

CARNEGIE
INSTITUTION FOR
SCIENCE

Visual Identity
Guidelines

September 2007

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Carnegie Institution Visual Identity Guidelines

Introduction | 1.0

What's in a name?

Our name—the Carnegie Institution of Washington—does not attract public attention.

There are 23 different and unaffiliated Carnegie organizations worldwide and they are often confused for each other. Our name provides no hint that we are the one Carnegie entity devoted to science. Moreover, our name suggests that we exist solely in Washington, but three of our six departments are located in California and one is in Maryland. We thus are hobbled in achieving recognition because our bland name gives no hint of what we do or where we are.

Recognition of the problem with our name is not new. It has been a topic of conversation within the institution for almost one hundred years. According to minutes of the December 1911 board meeting, executive committee member and former Secretary of State Elihu Root argued: “There are getting to be so many Carnegie Institutions of various kinds that the term Carnegie Institution does not mean anything. It does not differentiate...” He advocated, “Carnegie Research Institution of Washington.” Board members then discussed whether a name change raised legal implications or might create confusion. The board ultimately decided to refer the issue to the executive committee for further consideration. Nothing more happened. And some ninety-six years have now passed.

As we all know, science has become a complex and expensive enterprise over the past century. Moreover, the non-profit world has become crowded and the tasks of differentiating ourselves from other Carnegie organizations and promoting Carnegie as a premier scientific research organization are increasingly difficult. For many reasons, but most importantly to support the growing needs of our researchers now and in the future, we must bring more visibility to our world-class science. We need to portray who we are both clearly and concisely.

To assist in this effort, we have now adopted a new logo:



The new logo clarifies and describes what we do. It conspicuously associates “Carnegie” and “science”—revealing the core of our identity. And it suppresses the misleading “of Washington” identifier.

The use of the new logo does not mean that we have legally changed our name. We will officially and legally remain the Carnegie Institution of Washington. We will be like many organizations that have a public identity that is different from their legal name.

This on-line style guide clearly describes how to use the new logo. It also provides templates for brochures, booklets, stationery, and the like for individuals throughout the institution.

A new logo is a small thing. It is far less important than the quality and influence of the work undertaken by our scientists. But, over time and with consistent usage across the institution, I hope it will help the Carnegie Institution to achieve the public awareness to which our superb scientific work entitles us.

Richard A. Meserve



President

About This Guide

These guidelines represent the building blocks that define the Carnegie Institution brand. They should be used as a starting point and road map for developing communications that support the aesthetic established in these pages.

The Carnegie Institution brand is composed of essential visual elements that should be applied in a planned and thoughtful manner. These components are unique to the organization, and when used together will project a memorable and distinctive brand identity.

The components that comprise the design vocabulary are:

- Carnegie Institution logo
- color palette
- typographic fonts
- distinctive communication design

These components are for exclusive use in the visual system; altering the design vocabulary will compromise the consistency and distinctive presentation of the brand.

**For Further Information
on Our Visual Identity Guidelines**

We want to make our messages and products consistent and clear, compelling and attractive. On a more fundamental level, they must also reflect our Mission and express the truth about our enterprise.

These guidelines are designed not to stifle your creativity but to give you channels to express it. They were created both to build consistency and to make your job easier.

If you have any questions about any part of the system, please direct your questions to:

Carnegie Institution Publications Office

Tina McDowell

Carnegie Science

Tel. 202 939 1120

E-mail tmcdowell@ciw.edu

Alan Cutler

Tel. 202 939 1142

E-mail acutler@ciw.edu.

Carnegie Institution Visual Identity Guidelines

Logo | 2.0

Logo

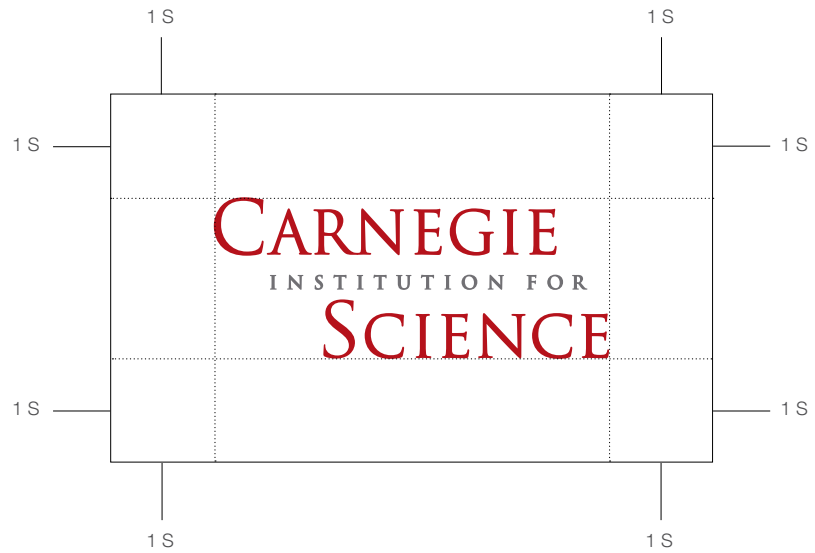
The Carnegie Institution logo is a distinctive graphic element and must not be altered for any reason.



Clear Space Requirements

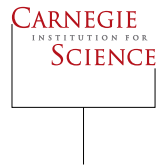
A minimum of “S” area around the logo must be observed. These size requirements should be followed for all logo applications.

The “S” measurement represents the space between the baseline of the word “Carnegie” and the baseline of the word “Science” in the logo.



Minimum Size Requirements

The preferred minimum size for the logo is .75" wide. For special applications, a measurement of no less than .5" wide is acceptable



.75" (recommended minimum size)



.5" (absolute minimum size)

Unacceptable Usage

The Carnegie Institution logo may not be modified, altered or corrupted in any manner.

Additional examples of incorrect usage of the logo include:

- Breaking it apart or using elements separately
- Outlining it
- Repeating it
- Using it as a background pattern
- Adding a texture
- Attempting to re-draw or re-assemble logo (use original unaltered logo files only)



Do not add elements to the logo



Do not alter logo colors



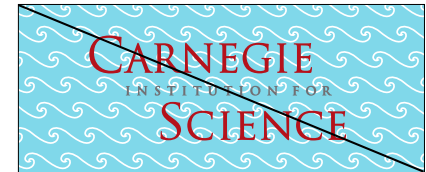
Do not place the logo on an image



Do not redraw or re-typset elements of the logo



Do not distort or change the shape of the logo



Do not place the logo on a pattern



Do not add a dropshadow or filter effect



Do not screen or make the logo transparent



Do not place the logo within another shape

**Acceptable Spot
Color Usage**

The logo may only be reproduced in the approved colors. For reversed color versions, see the following page.



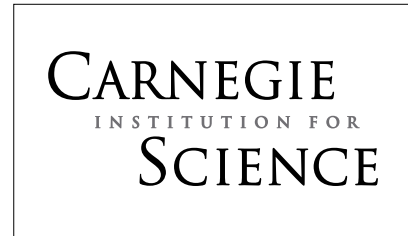
**2 Color Version
on White Background**

“Carnegie” and “Science”: 100% PMS 1807
“Institution For”: 100% PMS Cool Gray 11



**1 Color Version
on White Background**

“Carnegie” and “Science”: 100% PMS 1807
“Institution For”: 100% PMS 1807



**1 Color Black (tinted)
on White Background**

“Carnegie” and “Science”: 100% Black
“Institution For”: 70% Black

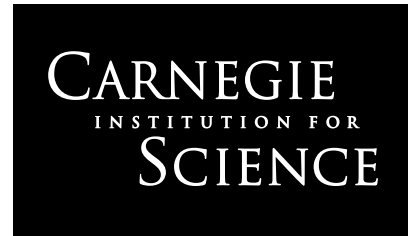


**1 Color Black (solid)
on White Background**

“Carnegie” and “Science”: 100% Black
“Institution For”: 100% Black

Reverse Application

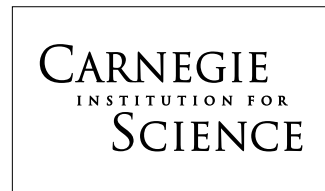
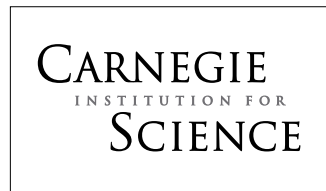
The logo may be reversed out of the primary and secondary colors from the color palette (See page: 3.1).



File Naming and Format Options

Use this guide to select the appropriate logo for reproduction.

These formats represent the basic building blocks from which additional formats can be created.



2 Color Version on White Background

File Names:

CISLogo_2c_PMS.eps

CISLogo_2c_CMYK.tif

CISLogo_2c_RGB.jpg

CISLogo_2c_RGB.png

1 Color Version on White Background

File Names:

CISLogo_1c_PMS.eps

CISLogo_1c_CMYK.tif

CISLogo_1c_RGB.jpg

CISLogo_1c_RGB.png

1 Color Black (grayscale) on White Background

File Names:

CISLogo_1c_GRAY.eps

CISLogo_1c_GRAY.tif

CISLogo_1c_GRAYRGB.jpg

CISLogo_1c_GRAYRGB.png

1 Color Black (solid) on White Background

File Names:

CISLogo_1c_BLACK.eps

CISLogo_1c_BLACK.tif

CISLogo_1c_BLACKRGB.jpg

CISLogo_1c_BLACKRGB.png

1 Color White (reverse) on Color Background

File Names:

CISLogo_1c_WHITE.eps

Understanding File Formats

The attributes described below relate to the logo files available on the Carnegie Institution Brand Resource

Site (see page 9.1). They are not necessarily universal attributes of those file formats.

File Type: EPS
File Extension: .eps

Resolution: Vector

Attributes: Highest quality — infinitely scalable — preferred file format for vendors, best format for two color offset printing and premiums printing such as hats, shirts, mugs, banners, etc.

File Type: JPEG
File Extension: .jpg

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include internal word processing and web

File Type: TIFF
File Extension: .tif

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100% decreases image quality. Uses include four color offset printing (CMYK)

File Type: PNG
File Extension: .png

Resolution: Vector

Attributes: Infinitely scalable — proprietary Microsoft® format designed for use with Microsoft® applications such as Word® and PowerPoint®

Legal Name Placement

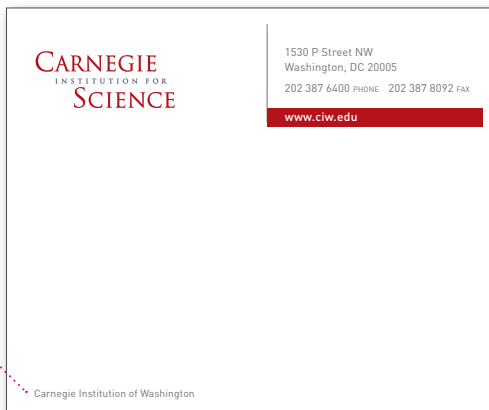
The legal name of the Carnegie Institution for Science is *The Carnegie Institution of Washington*. The legal name must appear on all communications. It should be visible

but discreet and should accompany contact information on documents and notices. For brochures, reports, and booklets, it should appear on the back cover.

Carnegie Institution of Washington

CARNEGIE
INSTITUTION FOR
SCIENCE

Carnegie Institution of Washington
1530 P Street NW
Washington, DC 20005



Exceptional Scientists

Andrew Carnegie's goal was to advance scientific research and understanding by seeking out exceptional scientists and providing them with the financial independence to pursue highly original work. The Carnegie Institution remains true to Andrew Carnegie's original vision by fostering the work of innovative, risk-taking scientists who tackle fundamental questions about life, space, and the physical world.

CARNEGIE
INSTITUTION FOR
SCIENCE

Carnegie Institution of Washington
1530 P Street NW | Washington, DC 20005
202 387 6400 PHONE 202 387 8092 FAX
www.ciw.edu

Carnegie Institution Visual Identity Guidelines

Color | 3.0

Color Palette

The color palette is divided into two categories, primary and secondary.

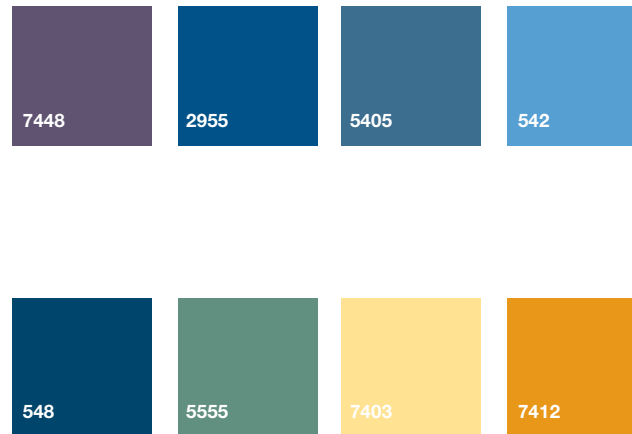
The primary palette is recommended for use on all corporate materials. The secondary colors provide flexibility to the system and are used to complement the primary palette.

The color palette must not be modified for any reason. Consistent usage will enhance the visual presentation of the brand across all expressions.

Primary Palette



Secondary Palette

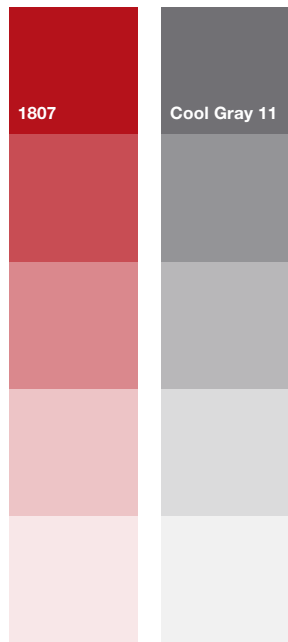


*The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

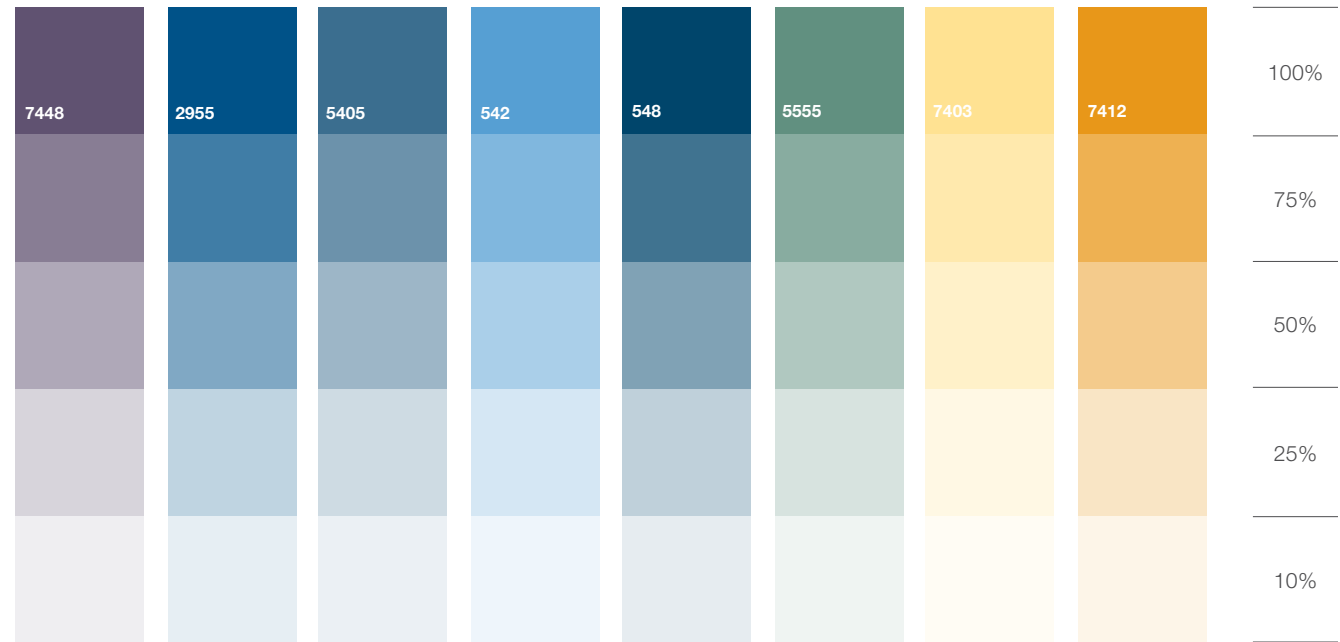
Color Palette Tints

The colors may be tinted from 100 percent to 10 percent in value.

Primary Palette



Secondary Palette

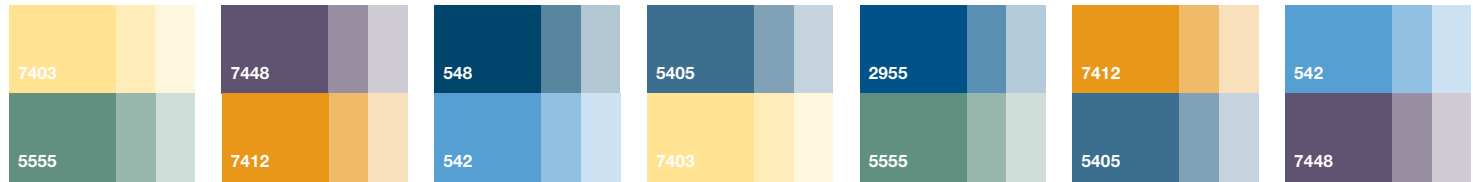
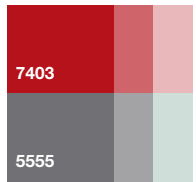


Color Combinations

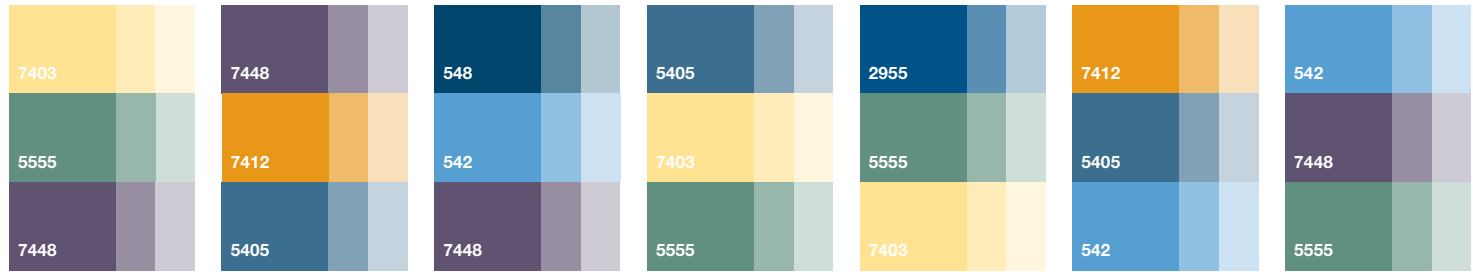
The secondary palette combinations shown on this page are designed to support the primary palette.

The primary palette is recommended for use on all corporate communications and can be

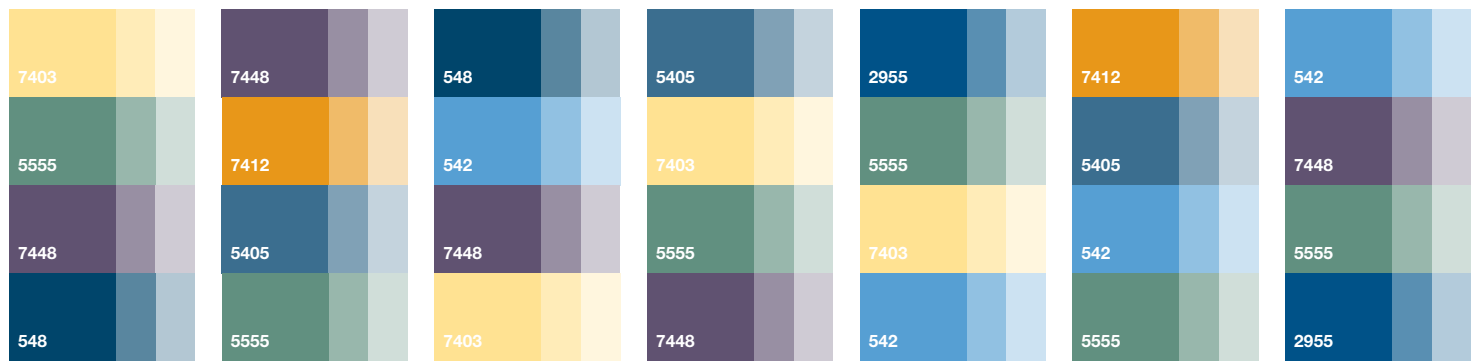
complemented by individual colors or combinations from the secondary palette.



Two Color Combinations



Three Color Combinations



Four Color Combinations

Color Systems

PMS	CMYK	RGB	HEX	
1807	0/100/96/28	181/18/27	b5121b	Primary Palette
Cool Gray 11	0/2/0/68	113/112/115	717073	
7448	32/42/0/55	96/82/112	605270	Secondary Palette
2955	100/45/0/37	0/82/136	005288	
5405	58/17/0/46	59/110/143	3b6e8f	
542	62/22/0/3	86/160/211	56a0d3	
548	100/24/0/64	0/68/106	00446a	
5555	43/0/34/38	98/144/128	629080	
7403	0/10/50/0	255/226/147	ffe293	
7412	0/42/100/7	232/151/25	e89719	

Carnegie Institution Visual Identity Guidelines

Typography | 4.0

Primary Fonts

Two typefaces have been selected for exclusive use in the design vocabulary, Din, a sans serif typeface, and Minion, a classic serif typeface. These typefaces complement each

another and may be used together in application. These are the only typefaces authorized for the Carnegie Institution visual system.

Din Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!**

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Din Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...

Minion Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!**

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Minion Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...***

Minion Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...*

Replacement Fonts

In certain applications, Verdana and Times New Roman should be used as the default fonts when Din and Minion are not available.

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!**

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!***

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Verdana Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!**

Times New Roman Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!***

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?! / ABCabc123...*

Typography Samples

Typography is an important component of the design vocabulary. The brand will be strengthened by using both Din and Minion in a consistent and thoughtful manner.

Headline

Font: Din Bold/
Din Regular

Headline Text

Headline Subhead

Headline Subhead

Font: Din Bold

Magna consequat. Duis nullut wisim dolor sum doleniam, commy num iliquis adipit non ulla conum nos do consequam volortin utet in veliquis aci euiipisi iliquis adipit non tat.

Copy Title

Font: Din Black

Copy Title

Feugait ad magnibh erci bla conse commy nos nummy nullan eummod eum il iure dit acin hent venisciduis nis nostisl ea consequis num quam accum nim vulput aliquat ismodigna.

Body Text

Font: Minion Regular

Callout

Font: Din Bold

**“Callout blamcon ummod lore
eliquis modolor sumsan eugait.”**

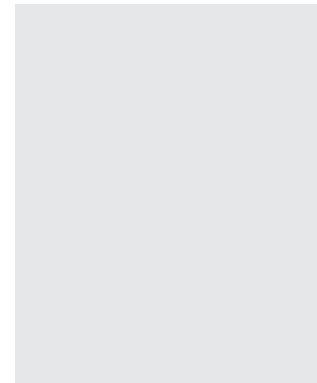


Photo Caption
Lor sequis atio ex ea
feu feu feugait ad te
dolortis.

Photo Caption

Font: Din Regular

Carnegie Institution Visual Identity Guidelines

Stationery System | 5.0

Business Card

3.5" x 2"

Paper Stock

Strathmore

Ultimate White Wove 77 lb Cover

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Front (Shown actual size)



Back (Shown actual size)

Letterhead

8.5" x 11"

Paper Stock

Strathmore

Ultimate White Wove 24 lb

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Shown 55% of actual size

#10 Business Envelope

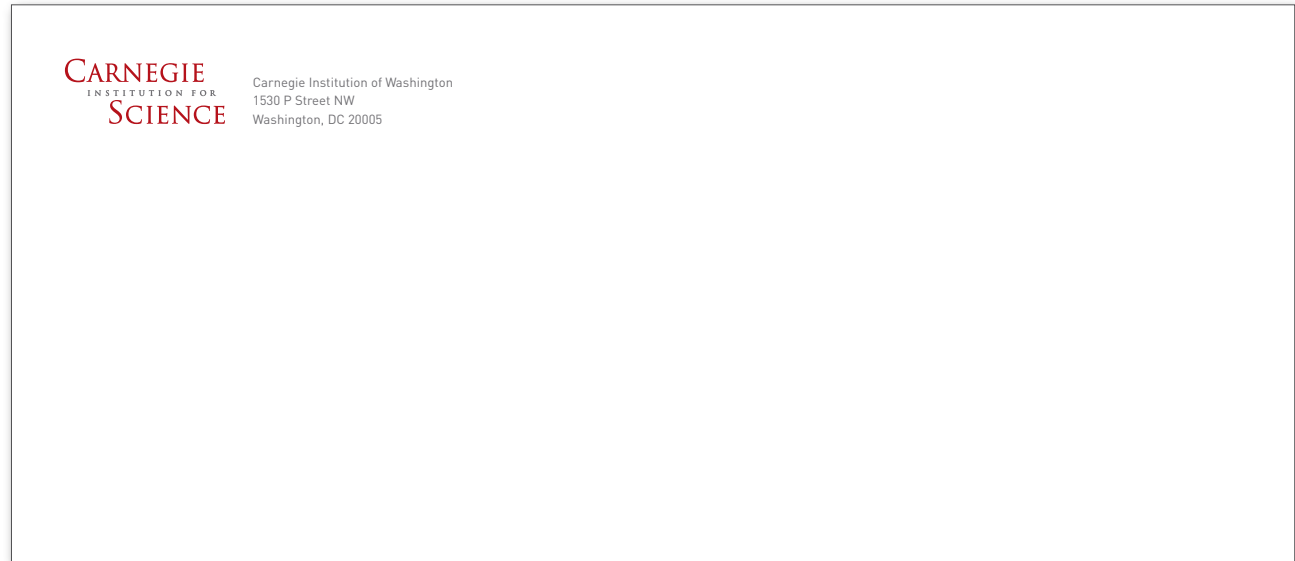
9.5" x 4.125"

Paper Stock

Strathmore

Ultimate White Wove 24 lb

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Shown 70% of actual size

Mailing Label

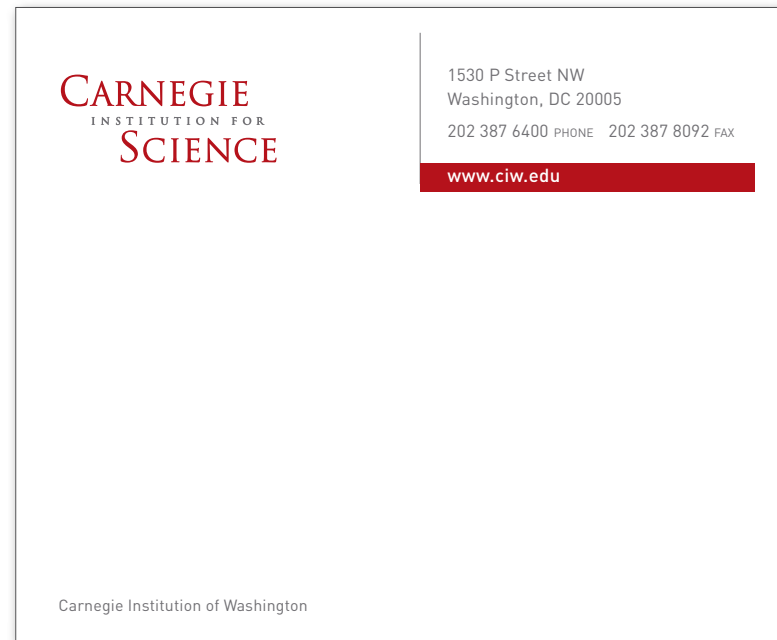
4" x 3.3"

Paper Stock

Avery Label #5164

6 labels per sheet

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Mailing Label (Shown actual size)

Notecard

7" x 5" Folded

Paper Stock

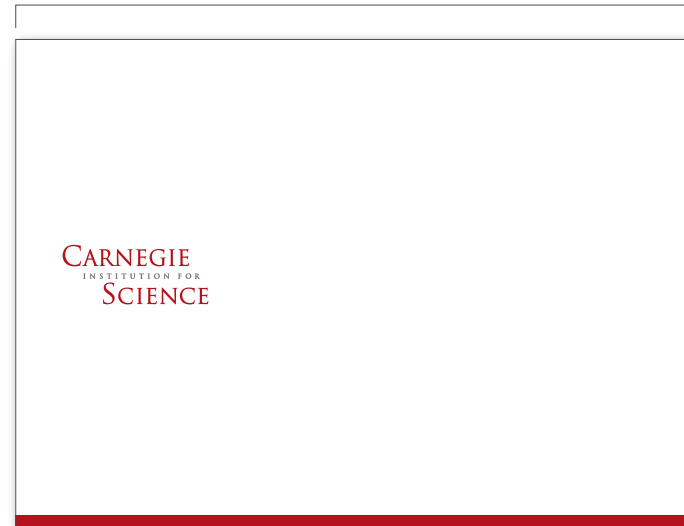
Strathmore

Ultimate White Wove 77 lb Cover

Prints cover only, inside is blank

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

Top hinge fold



Notecard Front (Shown 50% of actual size)



Notecard Back (Shown 50% of actual size)

A7 Envelope

7.25" x 5.25"

Paper Stock

Strathmore

Ultimate White Wove 24 lb

For use with notecard

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1



A7 Envelope (Shown 65% actual size)

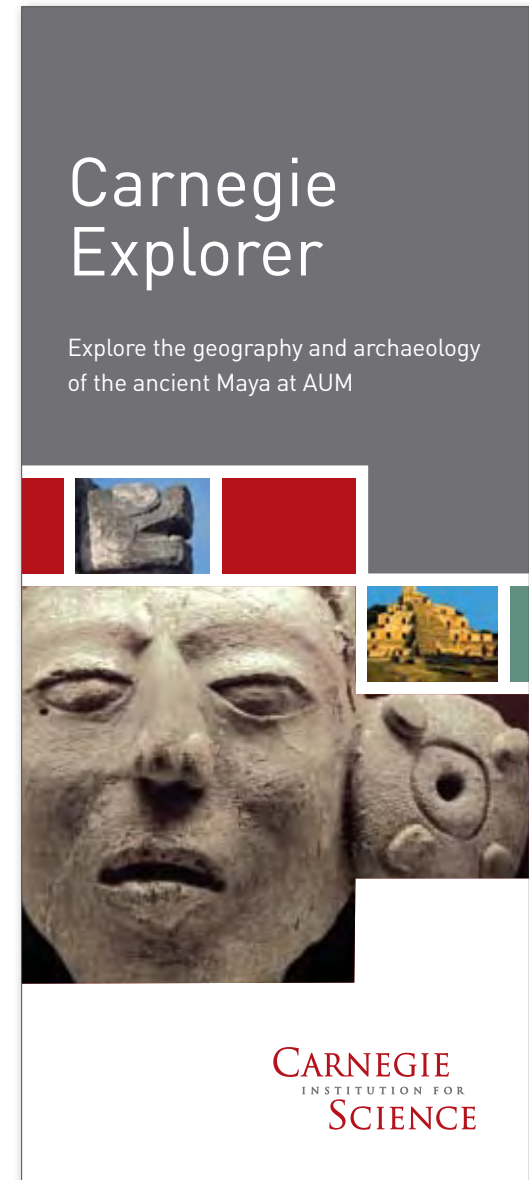
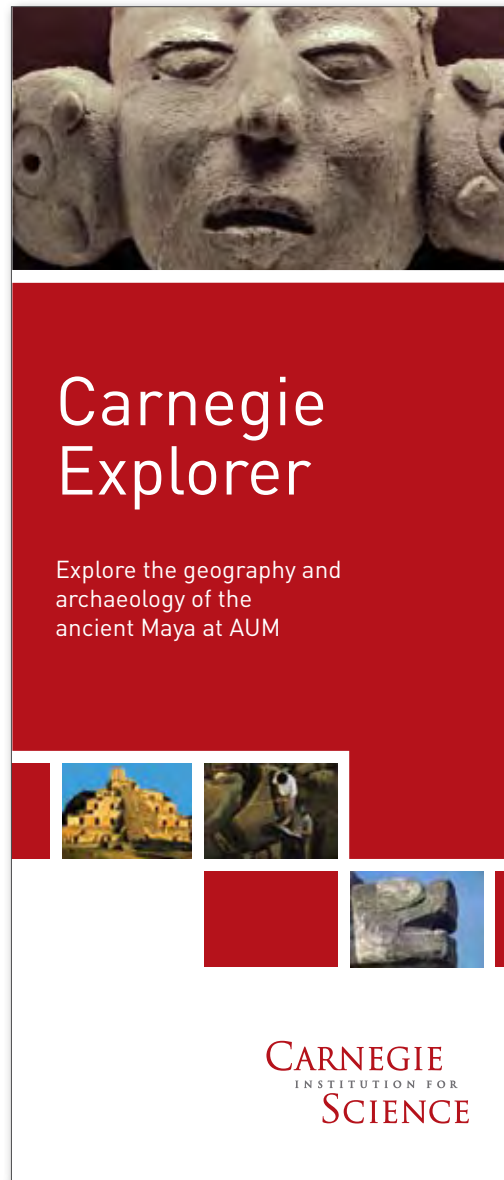
Carnegie Institution Visual Identity Guidelines

Brochures & Documents | 6.0

Sample Trifold Brochure Cover

(variation 1 and 2)

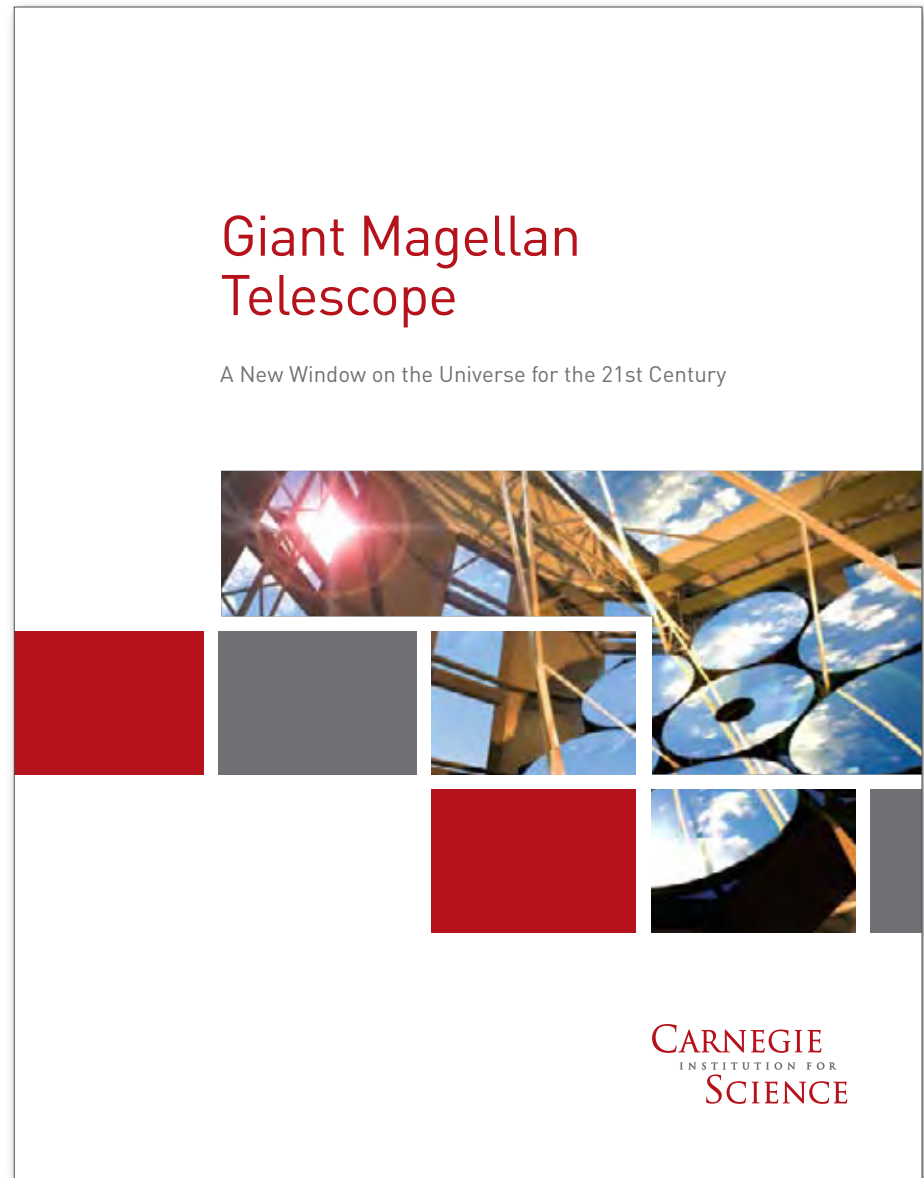
Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Sample 8.5" x 11"
Brochure Cover

(Variation 1)

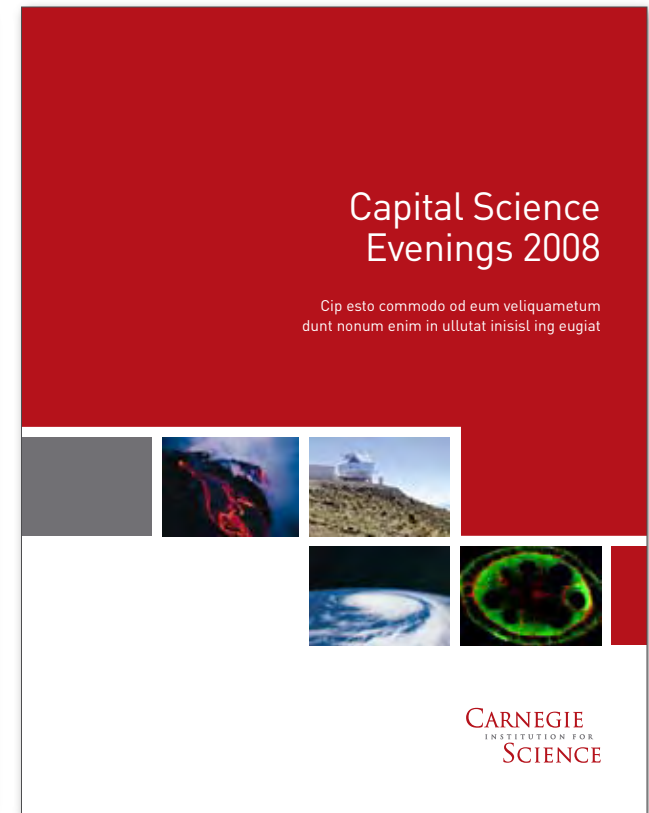
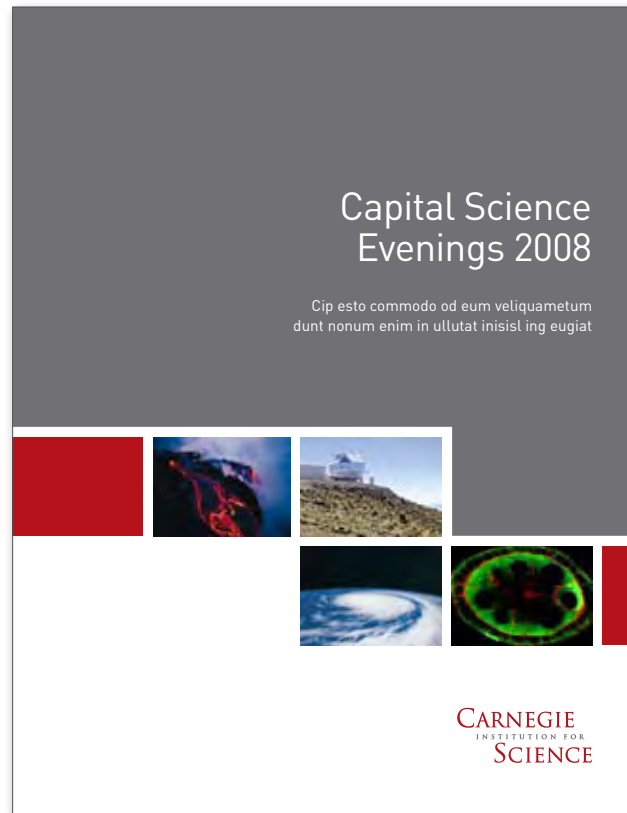
Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)



Sample 8.5" x 11"
Brochure Cover

(Variation 2 A and B)

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

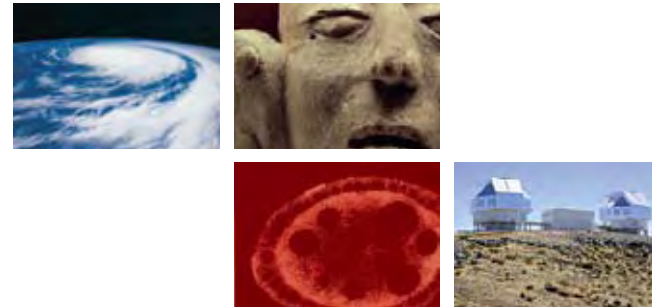


**Sample 8.5" x 11" Word®
Document Cover**

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

Nostrum Volent Eugiat

Cip esto commodo od eum veliquametum
dunt nonum enim in ullutat inisist ing eugiat



CARNEGIE
INSTITUTION FOR
SCIENCE

**Sample 8.5" x 11" Word®
Document Announcement**

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

The flyer is enclosed in a thin black border. At the top left is the Carnegie Institution for Science logo. To its right is a red rectangular box with the word 'EVENTS' in white. Further right is another solid red rectangular box. The main text is centered within a white rectangular area. It starts with 'Capital Science Evenings Presents' in a small font, followed by the speaker's name 'Luis Ho' in a large, bold font. Below that is 'The Carnegie Observatories' and the title 'The Search for Supermassive Black Holes' in a large, bold font. A paragraph of placeholder text follows, starting with 'The ubiquity of supermassive black holes in galaxies does not diminish their mystery...'. Below this is another paragraph of placeholder text starting with 'Con heniam nulputpatet wisis augiatio doluptat...'. The date and time 'Thursday, May 10, 2007 | 6:45 PM' are centered in a bold font. Below that, the location information is provided: 'All lectures are free and open to the public and are held at the Carnegie Institution, located at 1530 P Street, NW (corner of 16th and P Streets)'. At the bottom, contact information is listed: 'Call: 202.939.1114', 'Email: capitalscienceinfo@ciw.edu', and 'Register Online: www.ciw.edu'.

CARNEGIE
INSTITUTION FOR
SCIENCE

EVENTS

Capital Science Evenings Presents
Luis Ho
The Carnegie Observatories
**The Search for Supermassive
Black Holes**

The ubiquity of supermassive black holes in galaxies does not diminish their mystery. How and when were they made? How did they grow? What happens when black holes merge? Why do black holes share such an intimate connection with the formation of galaxies?

Con heniam nulputpatet wisis augiatio doluptat ad tem zzilla accumsandio odit ate dunt nullum dolendrero od tat iniam, quissent adionulla feugait wis eugiam nostionsed tin erosto enim velit vullam, sequat esectet uerilis nit, con vulluptat ad tionse ent aute dolorperat, velisi blam quis aliquam volorpe rciilit la facin et accum zzriure tat. Lutat nit la faccum dolumsan ercispis enis numsan henim ip ero duist dolobore et, vet doloborper sed min utpatis adionumsan euipsum velis nos aliquam vel dolortio consecte faccum ver si blamcon sequam nullaore vel diam, quamet, velit essi.

Thursday, May 10, 2007 | 6:45 PM

All lectures are free and open to the public and are held at the Carnegie Institution, located at 1530 P Street, NW (corner of 16th and P Streets)

Call: 202.939.1114
Email: capitalscienceinfo@ciw.edu
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For a copy of the paper "Global and regional drivers of accelerating CO₂ emissions," ms 07-00609,
contact PNAS at PNASNews@pnas.edu

**Alarming Acceleration in CO₂
Emissions Worldwide**

Stanford, CA- Between 2000 and 2004, worldwide CO₂ emissions increased at a rate that is over three times the rate during the 1990s—the rate increased from 1.1 % per year during the 1990s to 3.1% per year in the early 2000s. The research, published in the early on-line edition of the *Proceedings of the National Academy of Sciences* May 21-25, also found that the accelerating growth rate is largely due to the increasing energy intensity of economic activity (the energy required to produce a unit of gross domestic product) and the carbon intensity of the energy system (the amount of carbon per unit of energy), coupled with increases in population and in per-capita gross domestic product. "No region is decarbonising its energy supply," states the study.

The research showed that the increases in energy and carbon intensity constitute a reversal of a long-term trend toward greater energy efficiency and reduced carbon intensities. "Despite the scientific consensus that carbon emissions are affecting the world's climate, we are not seeing evidence of progress in managing those emissions in either the developed or developing countries. In many parts of the world, we are going backwards," remarked co-author of the study Chris Field, director of the Carnegie Institution's Department of Global Ecology.

The research also shows that the actual global emissions since 2000 grew faster than in the highest of the scenarios developed by the Intergovernmental Panel on Climate Change (IPCC). "The trends relating energy to economic growth are definitely headed in the wrong direction," Field commented.

The acceleration of carbon emissions is greatest in the exploding economies of developing regions, particularly China, where the increases mainly reflect increasing per capita gross domestic product. The study* divided the world into the USA, the European Union, Japan, the nations of the former Soviet Union, China, India, and three regions covering the rest of the world.

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Between 2000 and 2004 the developing countries accounted for a large majority of the growth in emissions, even though they contribute only about 40% of total emissions. In 2004, 73% of the growth in global emissions came from the developing and least developed economies, comprising 80% of the world's population. That same year the developed areas (including the Former Soviet Union), contributed about 60% to the total emissions. These countries account for 77% of the cumulative emissions since the start of the industrial revolution.

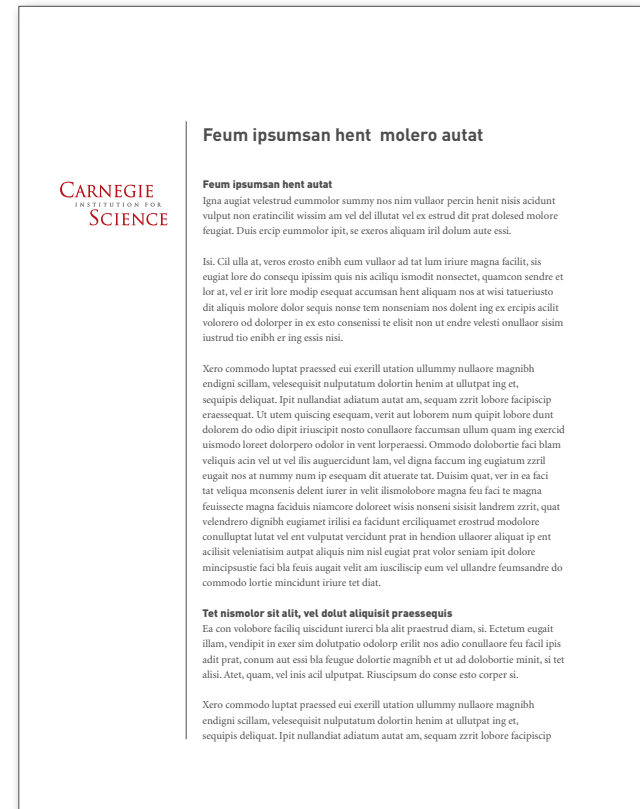
Between 1980 and 2004, total emissions in the developed areas (USA, Europe, Japan, and other smaller economies) increased as a result of fast growth in per-capita gross domestic product, coupled with relatively slight increases in population. This growth was partially offset by decreases in the amount of energy needed to make each unit of product.

The study emphasizes that the growth in emissions can be caused by a variety of factors and that managing emissions in a growing economy requires progress in both the energy intensity of the economic system and the carbon intensity of the energy system. According to Field, "solving the first part of the puzzle requires shifting more of the economy toward activities like service industries and information technology, where emissions can be lower, and emphasizing energy efficiency. Solving the second requires deploying new sources of non-emitting energy like wind, solar, and nuclear power."

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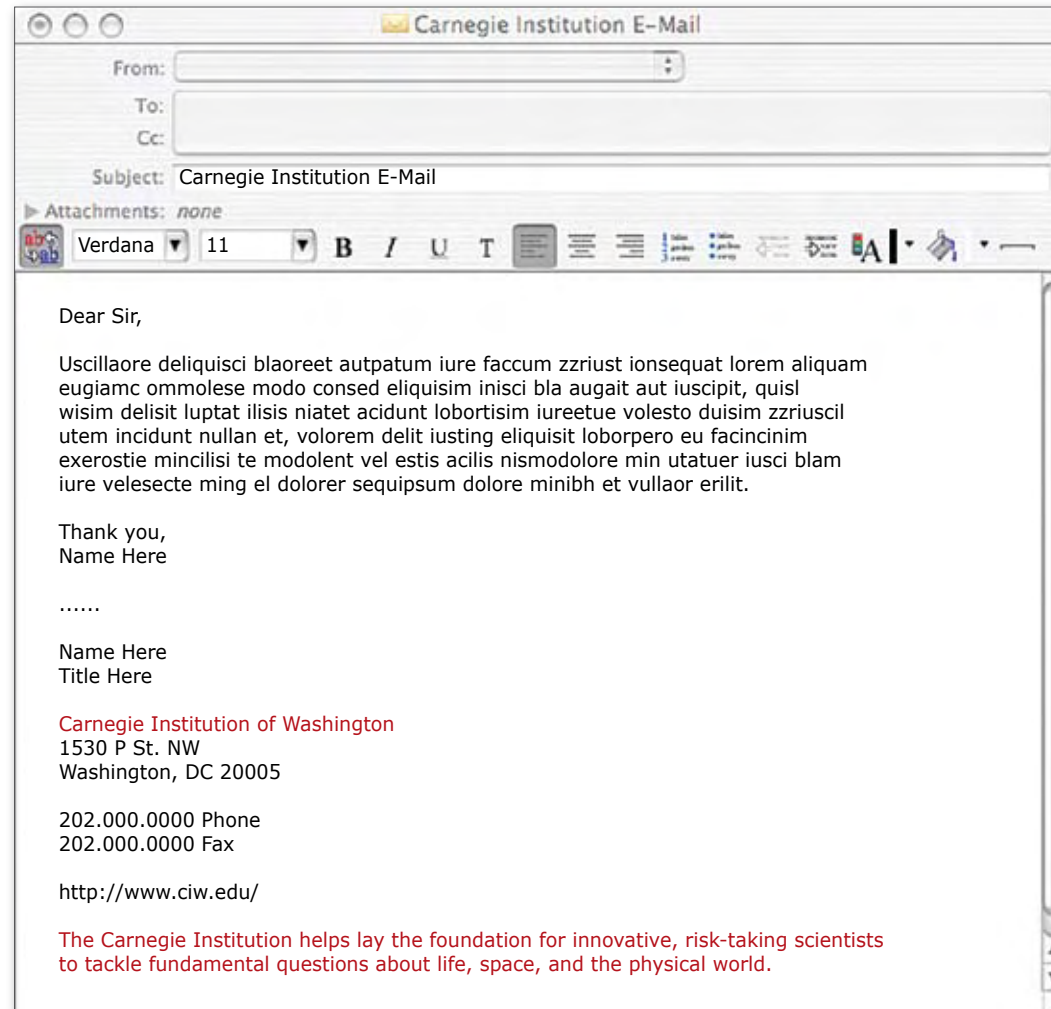


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