

# Brand Guidelines

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**Our brand is more than our logo, our name, or our tagline. It's about the promise we make – and keep – to our customers, our partners and our employees.**

Every one of us at CCC and our RightsDirect subsidiaries is an ambassador of our brand.

We show the world who we are and what our brand means through every interaction, both inside and outside the company, and both online and in real life. What and how we communicate, in all instances, matters. These Brand Guidelines were created to make sure we're speaking with one voice.

### Purpose of this guide

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 be updated over time.

For current messaging on our products and services, visit [copyright.com](http://copyright.com), [rightsdirect.com](http://rightsdirect.com), [rightsdirect.de](http://rightsdirect.de) or [rightsdirect.jp](http://rightsdirect.jp). CCC no longer publishes a separate "Messaging Guide."

For the latest boilerplate paragraph language, see the latest press release. For company overview text, see the About CCC page on [copyright.com](http://copyright.com).

For talking points for external communication about our branding, visit our Brand Resources page on the intranet..

For PowerPoint or Google Slides guidance, visit our Brand Resources page on the intranet.

For guidance on using our branding elements within CCC and RightsDirect software applications, please explore the latest RUP Styles website and library or contact [mkleiderman@copyright.com](mailto:mkleiderman@copyright.com).

The Branding Team will update these guidelines periodically. For further assistance, please contact [branding@copyright.com](mailto:branding@copyright.com).

# Company name & taglines

## Company name

### The company name remains Copyright Clearance Center

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 (CCC),” 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.

Please continue to use the company’s full name, Copyright Clearance Center, in legal agreements, contracts, invoices, and other documents where the legal entity name must be represented. Please check with the Legal Department if you have questions about the appropriate legal entity on materials you are creating or modifying.

### Subsidiary name and logo

Our RightsDirect subsidiary entities are always referred to by the full name, RightsDirect, and are never abbreviated in sales marketing and sales materials. We include the line, “A Copyright Clearance Center Subsidiary” in the RightsDirect logo at all times.

### Tag line

Our tag line is **Creating solutions together**. Please use the tagline in sales and marketing communications. When creating posts on social media, please include the hashtag #creatingsolutionstogether.

### Company names and logos no longer in use

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](mailto:branding@copyright.com).

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**Our Vision Field is a set of statements that define our view of who we are and how we see our impact on our world.**

It was created in early 2021 by a team of CCC colleagues and reflects how we see our mission and shapes our work toward achieving it. The Vision Field itself informs external messaging.

### Vision field

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 together.

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 vast amounts of data to find contextually relevant information that supports informed decision-making. We help people find actionable insights from data and information.

We are an agile and dynamic organization made stronger by our increasingly diverse community. Our team is encouraged and supported to contribute thoughts and ideas and is committed to a more diverse, inclusive, equitable, vibrant ecosystem that mentors and cultivates opportunity for our team and attracts talented people. We recognize high performance and innovative thinking in how we can continue to be more inclusive, foster change in our industry, access and serve underserved markets, and contribute to the common good in a way that makes a difference in the world.

# Vision statements

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Brief vision statement

Advancing copyright.  
Accelerating knowledge.  
Powering innovation.

Advancing  
copyright.

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. We 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.

Accelerating  
knowledge.

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.

Powering  
innovation.

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.

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## What we're known for

### We're experts in global copyright

We pioneer the way information is licensed, distributed, integrated, accessed and shared around the world. We enable collaboration.

### We collaborate to help connect innovation to commerce

We work with all stakeholders to create frictionless rights and content marketplaces.

### We power informed decision making

We help people navigate and integrate vast amounts of data to find contextually relevant information that supports informed decision making.

### We accelerate discovery and progress

We shorten the distance between relevant data and information and finding actionable insights.

# Tone of voice

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**When we speak for the CCC brand, either in person or in writing, we use a tone of voice that is confident.**

In our expertise and experience we are inspired by our customers' needs and challenges and pioneering in our understanding of the power of data to change the way our customers see the world.

We believe in creating solutions together, working with rightsholders, researchers, funders and academia, along with partners and key stakeholders, to create advanced content and licensing solutions. We're confident that, by working together, we'll find the best path forward for everyone.

We're inspired by complexity, knowing that it often leads to tremendous opportunity.

### Elevator pitch

#### Who is CCC?

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.

#### What does CCC do?

CCC helps publishers, research-driven businesses and academic institutions to navigate vast amounts of data to discover actionable insights, make informed decisions, and innovate faster. We collaborate with our customers and partners to create solutions that transform the way data and information are integrated, accessed, and shared while setting the standard for advancing copyright, accelerating knowledge and powering innovation.

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## Copyright, trademark and registered trademark attribution.

### Presentations

In PowerPoint presentations or Google Slides of original content, please include one copyright notice in the format: “© YYYY Copyright Clearance Center” at or near the bottom of the cover page, using the year of creation of the presentation.	In sales and marketing materials, please include this footer text on the back page, where YYYY represents the calendar year of publication:
Any dates on the presentation should be typed (and not date-coded to automatically update every time the presentation is opened). When a presentation is confidential, the footer of each slide must have a confidentiality statement.	© YYYY Copyright Clearance Center
For internal use, please mark “CONFIDENTIAL - INTERNAL TO CCC ONLY” and for external use “CONFIDENTIAL MATERIAL OF CCC”.	Please do not include variations such as “Copyright © YYYY Copyright Clearance Center” or “© Copyright YYYY Copyright Clearance Center” and please do not include the phrase “All rights reserved.”

### Sales & marketing

### Product names

When referring to product names in slides or other marketing and sales materials, please include a superscript **™** or **®** symbol, as appropriate, in the first use of a product name in a paragraph of text or in slides. Please do not include the TM or R in press release headlines or subheads, in website headers or subheads, in the header or main user interface of CCC's own software applications, in our internal communications, or in casual emails with customers, partners or other external stakeholders.



# Copyright references

## Boilerplate copy

### About CCC

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.

### About RightsDirect

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

A pioneer in voluntary collective licensing, 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.

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# Essential elements

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# Copyright Clearance Center

**The Copyright Clearance Center logo is used on all of our communications, enabling us to build strong brand recognition.**

The logo is CCC's single most important visual element.

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.

### Master artwork

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

### Important note

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

# Logo : Minimum size

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The Copyright Clearance Center logo is used across a variety of applications, from digital presence and product platforms to presentations and customer communications.

To create visual consistency across all applications we have a preferred set of logo sizes for standard use.

### Minimum size

40mm wide is the minimum size for the full logo for print, while a height of 64px is the smallest it should appear on screen. Below this size, the integrity of the logo is compromised, and the name becomes illegible.

The exception to this, on very rare occasions, is when we use the CCC logotype only, where it can then appear at smallest size of 20mm, or 24px height for the screen. Please contact the Marketing Team for assistance.

### Large format

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

Minimum size of full logo



Screen : Minimum height of 64px  
Print : Minimum width of 4cm

Minimum size of CCC logotype only



Screen : Minimum height of 24px  
Print : Minimum width of 2cm

# Logo : Clear space

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### Clear space

To ensure maximum impact, the Copyright Clearance Center logo should always stand out from other graphic elements.

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.

### Preferred clear space

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

### Minimum clear space

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

### Proportion

Do not stretch or distort the logo. Retain the original proportions and relationship between the logo elements.

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### Full-color logo (preferred)

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.



### White knockout logo

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

# Color

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Our colors play a very important role within our brand identity and help strengthen brand recognition.

There are six primary Copyright Clearance Center colors and three grays. White also plays a key secondary role. As a backdrop, white enhances the vibrancy of our colors and is the preferred background color for the CCC logo.

The bottom row features a new supporting color palette. These should only be used for tabular layout, charts and graphs.

<div>Sky blue</div> <div>RGB HEX CMYK PANTONE</div> <div>0, 169, 237 #00A9ED 100, 29, 0, 7 2995 C</div>	<div>Sapphire blue</div> <div>RGB HEX CMYK PANTONE</div> <div>0, 95, 180 #005FB4 100, 47, 0, 29 300 C</div>	<div>Midnight blue</div> <div>RGB HEX CMYK PANTONE</div> <div>0, 50, 110 #00326E 100, 55, 0, 57 294 C</div>
<div>Sunflower</div> <div>RGB HEX CMYK PANTONE</div> <div>252, 195, 11 #FCC30B 0, 23, 96, 1 7548 C</div>	<div>Marigold</div> <div>RGB HEX CMYK PANTONE</div> <div>240, 168, 11 #F0A80B 0, 30, 95, 6 130 C</div>	<div>Pumpkin</div> <div>RGB HEX CMYK PANTONE</div> <div>204, 89, 10 #CC590A 0, 56, 95, 20 159 C</div>
<div>Cloud</div> <div>RGB HEX CMYK PANTONE</div> <div>238, 243, 245 #EEF3F5 3, 1, 0, 4 656 C</div>	<div>Pewter gray</div> <div>RGB HEX CMYK PANTONE</div> <div>148, 165, 166 #94A5A6 11, 1, 0, 35 4191 C</div>	<div>Slate gray</div> <div>RGB HEX CMYK PANTONE</div> <div>44, 62, 80 #2C3E50 45, 22, 0, 69 432 C</div>
<div>Persian green</div> <div>RGB HEX</div> <div>33, 162, 134 #21A286</div>	<div>Wisteria purple</div> <div>RGB HEX</div> <div>137, 75, 157 #894B9D</div>	<div>Salsa red</div> <div>RGB HEX</div> <div>246, 52, 71 #F63447</div>

# Color : How to use color

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The orange and blue colors should always be separated by a neutral color from the palette, preferably White or Cloud.



Our orange colors and the blue colors should never touch.



# Color : Color & typography combinations



Midnight	Sapphire	Sky	Pumpkin	Marigold	Sunflower
White	White	White	White	White	
Cloud	Cloud		Cloud	Slate	Slate
Sky		Midnight	Sunflower		Pumpkin

Here are the color combinations we recommend when using typography with color.



Page title	Page title	Page title	Page title	Page title	Page title
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# Soleil

Soleil Light  
Soleil Book  
Soleil Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"#\$%?'@&\*

# Zilla Slab

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"#\$%?'@&\*

# Calibri Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!"#\$%?'@&\*

Good typography adds clarity to both internal and external communication. Consistent use of the selected typefaces is very important and strengthens brand awareness.

### Primary font for titles and headlines

**Soleil Book** 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.

### Secondary font for introductory text

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.

### Body copy

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.

Please contact [branding@copyright.com](mailto:branding@copyright.com) for system fonts.

# Typography : Typographic hierarchy

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**Typographic hierarchy is a system of organizing type that establishes an order within information, allowing a reader to easily navigate content and find what they're looking for.**

### Tracking / Letter spacing

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 -25.

### Leading / Line spacing

Leading is typically set to a minimum 125% or a maximum of 150% if you need the text to breathe more.  
125%: for example, 16 px text has leading of 20 px. Or 72pt text will have leading of 90pt.  
150%: for example, 16 px text has leading of 24 px. Or 72pt text will have leading of 108pt.

### Alignment

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.

An example of our typographic hierarchy

## Powering Innovation

**In the race to get products to market faster and with less risk, companies worldwide turn to CCC for solutions that help them.**

Copyright is at the core of CCC's business. As a global leader in voluntary collective licensing with 40+ years of industry experience, CCC sets the standard for an efficient global rights marketplace. We do this by providing frictionless licensing solutions integrated with our software and rights expertise. CCC advocates for copyright through our educational programs, award-winning content, and our collaboration with publisher, author and collective management organizations.

CCC sets the standard for effective copyright solutions that enable information industry leaders to seize new opportunities. We continue to build unique solutions that help organizations navigate vast amounts of data to discover actionable insights, enabling them to make informed decisions.

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**Imagery plays a crucial role in the visual identity.  
We have four different types of imagery with specific functions.**

### Immersed

Photography of people or  
teams focused at work



### Abstract expressive

Photography of patterns and  
landscapes in sectors



### Portraiture

CCC people with branded  
backdrops



### Intriguing narrative

Carefully selected illustration  
to convey a concept



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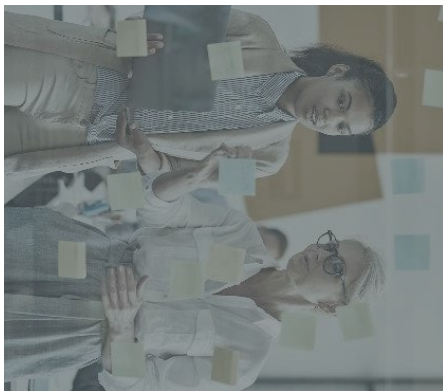
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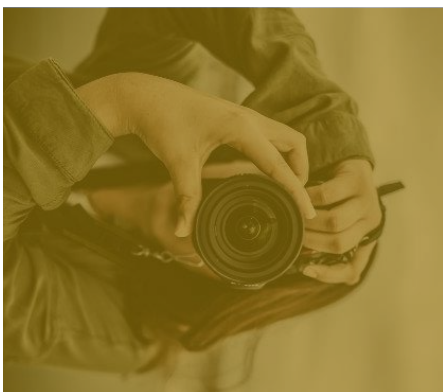
Sunflower base



Sky blue base



Pewter base



Sunflower base

### The immersive images show individuals or teams focused on what they are doing.

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.

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.



# Photography : Abstract expressive

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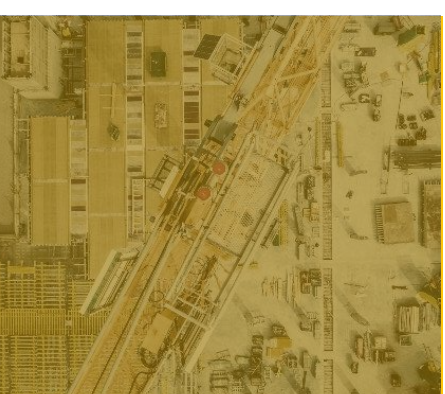
Sky blue base



Sunflower base



Pewter base



Sunflower base

**Abstract expressive images should be strong and eye-catching.**

The focus is on industry and the vantage point is looking upwards, downwards or with a strong sense of perspective.

The image should capture abstract-like patterns.

The images do not focus on people.

# Photography : Portraiture

## OVERVIEW

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## ESSENTIAL ELEMENTS

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Typography  
**Photography**  
Illustration

Iconography  
Bubble badge  
RightsDirect logo  
Co-branding  
Product logos

## BRAND IN ACTION

Digital  
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Correspondence  
Parrot headers  
Brand in action

### A consistent way of presenting our people.

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.



## International Women's Day

Tracey Armstrong has been President and Chief Executive Officer of CCC since July 2007. She brings almost 30 years of experience in rights management, helping transform CCC's solutions to meet the needs of today's digital world.



## Haralampos Marmaris

### Executive Vice President & CTO

Haralampos "Rabbi" Marmaris is Copyright Clearance Center's Executive Vice President & CTO. Rabbi is responsible for driving the technology vision and the implementation of all software systems at CCC. He has over 20 years of experience in computing, with proven success in leading software development teams.

Prior to CCC, Rabbi was the CTO at Emporis, a leader of supply and contract management software solutions. He also worked at Zeborg, a provider of analytic software for expenses, and Truecharge, a real-time trading and risk management software system. He is a published book author in business and technology, and he also published numerous papers in academic journals and technical periodicals.

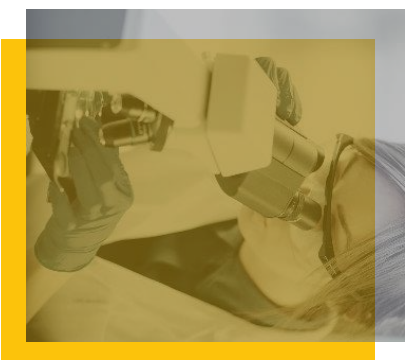


# Photography : How to style images

Original image



CCC styled image



**Photography should be carefully selected to communicate our values and elevate our brand messaging.**

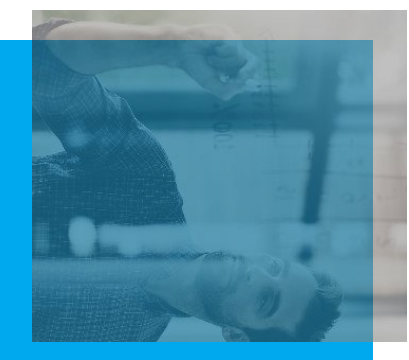
The imagery involves a system that allows for the combination of expressive and theoretical imagery done in a reportage style.

Select images with a natural light displaying genuine moments of engagement and collaboration. Images should be carefully selected with a depth of field. Images of people should be natural and not posed. Our subjects should never look directly at camera.

Literal imagery is more appropriate in some instances, for example when showing people and places in website banners, slide dividers or brochures.

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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.



# Photography : Diversity, equity and inclusion

## OVERVIEW

- Introduction
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- Vision statements
- Brand attributes
- Tone of voice
- Copyright references
- Boilerplate copy

## ESSENTIAL ELEMENTS

- Logo
- Color
- Typography
- Photography**
- Illustration

- Iconography
- Bubble badge
- RightsDirect logo
- Co-branding
- Product logos

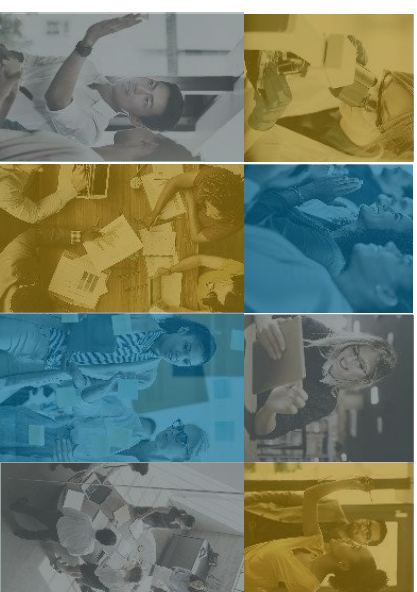
## BRAND IN ACTION

- Digital
- Social
- Video
- Presentations
- Sales collateral
- Email signature
- Correspondence
- Pardot headers
- Brand in action

### A picture says a thousand words.

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](mailto:branding@copyright.com).



### Photography and image licensing

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 thorough Getty Images, which are available to all staff.

Please contact [branding@copyright.com](mailto:branding@copyright.com) for assistance.

# Illustration

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Color

Typography  
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## Illustration

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RightsDirect logo  
Co-branding  
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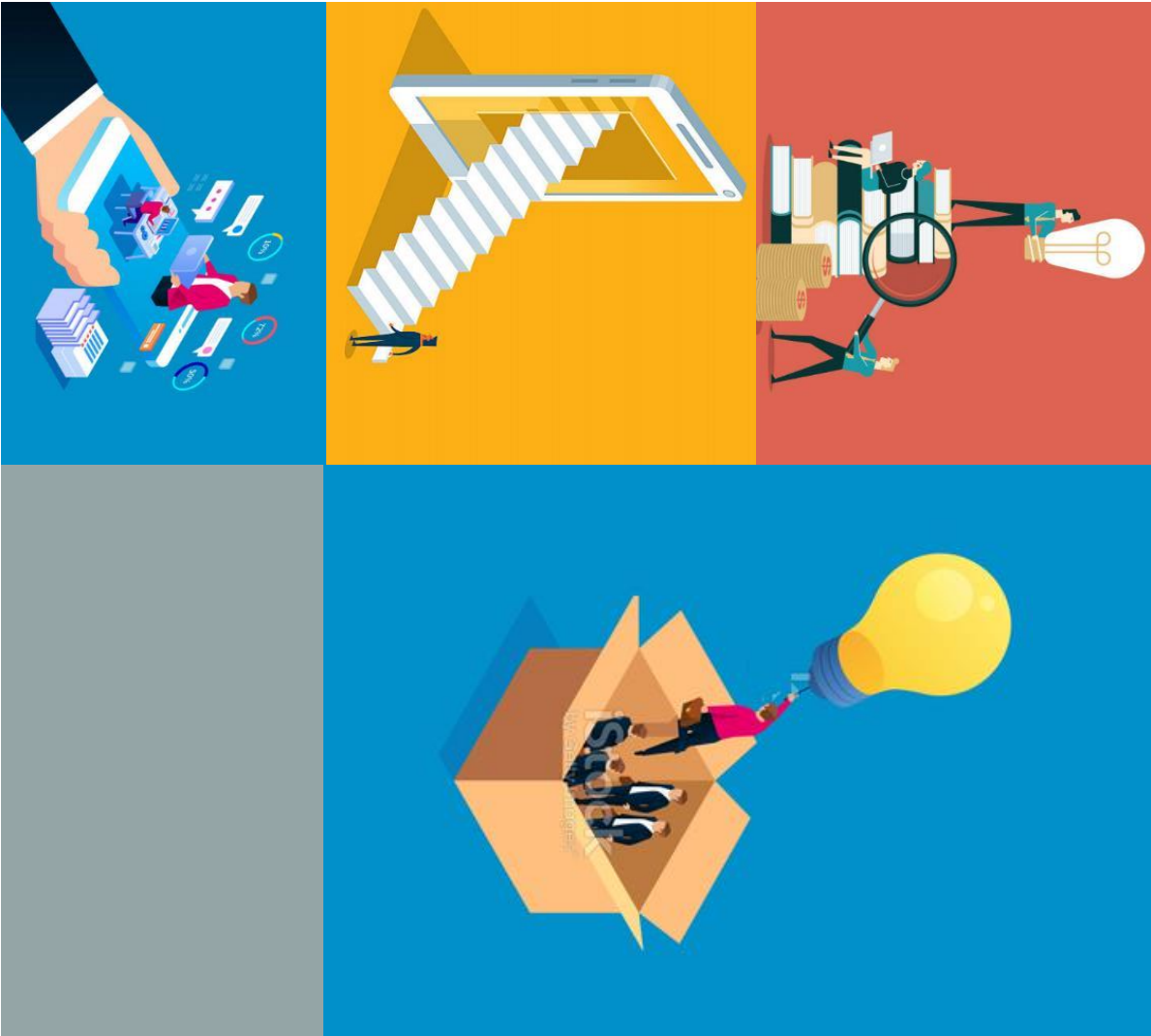
## BRAND IN ACTION

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Illustrations provide us with an experiential medium that can tell a story. They are graphic in quality and are intended to convey ideas with clarity and directness.

The illustrations should be driven by function. They are graphic easy to read and balance visual appeal with directness. They provide a general representation and 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 and supplement content.



# Iconography

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## BRAND IN ACTION

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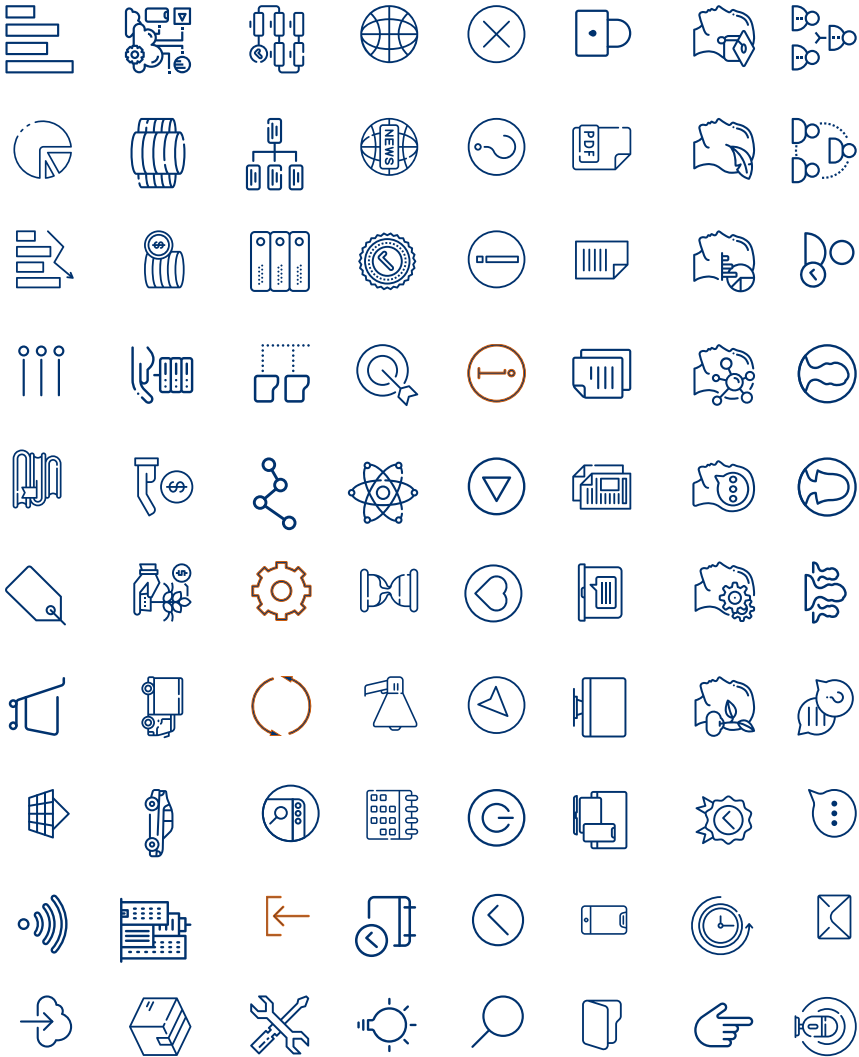
An icon is a small picture that represents a topic, information category or program. Icons can be used to communicate meaning in a graphical user interface or diagram.

The icons we use are simple and linear and are used to illustrate abstract meanings .

An icon library is available in the PowerPoint Kit. Use SVG format to change the color of the icon. Icons are used to support content on websites, presentations, infographics and other communications.

Please note:

CCC's Engineering team has a preferred icon set available for use in product platforms and user interfaces. Please refer to <http://styles.aws-del-prd.copyright.com/icons> for use in applications.



# Bubble badge

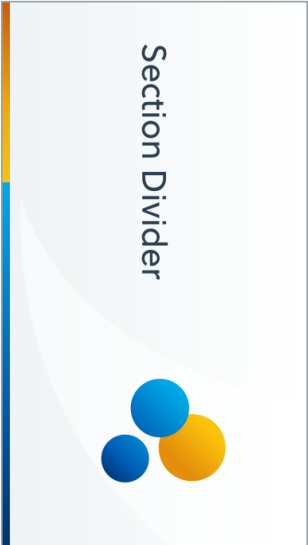
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The Bubble badge is a visual device that acknowledges the heritage of the CCC brand.

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.

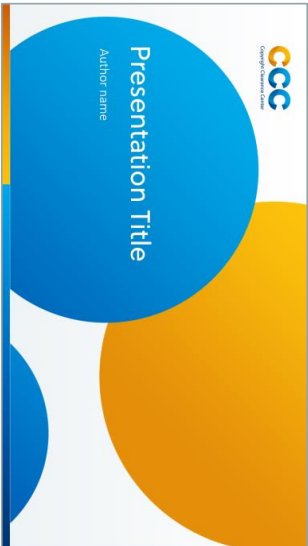
## Bubble presentation cover and slide dividers



Medium



Large



X - Large

## Bubble Favicon



Small



# RightsDirect logo

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## ESSENTIAL ELEMENTS

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- Iconography
- Bubble badge
- RightsDirect logo**
- Co-branding
- Product logos

## BRAND IN ACTION

- Digital
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- Email signature
- Correspondence
- Pardot headers
- Brand in action



**The RightsDirect logo is used on all of our RightsDirect communications, enabling us to build strong brand recognition.**

The 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 logo may appear without the CCC ownership tagline.

### Master artwork

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

### Logo colors

The RightsDirect logo uses the same colors as the CCC logo with the addition of Pewter Gray for the Copyright Clearance Center ownership tagline.

### When referred to in text

When the RightsDirect name is written in text (as shown here), always use initial cap “R” and “D” for RightsDirect. When referring to RightsDirect offerings (core, trademarked, events and media) in text, the RightsDirect name should appear before the offering name in the first instance: RightsDirect Multinational Copyright License. Thereafter, the offering may be referred to without the company name.

# RightsDirect logo : Minimum size

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**RightsDirect logo**  
Co-branding  
Product logos

## BRAND IN ACTION

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The RightsDirect logo is used across a variety of applications, from digital presence and product platforms to presentations and customer communications.

To create visual consistency across all applications we have a preferred set of logo sizes for standard use.

### Minimum size

40mm wide is the minimum size for the full logo for print, while a height of 64px is the smallest it should appear on screen. Below this size, the integrity of the logo is compromised, and the name becomes illegible.

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 smallest size of 20mm, or a height of 24 px for the screen.

### Large format

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

Minimum size of full logo



Screen : **Minimum height of 64px**  
Print : Minimum width of 40mm

Minimum size of RightsDirect logotype only



Screen : **Minimum height of 24px**  
Print : Minimum width of 20mm

# RightsDirect logo : Clear space

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Preferred clear space



Minimum clear space

## Clear space

**To ensure maximum impact, the RightsDirect logo should always stand out from other graphic elements.**

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.

## Preferred clear space

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

## Minimum clear space

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

## Proportion

Do not stretch or distort the logo. Retain the original proportions and relationship between the logo elements.

# RightsDirect logo : Versions

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## ESSENTIAL ELEMENTS

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- RightsDirect logo
- Co-branding**
- Product logos

## BRAND IN ACTION

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- Pardot headers
- Brand in action



### Full-color logo (preferred)

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.



### White knockout logo

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



# Co-branding

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Brand in action



## Full-color logo (preferred)

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.



## White knockout logo

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

# Co-branding : Minimum size

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The co-branding logo is used across a variety of applications, from digital presence and product platforms to presentations and customer communications.

To create visual consistency across all applications we have a preferred set of logo sizes for standard use.

### Minimum size

40mm wide is the minimum size for the full logo for print , while a height of 64px is the smallest it should appear on screen. Below this size, the integrity of the logo is compromised , and the name becomes illegible.

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 smallest size of 45mm, or a height of 32 px for the screen.

### Large format

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



# Co-branding : Clear space

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## Clear space

**To ensure maximum impact, the co-branded logo should always stand out from other graphic elements.**

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.

## Preferred clear space

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

## Minimum clear space

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

## Proportion

Do not stretch or distort the logo. Retain the original proportions and relationship between the logo elements.

# Product logos: CCC

## Minimum size

**PREFERRED SIZE**  
MIN. SIZE @64px  
(includes CCC name)



**SMALL**  
MIN. SIZE @48 px  
(excludes name)



**EXTRA SMALL**  
MIN. SIZE @32 px  
(excludes name)



TWO LINE PRODUCT NAME



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Brand attributes  
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Copyright references  
Boilerplate copy

### ESSENTIAL ELEMENTS

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Color  
Typography  
Photography  
Illustration  
Iconography  
Bubble badge  
RightsDirect logo  
Co-branding  
**Product logos**

### BRAND IN ACTION

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Parrot headers  
Brand in action

# Product logos : RightsDirect

## Minimum size



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Copyright references  
Boilerplate copy

### ESSENTIAL ELEMENTS

Logo  
Color

Typography  
Photography  
Illustration  
Iconography  
Bubble badge

RightsDirect logo  
Co-branding

### Product logos

### BRAND IN ACTION

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Brand in action

# Brand Guidelines

# Brand in action

# Digital

## OVERVIEW

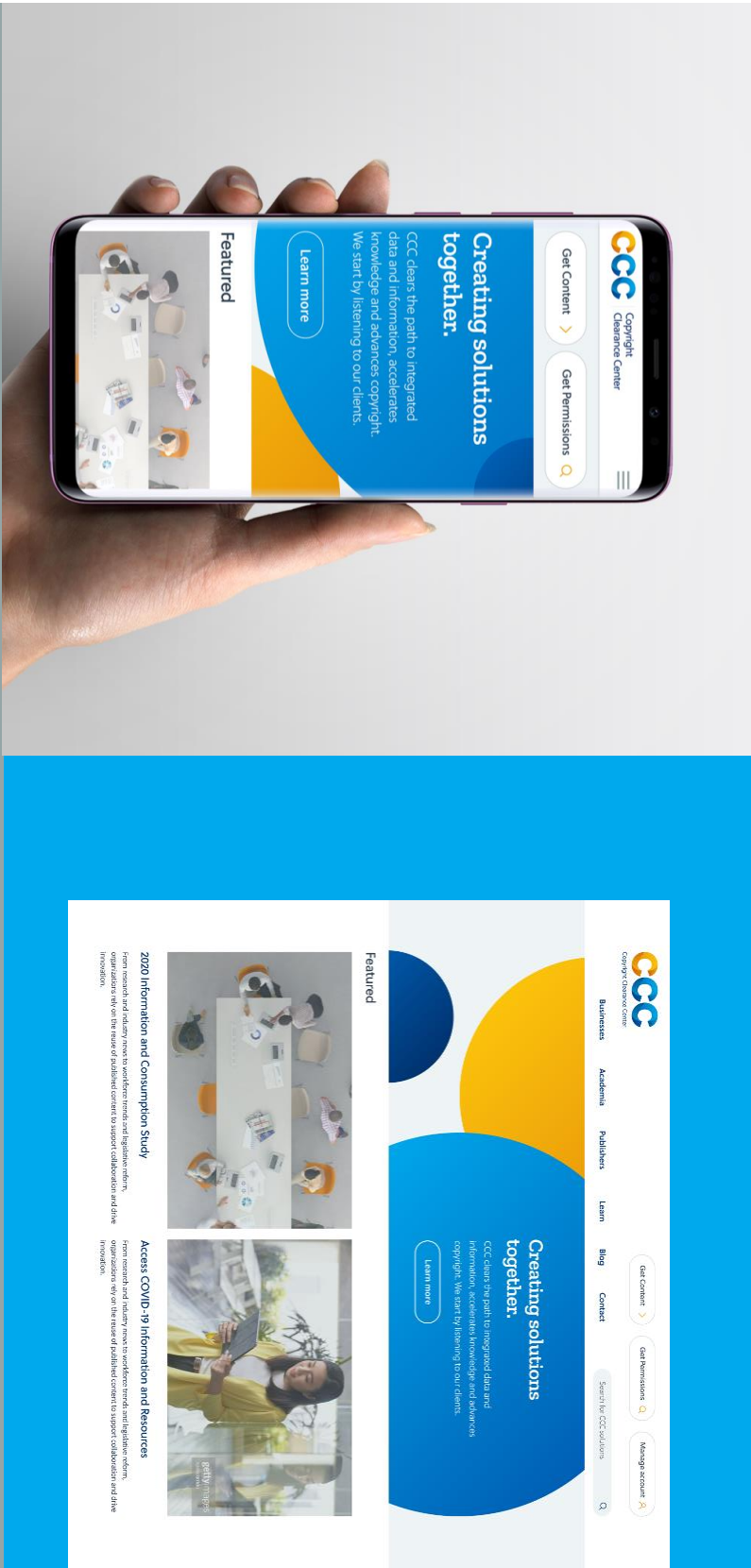
Introduction  
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## ESSENTIAL ELEMENTS

Logo  
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Illustration  
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Brand in action



For illustration purposes only.

Social

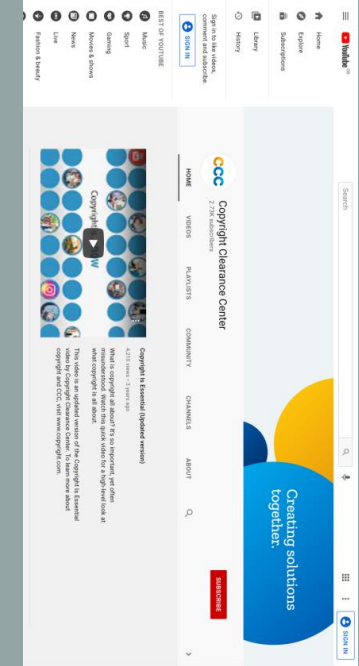
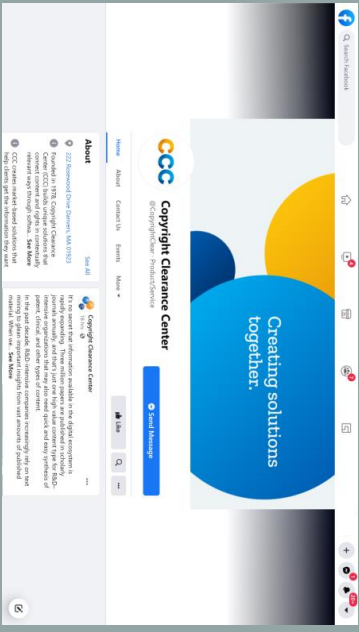
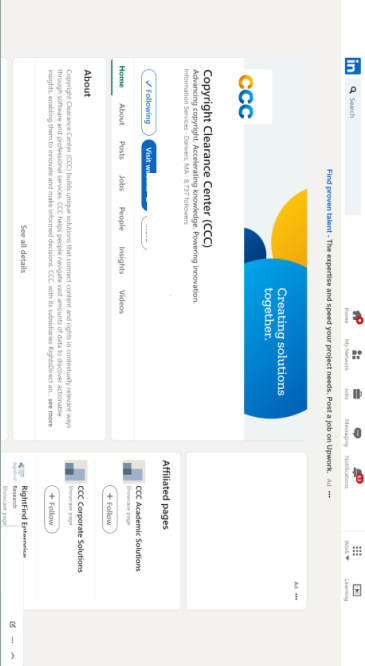
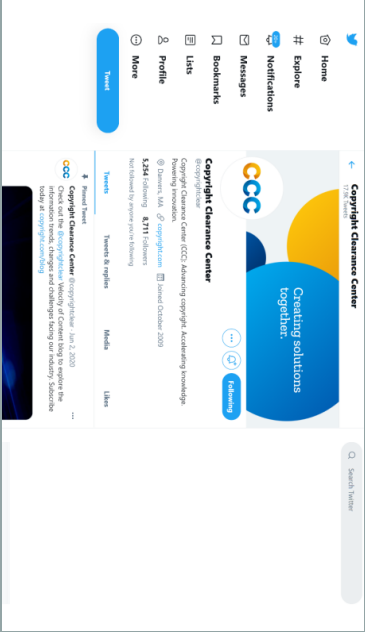
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For illustration purposes only.



# Video

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CCC only

EXAMPLE

The London Book Fair | 15 March 2021

**The rise of the researchers**

New directions in scholarly publishing



Co-branded

EXAMPLE

RightFind

**Business Intelligence**

Content Analytics. Actionable Insights.



CCC & Partner

EXAMPLE

RSA House, London | 14 March 2019

**Advancing open scholarly communications**



Video intro/outro examples

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

For illustration purposes only.







# Presentations

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- Product logos

## BRAND IN ACTION

- Digital
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### Sample content with icons

**This is the sub-title for this section's box.**

This is a sample to display copy in a paragraph format. This is a sample to display copy in a paragraph format.

- This is a sample to display copy in a bulleted list format.
- This is a sample to display copy in a bulleted list format.
- This is a sample to display copy in a bulleted list format.

You can easily swap the icons from the icon library to work with your content.

**This is the sub-title for this section's box.**

This is a sample to display copy in a numbered list format.

- This is a sample to display copy in a numbered list format.
- This is a sample to display copy in a numbered list format.
- This is a sample to display copy in a numbered list format.

### Sample two column with icons

**This is the sub-title for this section's box.**

This is a sample copy for the text box. This is a sample copy for the text box. This is a sample copy for the text box. This is a sample copy for the text box.

**This is the sub-title for this section's box.**

This is a sample copy for the text box. This is a sample copy for the text box. This is a sample copy for the text box. This is a sample copy for the text box.

### Sample photography

- You can copy the photography slides into your presentation from the image library
- Alternatively, simply 'right-click and 'Change Picture'
- There are three different background color swatches
- Once you add an image it will require the following settings to be applied:
- Set the 'Picture color' saturation to 40%
- Set the 'Picture Transparency' to 40%.

### Sample quote page

**"This is the sub-title for this section's box."**

This is a sample to display copy in a paragraph format. This is a sample to display copy in a paragraph format.

**"Add your quote here for your presentation. You can add as many quotes as you like. This is a sample to display copy in a paragraph format."**

**"Add your quote here for your presentation. You can add as many quotes as you like. This is a sample to display copy in a paragraph format."**

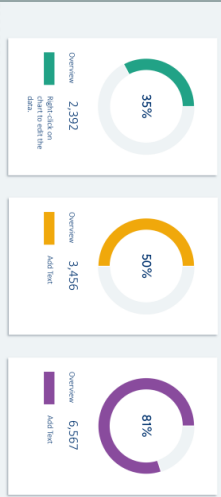
**"Add your quote here for your presentation. You can add as many quotes as you like. This is a sample to display copy in a paragraph format."**

**"Add your quote here for your presentation. You can add as many quotes as you like. This is a sample to display copy in a paragraph format."**

### Sample line chart



### Sample KPI dashboard



## Presentations

For PowerPoint or Google Slides guidance and kits with sample slides, visit our Branding page on the Intranet.

For illustration purposes only.

## Sales & marketing collateral

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Photography

## Illustration

## Iconography

Bubble badge

RightsDirect logo

## Co-branding

## Product logos

## BRAND IN ACTION

Digital

Social

## Video

## Presentations

Sales collateral

Email signature

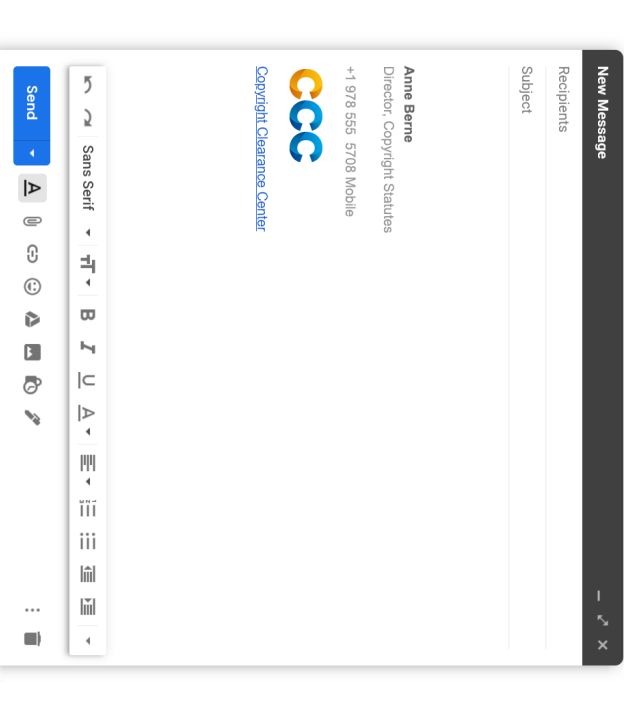
## Correspondence

## Pardot headers

Brand in action

# Email signature

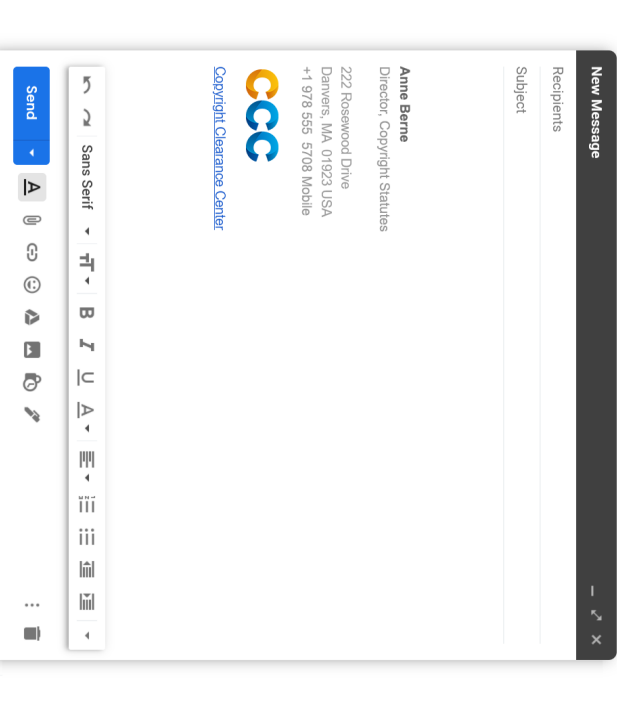
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Email signature example



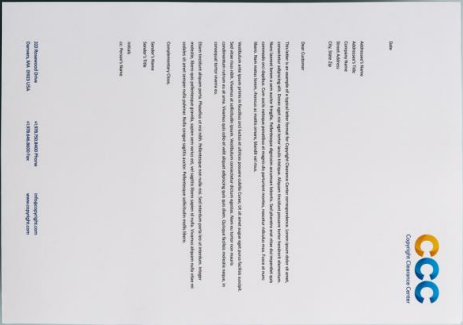
Use SVG logo (See instructions on the intranet regarding embedding the logo in your Outlook or Gmail signature.)



Optional: Email signature with office address

# Correspondence

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For illustration purposes only.

## Pardot headers

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## BRAND IN ACTION

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## Pardot headers

## Brand in action

	CCC branded	Co-branded CCC & RD	CCC & Partner Logo
Cvent page header 1920px wide, no height requirement			
Cvent / Pardot email header 600x150px			
Pardot page header 1280x360px			
Pardot header 700x197px			
Cvent page header 1920px wide, no height requirement			
Cvent / Pardot email header 600x150px			
Pardot page header 1280x360px			
Pardot header 700x197px			

# Brand in action

## OVERVIEW

- Introduction
- Context
- Company vision
- Vision statements
- Brand attributes
- Tone of voice
- Copyright references
- Boilerplate copy

## ESSENTIAL ELEMENTS

- Logo
- Color
- Typography
- Photography
- Illustration
- Iconography
- Bubble badge
- RightsDirect logo
- Co-branding
- Product logos

## BRAND IN ACTION

- Digital
- Social
- Video
- Presentations
- Sales collateral
- Email signature
- Correspondence
- Pardot headers
- Brand in action**



For illustration purposes only.



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# Resources

These guidelines have been produced to provide strategic intent, creative overview and all essential elements required to create and design communications.

For additional guidance please contact the marketing team at [branding@copyright.com](mailto:branding@copyright.com) with any questions.

# Contact

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