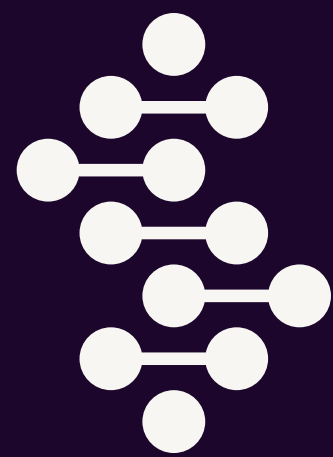
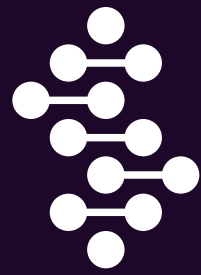


Brand Guidelines



Corporate
Governance
Institute

Insight + Impact



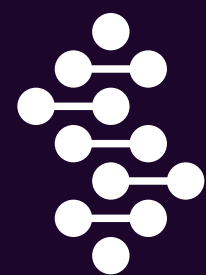
Contents

4	Insight + Impact	7	Logo	25	Digital ads
5	The DNA of business	10	Typefaces	28	Press ads
		12	Typographic voice	32	Social
		14	Colour	34	Diplomas & Certificates
		15	DNA visual	35	eDocuments
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		22	Photography	45	E-mails
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				49	Quick guide



Insight + Impact

The Corporate Governance Institute brings the most advanced insights and methodologies from global leaders to board members and aspiring board members everywhere, so that they can create a positive impact on their boards, businesses and individual careers.



The DNA of business

Corporate Governance is the DNA of a business.

Corporate Governance is a system of rules, practices, and processes by which a company is directed and controlled. DNA contains the instructions required for an organism to develop, survive, and evolve.

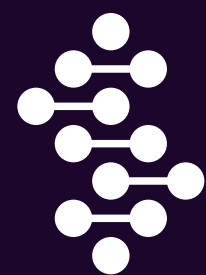
The DNA of our brand

This central metaphor informs the design of our logo, which also evokes multiple parties coming together and upward movement.

A key asset of our visual brand is the 'DNA Visual': a textural image based on DNA nucleobases, which gives energy and movement to our visual language.

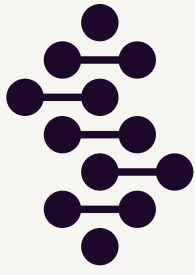
Our visual brand conveys dynamism and trust through clear, direct typography and messaging and a strong core palette combined with the DNA visual, layered photography and a vibrant secondary palette.





Elements

- 7 Logo
- 10 Typefaces
- 12 Typographic voice
- 14 Colour
- 15 DNA visual
- 20 Insight + Impact lock-up
- 21 Icons
- 22 Photography



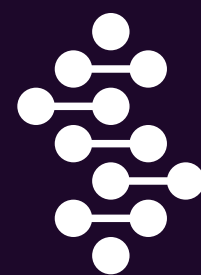
Logo



TCGI_Purple
C83 M88 Y49 K66
Pantone 5255c
R29 G8 B42
Hex: #1D082A



TCGI_Beige
C2 M2 Y4 K0
Pantone 7527c 50%
R247 G246 B242
Hex: #F7F6F2



Logo

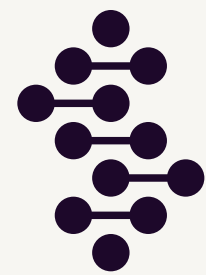
Colour

Use the Purple logo on dark backgrounds and the beige logo on light backgrounds.

Do not create other colour versions of the logo.

Solid black and white versions can be used for single colour printing only.





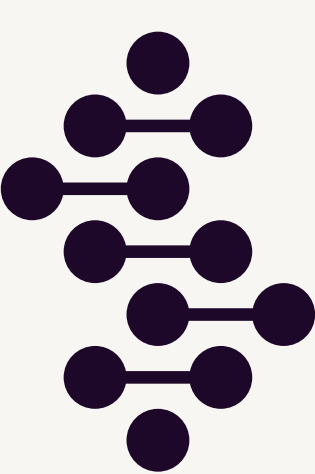
Logo



Minimum size
30mm wide
100px wide*

* See digital ad specs
for exceptions.

Clearance
Give logo generous
clearance, at least
as wide as one unit
of the logo icon.

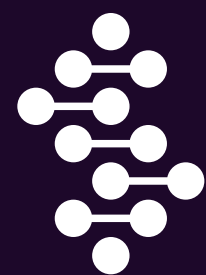


The logo consists of an icon
and a typographic wordmark.

Where appropriate, the icon
can appear in isolation.



Do not show the wordmark
in isolation.



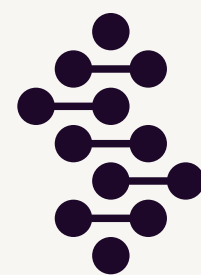
Typefaces

Atlas Grotesk
Regular & Medium

DNA contains the instructions
needed for an organism to
develop, survive, and adapt.

Lyon Display
Light

Corporate Governance is a
system of rules, practices, and
processes by which a company
is directed and controlled.



Typefaces

Default typefaces

The correct brand typefaces should always be used whenever possible.

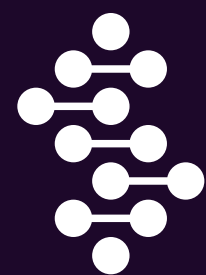
When it is not possible to use the brand typefaces, use these recommended defaults.

Arial
Regular & bold

Georgia
Regular

DNA contains the instructions needed for an **organism** to **develop, survive, and adapt.**

Corporate Governance is a system of rules, practices, and processes by which a company is directed and controlled.



Typographic voice

Typefaces

Lyon Display is used for headlines and large messaging. Atlas Grotesk is the hard-working typeface that does everything else.

Headlines

Headlines and campaign messages are in sentence case and have a full stop. This helps them to look like clear and direct statements.

Justification and line length

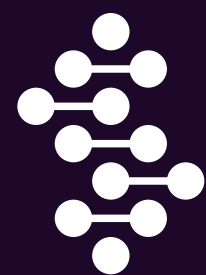
Text is always left aligned. Forced justification and centred text can be hard to read and can look loud and messy. Avoid more than 12 words on a single line.

Clear contrast

Use clear contrasts in scale and typeface to distinguish different types of content.

We use clear,
direct and simple
typography.

We speak in full
sentences, even
in headlines.



Typographic voice

Large heading in sentence case.

Small subhead

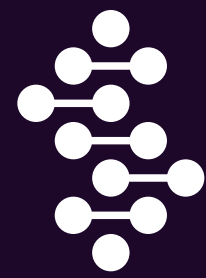
Body text is easiest to read when set in one size, weight and style. Don't change styles to shout: use different colours or weights for functional purposes, like headings or live [hyperlinks](#).



Capital Initials
And Emphasis

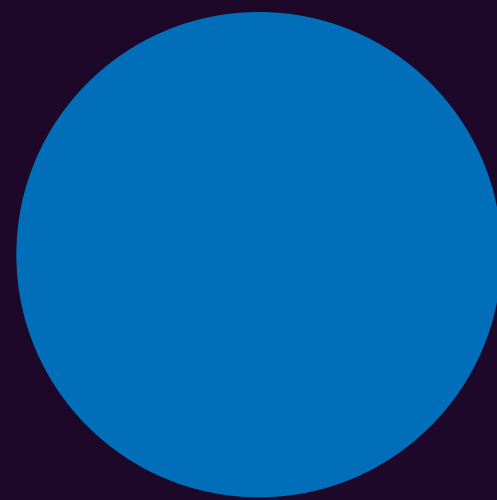
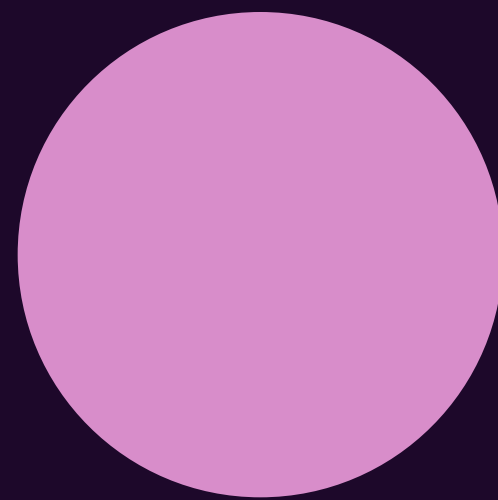
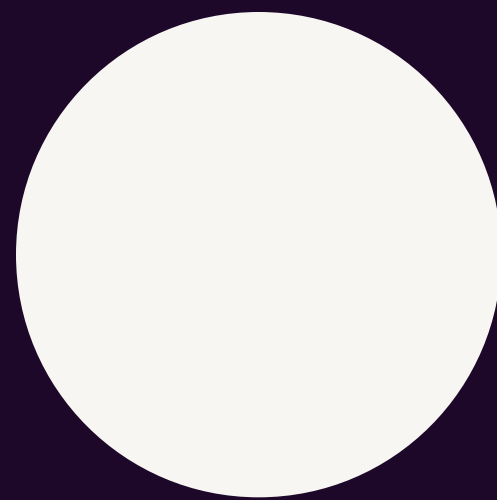
ALL CAPS LYON SUBHEAD

Justified Body text. **Excessive bolding and styling.** Explame pa del explita tem quo omnit porepud ipsandi dis culpa coneceati vende illabores di tem quae. Itam is.



Colour

Primary palette



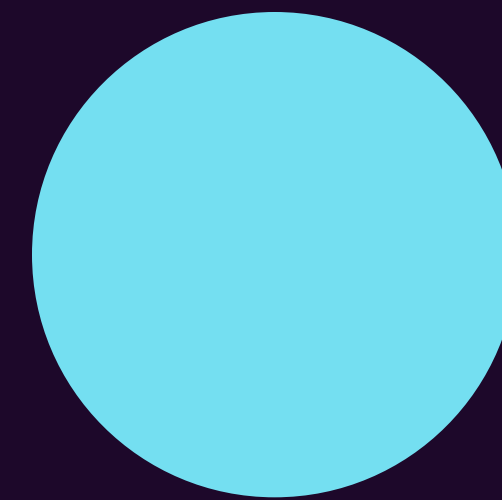
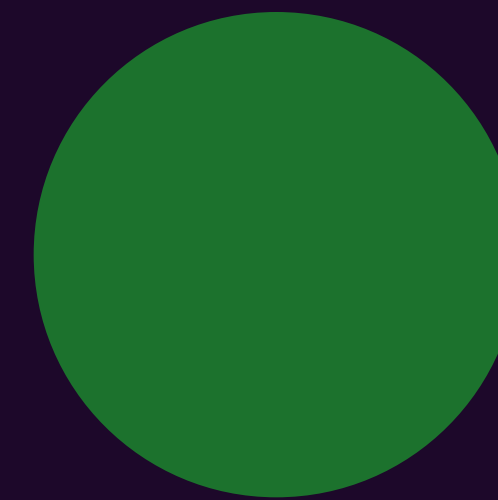
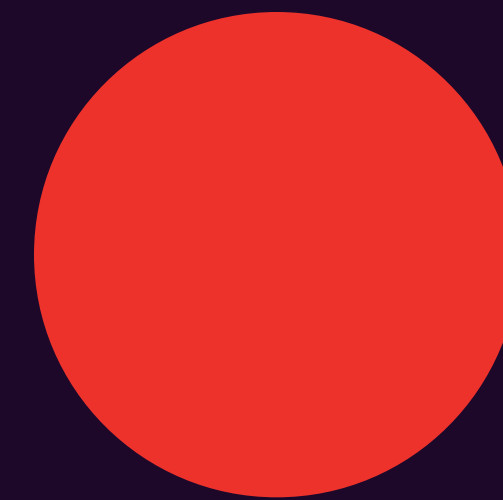
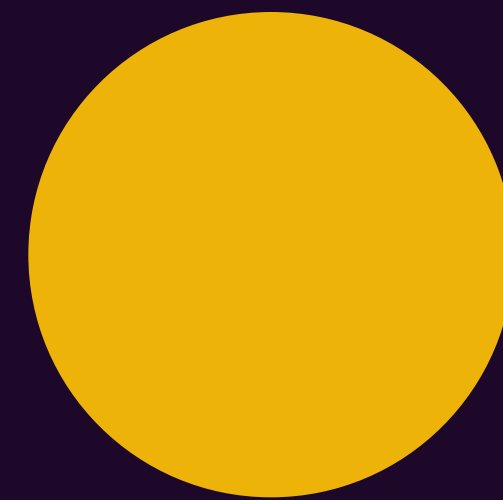
TCGI_Purple
C83 M88 Y49 K66
Pantone 5255c
R29 G8 B42
Hex: #1D082A

TCGI_Beige
C2 M2 Y4 K0
Pantone 7527c 50%
R247 G246 B242
Hex: #F7F6F2

TCGI_Pink
C15 M52 Y0 K0
Pantone 514c
R216 G141 B202
Hex: #D88DCA

TCGI_Blue
C88 M55 Y0 K0
Pantone 285c
R0 B110 G184
Hex: #006EB8

Secondary palette

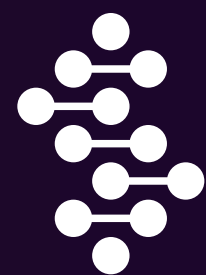


TCGI_Yellow
C7 M30 Y100 K0
Pantone 124c
R237 G179 B8
Hex: #EDB308

TCGI_Red
C0 M94 Y91 K0
Pantone 1788c
R28 G114 B45
Hex: #ED322C

TCGI_Green
C86 M30 Y100 K20
Pantone 349c
R28 G114 B45
Hex: #1C722D

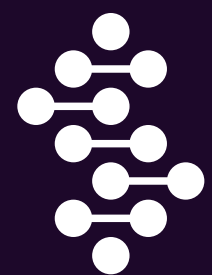
TCGI_Turquoise
C45 M0 Y8 K0
Pantone 3105c
R116 B223 G241
Hex: #74DFF1



DNA visual

The DNA Visual is a central component of our visual identity, bringing depth and dynamism to our communications.

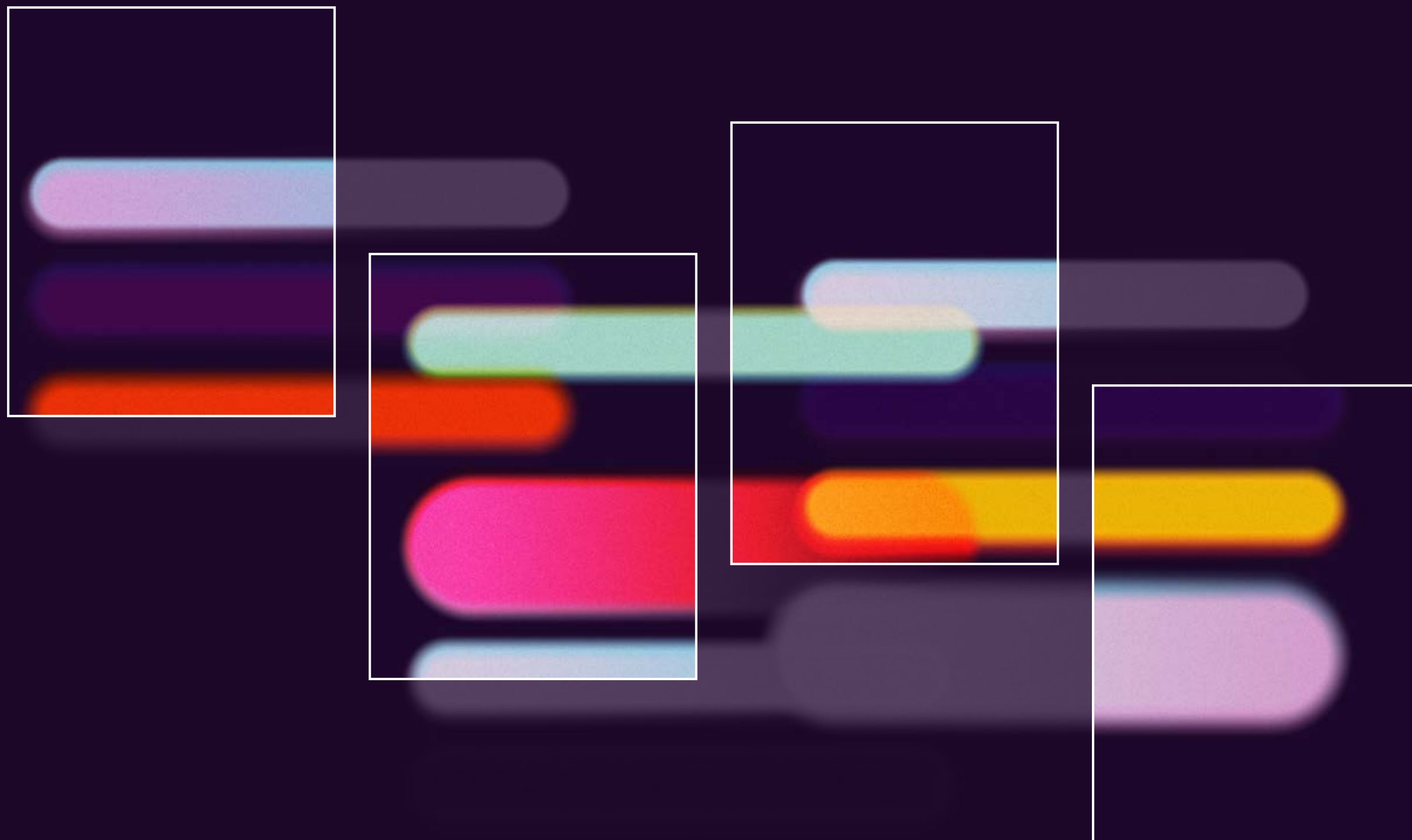


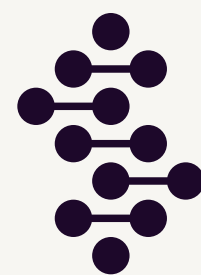


DNA visual

Create a sense of movement

Cropping the DNA Visual
bleeding off one or both edges
creates a sense of movement.



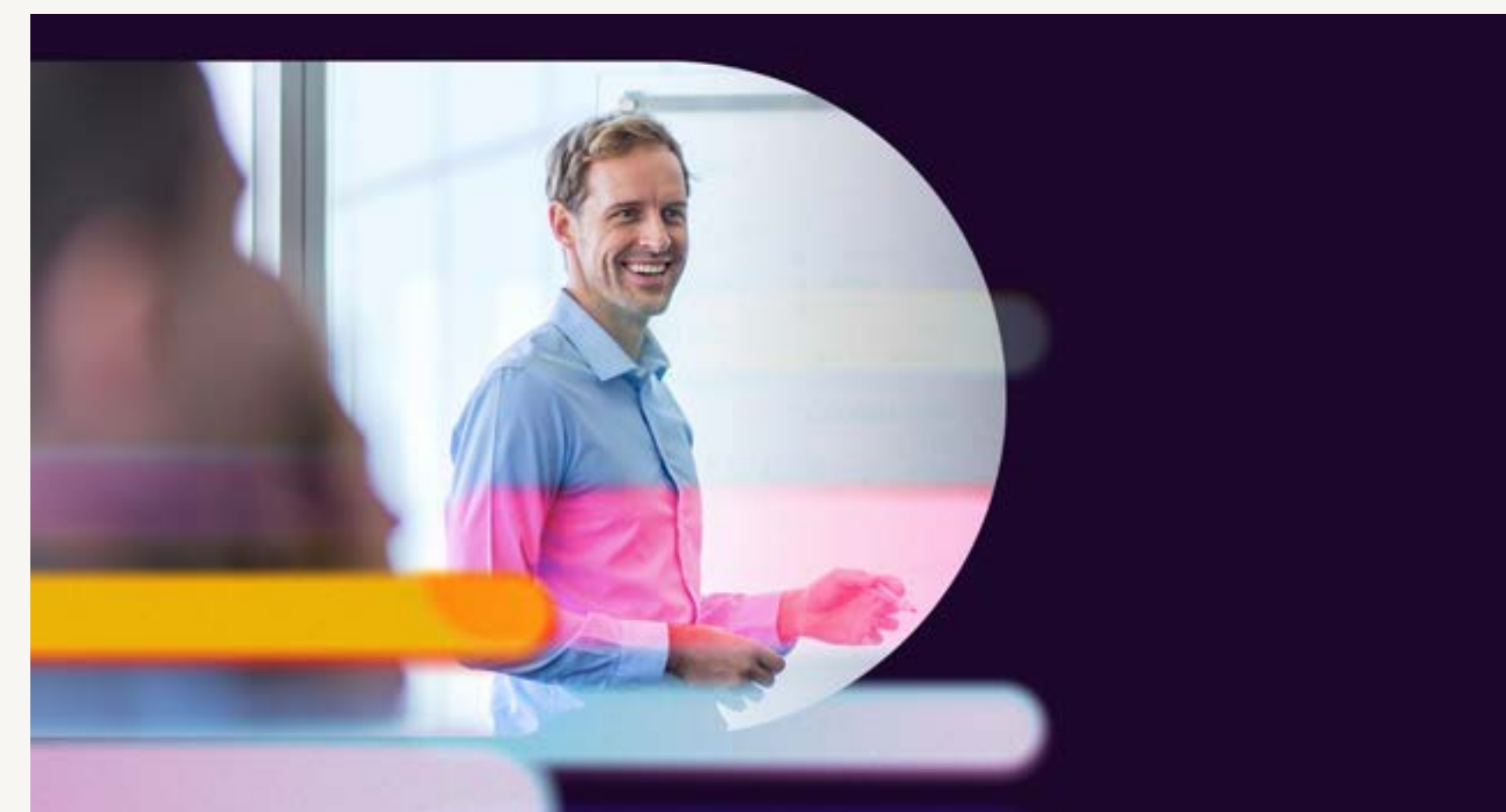


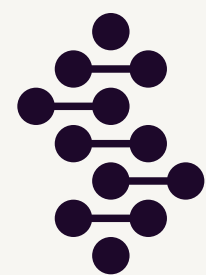
DNA visual

Overlaying the DNA visual on photography

The DNA visual is designed to react to colours in photography. Adjust the position of elements to produce different effects.

The DNA visual can be overlaid over full bleed imagery or imagery housed in a lozenge.



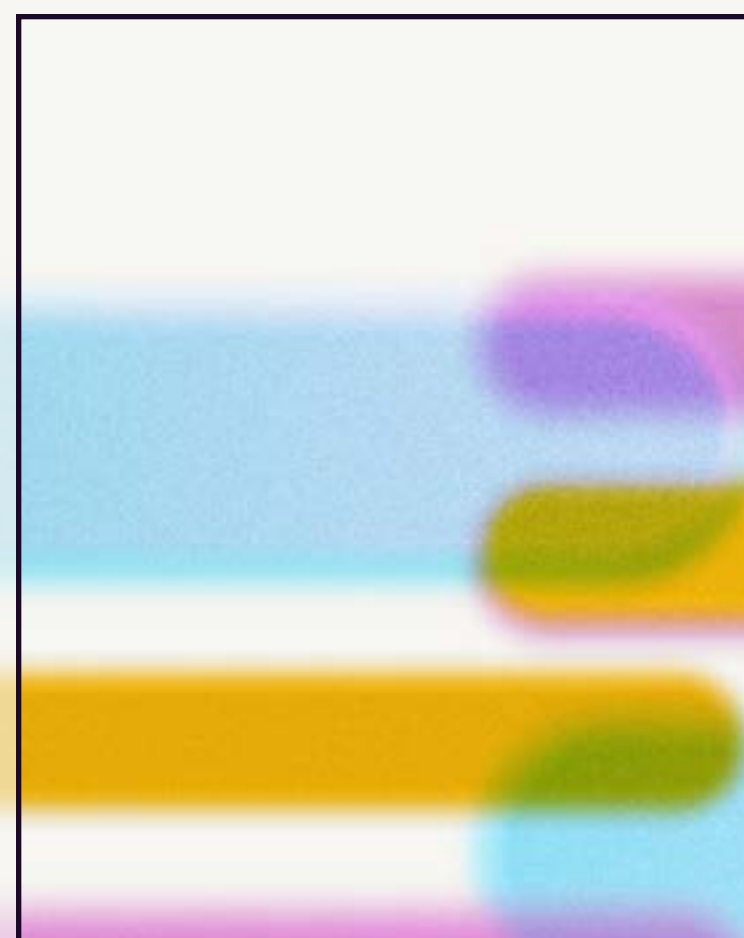


DNA visual — Certificate

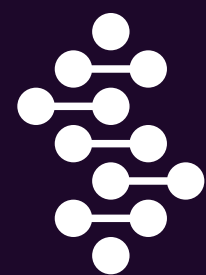
Certificates communicates use a version of the DNA Visual on TCGI Beige.

This should be reserved exclusively for Certificates.

Do not create additional versions of the DNA visual.



The DNA visual is designed to react to colours in photography. Adjust the position of elements to produce different effects.



DNA visual — Membership

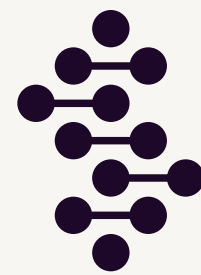
Membership communications use a unique version of the DNA visual in hues of pink and purple.

This should be reserved exclusively for Membership.

Do not create additional versions of the DNA visual.



The DNA visual is designed to react to colours in photography. Adjust the position of elements to produce different effects.



Insight + Impact lock-up

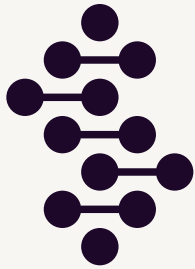
The Insight + Impact lock-up should always appear in Lyon Display Light.

The tagline lock-up is used as evergreen brand messaging, appearing on applications including document covers and social posts.

It should never be attached to the logo as a tagline lock-up.

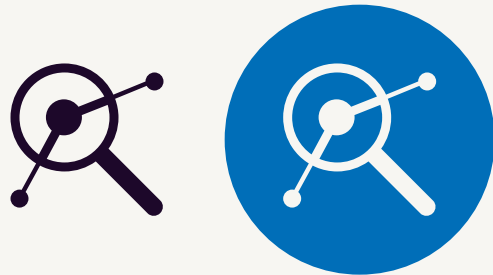


Insight + Impact

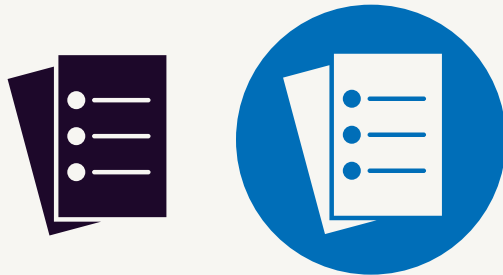


Icons

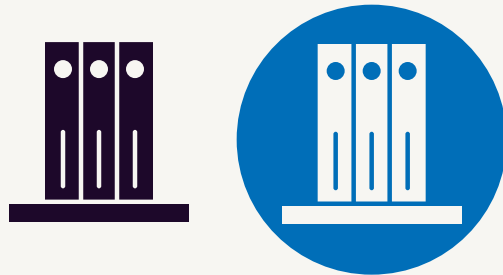
Use icons for designated meanings only.



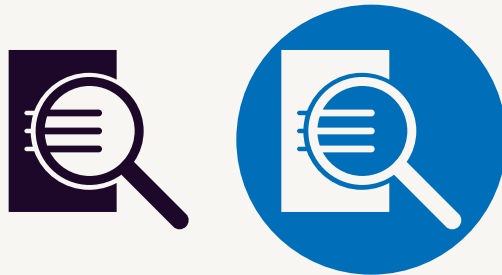
Analysis



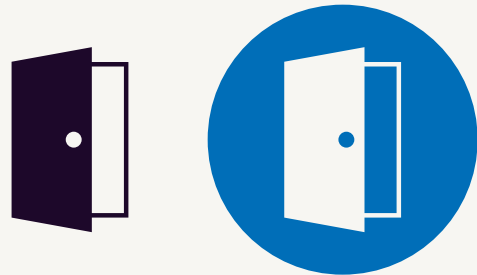
Governance guides



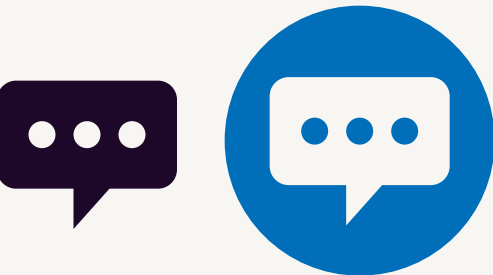
Boardroom documentation



Case studies



Opportunity



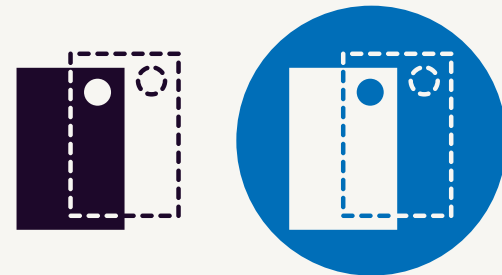
Interviews



Articles



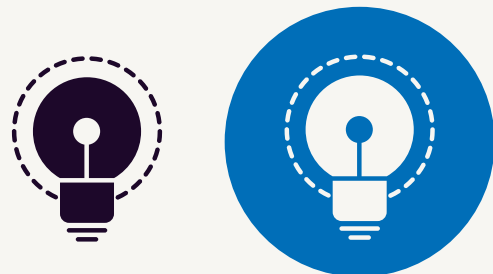
Presentations



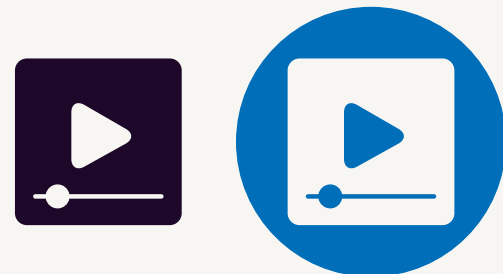
Templates



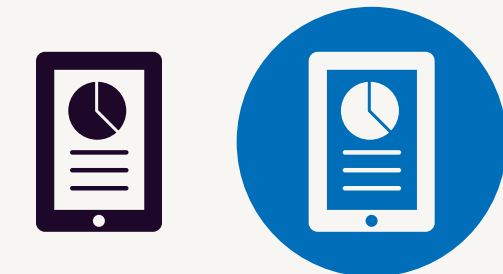
Certified



Tips for directors



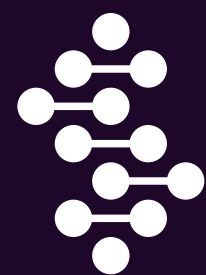
Videos



eBooks



Webinars



Photography

Depth, layers and interaction

Use depth, layers, and interacting subjects to create a sense of energy in our images and to bring the viewer into the action.

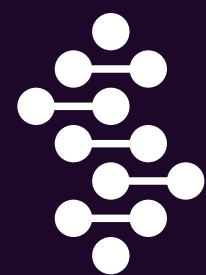
Real settings, naturalistic subjects

Authentic people (not fashion models) in real corporate settings.

Colour

Use full colour imagery. Where possible include subtle accents of brand colours within image.





Portraiture

Layered environments; contrasting areas of light and focus; to-camera and captured in interactions.



Individuals in the moment

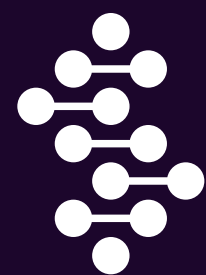
Layered environments; contrasting areas of light and focus; people captured responding to other people off-camera.



Group interactions

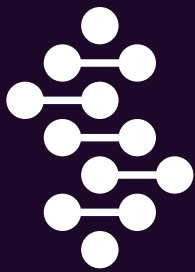
Layered environments; contrasting areas of light and focus; approaching abstraction, emphasis on tone and pattern.





Applications

- 25 Digital ads
- 28 Press ads
- 32 Social
- 34 Diplomas & Certificates
- 35 eDocuments
- 38 Portrait documents
- 41 Video
- 45 E-mails
- 48 Letterhead
- 49 Quick guide



Digital ads

- Alignment**
Align text to left margin and do not justify.
- Word counts**
Keep headings below 10 words and secondary text below 16 words.
- CTA Button**
Only use CTA button on live clickable ads.

Category heading
Only use this when it helps. Most core brand communications do not need it, but themed communications (Lunch & Learn / Membership) can benefit from this standardised placement.

Category Atlas medium

Heading, Lyon Display Light, sentence case.

Secondary text, Atlas Grotesk Regular. <50% of heading point size.

Button CTA

Corporate Governance Institute


MPU 300×250
Margins: 20px
Logo width: 90px
Title column: full width
Secondary column: half width

Category Atlas medium

Heading, Lyon Display Light, sentence case.

Secondary text, Atlas Grotesk Regular. <50% of heading point size.

Button CTA

Corporate Governance Institute


Halfpage 300×600
Margins: 20px
Logo width: 106px
Title column: full width
Secondary column: half width

Category, Atlas medium

Heading, Lyon Display Light, sentence case.

Secondary text, Atlas Grotesk Regular. >75% of heading point size.

Button CTA

Corporate Governance Institute


Skyscraper 120×600
Margins: 16 px
Logo width: 89px
Title column: full width
Secondary column: full width

Category Atlas medium

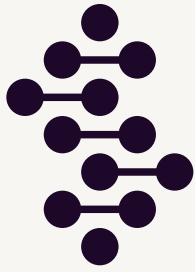
Heading, Lyon Display Light, sentence case.

Secondary text, Atlas Grotesk Regular. <75% of heading point size.

Button CTA

Corporate Governance Institute

Leaderboard 728×90
Margins: 16 px
Logo width: 123 px
Title column: 2/6
Secondary column: 1/6



Digital ads

Imagery

The DNA Visual can be the main image or photography can be used with the DNA Visual.

Photography is not recommended for leaderboards or other extra-wide formats due to size restrictions.

Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Erat volutpat, ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Join today

 Corporate Governance Institute

Lunch & Learn

Lorem ipsum dolor sit amet.

Day and Date, Time

Register now


 Corporate Governance Institute

with Speaker Name
Job Title, Organisation

Nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

Erat volutpat, ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Join Today

 Corporate Governance Institute

Lunch & Learn

Lorem ipsum dolor sit amet.

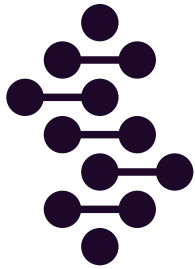
Day and Date
Time

Register now



with Speaker Name
Job Title, Organisation

 Corporate Governance Institute



Digital ads

Membership & certificate digital ads
Membership and Certificates each have their own version of the DNA Visual.

- See
- ➔ See certificate visual
 - ➔ See membership visual

Members' Exclusive Masterclass

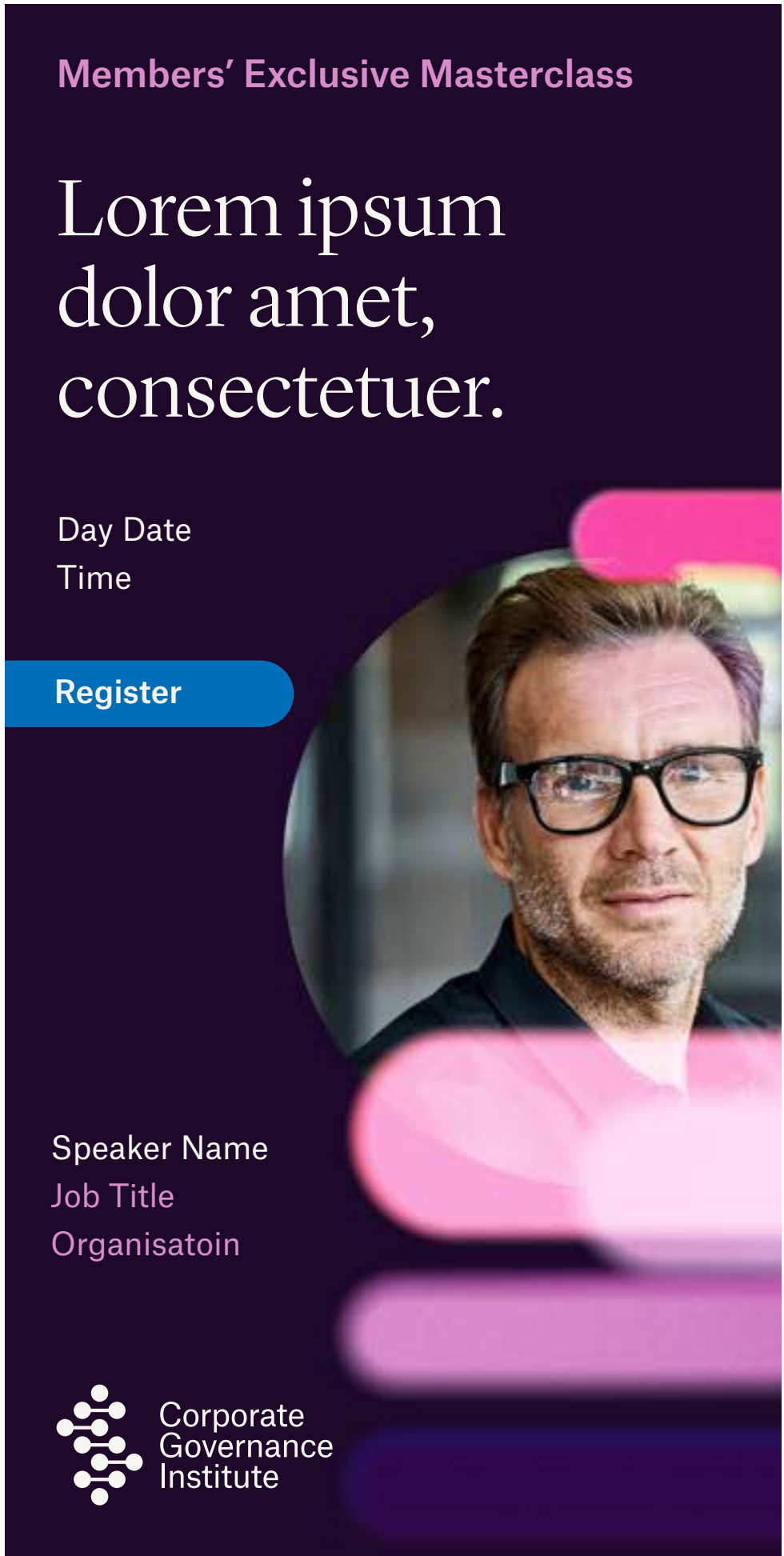
Lorem ipsum dolor amet, consectetur.

Day Date
Time

Register

Speaker Name
Job Title
Organisatoin

Corporate Governance Institute



Certificate in Lorem Ipsum

Lorem ipsum dolor amet, consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Enroll now

Download brochure

Corporate Governance Institute



Certificate in Lorem Ipsum

Lorem ipsum dolor amet, consectetur.

Enroll now

Download brochure

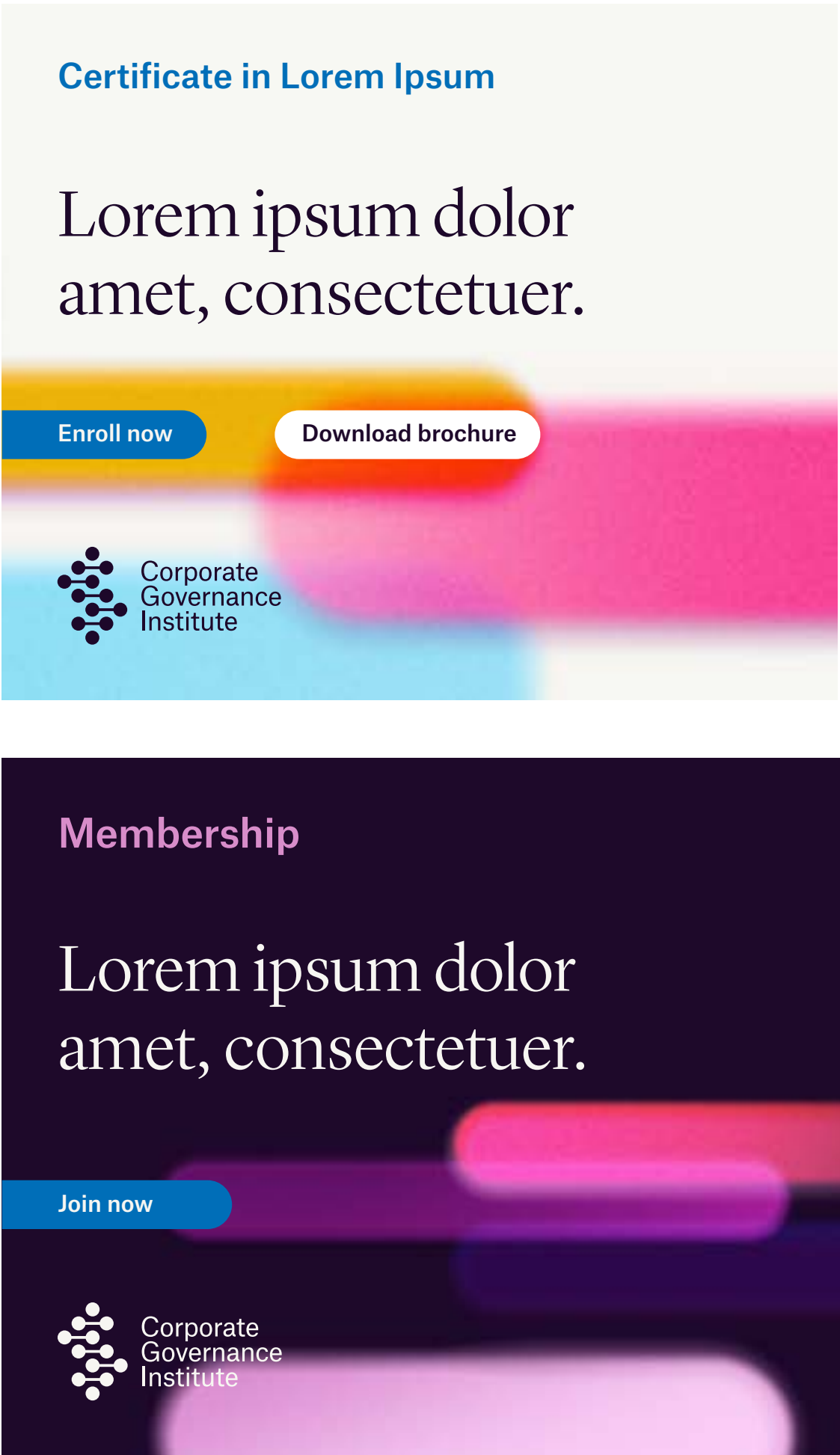
Corporate Governance Institute

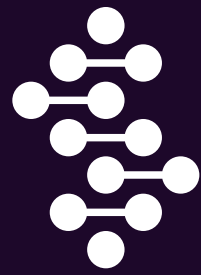
Membership

Lorem ipsum dolor amet, consectetur.

Join now

Corporate Governance Institute



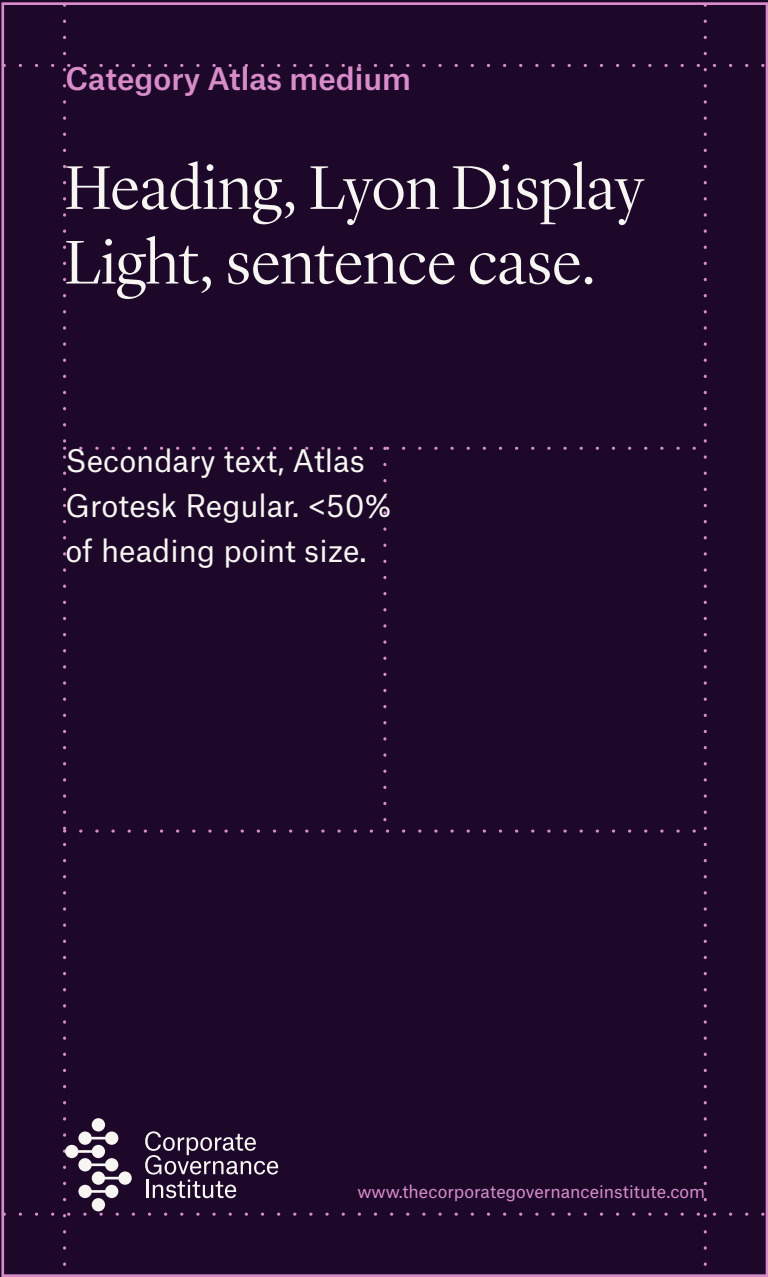


Press ads

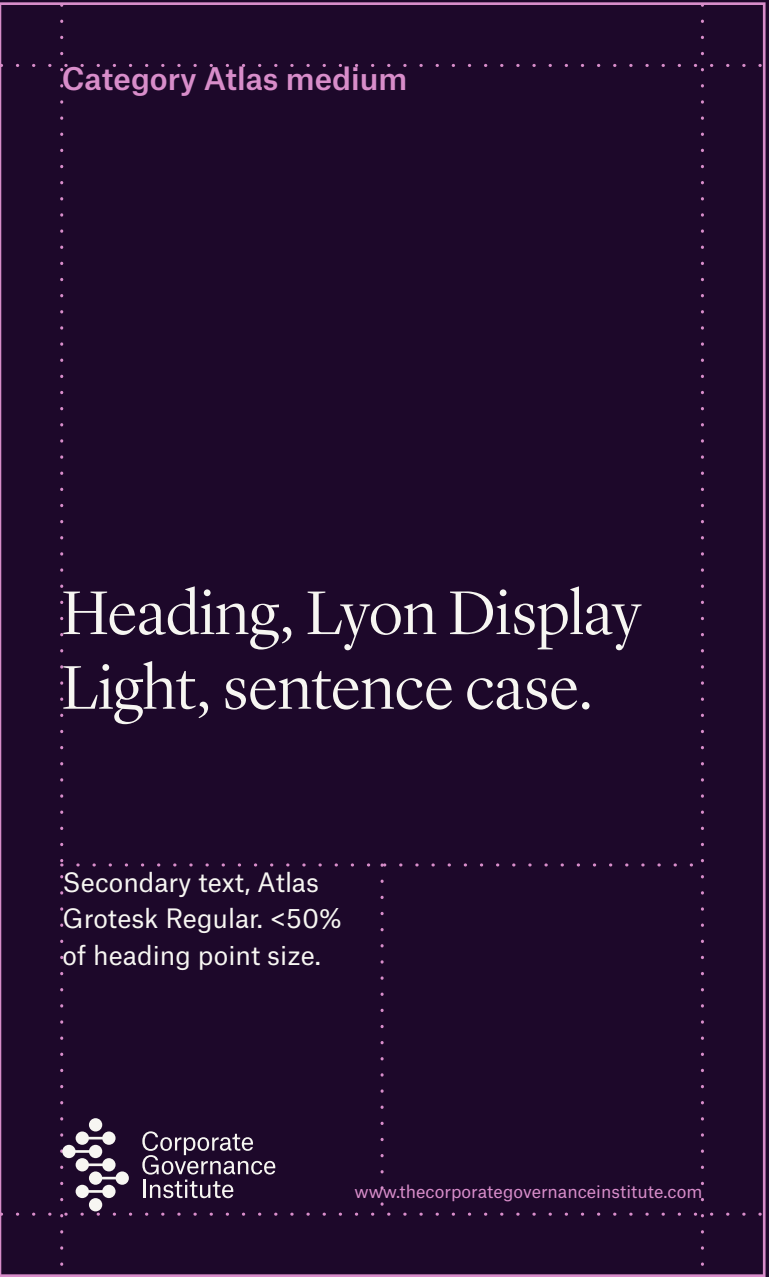
Alignment
Align text to left margin and do not justify.

Ad sizes
Press ad sizes are subject to variation. The examples provided here are for demonstration. Follow these grids as a general guide for all sizes.

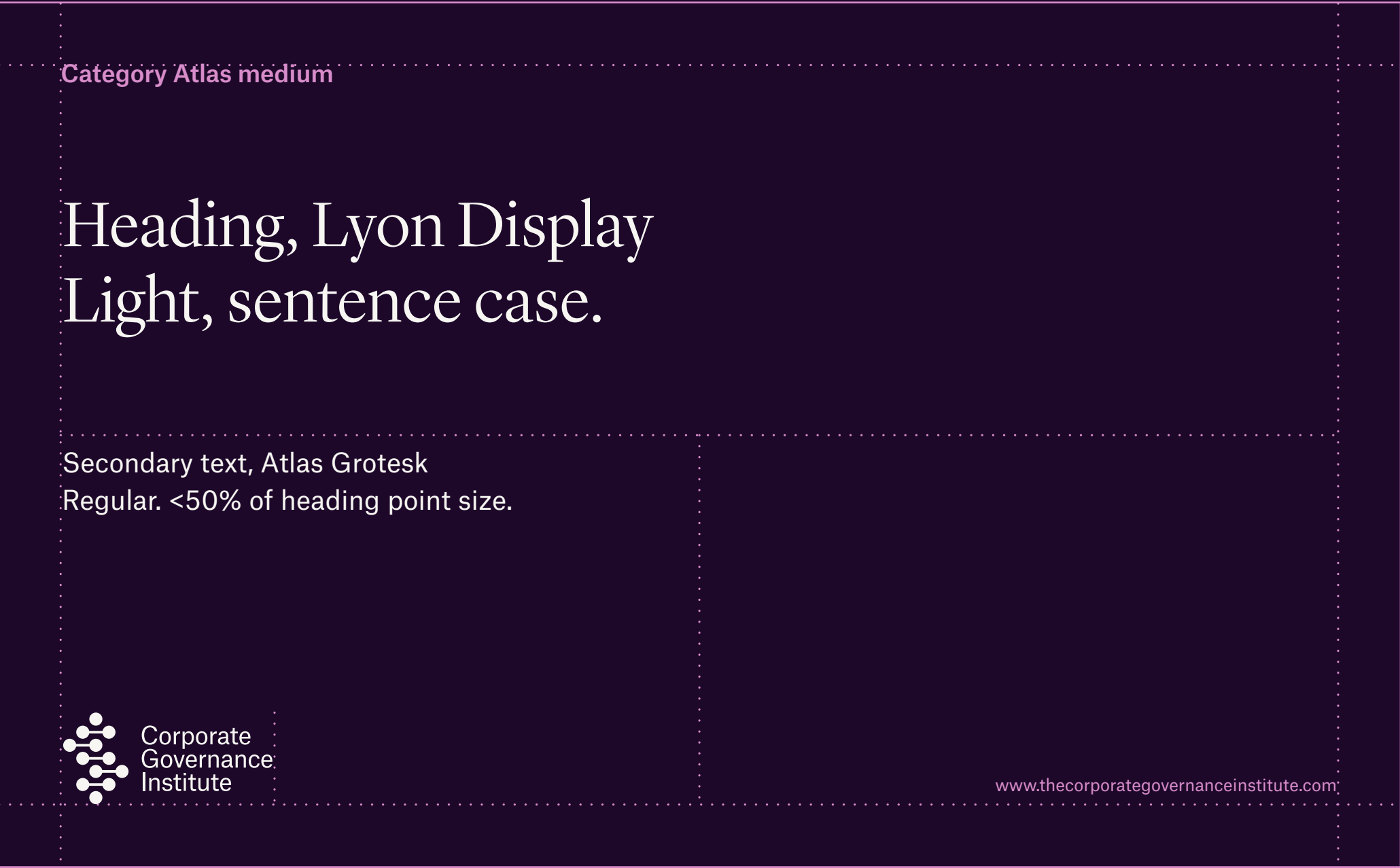
CTA
Never use the CTA Button in print. URLs can be provided.



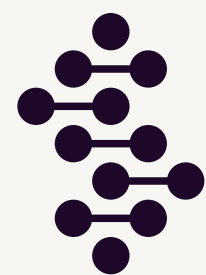
Portrait
Title led



Portrait
Image led



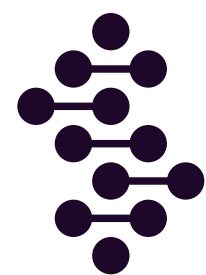
Landscape
Typography on left



Press ads

Imagery
The DNA Visual can be the main image or photography can be used with the DNA Visual.





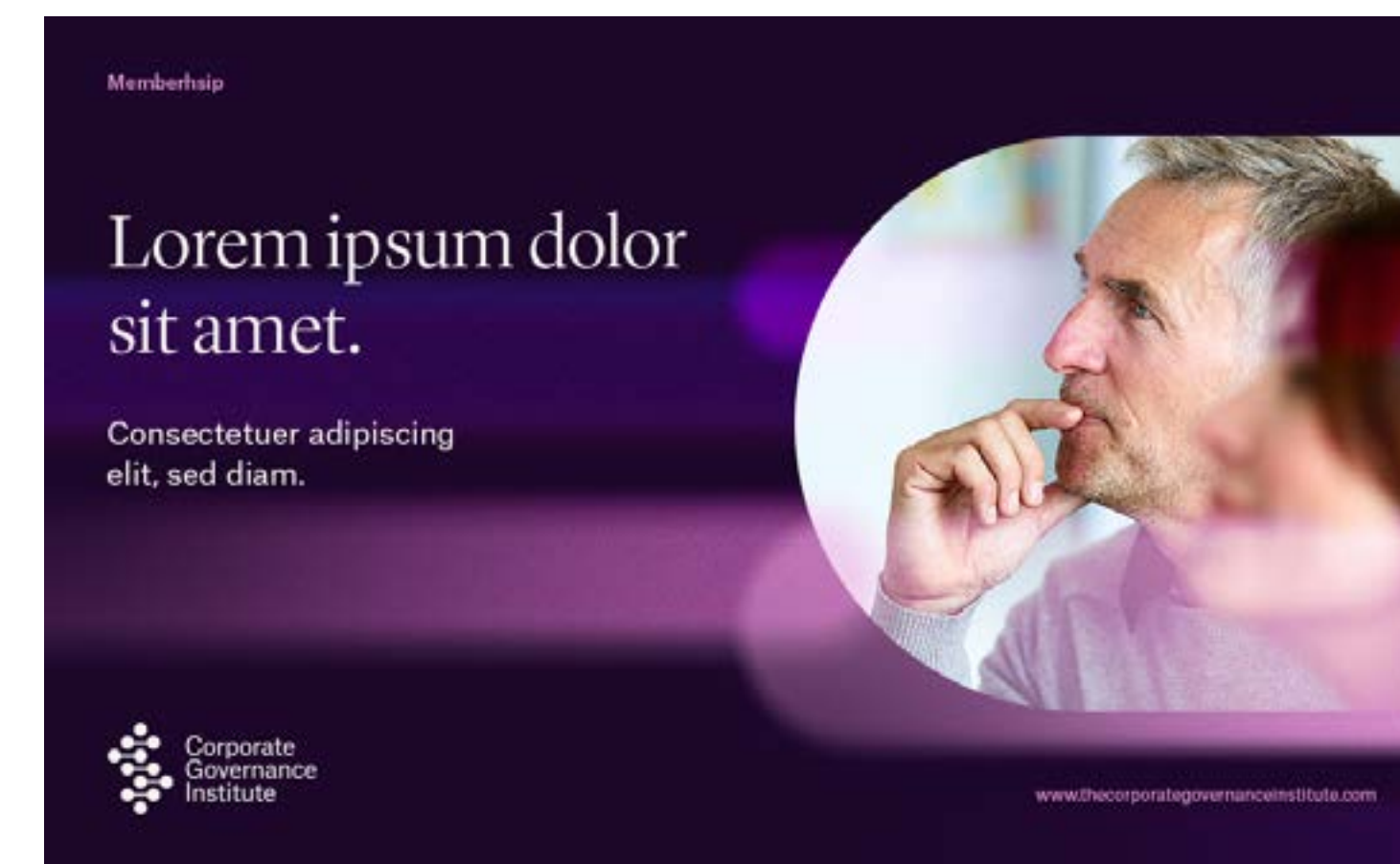
Press ads

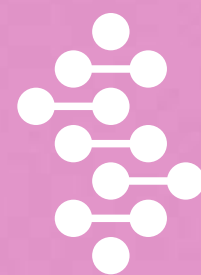
Membership & Certificate press ads

Membership and Certificates each have their own version of the DNA Visual.

See

- ➔ [See certificate visual](#)
- ➔ [See membership visual](#)





Our brand

Element

31

Consectetur adipiscing

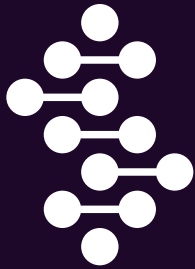
Lorem ipsum dolor
sit amet.

Consectetur
adipiscing elit,
sed diam.



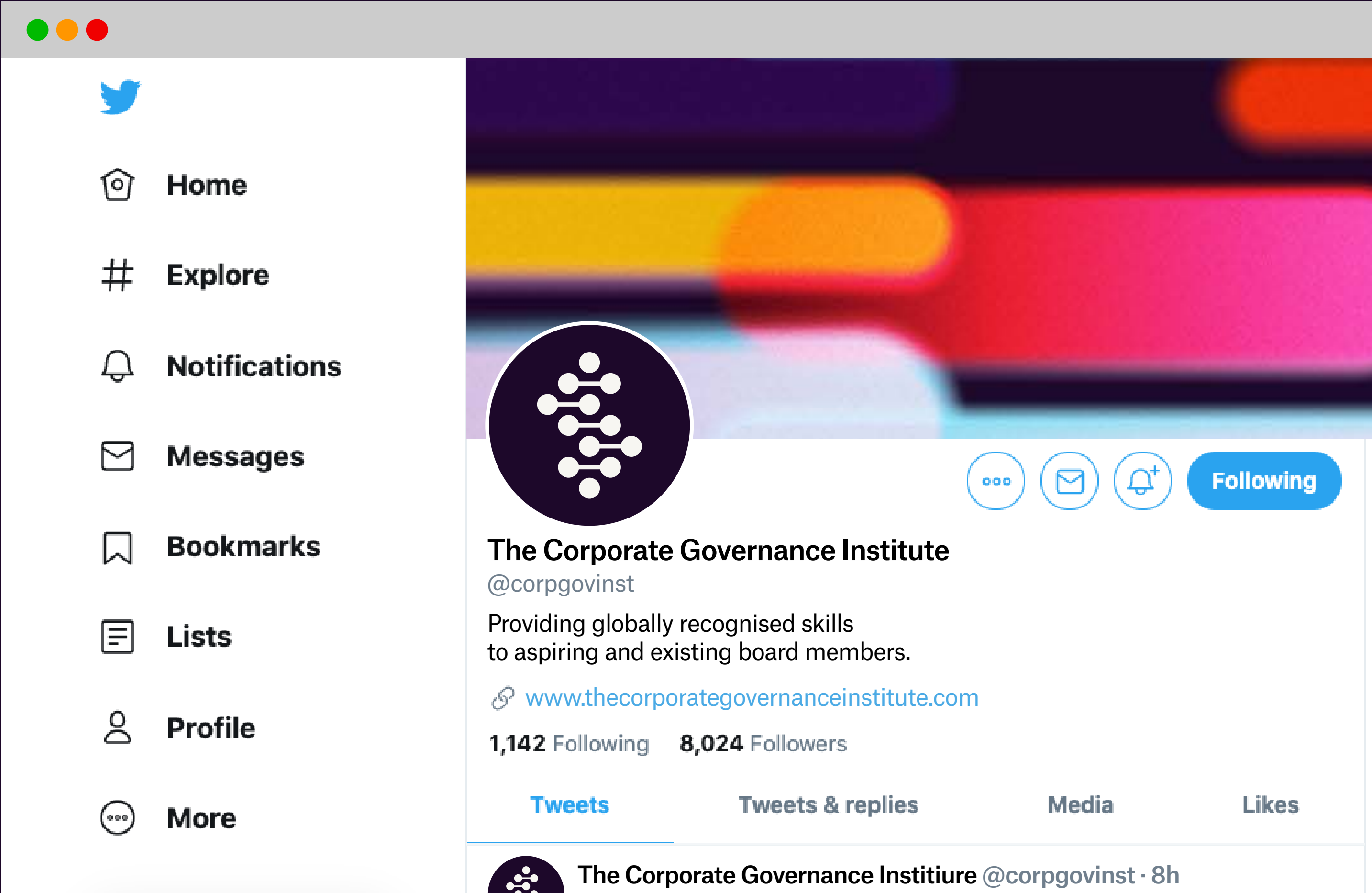
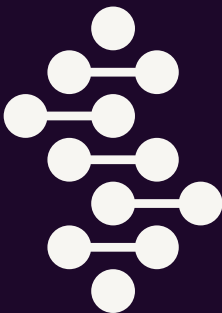
Corporate
Governance
Institute

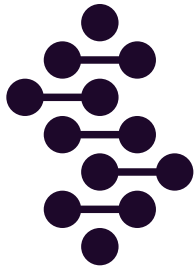
www.thecorporategovernanceinstitute.com



Social

Social avatars
Use the logo icon in isolation for social profile avatars.





Social post images


Keep text in social post images to a minimum

The post image is to attract attention.

Stick to short headlines and leave out the category header and logo when not needed.

Use the post text for full information and links.



 **The Corporate Governance Institiure @corpgovinst · 8h**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada et sapien sit amet iaculis. Mauris tincidunt porta urna in vehicula. Aenean tellus dui, feugiat sed fringilla at, euismod nec lorem.



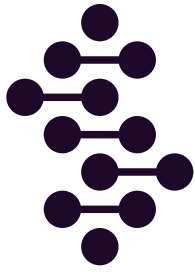
Lunch & Learn



Certificate



Membership

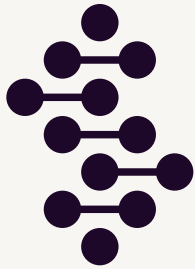


Diplomas & Certificates

Certificates use the lighter version of the DNA visual.

See
➔ [See certificate visual](#)





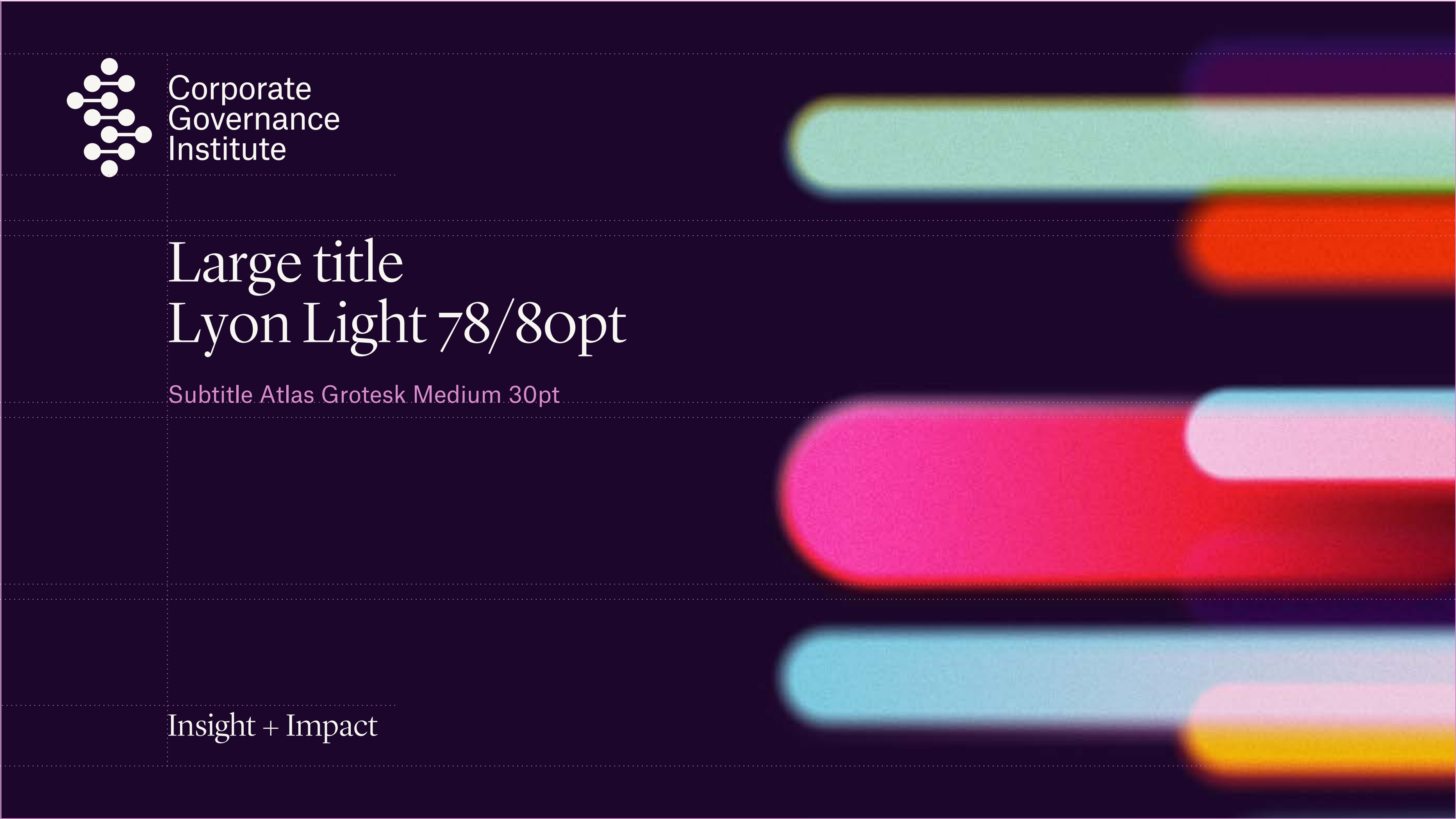
eDocuments

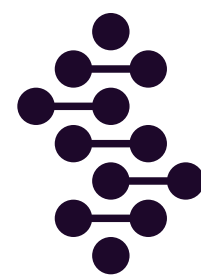
Cover

Logo
Top margin 70px
Height 160px

Typography
Left margin 220px
Tagline 42pt

Title and subtitle point sizes are for demonstration and can be adjusted to suit different word and line lengths.



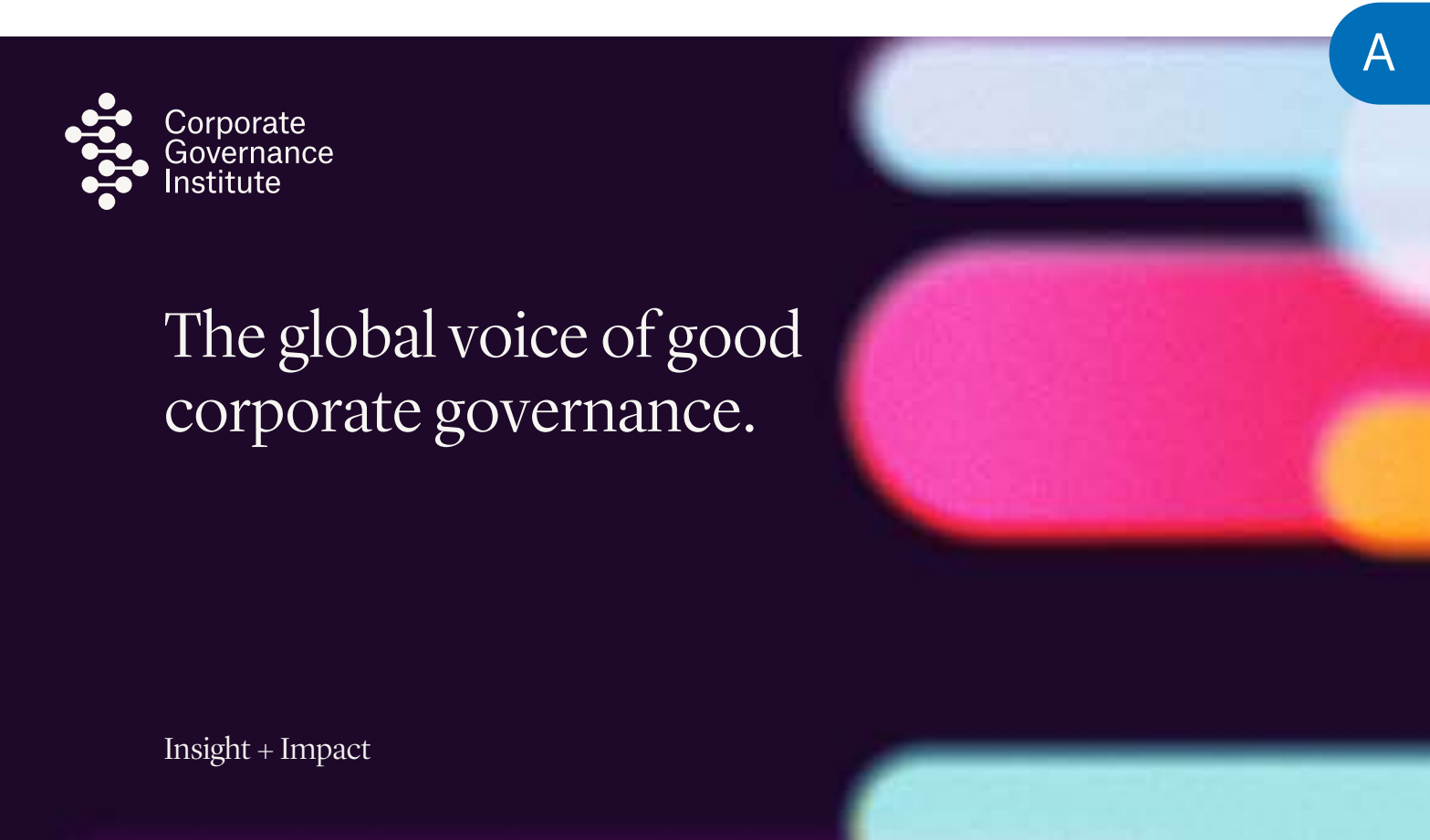


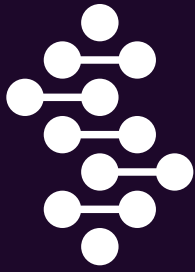
eDocuments

Sample brochure covers

- A General brochure
- B Diploma
- C Membership
- D Certificate

See
➔ [See certificate visual](#)
➔ [See membership visual](#)





eDocuments

Typography
Keep line lengths short and give text areas plenty of breathing room. Do not overfill pages.
➔Click for typographic guidelines

Image framing
Alternate full bleed imagery with images framed within a lozenge.

Colour and contrast
Sequence dark and light pages, and graphic and photographic pages.

The Corporate Governance Institute

Elevate your career

Less than 1% of board members across the globe have an accredited qualification in Corporate Governance. A Diploma in Corporate Governance is your chance to compete effectively for executive and non-executive board positions.

Cultural awareness, ethics, and social responsibilities are key objectives of the Diploma.

- A company's culture can significantly impact the performance, governance, and reputation of an organisation.
- You will examine why culture is as important to corporate boards as financial performance.

- Recent high-profile governance failures have been caused by companies with poor company cultures or subcultures.
- As advocates for board diversity, we are calling on all boards to ensure high levels of inclusion and diversity.
- ESG - environmental, social and governance - is now a top priority for boards.



COURSE OVERVIEW

COURSE MODULES

CONTACT DETAILS

03

Diploma in Corporate Governance

The Corporate Governance Institute

How will you learn?

The Diploma in Corporate Governance is delivered online over the course of ten weeks and will take 36 hours to complete. Your time commitment per week is approximately six hours.

This course is delivered by leading governance practitioners and experienced board directors and includes videos, realistic case studies, group discussions and individual supports.

Your learning experience will be unique, it will feel like you are in the boardroom.

The modules can be delivered to you via desktop, tablet or mobile.



COURSE OVERVIEW

COURSE MODULES

CONTACT DETAILS

04

Diploma in Corporate Governance

The Corporate Governance Institute

Become a member

As a member of the Corporate Governance Institute, you will gain access to practical knowledge, expert advice, cutting-edge research and a valuable network. You do not need to have earned a Diploma, or be currently enrolled in a course with the Corporate Governance Institute to become a member.



Open new doors
Our members are amongst the most strategic and successful business leaders, including chairs, non-executive directors, executive directors, company secretaries, and CEOs. Membership is your opportunity for growth, both personally and professionally. We are globally connected, not only through our Governance Advisory Council but with board leadership internationally.

Develop the mindset of a director
Your membership secures your competitive edge and ensures that you will be able to participate effectively at board meetings. Our primary objective is to help people become great board members and outstanding strategic leaders.

Enhance your expertise
As a member, you will enjoy continuous online learning and development opportunities such as members-only webinars, masterclasses, guides, interviews, case studies, boardroom templates and documents. We expose you to the topics confronting boards throughout the world.

Become a leader in governance
Be part of an organisation that sets the gold standard of governance. Today's world is a very challenging place, and organisations require leaders in governance to restore, revive, and deliver positive change for good.

02

Membership of the Corporate Governance Institute

The Corporate Governance Institute

And more, including:

Case Studies
The purpose of a case study is to analyse a singular scenario to which you, as a director, can relate. The process of studying a director's dilemma offers many opportunities for enlightenment.

Our members enjoy access to a series of case studies that illustrate true-to-life issues facing board members but also provide a framework for solving these same board-related problems. Examples include: 'Directors' dilemma: should directors act on shareholder demands?'

Articles
Highly relevant, thought-provoking articles, curated to address the specific needs of board directors including content like: 'What are the red flags board members need to spot?' and 'What 10 questions should board members ask their CEO?'

The Corporate Governance Handbook
Many board directors will realise that, somewhere along the line, they wish they had a quick reference guide.

The Corporate Governance Handbook sets out the core role and functions of the board. It summarises and provides a first point of reference on the legal duties of boards. It also provides information on the support available to boards to be effective.

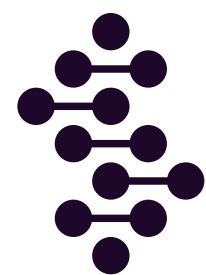
A Membership Directory
Our membership directory is a 'who's who' of board leadership.

With the ability to sort by country, industry and position, the Corporate Governance Institute's Membership Directory is available for the use of members who wish to connect with others.

Frequently Asked Questions
A compiled list of frequently asked questions is available for the use of board members and Chairs.

05

Membership of the Corporate Governance Institute



Portrait documents

Portrait documents are most appropriate for print, but these guides can also be followed for portrait eDocuments.

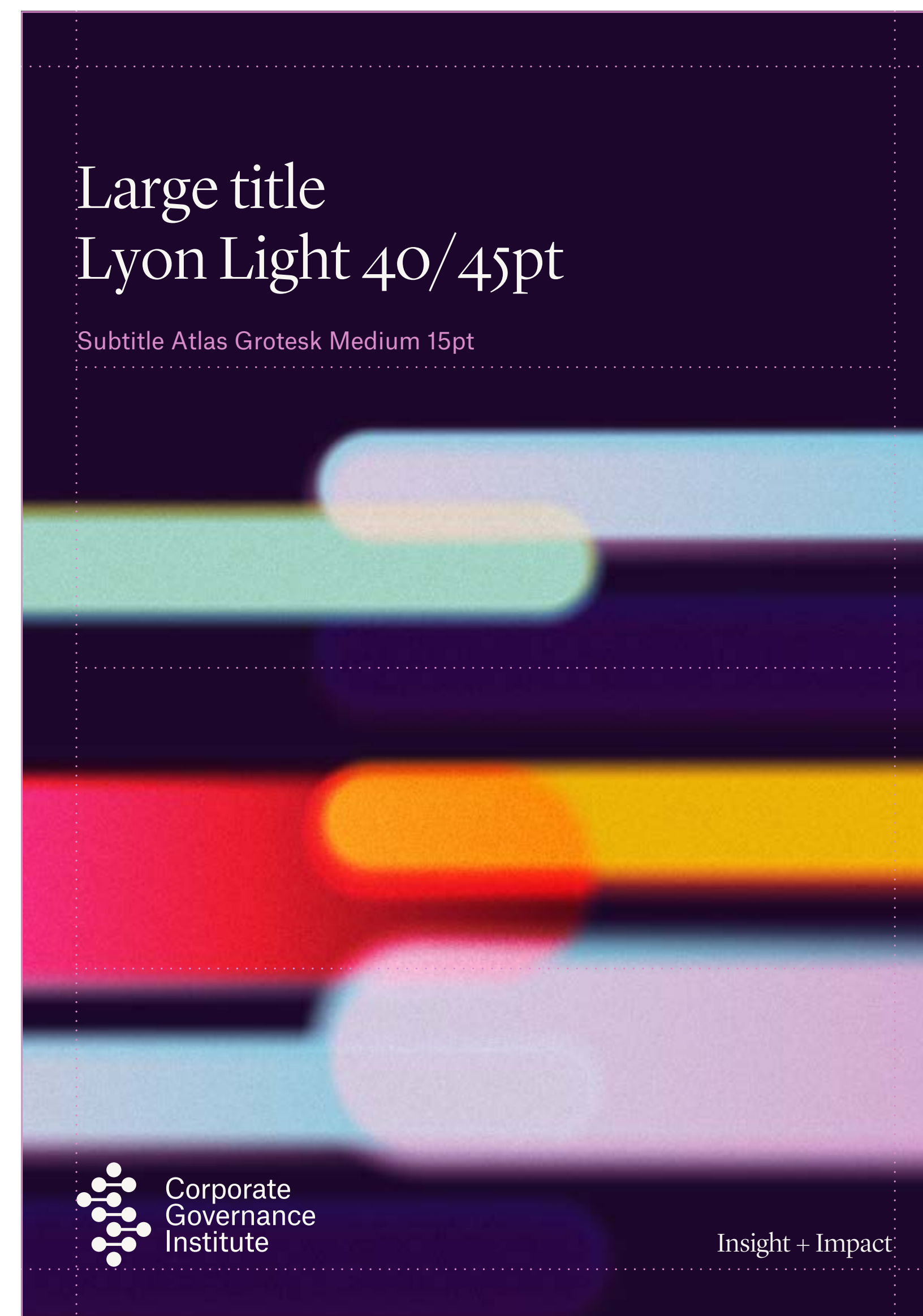
Cover

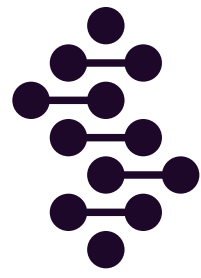
Margins 12.5mm

Logo width 54mm

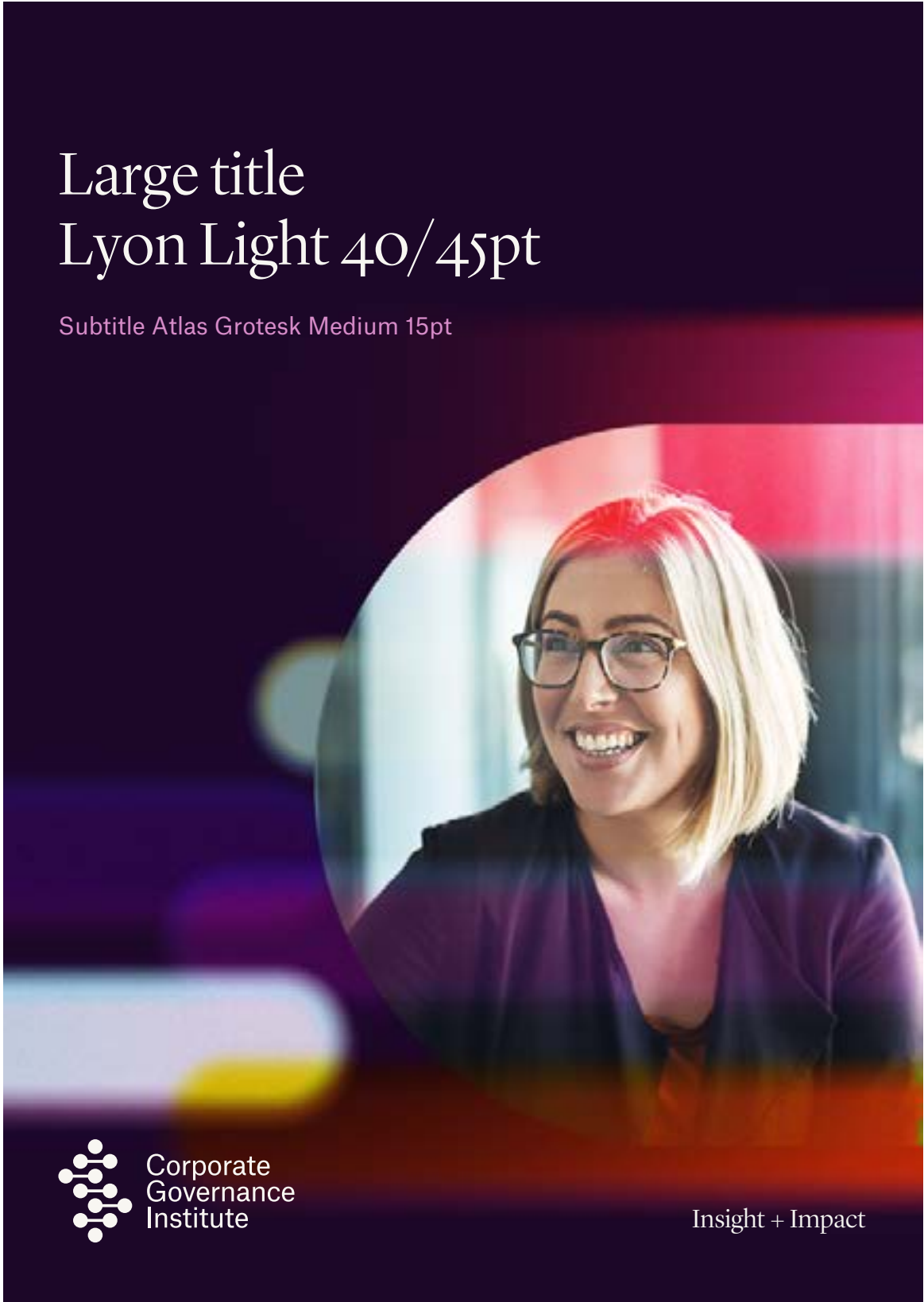
Tagline 18pt

Title and subtitle point sizes are for demonstration and can be adjusted to suit different word and line lengths.

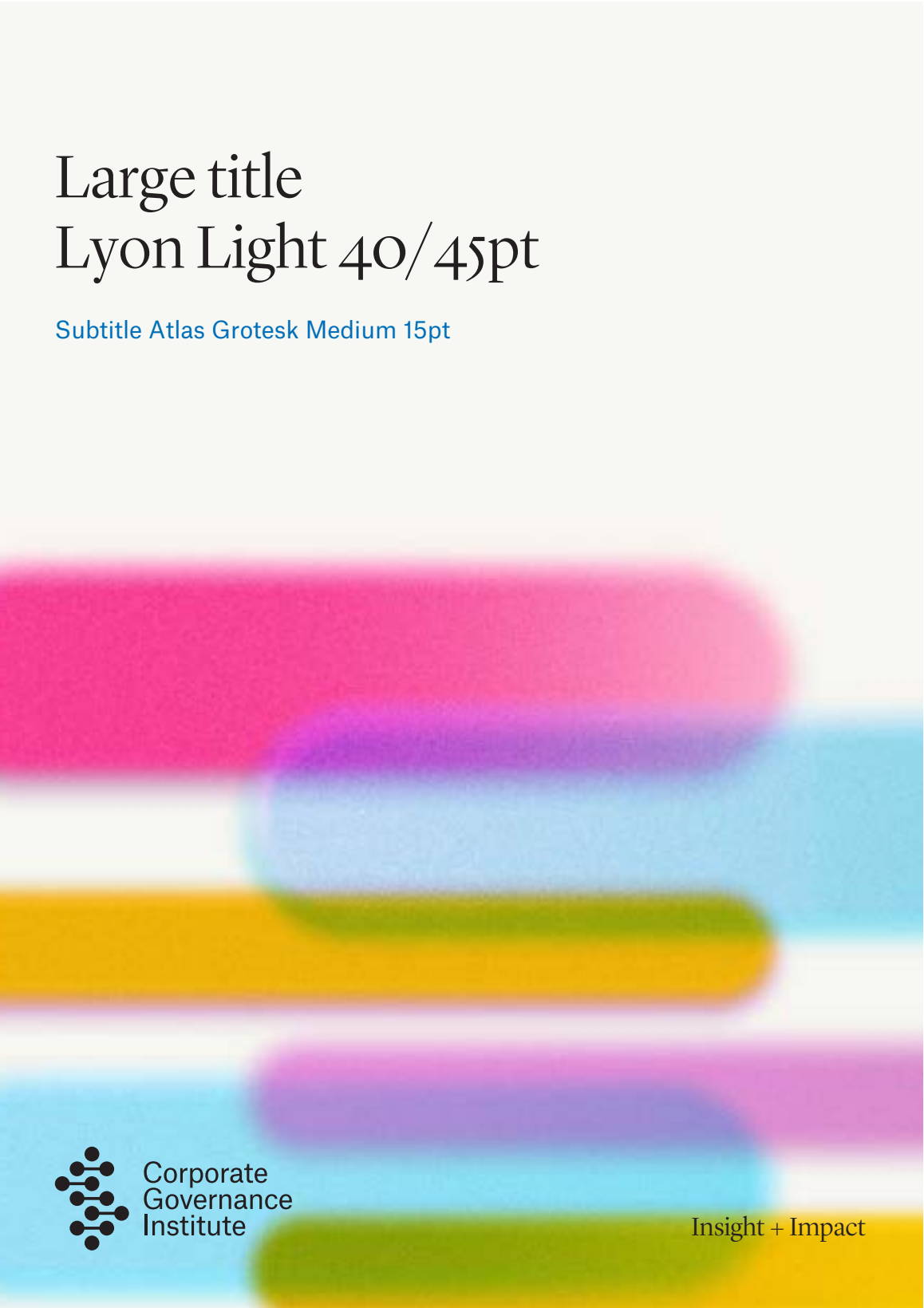




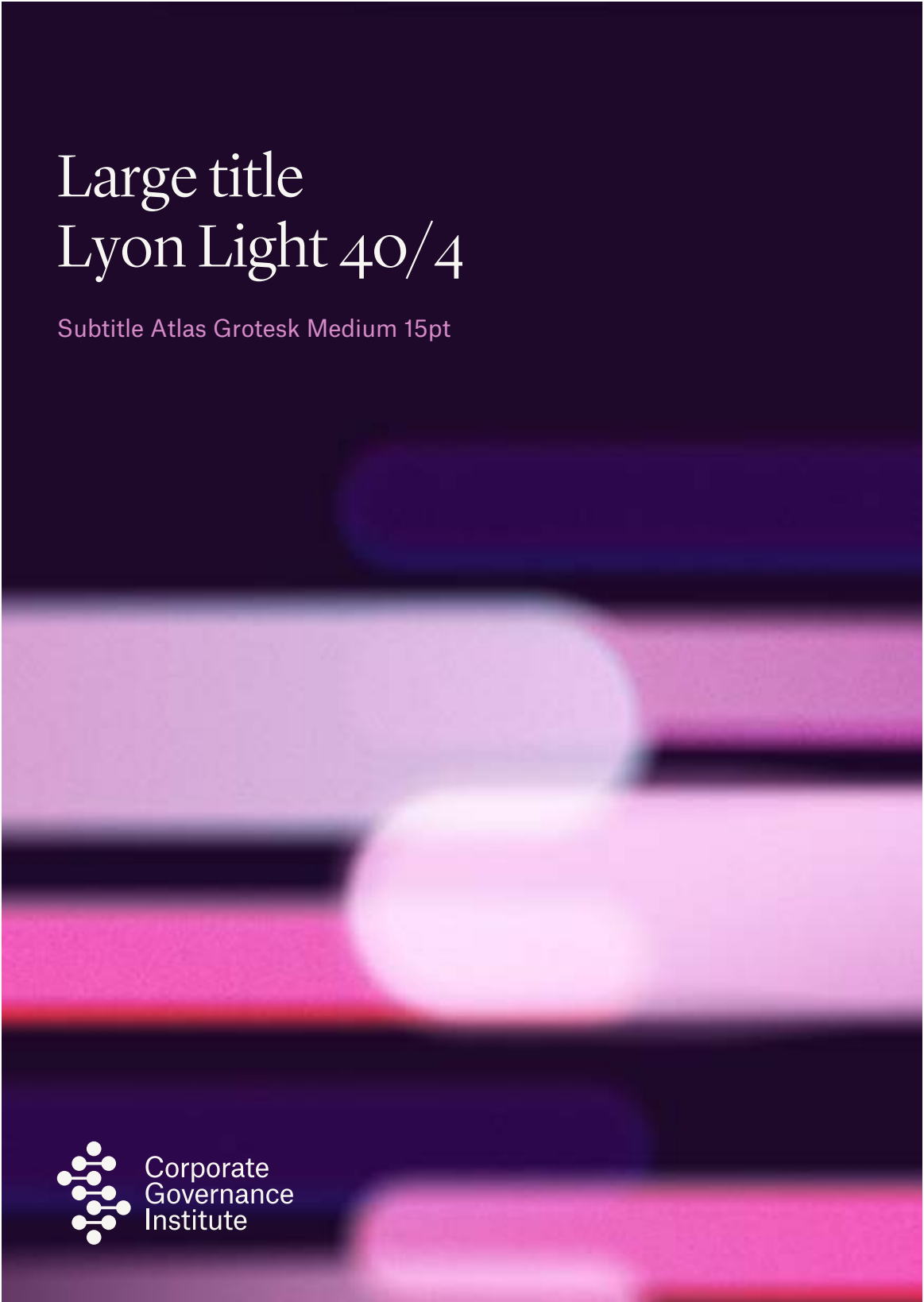
Portrait documents



With image



Certificate



Membership



Portrait documents

Typography

Keep line lengths short and give text areas plenty of breathing room. Do not overfill pages.

➔ [See typographic guidelines](#)

Image framing

Alternate full bleed imagery with images framed within a lozenge.

Colour and contrast

Sequence dark and light pages, and graphic and photographic pages.

Large title, Lyon Light.

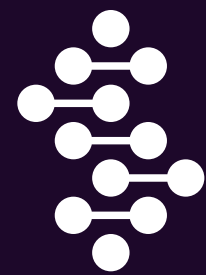
Intro para, Atlas Grotesk Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum

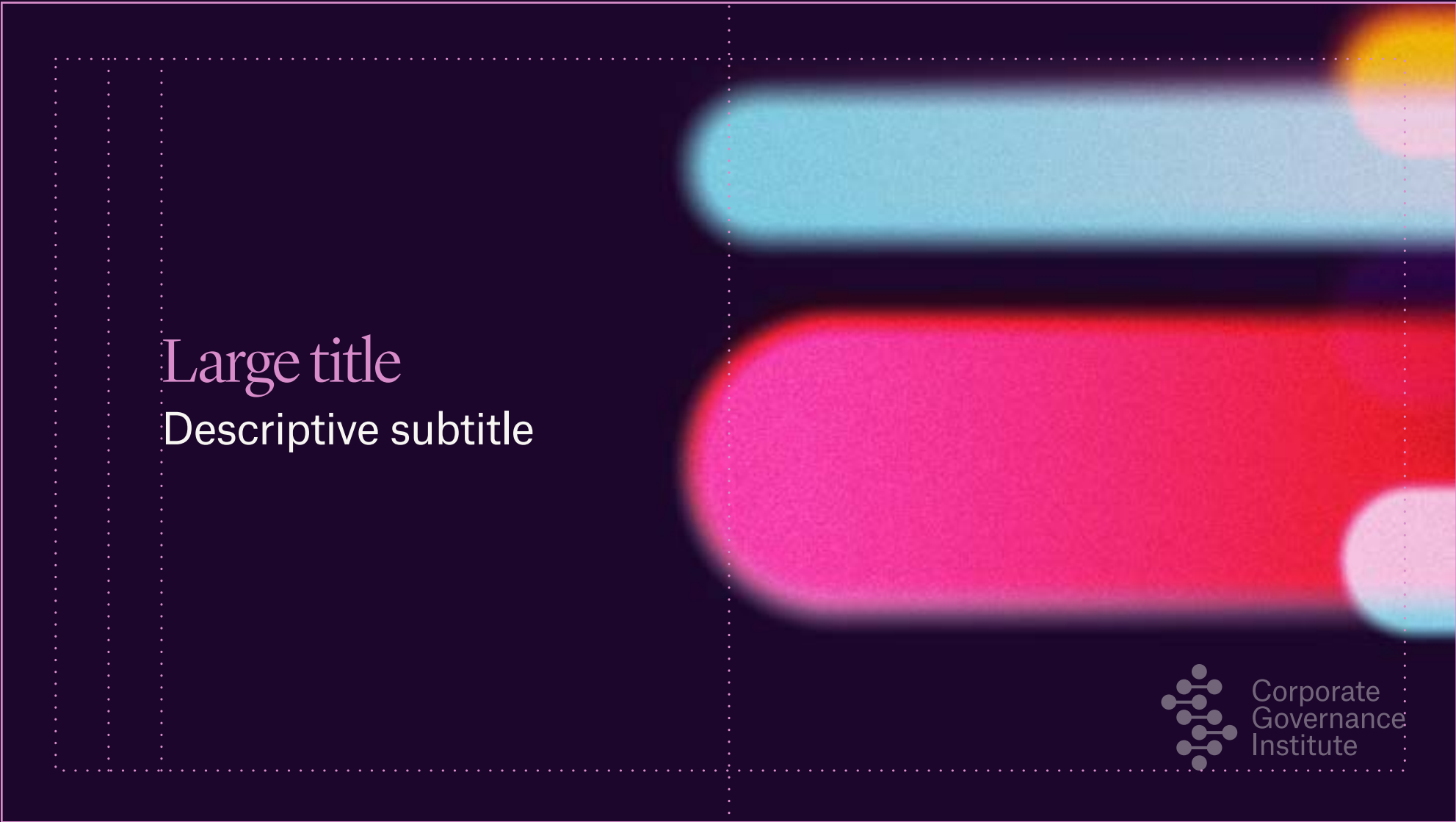
Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum





Video

Masterbrand title and transition frames
Video provides the opportunity to bring the DNA visual to life through motion.

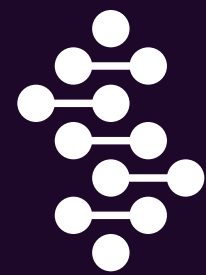


Intro frame
1920×1080

- Margins 70px
- Title margin 210px from left
- Logo 140px tall
- Beige, 40% Trans



Transition frame
1920×1080



Video

Members / Masterclass title and transition frames
Masterclasses and other members' exclusive content uses the Members DNA Visual for the title and animated slides.

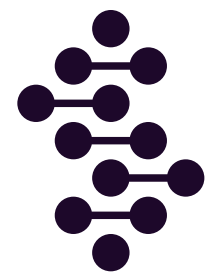
See
➔ [Membership visual](#)



Intro frame
1920×1080



Transition frame
1920×1080

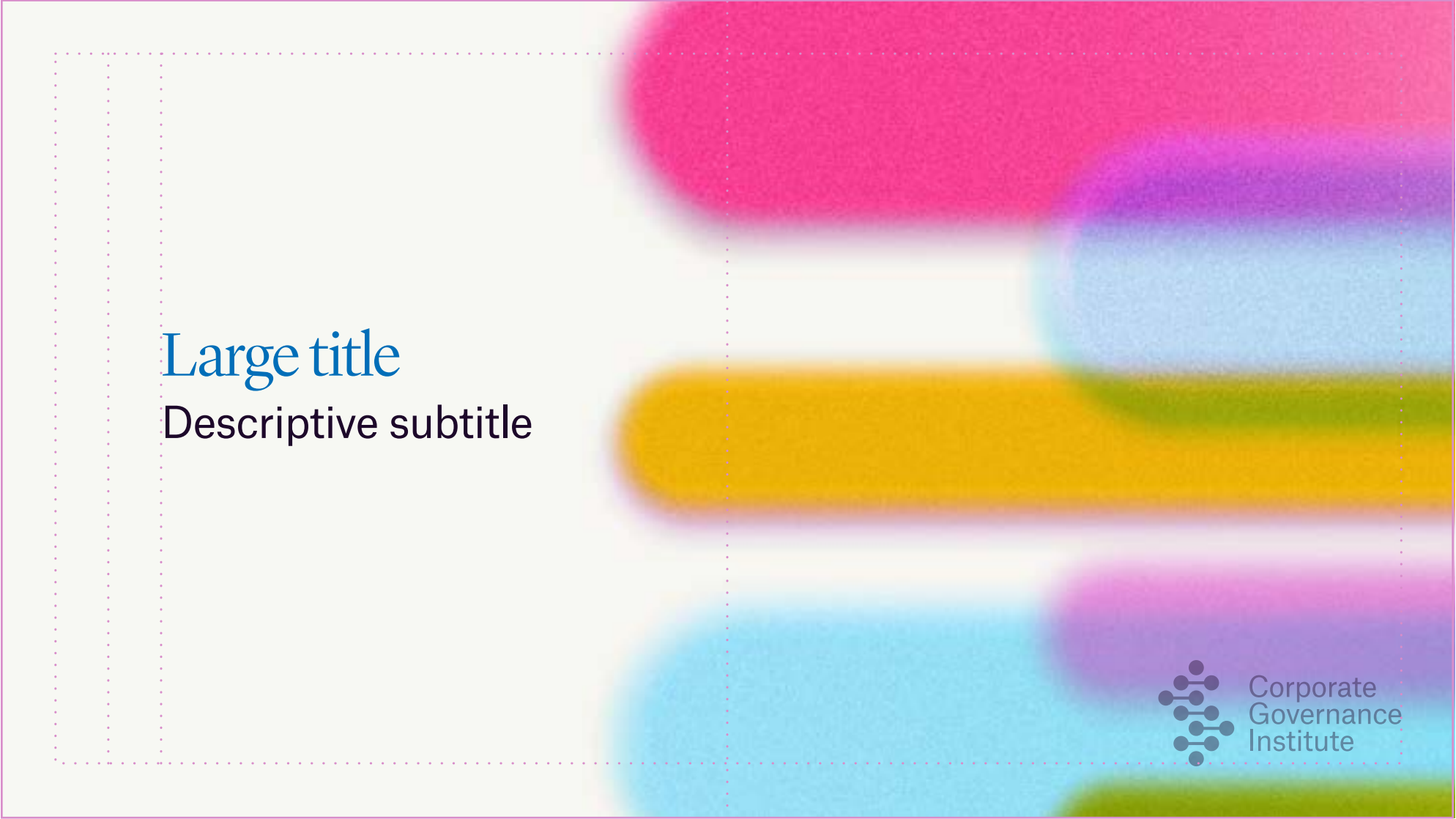


Video

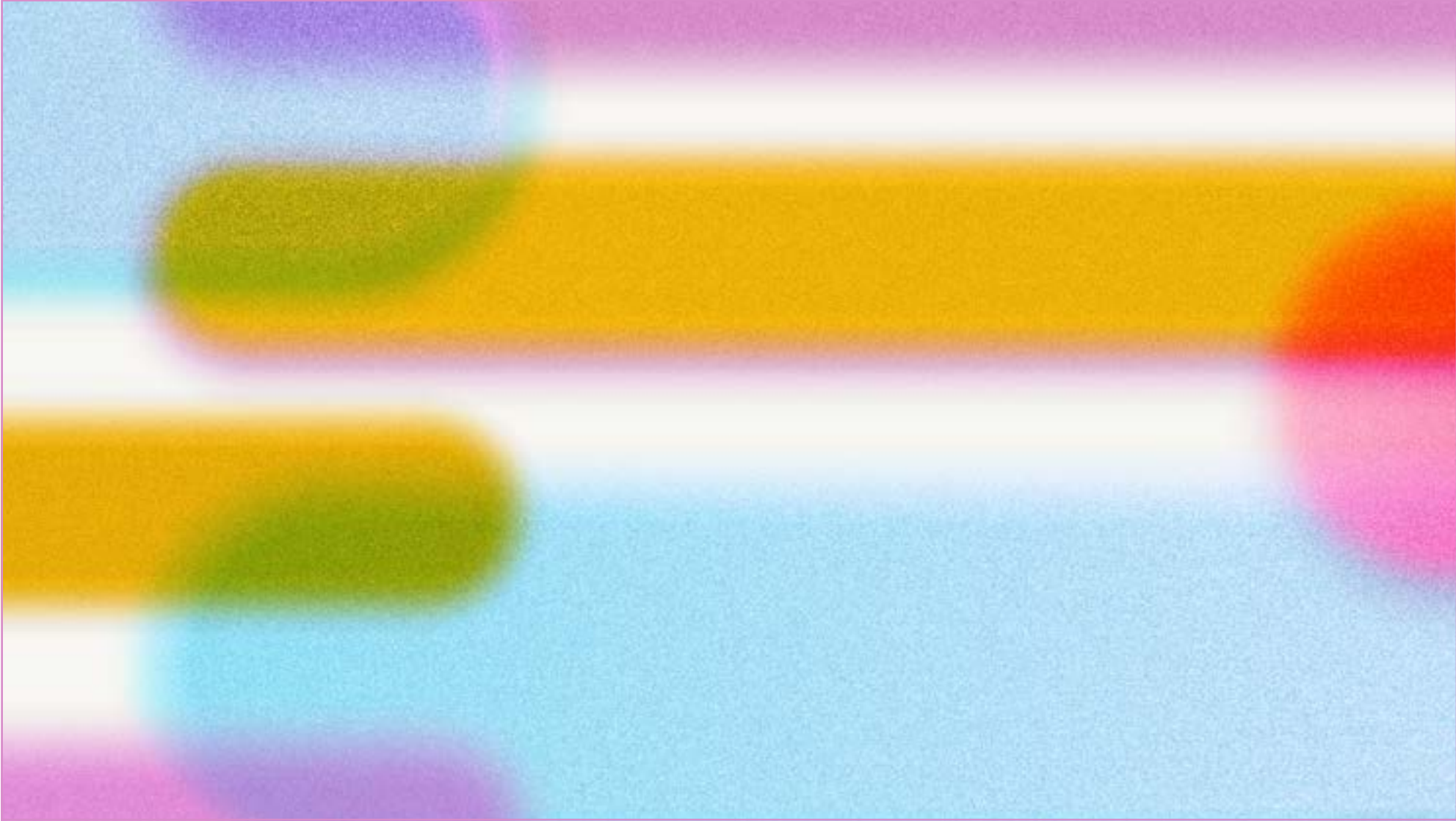
Certificates title and transition frames

Certificates videos use the Certificate DNA Visual for the title and animated slides and a light backdrop for speaker slides.

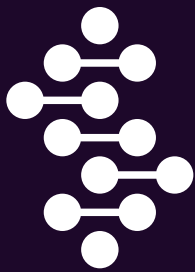
See
➔ [See certificate visual](#)



Intro frame
1920×1080

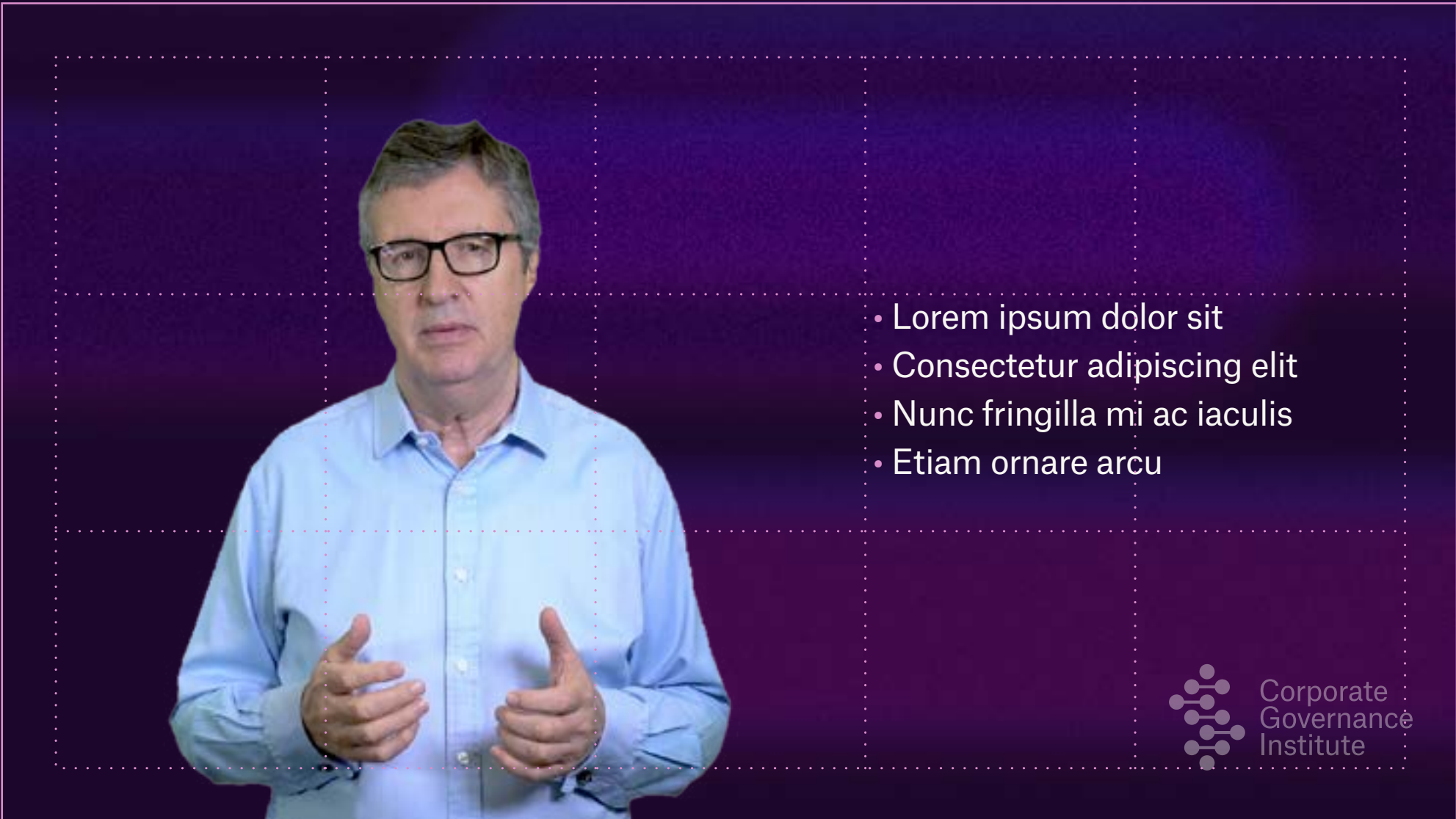


Transition frame
1920×1080



Video

Speaker frames

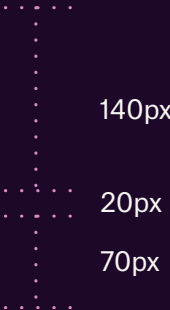


Speaker intro frame
1920×1080

Margins 70px
Logo 140px tall
Beige, 40% Trans

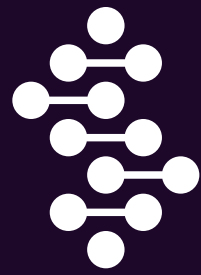
David W. Duffy

The Corporate Governance Institute

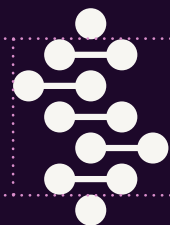


Speaker and text frame
1920×1080

Margins 70px
Logo 140px tall
Beige, 40% Trans



E-mails



Corporate
Governance
Institute

STANTON CHASE

SC

Banners

1200 × 400

General margins: 50px

Text left margin: 110px

Partner logos

Convert partner logos to TCGI Beige. Partner logos should be no wider than the full logo (160px) and no taller than the logotype (50px).

Body copy formatting

Use clear, simple typography.

- Text: TCGI Purple
- Background: TCGI Beige
- Left-aligned, unjustified
- <15 words per line
- Keep bolding and colour changes to a minimum.

➔ See typographic guidelines

CTA button

Blue, rounded corners.

50px 60px

50px

50px

Category Atlas Grotesk medium 18pt

Short headline in
sentence case, 50pt.

50px

50px



Corporate
Governance
Institute

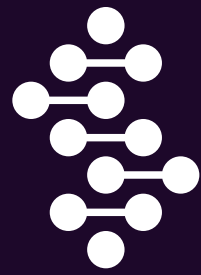
STANTON CHASE

Hi [Name]

Body copy, Arial, TCGI Purple. Keep bolding and other forms of emphasis to a minimum.

CTA button

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



E-mails

— Certificate



Banners

1200 × 400

General margins: 50px

Text left margin: 110px

Partner logos

Convert partner logos to TCGI Beige. Partner logos should be no wider than the full logo (160px) and no taller than the logotype (50px).

Body copy formatting

Use clear, simple typography.

- Text: TCGI Purple
- Background: White
- Left-aligned, unjustified
- <15 words per line
- Keep bolding and colour changes to a minimum.

➔ See typographic guidelines

CTA button

Blue, rounded corners.

50px 60px

50px

50px

50px

50px

Category Atlas Grotesk medium 18pt

Short headline in
sentence case, 50pt.



Corporate
Governance
Institute

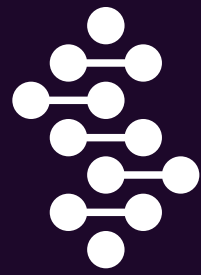
STANTON CHASE

Hi [Name]

Body copy, Arial, TCGI Purple. Keep bolding and other forms of emphasis to a minimum.

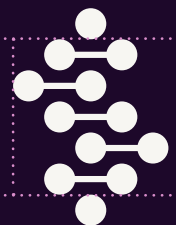
CTA button

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



E-mails

— membership



Corporate
Governance
Institute

STANTON CHASE

SC

Banners

1200 × 400

General margins: 50px

Text left margin: 110px

Partner logos

Convert partner logos to TCGI Beige. Partner logos should be no wider than the full logo (160px) and no taller than the logotype (50px).

Body copy formatting

Use clear, simple typography.

- Text: TCGI Purple
- Background: TCGI Beige
- Left-aligned, unjustified
- <15 words per line
- Keep bolding and colour changes to a minimum.

➔ See typographic guidelines

CTA button

Blue, rounded corners.

50px 60px

50px

50px

Category Atlas Grotesk medium 18pt

Short headline in
sentence case, 50pt.

50px

50px



Corporate
Governance
Institute

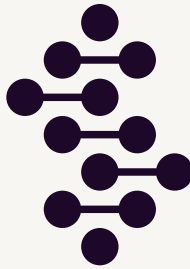
STANTON CHASE

Hi [Name]

Body copy, Arial, TCGI Purple. Keep bolding and other forms of emphasis to a minimum.

CTA button

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Letterhead

Letterheads are made with a Google Docs template, using the typeface Arial.

Do not edit the header or footer areas.

➔ [Click for template document](#)



The Corporate Governance Institute
IRL +353 1 437 0602
UK +44 3303 326224
info@www.thecorporategovernanceinstitute.com
www.thecorporategovernanceinstitute.com

Recipient Name
Recipient address
Recipient address
05 May 2021

Dear Lorem Ipsum,


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas congue, arcu a ornare dictum, nisl neque aliquet est, et ultricies arcu mauris vel velit. Curabitur porta feugiat imperdiet. Duis id turpis scelerisque, cursus mauris iaculis, tempus orci. Nulla ornare eu augue nec pharetra. Aliquam erat volutpat. Suspendisse sagittis venenatis enim, eget porta nibh malesuada ut. Nullam feugiat euismod leo nec congue. Vivamus aliquet tellus pharetra massa rutrum convallis. Integer posuere massa nec iaculis ullamcorper. Curabitur ligula nunc, tincidunt ac lorem facilisis, euismod feugiat tellus. In et consequat augue. Etiam fermentum nibh nisi, vitae mattis dolor consequat vitae.

Duis sit amet erat sit amet nulla aliquam ullamcorper sagittis non lectus. Nam eget bibendum lorem, eu suscipit nulla. Phasellus arcu velit, vestibulum viverra malesuada sit amet, varius vitae mauris. Donec mollis laoreet mollis. Nullam malesuada tempus volutpat. Cras aliquam luctus suscipit. In sollicitudin risus ut pulvinar dignissim.

Sincerely,

Your Name

Goved Online Ltd Trading as The Corporate Governance Institute
2059 Castle Drive, City West Business Campus, Dublin, D24 YD82, Ireland
Directors David W Duffy & Anthony Quigley CRO Number 580385



Corporate Governance Institute

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas congue, arcu a ornare dictum, nisl neque aliquet est, et ultricies arcu mauris vel velit. Curabitur porta feugiat imperdiet. Duis id turpis scelerisque, cursus mauris iaculis, tempus orci. Nulla ornare eu augue nec pharetra. Aliquam erat volutpat. Suspendisse sagittis venenatis enim, eget porta nibh malesuada ut. Nullam feugiat euismod leo nec congue. Vivamus aliquet tellus pharetra massa rutrum convallis. Integer posuere massa nec iaculis ullamcorper. Curabitur ligula nunc, tincidunt ac lorem facilisis, euismod feugiat tellus. In et consequat augue. Etiam fermentum nibh nisi, vitae mattis dolor consequat vitae.

Integer risus nunc, mattis in ornare sit amet, aliquam quis ligula. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut mauris massa, iaculis non augue vitae, mattis tincidunt turpis. In laoreet turpis leo, ut laoreet leo blandit feugiat.

Goved Online Ltd Trading as The Corporate Governance Institute
2059 Castle Drive, City West Business Campus, Dublin, D24 YD82, Ireland
Directors David W Duffy & Anthony Quigley CRO Number 580385

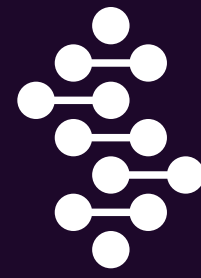
Second and later pages

- Header**

Side col Logo
- Body of letter**

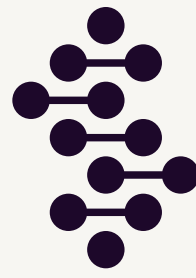
Body col Letter content
- Footer**

Body col Legal details



Quick guide

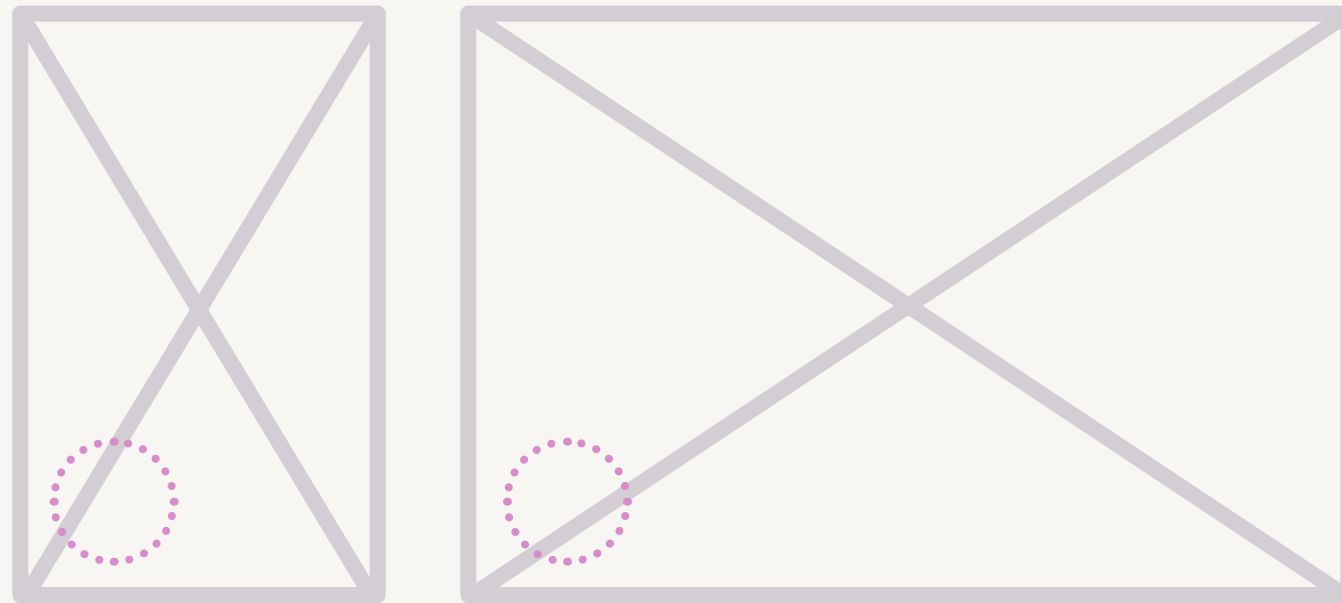
A quick, step-by-step guide to the fundamentals of designing anything in The Corporate Governance Institute visual brand.



1

Open a document

Whether powerpoint, print or social post, follow these simple steps.



When the logo is needed it usually goes in the bottom left.

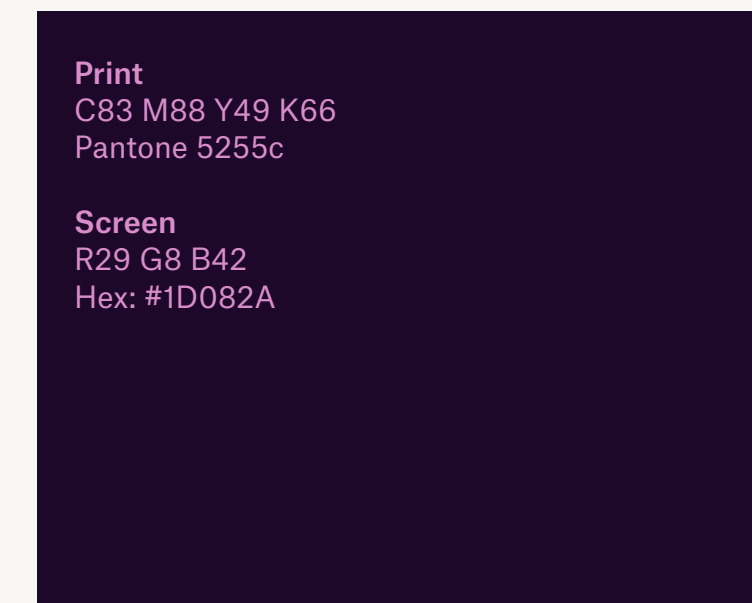
For various standard formats see

➔ Applications

2

Create background colour

Dark purple is a key brand identifier, it is always first choice as background. Use it for adverts and covers. Use white or light beige backgrounds when there's more text, to help keep information clear.



Dark backgrounds

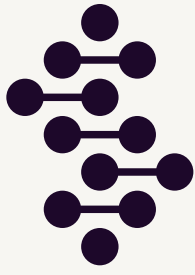
- Adverts
- Covers
- Anything with short heading only

Light backgrounds

- Internal document pages
- Text-heavy presentation slides
- Anything with a lot of text.

Don't!

- Don't use a gradient as backgrounds
- Don't use imagery as background



3

Add typography

Keep it direct and professional. Left aligned, sentence case and unjustified typography, with plenty of space around it, is the visual equivalent of clear and direct speech.

Lyon Display,
in this colour,
on this background,
is 100% on brand.

Atlas Grotesk secondary heading
Atlas Grotesk body copy.
Left aligned, unjustified.

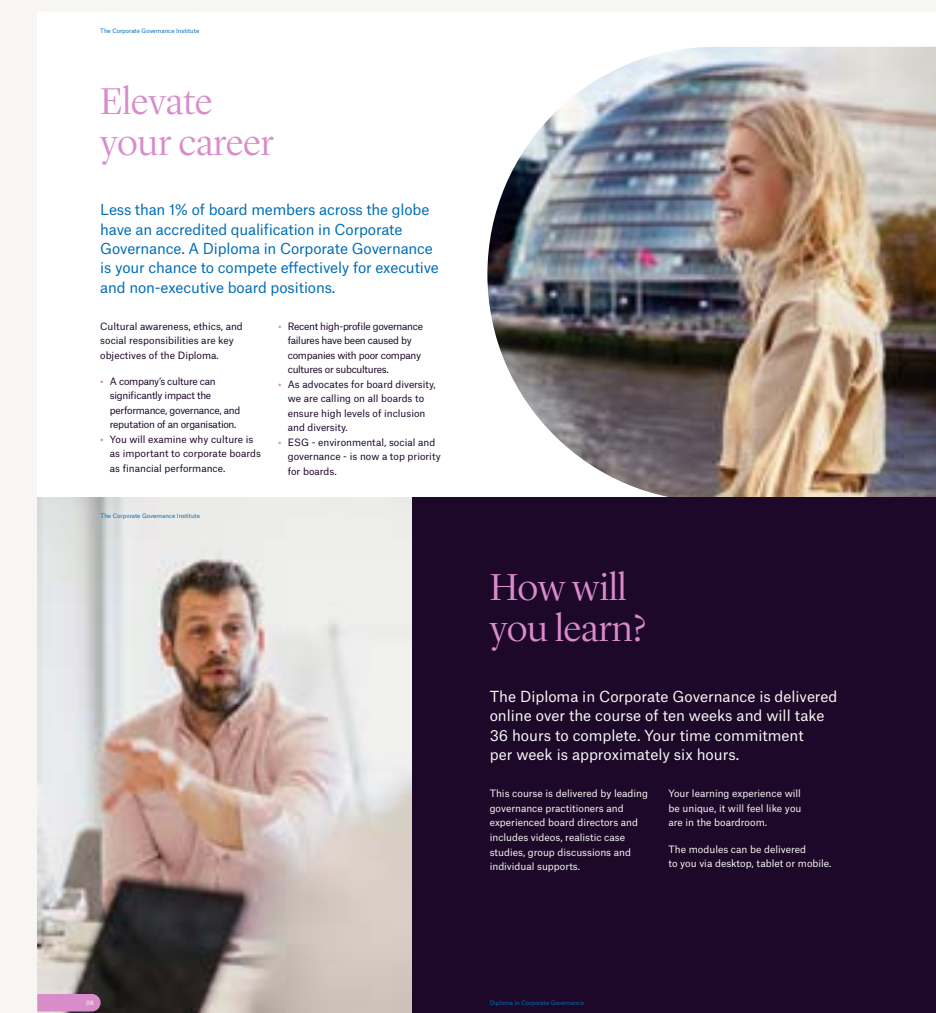
[See full guidelines](#)

➤ [Typography](#)

4

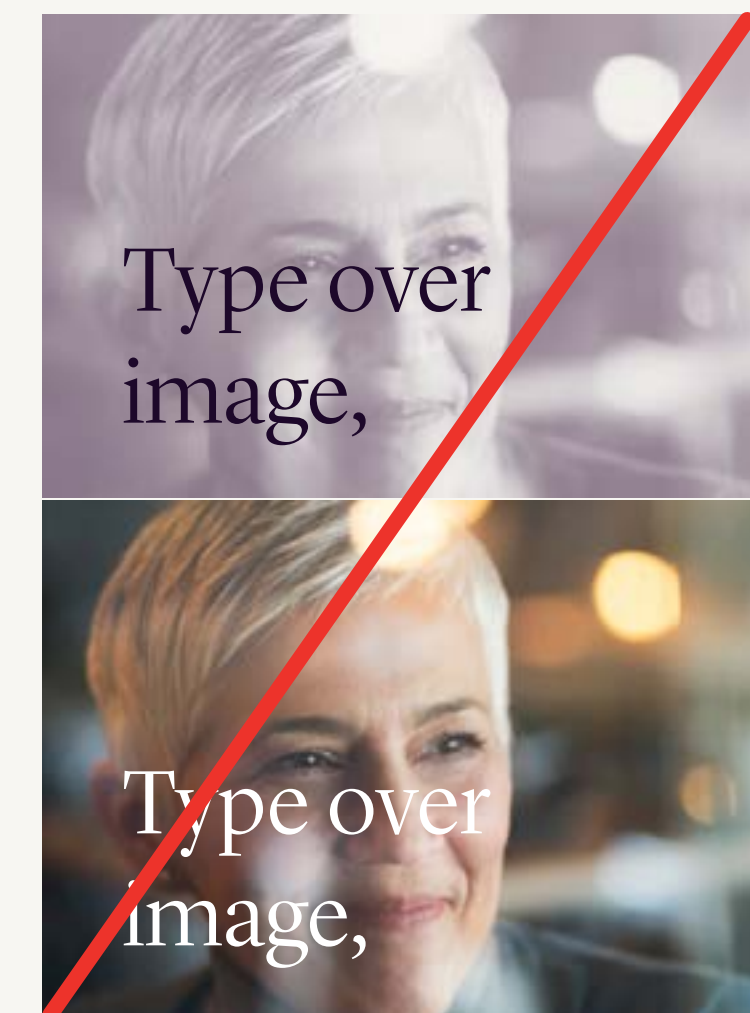
Add photography

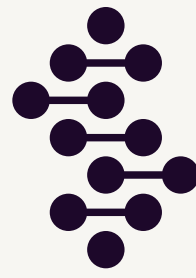
Use on-brand, naturalistic imagery, and give images their own space. Overlaying type on an image makes text hard to read and it turns the image into a meaningless texture.



[See full guidelines](#)

➤ [Photography](#)





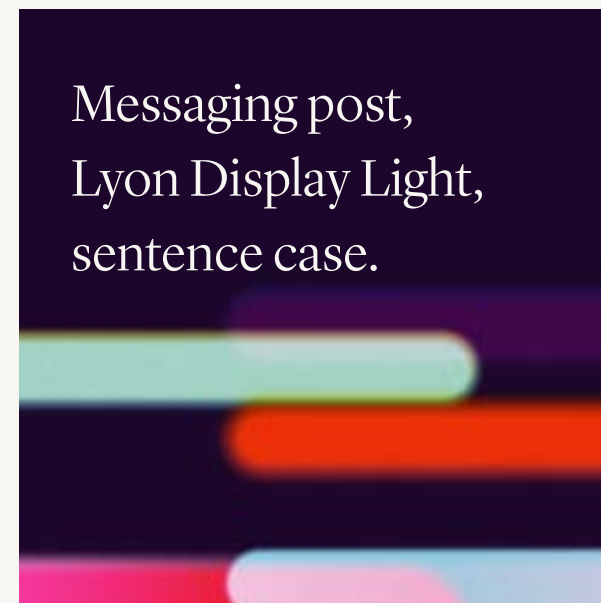
Still needs more?

More energy

Use the DNA Visual to add excitement and energy without compromising on clarity.



Interacting with
photography



As key visual with
typography



Don't!

- Don't use off brand imagery
- Don't attempt to add excitement to typography with special effects.

[See full guidelines](#)

➤ DNA Visual

More complex information

Use more colours only when they help make things more simple. For tables, data visualisation and colour coding, use the secondary palette to help make complex information more clear.



[See full guidelines](#)

➤ Colour

