

# SPLC BRAND GUIDELINES

DRAFT



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SECTION 1

# DEFINING OUR BRAND

# About SPLC

The Sustainable Purchasing Leadership Council (SPLC) is a global community of purchasers, suppliers, advocates, and experts dedicated to driving positive impact through the power of procurement.

Together, committed to purchasing in ways that intentionally strengthen our:

## Environment

climate and ecology

## Society

in the diverse communities  
and industries where we work

## Economy

resilient organizations and  
supply chains

# Mission and Vision

## Mission

Building a sustainable world through the power of procurement

## Vision

A future where all procurement is environmentally, socially, and economically sustainable

# Tagline

**SPLC**

The Power of Procurement For Good

# Key Messages

1. SPLC's decade of experience with sustainable procurement is essential for all organizations wanting to make a positive environmental, social, and economic impact on their operations and the world around them.
2. SPLC program offerings support all stages of the sustainable procurement journey with annual assessment and benchmarking, tested guidance and solutions, strategic coaching and peer-to-peer support.
3. SPLC's membership is a powerful collaborative network that brings experts together to share knowledge, coordinate efforts, and move markets.

# Value Proposition

## Value

SPLC is your organization's hub for creating a sustainable procurement program that delivers measurable, meaningful impact.

Through our cutting edge programming, members in SPLC are able to leverage their procurement for positive environmental and social benefit.

SPLC members collaborate with peers and leaders across the value chain to innovate, aggregate demand, and amplify their impact

## We do this through...

**Learning** - quick-start guidance, coaching and strategy for designing your sustainable procurement program

**Implementing** - solutions for goal setting, sustainable procurement practice and impact measurement

**Assessing** - outcomes and ongoing performance to meet the needs of internal and external stakeholders

**Innovating** - designing and testing cutting edge solutions to complex sustainability challenges

## ... allowing members to...

**Target** their most meaningful opportunities to influence the social, environmental and economic life cycle impacts of goods and services

**Execute** sustainable procurement based on leading, proven solutions

**Make the business case** for investment in a sustainable purchasing program

**Report/benchmark** progress, impact

**Move markets** amplify impact, build business resilience and drive ecosystem change



# SPLC's Member Journey



# Core Terms

- Procurement
- Community
- Collaboration
- Diversity
- International intent
- Sustainability
- Innovation
- Assessment
- Guidance
- Roadmap
- Coaching
- Empowerment
- Continuous Improvement
- Learning
- Tools
- Connections
- Complete systematic program approach

# Tone of Voice

## Reliable

SPLC has been a leader in the sustainable procurement space for over a decade, making it the most seasoned and experienced authority on credible sustainable procurement guidance, tools, and resources.

## Helpful

Always friendly and helpful, the SPLC is laser focused on understanding and addressing the challenges and issues that members face with implementing sustainable procurement and provides the “how to” address them via engaging, practical, and meaningful solutions – further supported by an inviting community of like-minded professionals.

## Collaborative

Collaboration is at the heart of SPLC’s community and multistakeholder-developed programs and resources. Members from corporations, governments, and universities share knowledge, ideas and further support one another to standardize and scale sustainable procurement excellence.

SECTION 2

# DESIGN ELEMENTS

# OVERVIEW

SPLC's visual aesthetic should embrace white space, with gentle pops of color as needed. This color can be used in squared overlays as a way to house headlines, pull-quotes, or data points.

Our extended color palette helps maximize our brand and we embrace larger, singular photographic images that emphasize human connection.

The overall design should maintain a professional, academic look and feel, while also being inviting to read.

# Color Palette

**Brand Blue**

PMS C **285**  
PMS U **300**  
CMYK **86 / 49 / 0 / 0**  
RGB **15 / 118 / 189**  
HEX **#0d76bd**

**Sky**

PMS C **630**  
PMS U **630**  
CMYK **55 / 8 / 12 / 0**  
RGB **107 / 189 / 212**  
HEX **#6bbdd4**

**Charcoal**

PMS C **7540**  
PMS U **Black 6**  
CMYK **69 / 59 / 52 / 33**  
RGB **74 / 79 / 85**  
HEX **#474850**

**Putty**

PMS C **Warm Gray 6**  
PMS U **Black 0961**  
CMYK **16 / 17 / 18 / 28**  
RGB **162 / 156 / 154**  
HEX **#a29c9a**

**Sage**

PMS C **556**  
PMS U **556**  
CMYK **60 / 22 / 53 / 2**  
RGB **111 / 160 / 136**  
HEX **#64a086**

**Ochre**

PMS C **7409**  
PMS U **7406**  
CMYK **5 / 32 / 98 / 0**  
RGB **240 / 177 / 33**  
HEX **#f0b121**

**Clay**

PMS C **7608**  
PMS U **1805**  
CMYK **53 / 89 / 91 / 12**  
RGB **157 / 60 / 49**  
HEX **#9d3c31**

Use RGB color builds for all documents that will be viewed digitally.

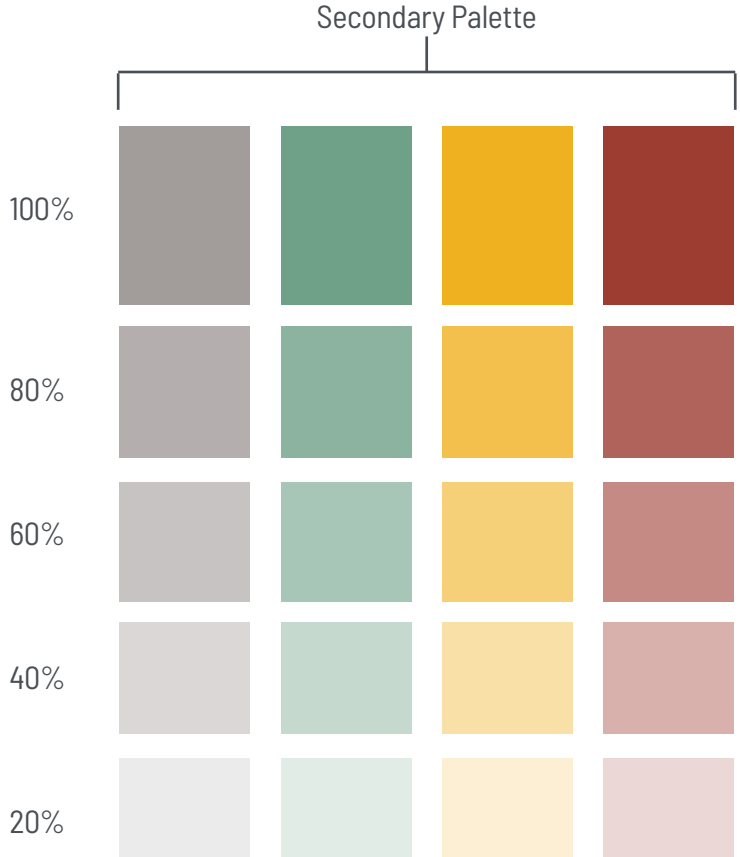
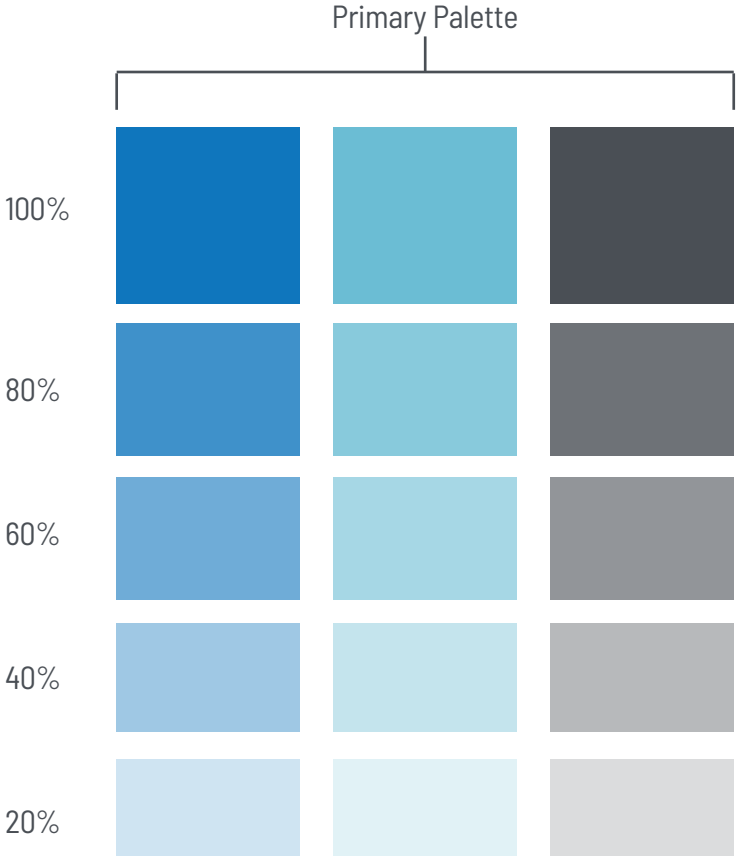
Use PMS or CMYK color builds when preparing files for offset printing.

Note:

There are differences in PMS C vs. PMS U. The different letters are meant for graphic programs to best simulate the paper type the art will be printed on.

\* C = Coated paper, and U = Uncoated paper.

# Color Tints



# Fonts / print /

## Barlow Semi-Condensed Extra-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890,?!@#\$%^&\*()

This delicate font is a good alternative for large headlines in printed materials. Use sparingly/thoughtfully as it can be harder to read than the other fonts. Avoid using on bright or busy backgrounds.

## Barlow Semi-Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890,?!@#\$%^&\*()

Use this font for your main body copy.

## Barlow Semi-Condensed Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890,?!@#\$%^&\*()

The semi-condensed, semi-bold font option is the optimal choice for subheaders, pull-quotes or lead-in copy. It can also work for headlines. If headlines are short, use in all caps.

## Barlow Semi-Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890,?!@#\$%^&\*()

Barlow Semi-Condensed Bold can be used for headlines, pull-quotes, or subheaders, especially atop photos and/or busier backgrounds.



# Fonts / digital display\* /

## Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890,?!@#%^&\*()



Use for headlines, subheads, and pull-quotes.

## Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890,?!@#%^&\*()



Use this font for your main body copy.

## Arial Narrow Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*  
*1234567890,?!@#%^&\*()*



Use sparingly to highlight copy or pull-quotes.

\*Arial is a default font to be used only when the Barlow font is not accessible.

Possible uses may include PowerPoint or Word documents not being converted to PDF.

# Logo Use

The SPLC logo is a standardized graphic representation associated with the organization. Because of the value to SPLC, any logo or wordmark that is intended to represent SPLC is the property of SPLC and must fit all SPLC guidelines. Logos and/or wordmarks may not be used for commercial purposes without prior approval of the SPLC Director of Marketing & Communications.

## Primary Logos



## Alternate Logos



DOWNLOAD PNG LOGO FILES

For alternate file formats, please send an email to [kristyp@sustainablepurchasing.org](mailto:kristyp@sustainablepurchasing.org).

# Logo Use

## Clear-space



Clear-space = the size of the SPLC starburst. Please allow a distance equal to the starburst between edges of the logo and type or graphic elements.

## Minimum Size



## Placement



Avoid placing logo atop busy or distracting backgrounds.

# Program Logos

These marks visually pair the SPLC identity elements with a specific program in a way that provides a unique name with the SPLC graphic unity. All Program Logos should be designed and approved by the SPLC Director of Marketing & Communications.



# Photography / member-focused /



## USE:

Photography that feels authentic and inclusive. People should look engaged, expressing positive emotion, and comfortable body language.

Photography with a shallow depth of field create interesting focal points and help minimize visual distraction (see middle right).

## AVOID:

Avoid staged, overly -contrived images.



DOWNLOAD MEMBER-FOCUSED  
APPROVED PHOTOS

*For additional photographs, please send an email to  
[kristyp@sustainablepurchasing.org](mailto:kristyp@sustainablepurchasing.org).*

# Photography / people-centric /



## USE:

Photography that feels authentic and inclusive. People should look engaged, expressing positive emotion, and comfortable body language.

Photography with a shallow depth of field create interesting focal points and help minimize visual distraction (see middle right).

## AVOID:

Avoid staged, overly -contrived images.

# Photography / industry-focused /



USE:

Try to use a mix of landscape and images that incorporate human elements.

AVOID:

Overly-contrived images.

Images that are too busy.



DOWNLOAD MEMBER-FOCUSED  
APPROVED PHOTOS

For additional photographs, please send an email to  
[kristyp@sustainablepurchasing.org](mailto:kristyp@sustainablepurchasing.org).

# Marketing Materials

## Marketing templates

**CUTTING COSTS + DECREASING GHG EMISSIONS**  
**Reducing Refrigerant Emissions is a Real Win-Win**

**The Benefits**

Hydrofluorocarbons (HFCs), the most deployed refrigerants today, are the fastest growing greenhouse gas (GHG) globally. Acting on refrigerants is one of the most overlooked ways to reduce GHG emissions and holds significant benefits for organizations that act now. These refrigerants are used in refrigeration, air-conditioning, and heat pump (RACHP) technologies, and can be thousands of times more powerful than our bio-oxide at causing climate change when leaked to the atmosphere. And all refrigerant-containing equipment leaks over its lifetime.

Taking a proactive approach to reducing emissions of HFC refrigerants can yield big benefits to organizations, including:

- Cutting costs:** New EPA regulations designed to lower GHG emissions from refrigerants will significantly decrease the supply of HFCs beginning in 2024. As such, the cost of refrigerants that contain HFCs will climb over the life of equipment that uses them, making it more expensive to service legacy HFC-containing equipment.
- Achieving emissions reduction targets:** Equipment purchasing decisions made today will impact the organization's refrigerant-related emissions for the lifetime of the equipment, which in nearly all instances will stretch beyond an organization's 2030 to 2040 net zero targets. As organizations reduce and eliminate GHG emissions from other parts of their operations, these remaining refrigerant emissions will make up an ever larger portion of total emissions.
- Exceeding regulatory requirements:** Purchasing RACHP equipment that uses, for example, natural refrigerants not only mitigates the concern for reducing and tracking emissions, but also ensures compliance with the EPA "technology transition" rules going into effect beginning in January 2025.

Tools exist to reduce refrigerant emissions, including the cycle refrigerant management, frameworks, leak detection technologies, higher quality tubing and piping, and equipment that utilizes natural refrigerants.

**SUSTAINABLE PURCHASING FOR IMPACT**

Sustainability is no longer on the margins. Put simply, it's core business, for every organization. And since the bulk of most organizations' impact occurs deep in supply chains, procurement is the most effective place to exercise your influence for good.

Product sourcing and life cycle management, designed around ESG principles, are fundamental to our ability to drive progress on climate, environmental footprint and social responsibility. And transformational change requires that all organizations, regardless of size or sector, harness the power of procurement to reduce their impact.

However, no one procurement professional, supplier, or advocacy organization can drive industry-wide change alone. Aligning demand across organizations and sectors is the key to driving meaningful market transformation.

For ten years, sustainable procurement professionals have collaborated through the Sustainable Purchasing Leadership Council to jointly build strategies that work - driving social and environmental impacts for their own organizations, in supply chains, across sectors, and in the communities where they operate. You can too.

"Membership in the SPLC has been so important for me, because as a responsible purchasing subject matter expert, many times you are alone and that is typical. Having an organization that helps you learn and share best practices, an organization where you bring all that knowledge together and are able to share it, is huge."

JUDY PANAYOS Sr. Director, Sustainability in Supply Management | Sodexo

## Powerpoint presentations

**SPLC Navigator<sup>SM</sup> Info Session**

March 14, 2024

### Five Evaluation Pillars of the SP Assessment

<p><b>Strategic Integration</b></p> <p>To what extent have you integrated sustainable procurement into your business process?</p> <p>Ex: Policy, prioritization, goals, training, etc.</p>	<p><b>Supplier Sustainability</b></p> <p>How are you assessing which suppliers are the most sustainable at an enterprise level?</p> <p>Ex: Supplier sustainability rating systems, diverse, suppliers, capacity building, etc.</p>	<p><b>Product Sustainability</b></p> <p>How are you ensuring that you are purchasing the most sustainable products and services?</p> <p>Ex: Product/Category specifications, eco-label, circular economy, etc.</p>	<p><b>Make it Matter</b></p> <p>To what extent have you incentivized supplier, product, and service sustainability performance into your purchasing decisions?</p> <p>Ex: Bid weighting for new contracts, supplier research, TDS, etc.</p>	<p><b>External Leadership and Advocacy</b></p> <p>To what degree are you promoting sustainable procurement as a market driver for change?</p> <p>Ex: Transparency, external collaboration, etc.</p>
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## Videos

Media Player

**SUSTAINABLE PURCHASING LEADERSHIP COUNCIL**

CHARME Launch

USE:  
 All SPLC training videos and recordings should begin with the video stinger.

**DOWNLOAD VIDEO STINGER**

**Next steps**

Login to the SHIFT "app store" and the SPLC Navigator app

Make a plan for how you will collect and finalize your SP Assessment responses

Attend office hours for assistance as needed\* or email [info@sustainablepurchasing.org](mailto:info@sustainablepurchasing.org)

Submit the 2024 SP Assessment by July 17<sup>th</sup>!



# Whitepapers + Reports



## 2023 Sustainable Procurement Snapshot

Presented by the Sustainable Purchasing Leadership Council | November 2023



### BACKGROUND

#### SPLC's Evaluation of Sustainable Procurement and Its Evolution: Pillars

The SPLC has supported procurement teams for nearly 20 years in their efforts to procure sustainable products and services. From the early days of environmental, social, and governance (ESG) to today's more holistic approach, the SPLC has evolved to meet the needs of our members.

Procure the most sustainable goods and services, from the most sustainable suppliers, in alignment with the purchasing organization's strategic sustainability goals.

This pillar is one of the foundation for the SPLC's approach to sustainable procurement. It is the most visible pillar, but it is also the most complex. It involves a wide range of stakeholders, from suppliers to end users, and it requires a deep understanding of the market and the organization's needs.

Supplier Selection	Supplier Viability	Product Viability	Pillar 4 Price	Operational Viability and Delivery
Do not select suppliers that do not meet your organization's sustainability goals.	Do not select suppliers that do not meet your organization's sustainability goals.	Do not select suppliers that do not meet your organization's sustainability goals.	Do not select suppliers that do not meet your organization's sustainability goals.	Do not select suppliers that do not meet your organization's sustainability goals.
1. Fully compliant with laws, etc.	1. Supply chain transparency, etc.	1. Environmental impact, etc.	1. To align with the organization's sustainability goals, etc.	1. Suppliers' financial health, etc.

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© Sustainable Purchasing Council

**Strategic Alignment:** Procurement teams need to ensure that their purchasing decisions align with the organization's overall strategy and goals. This includes understanding the organization's mission, vision, and values, and how procurement can support these objectives.

**Supplier Viability:** Procurement teams need to ensure that the suppliers they select are financially stable and able to deliver products and services on time. This includes conducting thorough due diligence on potential suppliers, including financial statements, credit ratings, and references.

**Product Viability:** Procurement teams need to ensure that the products and services they purchase are of high quality and meet the organization's needs. This includes conducting thorough product testing and evaluation, and working closely with suppliers to address any issues.

**Pillar 4 Price:** Procurement teams need to ensure that they are getting the best value for their money. This includes understanding the market and negotiating effectively with suppliers to secure the best possible price.

### ASSESSMENT AND SCORING

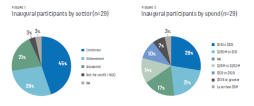
Assessment and scoring is a critical part of the procurement process. It involves evaluating potential suppliers based on a set of criteria that are aligned with the organization's sustainability goals. This includes factors such as environmental impact, social responsibility, and financial stability. The assessment and scoring process helps procurement teams to identify the most qualified suppliers and make informed purchasing decisions.

The SPLC's assessment and scoring process is designed to be flexible and adaptable to the needs of different organizations. It allows procurement teams to tailor the assessment and scoring process to their specific requirements and goals.



### PILOT POPULATION PRELIMINARY INSIGHTS

Participant demographics: Figure 1 and 2 provide an overview of the sectors and total spend used for the SPLC Laboratory Supplies and Services pilot program. Figure 1 shows the distribution of participants by sector, and Figure 2 shows the distribution of participants by spend.



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## SUSTAINABLE PROCUREMENT GUIDANCE Laboratory Supplies and Services

Version 1.0 (Draft)  
Published on: 03/01/2022

### INTRODUCTION AND GUIDE FOR USING THIS DOCUMENT

**Objectives**  
Sustainable procurement is defined as obtaining the best value for money when purchasing the most sustainable goods and services from the most sustainable suppliers in support of an organization's sustainability goals. When considering how to implement sustainable procurement, the SPLC advises taking a strategic, sustainable purchasing program approach. This means prioritizing and responding to each of the organization's specific purchasing impacts and opportunities in a strategic, integrated manner with your procurement and organizational processes and initiatives. Whenever possible, this document follows such an approach to guide the purchase of **more sustainable research lab supplies and services**.

In this manner, the objectives of this document are to:

- Identify and educate on the environmental, social, and economic sustainability impacts and opportunities surrounding the procurement of research laboratory supplies—in particular, **laboratory equipment, consumables, and chemicals/reagents**.
- Provide prioritized strategies that address these issues at both a holistic-level, program-level and product/service-level.
- Provide project ideas, case studies, and other supporting resources to effectively and efficiently execute these strategies.

**Intended Audiences**  
This document is intended for anyone interested in addressing the impacts of research lab supplies. This may include, but not be limited to, procurement, facilities staff, sustainability professionals, lab managers, research and development teams, and lab supply manufacturers.

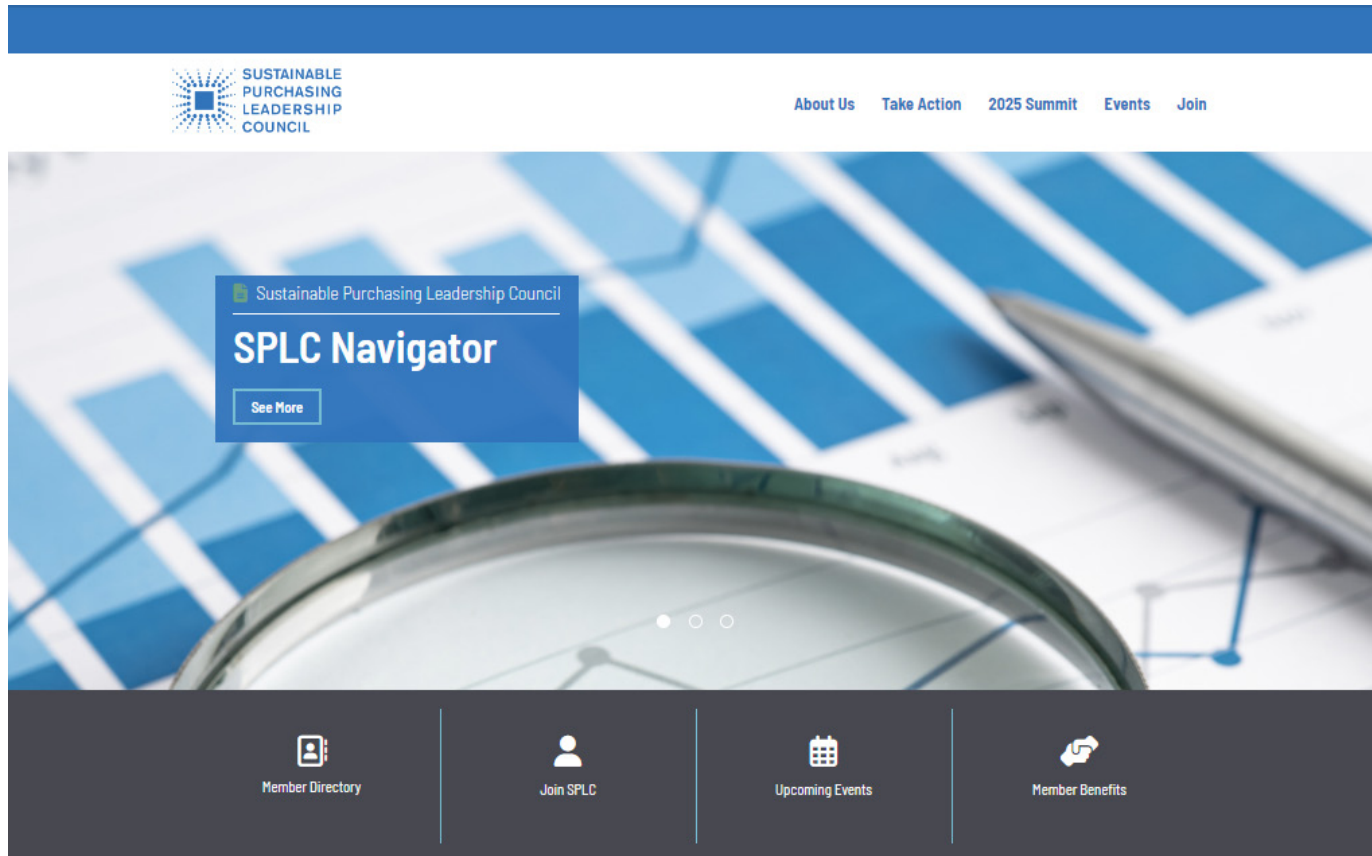
**Understanding and using this document:**  
This document has a wide variety of uses including, but not limited to, being used as:

- An educational document about how to procure more sustainable research lab equipment and supplies.
- A reference document within an organizational and/or sustainable purchasing policy.
- A reference document to assist in the development of product and/or supplier contract specifications, requests for quotes, and/or any other procurement-related documents.
- A reference document that is directly referenced within a supplier or product contract specification, request for quote, and/or any other procurement-related document.

For more information on how this document was developed, please go to Appendix A.

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# Website / fonts /



to be updated

The Sustainable Purchasing Leadership Council (SPLC) is a global community of purchasers, suppliers, advocates, and experts committed to driving positive impact through the power of procurement.

SPLC connects members directly to sustainable procurement expertise and has a proven track record of supporting hundreds of organizations as they design and execute meaningful sustainable procurement strategies. SPLC members gain access to one-on-one training, a network of engaged peers, and practical guidance that includes case studies, webinars, contract language, tools, and category-specific resources.

[JOIN SPLC TODAY!](#)

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# Website / fonts continued /



[About Us](#) [Take Action](#) [2025 Summit](#) [Events](#) [Join](#)

to be updated

Collective Action | Market Makers

## Action Teams



The Sustainable Purchasing Leadership Council (SPLC) offers a variety of ways to collaborate throughout the year. Together, our members move markets with consistent, aligned, and aggregate demand.

Action teams are sprint-team style groups that convene for a limited time to develop interim guidance and solicit expert review on an emerging topic of concern. SPLC provides action teams with recruitment and convening support, a template for their final output and shares the final guidance to our member community as a starting point for addressing a critical area of work.

Action teams are a great way to deepen your knowledge and provide leadership on procurement's role in addressing the impacts associated with a particular category or issue. Action teams meet every few weeks for 6-12 months and are open to all SPLC members. Non-members are welcome to join for a nominal fee.

Previous action team topics include:

- sustainable foodware
- climate-friendly refrigerants
- lab supplies
- office supplies
- online purchasing
- product packaging

Action Teams are convened based on staff capacity, funding, and member interest. Interested in joining an action team or proposing a future topic? Email [info@sustainablepurchasing.org](mailto:info@sustainablepurchasing.org).

base paragraph = 1em