



2021 GLOBAL BRAND BOOK





Welcome!

The frameworks, tools, and guidelines contained in this Global Brand Book are designed to help us work together to drive a cohesive, consistent, and differentiated strategy towards our vision of economic systems change.

TABLE OF CONTENTS



	Welcome	2							
Our Brand	Our Brand	4	Visual Identity	Visual Identity	21	Visual Assets	Visual Assets	47	
	Introduction	5		Our Brand Toolkit	22		Circle & Holding line	48	
	Theory of Change	6		Global Brand Architecture by Audience	23		Illustrations	49	
	What We Do	7		Regional Brand Architecture Template	24		Diagrams	50	
	Examples of What We Do	8		Brandmark Portfolio	25		Iconography	51	
	Positioning	9		Brandmark Assets - Overview	26		Color palette	52	
	B Global Network Vision	10		• The Circle B	27		Photography	53	
	What Does the 'B' Stand For?	11		Master Brand - Overview	28		Typography	54	
		• Incorrect Usage		29					
Brand Communication	Brand Communication	12		Certification Mark - Overview	30	Applications	Applications	55	
	Key Message	13		• Sizing	31		Google Slides Template	56	
	Narrative	14		• Incorrect Usage	32				
	Manifesto	15		• International Variations	33				
	B Corp Declaration of Interdependence	16		• Usage by Non-B Corp Entities	34				
	Tone of Voice	17		• Usage by Non-B Corp Entities	35				
	Tagline	18		• Application for Packaging	36				
	Key Definitions	19	• Application for Print	37					
	Key Definitions (cont.d)	20	• Application for Digital	38					
			• Color Application	39					
		Offerings for Businesses & Corporations							
		• Overview	40						
		• Color Application	41						
		Tools - Overview	42						
		• Color Application	43						
		Initiatives & Campaigns							
		• Illustrated Marks	44						
		• Text Only Marks	45						
		Trademark Symbols	46						



Our Brand

A brand is much more than a logo.
It is a set of core beliefs. It is a vision.
It is a promise. It engages with tone & voice.
And it is both inspired and constrained
by guiding principles that inform our
actions and speech.



Vision + Network + Movement

The current economic system, driven by business as one of its key actors, is not meeting its enormous promise to create positive impact, while creating significant negative impacts.

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

We're building the B Corp movement to change our economic system – and to do so, we must change the rules of the game. We create standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp community towards collective action to address society's most critical challenges.



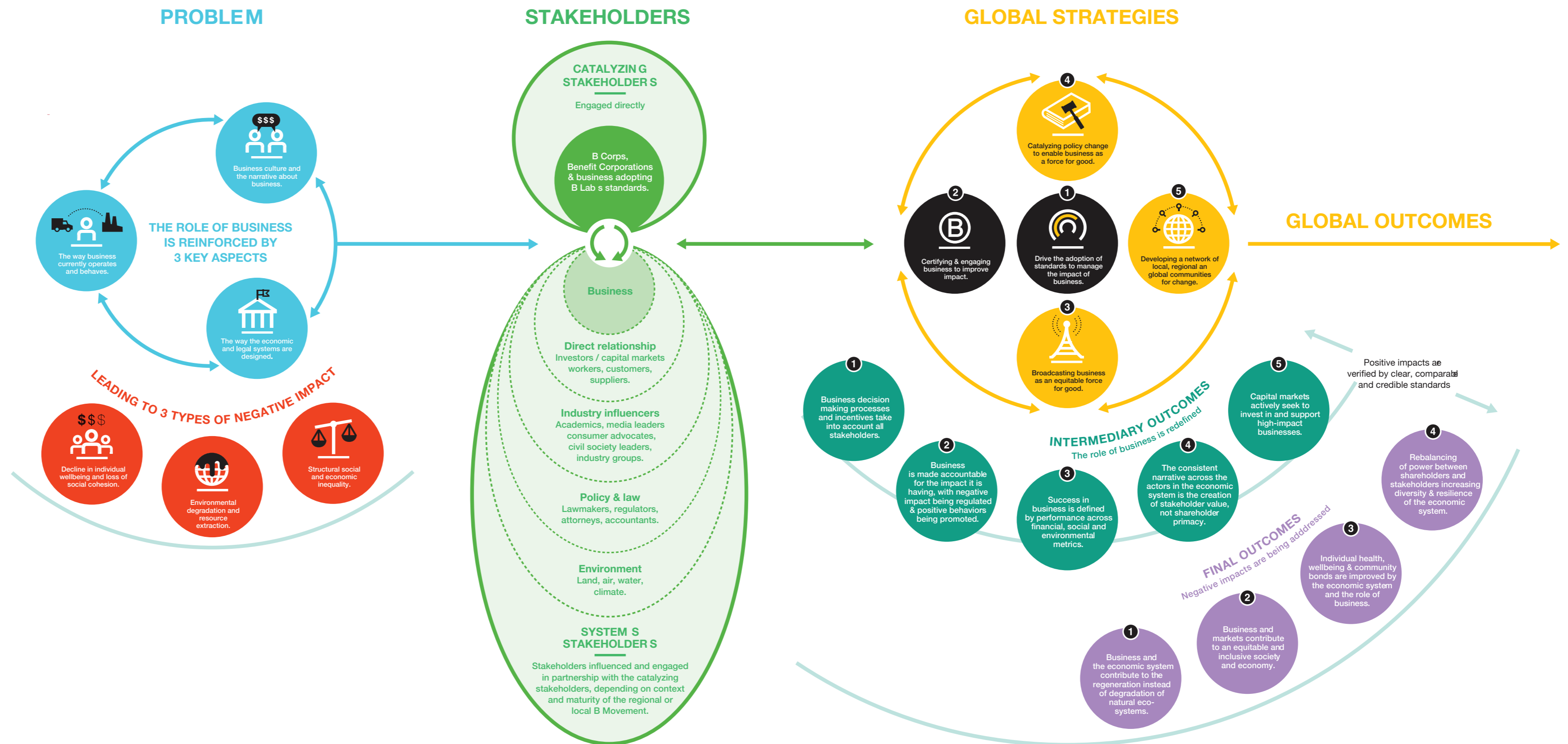


Problem

The current economic system, driven by business as one of its key actors, is not meeting its enormous promise to create positive impact, while creating significant negative impacts.

Our Vision for Change

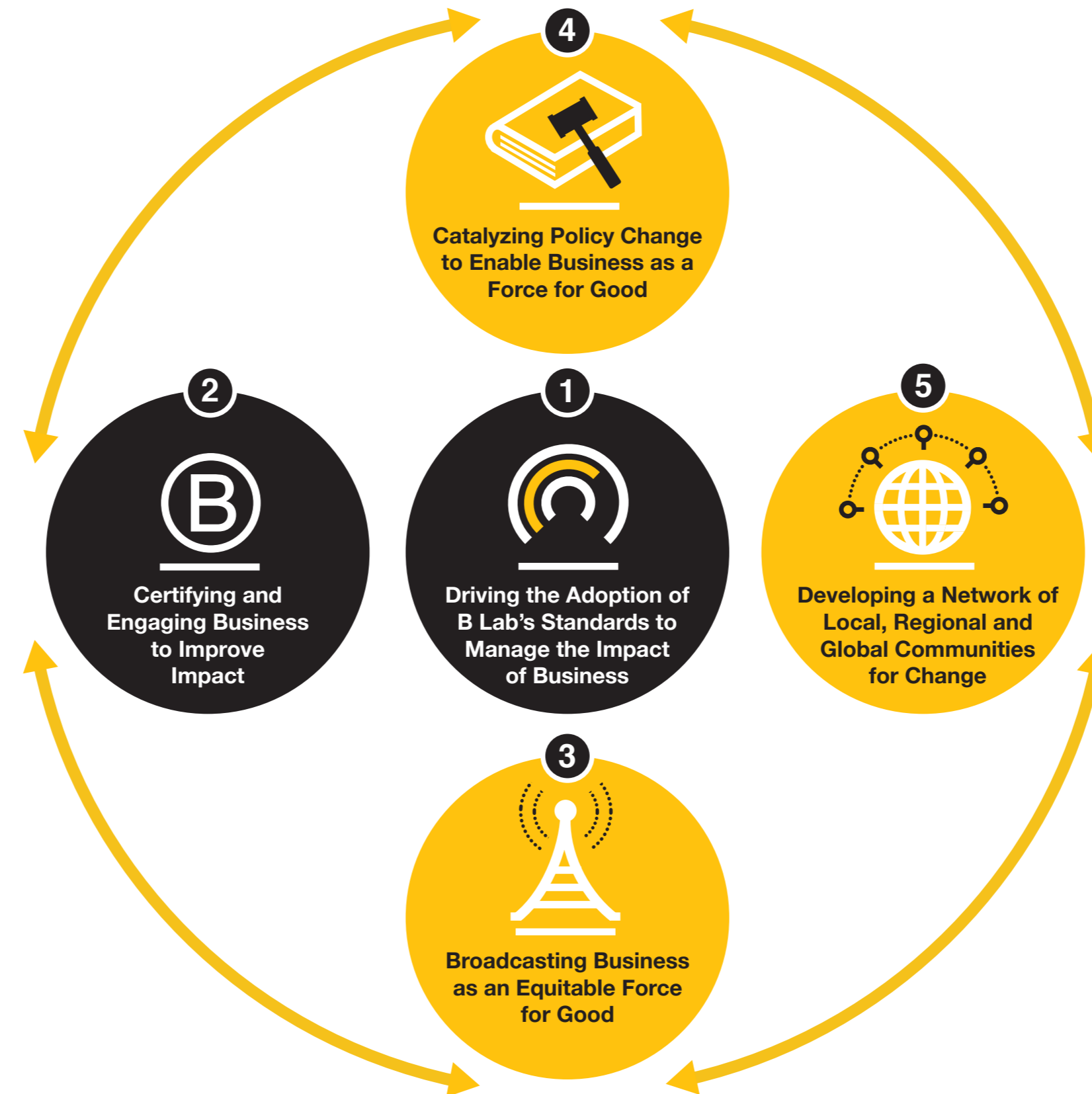
An inclusive, equitable, and regenerative economic system for all people and the planet.





We focus on five global strategies in pursuit of our vision:

1. Drive Adoption of Impact Standards
2. Certify and Engage Business to Improve Impact
3. Broadcast Business as an Equitable Force for Good
4. Catalyze Policy Change
5. Develop a Network of Communities for Change



OUR BRAND - EXAMPLES OF WHAT WE DO



We work regionally and globally to develop and implement a robust set of products, programs, campaigns, and initiatives in service of our global strategies.

Products

Innovations and offerings designed to solve a customer or market problem.

Programs

Coordinated set of activities designed to deliver against organizational strategies.

Campaigns

Time-bound or discrete marketing, communications, or engagement efforts to drive awareness of specific programs, products, or initiatives.

	Drive adoption of B Lab's standards to manage the impact of business	Certify and engage business to improve impact	Broadcast business as an equitable force for good	Catalyze policy change to enable business as a force for good	Develop a network of local, regional, and global communities for change
GLOBAL PRODUCTS	B Impact Assessment SDG Action Manager	B Corp Certification			
GLOBAL PROGRAMS	Impact Management	B Corp Certification MNC Pathway [including B Movement Builders]	Narrative Shift	Global Policy	
CAMPAIGNS (GLOBAL & REGIONAL)	Best for the World SDGs B Corp Month	Best for the World B Corp Month	Net Zero 2030 B Corp Month Best for the World SDG Action Manager Best for Africa (East Africa)	Better Business Act (UK) From Shareholder Primacy to Stakeholder Capitalism (US/Canada)	
REGIONAL INITIATIVES				White House Coalition on Inclusive Growth (US & Canada) Interdependence Coalition (Europe) Business for Good: Good for Business program in Aotearoa New Zealand (Australia & NZ) International Working Group for Economic Reactivation of Impact [GITRE] (Latin America)	Champions Retreat B Hive B the Change Reimagining Business B Inspired Empresa +B B Corp Way Net Zero 2030 Desafio 10x We the Change Cities Can B / Ciudades + B B Academics



Positioning statement: We are the nonprofit network transforming the global economy to benefit all people, communities, and the planet.

Brand name: B Lab

Central organization name: B Lab Global

Partner organization names: B Lab Australia and New Zealand
B Lab Europe:
• B Lab France
• B Lab Germany
• B Lab Spain
• B Lab Switzerland

• Additional European B Lab Partners:
Benelux (Belgium, Netherlands, & Luxembourg), Italy, Nordics (including Denmark, Sweden, Finland, Iceland, Norway, & Greenland), Poland, & Portugal

B Lab East Africa:
• B Lab Mauritius
• B Lab South Africa
B Lab Hong Kong/Macau
B Lab Korea
B Lab Taiwan
B Lab United Kingdom
B Lab US & Canada
B Corps in China

Sistema B Internacional:
• Sistema B Argentina
• Sistema B Brasil
• Sistema B Chile
• Sistema B Colombia
• Sistema B Ecuador
• Sistema B México
• Sistema B Paraguay
• Sistema B Perú
• Sistema B Uruguay
• Sistema B Central América & Caribe

B Market Builder Japan

B Market Builder Singapore & Malaysia

Network name: B Global Network

Movement name: B Corp movement

Community name: B Corp community



Our global vision is of an inclusive, equitable and regenerative economic system for all people and the planet.



OUR BRAND - WHAT DOES THE 'B' STAND FOR?



B stands for **Benefit for all.**

We are mobilizing the B Corp movement to change our economic system to positively impact all stakeholders — workers, communities, customers, and our planet.



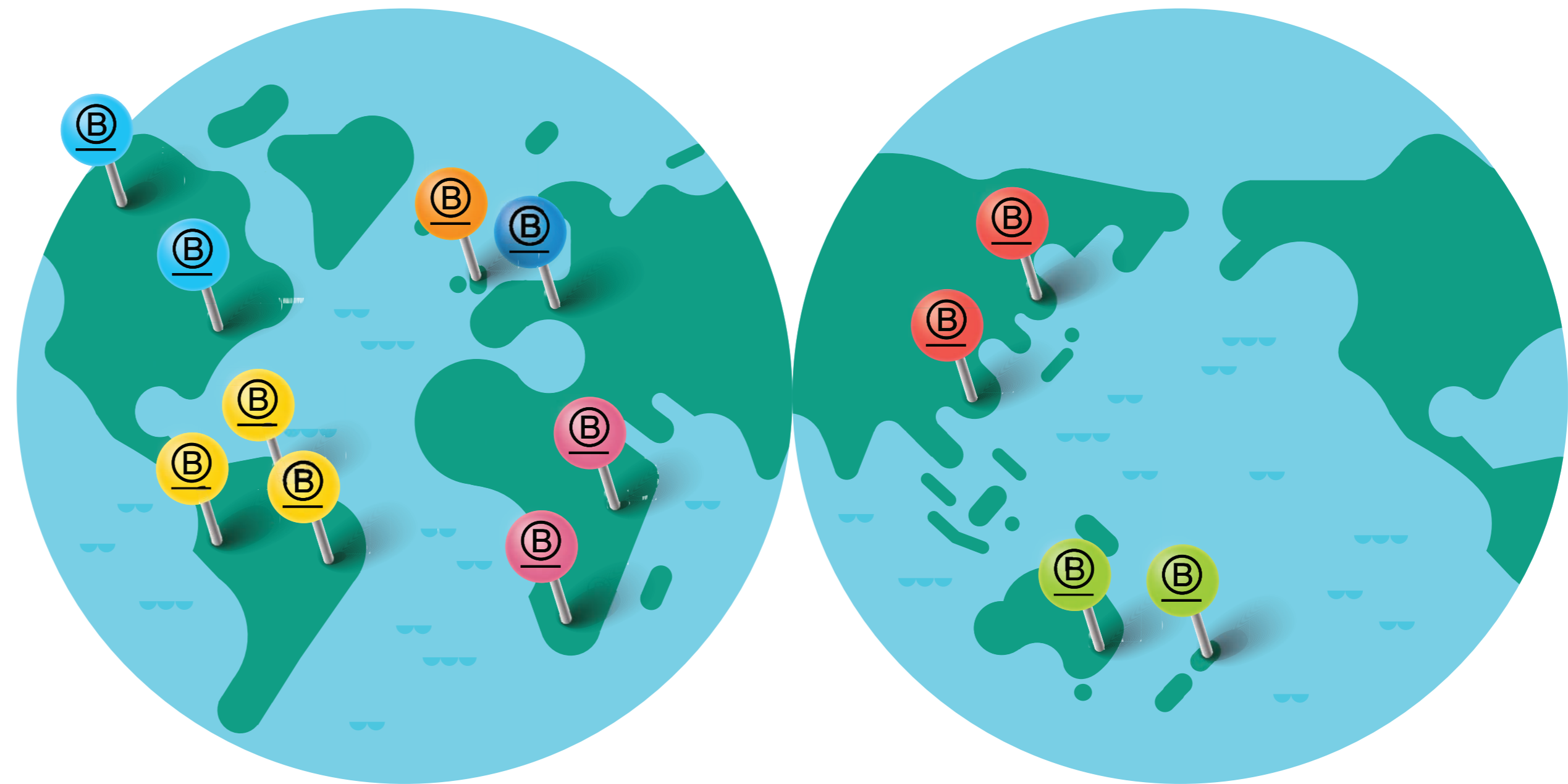


Brand Communication

The words we use matter. How we speak about ourselves, our ideas and our global movement has a profound impact on how we are understood by and resonate with people. For that reason we offer the following to help you communicate effectively and consistently.



We are transforming the global economy to **benefit all people, communities, and the planet**. A leader in economic systems change, our international network creates standards, policies, tools, and programs for business, and we certify companies—known as B Corps—who are leading the way.





B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

We began in 2006 with the idea that a different kind of economy was not only possible, it was necessary – and that business could lead the way towards a new, stakeholder-driven model. We became known for certifying B Corporations, which are companies that meet the highest standards of social and environmental performance, accountability, and transparency.

But we do much more than that. We're building the B Corp movement to change our economic system –

and to do so, we must change the rules of the game. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the B Corp community towards collective action to address society's most critical challenges.

By harnessing the power of business, B Lab positively impacts 150 industries in 74 countries, helping them balance profit with purpose. Together, we are shifting our economic system from profiting only the few to benefiting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence.

We won't stop until **all** business is a force for good.

Together, we transform the global economy to benefit all people, communities, and the planet.

Together, we lead economic systems change that will realize our vision of an inclusive, equitable, and regenerative economy.

Together, we create standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism.

Together, we're building a movement of people using business as a force for good.

Together, we won't stop until all business is a force for good.

Together, we're changing the rules of the game so that all businesses have to balance profit and purpose.





We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation - the B Corporation - which is purpose-driven and creates benefit for all stakeholders, not just shareholders. As B Corporations and leaders of this emerging economy, we believe:

That we must **be the change** we seek in the world.

That all business ought to be conducted as if **people and place matter**.

That, through their products, practices, and profits, businesses should aspire to **do no harm and benefit all**.

To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for **each other and future** generations.



The voice of the B Lab brand is **positive, inclusive,** and **credible.**

It's a **collective voice** that connects with our audiences, breaking down complex concepts like systems change without diluting or patronizing.

We're accessible and clear. We tell stories rooted in data, sharing solutions and progress, without shying away from holding truth to power.





Transforming the global economy to
benefit all people, communities, and the planet.





Certified B Corporation

Certified B Corporations, or B Corps, are companies verified by B Lab to meet the highest standards of social and environmental performance, transparency, and accountability.

B Corp Movement

The B Corp movement is a global movement of people using business as a force for good. Together, we are shifting our economic system from profiting only the few to benefitting all, from concentrating wealth and power to ensuring equity, from extraction to regeneration, and from prioritizing individualism to embracing interdependence.

B Lab

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. B Lab creates standards, policies, tools, and programs that shift the behavior, culture, and structure of capitalism. We mobilize the global B Corp community towards collective action to address society's most critical challenges, and we collaborate with governments, academia, coalitions, and other institutions to drive economic systems change.

B Global Network

All under the B Lab brand, the B Global Network—B Lab Global and Global Partners—comprises a unified group of global, regional, and national organizations spanning six continents. Our international network of organizations leads economic systems change to support our collective vision of an inclusive, equitable, and regenerative economy.

B Lab Global

B Lab Global coordinates the B Global Network to build the B Corp movement, including guiding strategic planning to ensure the network is aligned on shared objectives and outcomes to drive economic systems change. B Lab Global facilitates communication and collaboration across regions and between teams; develops, manages, and verifies the B Corp standards; rolls out global policies; and develops new programs and products.

Global Partners

Global Partners power the B Corp movement at the local level all around the world. They grow, engage, and mobilize their regional B Corp communities, ecosystems, and partnerships, and in turn make their local economies more inclusive, equitable, and regenerative. Global Partners bring our global theory of change to life by driving policy changes with their governments, amplifying credible stories of business as a force for good, and changing the behavior of businesses in their regions.

Our Global Partner in Latin America is **Sistema B**, which is a non-profit organization that believes that governments, civil society organizations, social movements, citizens and businesses' social responsibility, all together, are not enough to solve our current social and environmental problems. It promotes B Corps and other economic actors in Latin America in order to build a new economy, in which success and financial benefits include social and environmental well-being.

B Lab Standards

B Lab's social and environmental business standards define how businesses can be a force for good. Based on stakeholder input, research, and established best practices, these standards are the basis for B Corp Certification requirements and B Lab's impact management tools, and they inform the network's programs and collective action initiatives. Overseen by B Lab's independent Standards Advisory Council, the standards help companies improve, measure, and manage their impact on people and the planet.

Stakeholder Governance

Stakeholder governance is the practice of valuing a company's stakeholders – i.e. those who are impacted by the activities of a company – as much as its shareholders. Companies built on this principle measure success when there is value created for all stakeholders, and believe in an economy that incentivizes businesses and investments that build on social and environmental value, recognizing the interdependence of people, planet, and the economy.



Benefit Corporations

Benefit corporation is a type of legal structure for businesses that creates a solid foundation for long-term mission alignment and stakeholder value creation. It is not a certification, and it is available only in the regions which have passed benefit corporation legislation. To become a benefit corporation, a company must incorporate as one in one of the regions where it is available. Some companies are both Certified B Corporations and benefit corporations, and the benefit corporation structure fulfills the legal accountability requirement of B Corp Certification.

Anti-Racism

Anti-racism goes beyond the act of being “not racist” and includes actively opposing and working to dismantle systemic racism. This is B Lab’s organizational stance on anti-racism: “As an organization, we stand against anti-Black racism and all forms of oppression including transphobia, classism, sexism, and xenophobia. We commit to a focused and sustained action to dismantle racist systems, policies, practices, and ideologies within ourselves and our networks. As we continue to learn about injustice, we embrace radical reorientation of our consciousness and will listen to the voices of Black, Brown, Indigenous and marginalized peoples to catalyze equitable outcomes for all.”

Justice, Equity, Diversity, and Inclusion

Justice: A concept of fair and just relations between the individual and society. Dismantling barriers to resources and opportunities in society so that all individuals and communities can live a full and dignified life.

Equity: Allocating resources to ensure everyone has access to the same opportunities. Equity recognizes that both advantages and barriers exist and strives to remove and eliminate impediments that prevent full participation of relative groups. The principle of equity acknowledges that there are historically underserved and underrepresented populations, and that considerations regarding these unbalanced conditions is needed.

Diversity: Psychological, physical, and social differences that occur among any and all individuals; including but not limited to race, ethnicity, nationality, religion, socioeconomic status, education, marital status, language, age, gender, sexual orientation, mental or physical ability, and learning styles. Diversity isn’t just about racial differences.

Inclusion: Fostering a sense of belonging by centering, valuing, and amplifying the voices, perspectives and styles of those who experience more barriers based on their identities. The act of creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued. An inclusive and welcoming climate embraces differences and offers respect in the words/actions/ thoughts of all people.

Climate Justice

Climate Justice recognizes that those who are least responsible for climate change are more likely to suffer its gravest consequences. Climate Justice places the needs, voices and leadership of those who are most impacted at the forefront — putting people and equity at the center of climate action and advocacy.

B Impact Assessment (BIA)

The B Impact Assessment (BIA) is a free, confidential platform designed to help measure and manage your company’s positive impact on your workers, community, customers and environment.

SDG Action Manager

Developed by B Lab and the United Nations Global Compact, the SDG Action Manager is an impact management solution that enables businesses to take action on the Sustainable Development Goals through 2030.

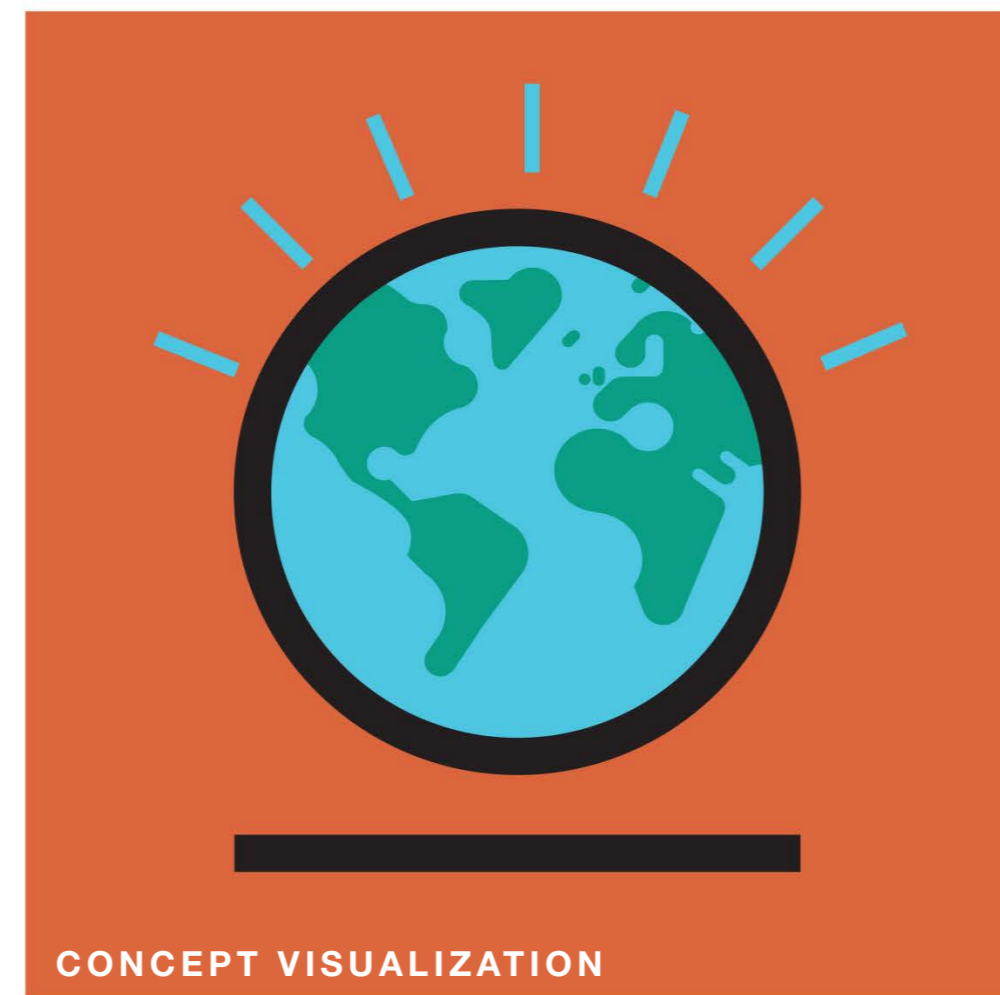
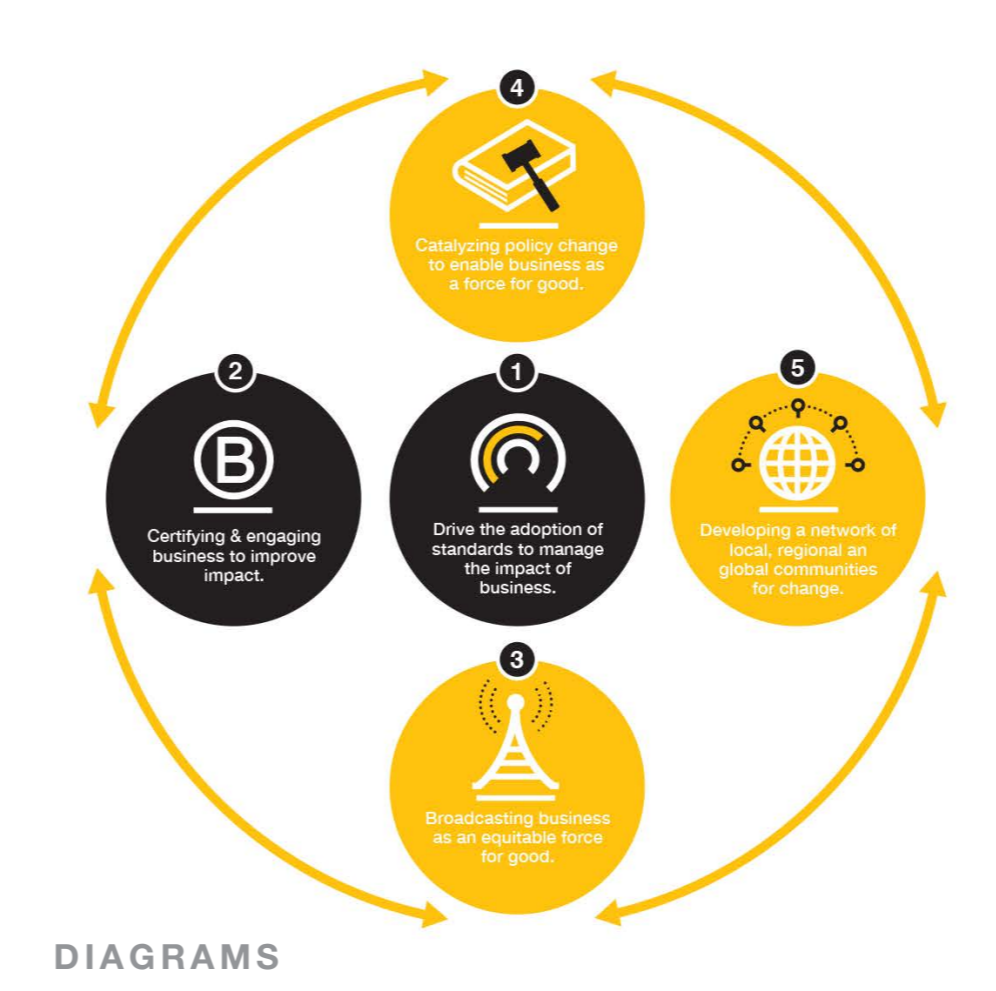
The SDG Action Manager enables dynamic self-assessment, benchmarking, and improvement through a series of questions, guidance, and performance scores related to the Sustainable Development Goals and the Ten Principles of the UN Global Compact in areas of human rights, labor, environment, and anti-corruption. It is a confidential self-assessment tool that is free and easy to use for all types of businesses.



Visual Identity

Here you will find detailed instruction on how to properly treat our brand marks. Careful adherence to our brand standards will ensure consistency in our messaging throughout the world.

VISUAL IDENTITY - OUR BRAND TOOLKIT

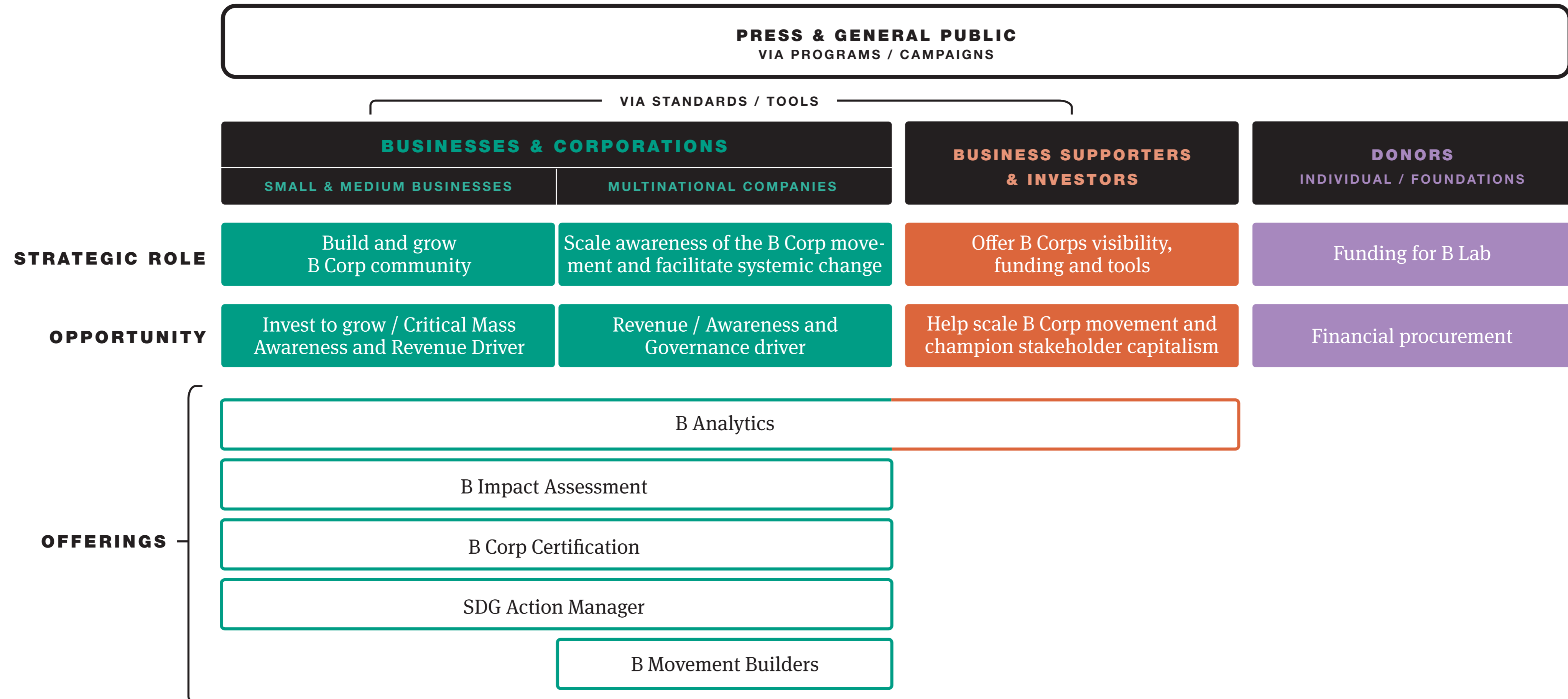


Now is the moment
to accelerate our core strategies and steer a movement at scale.

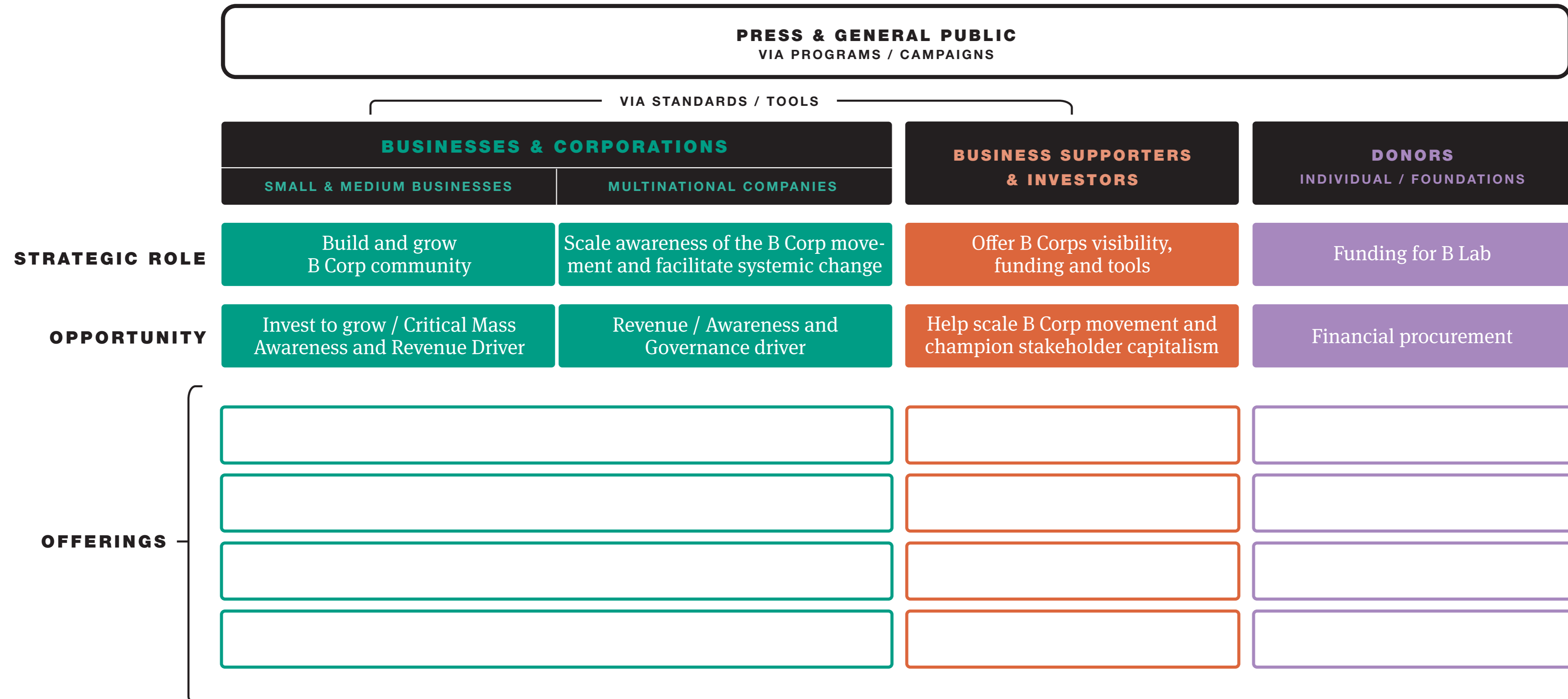
TYPOGRAPHY



VISUAL IDENTITY - GLOBAL BRAND ARCHITECTURE BY AUDIENCE

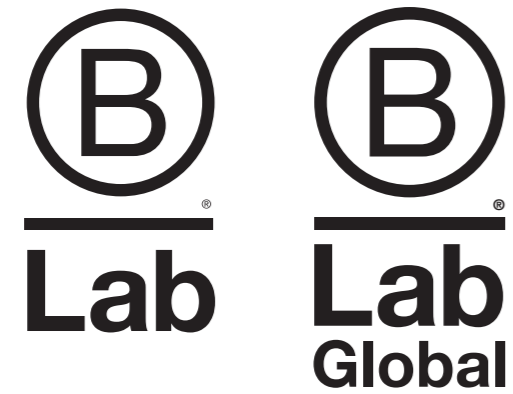


VISUAL IDENTITY - REGIONAL BRAND ARCHITECTURE TEMPLATE





MASTER BRAND



GLOBAL & COUNTRY PARTNERS



OFFERINGS

CERTIFICATION



BUSINESSES & CORPORATIONS



PARTNERSHIP



TOOLS

FOR B CORPS



BLOG



INITIATIVES / CAMPAIGNS





Overview

All of our brandmarks are made up of 4 core assets that can be combined in a variety of ways, depending on the role / audience.

The 'B' must always be used with the 'Circle' and represents the core vision that unites the organization.

The 'Circle' can be used with the other core assets or alone as a framing element for imagery.

The 'Holding line' can be used with the other core assets or alone as a dividing line or underscore.

The Helvetica Bold font can be adjusted to communicate the name /theme of the brandmark. When locked up with the 'Circle B' it must be set in Title Case.

- 1 the 'B'
- 2 the 'Circle'
- 3 the 'Holding line'
- 4 Helvetica font





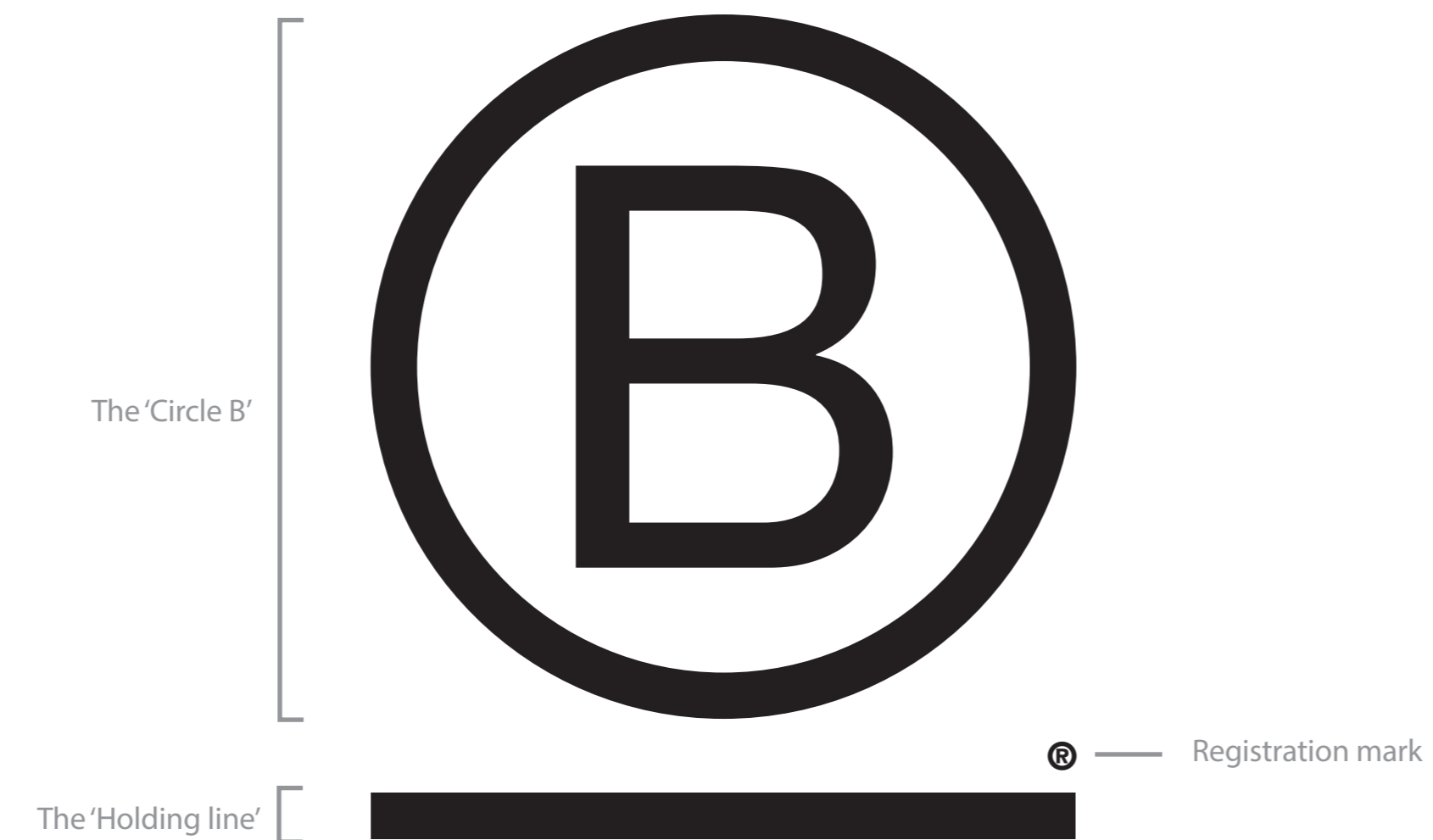
The 'Circle B'

The 'Circle B' mark plays an important role as it is a visual marker for our overall vision.

It appears in every brandmark to unify our portfolio. It can also be used on its own to represent the organization as a whole.

It must never be used without the holding line.

It must never be used without the registration mark.

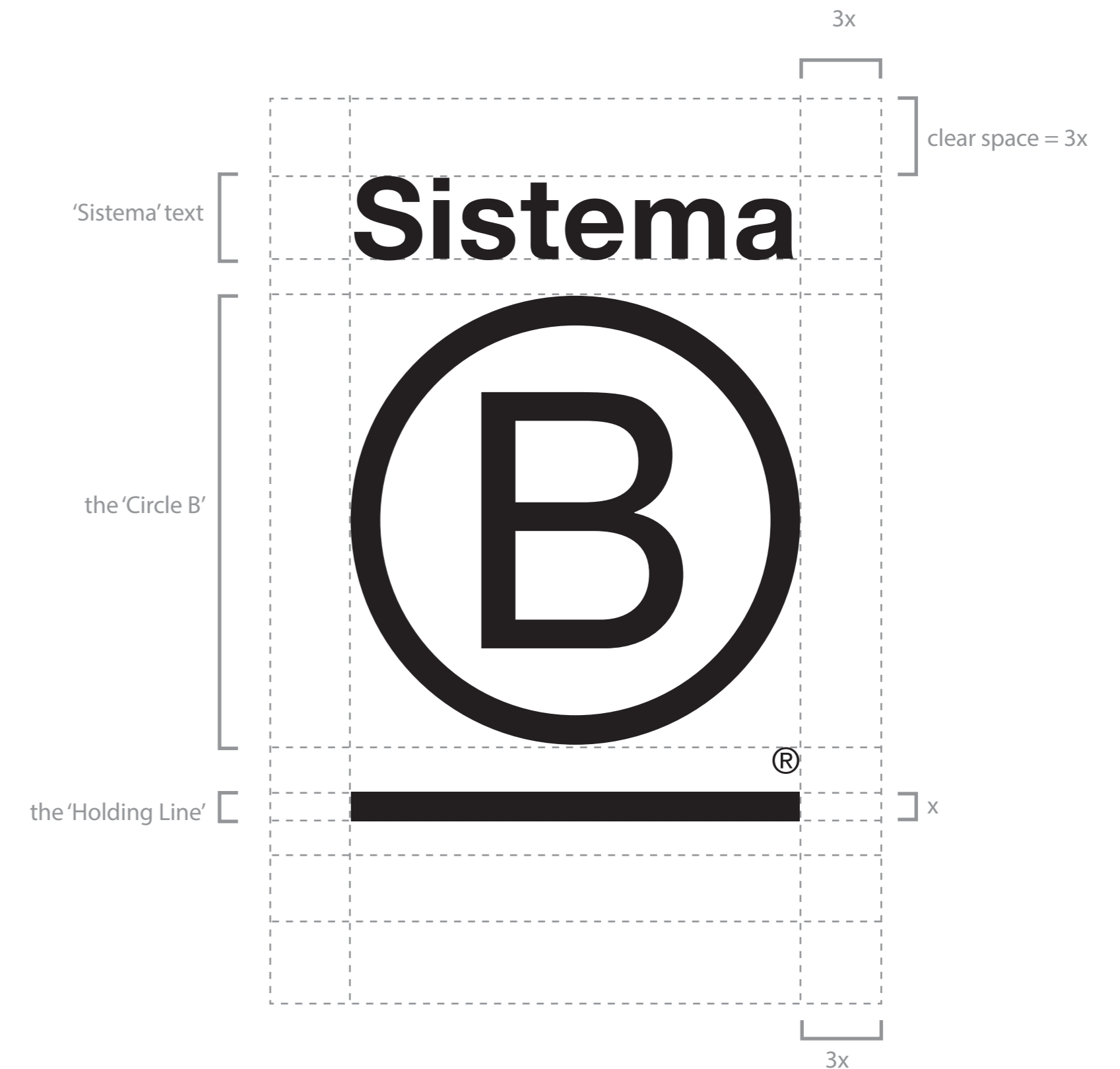
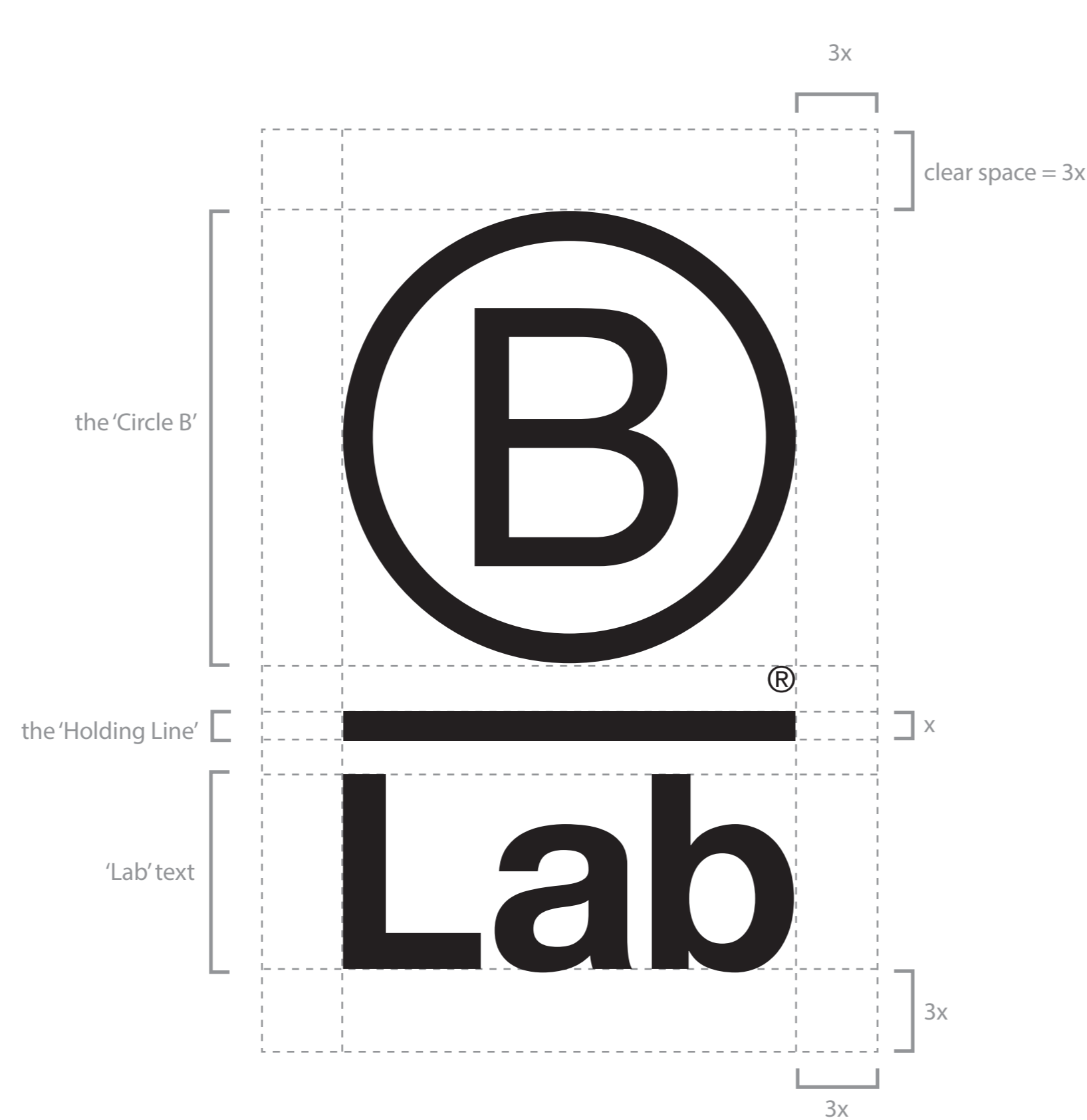




Overview

Our Master Brand corresponds to our organization, the B Lab Global Network which comprises of Global and Country Partners around the world.

To ensure legibility, always keep a minimum clear space around the brandmark. This space isolates the mark from any competing graphic elements that might conflict with, overcrowd, and lessen the impact of the mark.

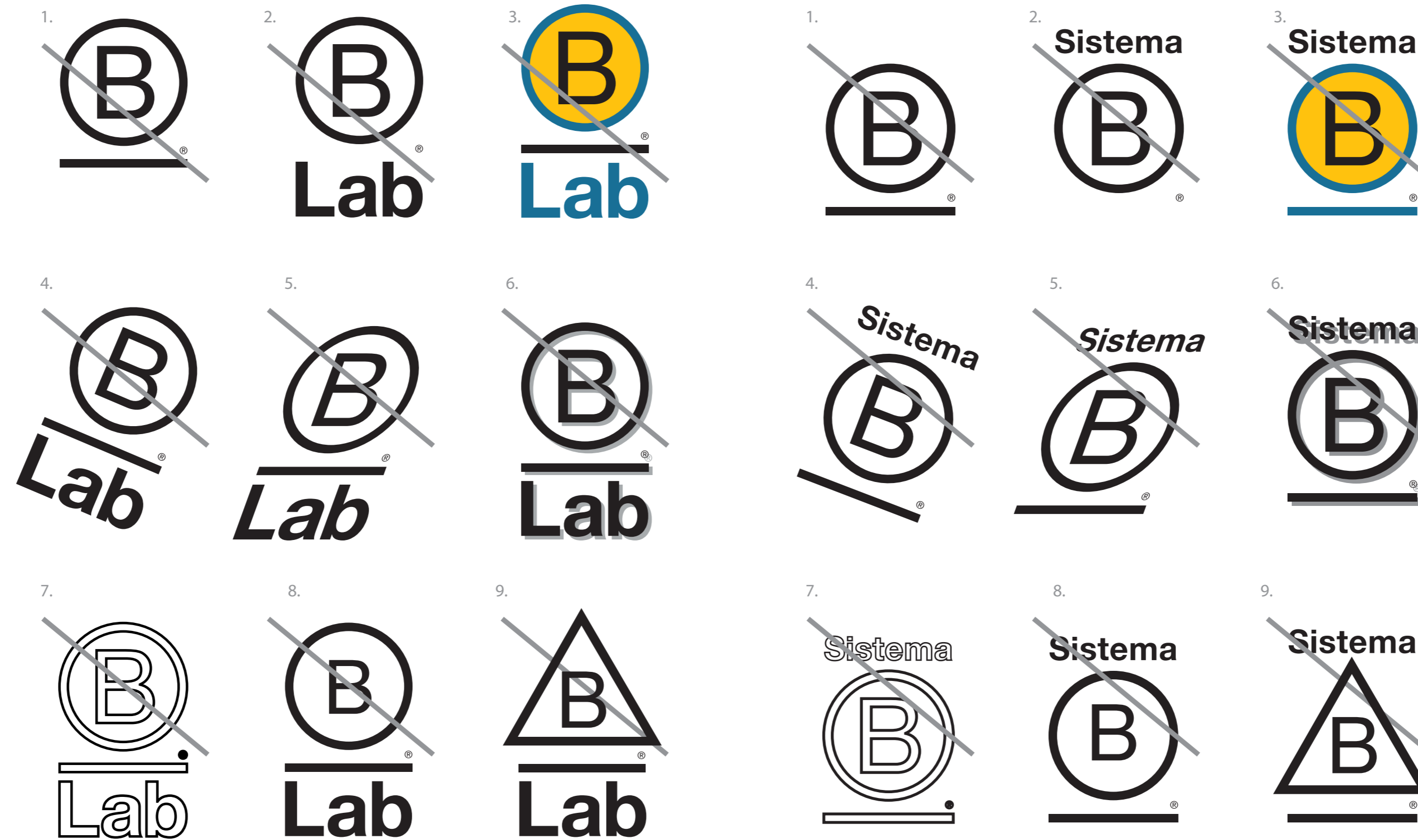




Incorrect usage

In order to build a strong visual identity for B Lab and Sistema B, it is paramount to use the brand marks consistently and correctly. Here are some examples of incorrect usage of the B Lab and Sistema B marks. Inconsistencies in the appearance of the brand marks will weaken their value.

NEVER remove the registration mark. Do not combine the mark with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.



1. This mark is reserved for use by the B Global Network only.
2. Do not remove the bar from the mark.
3. Do not change or alter the colors on individual elements of the mark.
4. Do not rotate or angle the mark.
5. Do not skew or distort the mark.
6. Do not use drop shadows, bevels or graphic effects of any kind.
7. Do not use the mark in outline mode. (No key line around the type face.)
8. Do not alter the size of any element.
9. Do not alter the shape of any element.



Overview

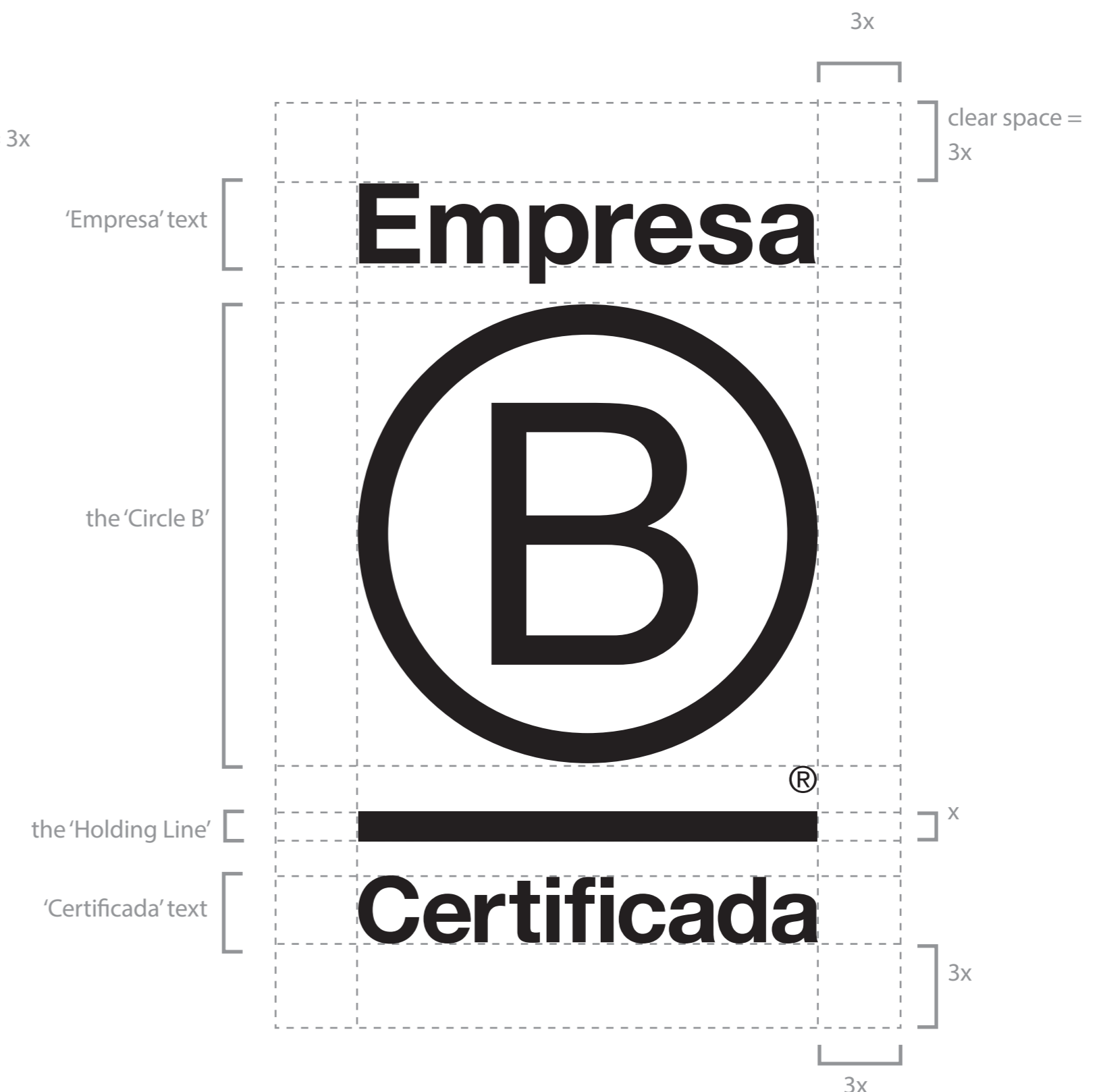
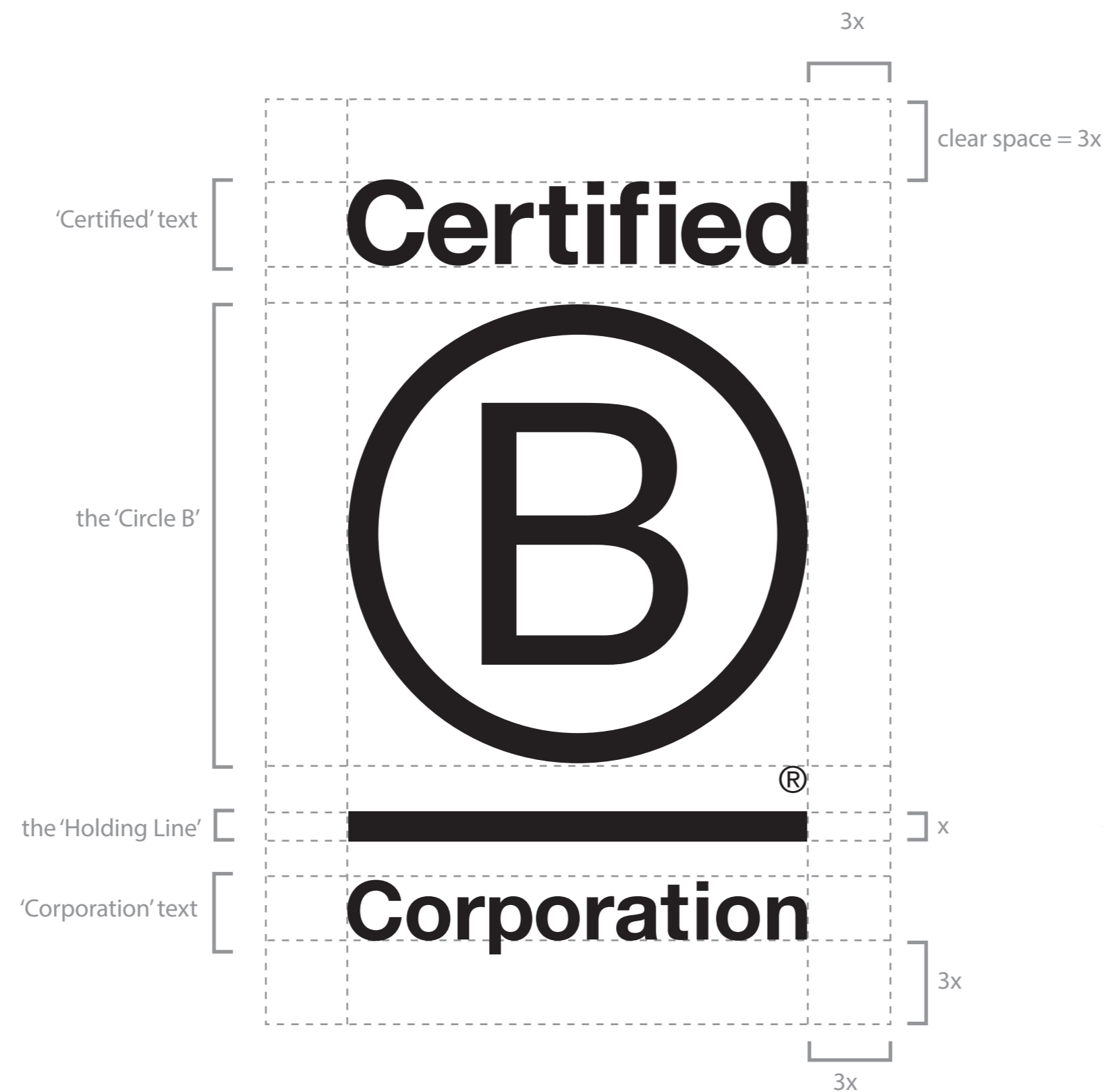
The B Corp mark can only be used by companies certified by B Lab, providing verification, transparency and responsibility. B Corps and their brands that have been verified and approved by B Lab may use the seal on their websites, packaging, advertising and marketing.*

The B Corp mark is comprised of four elements:

- the “Circle B” mark
- the holding line (bar)
- the “Certified” text
- the “Corporation” text

It should always appear in this format. No additional text or graphic may encroach the clear space of the logo.

*Companies with multiple brands or related entities should refer to specific brand use guidance from B Lab, which they’ll receive during the Review process.





Sizing

To standardize the use of the mark, four sizes are provided for most uses— 50 pixels high for web banners and e-mail headers, 72 pixels high for web pages, a minimum size of 8 mm wide for printed materials, and a recommended minimum size of 11 mm for printed materials.

Maintain the shape and proportions to ensure accurate and consistent use. Never alter, rotate, embellish, or attempt to recreate the brandmark.

Always maintain the minimum clear space, even when proportionally scaling the logo.

minimum size

8mm



recommended minimum size

11mm



Minimum size requirements for printed materials:

- Use the 8mm or 11mm mark for:
- posters
- Booklets
- postcards / self-mailers
- product packaging



Minimum size requirements for screen viewing:

- 50 pixel mark used for:
- email newsletter
- presentation footer
- web banner

- 72 pixel mark used for:
- web page



Incorrect usage

In order to build a strong visual identity for Certified B Corporations, it is paramount to use the B Corp mark consistently and correctly. Here are some examples of incorrect usage of the B Corporation mark. Inconsistencies in the appearance of the B Corporation mark will weaken its value.

NEVER remove the registration mark. Do not combine the mark with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.



1. Do not remove “Certified” from the mark.
2. This mark is reserved for use by the B Global Network not Certified B Corporations.
3. Do not remove the bar from the mark.
4. Do not use the logo with “bcorporation.net” below the horizon line.
5. Do not change or alter the colors on individual elements of the mark.
6. Do not rotate or angle the mark.
7. Do not skew or distort the mark in any way.
8. Do not use drop shadows, bevels or graphic effects of any kind.
9. Do not use the mark in outline mode. (No key line around the type face.)
10. Do not alter the size of any element.
11. Do not alter the shape of any element.
12. Do not remove the text or holding line from the brand mark



Official
International
variations

1.



2.



3.



1. English

2. French

3. French Canadian*

4. Italian

5. German

6. Spanish / Portuguese

4.



5.



6.



* The French Canadian version of the mark is restricted to usage in the Canadian market.



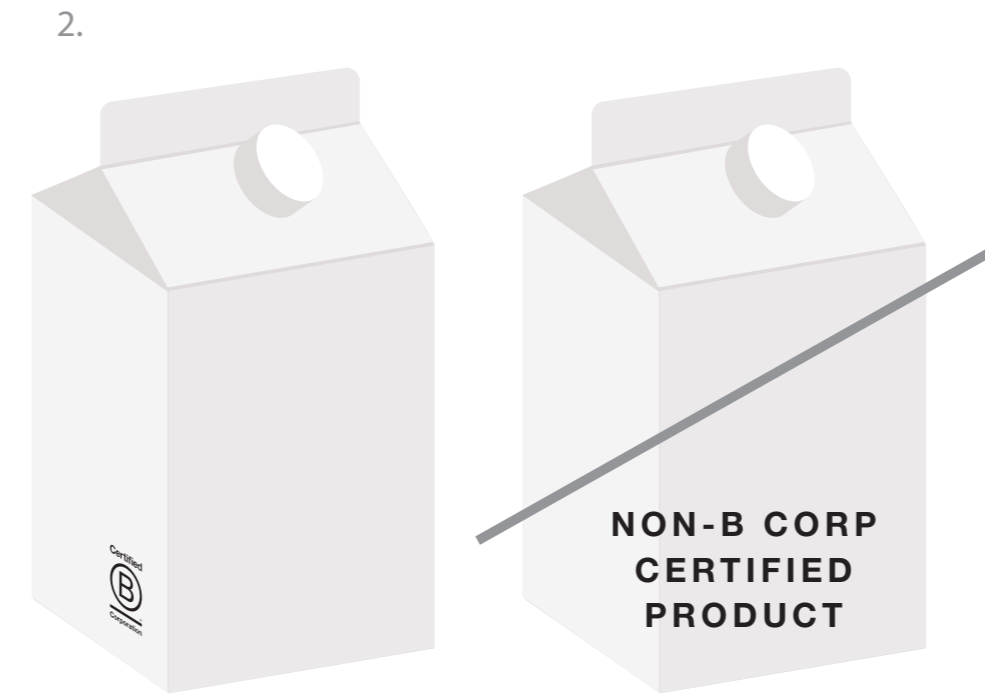
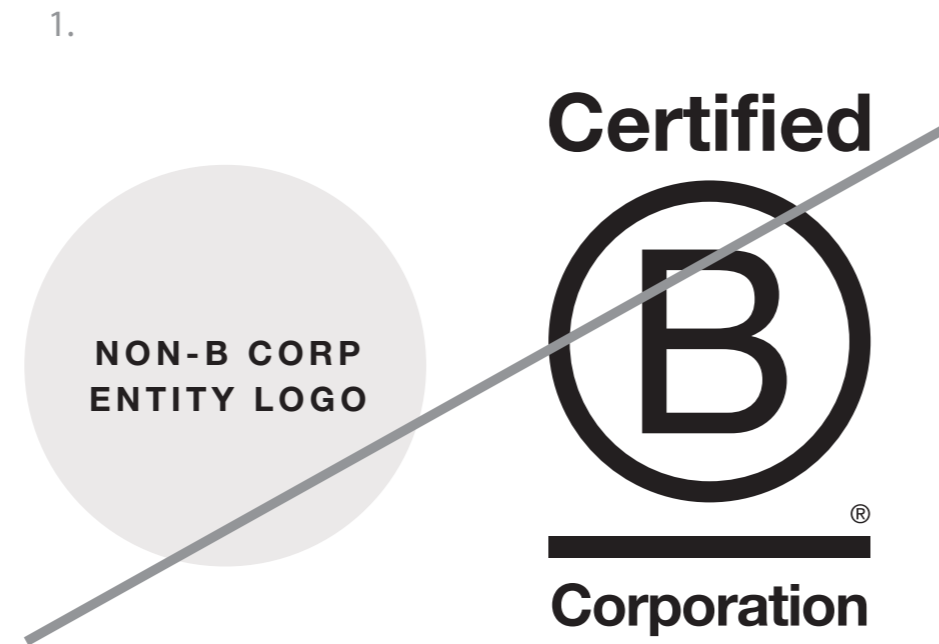
Usage by Non-B Corp Entities

The following guidelines apply to non-B Corp entities who would like to use the B Corp Certification mark to promote awareness of B Corps to their audiences.

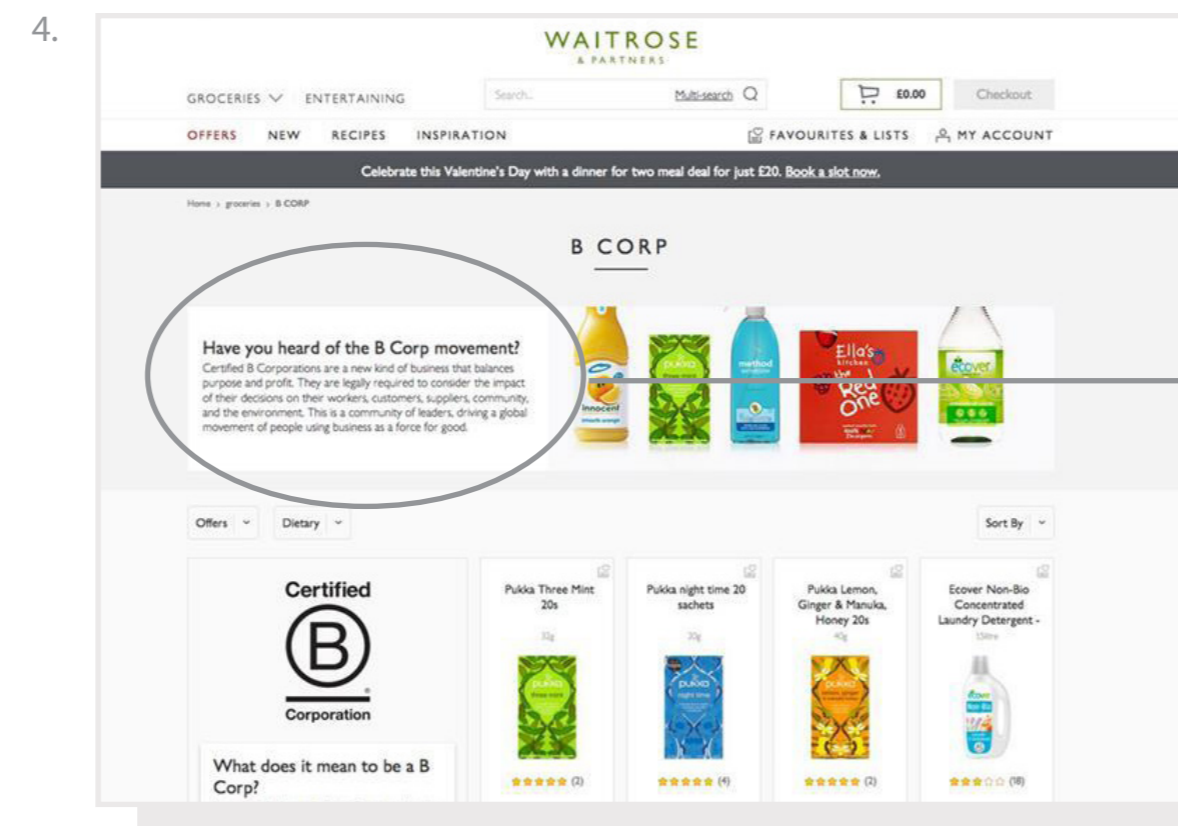
Examples of these kinds of instances include but are not limited to the promotion of a partnership or event with a B Corp or group of B Corps, a pop-up retail experience that features B Corp products and offerings, or a “B Corp aisle” in a supermarket or online retailer.

If you are a non-B Corp entity and interested in using the B Corp logo but still have doubts or questions after reviewing this page, please reach out to:

GlobalCommunications@bcorporation.net



1. The Certification Mark cannot be placed next to a non-B Corp entity logo, name, or any identifying information of the non-B Corp entity.
2. The Certification Mark must only be used to describe actual B Corp brands and products.
3. The text that is used to describe the promotion must explicitly state that the non-B Corp entity producing the promotion is not a Certified B Corporation themselves.
4. The text must state what a Certified B Corporation is.



Have you heard of the B Corp movement?
 Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.



Certified Independent Entity with a Single Brand:

- May use B Corp logo in accordance with brand guidelines and refer to themselves as a Certified B Corporation / Certified B Corp / B Corp / B Corporation.

Certified Subsidiary of a Non-Certified Parent Company:

Certified entities that are a subsidiary with a distinct name or geography from their non-certified parent that have also met the legal requirement or certification

- May use B Corp logo in accordance with brand guidelines and refer to themselves as a Certified B Corporation / Certified B Corp / B Corp / B Corporation.

Brands & Subsidiaries with a different name than the Certified Parent:

For brands that have achieved a verified BIA score of >80 points independently of a Certified Parent:

- Any brand of a Certified Parent that earns a verified score of 80, and meets the transparency requirement for certification of the Certified Parent, gets full access to B Corp IP.

- Communications of the brand should link to the B Corp profile (on the B Corp Directory) of the Certified Parent, where the relationship between the brand and parent will be transparent.
- There will be an additional cost for each distinct profile page for subsidiaries that are assessed separately

For brands that have not achieved a verified BIA score of >80 points independently of a Certified Parent:

- These brands cannot use the B Corp logo.
- These brands can communicate in text that they are a subsidiary of a Certified Parent, e.g. “Child Brand X is proud to be a part of Parent Brand Y, a Certified B Corporation.”

Licensees or Co-Branding Relationships:





- Licensed brands of a Certified Parent cannot use the B Corp logo or be referenced or shown in any way by the Certified Parent in any communications in which the Certified Parent is referencing or showing its B Corp logo.

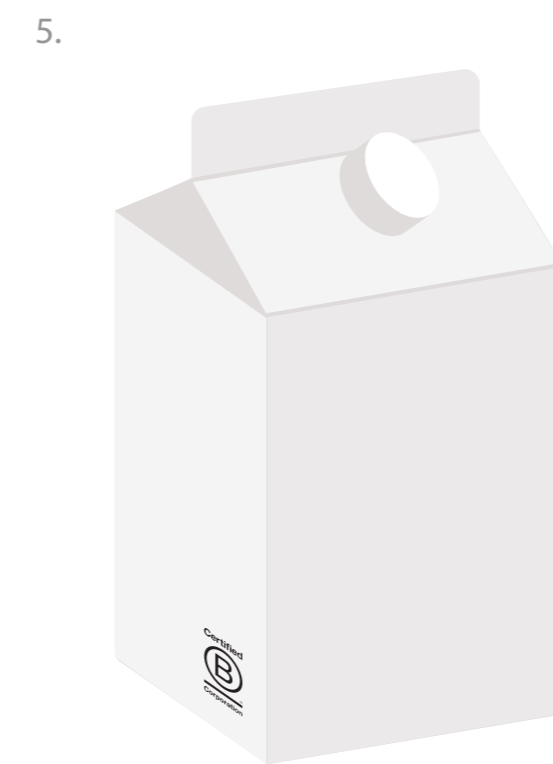
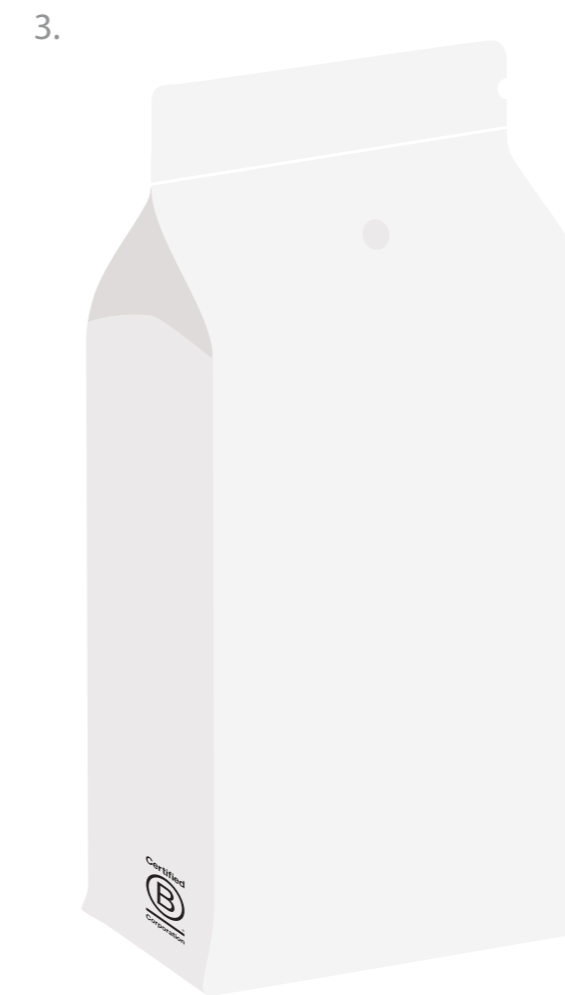


Application for packaging

The ideal location for the mark is the front of pack aligned with the broader brand story.

Alternate placement can be next to nutritional and informational panels.

1. 
Certified B Corporation
- 
100% Vegan
- 
Gluten-Free
- 
Certified Kosher

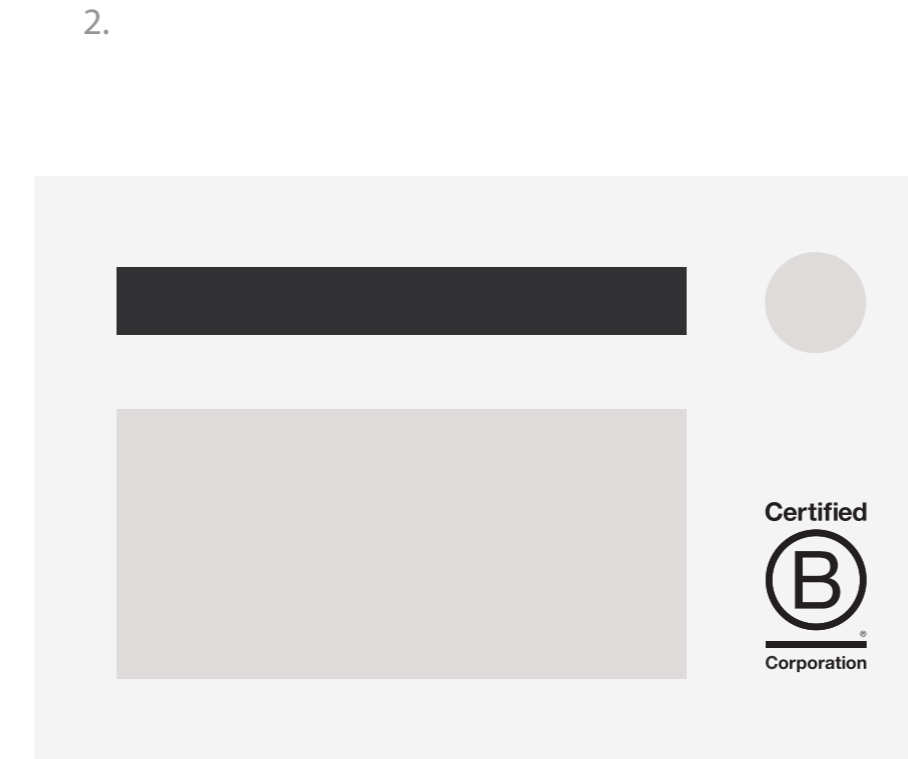


1. Vertically stacked certification bugs
2. Sealed bags
3. Coffee, Tea, Sealed bags
4. Hang tags
5. Cartons, Liquid containers
6. Cylindrical cartons
7. Vertically stackable boxed goods

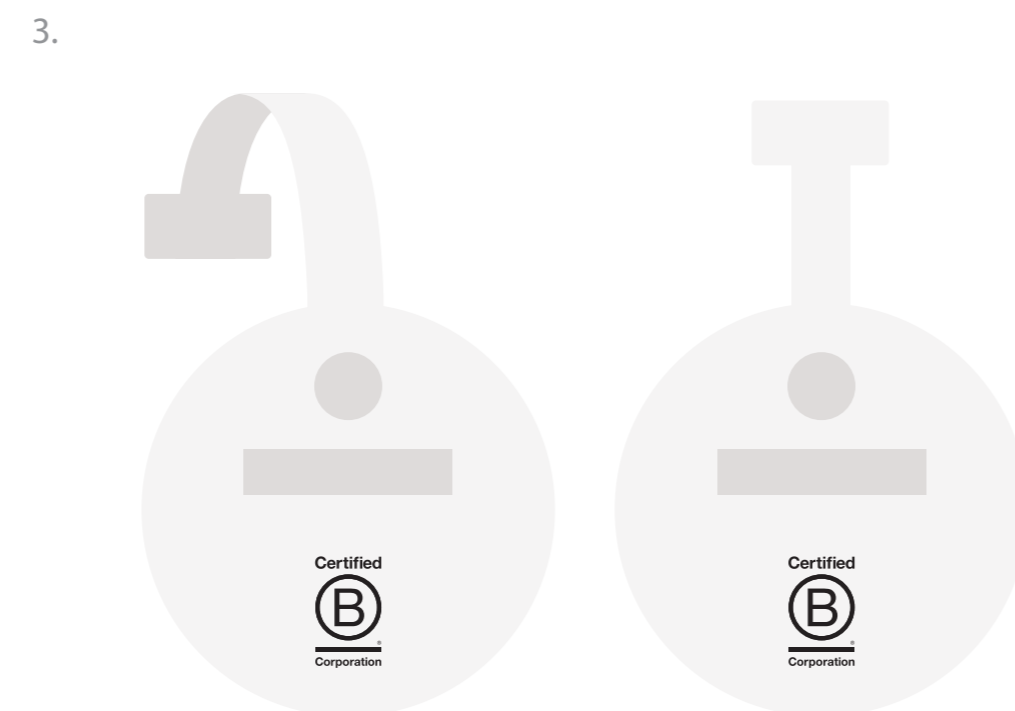


Application for print

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Positioning the B Corp mark near the brand mark reinforces certification.



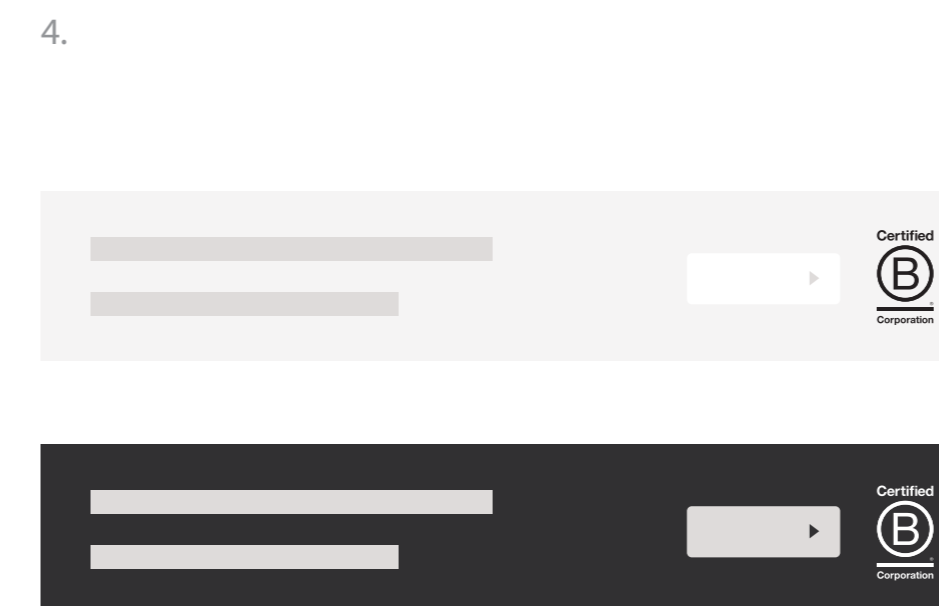
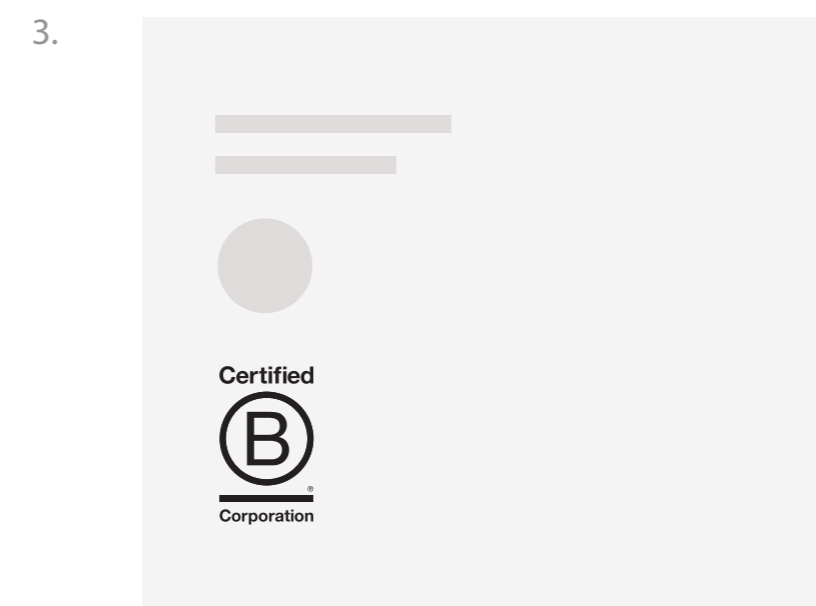
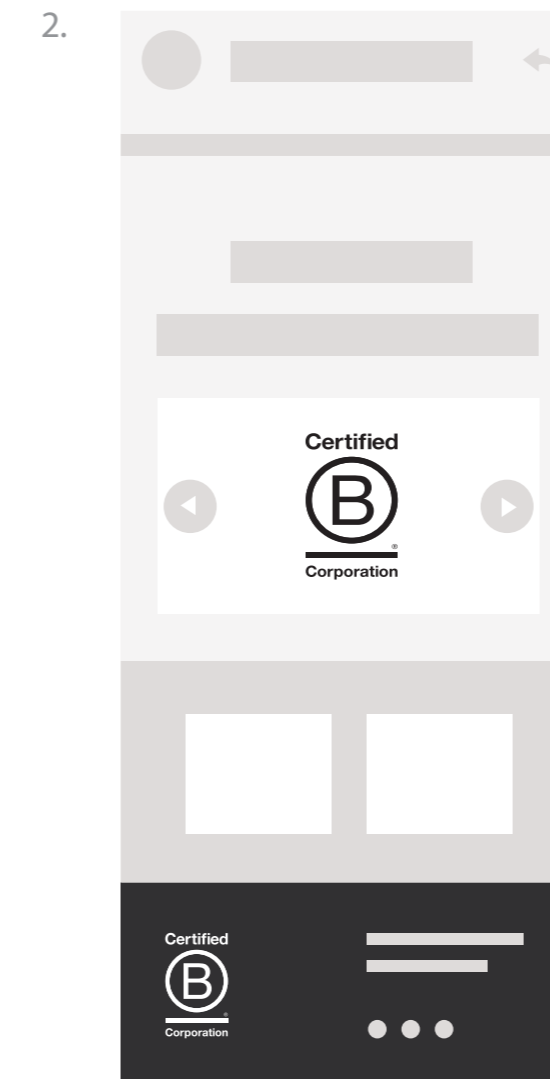
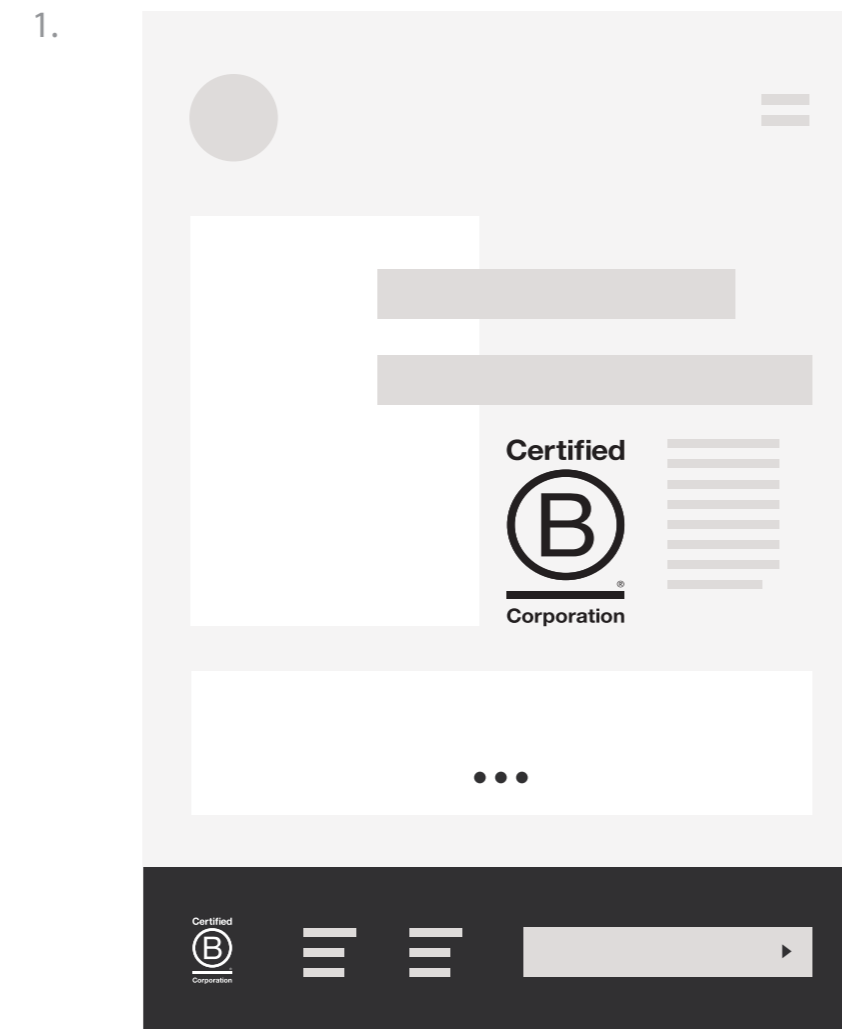
- 1. Direct mail
- 2. Print advertisements
- 3. In-store shelf talkers
- 4. Promotional posters





Application for digital

When used in close proximity, the B Corp mark should be of equal or lesser scale to the brand mark. Consider making B Corp status a major part of your digital communication, and/or aligning the mark with other standard contact information in footers.

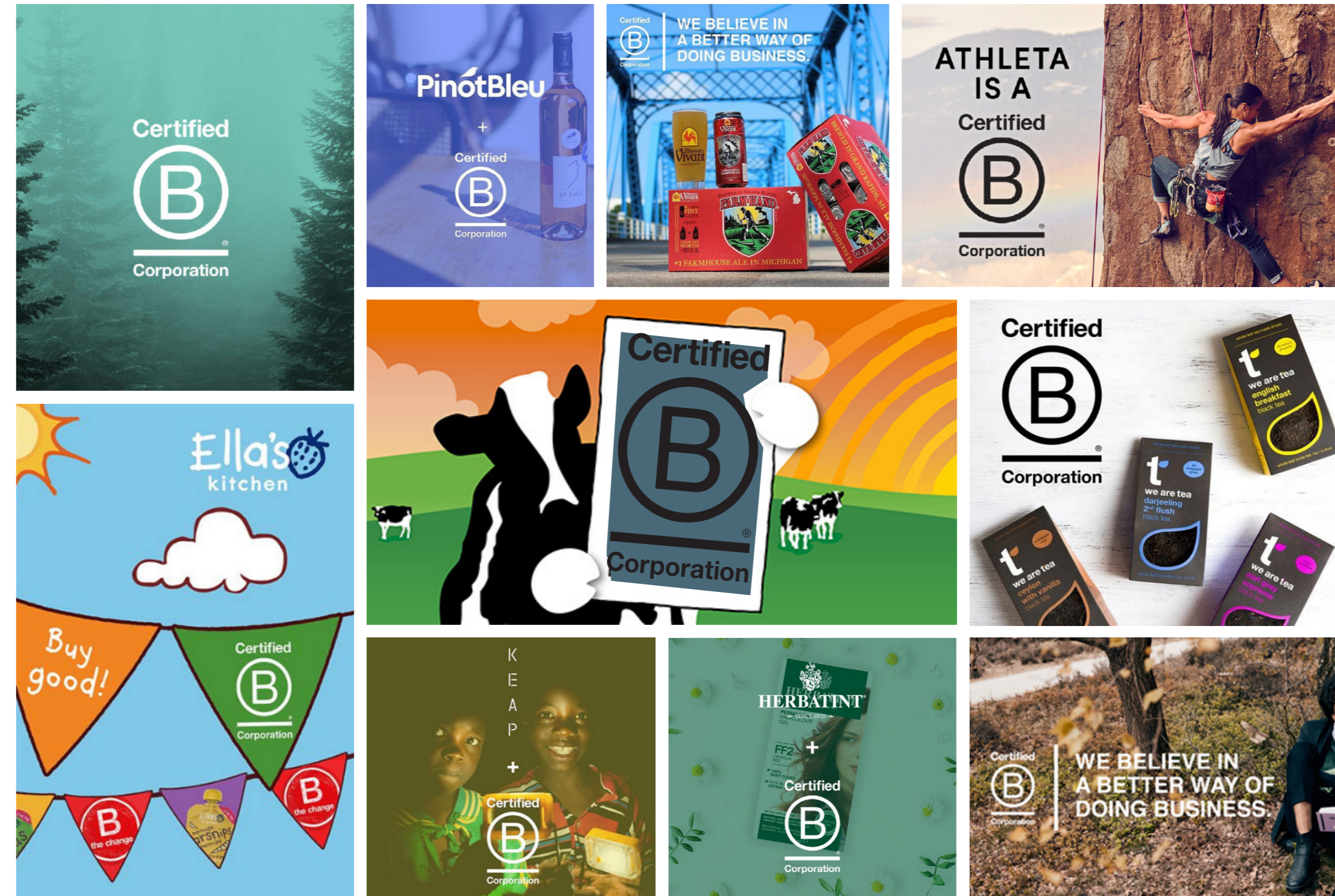


- 1. Website footer
- 2. Email footer
- 3. Email signature
- 4. Online banner



Color application

To ensure seamless integration with your brand and consistency across all communications, either the black or white version of the B Corp mark can appear over any background, pattern or photographic image.





Overview

If only one line of copy is required, it should be sized so that its capitalized letter matches the size and baseline of the “Circle B” mark.

It should always appear in this format. No additional text or graphic may encroach the clear space of the logo.

Two word example:



Other two word example:



One word example:





Color application

The B2B product brand mark can only appear in black or reversed to white.

The background can be black, white or one of the colors in the secondary color palette.

If black or a background color is used, the safety zone increases to 3x after the tool name.



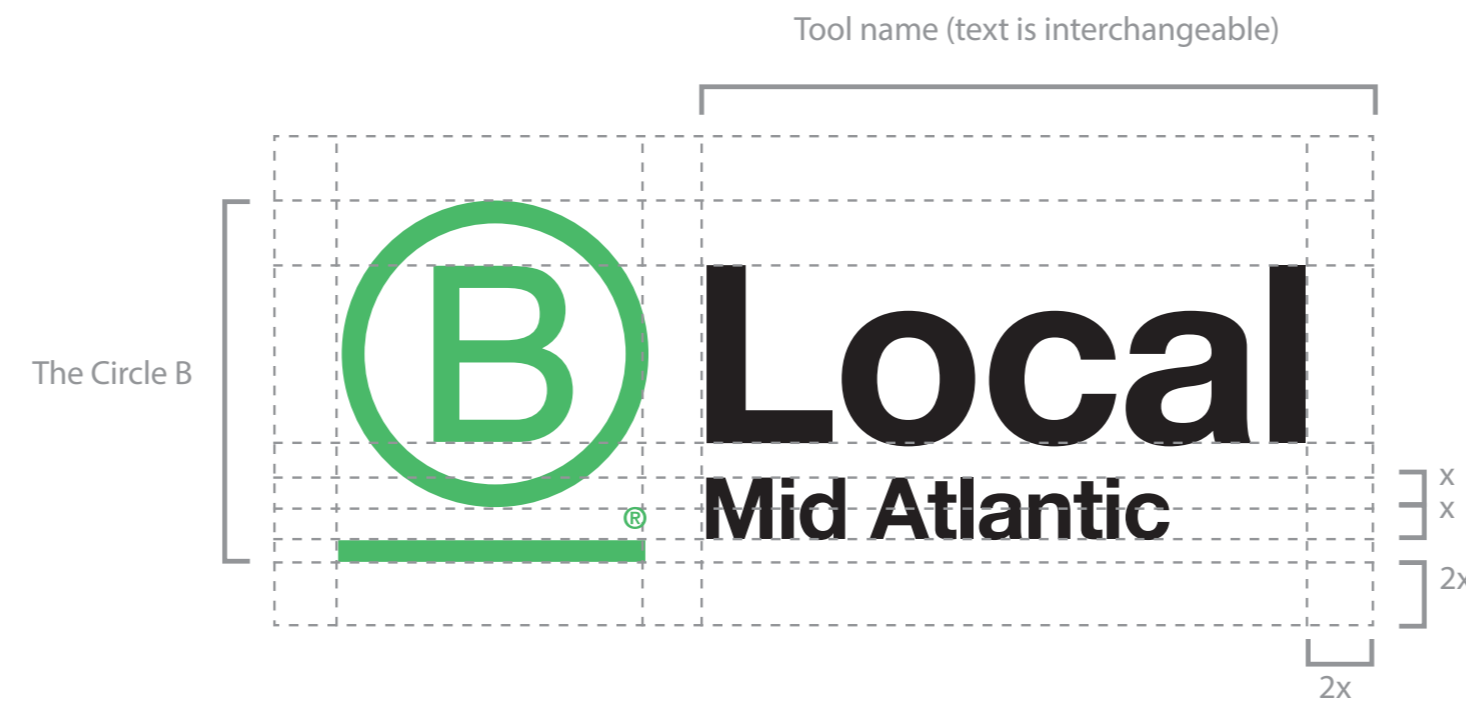


Overview

The tool brand mark is comprised of either three or four elements:

- the “Circle B” mark
- the holding line (bar)
- the interchangeable tool name
- the optional region name

It should always appear in this format. No additional text or graphic may encroach the clear space of the logo.





Color application

The “Circle B” mark can be colored using any color in the secondary palette.

The Tool name / region can either be black, or white if reversed out of a background color.

The background color can be black, white or the assigned “Circle B” color for that particular tool.

If background color is used, the safety zone increases to 3x after the tool name.





Illustrated marks

We have developed a template that will assure a more consistent look and feel across our initiatives and campaigns, whilst allowing for customization.

Once the template is filled with your content, the text layout can be adjusted to achieve a balanced look and feel.



FIXED ELEMENTS

- the "Circle B" mark
- the holding line (bar)
- Helvetica font
- Type can only be black or white

FLEXIBLE ELEMENTS

- messaging
- secondary copy can sit above/below main copy
- background color
- illustration content/color

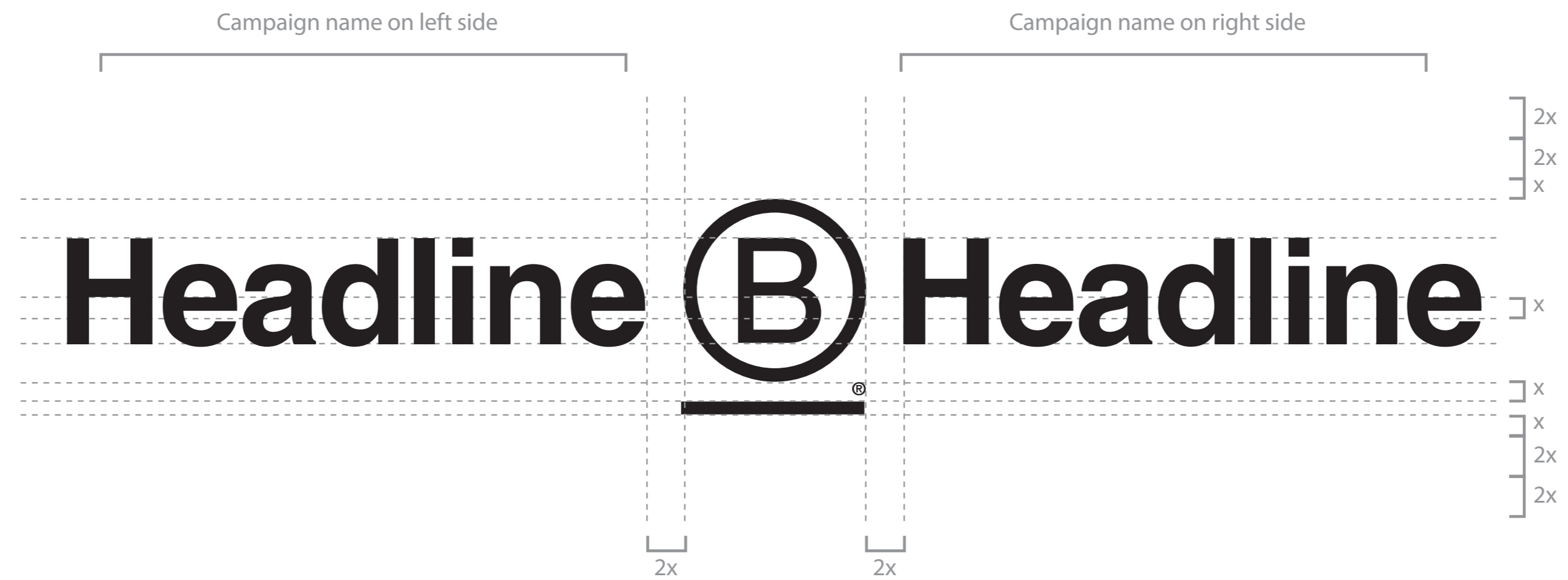
EXAMPLES





Text only marks

We have developed a template that will assure a more consistent look and feel across our initiatives and campaigns, whilst allowing for customization.



FIXED ELEMENTS

- the 'Circle B' mark
- the holding line (bar)
- Helvetica font

FLEXIBLE ELEMENTS

- message
- whether message sits left or right of 'Circle B'
- message color
- Type case (all caps, title case etc)

EXAMPLES

Academia  STGO+   NET ZERO | 2030

 CITIESCAN CIUDADES+  CITIESCAN 
   CIUDADES+ 



We require everyone to use the TM symbol after the first use of the following phrases in either body copy or headlines.

B Lab -----> TM

Certified B Corporation -----> TM

B Corp -----> TM

People Using Business as a Force for Good -----> TM

People Using Business as a Force for Good -----> ®

Business as a Force for Good is a Registered Trademark, and the superscript ® can be used. B Lab owns a trademark registration for “People using business as a force for good.” A registered symbol can be used with that entire tagline. If you’re using the shorter tagline, then a TM would be appropriate.



Visual Assets

Here you will find detailed instruction on how to properly treat our core visual assets such as typography, color palette, iconography & imagery. Careful adherence to the style and standard will ensure consistency in our messaging throughout the world.



The Circle and Holding line can be used to frame illustrations or photographs for emphasis and excitement.





You may wish to use illustrations to explain your activities and bring abstract concepts to life.

You will find a full library of imagery available at: [2021 Illustration Library](#)

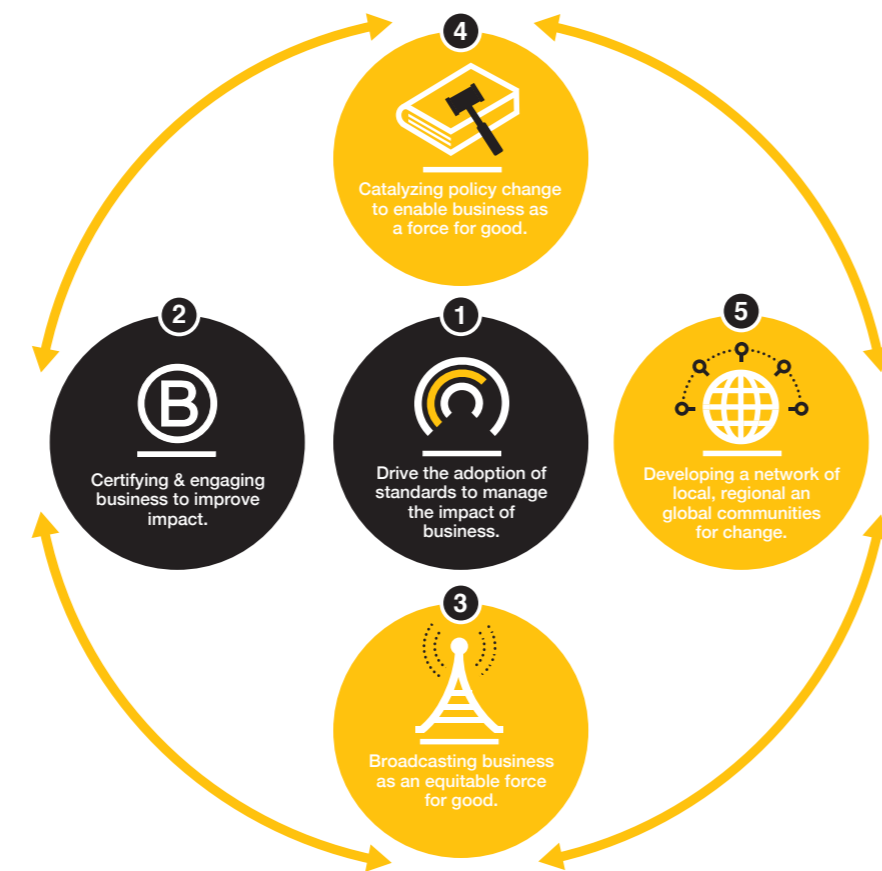
If you wish to create new graphics, they should be in a similar style and use only colors from our primary, secondary and accent color palettes.





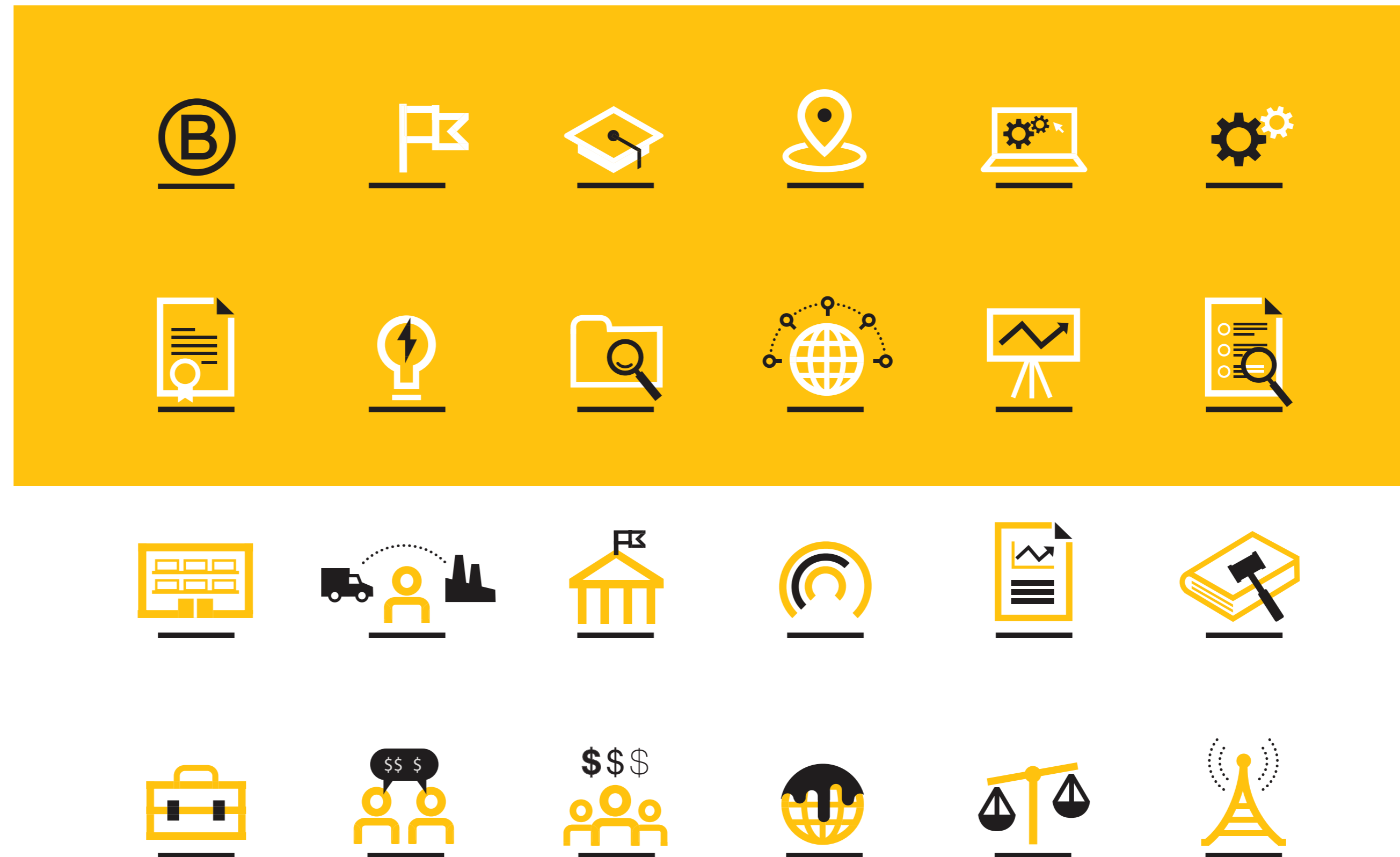
Diagrams can help communicate a system or concept.

Consider incorporating assets such as the 'Circle' and the 'Holding line' to create an ownable look and feel.



Icons are an important tool to help visually communicate a concept or process.

When it becomes necessary to create new icons, they should follow a consistent style. Use the existing icons to the right as a guide to the simplicity, style and typography of our icons.





Color is an integral part of brand identity. Consistent use of the color palette will not only re-inforce the cohesiveness of the brand, but color also communicates a certain feeling to your audience.

FIXED

These color palettes must be adhered to and cannot be edited in any way.

MASTERBRAND

<p>BLACK</p> <p>CMYK 00.00.00.100 RGB 247.148.29 #f7941d</p>	<p>WHITE</p> <p>CMYK 00.00.00.00 RGB 137.208.200 #89d0c8</p>
---	---

SDG ACTION MANAGER
 Full color specs can be found [here](#).

B IMPACT ASSESSMENT
 Full color specs can be found [here](#).

<p>APP COLORS</p>	<p>IMPACT AREA COLORS</p>
-------------------	---------------------------

FLEXIBLE

These color palettes are available to any B Lab entity.

B LAB GLOBAL

<p>TEAL</p> <p>CMYK 85.15.60.00 RGB 0.157.133 #009d85</p>	<p>GREEN</p> <p>CMYK 00.70.80.00 RGB 74.185.105 #4ab969</p>	<p>LIGHT GREEN</p> <p>CMYK 30.00.40.00 RGB 182.220.174 #b6dcae</p>
<p>DARK RED</p> <p>CMYK 15.100.90.05 RGB 190.30.45 #be1e2d</p>	<p>RED</p> <p>CMYK 00.90.75.00 RGB 239.64.68 #ef4044</p>	<p>ORANGE</p> <p>CMYK 00.70.80.10 RGB 220.102.60 #dc663c</p>
<p>DARK YELLOW</p> <p>CMYK 00.50.95.00 RGB 247.148.40 #f79428</p>	<p>YELLOW</p> <p>CMYK 00.25.100.00 RGB 255.194.14 #ffc20e</p>	
<p>DARK BLUE</p> <p>CMYK 90.50.25.05 RGB 7.110.149 #076e95</p>	<p>BLUE</p> <p>CMYK 75.30.00.00 RGB 43.147.209 #2b93d1</p>	<p>LIGHT BLUE</p> <p>CMYK 60.00.10.00 RGB 79.198.224 #4fc6e0</p>
<p>PURPLE</p> <p>CMYK 00.35.50.00 RGB 167.136.190 #a788be</p>	<p>PINK</p> <p>CMYK 00.20.05.00 RGB 251.212.218 #fbd4da</p>	

FREE

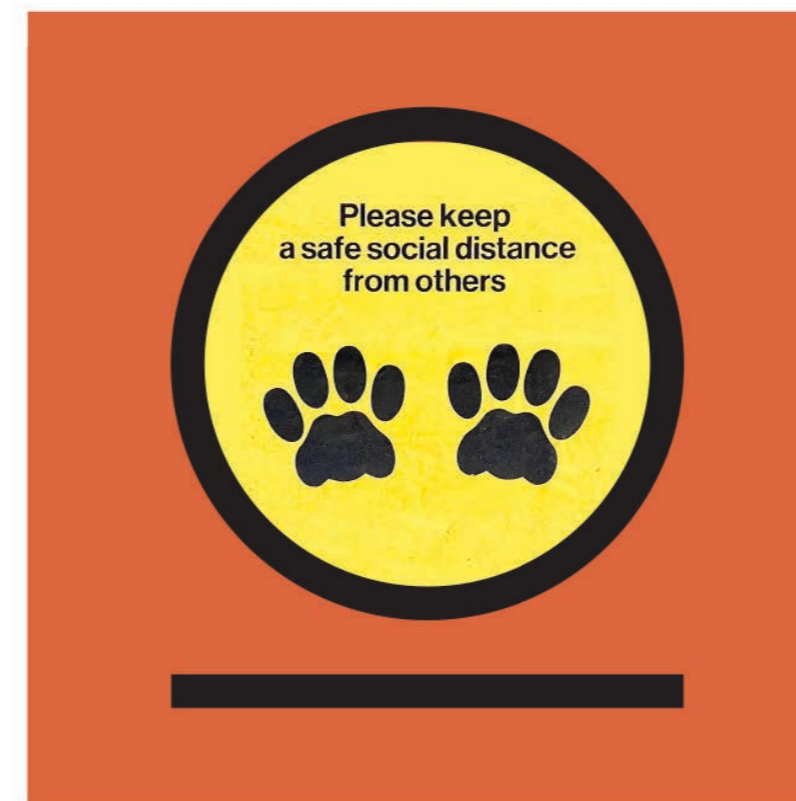
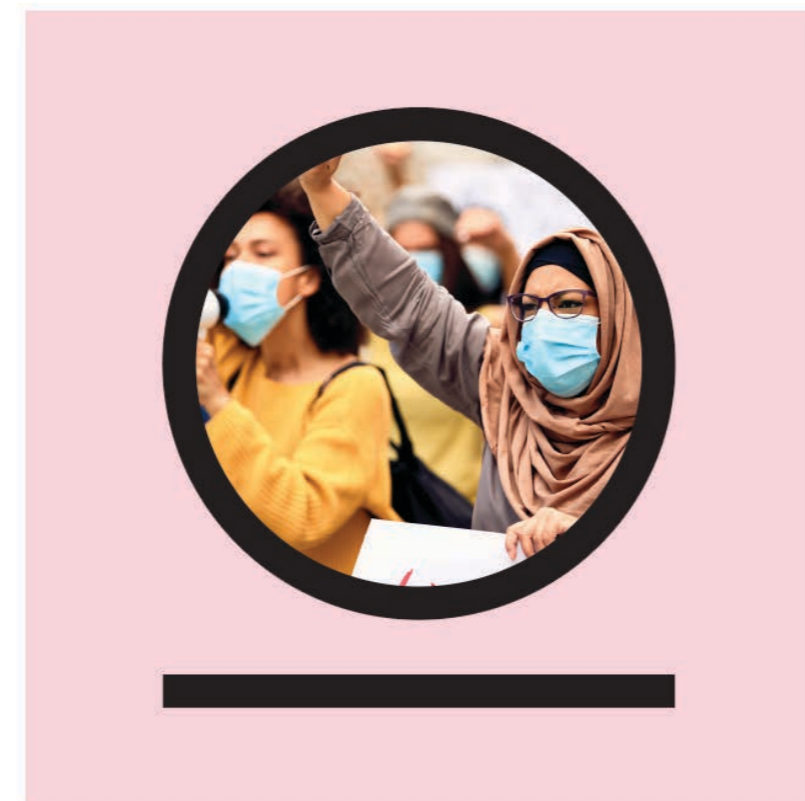
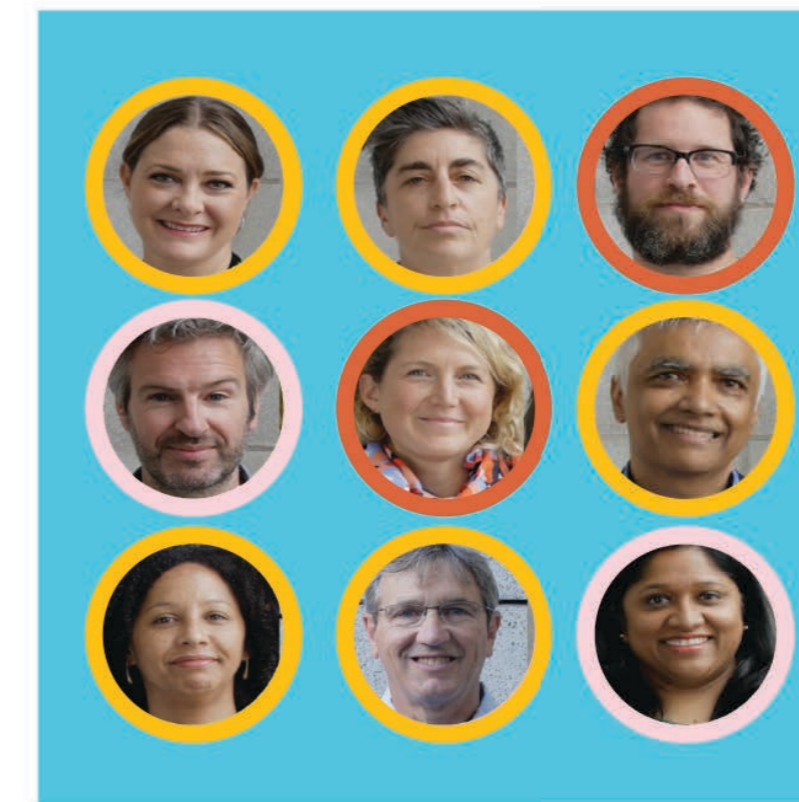
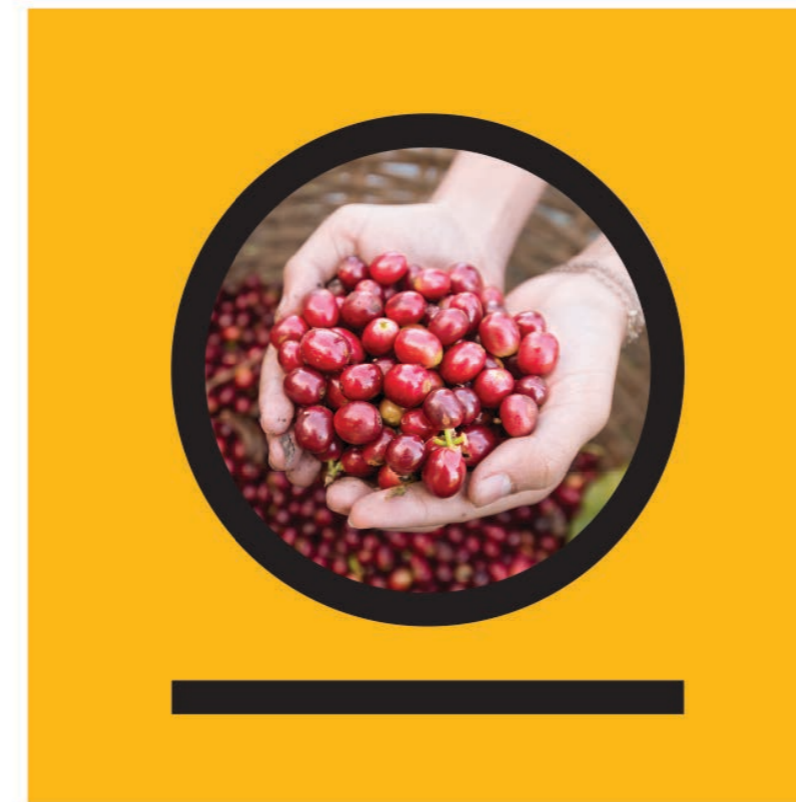
Global Partners are free to create their own color palettes.

GLOBAL PARTNERS

<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>
<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>
<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>	<p>COLOR NAME</p> <p>CMYK 00.00.00.00 RGB 00.00.00 #000000</p>

Photography helps support our communication efforts by drawing the audience in and portraying the larger ideas in a more immediate way.

If desired, the 'Circle' and 'Holding line' can be used to either frame an entire image or highlight a specific area within an image.



THE BIG PICTURE

THE SMALL DETAILS

PORTRAITS

Primary headings are always set in Helvetica Neue Bold.

Occasionally, Helvetica Neue Black can be used for added emphasis.

Body copy is always set in Meta Serif Pro Book. Avoid using weights other than Meta Serif Pro Book and Bold. Avoid using Meta Serif Pro smaller than 8pt.

Bold weights can be used against non-bold weights to add emphasis to key words/lines.

To be used for headlines

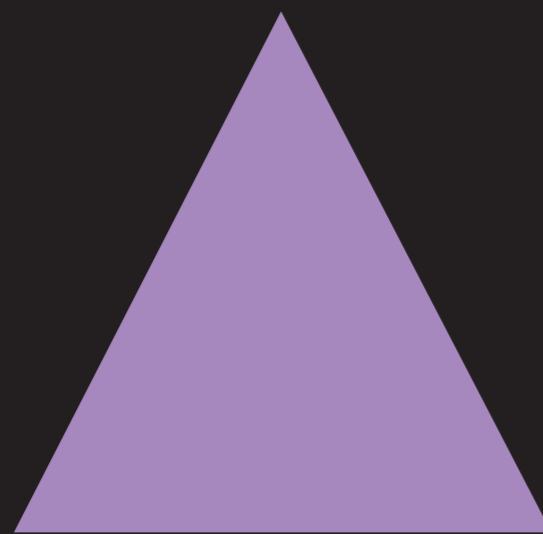
Helvetica Neue Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz

To be used for headlines

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

To be used for body copy

Meta Serif Web Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



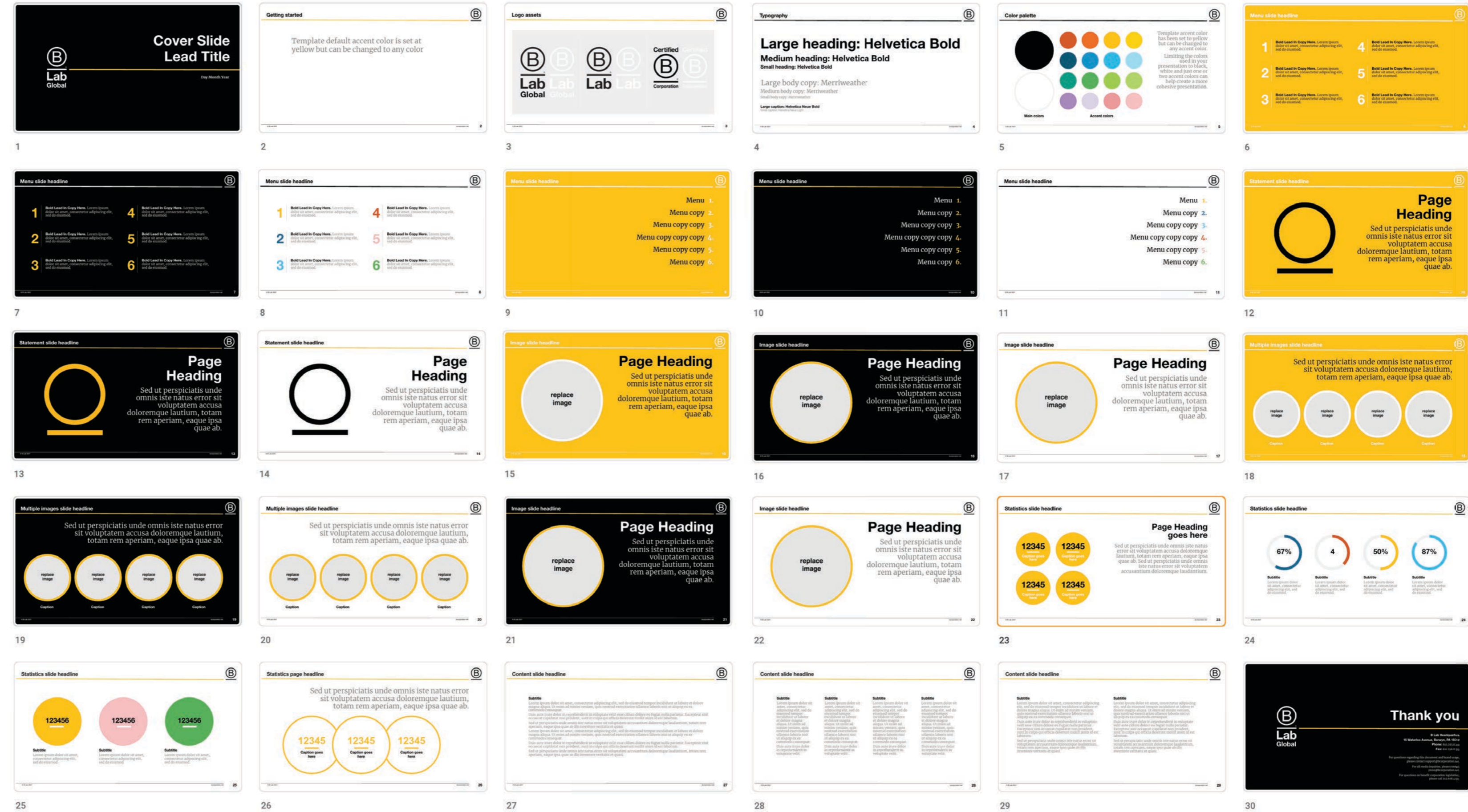
Applications

Here are examples that show how our brand marks and visual assets come together to provide a cohesive and consistent brand language, as well as templates to assist in the correct application.

APPLICATIONS - GOOGLE SLIDES TEMPLATE



For consistency across all of our presentations, we have created a Google slides template which can be found [here](#).





If you have any questions regarding the proper use of these guidelines, feel free to contact the associates listed here.

For branding, marketing, and communications inquiries:

Hannah Munger

Director of Global Communications & Marketing

B Lab Global

hmunger@bcorporation.net

For IP and legal inquiries:

Susan Cori

Chief Operating Officer

B Lab Global

scori@bcorporation.net



THANK YOU