

Brand Guidelines

Version 0.8
11 December 2023

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Brand in action

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

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

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

Purpose of this guide

These Brand Guidelines explain how to depict our brand imagery and language in online communication. They cover the use of messaging, logos, typography, color palette, images, and iconography. They will be updated over time.

For current messaging on our products and services, visit copyright.com, rightsdirect.com, rightsdirect.de or rightsdirect.jp. CCC no longer publishes a separate “Messaging Guide.”

For the latest boilerplate paragraph language, see the latest press release. For company overview text, see the About CCC page on copyright.com.

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

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

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

The Branding Team will update these guidelines periodically. For further assistance, please contact branding@copyright.com.

Company name & taglines

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Company name

The company name remains Copyright Clearance Center

Our company name is Copyright Clearance Center. In sales and marketing materials, please refer to the company as simply CCC. For example, instead of writing, “This solution was created by CCC (Copyright Clearance Center),” you would write, “This solution was created by CCC.”

When creating or modifying a sales or marketing piece where the full logo or boilerplate language is included, there is no need to clarify what the CCC acronym replaces in your copy.

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

Subsidiary name and logo

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

Company names and logos no longer in use

In all sales and marketing communications, written and verbal, please do not reference or use logos for Infotrieve, Ixxus or Pubget. For help updating outdated sales and marketing materials, please contact branding@copyright.com.

Tag line

"Creating solutions together." is our tagline. Please use the tagline in sales and marketing communications as part of approved campaigns.



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

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

Vision field

As the information industry addresses accessibility of data, expectations for immediate answers and the growing power of artificial intelligence, CCC’s sophisticated licenses, software and knowledge engineering solutions continue to adapt as we work with our clients to create solutions together.

We pioneer the way information is licensed, distributed, integrated, accessed and shared around the world. We enable collaboration. We work with all stakeholders to create frictionless rights and content marketplaces. We help people navigate vast amounts of data to find contextually relevant information that supports informed decision-making. We help people find actionable insights from data and information.

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

Brief vision statement

Advancing copyright.
Accelerating knowledge.
Powering innovation.

Advancing
copyright.

Copyright is at the core of CCC’s business. As a global leader in voluntary collective licensing, CCC is both an industry pioneer and a world-class innovator. We set the standard for an efficient global rights marketplace, creating frictionless licensing solutions for all communities powered by innovative software applications and expert professional services. CCC advocates for copyright globally through educational programming, award-winning content and frequent collaborations with researcher, publisher, author and collective management organizations.

Accelerating
knowledge.

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

Powering
innovation.

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

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What we're known for

We're experts in global copyright

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

We collaborate to help connect innovation to commerce

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

We power informed decision making

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

We accelerate discovery and progress

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

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Brand in action

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

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

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

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

Elevator pitch

Who is CCC?

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. We build and deliver solutions that connect content and rights in contextually relevant ways through software and professional services.

What does CCC do?

With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC helps publishers, research-driven businesses and academic institutions navigate vast amounts of data to discover actionable insights and make informed decisions. We collaborate with stakeholders to create innovative solutions that harness the power of data and AI.

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Copyright, trademark and registered trademark attribution.

Presentations

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

Sales & marketing

In sales and marketing materials, please include this footer text on the back page, where YYYY represents the calendar year of publication:

© YYYY Copyright Clearance Center

Please do not include variations such as “Copyright © YYYY Copyright Clearance Center” or “© Copyright YYYY Copyright Clearance Center” and please do not include the phrase “All rights reserved.”

Product names

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

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Boilerplate copy

About CCC

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.

About RightsDirect

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

A pioneer in voluntary collective licensing, CCC advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary RightsDirect collaborate with stakeholders on innovative solutions to harness the power of data and AI.

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Essential elements

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

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

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

Master artwork

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

Important note

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

Logo : Minimum size

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

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

Minimum size

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

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

Large format

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

Minimum size of full logo



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

Minimum size of CCC logotype only



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

Logo : Clear space

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Preferred clear space



Minimum clear space

Half a C-height above and below

Clear space

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

A clear space, or exclusion zone, has been defined around the logo. This space should be kept clear of all type and other graphic elements.

Preferred clear space

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

Minimum clear space

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

Proportion

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

Logo : Versions

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Copyright Clearance Center

Full-color logo (preferred)

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



Copyright Clearance Center

White knockout logo

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

Color

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

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

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

RGB 0, 169, 237
HEX #00A9ED
CMYK 100, 29, 0, 7
PANTONE 2995 C

Sky blue

RGB 0, 95, 180
HEX #005FB4
CMYK 100, 47, 0, 29
PANTONE 300 C

Sapphire blue

RGB 0, 50, 110
HEX #00326E
CMYK 100, 55, 0, 57
PANTONE 294 C

Midnight blue

RGB 252, 195, 11
HEX #FCC30B
CMYK 0, 23, 96, 1
PANTONE 7548 C

Sunflower

RGB 240, 168, 11
HEX #FOA80B
CMYK 0, 30, 95, 6
PANTONE 130 C

Marigold

RGB 204, 89, 10
HEX #CC590A
CMYK 0, 56, 95, 20
PANTONE 159 C

Pumpkin

RGB 238, 243, 245
HEX #EEF3F5
CMYK 3, 1, 0, 4
PANTONE 656 C

Cloud

RGB 148, 165, 166
HEX #94A5A6
CMYK 11, 1, 0, 35
PANTONE 4191 C

Pewter gray

RGB 44, 62, 80
HEX #2C3E50
CMYK 45, 22, 0, 69
PANTONE 432 C

Slate gray

RGB 33, 162, 134
HEX #21A286

Persian green

RGB 137, 75, 157
HEX #894B9D

Wisteria purple

RGB 246, 52, 71
HEX #F63447

Salsa red

Color : How to use color

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



Our orange colors and the blue colors should never touch.

Color : Color & typography combinations

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

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



Page title	Page title	Page title	Page title	Page title	Page title
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Our orange colors and the blue colors should never touch.

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Soleil

Soleil Light
Soleil Book
Soleil SemiBold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"£\$%?@&*

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

Primary font for titles and headlines

Soleil Book is the primary typeface for headings and titles. It is a fresh geometric sans font and has been chosen for its clean appearance, which makes it legible across all media.

Secondary font for introductory text

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

Body copy

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

Please contact branding@copyright.com for system fonts.

Zilla Slab

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"£\$%?@&*

Calibri Light

Light

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"£\$%?@&*

Typography : Typographic hierarchy

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

Tracking / Letter spacing

At times, letters may not appear uniform visually, and will require adjusting the characters. Tracking and line spacing equalizes the appearance of white space between letters. Tracking should ideally be set to -25.

Leading / Line spacing

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

Alignment

Alignment is important in typography; we mainly use left-aligned text for readability. Sometimes, centered text is used for small sections of copy where we want to make a bold statement or create a particular aesthetic.

An example of our typographic hierarchy

Powering Innovation

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

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

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

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

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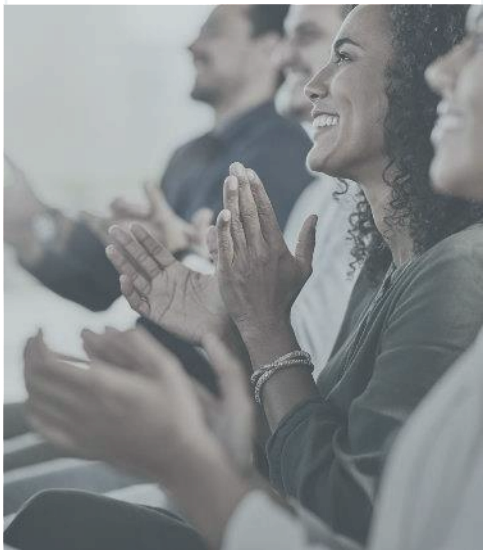
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Immersed

Photography of people or teams focused at work



Abstract expressive

Photography of patterns and landscapes in sectors



Portraiture

CCC people with branded backdrops



Intriguing narrative

Carefully selected illustration to convey a concept



Photography : Immersed

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Sunflower base



Sky blue base



Pewter base



Sunflower base

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

The subjects never look directly at the camera.

The images have a shallow depth of field. The subject/task is in focus and the background is blurred and often out of focus.

We use the brand base colors Sunflower, Sky blue and Pewter.

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

Photography : Abstract expressive

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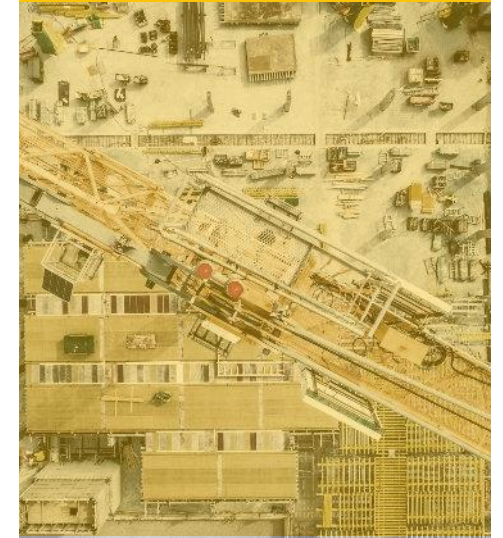
Sky blue base



Sunflower base



Pewter base



Sunflower base

Abstract expressive images should be strong and eye-catching.

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

The image should capture abstract-like patterns.

The images do not focus on people.

Photography : Portraiture

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A consistent way of presenting our people.

Our portraits should display human qualities of warmth and approachability. People should look relaxed and natural in pose.

Images are shot on a neutral background and are black and white. The portraits are displayed with the bubble badge as a background.



International Women's Day

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



Haralambos Marmanis

Executive Vice President & CTO

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

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

Photography : How to style images

Original image



CCC styled image



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

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

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

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

We use the brand base colors Sunflower, Sky blue and Pewter.

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

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Photography : Diversity, equity and inclusion

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A picture says a thousand words.

We are an agile and dynamic organization made stronger by our increasingly diverse global community. When using photography and illustration in CCC and RightsDirect materials, we strive to reflect the breadth of talent and viewpoints throughout the world. This requires deliberate effort to minimize unconscious bias and select images that communicate our values and reflect our diverse, differently abled and multicultural community of co-workers, customers and partners.

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



Photography and image licensing

CCC is in the business of intellectual property licensing. Thus, CCC uses only licensed images. If you did not take the photograph or create the image yourself, you must use the images licensed thorough Getty Images, which are available to all staff. Please contact branding@copyright.com for assistance.

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

The illustrations should be driven by function. They are graphic easy to read and balance visual appeal with directness. They provide a general representation and should be playful and bold. Select images that reflect our brand colors.

Illustration is a specific form of depiction and should be used as such. We can use illustrations to address a variety of subjects. They should only be used to support and supplement content.



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

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

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

Please note:

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



Bubble badge

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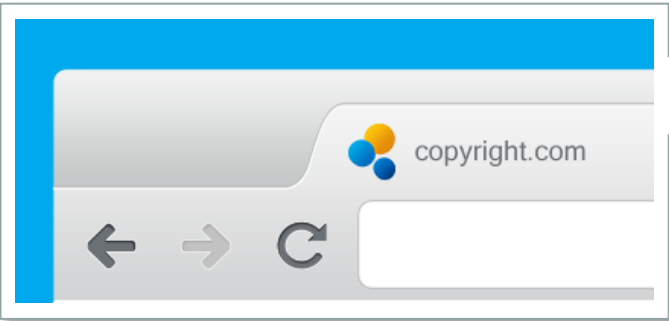
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The Bubble badge is a visual device that acknowledges the heritage of the CCC brand.

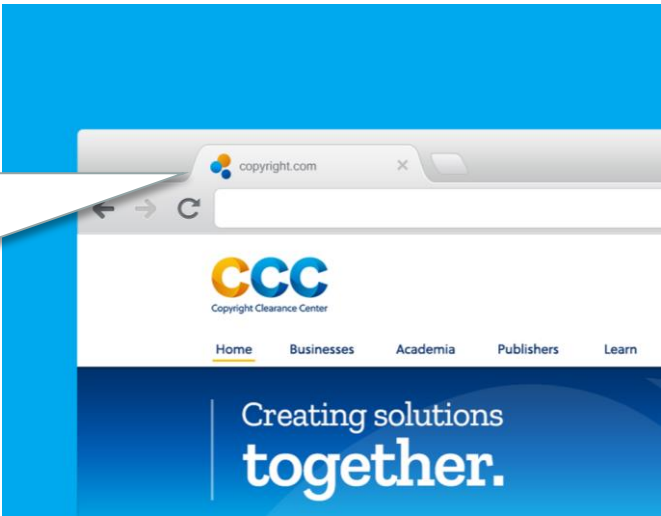
The bubble badge may only be used with these badge guidelines.

The bubble badge may be used intact, without editing and without adding images in front of or inside the three circles. It must appear in these colors as shown.

Bubble Favicon



Small



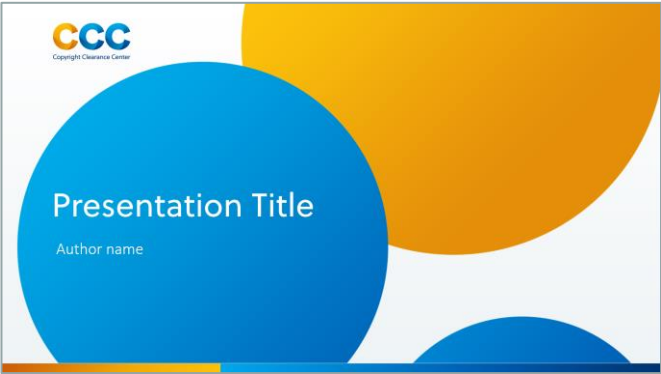
Bubble presentation cover and slide dividers



Medium



Large



X - Large

RightsDirect logo

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

The logo comprises the symbol and the logotype, which are equally important. The relationship between these two elements has been established and these proportions are fixed as illustrated. In certain instances, when Copyright Clearance Center branding is also used, the RightsDirect logo may appear without the CCC ownership tagline.

Master artwork

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

Logo colors

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

When referred to in text

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

RightsDirect logo : Minimum size

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

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

Minimum size

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

The exception to this, on very rare occasions, is when we use the RightsDirect logo without the subsidiary tagline, where it can then appear at smallest size of 20mm, or a height of 24 px for the screen.

Large format

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

Minimum size of full logo



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

Minimum size of RightsDirect logotype only



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

RightsDirect logo : Clear space

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Preferred clear space



Minimum clear space

Clear space

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

A clear space, or exclusion zone, has been defined around the logo. This space should be kept clear of all type and other graphic elements.

Preferred clear space

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

Minimum clear space

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

Proportion

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

RightsDirect logo : Versions

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Full-color logo (preferred)

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



White knockout logo

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

Co-branding

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Full-color logo (preferred)

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



White knockout logo

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

Co-branding : Minimum size

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Brand in action

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

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

Minimum size

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

The exception to this, on very rare occasions, is when we use the RightsDirect logo without the subsidiary tagline, where it can then appear at smallest size of 45mm, or a height of 32 px for the screen.

Large format

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

Minimum size of co-brand logo (with CCC name)



Screen : Minimum height of 64px

Print : Minimum width of 85mm

Minimum size of co-brand logo (with CCC logotype only)



Screen : Minimum height of 32px

Print : Minimum width of 45mm

Co-branding : Clear space

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Clear space

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

A clear space, or exclusion zone, has been defined around the logo. This space should be kept clear of all type and other graphic elements.

Preferred clear space

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

Minimum clear space

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

Proportion

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

Product logos: CCC

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Minimum size

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



TWO LINE PRODUCT NAME



SMALL
MIN. SIZE @48 px
(excludes name)



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



Product logos : RightsDirect

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Minimum size

ONE LINE PRODUCT NAME



TWO LINE PRODUCT NAME



Brand Guidelines

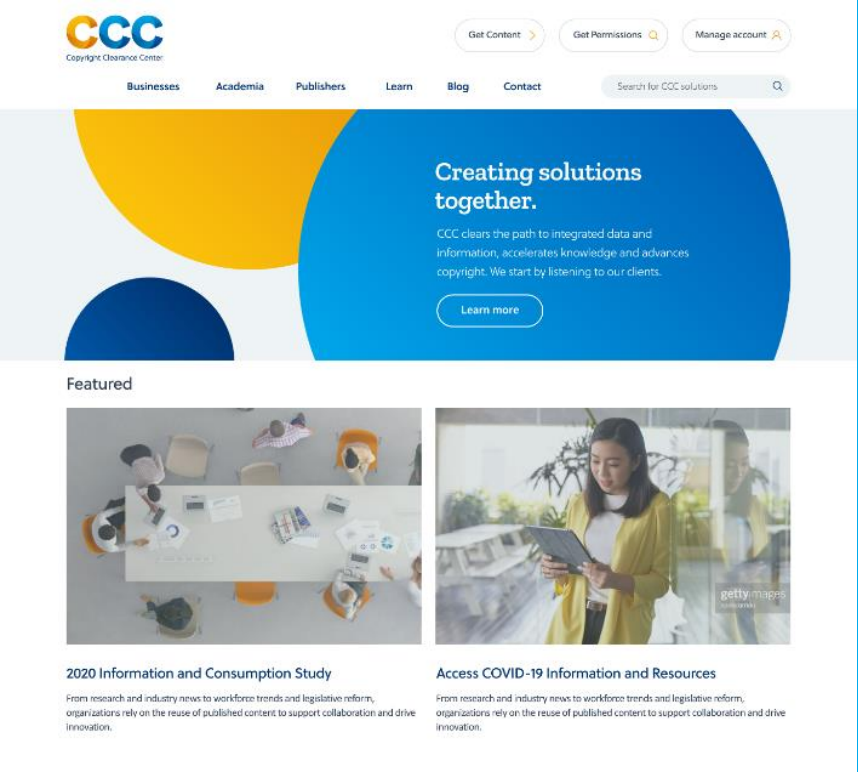
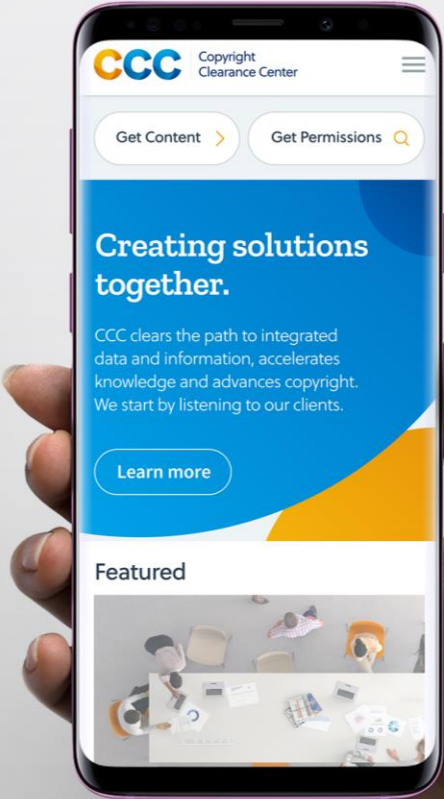
Brand in action

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For illustration purposes only.

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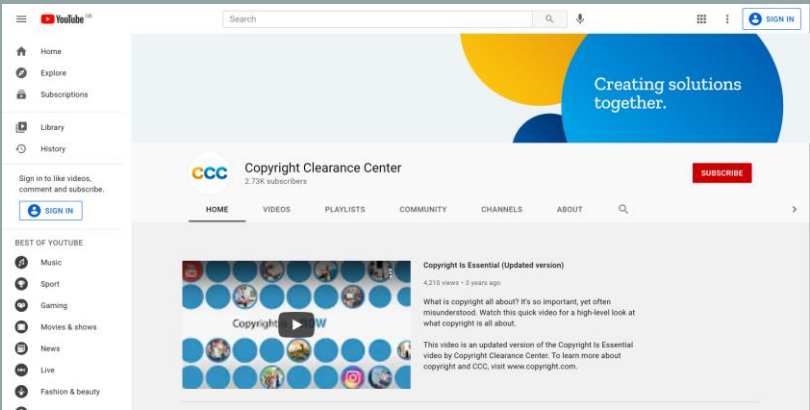
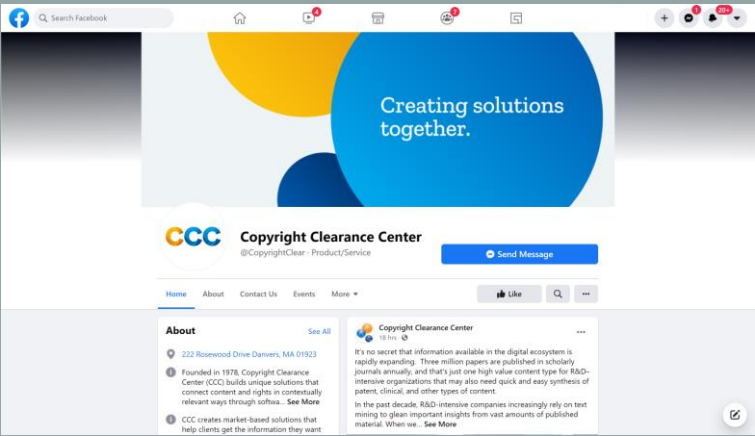
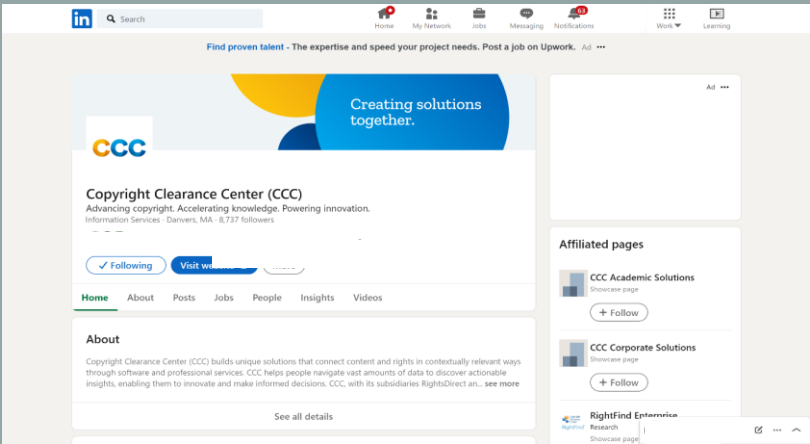
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CCC continually evaluates our participation on social platforms.

LinkedIn remains our primary social channel. We encourage users to follow us on LinkedIn and subscribe to our Velocity of Content blog, podcast series, and YouTube channel.



For illustration purposes only.

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CCC only

EXAMPLE

The London Book Fair | 15 March 2021

The rise of the researchers
New directions in scholarly publishing



copyright.com

Co-branded

EXAMPLE

RightFind
Business Intelligence
Content Analytics. Actionable Insights.



copyright.com

CCC & Partner

EXAMPLE



RSA House, London | 14 March 2019

Advancing open scholarly communications



copyright.com/outsellinsights2019

Video intro/outro examples

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

For illustration purposes only.

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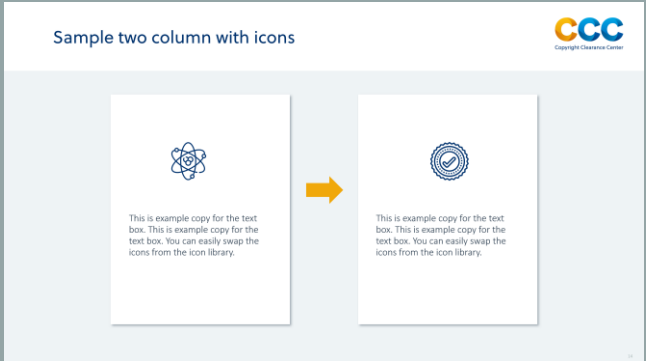
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Sample content with icons



This slide features three columns, each with a sub-title and a feature box. The first column has a sub-title 'This is the sub-title for this feature box' and a paragraph of sample text. The second column has a sub-title 'This is the sub-title for this feature box' and a bulleted list of three items. The third column has a sub-title 'This is the sub-title for this feature box' and a numbered list of three items. Each column also includes a note about swapping icons from the CCC icon library.

Sample two column with icons




This slide shows two columns. The left column has a sub-title 'This is a sub-title for this section' and a paragraph of sample text. The right column has a sub-title 'This is a sub-title for this section' and a paragraph of sample text. An arrow points from the left column to the right column, indicating a transition or comparison.

Sample photography



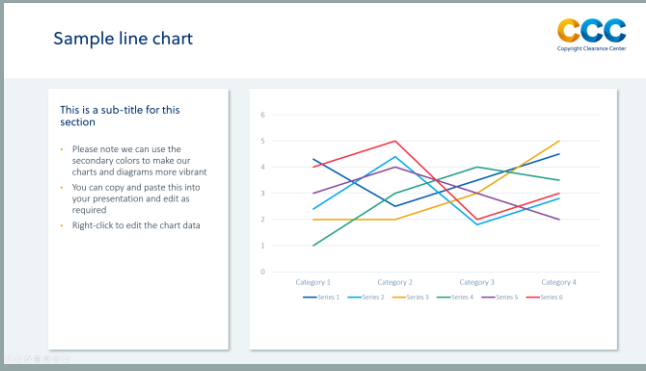
This slide features a photograph of a man in a white shirt pointing at a screen. To the right of the image is a list of instructions for using the photography slides, including how to copy them into a presentation, how to change the picture, and the settings required for the image to be displayed correctly.

Sample quote page



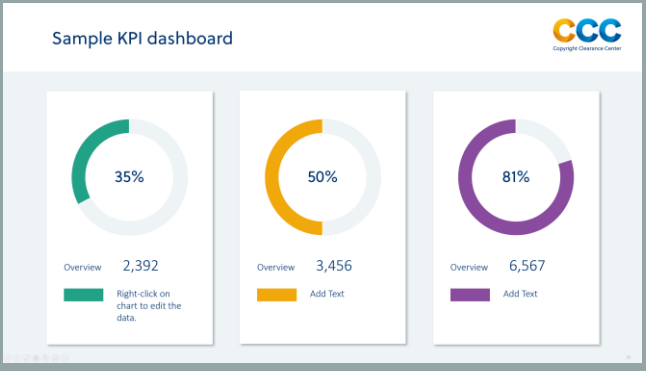
This slide displays five quote boxes arranged in a circular pattern. Each box contains a quote and a name. The quotes are: 'It is not the strongest or the most intelligent who will survive but those who can best manage change.' (Charles Darwin), 'Add you quote here for your presentation. You can edit the master if require more or less quote boxes.', 'Add you quote here for your presentation. You can edit the master if require more or less quote boxes.', 'Add you quote here for your presentation. You can edit the master if require more or less quote boxes.', and 'Add you quote here for your presentation. You can edit the master if require more or less quote boxes.'

Sample line chart



This slide shows a line chart with six data series (Series 1 through Series 6) plotted against four categories (Category 1 through Category 4). The chart includes a sub-title 'This is a sub-title for this section' and a list of instructions for using the line chart, including how to edit the data and how to make the chart more vibrant.

Sample KPI dashboard



This slide displays a KPI dashboard with three circular progress indicators. The first indicator shows 35% completion for 'Overview' with a value of 2,392. The second indicator shows 50% completion for 'Overview' with a value of 3,456. The third indicator shows 81% completion for 'Overview' with a value of 6,567. Each indicator also includes a note about right-clicking on the chart to edit the data.

Presentations

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

For illustration purposes only.

Sales & marketing collateral

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Case Study

How Syngenta creates a robust information hub for R&D employees with RightFind Enterprise

Syngenta, a leading agriculture company that aims to improve global food security, has 5,000 R&D employees spread across the world.

To meet the evolving needs of researchers, Syngenta's information and knowledge management team wanted to create a streamlined process to obtain content. They understood that R&D employees trying to solve problems in the agriculture industry need access to published information, whenever, wherever.

"We have members of R&D spread far and wide, and where we say field sites, some of the sites really are field sites," Syngenta's information and knowledge management team Rachel Betts said. "In addition to those of our main R&D sites, there are people who need to be able to access the information we provide."

That information — like company publications, scientific journals, and more — was both dispersed and diverse, Rachel explained.

There was no unified or consistent place or method for obtaining content, so individual users and groups were taking it upon themselves to acquire content in different ways.

Syngenta's team also was responsible for the organization's copyright licensing and compliance education. But with employees across the globe — it was difficult to select users to come to her (Rachel) team every time they had a copyright question. She knew they needed the ability to find out their rights for different content usage scenarios without having to speak directly to an information services team member.





RightFind® Enterprise

The fastest way to find, manage, and collaborate on content

With an average 8,000 articles published every day, finding relevant, trusted information and staying on top of the latest research isn't easy. Without fast, secure access to the vital published content, researchers cannot do their jobs effectively, slowing the pace of innovation.

RightFind Enterprise provides faster discovery and insights with immediate access to scientific literature and data and streamlines copyright compliance collaboration. With a streamlined implementation approach, organizations get up and running quickly, and RightFind makes it easy to demonstrate content ROI to results.

RightFind Enterprise integrates seamlessly with CCC's copyright licenses to make copyright compliance collaboration easier. The result? You maximize the flow of research, maximize the value of your content investments, and streamline your information management operations.



How it works

- Search using semantic technology to find relevant content fast. You can also search for content using RightFind, Single Article, Pubmed, SciFinder, and others on other preferred search tools.
- Get secure and direct access to full-text articles and simplify the authorization process for company administrators, with secure or internal collections. Further article directly through RightFind Enterprise.
- Get insights through an intuitive and remarkably enriched full-text reading experience.
- Collaborate with colleagues in a secure, compliant manner.
- Report on content usage and spending to make data-driven content investments.
- Manage content including subscriptions, user access, security, document delivery, and internal collections.



Annual Copyright License

A trusted licensing solution that complements an organization's publisher agreements and subscriptions by providing a consistent set of reuse rights across a broad repository of titles.

The ACL enables teams to more easily collaborate using content from a wide range of sources, simplifying copyright compliance, driving innovation, and promoting resources that educate employees about the importance of copyright.

Companies rely on the efficient exchange of information, from research and industry news to workflow trends and regulatory reform. They subscribe to find the content their employees need, but there are still gaps in coverage that prevent risk to the company. In the daily rush to get through dense work, even seasoned employees may unknowingly reuse copyrighted material from time to time without permission to do so. Assuming rights to make and collaborate using content on a one-off basis is often time consuming and sufficient.

Companies rely on the efficient exchange of information, from research and industry news to workflow trends and regulatory reform. They subscribe to find the content their employees need, but there are still gaps in coverage that prevent risk to the company. In the daily rush to get through dense work, even seasoned employees may unknowingly reuse copyrighted material from time to time without permission to do so. Assuming rights to make and collaborate using content on a one-off basis is often time consuming and sufficient.



The top benefit to the power of mind that we're in compliance with copyright laws. Having the Annual Copyright License also gets back to integrity truly making a name out of our company.

Chris Giamberini
Senior Director, Compliance Counsel
Blue Cross and Blue Shield of Tennessee

* 2020 Information Week, Consumption and Use Report -
Editorial Staff, March, No. 1
www.copyright.com



Business professionals share information on average of 5.5 times per week with an average of 25 people, and 45% of that information is externally published.*




Whitepaper

Knowledge Graphs

Connecting Your Data to Solve Real-World Problems in R&D, Business Intelligence, and Strategy

Phil Jones, PhD
Double L Digital





Top 10 Tips

Misconceptions about copyright

Separating copyright fact from fiction

Copyright is often misunderstood. Employees only use and collaborate using published content as part of their daily business routine. These users of published information support innovation, discovery, and growth. These activities may, however, be violating copyright law and placing your organization at greater risk of litigation. There are some common misconceptions around content access and use in the workplace and guidelines for educating employees on the responsible use of content.



1 If I find content online that's free, it's okay to reproduce it in my company's blog. After all, it's just a blog.

Even though content is posted in public areas of a website or freely available, it doesn't mean that permission is not required or that it is free to make and share copies. It's important to think of specific terms of use on websites which often detail how a user may / may not reuse online content, and secure proper permissions where needed.

Copyright law applies to blogs just as it does to any other original work. Generally speaking, content from blogs cannot be re-used without permission.

2 My company has an online subscription to a journal, so it should be okay if I post articles from that journal on my company's intranet site for employee education or send copies to my customers.

Not necessarily. Distributing copyrighted content by posting it to an intranet site is no different than making photocopies for each employee. It requires permission to some cases, distribution within the company may be permitted by the relevant journal subscription, but in many others, reuse or permission from the copyright holder or its authorized agent is required to make or share any additional copies.

It's vital to read the subscription agreement, also distribution to persons outside the organization, so then the terms carefully before sending content outside your company. You may need to acquire additional permissions or purchase digital or print reports.

Email signature

OVERVIEW

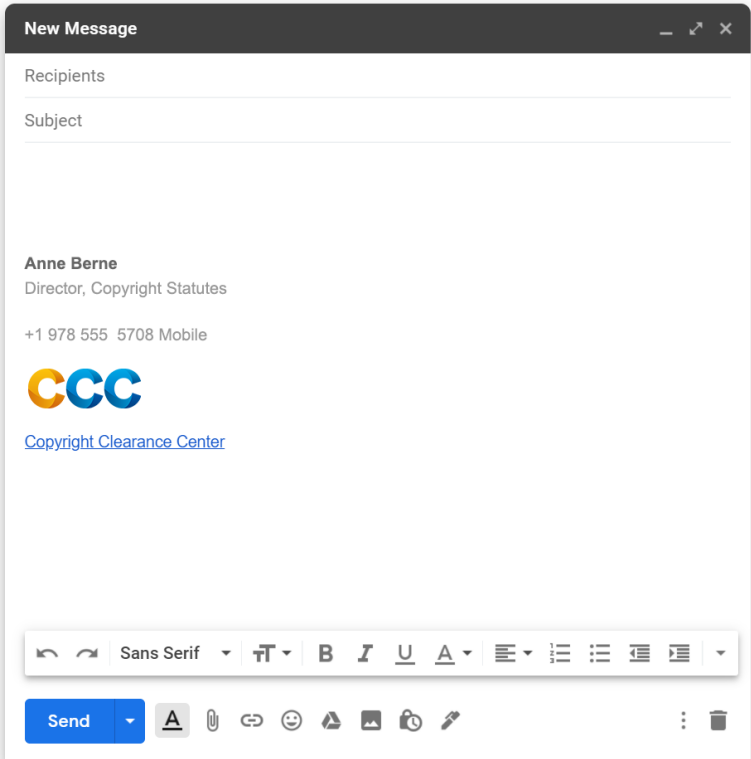
- Introduction
- Context
- Company vision
- Vision statements
- Brand attributes
- Tone of voice
- Copyright references
- Boilerplate copy

ESSENTIAL ELEMENTS

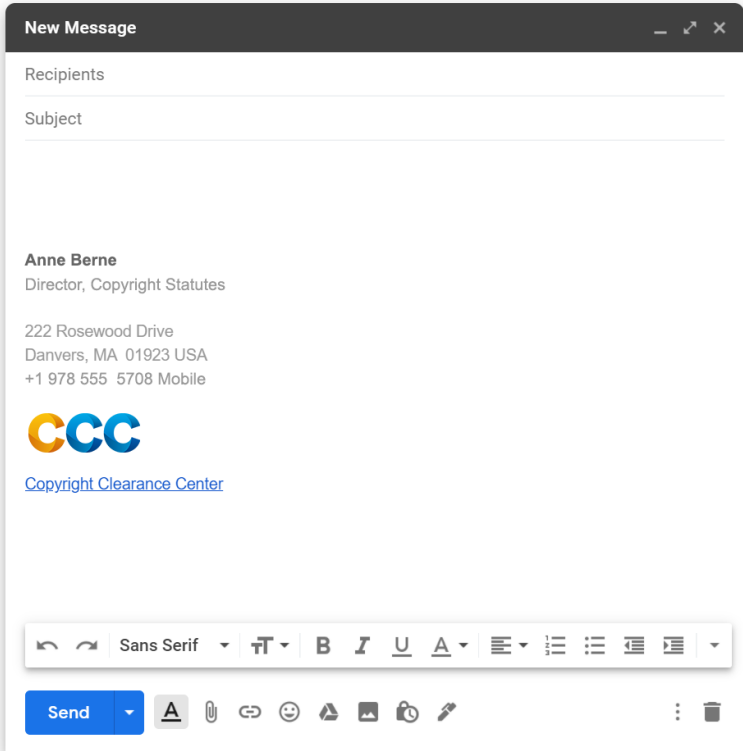
- Logo
- Color
- Typography
- Photography
- Illustration
- Iconography
- Bubble badge
- RightsDirect logo
- Co-branding
- Product logos

BRAND IN ACTION

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



Email signature example



Optional: Email signature with office address



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

Correspondence

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For illustration purposes only.

Pardot headers

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- Brand in action

CCC branded

Cvent page header
1920px wide, no height requirement



Cvent / Pardot email header
600x150px



Pardot page header
1280x360px



Pardot header
700x197px



CCC branded

Cvent page header
1920px wide, no height requirement



Cvent / Pardot email header
600x150px



Pardot page header
1280x360px



Pardot header
700x197px



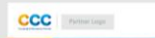
Co-branded CCC & RD



Knockout CCC on Blue



CCC & Partner Logo



Knockout Co-branded CCC & RD on Bright



Brand in action

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Brand in action

OVERVIEW

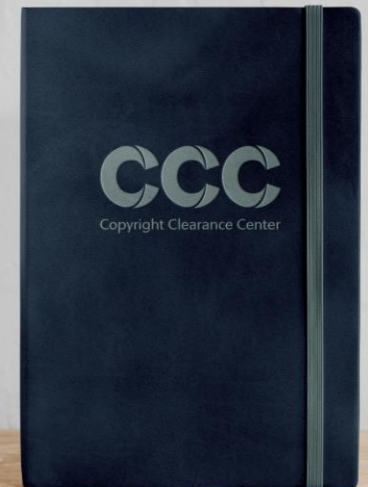
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Resources

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

For additional guidance please contact the marketing team at branding@copyright.com with any questions.

Contact

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Brand guidelines developed by

