Brand Guidelines

Abbreviated version

July 2025

Content

Introduction

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

A pioneer in voluntary collective licensing, CCC has been dedicated to advancing copyright, accelerating knowledge, and powering innovation since its inception in 1978. Today, CCC supports a thriving knowledge economy as a trusted intermediary, providing licensing solutions that make copyright work, including collective licensing solutions for the use of copyrighted materials with AI systems. CCC also offers a portfolio of innovative and complementary software solutions, as well as high-quality content, data, and information services.

Purpose of this guide

These Brand Guidelines explain how to depict the CCC visual brand in digital communications. They cover the use of company name use, logos, typography, color palette, images, and iconography. They are periodically updated.

For current messaging on CCC products and services, visit copyright.com, rightsdirect.com, rightsdirect.de or rightsdirect.jp.

For guidance on using our branding elements please explore this guide. For further assistance, please contact branding@copyright.com. For questions about using CCC branding in product platform applications, please contact acomsa@copyright.com

Logo

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.

Minimum size of full logo

64

Minimum size of CCC logotype only

24

Preferred clear space

White knockout logo

Logo

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

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.

RightsDirect

A Copyright Clearance Center Subsidiary

Minimum size of full logo

64

RightsDirect
A Copyright Clearance Center Subsidiary

Minimum size of CCC logotype only

24 **RightsDirect**

Preferred clear space

RightsDirect
A Copyright Clearance Center Subsidiary

White knockout logo

RightsDirect
A Copyright Clearance Center Subsidiary

Co-branding

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

Minimum size of full logo

64

Minimum size

32

Preferred clear space

White knockout logo

Logo & Product

ONE LINE PRODUCT NAME

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

64

CCC
Copyright Clearance Center

RightFind

PREFERRED CLEAR SPACE : The measure of a capital O

ONE LINE PRODUCT NAME

64

RightsDirect
A Copyright Clearance Center Subsidiary

RightFind

PREFERRED CLEAR SPACE : The measure of a capital O

SMALL
MIN. SIZE @48 px
(excludes name)

48

CCC

RightFind

48

RightsDirect

RightFind

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

32

CCC

RightFind

32

RightsDirect

RightFind

64

CCC
Copyright Clearance Center

RightFind
Navigate

64

RightsDirect
A Copyright Clearance Center Subsidiary

RightFind
Navigate

48

CCC

RightFind
Navigate

48

RightsDirect

RightFind
Navigate

32

CCC

RightFind
Navigate

32

RightsDirect

RightFind
Navigate

Color

Full color palette
The palette extends to give a wider range of color, beyond the core colors.

Midnight #00326E	**Azul** #004891	**Sapphire** #005FB4	**Sky** #00A9ED	**Light Sky** #80D4F6	**Light Sky 25%** #BFE9FB	**Light Sky 10%** #E5F6FD
Pumpkin #CC590A	**Marigold** #F0A80B	**Sunflower** #FCC30B	**Light Sunflower** #FDE185	**Salsa Red** #F63447	**Emerald Success Green** #00D08B	**Wisteria Purple** #894B9D
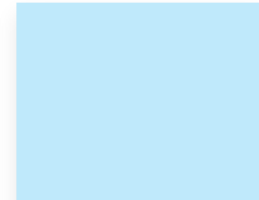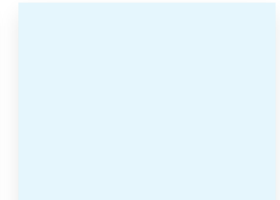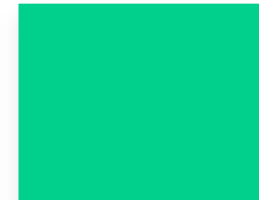
Neutrals
The neutral palette is as important as the color. It offers a spectrum of greys to create backdrops, gradients, sprites and especially used for text.

Oxford Text #0A0A33	**Slate (Text)** #2C3E50	**Pewter Plus+** #566772	**Pewter** #94A5A6	**Quick Silver** #C9D2D3	**Cloud** #EEF3F5	**Cloud (50%)** #F7F9FA
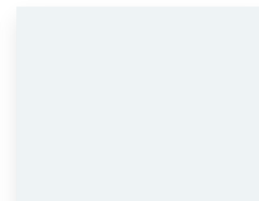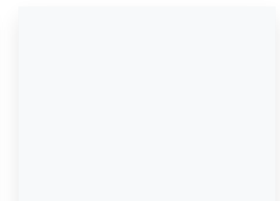
Color : Contrast for accessibility

Contrast and color use are vital to accessibility. Users, including users with visual disabilities, must be able to perceive content on the page. Here we show which text colors on our palette pass WCAG accessibility requirements for normal text. **AAA** pass is best, AA pass is acceptable. Generally, text should be in a neutral color (in White, Cloud, Black slate and Slate), while hyperlinks use the Midnight and (Cyan #88EBFF) colors.

Text on neutral backgrounds
Text works best on neutrals for legibility and should be used most of the time.

White text : **AAA** Cloud text : **AAA** Cyan link : **AAA** Jasmine label : **AAA** Sky label : **AAA**	White text : **AAA** Cloud text : **AAA** Cyan link : **AAA** Jasmine label : **AAA**	White text : AA Cloud text : AA	⚠ Please do not put text directly on to Pewter	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA**	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA** Azul : **AAA**	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA** Azul : **AAA**
Dark Indigo #0A0A33	**Slate** #2C3E50	**Pewter Plus** #566772	**Pewter** #94A5A6	**Quick Silver** #C9D2D3	**Cloud** #EEF3F5	**Seasalt** #F7F9FA

These text colors will also work on a White (#FFFFFF)

Text on color backgrounds

White text : **AAA** Cloud text : **AAA** Cyan link : **AAA** Jasmine label : **AAA** Sky label : AA	White text : **AAA** Cloud text : **AAA** Cyan link : **AAA**	White text : AA Cloud text : AA	⚠ Please do not put text directly on to Sky	Dark Indigo text : **AAA** Slate text : AA Midnight link : **AAA**	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA** Azul : AA Sapphire : AA	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA** Azul : **AAA** Sapphire : AA
Midnight #00326E	**Azul** #004891	**Sapphire** #005FB4	**Sky** #00A9ED	**Sky 50%** #80D4F6	**Sky 25%** #BFE9FB	**Sky 10%** #E5F6FD

⚠ Please do not put text directly on to Pumpkin	Dark Indigo text : **AAA** Slate text : AA Midnight link : AA	Dark Indigo text : **AAA** Slate text : AA Midnight link : **AAA**	Dark Indigo text : **AAA** Slate text : **AAA** Midnight link : **AAA**	Dark Indigo text : AA	Dark Indigo text : **AAA**	White text : AA
Pumpkin #CC590A	**Marigold** #F0A80B	**Sunflower** #FCC30B	**Jasmine** #FDE185	**Salsa Warning Red** #F63447	**Emerald Success Green** #00D08B	**Wisteria Purple** #894B9D

Typography : Primary fonts

Soleil

Soleil Light
Soleil Book
Soleil Semi Bold
Soliel Bold

Calibri

Light
Regular
Bold

Zilla Slab

Regular

Primary font for titles and headlines

Soleil 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. Google document alternative font: Lato

Body copy
Calibri is used for body copy throughout copyright.com. Calibri light is the preferred system font for text for word processing documents and presentations.

Introductory text and numerical statistics
Zilla Slab Regular is only occasionally used. This should be used for introductory to a blog, article or product sheet. It is also used when displaying numerical statistics.

Sprites

Imagery

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

Immersed

Photography of focused people or teams

Abstract expressive

Photography of patterns and landscapes

Portraiture

For events, webcasts & podcasts (black & white only)

Intriguing narrative

Illustration to convey a concept or support a narrative

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 a licensed image in any digital design.
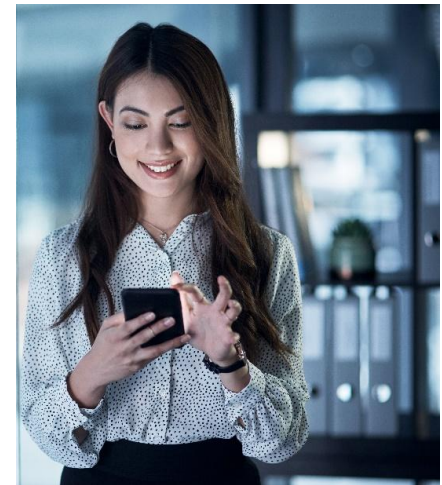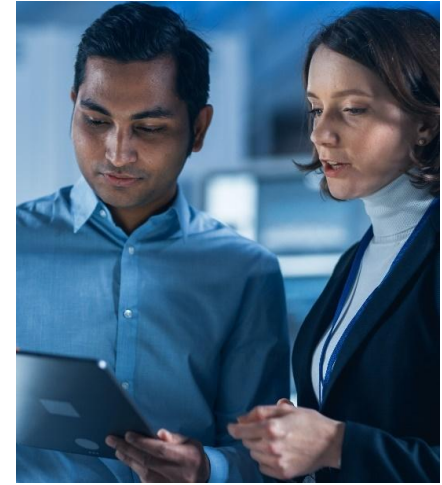
Imagery

Immersed
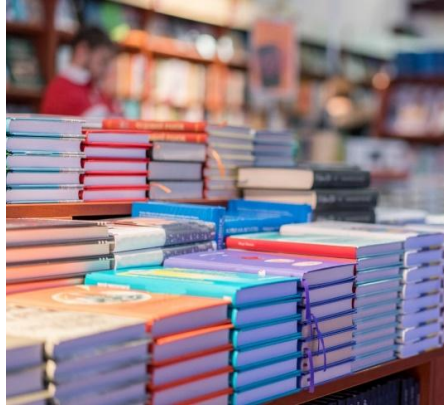
Imagery

Illustration

Abstract expressive
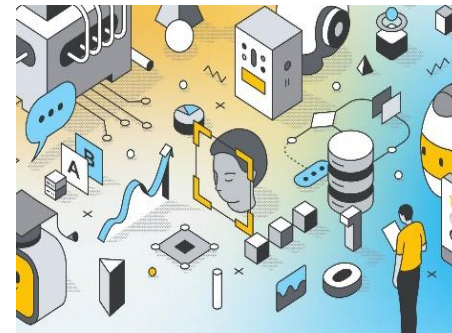
Iconography

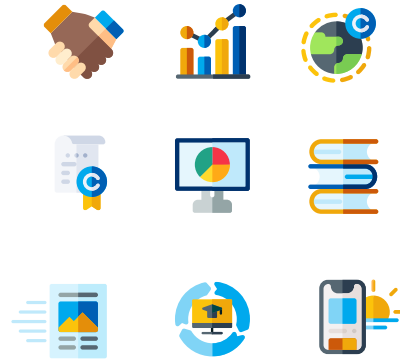## Glyph icons
Presentations & diagrams

Flat color icons
Features & benefits

Flat circular icons
Websites & special projects

Solution icons
Websites & marketing

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.

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.

Supporting graphics

The supporting graphics provide graphical elements to enhance the CCC brand.

The bubbles graphic may be used intact, without editing, but can be cropped. It must appear in these colors as shown and on Cloud or Seasalt color background. The Sprite graphical element helps us to break up large areas of clear backgrounds in Seasalt or Cloud. Sprites can be used around the edges of the bubbles and images can be placed in front of or inside the circles.
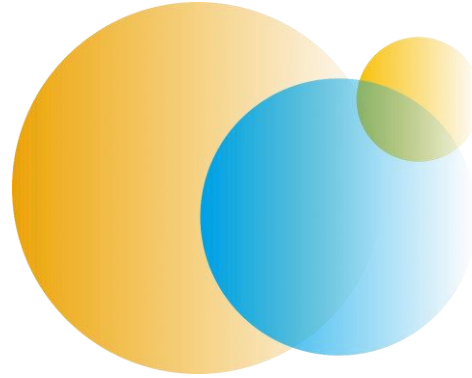
Sprite examples

Bubble example
with images

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.