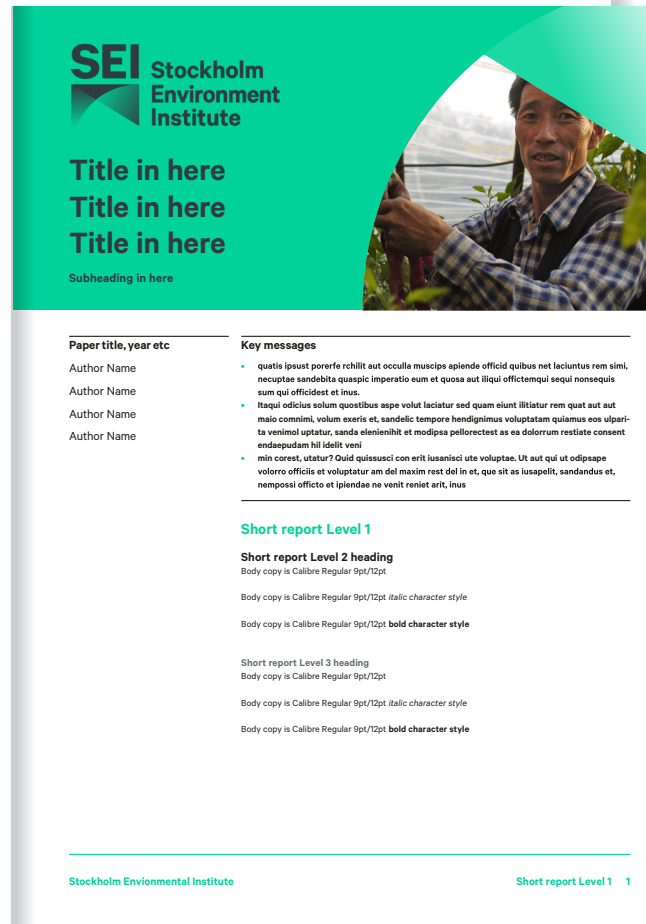
1. Brand shapes: here the brand shapes have been adapted to ensure there is ample space for titles. Always use the master pages to select a pre-defined cover and shape. Do not create new shapes yourself.

2. Header colour: cover header colours can be taken from the primary and bright secondary colour palette. See pages 22–26 for details.

3. Cover image: images should follow the SEI photography style guidance and engage the audience, reflecting central themes.

3. Logo size: this should always remain the same. Dimensions in this template are W: 70mm.

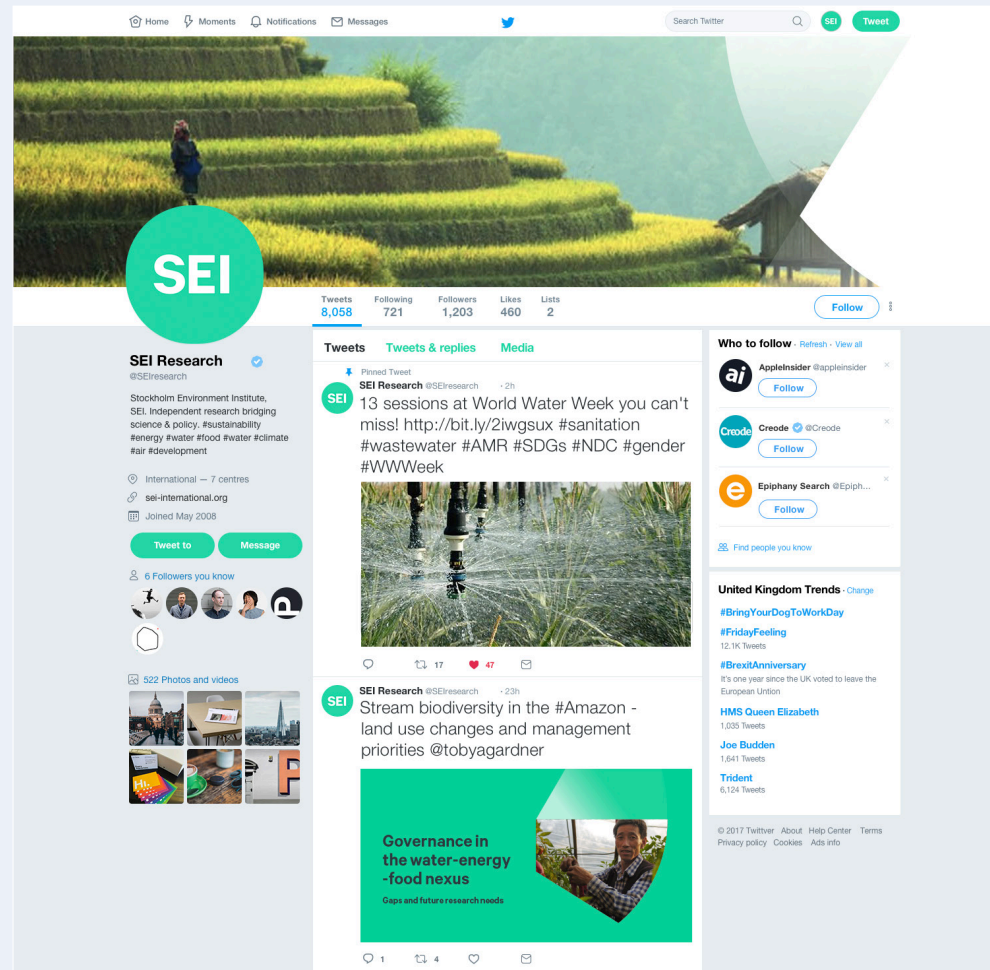
4. Header copy: information to include title, subtitle, authors, paper type and date.



For the content of the reports, please follow the styles in the templates provided.

Social media

Social media channels are styled with the logotype version of the SEI logo, in three variations of the primary palette. This will differentiate between SEI's different twitter accounts.



@SEIresearch



@SEIclimate



@SEIforskning



