climeworks

Brand guidelines

Index

↗ Our Story

Who we are
Brand positioning
Our narrative
Brand DNA

↗ Brand essentials

Logo
Symbol
Sound trademark + animation
Typography
Color palette
Icons
Solutions imagery

↗ Applications

Corporate
Documents
Communication
Merchandising

Our story

We dare to reclaim control of our climate future to protect our planet, the only home we have.

↗ Index

Why we exist

At Climeworks we are driven by a shared purpose: to protect our planet, the only home we have.

This commitment is at the heart of why we exist and inspires others to join in this work.

Vision
The long-term mark we want to make on the world.

We dare to reclaim control of our climate future.

Mission
What we do every day to reach our vision.

By removing CO_2 we transform a global responsibility into an economic amplifier.

The principles that guide us

↗ Index

Climeworkers

We are first and foremost a group of people working with passion towards the same goal.

Disruptive thinking

We encourage everyone to follow unconventional paths.

Inspiring people

We like to inspire by showing solutions.

Dedication to purpose

We question the “why” thoroughly and we have to understand the “why”.

Excellence for scale

We are long-term oriented.

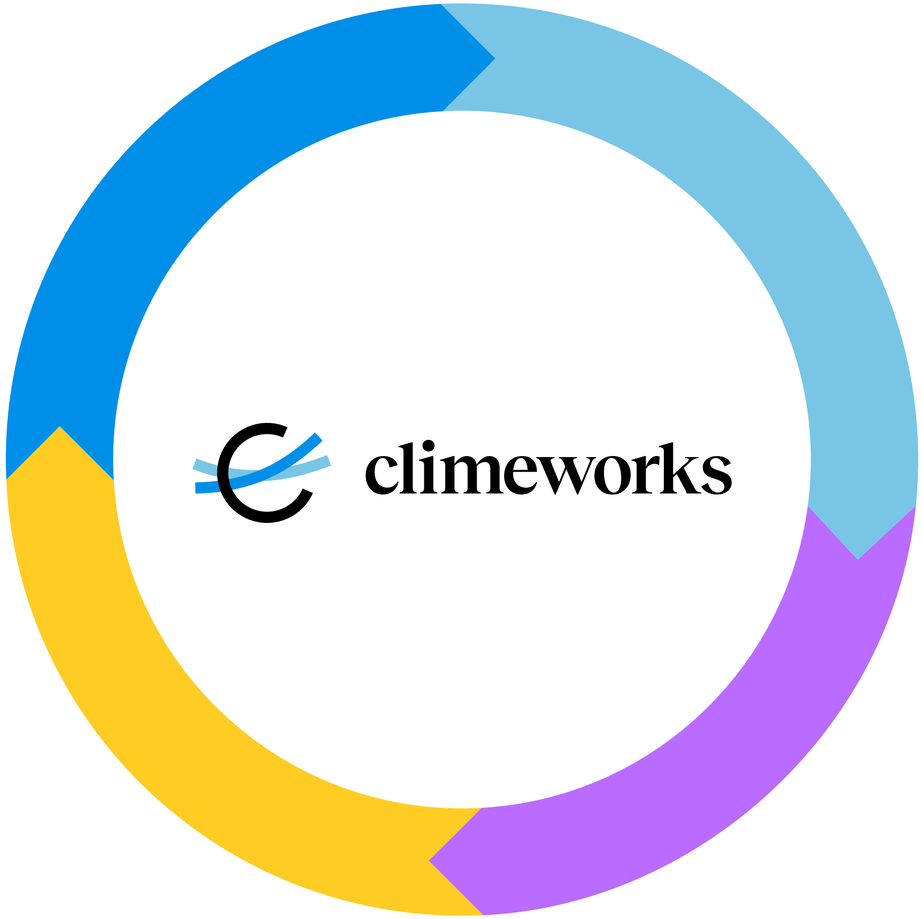
The elements we build on...

Tech/innovation leadership

We have the biggest R&D team and cutting-edge tech with most efficient energy consumption, highest quality.

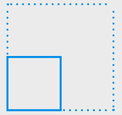
Value

We connect environmental impact with economic benefit. We embrace nature and engineered solutions.



Fastest scaler

We are operational in the field, learn, adapt and have proof of scaling and will continue to do so.



Human side

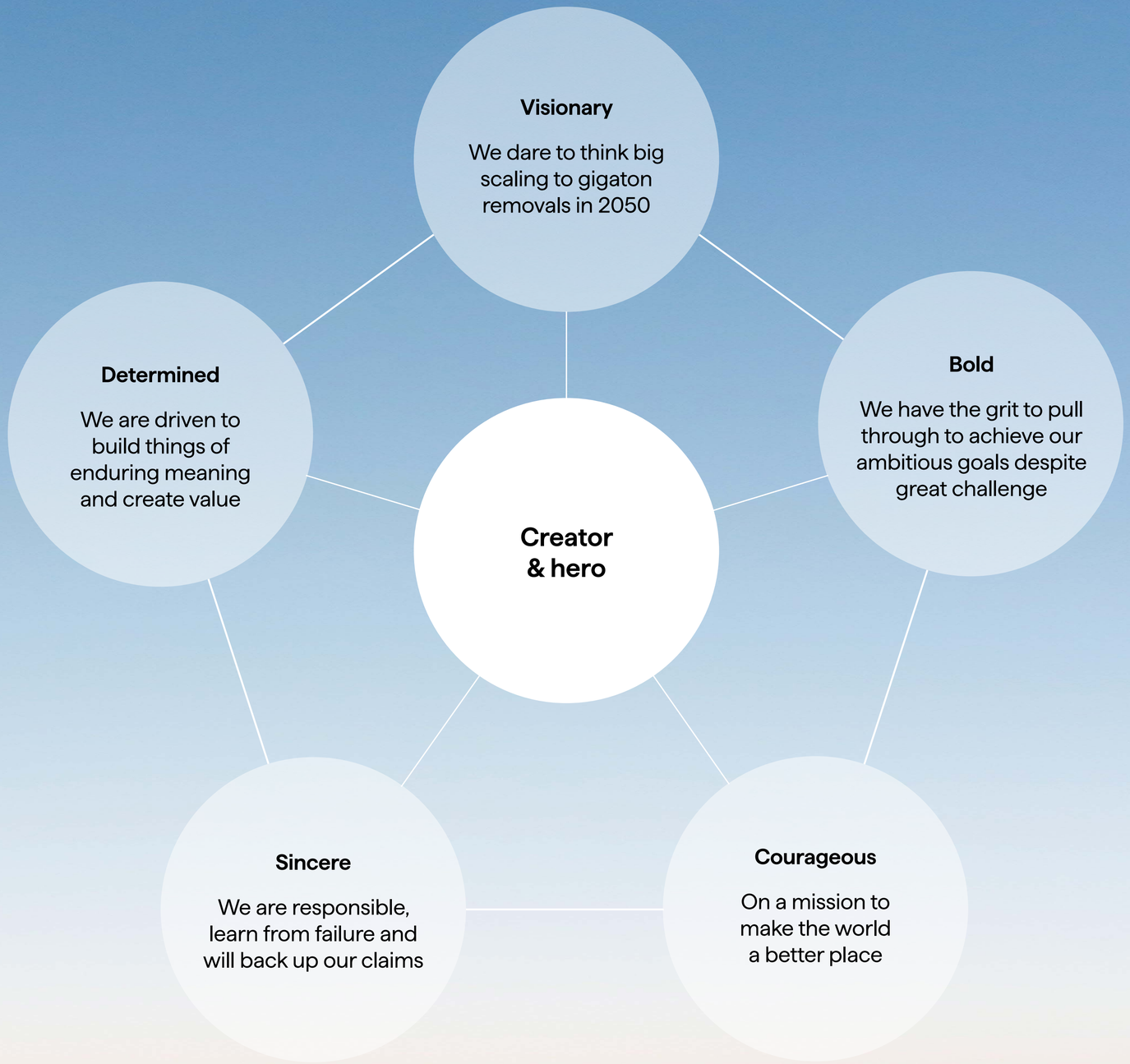
We create impact for people and society and are viewed as a the high-integrity player cleaning up carbon pollution.

Climeworks is a high quality carbon removal provider.
We provide holistic carbon removal solutions with Direct Air Capture as our core offering. We advise companies on their removal strategy with tailored solution portfolios that deliver high-integrity removals. We are pioneers in the field of CDR and our **technological leadership** is rooted in 15 years of extensive research, development and deployment. We are the market leaders in **rapid scalability**.

Climate change and global economic health are intertwined.
At Climeworks, we are reclaiming control of our climate future while delivering **economic value** to our customers, investors, and governments—demonstrating that a decarbonized world is key to growth and prosperity.

From the very beginning, we've worked to connect with **humanity**, tackling one of the world's biggest crises: excess carbon in our atmosphere.

Creator & hero



Just like humans, companies have character and personality traits. Climeworks is defined by traits of two archetypes:

- The **creator** who builds something of enduring value.
- The **hero** who protects others from harm.

↗ Index

Bold, and yet sincere

Our language reflects who we are and who we talk to. **We are grounded in science** but we don't claim to be an academic institution. **We are bold**, but back up our claims with facts. **We are sincere**, showcasing not just our accomplishments but our learnings as well. Most of our stakeholders are not CDR experts, thus our communication is clear, simple and benefit oriented. **We want to inspire**, activate and empower others to retake control of their own climate futures.

↗ Index

This is where we play

Safe

Scientific and pure.

Sincere
Responsible
Determined

Staying grounded in science, but not talking like scientists.

Supported by numbers; demonstrating expertise and technical superiority.

Bold
Courageous
Visionary

Benefit and outcome oriented, clear, simple, inspirational, energizing, speaking to the hearts.

We help envision the economic upside.

Reckless

Not so bold that we are making claims that we can’t back up.

Brand essentials

The logotype is the main identifier of the brand. It is composed with the contemporary serif font Reckless Neue, transmitting both expertise and boldness as well as giving a more human and emotional appeal. The logotype is always applied in combination with the symbol.

It comes in three different color variants to guarantee good contrast and legibility with any background. For better brand recognition, we preferably use the colored version.

Colored version

Black version

White (negative) version

Do’s

Colored version light neutral background

Black version on color

White version on color

Colored version on white background

Black version on clean light background

White on dark image

Don’ts

Don’t modify or change any of the given elements

Don’t stretch or distort the logo

Don’t change the composition

Don’t apply with opacity

Don’t modify the colors

Don’t use shadows or any other effects

Don’t add outlines

Don’t use colored version on colored backgrounds

Don’t apply on busy / low contrast background

Safe area

For better recognition and legibility, we recommend a minimum distance of 1x to other elements.

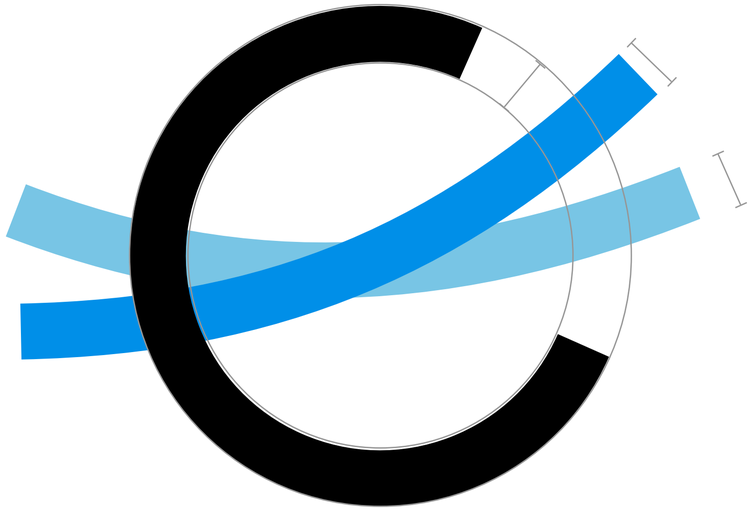
Minimum size

Do not reproduce the logo at a size less than 7.5 mm in height for print applications or 45 px in digital applications that are displayed at 100% scale.

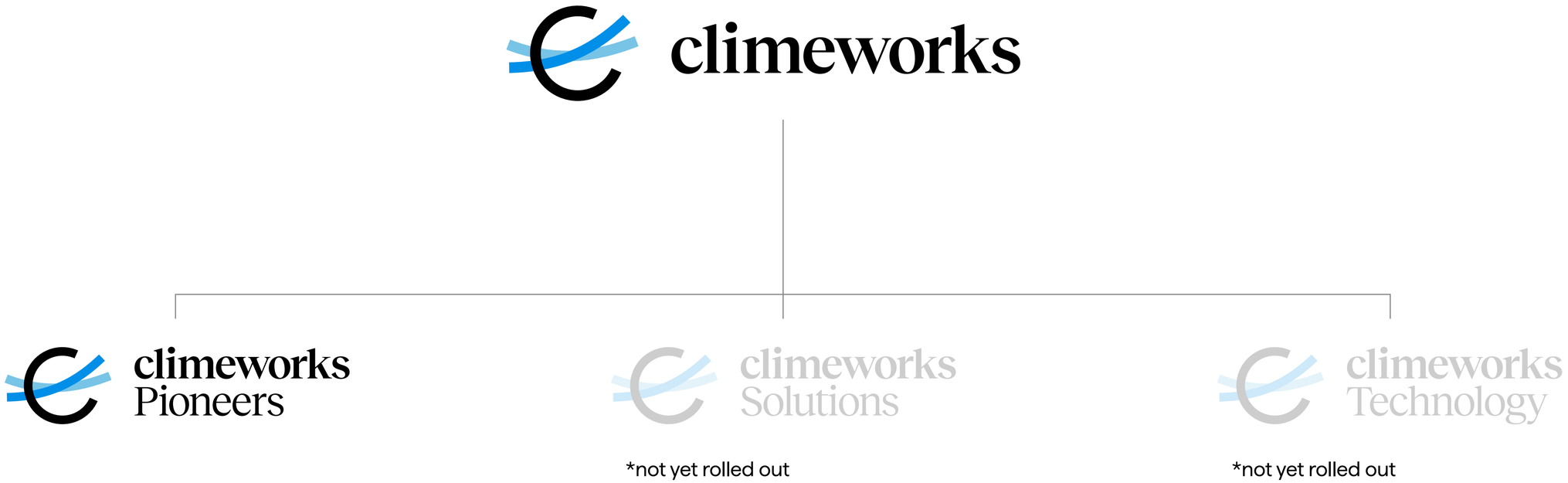
In social media applications, do not apply at a size less than 80 px in height since the content is displayed at different scales.

The symbol is geometrically refined, with its strokes unified in width. The circle serves as starting point for the use of geometric shapes within the new brand universe.

Apart from the wordmark, it can be used as a standalone element.



Climeworks is a monolithic brand, meaning the main brand is used across all subbrands or departments. Declinations are composed in two lines, adding the subbrand in a lighter font weight below the main wordmark.



Primary typeface: Reckless Neue

Reckless Neue speaks the human voice of Climeworks. It is elegant yet contemporary and transmits a sense of expertise and preciseness. Also it maintains the essence of the brand and is therefore used in the wordmark.

Main use: Headlines

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijk
lmnopqrstuvwxyz

0123456789

Primary typeface: Reckless Neue

For maximum flexibility, the typeface comes in the full family for the design and communications team.

High-quality carbon dioxide removal services.	Heavy
High-quality carbon dioxide removal services.	Bold
High-quality carbon dioxide removal services.	Semibold
High-quality carbon dioxide removal services.	Medium
High-quality carbon dioxide removal services.	Regular
High-quality carbon dioxide removal services.	Book
High-quality carbon dioxide removal services.	Light
High-quality carbon dioxide removal services.	Thin

Primary typeface: Reckless Neue

For general, everyday use it comes in a selection of font weights.

High-quality carbon dioxide removal services. Heavy

High-quality carbon dioxide removal services. Bold

High-quality carbon dioxide removal services. Semibold

High-quality carbon dioxide removal services. Medium

High-quality carbon dioxide removal services. Regular

High-quality carbon dioxide removal services. Book

High-quality carbon dioxide removal services. Light

High-quality carbon dioxide removal services. Thin

Secondary typeface: Haffer SQ

Haffer SQ is a modern sans serif typeface. It adds a more technical yet friendly complementary tone to Reckless Neue.

Main use: Body texts and graphs

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijk
lmnopqrstuvwxyz

0123456789

Secondary typeface: Haffer SQ

As does Reckless Neue, the typeface comes in the full family for the design and communications team. In this case, all weights might also be used by the rest of the company.

High-quality carbon dioxide removal services. Heavy

High-quality carbon dioxide removal services. Bold

High-quality carbon dioxide removal services. Semibold

High-quality carbon dioxide removal services. Medium

High-quality carbon dioxide removal services. Regular

High-quality carbon dioxide removal services. Light

High-quality carbon dioxide removal services. Thin

Use of font weights

The redesign highlights a sense of lightness and ease of the brand. Therefore, the bigger the texts are, the lighter the font weight should be.

Heavy	Bold	Semibold	Medium	Regular	Book	Light	Thin
1	2	3	4	5	6	7	8

Use of typography

As general rule, Reckless serves as headline and Haffer as body font. Yet Climeworks has more voices. In case of a more technical, editorial, serious or friendly tone, the font hierarchy may be switched.

The challenge ahead

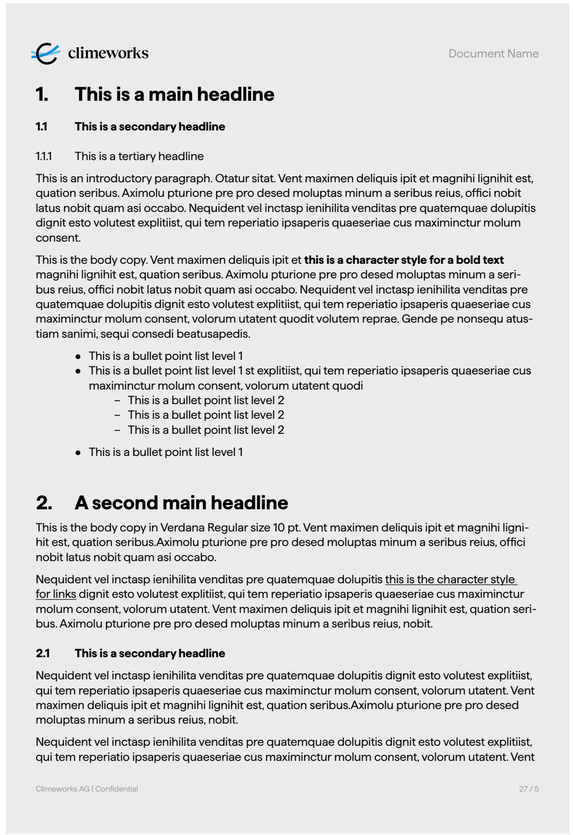
Our mission is clear: to protect our planet and ensure a livable future for generations to come, the IPCC states that global warming must be limited to 1.5°C. To maximize our chances of achieving this, the world needs to reach net-zero emissions by 2050.

So how do we get there? Well, emissions reductions are the absolute priority in this quest — we all have a responsibility to reduce our carbon emissions. But to truly enable global net zero, we also need carbon dioxide removal solutions, such as direct air capture and storage (DAC+S), to neutralize our unavoidable and historic emissions. Critically, we need to remove billions of tons of CO_2 from the air by 2100 to keep global warming in check.

According to the SBTi standard, a credible, science-based net-zero strategy must combine both emissions reductions and the active removal of unavoidable CO_2 emissions.

Our direct air capture and storage (DAC+S) technology removes unavoidable and historic CO_2 from the air on your behalf.

For general everyday use, please use Reckless as headline and Haffer as body font.



When we have a lot of texts and similar font hierarchies following each other, we use Haffer for headlines, too.

CDR Summit 2024

Lead the ↗
↗ race to zero

Haffer SQ as headline for a more technical and bolder tone.

Our mission is clear: to protect our planet and ensure a livable future for generations to come, the IPCC states that global warming must be limited to 1.5°C.

To maximize our chances of achieving this, the world needs to reach net-zero emissions by 2050.

● Our mission

Reckless as body font for a more editorial and friendly feeling.

Use of typography — Do’s

High-quality carbon dioxide removal

Only first letter in uppercase

CO_2

Prefered writing of CO_2

CO_2

Alternative writing for office documents

High-quality carbon dioxide removal

High-quality carbon dioxide removal

Only use color with enough contrast

Only use text on clean areas of images

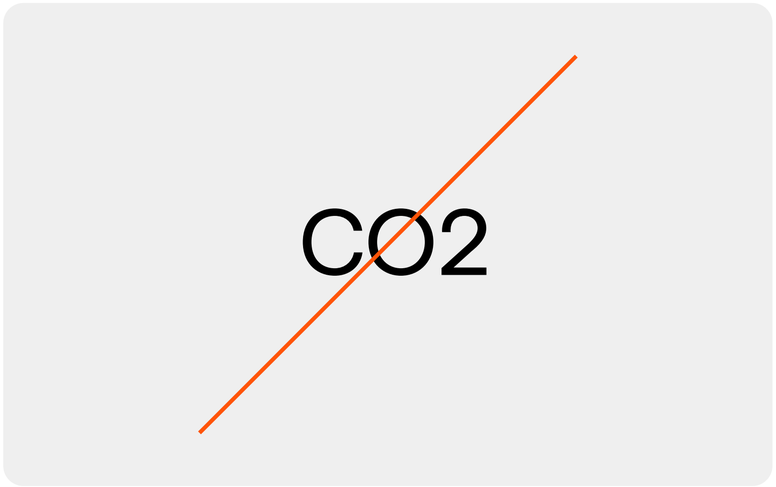
High-quality CO_2 removal

Use light font weights for big font sizes

Use of typography — Don’ts

Don’t write in capital letters

Don’t use uppercase letters for initials



Incorrect writing of CO_2

Don’t mix colors in a text

Don’t use colored font on a colored background

Don’t use of bold weights for big text sizes

Office fonts

There will be some few exceptions where you will not be able to use the corporate fonts, like e-mails for example. In those case, please replace the fonts for the following:

The office font substitute for Reckless is Georgia:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijk
lmnopqrstuvwxyz

0123456789

The office font substitute for Haffer is Aptos:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijk
lmnopqrstuvwxyz

0123456789

Primary colors

Climeworks' **dark blue, light blue** and **yellow** are the main corporate in a bright and saturated shade.

#008FE8
RGB 0/143/232
CMYK 100/15/0/0
Pantone 2925C
RAL 5015

#78C5E5
RGB 120/197/229
CMYK 55/5/5/0
Pantone 291C
RAL -

#FFCC24
RGB 255/204/36
CMYK 0/22/90/0
PANTONE 123C
RAL 1021

Primary colors

Climeworks' **dark blue, light blue** and **yellow** are the main corporate in a bright and saturated shade.

#008FE8
RGB 0/143/232
CMYK 100/15/0/0
Pantone 2925C
RAL 5015

#78C5E5
RGB 120/197/229
CMYK 55/5/5/0
Pantone 291C
RAL -

#FFCC24
RGB 255/204/36
CMYK 0/22/90/0
PANTONE 123C
RAL 1021

Green as color to represent nature and the environment.

#00A395
RGB 0/163/149
CMYK 80/0/50/0
Pantone 7472C
RAL 6000

Purple stands for women empowerment and diversity. It is barely used in the sector and differentiating.

#B96CFF
RGB 185/108/255
CMYK 50/100/0/0
Pantone 265C
RAL -

Red with a warm tone as highlight or alert tone.

#FF5408
RGB 255/84/8
CMYK 0/82/100/0
PANTONE 1655C
RAL 2004

#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0
Pantone -
RAL 9003

#EBEBEB
RGB 235/235/235
CMYK 0/0/0/10
Pantone Cool Gray 1C
RAL 9002

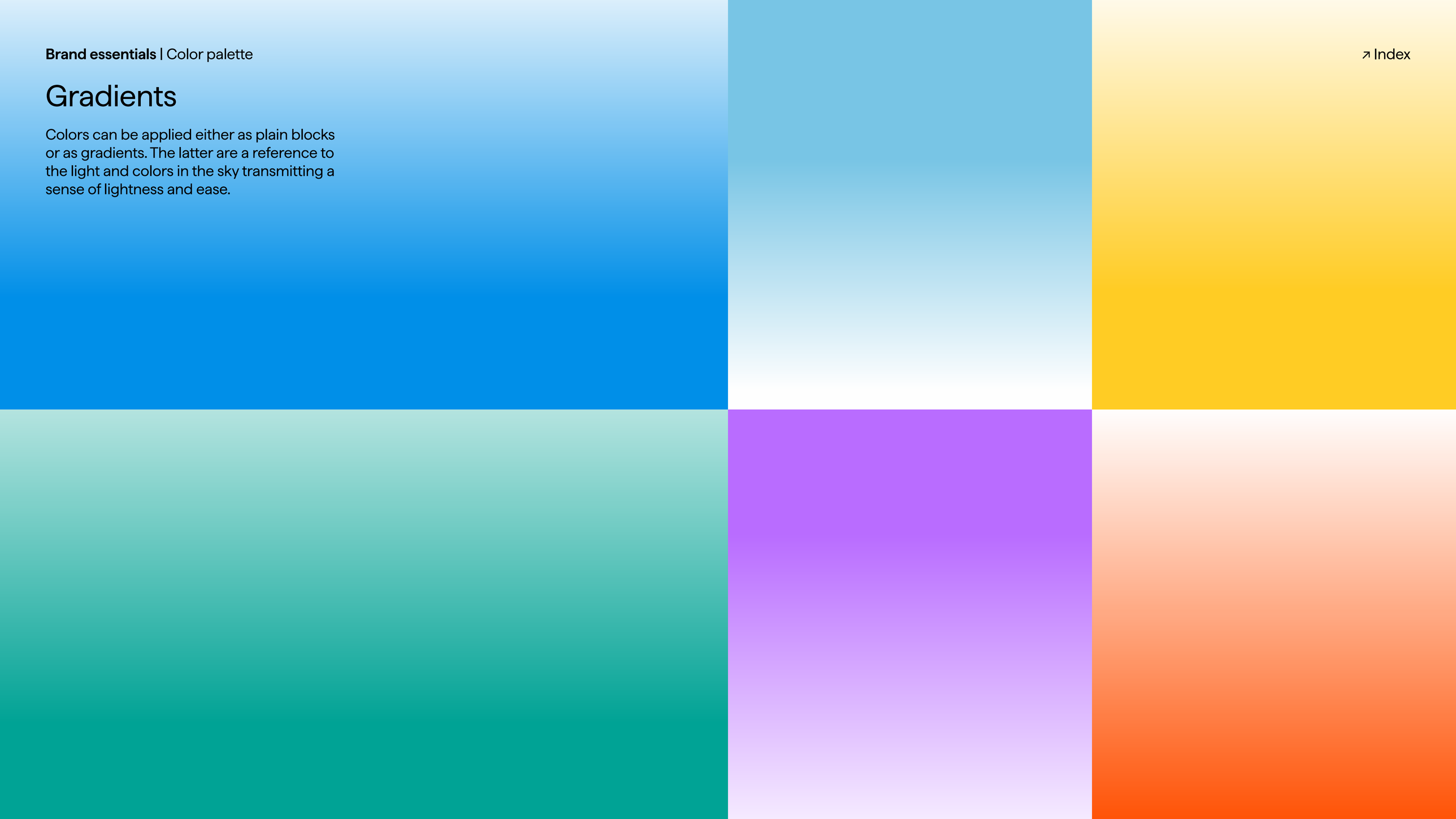
#969696
RGB 150/150/150
CMYK 0/0/0/50
Pantone Cool Gray 5C
RAL 7040

#000000
RGB 0/0/0
CMYK 0/0/0/100
PANTONE BLACK 6C
RAL 9005

↗ Index

Gradients

Colors can be applied either as plain blocks or as gradients. The latter are a reference to the light and colors in the sky transmitting a sense of lightness and ease.



Do’s

Use colors as plain backgrounds

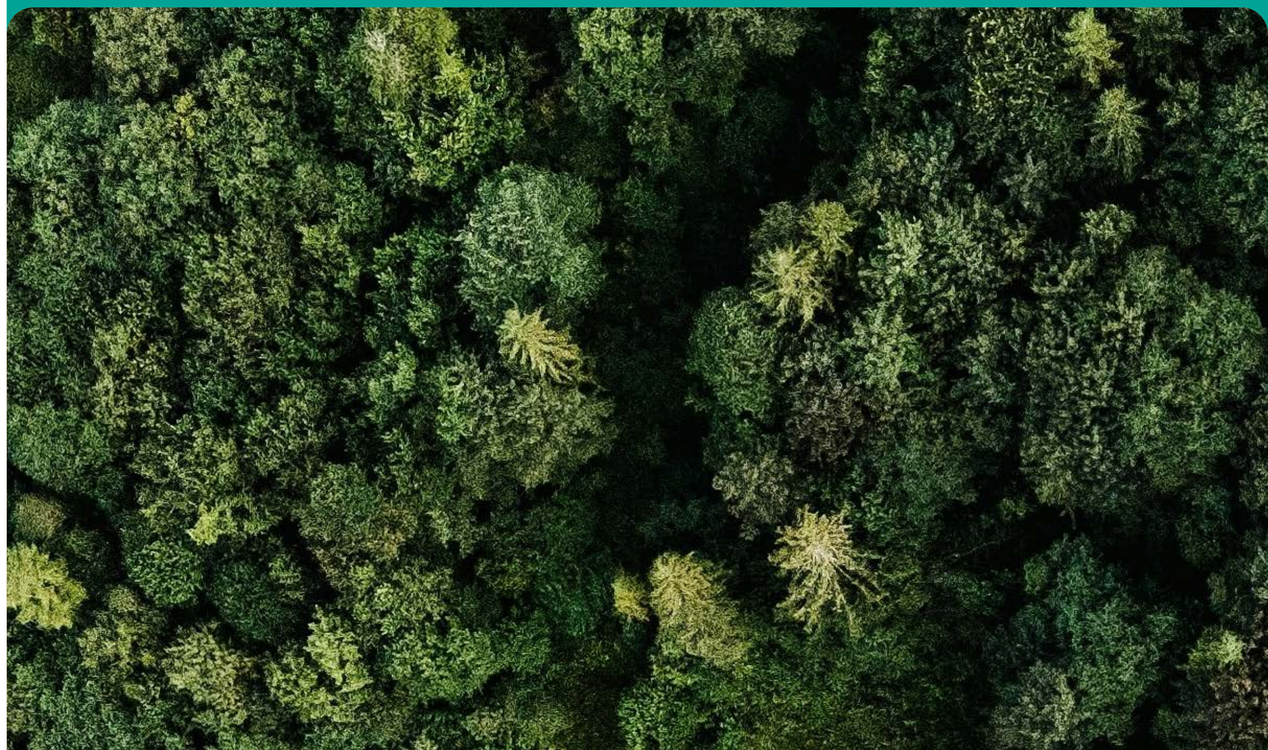
↗ Index

Do’s

Use them to highlight texts.

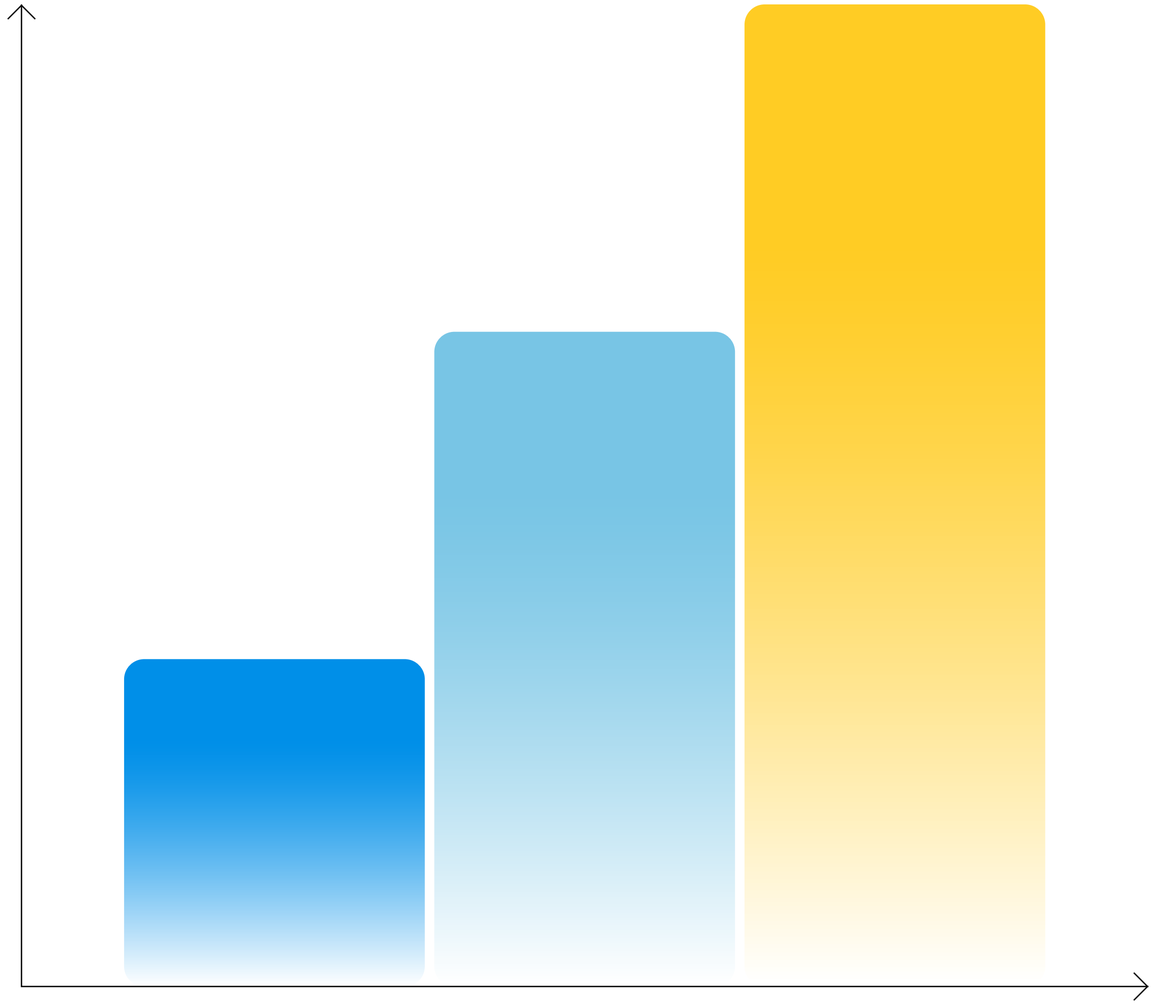
A quote or highlighted text element on white or neutral background.

Or in combination with images. If possible, try to match a shade from the palette with one on the used picture.

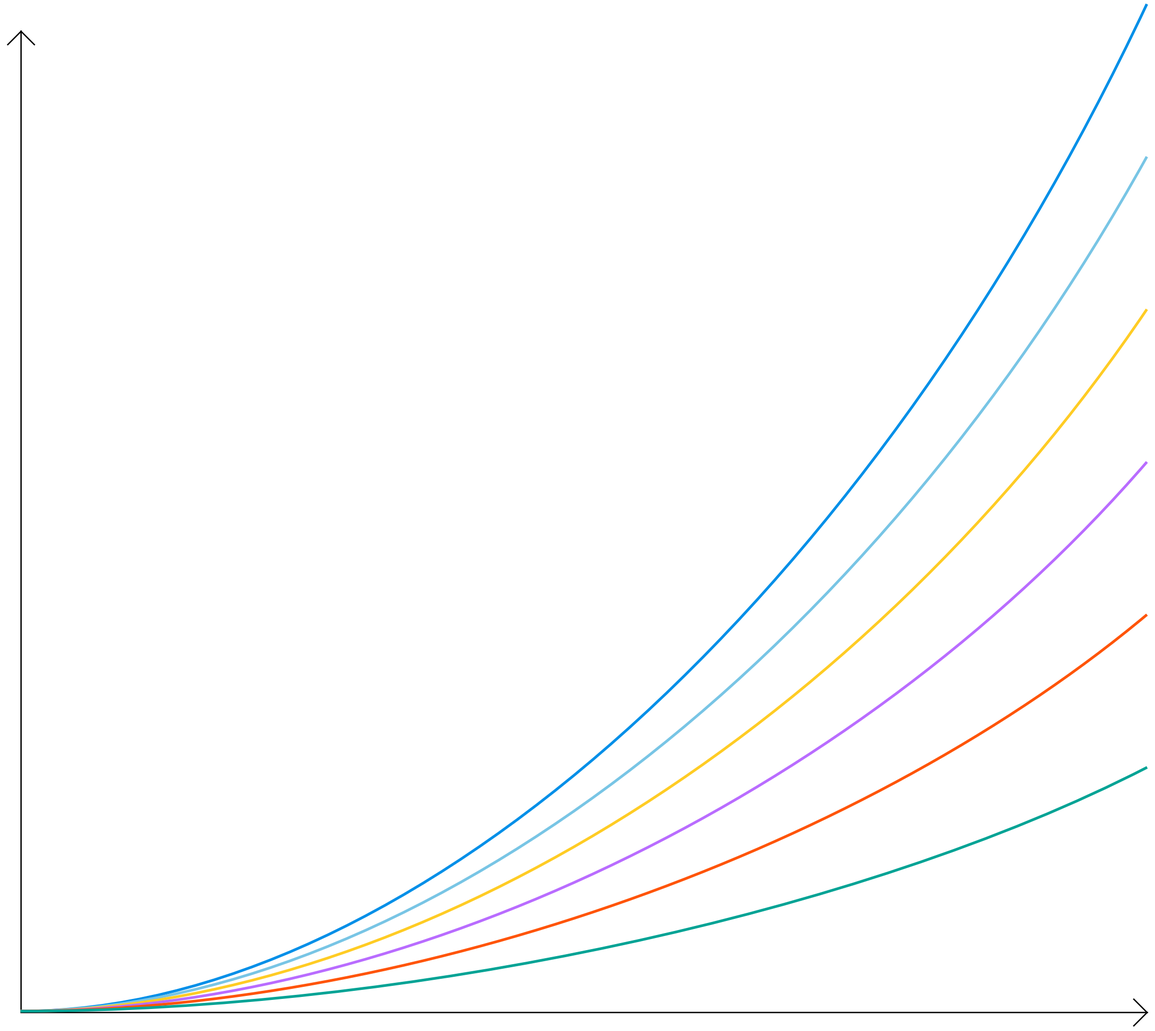


Do’s

Use gradients as columns in a chart

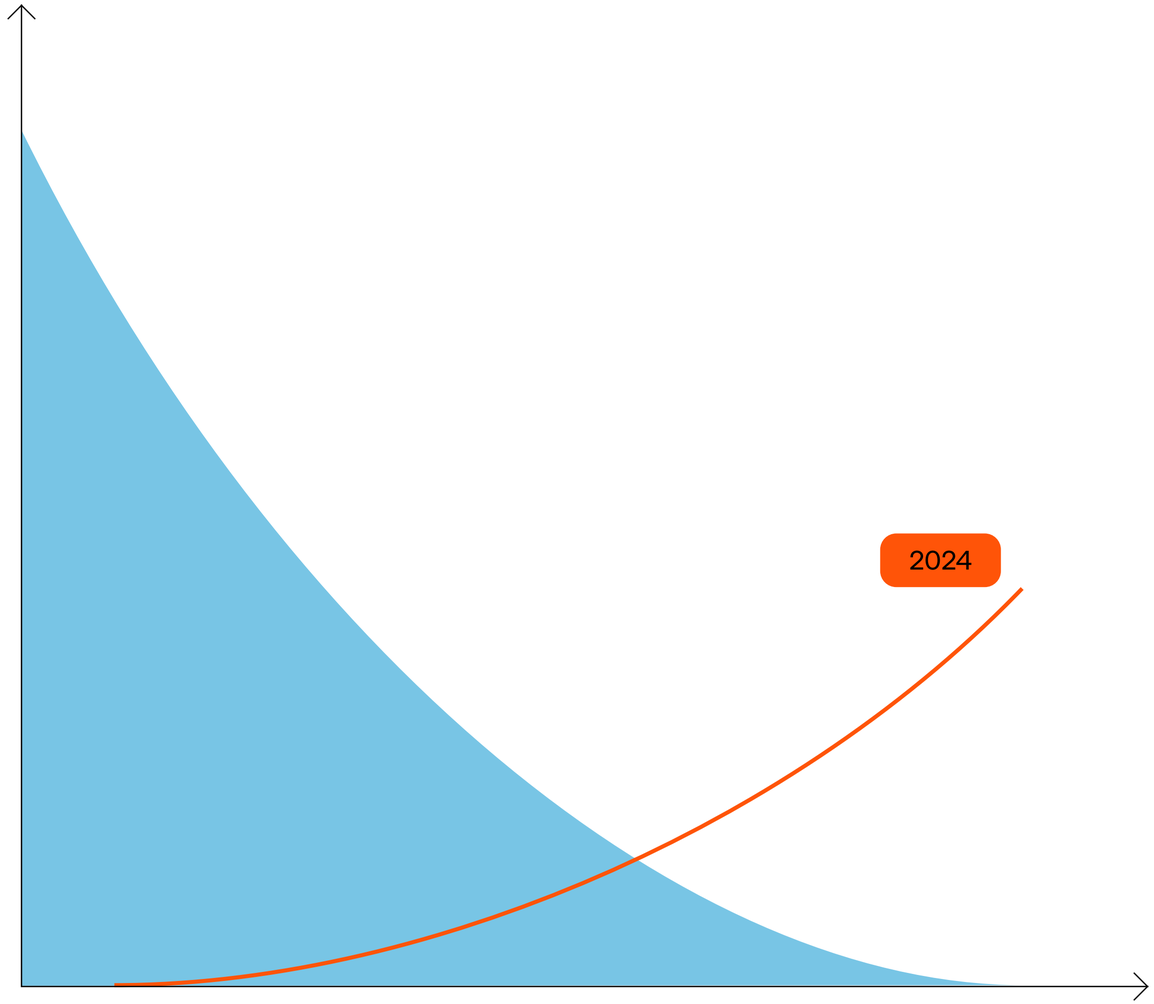


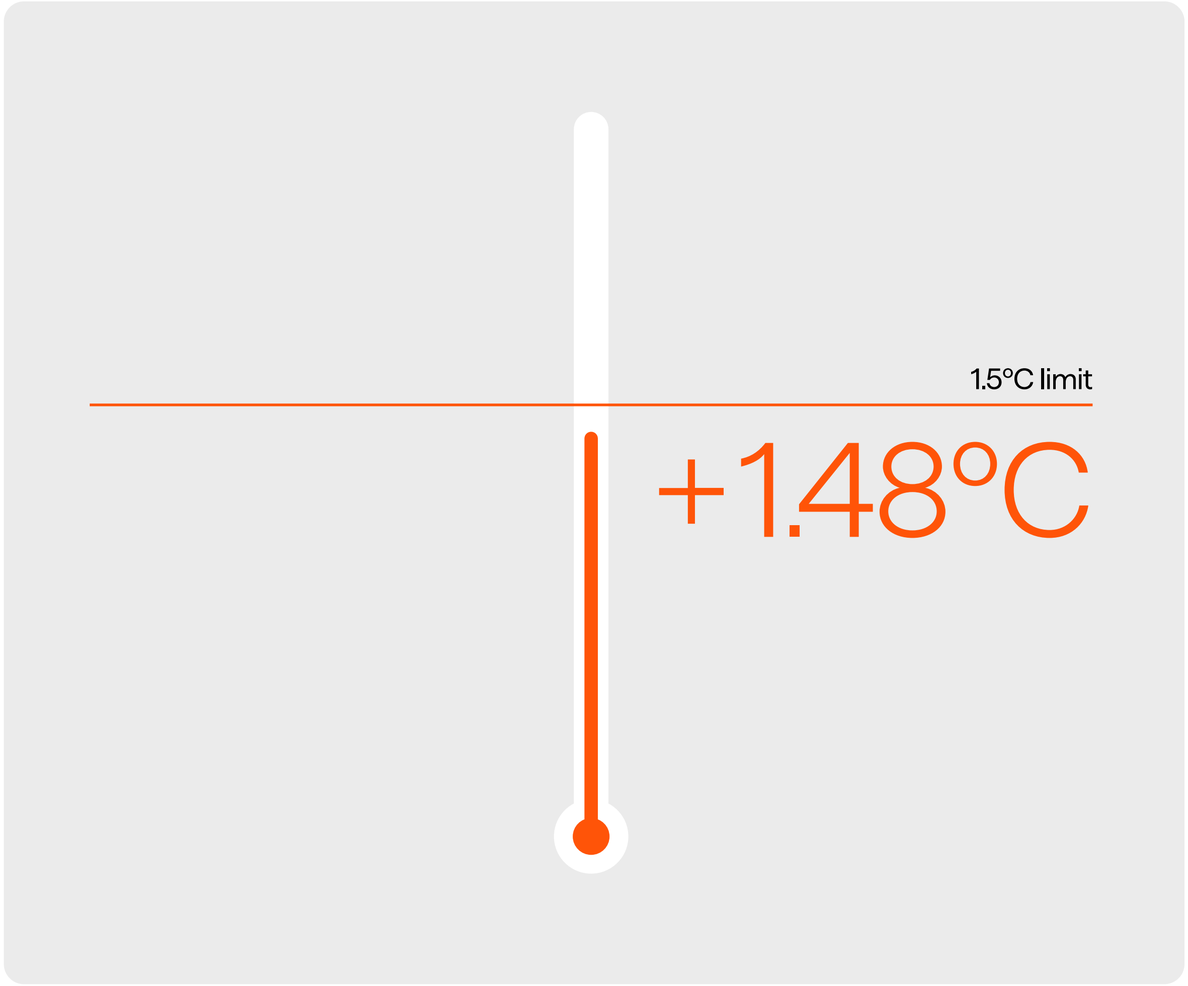
Use different colors to explain data
in a curve diagram



Do’s

Use red as alert color and either white or grey for neutral backgrounds.

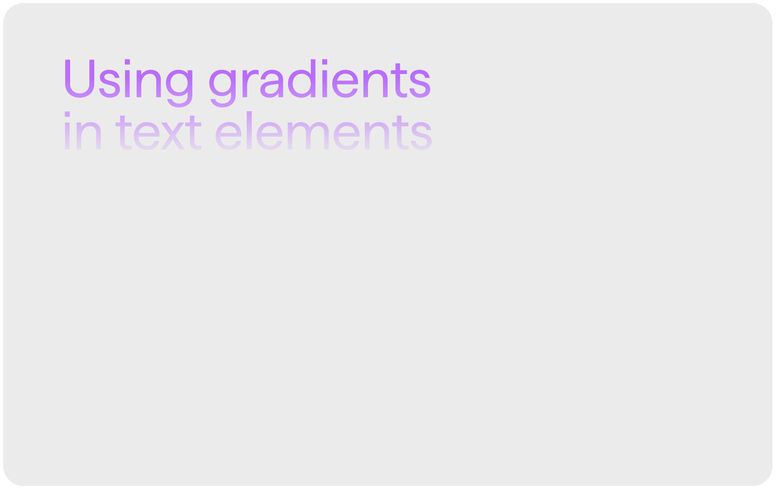




Don’ts

Don’t use low contrast combinations

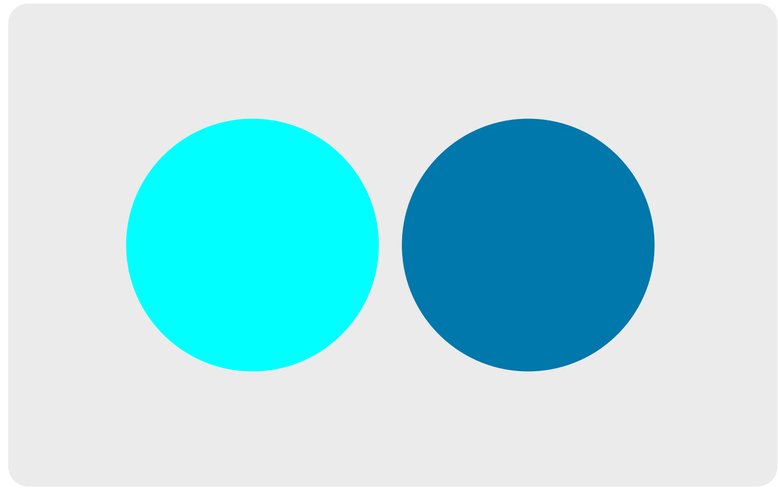
Don’t use colored texts on images



Don’t apply gradients to texts

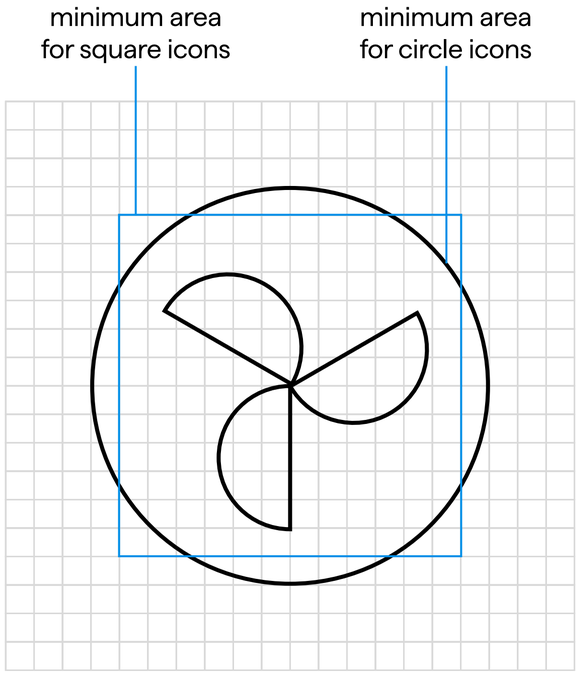
Don’t mix colors in gradients

Don’t use vibrating color combinations



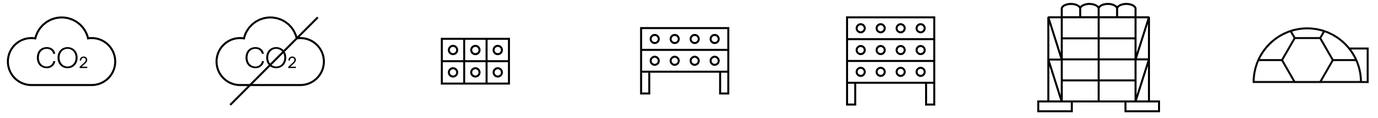
Don’t use colors that are not part of the corporate palette

To transmit simplicity and clarity, the icons are monochromatic and drawn in thin lines. They are composed of geometric shapes and should contain the least possible elements.



To guarantee good visibility, the minimum line thickness is 1.5px at a base size of 100 x 100px.

Climeworks specific icons:

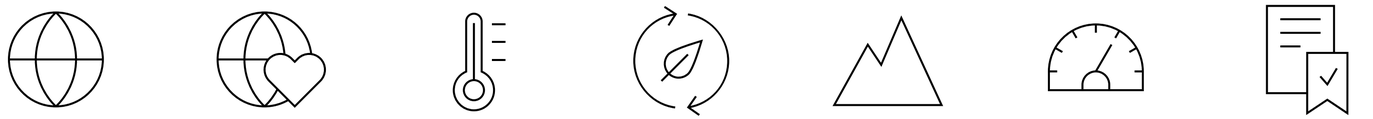


CO_2 cloud | CO_2 removal | Capricorn | Orca | Mammoth | Gen 3 | Carbfix / Storage

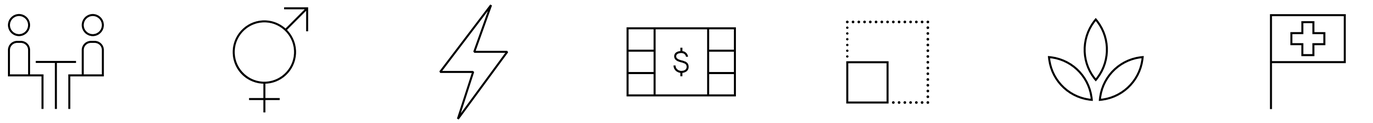
Icons for solutions are inspired by the circular Climeworks symbol and should maintain a rounded shape:

Direct air capture | Enhanced weathering | Biochar | Afforestation | Soil sequestration | Bioenergy with carbon capture and storage | News/ Updates

corporate icons:



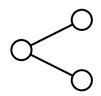
Earth | Earth heart | Temperature | Sustainability | Mountain | Measurable | Verification

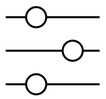


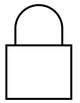
Booth quattro | Gender neutrality | Energy | Money | Scalable | Biodiversity | Swissness

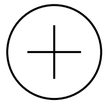
Please follow the link below for the full icon library

Note for design team:
The icons are available in line vectors. In case they need to be applied at sizes of >200px, please readjust the line thickness accordingly to avoid a too thick line at bigger sizes.

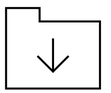

Share

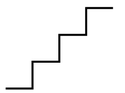

Customize

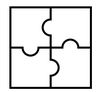

Lock

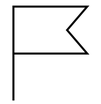

Additional

Download 1


Download 2


Stairs

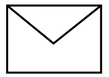

Puzzle

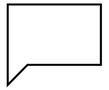

Business top

Pencil

Move up

Conversation


Mail

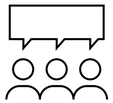

Messages

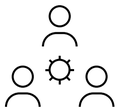
Heart

Like

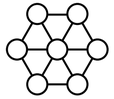
Engagement

Heart hands

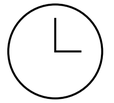

Teamwork


Team process

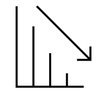
Connection


Stakeholder

Idea

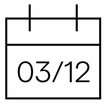

Time efficient

Cart

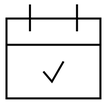

Decrease

Increase

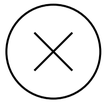
Climate justice



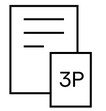
Calender


Event

Economy

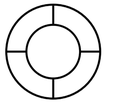

Cancel

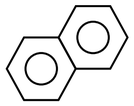
Policy



Pagination

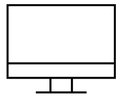
Choose

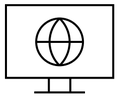

Safe

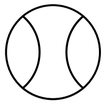

Hardware

Machinery

Non-arable land


Working space


Working environment


Ballsports

Surprise

Location

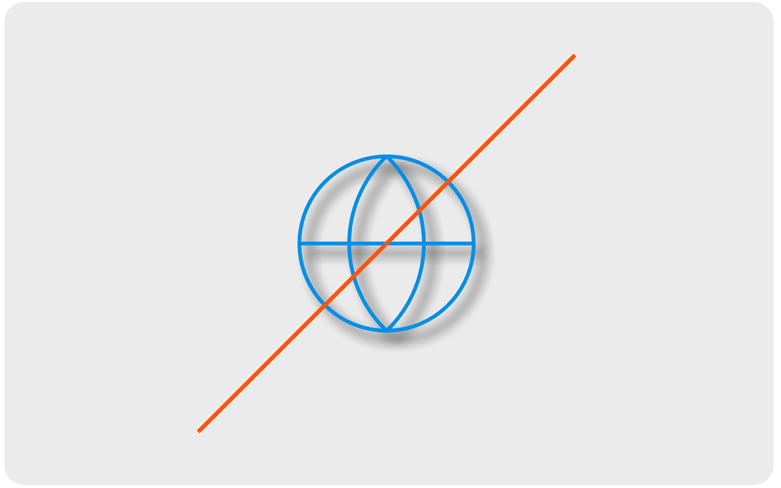
Up-right arrrow

Do’s

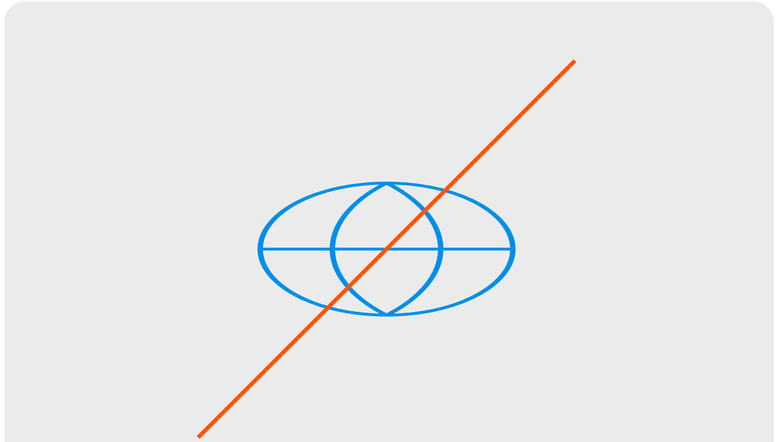
Change the color, but use 1 color only

Change the color, but use 1 color only

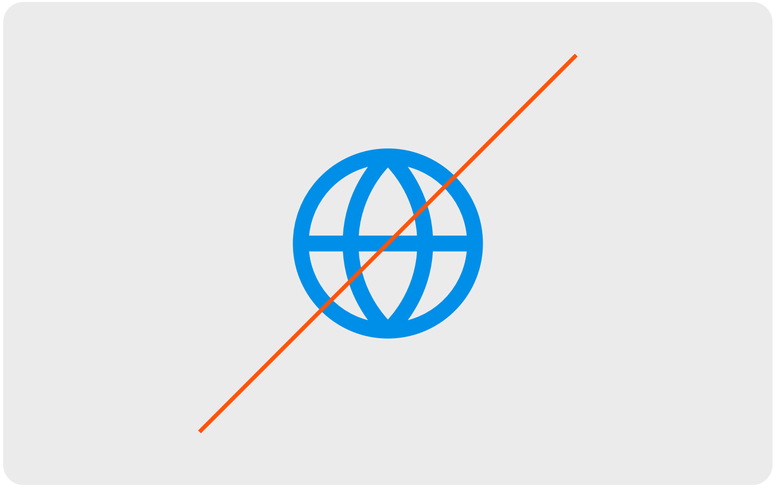
Don’ts



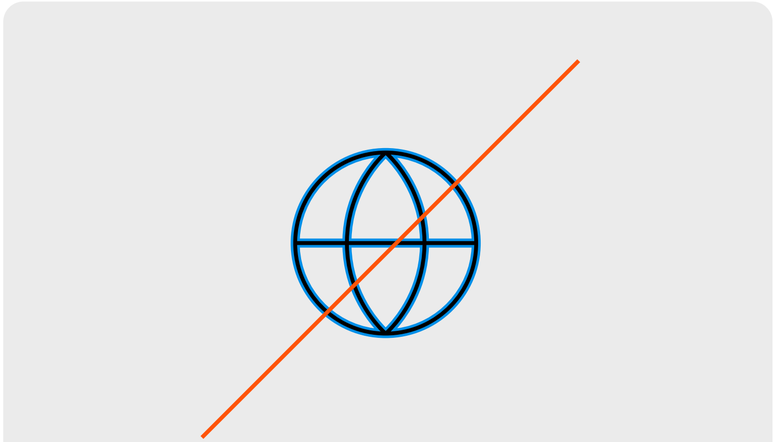
Don’t apply with shadow



Don’t distort the icons



Don’t modify the thickness of the outline



Don’t add an additional outline

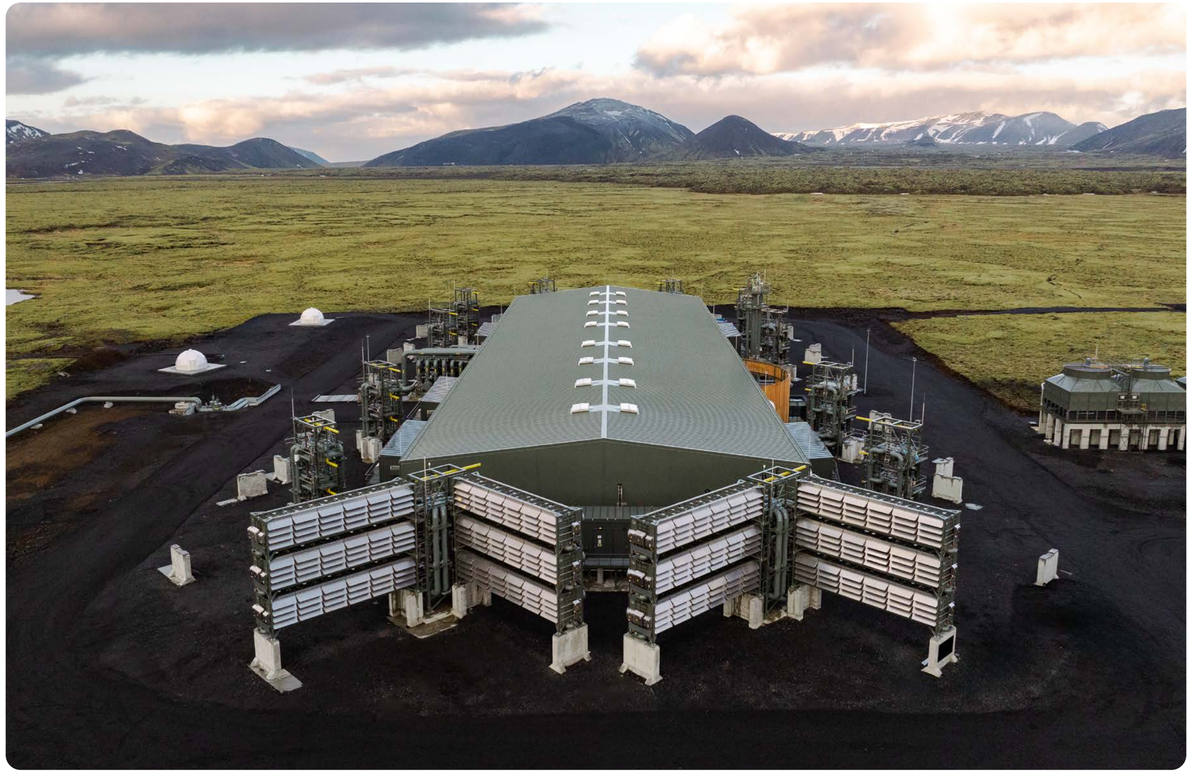
Tech

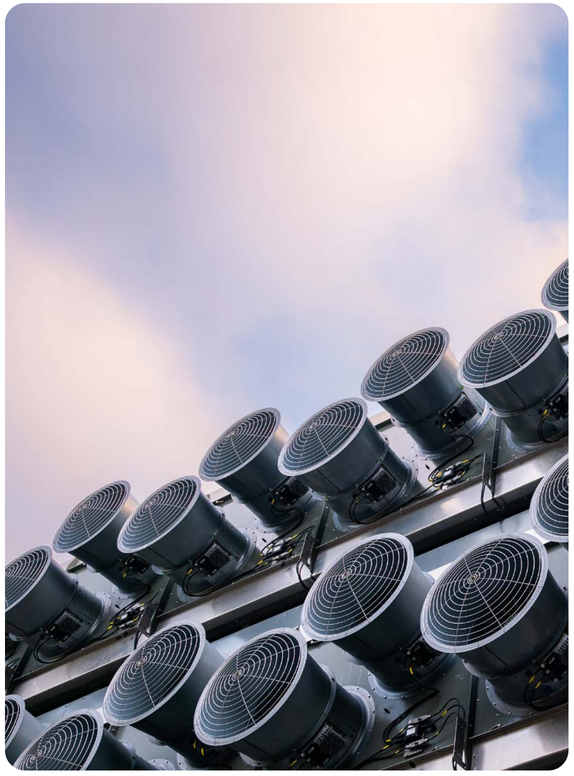
Use photographs of facilities and machinery to highlight the leading position of Climeworks in the development of DAC technology.

Use a mix of landscape shots to depict the scale of the project as well as detail shots to enhance a feeling of transparency,

When shooting new images try to frame the elements with a good amount of clean background or sky to facilitate the further in graphic assets.

Whenever possible, images to be shot at sunrise or sunset on clear days evoking soft shades and colors on the machinery.





↗ Index

People

The presence of people adds an emotional layer to the communication.

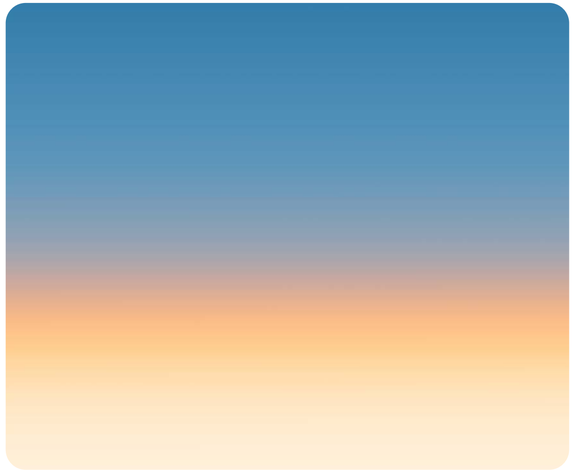
Include images of people outdoors, facing the sun with relaxed, natural expressions, embodying a sense of reconnection with nature.

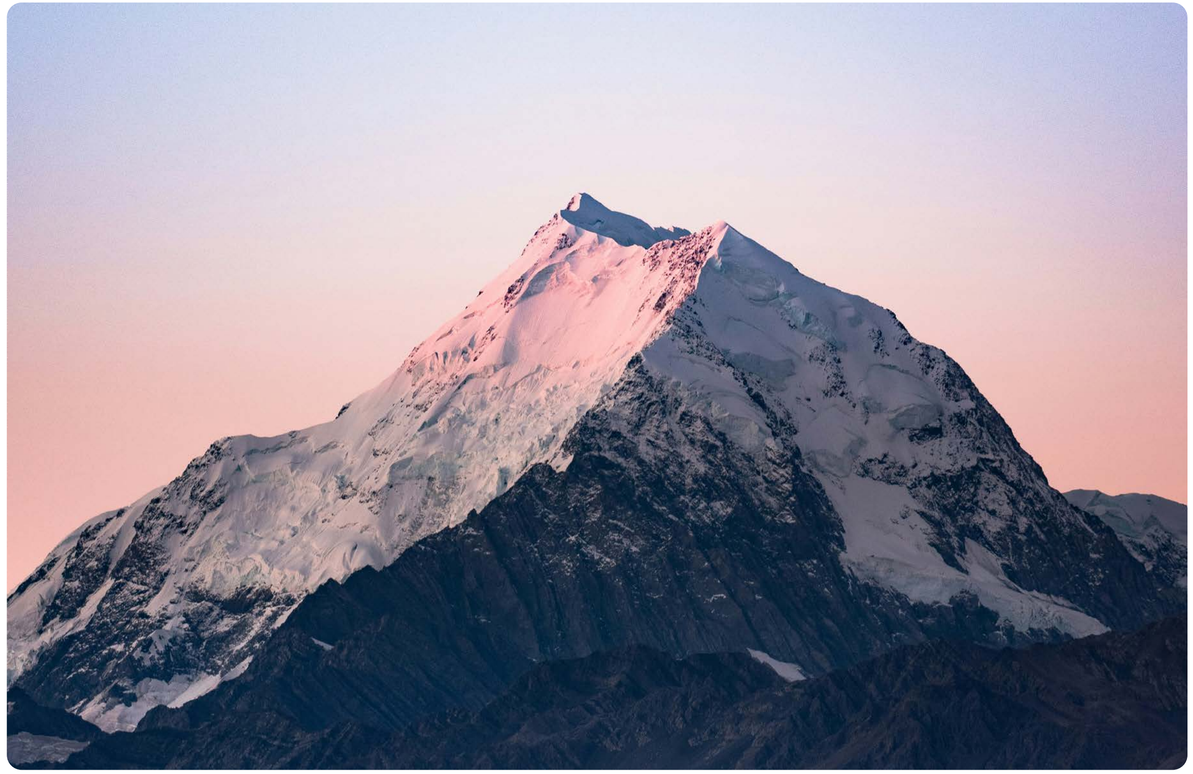
Choose portraits that use warm, natural sunlight, avoiding direct gazes or posed smiles at the camera.

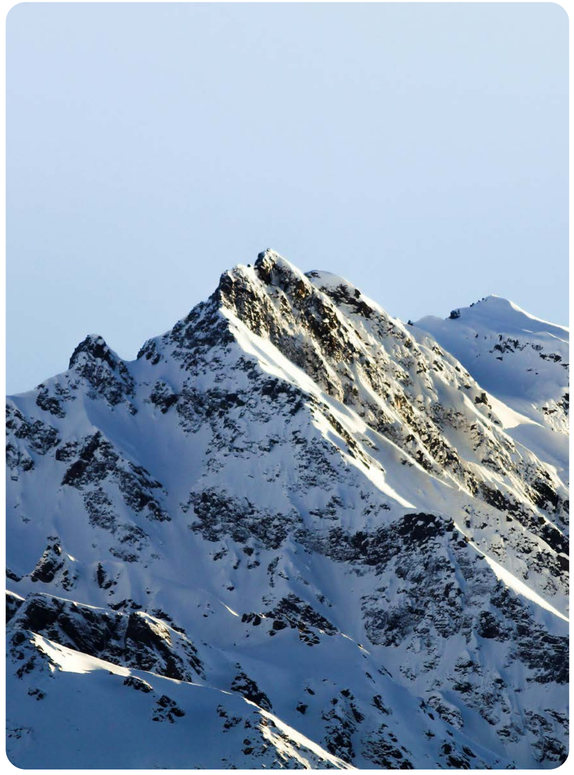
Nature & skies

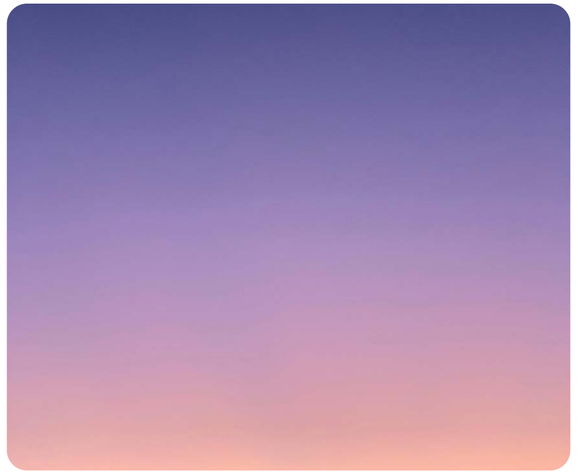
Natural sunlight transmits a positive mood, hope, and relief.

Use images of mountains, preferably peaks of the Swiss Alps with clear skies, captured at sunrise or sunset for softer lighting that evoke the purity of air and highlight the benefits for nature.



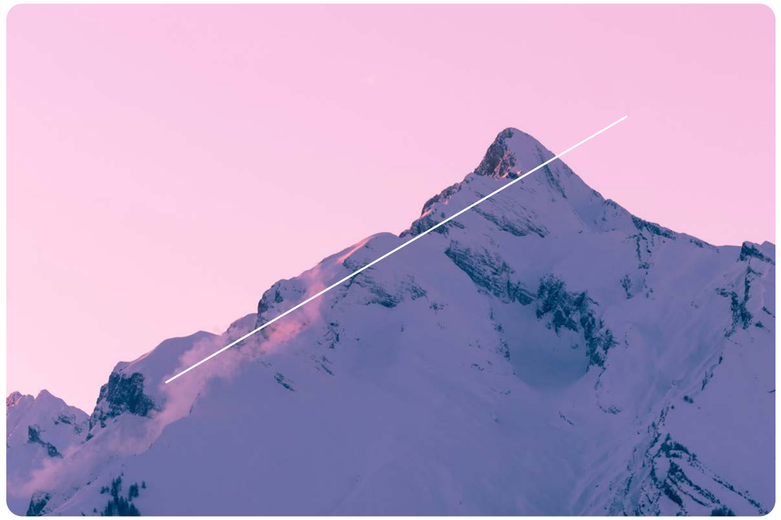


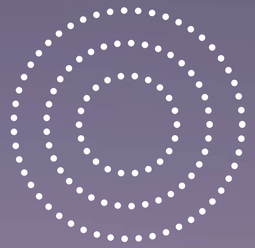




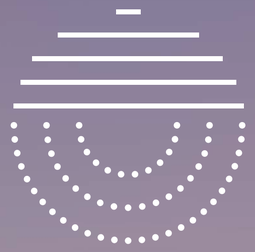
Diagonal

We will aim to create an upward diagonal in the composition of the photographs, whether through the inclination of the mountains, the elements within the image, or the gaze of the people.





Enhanced Rock Weathering

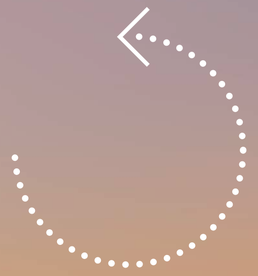


Bioenergy with Carbon Capture and Storage

Direct Air Capture

Biochar

Reforestation



Direct Air Capture

Direct Air Capture (DAC) is the use of chemical or physical processes to extract carbon dioxide directly from the ambient air. If the extracted CO_2 is then sequestered in safe long-term storage.

A process that aims to accelerate the natural weathering by spreading finely ground silicate rock, onto surfaces which speeds up chemical reactions between rocks, water, and air to remove CO_2.

Enhanced Rock Weathering

Biochar

Biochar is a charcoal-like material produced by heating biomass at high temperatures without or with little oxygen (in pyrolysis). This thermal decomposition breaks and rearranges chemical bonds in the biomass, forming very durable carbon structures.

- # Reforestation

Involves planting new trees in areas that were previously not forested. The goal is to create forests and increase carbon capture by allowing trees to absorb carbon dioxide from the atmosphere during photosynthesis.

In the natural biogenic CO_2 cycle plants consume and store CO_2 as part of photosynthesis. When biomass is used for energy generation, for instance for heating, the biogenic CO_2 in the plants is released back the atmosphere, thereby creating a net-zero CO_2 cycle.

BECCS

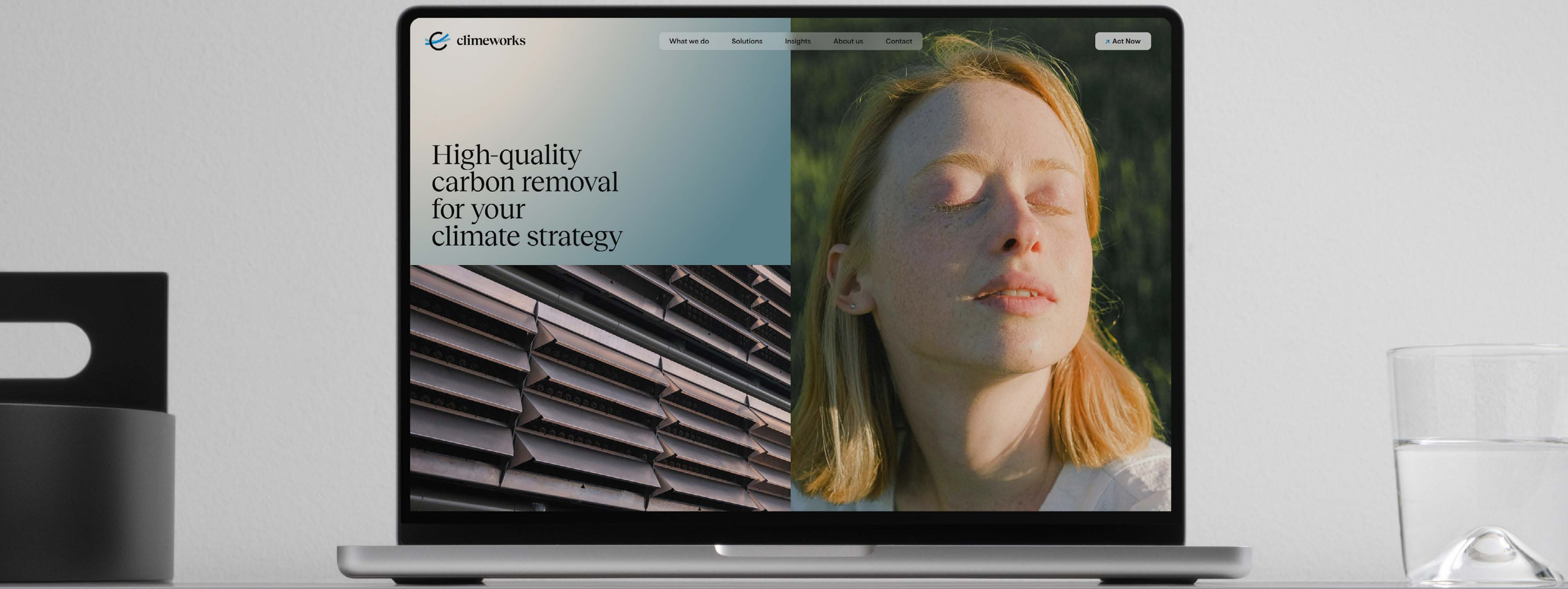
Applications

↗ Index

Corporate

Lettering sign on building facade

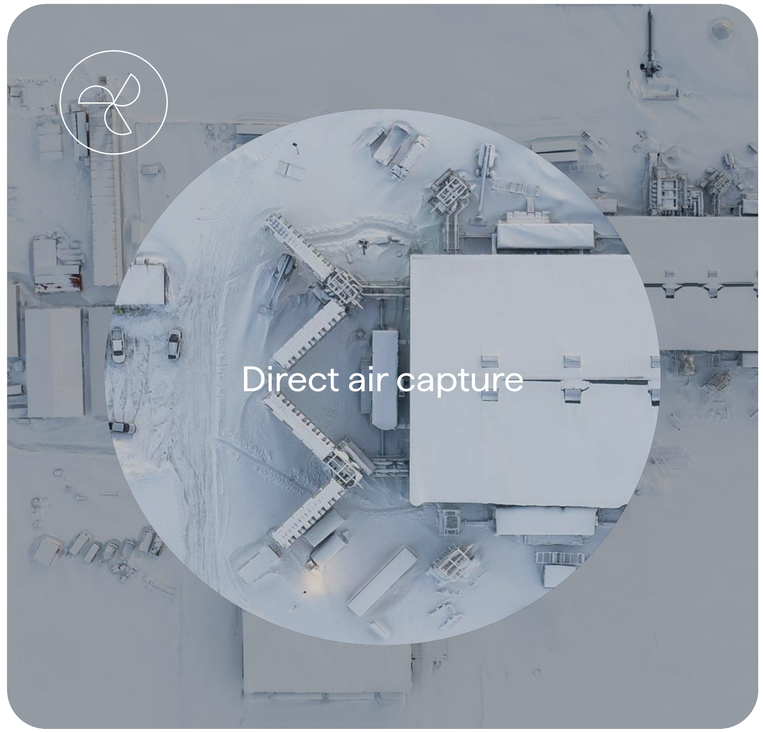
Website


climeworks
What we do
Solutions
Insights
About us
Contact
↗ Act Now
High-quality carbon removal for your climate strategy

Communication

Train station billboard

Social



climeworks

News

Recent policy updates in the EU

An overview of their implication for carbon removal (CDR)

Job position

We are hiring!

Executive assistant (100%)
Zurich, Switzerland

Partnerships

climeworks / SWISS

Partnership announcement

Partnership 1x1

Partnership 1440x900

Partnership 600x300

Merchandising

Stainless steel bottle

Small bag with embroidered logo

Climbing carabiner

Windbreaker jacket

↗ Index

Baby body

www.climeworks.com