These Brand Guidelines explain how to depict our brand imagery and language in online communication. They cover the use of messaging, logos, typography, color palette, images, and iconography. They will also serve as a reference for brand consistency across all CCC and RightsDirect software applications.

For further assistance, please contact branding@copyright.com.

The Branding Team will update these guidelines periodically. For style website and library, contact branding@copyright.com.

For guidance on using our brand elements within CCC and RightsDirect, please explore the latest RUP Styles website and library. Visit our Brand Resources page on the intranet for PowerPoint or Google Slides guidance.

For guidance on using our branding elements within CCC and RightsDirect software applications, please explore the latest RUP Styles website and library. Visit our Brand Resources page on the intranet for guidance on using our branding elements within CCC and RightsDirect software applications.

For further assistance, please contact branding@copyright.com.

The Branding Team will update these guidelines periodically. For further assistance, please contact branding@copyright.com.
Our company name is Copyright Clearance Center. In sales and marketing materials, please refer to the company as simply CCC. For example, instead of writing, “This solution was created by Copyright Clearance Center,” you would write, “This solution was created by CCC.” When creating or modifying a sales or marketing piece where the full logo or boilerplate language is included, there is no need to clarify what the CCC acronym replaces in your copy. Our RightsDirect subsidiary entities are always referred to by the full name, RightsDirect, and are never abbreviated in marketing and sales materials. When creating posts on social media, please include the hashtag #creatingsolutionstogether.

In all sales and marketing communications, written and verbal, please do not reference or use logos for Infotrieve, Ixxus or Pubget. For help updating outdated sales and marketing materials, please contact branding@copyright.com.
As the information industry addresses accessibility of data, expectations for immediate answers and the growing power of artificial intelligence, CCC’s sophisticated licenses, software and knowledge engineering solutions continue to adapt as we work with our clients to create solutions that:

1. Support collaboration and ideas and is committed to a more diverse community. Our team is encouraged and inspired by diverse communities made stronger by our information.
2. Enable people find actionable insights from data and information. We help people navigate vast amounts of data to find contextually relevant information that supports informed decision-making. We help people manage their data and information the way they work with all stakeholders to create frictionless rights and content access and shared around the world. We enable collaboration, which is informed and integrated.
3. Support our clients to create solutions to help us work with knowledge and data for better solutions to adapt as we work. Artificial intelligence, CCC’s sophisticated licenses, software and expertise for immediate answers and the growing power of information address accessibility of data.

Our vision field is a set of statements that see our impact on our world.

Field: Our vision field forms external messaging. It was created in early 2021 by a team of CCC colleagues and reflects how we see our mission and IL was created in early 2021 by a team of CCC colleagues and reflects how we see our mission and is a set of statements that define our view of who we are and how we
Advancing copyright. Accelerating knowledge. Powering innovation.

Copyright is at the core of CCC’s business. As a global leader in voluntary collective licensing, CCC is both an industry pioneer and a world-class innovator. CCC advocates for copyright globally through educational programming, award-winning content and frequent collaborations with researcher, publisher, author and collective management organizations.

In the race to get products to market faster, companies worldwide turn to CCC for solutions that transform critical information into insights that power innovation. Our powerful licensing and content workflow solutions enable teams to access, manage and integrate vast amounts of third-party and proprietary content and data.

CCC has set the standard for effective copyright licensing and data solutions that enable information industry leaders to seize new opportunities. Our data-driven software applications and professional services expertise are unparalleled, making us uniquely qualified to help customers leverage data to discover actionable insights and make informed decisions.

CCC has set the standard for an efficient global rights marketplace, creating frictionless licensing solutions for all communities powered by innovative software applications and expert professional services. CCC advocates for copyright globally through educational programming, award-winning content and frequent collaborations with researcher, publisher, author and collective management organizations.

In the race to get products to market faster, companies worldwide turn to CCC for solutions that transform critical information into insights that power innovation. Our powerful licensing and content workflow solutions enable teams to access, manage and integrate vast amounts of third-party and proprietary content and data.

CCC has set the standard for effective copyright licensing and data solutions that enable information industry leaders to seize new opportunities. Our data-driven software applications and professional services expertise are unparalleled, making us uniquely qualified to help customers leverage data to discover actionable insights, enabling them to make informed decisions and move forward.
We pioneer the way information is licensed, distributed, integrated, accessed and shared around the world. We enable collaboration. We work with all stakeholders to create frictionless rights and content marketplaces. We help people navigate and integrate vast amounts of data to find contextually relevant information that supports informed decision making. We shorten the distance between relevant data and information and finding actionable insights. We're experts in global commerce.

What we're known for:

- Finding actionable insights.
- Discovery and progress.
- Accelerate.
- Inform decision making.
- Connect innovation to commerce.
- Copyright.
A global leader in voluntary collective licensing, CCC builds innovative solutions that connect content and rights in contextually relevant ways through software and professional services.

Setting the standard for managing copyright, accessing knowledge and ways data and information are integrated, access and shared while with our customers and partners to create solutions that transform the insights to enable our clients to discover actionable information.

CCC helps publishers, researchers, businesses and academic institutions see the world.

We believe in creating solutions together, working with customers to understand the power of data to change the way our customers, needs and challenges are addressed.

Who is CCC?

What does CCC do?

Who speaks for the CCC brand, either in person or in writing? We use a tone of voice that is consistent.
Product names

Sales & Marketing

Presentation attribution.

Copyright trademark and registered

References
A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

RightsDirect, a subsidiary of Copyright Clearance Center (CCC), provides advanced information and data integration solutions to organizations throughout Europe and Asia.
Essential elements

Brand Guidelines
The logo is CCC's single most important visual element. Master artwork is available as master artwork from the Marketing Team. Always use master artwork for reproduction. The relationship between these two elements has been established and these proportions are fixed as illustrated.

Important note:

Master artwork is available as master artwork from the Marketing Team. Please contact the Marketing Team for advice.

Important note:

The logo comprises the CCC logotype and full name, which are equally important. The logo is available as master artwork from the Marketing Team. Please contact the Marketing Team for advice.

The logo comprises the CCC logotype and full name, which are equally important. The relationship between these two elements has been established and these proportions are fixed as illustrated.

The logo is CCC's single most important visual element. It is built through strong recognition. The Copyright Clearance Center logo is used in all of our communications, enabling us to build strong brand recognition.

The logo is CCC's single most important visual element.
To create visual consistency across all applications we have a preferred set of logo sizes.

When using the logo in print, a minimum width of 40mm is required. For digital use, a minimum height of 64px is required. When using the logo in digital media, a minimum height of 24px is required.

When a larger format logo is required for display use (e.g., banners), the master artwork may be enlarged to the required size. When a larger format logo is required for display use, Marketings Team for assistance.

The exception to this is when we use the CCC logotype only, where it can appear at smallest size of 20mm, or 24px when we use the CCC logotype only, where it can then appear at smallest size of 20mm, or 24px.

The copyright Clearance Center logo is used across a variety of applications from digital presentations and customer communications. To create visual consistency across all applications we have a preferred set of logo sizes.
The logo elements: horizontal proportions and relationships between do not stretch or distort the logo. Keep the proportion.

The logo and stationery on any unique applications of the Marketing Team. Always use master artwork for reproduction. The preferred clear space.

Clear space:

From other graphic elements. The Clearspace logo should always stand.
The full-color logo is the preferred reproduction version. It should be used whenever possible and should be shown on a white background. Consistent use of the full-color logo is essential to strengthen brand recognition.

This white version of the logo is designed to be used when it appears on gray, dark blue or other dark backgrounds.
There are six primary Copyright Clearance Center colors and three grays. White also plays a key secondary role as a backdrop, while enhancing the vibrancy of our colors and is the preferred background color for the CCC logo. These are the colors used in their entirety or as a backdrop, for table headers, charts, and graphics.

For table headers, charts, and graphics.

Our colors play a very important role within our brand identity and help strengthen brand recognition.
Our orange colors and the blue colors should never touch.

Color from the palette, preferably white or cloud.

The orange and blue colors should always be separated by a neutral.
Here are the color combinations we recommend when using typography with color:

- Pumpkin
- Sunflower
- Mauve
- Cloud

Our orange colors and the blue colors should never touch.
is the primary typeface for headings and titles. It is a fresh geometric sans font and has been chosen for its clean appearance, which makes it legible across all media.

Zilla Slab Regular is contemporary slab serif, it is constructed with smooth curves and true italics, which gives text an unexpectedly sophisticated industrial look and a friendly approachability. This should be used for introductory lines or paragraphs to a blog, article or product sheet.

Calibri Light is the preferred system font for text for all word processing. This includes all text documents (i.e., Microsoft Word), spreadsheets (i.e., Microsoft Excel) and email. This should be used for all body copy.

Product sheet

Introduction and product sheet to provide an overview of each product. This should be used for a friendly approachability. This should be used for brief text in unstructured and unstructured media, such as

Zilla Slab Regular for introductory text.

Secondary font for introductory text.

For clean appearance, which makes it legible across all media. It is a fresh geometric sans font and has clean

Zilla Book is the primary typeface for headings and

Primary font for titles and headlines.

and strengthening brand awareness.

Good typography adds clarity to both internal and external communications. Consider using

of the selected typefaces is very important and external communications. Consider using

and external communications. Consider using
At times, letters may not appear uniform visually, and will require adjusting the characters. Tracking and line spacing equalizes the appearance of white space between letters. Tracking should ideally be set to 75% to 100%. Text forreadability. Sometimes, centered text is used for small alignment is important in typography. We mainly use left-aligned text. The leading is typically set to a minimum of 125% or a maximum of 150% if you need the text to breathe more. Leading is the distance between lines of text. A gap between lines of text makes the text more readable. 125% for example, 16px text has leading of 20px. Or 72pt text will have leading of 90 px. 150% for example, 16px text has leading of 24px. Or 72pt text will have leading of 108pt.

Alignment is important in typography; we mainly use left-aligned text for readability. Sometimes, centered text is used for small sections of copy where we want to make a bold statement or create a particular aesthetic.
We have four different types of imagery with specific functions.

Imagey plays a crucial role in the visual identity.
The subjects never look directly at the camera.

The images have a shallow depth of field. The subject/task is in focus and the background is blurred and often out of focus. The immersive images show individuals at work, focused on what they are doing.

We use the brand base colors: Sunflower, Sky blue and Pewter. In presentations, the original images are set to 40% saturation (semi-monochromatic) with a 40% transparency.
Abstract expressive images should be strong and eye-catching.

- Sunflower base
- Power base
- Sunflower base
- Sky blue base
Our portraits should display human qualities of warmth and approachability. People should look relaxed and natural in pose. Images are shot on a neutral background and are black and white. The portraits are displayed with the bubble badge as a background.
We use the brand base colors Sunflower, Sky blue and Pewter.

In presentations, the original images are set to 40% saturation (semi monochromatic) with a 40% transparency. Sky blue and Pewter. Sunflower.

Select images for a system that allows for the combination of expressive and theoretical imagery. Images should be carefully selected with a depth of field that creates a sense of engagement and collaboration. Images should be carefully edited with a natural light displaying genuine moments of engagement. The imagery should be appropriately selected to communicate the brand's voice and elevate our brand messaging. Photography should be carefully selected to communicate the brand's voice and elevate our brand messaging.
We are an agile and dynamic organization made stronger by our increasingly diverse global community. When using photography and illustration in CCC and RightsDirect materials, we strive to reflect the breadth of talent and viewpoints throughout the world. This requires deliberate effort to minimize unconscious bias and select images that communicate our values and reflect our diverse, differently abled and multicultural community of co-workers, customers and partners.

Questions or concerns about representation in CCC sales and marketing materials should be sent to branding@copyright.com.

CCC is in the business of intellectual property licensing. Thus, CCC uses only licensed images. If you did not take the photograph or create the image yourself, you must use the images licensed by CCC in the business of intellectual property licensing. Thus, CCC uses only licensed images.
The illustrations should be driven by function. They are graphic, easy to read and balance visual appeal with utility. They should be playful and bold. Select images that reflect our brand colors. Illustration is a specific form of depiction and should be used as such. We can use illustrations to address a variety of subjects. They should only be used to support used as such. We can use illustrations to address a variety of subjects. They should only be used to support
The icons we use are simple and linear and are used to illustrate abstract meanings. Icons can be used in various contexts such as websites, applications, and documents. They are designed to be easily recognizable and convey specific meanings without the need for additional text.
The bubble badge may only be used with these badge guidelines. The bubble badge may be used intact, without editing and without adding images in front of or inside the three circles. It must appear in these colors as shown. The bubble badge may only be used with these brand guidelines. The bubble badge is a visual device that acknowledges the heritage of the CCC.
The RightsDirect logo comprises the symbol and the logotype, which are equally important. The relationship between these two elements has been established and these proportions are fixed as illustrated. In certain instances, when Copyright Clearance Center branding is also used, the RightsDirect name may appear before the RightsDirect ownership tagline. When the RightsDirect name is written in text, it should be written in all capital letters and not RightsDirect. When referring to RightsDirect offerings (core, trademarked, events and media) in text, the RightsDirect name should appear before the offering name, e.g., RightsDirect Multinational Copyright License. When referring to the RightsDirect logo, always use the logo with the addition of Pewter gray for the Copyright Clearance Center ownership tagline. The RightsDirect logo uses the same colors as the CCC logo with the logo colors.

**Master artwork and copy**

Always use master artwork for reproduction. The logo is available as master artwork from the CCC Marketing Team.

**When required to be used in text**

When referring to the RightsDirect logo, always use initial cap “R” and “D” for RightsDirect. When referring to RightsDirect offerings in text, the RightsDirect name should appear before the offering name, e.g., RightsDirect Multinational Copyright License. When referring to RightsDirect in text, always refer to RightsDirect offerings (core, trademarked, events and media) in text, the RightsDirect name should appear before the offering name, e.g., RightsDirect Multinational Copyright License.
To create visual consistency across all applications, we have a preferred set of logo sizes. When a larger format logo is required for display, use (i.e., banners). The master artwork may be enlarged to the required size.

**Screen**: Minimum height of 64px

**Print**: Minimum width of 40mm

When we use the RightsDirect logo without the subsidiary tagline, when it can then appear at a smaller size of 20mm, or a height of 24px on screen. Where it can then appear at a smaller size of 20mm, or a height of 24px.

The exception to this, on very rare occasions, is when a smaller size of 20mm, or a height of 24px is the smallest size the name becomes illegible. The integrity of the logo is compromised, and the name becomes illegible. The minimum size for the full logo is therefore 40mm wide, or a height of 64px when printed. For all digital formats, the minimum size is 20mm wide by 24px high.

**Minimum size**

For standard use, applications where the full logo is required, the minimum size is 40mm wide by 64px high. To create visual consistency across all applications, we have a preferred set of logo sizes.

The RightsDirect logo is used across a variety of applications, from digital presentations and print, to email signatures and correspondence.
A clear space, or exclusion zone, has been defined around the logo. This space should be kept clear of all type and graphic elements. The proportions and distance between the logo and other graphic elements should be maintained. Always use master artwork for reproduction. Do not stretch or distort the logo. Retain the original proportions and relationship between the logo elements.

Please contact the Marketing Team for advice and guidance on any unique applications of our logo.

A clear space:
- From other graphic elements.
- To ensure maximum impact.

Preferred clear space:
- A Copyright Clearance Center Subsidiary.
The full-color logo is the preferred reproduction version. It should be used whenever possible and should be shown on a white background. Consistent use of the full-color logo is essential to strengthen brand recognition.

The white version of the logo is designed to be used when it appears on gray, dark blue or other dark backgrounds.

White knockout logo
The full-color logo is the preferred reproduction version. It should be used whenever possible and should be shown on a white background. Consistent use of the full-color logo is essential to strengthen brand recognition.

This white version of the logo is designed to be used when it appears on gray, dark blue or other dark backgrounds.
To create visual consistency across all applications we have a preferred set of logo sizes for standard use. The minimum size for the logo is 45mm wide and 32px high for the screen, while a height of 85mm is required for print. When a larger format logo is needed, the master artwork may be enlarged to the required size. When a smaller format logo is needed, the logo should be reduced to 32px high, and the name becomes illegible if it is smaller than 32px. The exception to this, on very rare occasions, is when we use the RightsDirect logo without the subsidiary tagline, where it can then appear at a smallest size of 45mm, or a height of 32px on the screen.

For co-branding use, the RightsDirect logo is used across a variety of applications from digital, print, and video presentations, and customer communications. The co-branding logo is used across a variety of applications from digital, print, and video presentations.

Screen: Minimum height of 64px
Print: Minimum width of 85mm
Screen: Minimum height of 32px
Print: Minimum width of 45mm
A clear space, or exclusion zone, has been defined around the logo. This space should be kept clear of all type and other graphic elements. Always use the master artwork for reproduction. The logo is available as master artwork from the Marketing Team.

Do not stretch or distort the logo. Retain the original proportions and relationship between logo elements. Please contact the Marketing Team for advice on any unusual applications of our logo.

The Crede Team. Logo is available as master artwork from the Marketing Team. The logo should be kept clear of all type and other graphic elements. For this reason, the space should be kept clear. A clear space or exclusion zone has been provided to ensure maximum impact. The logo should always stand out from background logos and other graphic elements. To ensure maximum impact, the logo should be placed in a clear space.
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For illustration purposes only.

A video kit is available with guidance and graphics for intro titles and outros, visit our Branding page on the Intranet.

Video intro/outro examples
For PowerPoint or Google Slides guidance and kits with sample slides, visit our Branding page on the Intranet.
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Optional Email signature with office address

Email signature example

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Use SVG logo (See instructions on the intranet regarding embedding the logo in your Outlook or Gmail signature.)
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