climacell

Brand Guidelines

Dec 2019

Who we are

We are powering actionable weather insights around the world.

Our mission is to help people manage weather related challenges with the best information and insights.

MicroWeather OS (Operating System) is ClimaCell's platform which connects its insights engine to the ClimaCell API and enable our products to provide delightful experience to our customers.

MicroWeather Technology Engine is our scientific stack which comprised of our Data, coming from our Weather of Things™ (WoT), and our MicroWeather Models:

- **WAI (Weather for AI) Archive:** the highest resolution historical data sets available on the planet

- **CCL:** our real time, high refresh rate, current condition models

- **NowCasting:** our short term, minute-by-minute forecast

  CBAM: ClimaCell Bespoke Atmospheric Model, AKA
- ClimaCell Bad Ass Model - our NWP platform

ClimaCell Org

"Weather can drive people into poverty. Knowing the weather can lift them out"

ClimaCell.Org is an independent non-profit organization focused on rapidly bringing novel weather solutions to low-income countries, in collaboration with local governments and partners.

We aim to close the global weather gap by 2025, making sure each person on the planet has access to useful weather information.

We focus on:

- **Capacity building** - closing the huge gap in meteorological infrastructure using new innovative technologies, 10x faster and at 10th of the cost.

- **Fostering usage** - working in partnership with local last-mile solution providers in domains including smallholder farming, disaster mitigation, disease migration and more.

- **Research and education** - advance knowledge about generation and use of advanced weather data to ensure long-lasting impact in local communities.

Our Logo

Icon

Full Logo

Powered by ClimaCell

Full logo with tagline

Logo Spacing

Icon

Full Logo

Powered by ClimaCell

POWERED BY climacell

climacell
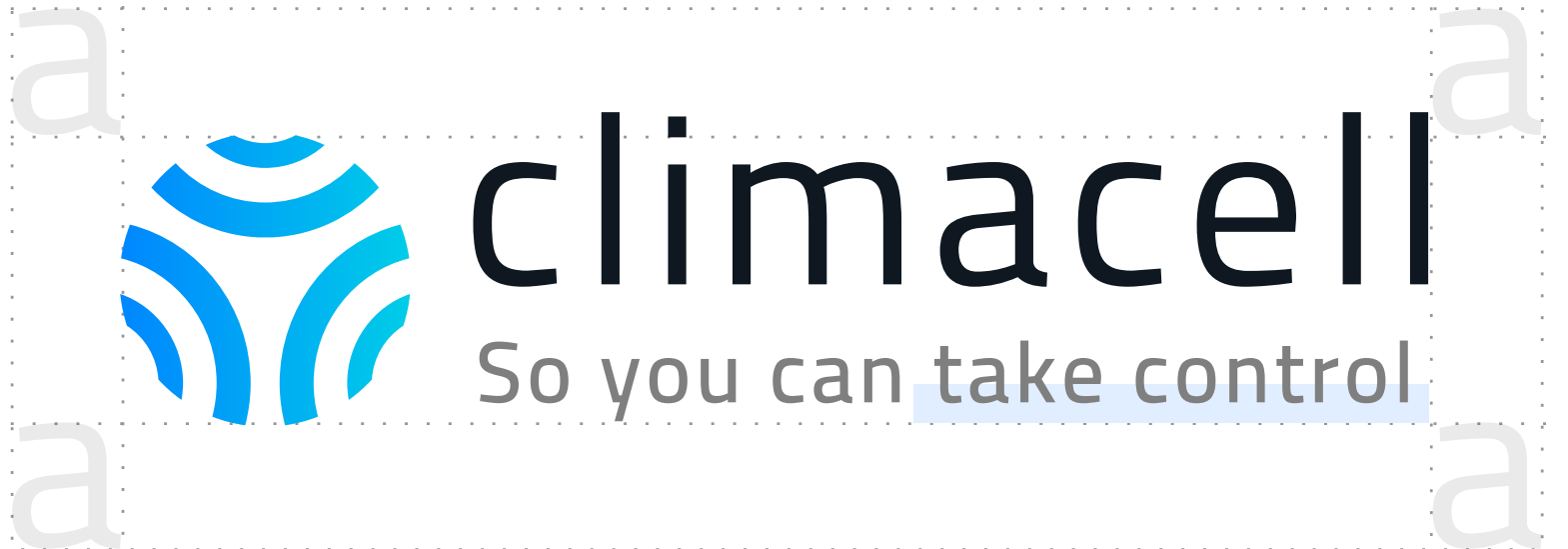So you can take control

Full logo with tagline

Full Logo Uses

White/light colored backgrounds

· Colored icon

· Black wordmark

Blue background

· White icon

· White wordmark

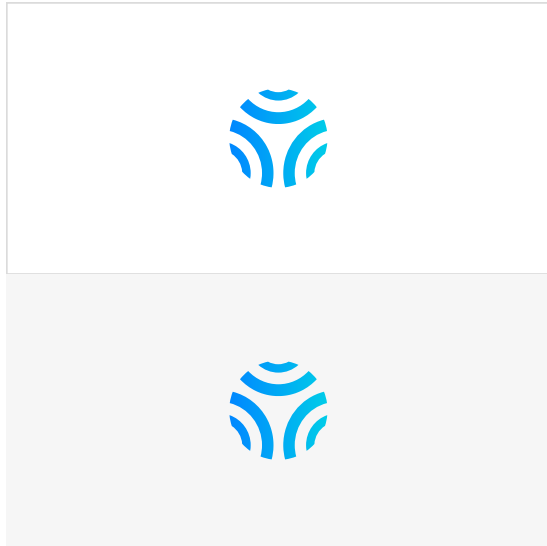**Dark background**

· Colored icon
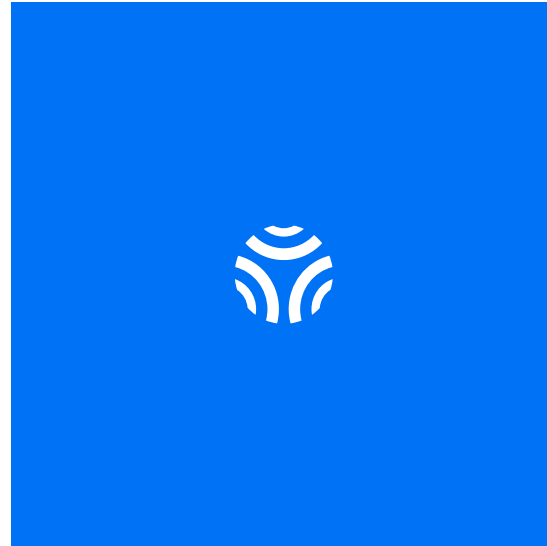
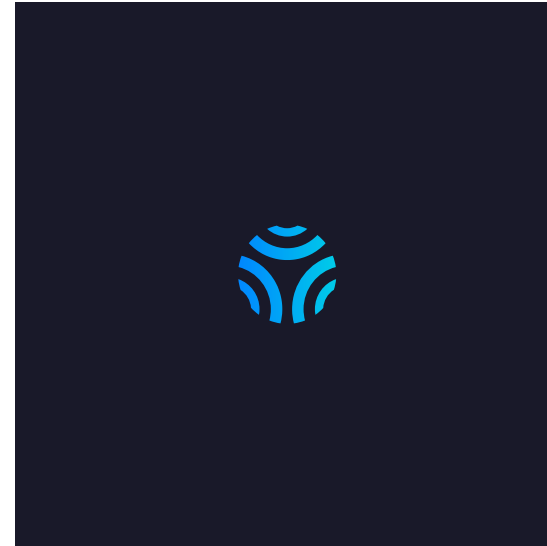· White wordmark

**Images**

· White icon

· White wordmark

Logo & Tagline Uses

White/light colored backgrounds

· Colored icon

· Black wordmark

Blue background

· White icon

· White wordmark

Dark background

· Colored icon

· White wordmark

Images

· White icon

· White wordmark

Icon Uses

White/light colored backgrounds

Colored icon

Blue background

White icon

Dark background

Colored icon

Images

White icon

Powered by ClimaCell Uses
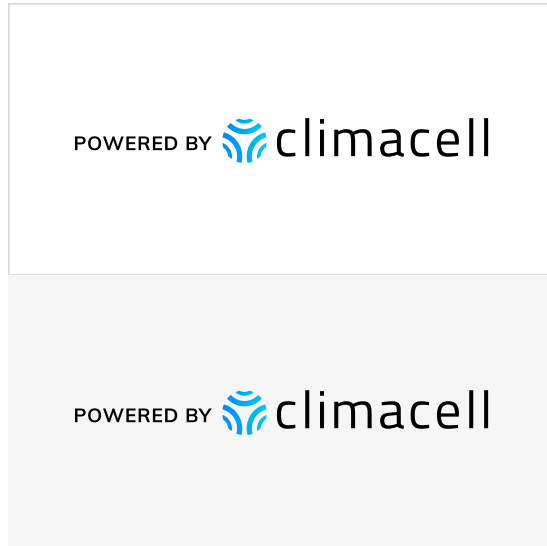
White/light colored backgrounds

· Colored icon

· Black wordmark

Blue background

· White icon

· White wordmark

Dark background

· Colored icon

· White wordmark

Images

· White icon

· White wordmark

How not to use the logo

climacell
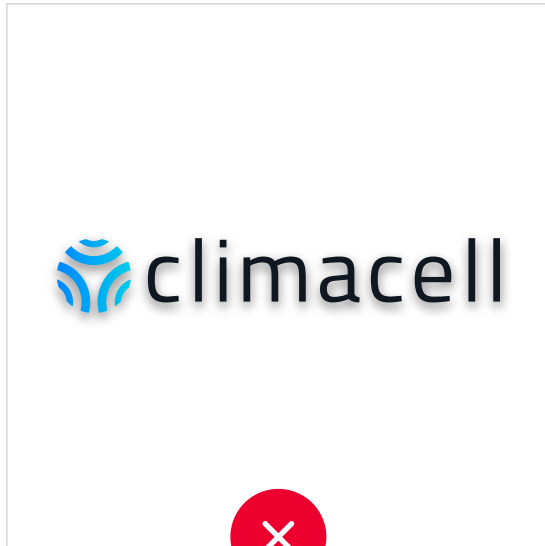
Don't put shadow under the logo
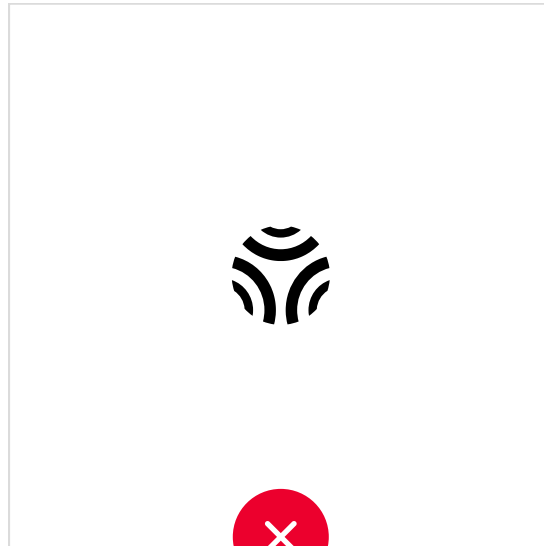
Don't use a black icon

climacell
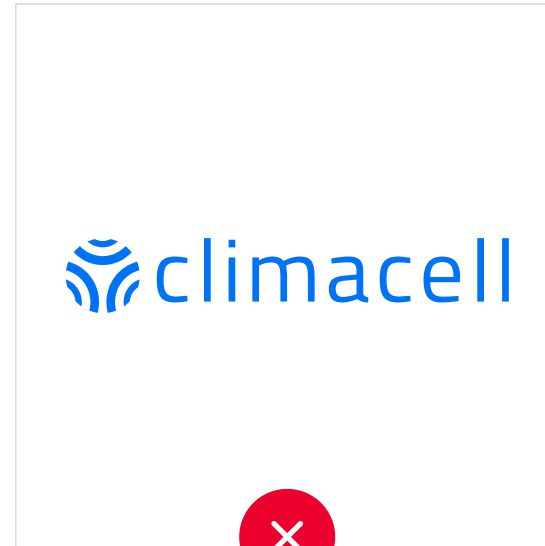
Don't use the logo in other colors

climacell
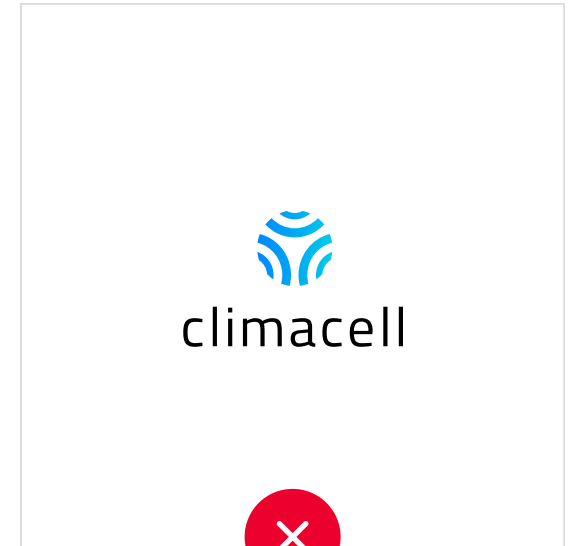
Don't use a different layout

Our Typeface

Our typeface is Muli.

It can be downloaded from Google Fonts:

https://fonts.google.com/specimen/Muli?selection.family=Muli

Muli

Muli Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Muli Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Muli Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Muli Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Muli Black	**Headings, links**	**It's time for MicroWeather!**
		Who needs MicroWeather?
		Learn more ›

| **Muli Bold** | **Buttons, highlights** | **Contact Us** |

| Muli Regular | Paragraphs | Dr. Peffers brings over 18 years of experience as an active-duty service member, a civil servant for the USAF, the Chief Scientists for a DoD contractor, an adjunct professor of Meteorology for Embry Riddle Aeronautical University's Worldwide Campus and now as SVP of ClimaCell's Numerical Weather Prediction (NWP) division. Dr. Peffers earned his Ph.D. in Atmospheric Science in collaboration with the U.S. Air Force Technical Applications Center (AFTAC). |

Muli Light-Italic	Quotes, testimonials	*Weather is a common source of delay for construction projects and a huge safety concern. ClimaCell's integration with Procore allows for real-time access to hyper-local weather information.*
		SAMANTHA JOURNEY
		Business Development Manager, Procore Technologies

Our Colors

Blue and friendly colors.

Primary Blue

#0072F5

Secondary Colors

#2A2A45   #4D4D4D   #FFD02F   #E6B200   #009CEC   #5E56F7
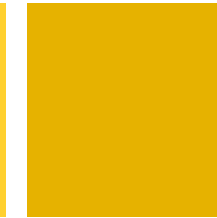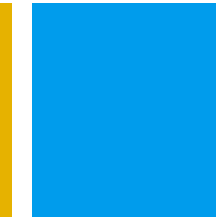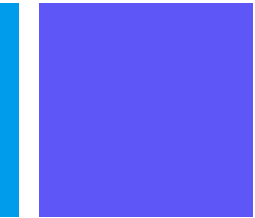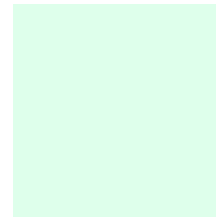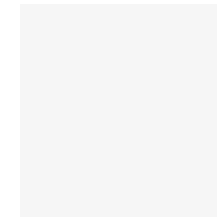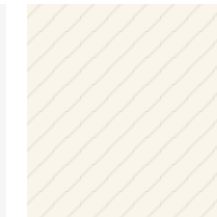
Light Background Colors
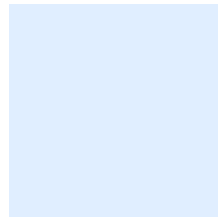
#E0EEFF   #DEFFEB   #F6F6F6   #F9F5EB

Colors by Product

Any combination of colors should be used together with our primary blue.

B2B - HyperCast

#191929	#212136	#2A2A45	#393952	#1EB007	#EC002D

B2C - Weather Assistant

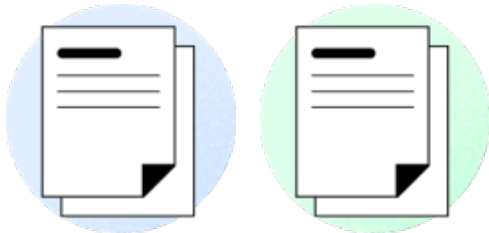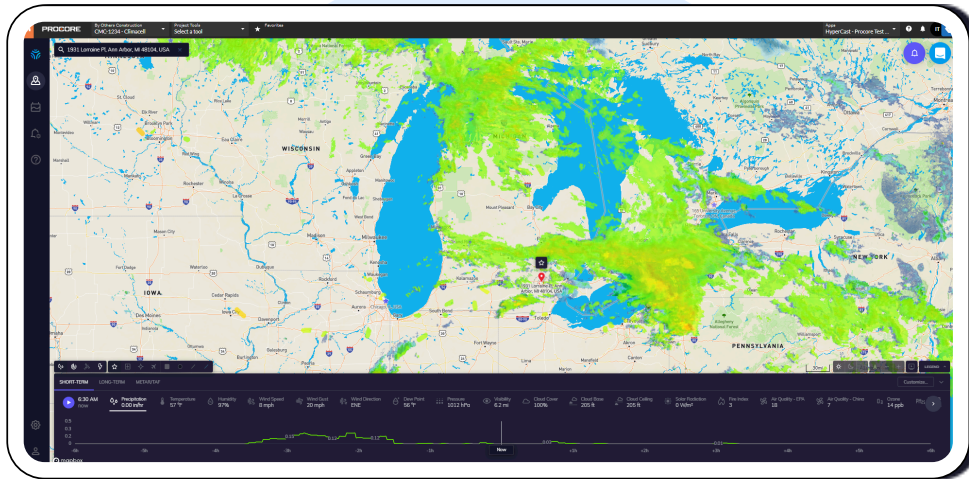|				
#FFD02F	#03CF85	#3391FF	#D5DEE8	#7597BD
#E6B200	#F2F2F2	#E5E5E5	#7F7F7F	
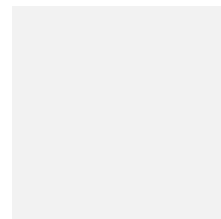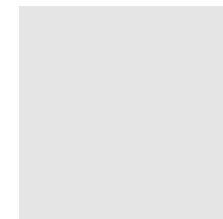
Shapes and Patterns
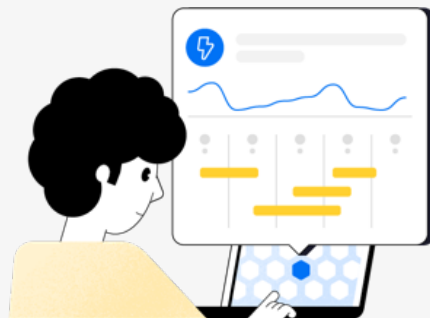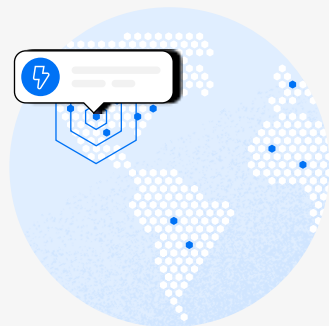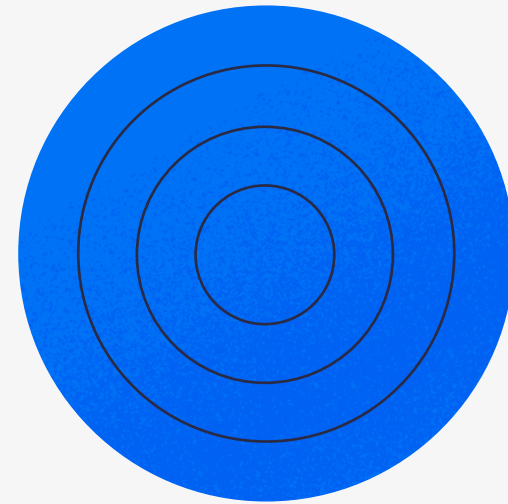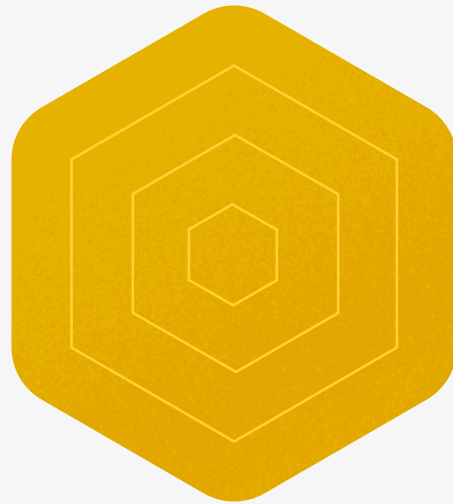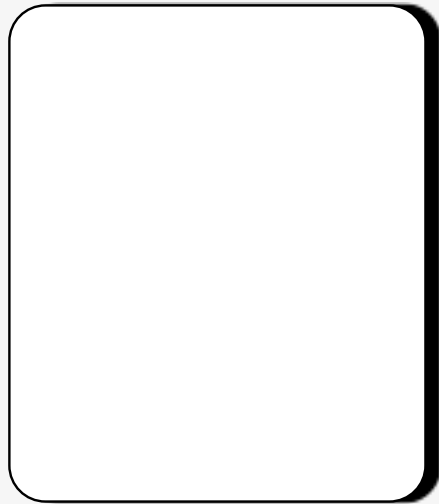
Shapes and Patterns
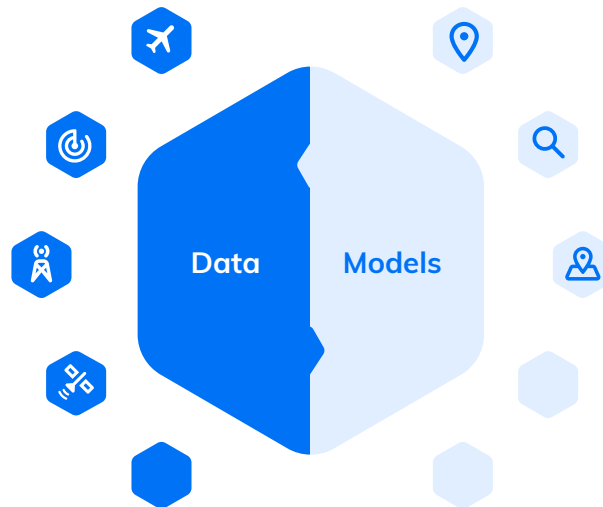
Our Product Imagery

Can be used with or without the rounded hexagon shape.
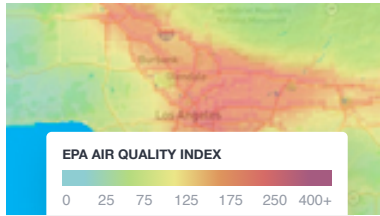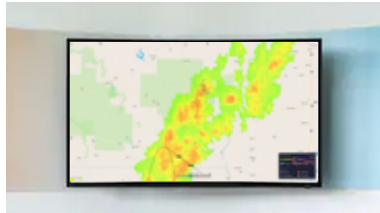Inside a device or a rounded frame with shadow.
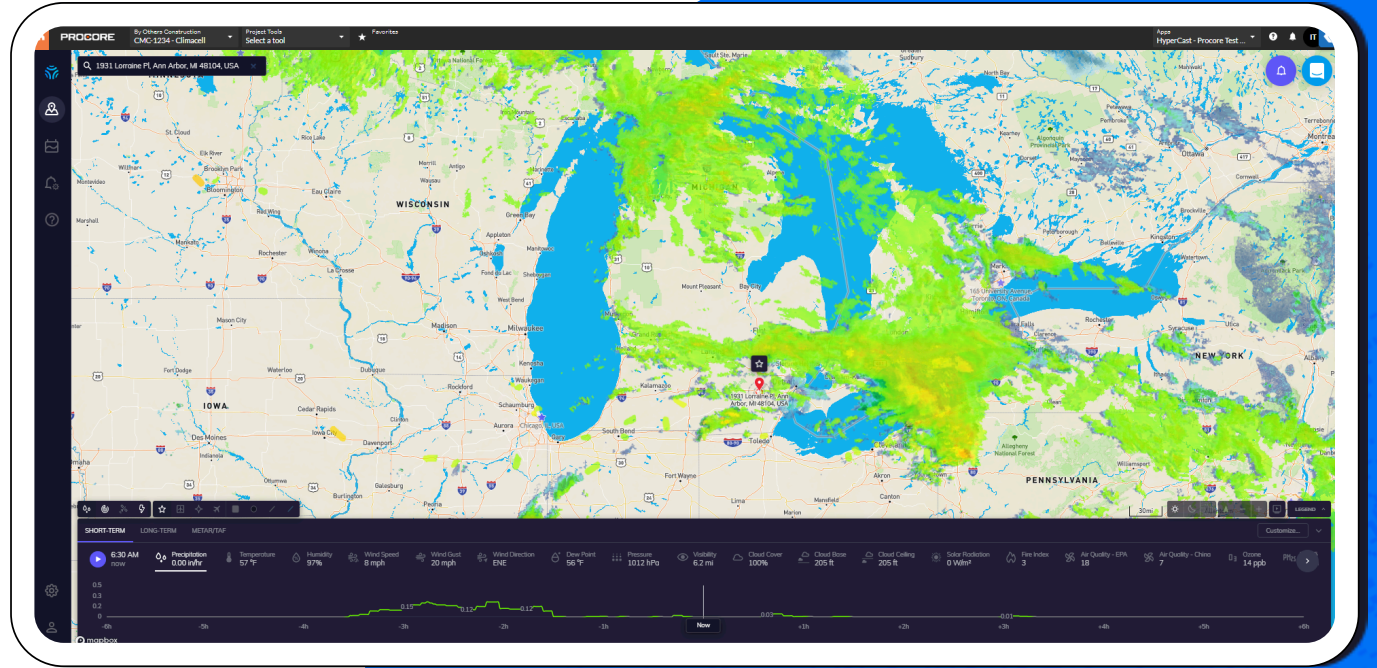

B2B - HyperCast

B2C Product

Our Product Imagery

B2B - HyperCast