Copyright Clearance Center

Brand Guidelines

Version 0.8
11 December 2023

Introduction

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

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

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

Purpose of this guide

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

For current messaging on our products and services, visit copyright.com, 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.

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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 ins 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.

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Brief vision statement

Advancing copyright.
Accelerating knowledge.
Powering innovation.

Advancing copyright.

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

Accelerating knowledge.

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

Powering innovation.

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

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What we're known for

We're experts in global copyright

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

We collaborate to help connect innovation to commerce

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

We power informed decision making

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

We accelerate discovery and progress

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

Tone of voice

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

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

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

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

Elevator pitch

Who is CCC?

A 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 ™ 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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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.

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Full-color logo (preferred)

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

White knockout logo

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

Color

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

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

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

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	#F0A80B
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

Our orange colors and the blue colors should never touch.

Typography : Fonts

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Soleil

Soleil Light
Soleil Book
Soleil SemiBold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890
!"£$%?@&*

Zilla Slab

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz
1234567890
!"£$%?@&*

Calibri Light

Light

ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuv
wxyz
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.

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

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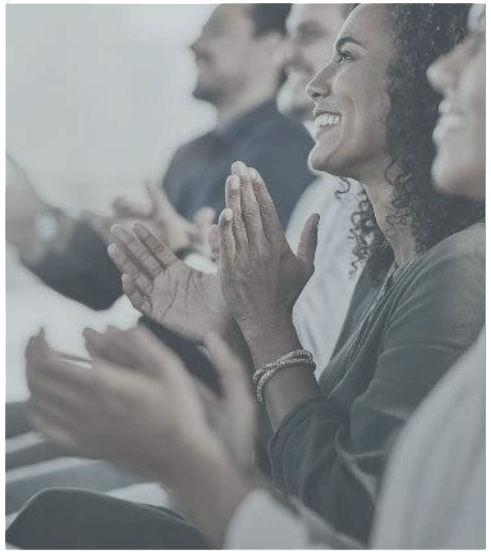
Imagery plays a crucial role in the visual identity. We have four different types of imagery with specific functions.

Immersed

Photography of people or teams focused at work



Abstract expressive

Photography of patterns and landscapes in sectors

Portraiture

CCC people with branded backdrops

Intriguing narrative

Carefully selected illustration to convey a concept

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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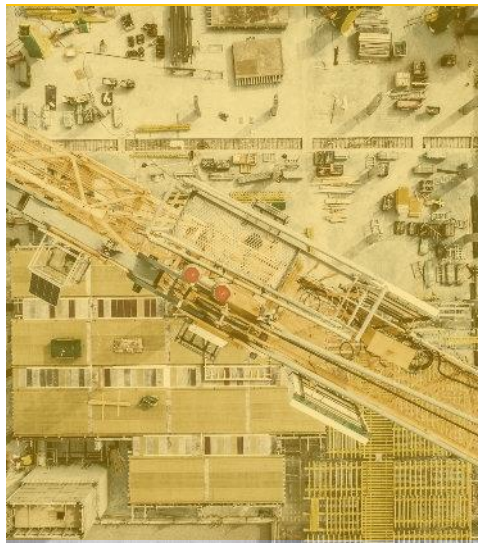
Sky blue base

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.

Photography : How to style images

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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.

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.

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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.

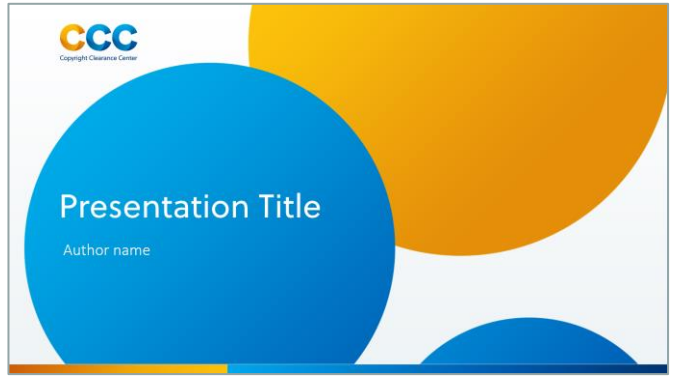
Bubble Favicon

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.

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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.

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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.

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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.

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

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

Minimum size

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

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

Large format

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

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.

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Minimum size

ONE LINE PRODUCT NAME

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

PREFERRED CLEAR SPACE : The measure of a capital O

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

PREFERRED CLEAR SPACE : The measure of a capital O

TWO LINE PRODUCT NAME

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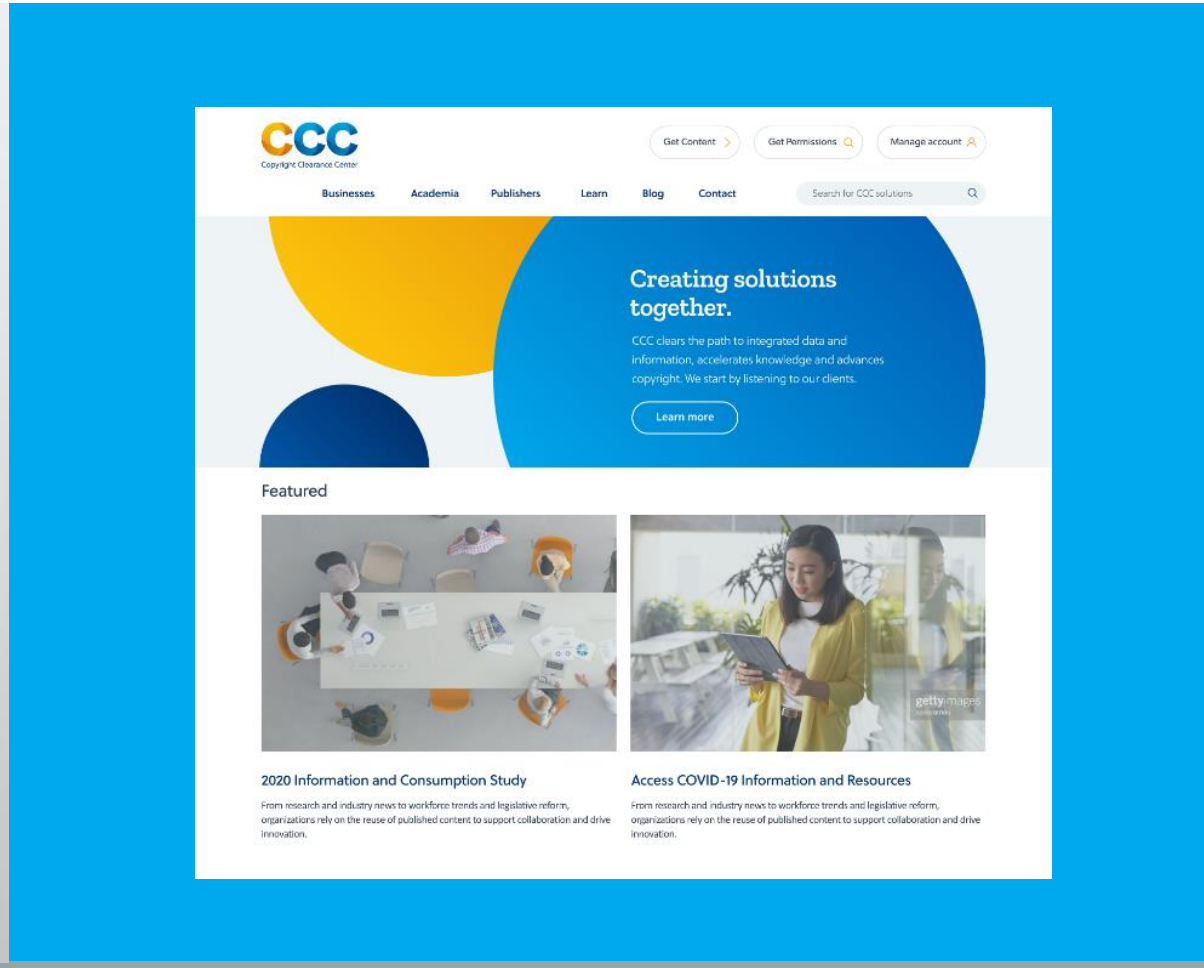

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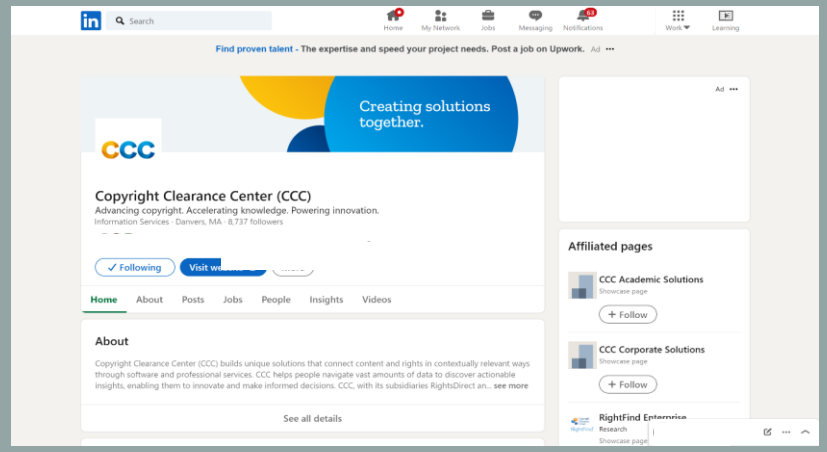
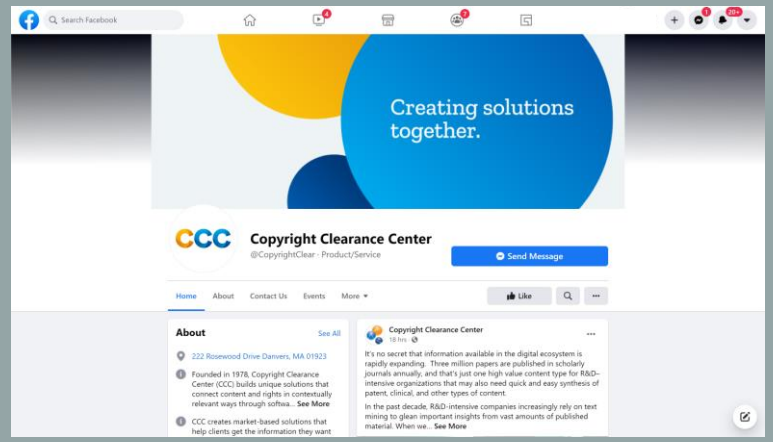
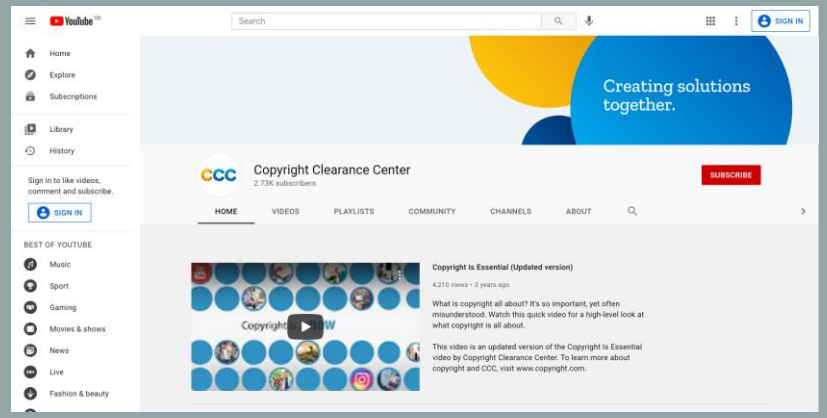
CCC continually evaluates our participation on social platforms.

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.







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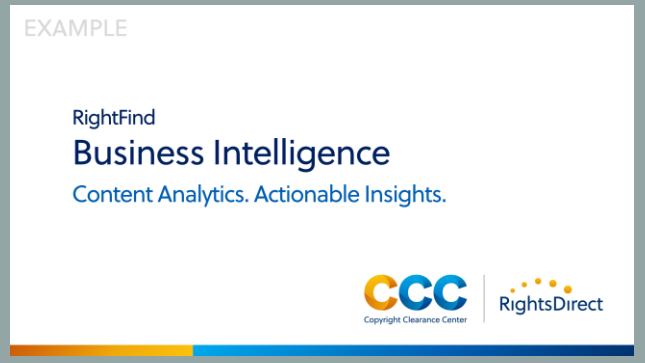

CCC & Partner

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.

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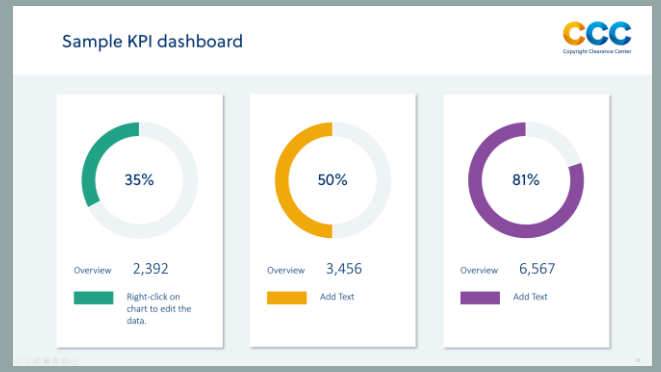

Presentations

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

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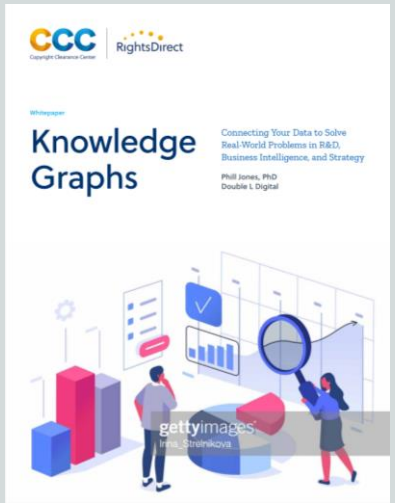

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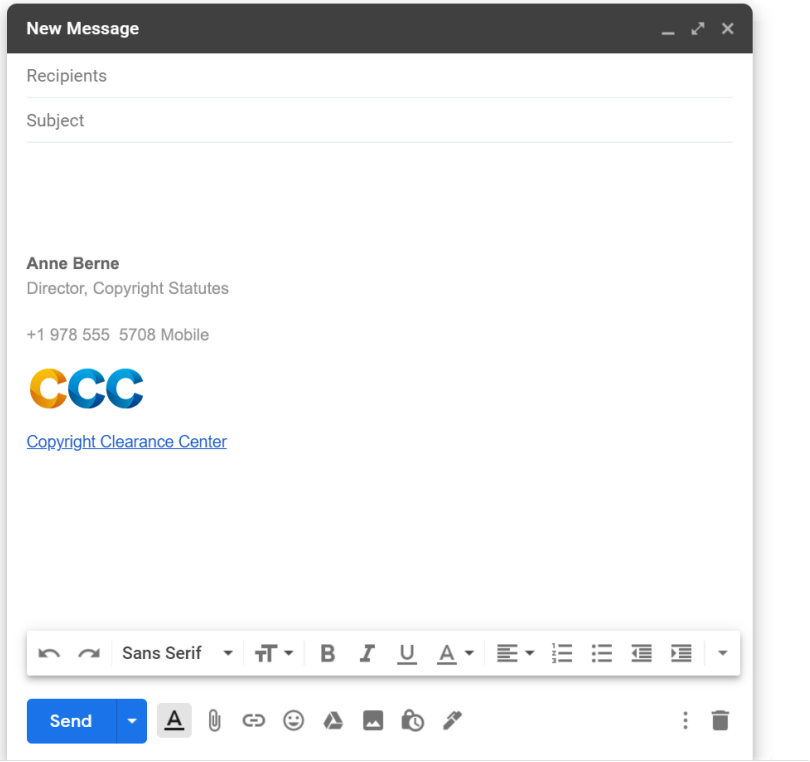
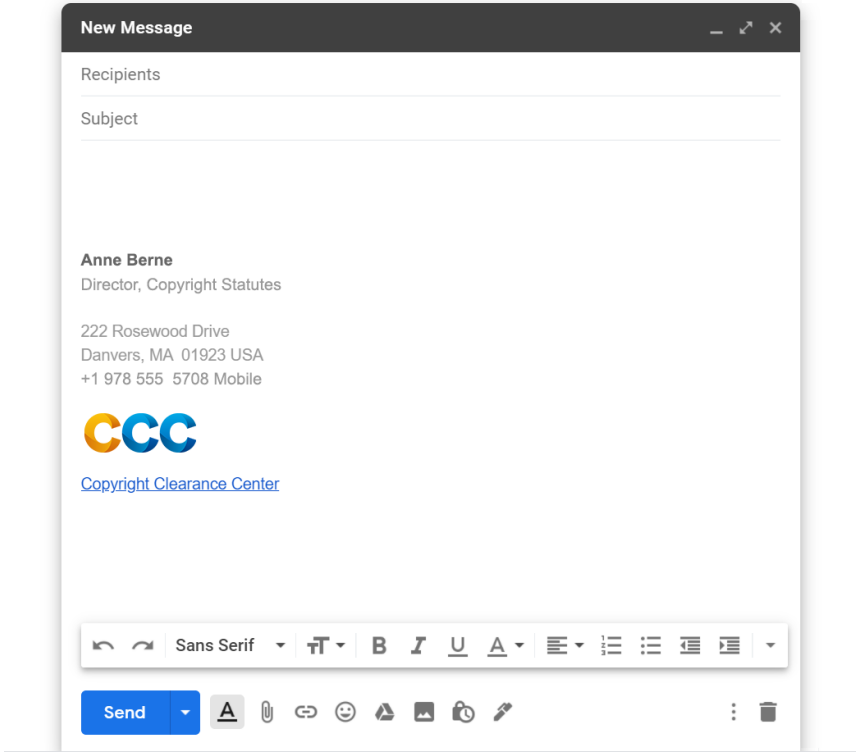


Email signature example



Optional: Email signature with office address

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

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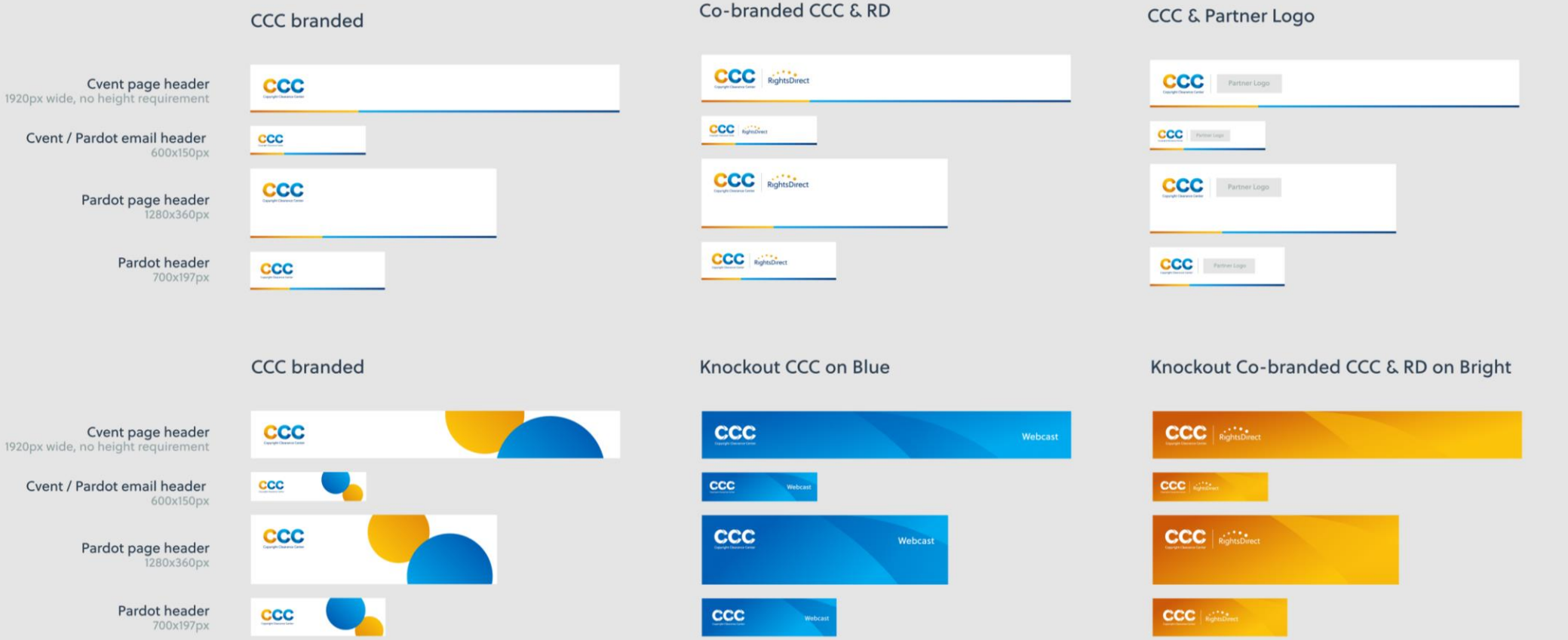

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Resources

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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Sr. Director, Enterprise Marketing, CCC

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Ian Palmer
VP, Marketing, CCC

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Email: ipalmer@copyright.com

Brand guidelines developed by

CCC Copyright Clearance Center | B&E CREATIVE