



COUNTER BALANCE 2020 STYLE GUIDE

Redefining Our Identity

Counter

Balance

Challenging
Public
Investment
Banks

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BRAND IDENTITY

/ COUNTER BALANCE ARCHETYPE /

>>> THE OUTLAW



COUNTER BALANCE //

Clearly follows the archetype of “**The Outlaw**”. We are effectively a bunch of misfits that try to revolutionize the field in which we are active, namely public finance. And we’re proud of the rebel badge as well.

Breaking rules, putting a name on particular issues and proposing revolutionary solutions to the main challenges the European Investment Bank (EIB) and other public banks face does not scare us at all, it is what we do.

Counter Balance is a watchdog, that is the essence of the identity of our organisation.

This archetype is clearly reflected - not only in the pure content that we and our members produce - but also in the visual styling that we have developed and the tone of voice. By using angles in our visual products and by playing with the contrast these angles create in the layout of our visuals, as well as the color palette that creates a striking visual style we amplify the characteristics we have as a “rebel watchdog”.

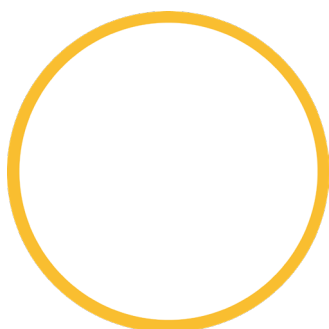
However, **we cannot lose sight of the context** in which we work. By setting up clear guidelines in terms of font use, color palette, image types and overall feeling, we ensure that our targets - the EIB, other public banks, public institutions and other NGOs that work within our context - take us seriously. Form is key in that regard, especially in a very corporate environment, which the public investment sector undeniably is.

COLOR SCHEME

Counter Balance uses 4 main colors in the visual identity.

These colors are; Yellow, Brown, White and Black.

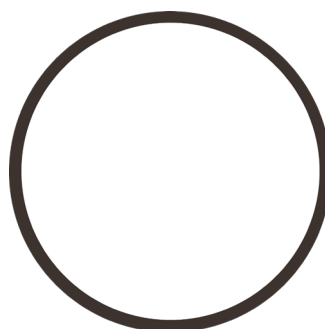
COUNTER BALANCE YELLOW //



R = 251
G = 190
B = 50

#f9be32

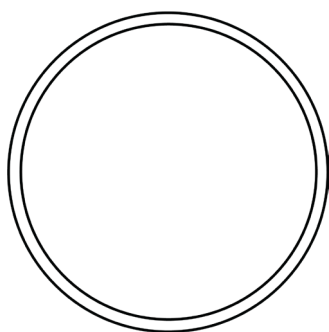
COUNTER BALANCE BROWN //



R = 60
G = 50
B = 74

#3c322f

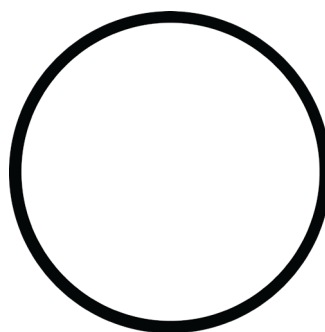
COUNTER BALANCE WHITE //



R = 255
G = 255
B = 255

#ffffff

COUNTER BALANCE BLACK //



R = 0
G = 0
B = 0

#000000

LOGO USAGE AND RULES

The refreshed logo of Counter Balance is used in **two forms**. Black on white and white on black.

BLACK ON WHITE



WHITE ON BLACK



The logo is always placed in the **right-hand bottom corner** of visuals, reports, brochures, or any other multimedia product produced by Counter Balance itself, unless it is relocated for a specific design (for example a section in a report that states: "Endorsed by...")

It will **ALWAYS** be accompanied by the slogan: "Challenging Public Investment Banks".

DO'S AND DONT'S

/ DO'S /



Logistics Report Sharepic //



EIB Roundtable Invitation Visual //



Energy Lending Policy Cover //

>>> The logo is always placed in the **right-hand bottom corner**, unless it is relocated for a specific design (for example a section in a report that states: "Endorsed by...")

>>> The white text logo is **ALWAYS used on a black backdrop**

>>> The black text logo is **ALWAYS used on a white backdrop**

>>> As a rule of thumb, we use the **black backdrop** for social media/multimedia we **use the white backdrop** for print products

>>> Generally we use a **-2.4° angle** for the backdrop and the accent lines. However, **this can be altered** for additional visual effect like the EIB Roundtable Invitation Visual

>>> The backdrop angle **ALWAYS** goes from **left to right**

/ DONT'S /

Counter
Balance CHALLENGING
 PUBLIC
 INVESTMENT
 BANKS



DO NOT

change the font used in the logo

Counter
Balance Challenging
 Public
 Investment
 Banks



DO NOT

change the color of the logo

Counter
Balance Challenging
 Public
 Investment
 Banks



DO NOT

change the shape of the logo

Counter
Balance Challenging
 Public
 Investment
 Banks



DO NOT

use a different backdrop color for the logo other than black, white or (less frequently) brown.

TYPOGRAPHY

COUNTER BALANCE //

Uses two different fonts for text on all forms of media, whether it is multimedia or print.

The fonts we use are:

>>> DIN Pro

>>> Vollkorn

DIN PRO

AaBbCc
AaBbCc
AaBbCc
AaBbCc

USED FOR

Din Pro REGULAR //

>>> Main body text

>>> Titles

>>> Website URL's

Din Pro ITALIC //

>>> Quote text

>>> Print only body text

Din Pro BOLD //

>>> Emphasis outside body text

Din Pro BLACK //

>>> Subtitles

>>> Final footnote numbering

VOLLKORN

AaBbCc
AaBbCc
AaBbCc

USED FOR

Vollkorn REGULAR //

>>> Quote attributions

Vollkorn ITALIC //

>>> Footnote sources

Vollkorn SEMIBOLD //

>>> Emphasis in body text

MYRIAD PRO

AaBbCc

USED FOR

Myriad Pro BOLD //

>>> Footnote numbers

/ EXAMPLES: PRINT /

P R E F A C E

In a previous report, **How infrastructure is shaping the World**,¹ Counter Balance sought to probe the political and economic interests driving "mega-corridors" – the transcontinental road, rail, air and sea networks that are being constructed to service just-in-time delivery systems and to enable ever more remote sources of minerals and other raw materials to be extracted, at great environmental and social cost.

Such corridors, the report concluded, are a deliberate attempt to "re-engineer economic geography" for the benefit of capital. To achieve "integrated corridor management", for example, the corridors are being transformed into free trade zones in which tariffs are progressively removed – together with the border controls, paperwork and other "man-made barriers" that, in the words of the World Bank, "increase distance"² by slowing down the transport of goods. Workers' rights and wages are also eroded as corridor planners form pools of cheap labour by "agglomerating" people into clustered economic zones.

The trajectory is towards ever more "extreme infrastructure". **EXTREME** because of the scale of the infrastructure that is planned – every continent except Antarctica is affected. **EXTREME** because it enables extraction that is even more destructive than extraction used to be, opening up deposits of oil and minerals in areas previously considered unexploitable. **EXTREME** because it is premised on even more exploitative production, enabling capital to move wherever labour is cheapest and most vulnerable. Extreme because it depends on a kind of finance that is even more extreme than previous forms of finance, involving, for example, new, highly risky asset classes. And **EXTREME** because it can operate only through an extreme politics, involving elitist forms of planning that are profoundly undemocratic.

PREFACE TITLE //

>>> VOLLKORN SEMIBOLD

>>> INCREASED SPACING

INTRODUCTORY BODY TEXT //

>>> DIN PRO ITALIC

EMPHASIZED TEXT //

>>> VOLLKORN SEMIBOLD

>>> COUNTER BALANCE
YELLOW

In **Corridors as Factories**, Counter Balance attempts to dig deeper into the assault on labour through the globalisation of supply chains and their associated infrastructure corridors. Drawing on the work of academics, such as Deborah Cowen, this current report looks at the grip that "logistics" (the managerial practices that orchestrate the movement of goods along corridors and supply chains) now exerts on global production, distribution and consumption – and how such practices have enabled capital to stretch production beyond the conventional factory right the way down the supply chain and beyond, allowing businesses to increase profits by squeezing labour at every stage.

More and more of us – North and South – are now "logisticised"³ (in the words of Geoff Mann, Professor of Geography at Simon Fraser University) relying for our everyday provisioning on networks of political and economic power whose purpose is not mutual survival but profit: and the more entangled we become in these networks, the more our every move is fed into a system of unequal, unjust and destructive wealth production.



SUBTITLE //

>>> **DIN PRO BLACK**

>>> **COUNTER BALANCE
BROWN BACKGROUND**

INTRODUCTORY BODY TEXT //

>>> *DIN PRO ITALIC*

EMPHASIZED TEXT //

>>> **VOLLKORN SEMIBOLD**

>>> **COUNTER BALANCE
YELLOW**

/ PART ONE / of the report looks at the worldwide proliferation of logistics hubs – consisting of seaports, inland “dry” ports, “aerotropolises”, highway interchanges and facilities for manufacturing, processing, sorting, storing and distributing goods – as the movement of goods around the world is increasingly orchestrated by “logistics”.

/ PART TWO / explores the ways in which outsourcing, offshoring and logistics have dramatically transformed the whole notion of production. It is not just assembly line workers who are now considered producers – but truckers, port workers and (as data extracted from everyday acts of consumption becomes an increasingly valuable commodity) consumers too. Logistics has transformed production processes so that they now extend far beyond the traditional factory gate, enabling profits to be extracted at many more points in global supply chains. The implications for labour are profound. Automation (including technologies such as blockchain), in combination with just-in-time management regimes, are subjecting workers to degrading just-in-time labour practices: more work is now contingent piece work; workers are increasingly subjected to electronic monitoring; wages are increasingly squeezed; and new forms of unpaid labour are being brought online.

/ PART THREE / explores the likely direction of travel if logistics is unchallenged. The path is towards increased exploitation of workers; new forms of corporate control and power, notably through the restructuring of capital around digitally captured information “platforms”; an ineluctable increase in energy use; and spiralling environmental destruction. The section also looks at resistance to logistics and the challenges of building alliances that might shift its intrinsically destructive vector. How might non-governmental organisations (NGOs), trade unions and other activists (many of whom may not be at the sharp end of logistics) help rather than hinder those whose reaction to logistics is a visceral (but perhaps, as yet, unarticulated) sense that “This is not the world we want”? What paths might activists **refuse** to take – and how might such “refusals” assist struggles to oppose logistics, infrastructure corridors and what Anna Tsing terms “supply chain capitalism”?⁶

What is the trajectory of the logisticised, just-in-time supply chains that now dominate the production, distribution and consumption of commodities worldwide? How might resistance – born of refusals to accept injustice, of struggles against predatory labour practices or challenges to the environmental destruction caused by corridors and other logistical infrastructure – deflect its course? Can the “superexploitation” of supply chain capitalism be reined in? And, if not, what does that imply for those seeking to challenge its direction of travel?

TRAJECTORIES OF EXPLOITATION

To take the trajectory of logistics first. If unopposed, four consequences – born of the inherent properties of logistics and automation – merit highlighting: the increasing exploitation of workers; the emergence of new forms of corporate power; the ineluctable increase in energy use; and spiralling environmental destruction.

// INCREASED EXPLOITATION OF LABOUR //

For workers, the direction of travel is towards increased downward pressures on wages, increased micro-disciplining of work, increasing insecurity of employment, increasing marginalisation in decision-making and the degradation of many skills. None of this has gone without resistance – not least through strikes and campaigns to improve labour conditions. But capital’s retaliation – particularly, that of increasing the fungibility of supply chains – has arguably weakened these as tools for challenging the vector of logistics as a political and economic force: refusals to work, even in choke points along the supply chain, can often be bypassed.

Exploitation of labour is not an unintended consequence of logistics that can be “put right” once it has been pointed out to employers: it is built into every aspect of the logistics-as-production-line project – and it always has been. As Jasper Bernes comments, “the use-value which the logistics industry produces is a set of protocols and techniques that enable firms to seek out the lowest wages anywhere in the world . . .”²⁶⁴

If it is cheaper to ship cod caught off Scotland to be filleted by workers in China and then to return it to Scotland for sale than it is to have the job done in Scotland (as it is),²⁶⁵ then this is in large part because the costs of the 20,000 mile round trip are more than offset by wages in China being a fraction of what they are in Scotland. Remove cheap labour from the logisticised supply chains and the entire rationale of fragmenting production falls apart. Logistics are of value to capital for one reason: they enable “exploitation in its rawest form”.²⁶⁶ Extreme wage differentials are the foundations of the industry.

TITLE //

>>> DIN PRO REGULAR

INTRODUCTORY BODY TEXT //

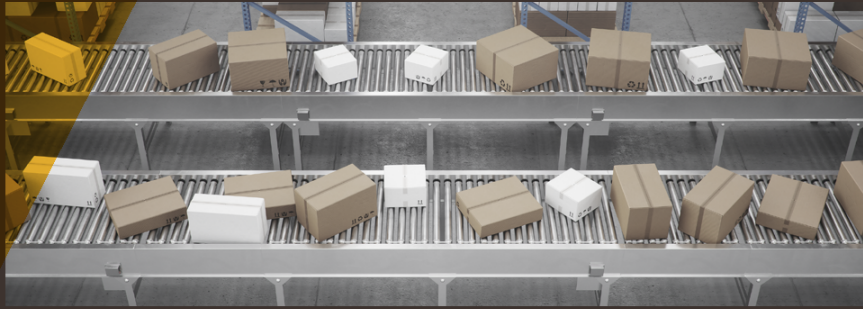
>>> DIN PRO ITALIC

BODY TEXT //

>>> DIN PRO REGULAR

FOOTNOTE NUMBERS //

>>> MYRIAD PRO BOLD



GHOST WORKERS - THE REALITIES OF “LABOURLESS” AUTOMATION

Popular newspaper headlines, drawn from books like André Oppenheimer's *The Robots Are Coming!*²³⁹, warn of a world of artificial intelligence (AI) in which machines eradicate swathes of clerical and manual jobs. The logistics trade press is also hot with reports of the potential of AI to automate “the entire supply chain from end to end.”²⁴⁰

But behind the robots that replaced 60,000 jobs at the Foxconn factories that make iPhones or the robots that move goods around warehouses or drive trucks in ports, there is a hidden army of human workers whose job it is “to tend to automated manufacturing systems when AI hits its limits.”²⁴¹

This is not a new phenomenon. Automation has always relied on human workers whose presence is obscured by the machines. As Mary Gray and Siddharth Suri document in their book *Ghost Work*,²⁴² the industrial revolution depended on large numbers of “piece workers” doing the jobs that could not be mechanised. Without them the assembly lines would have ground to a halt.

Today, the piece workers are still around. Machines simply cannot learn without human assistance. They have to be taught to recognise, for example, the difference between different kinds of sofas²⁴³ or between Elvis and an Elvis impersonator.²⁴⁴ And this requires humans, all hidden from view. Gray and Suri call this “the paradox of automation”: namely, “the desire to eliminate human labour always generates new tasks for humans.”²⁴⁵

When an Uber account is flagged because the driver's security selfie (required every time a job is booked) does not match the on-file photograph, someone has to check it out – and this work is done by poorly paid, on-demand workers, often in the global South, working from their living rooms or bedsits.²⁴⁶

Other ghost work required by AI includes “doing web research, verifying location addresses, beta testing, user testing for user designs”²⁴⁷ and a host of other tasks – all parcelled out to online gig workers via platforms such as Mturk, “a crowdsourcing marketplace” that allows business to access “a global, on-demand, 24x7 workforce” which can perform tasks virtually.²⁴⁸

As Gary and Suri write: “The truth is, AI is as ‘fully-automated’ as the Great and Powerful Oz was in that famous scene from the classic film, where Dorothy and friends realize that the great wizard is simply a man manically pulling levers from behind a curtain. This blend of AI and humans, who follow through when the AI falls short, isn't going away anytime soon. Indeed, the creation of human tasks in the wake of technological advancement has been a part of automation's history since the invention of the machine lathe.”²⁴⁹

BOX HEADER //

>>> VOLLKORN SEMIBOLD

BOX COLOR //

>>> COUNTER BALANCE BROWN

BODY TEXT //

>>> VOLLKORN ITALIC

FOOTNOTE NUMBERS //

>>> MYRIAD PRO BOLD

RESOURCES

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TITLE //

>>> DIN PRO REGULAR

SOURCE ATTRIBUTION //

>>> VOLLKORN SEMIBOLD

WEBSITE URL'S //

>>> DIN PRO REGULAR

FOOTNOTE NUMBERS //

>>> DIN PRO BLACK

SOURCE TITLE //

>>> VOLLKORN ITALIC

/ EXAMPLES: WEB /



EIB INVESTMENT IN **NEPAL**

Counter
Balance Challenging
Public
Investment
Banks

TITLE //

>>> DIN PRO BOLD

TITLE EMPHASIZED TEXT //

>>> DIN PRO BOLD

TIPS TO FIGHT **CORRUPTION**

- >>> Better EIB Anti-Fraud Policy
- >>> More Transparency in Investigations
- >>> Raise Whistleblower Protection
- >>> Integrate Suspension Clauses in Client Contracts

Counter
Balance Challenging
Public
Investment
Banks

TITLE //

>>> DIN PRO BOLD

TITLE EMPHASIZED TEXT //

>>> DIN PRO BOLD

LISTICLE BODY TEXT //

>>> DIN PRO REGULAR

LISTICLE EMPHASIZED TEXT //

>>> VOLLKORN SEMIBOLD



QUOTE TEXT //

>>> DIN PRO ITALIC

QUOTE EMPHASIS //

>>> VOLLKORN SEMIBOLD

QUOTE ATTRIBUTION //

>>> VOLLKORN REGULAR



/ REPORT /

CORRIDORS AS FACTORIES: SUPPLY CHAINS, LOGISTICS AND LABOUR IS THIS THE WORLD YOU WANT?

Counter Challenging
Balance Public
Investment
Banks

REPORT TITLE HEADER //

>>> DIN PRO BOLD

REPORT TITLE //

>>> DIN PRO BOLD

REPORT SUBTITLE //

>>> DIN PRO REGULAR

COUNTER BALANCE SPECIFIC VISUAL ELEMENTS

COUNTER BALANCE //

Aims to challenge public investment banks such as the EIB and this is reflected in the visual elements we use that make up our visual style, both on- and offline.

The fact that we act as a counterweight to the current policies of the EIB and other investment banks, is also extrapolated to our visual elements.

We play with shapes, angles and the juxtaposition of those angles. It is both refined, yet rebellious which works to amplify our core identity (The Outlaw) without losing sight of the context in which we operate. That context is - despite Counter Balance being a CSO - very corporate in nature.

The corporate angle is reinforced by maintaining a very clean, measured and slick look that - at first glance - could easily be mistaken for the branding of an actual corporate entity.

The end result of these elements is a clean style that looks corporate, yet breathes vividly due to the playfulness of the use of sharp angles that contrast each other. This leads to a design that is both very slick and rebellious at the same time.

The choice of black, yellow, white and dark brown further amplify this notion because it results in a color palette that pops at you and draws your attention, be it in digital or physical form.

The importance of a clean style cannot be underestimated as the visual quality helps to lend credibility to Counter Balance as an organisation when communicating to our target audience: public bank staff, legislators and journalists.

Furthermore, the current style lends itself well to experimentation because of the playfulness that is built into the design.



/ EXAMPLE /**REPORT TITLE //**

>>> ANGLE: -30°

>>> COLOR: #3c322f

ACCENT LINE //

>>> ANGLE: -30°

>>> COLOR: #f9be32

>>> OPACITY: 65%

>>> FILL: 85%

>>> COLOR OVERLAY: #000000

>>> OVERLAY OPACITY: 25%

>>> BLEND MODE: VIVID LIGHT

/ REPORT /**CORRIDORS AS FACTORIES:**
SUPPLY CHAINS, LOGISTICS AND LABOUR
IS THIS THE WORLD YOU WANT?

Counter	Challenging
Balance	Public
	Investment
	Banks

FOOTER //

>>> ANGLE: -2.4°

>>> COLOR: #3c322f

NOTE //

>>> The ACCENT LINE is also used in a 30° angle instead of a -30° angle

>>> All angles can be reversed, except the angle on the footer that hosts the logo

IMAGERY AND PHOTOGRAPHS

ILLUSTRATING CONCEPTS //

When choosing pictures as illustrations for sharepics, visuals or print products there are a few rules that we abide by to maintain consistency in style.

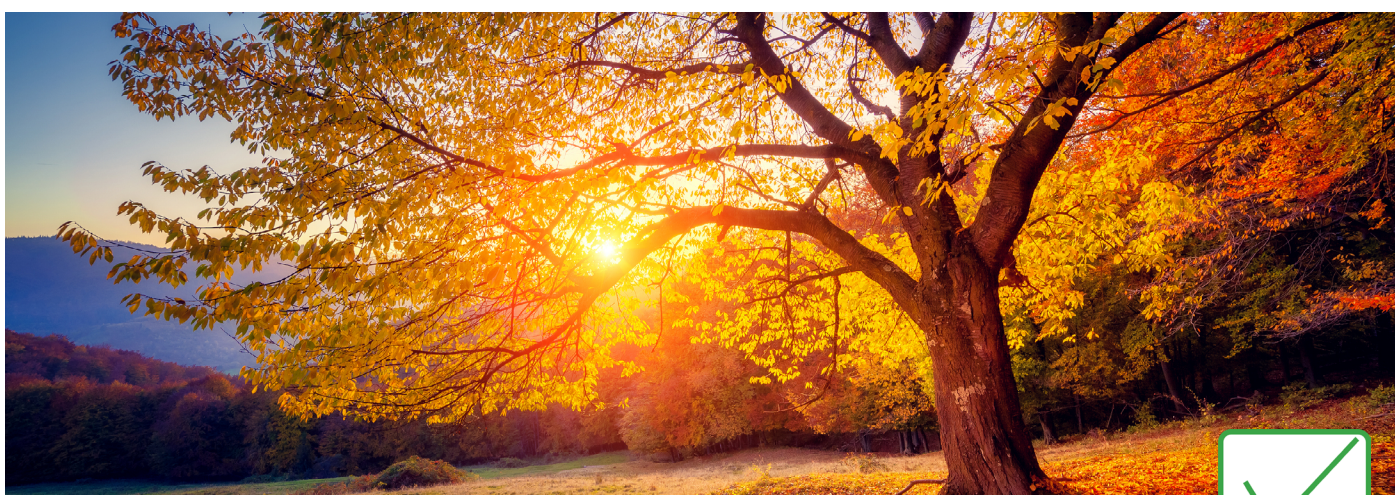
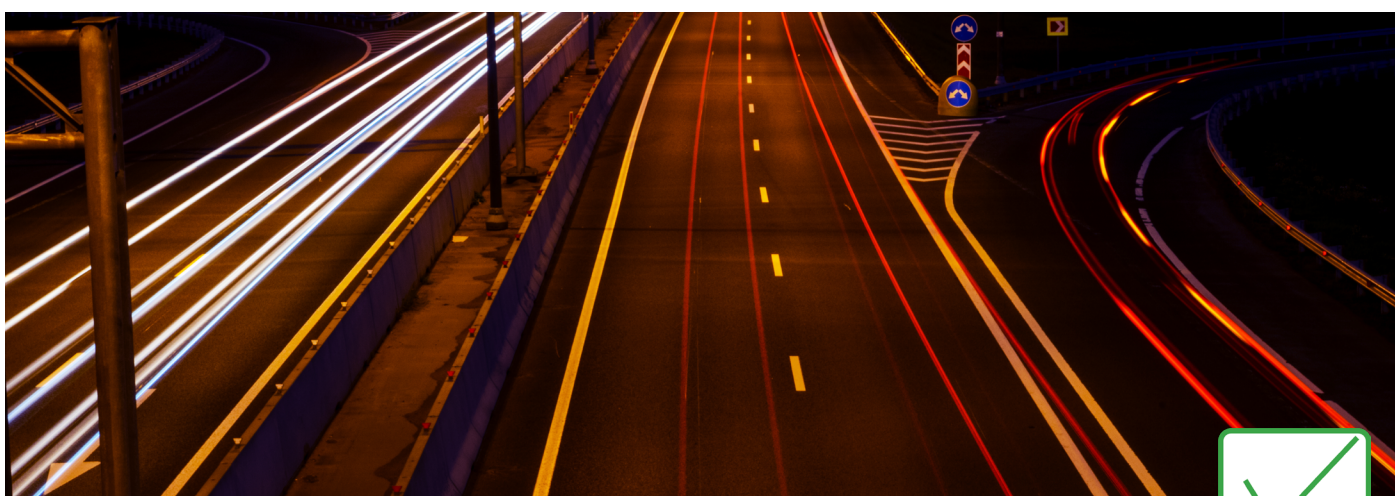
Once again, we must remain aware of the context in which we are active. This context being a very corporate context, we also select the pictures we chose accordingly.

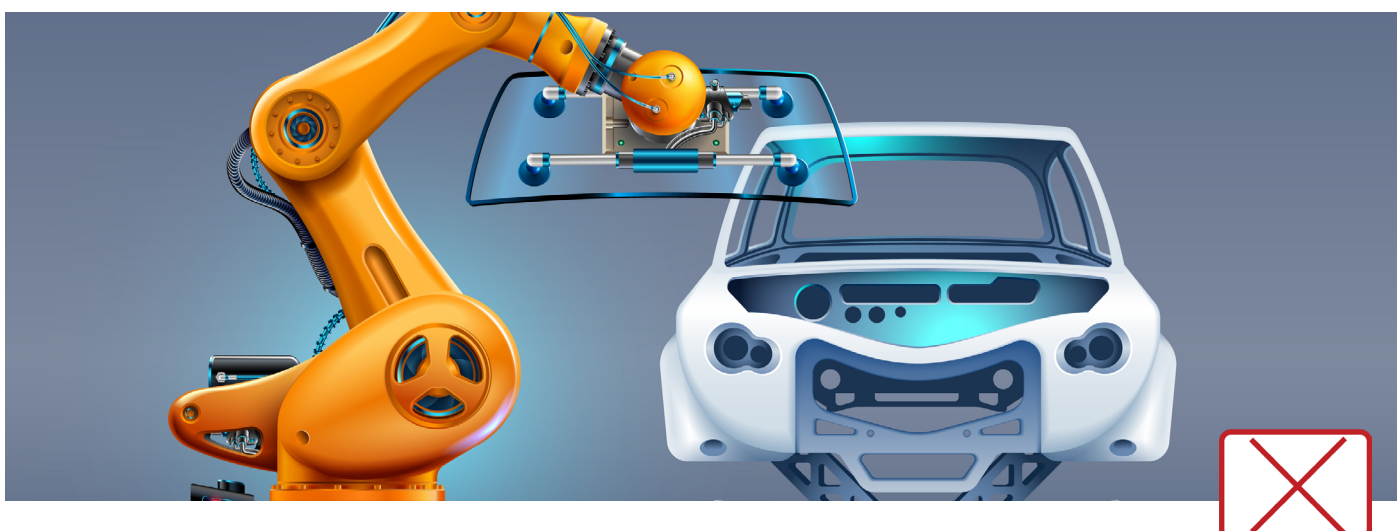
As of 2019, Counter Balance uses pictures taken from the online database BigStock.

As a rule of thumb we try to find pictures that answer the following criteria:

- >>> Colorful (Pictures must be colorful and vivid in order to be useful on all platofrms, be it online or offline)
- >>> We avoid pictures that look like advertisements or look like they came from a corporate training video.
- >>> In a corporate environment we try to speak in concepts, thus we look for pictures that are essentially very conceptual in nature. Thus, we avoid pictures that feature people prominently, favoring pictures instead that deliver on a conceptual idea. For example, instead of choosing a picture that features people protesting for renewables, we will choose a picture that delivers on the concept of renewables. I.e. a picture featuring a solar farm or a wind farm. We avoid drawings as visuals and prefer photographs instead.



/ EXAMPLES /



/ PRINT /



CORRIDORS AS FACTORIES:
 SUPPLY CHAINS, LOGISTICS AND LABOUR
 IS THIS THE WORLD YOU WANT?

Nicholas Hildyard, The Corner House

Counter Challenging
Balance Public
 Investment
 Banks

PRINT COVER //

>>> As a rule of thumb, covers for print products are greyscaled. Subject to change depending on the product

As production is broken up into its component parts and rearranged into new configurations that stretch around the globe, the distinction between "making and moving" becomes increasingly blurred.¹¹⁰ Areas of work (such as warehousing) that were once deemed outside of the production process have been transformed so that they are now part and parcel of it: warehouses no longer serve primarily to store goods (inventories are kept to a minimum)¹¹¹ but as "distribution centres", where workers "perform work once considered to be in the manufacturing sector";¹¹² notably processing parts, controlling

quality, customising and packaging.¹¹³ Moreover, with digitalisation, it is not only the boundary between production and distribution that is blurred. Consumption itself has become a site of production. Through point of sale technologies (barcodes and the like) retailers are able to collect huge amounts of information on who buys what, where and when: every act of consumption becomes a potential act of production – the product being data, which, once itself processed, has now become a major commodity.



PRINT INLINE IMAGES //

>>> As a rule of thumb, inline images in print products are partially greyscaled with a 65% opacity scale

/ ONLINE /**/ REPORT /**

CORRIDORS AS FACTORIES: SUPPLY CHAINS, LOGISTICS AND LABOUR IS THIS THE WORLD YOU WANT?

Counter Challenging
Balance Public
Investment
Banks

ONLINE IMAGES & SOCIAL MEDIA //

- >>> Pictures for online use, whether they are for web or social media use are **NEVER** greyscaled
- >>> It is important that pictures online stand out among the sheer excess of images we view online, hence the choice to go for pictures that stand out due to their color scheme

TONE OF VOICE

The tone of voice for Counter Balance changes based on the medium we are using to communicate, as well as the overall purpose of said communication effort.

As mentioned before, we are a rebel organisation that operates in a corporate context, thus we change our tone of voice accordingly.

For example, when communicating on LinkedIn, specifically aimed at policy makers, EIB/EU staff or other parties we need to try and influence we will sound much more official.

Twitter and Facebook on the other hand are the channels where we will sound much more tongue and cheek and we will not shy away from poking fun at the EIB or our target to get our point across. On these channels we also use emoji's much more freely.




Counter Balance
 253 followers
 1w • 🌐

The [#EnergyLendingPolicy](#) of the [European Investment Bank \(EIB\)](#) is rightfully applauded, however three main issues threaten to undermine it. With 12 other NGOs we draw attention to the potential damage of:

- ✗ 50 potential [#gas](#) infrastructure projects by 2021 that could be approved with the 4th [#PCList](#)
- ✗ Gas power plants are still eligible under too high of a [#CO2](#) threshold
- ✗ Vague conditions on green/renewable gases risk leading to support traditional fossil gas infrastructure

Considering the [#climatecrisis](#) and the [#eugreendeal](#), this can only lead to bad investments.

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Counter Balance @Counter_Balance · Dec 9, 2019

Well, we're finally here @EIB! Your 4th annual anti-[#corruption](#) event! Perfect time to tell you about our new report and even more tips to fight [#fraud](#), right? 😊 SPOILER: You might need some big reforms.

More on our recommendations, right here: bit.ly/2CSFgUT

/ TONE OF VOICE PRINCIPLES /

- >>> **MESSAGE:** Public investment can be improved and can be used to improve the overall situation in a variety of fields, from climate to transparency or human rights
 - >>> **LANGUAGE:** Simple, avoiding jargon unless absolutely necessary, active voice
 - >>> **tone:** Sincere, direct, informative and unapologetic
 - >>> **CONTENT:** Reports, editorials, events, online multimedia, etc.
 - >>> **VOICE:** Trusted experts who understand the topic in all its complexities
- The audience, policy makers, staff, etc. are looking for the following aspects;
- >>> **INFORMATION:** Clear and professional. Fact-driven and illustrated by cases
 - >>> **FACT-BASED ARGUMENTATION:** We must use facts and figures to prove our point and where possible refer to real-world cases

WRITING & PUNCTUATION RULES

QUOTATION

In a previous report, **How infrastructure is shaping the World**,¹ Counter Balance sought to probe the political and economic interests driving “mega-corridors” – the transcontinental road, rail, air and sea networks that are being constructed to service just-in-time delivery systems and to enable ever more remote sources of minerals and other raw materials to be extracted, at great environmental and social cost.

We favor using **double quotation** marks when quoting specific words or specific jargon

Such corridors, the report concluded, are a deliberate attempt to “re-engineer economic geography” for the benefit of capital. To achieve “integrated corridor management”, for example, the corridors are being transformed into free trade zones in which tariffs are progressively removed – together with the border controls, paperwork and other “man-made barriers” that, in the words of the World Bank, “increase distance”² by slowing down the transport of goods. Workers’ rights and wages are also eroded as corridor planners form pools of cheap labour by “agglomerating” people into clustered economic zones.

“The Bank claims to practice ‘zero tolerance to fraud and corruption policy’”, says **Xavier Sol**, author of the report. “But, in reality, its anti-corruption regime is unfit for purpose. The EIB is simply not up to the task of tackling fraud and corruption. This significantly jeopardizes the soundness of European investments in and outside of Europe.”

Within quotation marks we use **single quotations** marks to designate a quote within a quote.

LISTS & BOX FIELDS

For lists in text or box fields, there is freedom in terms of design. You may play around with this and be creative with new ways of crafting these. In the section Typography some examples and the basic rules in terms of fonts, symbols and colors have been explained.

That being said, the way these are shaped and integrated are free to be interpreted. Below are some examples of different implementations:

CONSUMERS AS PRODUCERS - BIG DATA AND VALUE

Capital has long sought to control consumers in order to better to synchronize production with consumption, developing a range of techniques, notably advertising, to do so.¹⁸⁴

The "digital revolution" has now supplied new tools that grant companies increased powers to influence patterns of buying than they ever previously enjoyed. Monitoring consumers has become integral to the operation of supply chains – and the trajectory is towards greater and greater corporate intrusion into the daily lives of consumers on a scale that pre-internet advertisers and retailers could only dream of.

Every time you make a purchase with a banker's card or a store loyalty card, the purchase (when, where, how much was spent? what on?) generates data that is used to build up a picture of your shopping habits in order to "personalise" sales and maximise your purchase of "stuff". Every web page visited, the time spent on it and the frequency of visits adds to the profile.¹⁸⁵ Other data are fed in from tweets, videos watched, your Facebook networks, customer loyalty cards, blogs, insurance claims, web searches and so on. Collected together with hundreds of thousands of other such profiles, patterns can be discerned about what products sell best, how best to market them, where they sell and how likely you and others are to buy them in the future. In turn, these discerned patterns are used to make decisions on where to site distribution centres, new roads and new retail stores. Data collected from monitoring workers as they stack and move products or tractors and train drivers as they transport them provides yet further streams of information that can be used to refine production and distribution to increase profits.

Data harvesting is increasingly core to the business model of many logistics companies "fundamentally changing the way world trade operates".¹⁸⁶ For the management consultancy firm EY, data is "the new 'blood' within the lifelines of the world, carrying within it the nutrients for future success".¹⁸⁷

Logistics companies have the potential to harvest huge data sets from the millions of shipments every day that are moved around the world. The accountants KPMG predict that the data generated will grow "exponentially".¹⁸⁸ Making or breaking companies if they fail to capitalise on the trend. Already cargo is tracked minute by minute as it moves along supply chains, providing information "to open the throttle" for logistics multinational DHL puts it) for "accelerating business processes".¹⁸⁹

The amount of data collected – through barcodes, point-of-sale systems, embedded sensor technologies, wearables, and apps – is now staggering. By one estimate, the number of "available digital information pieces (bits)" now surpasses the number of stars in the universe.¹⁹⁰ Walmart "captures every single exchange occurring at each of their retail stores, and every day records roughly 20 million customer transactions through its 140,000 POS systems worldwide".¹⁹¹ Amazon "collects data on historical buying and browsing patterns, web pages visited, duration of viewing an item, overall length of visit to an Amazon site, links hovered over, and so on".¹⁹²

The Internet of Things (in which objects digitally interact with each other) will massively increase even those data mining hauls. By 2020, the number of internet connected "things" collecting data¹⁹³ – from fridges to chip-enabled milk cartons that signal when milk needs reordering – is predicted to reach 50 billion.¹⁹⁴ Within parts, more than 600 million deliveries are already said to be tracked through some 5 million installed drivers.¹⁹⁵ DHL also foresees huge potential revenue streams for logistics firms from equipping trucks with sensors to collect "rich sets of information on the go", such as information on "route and fine dust pollution, temperature and humidity, as well as traffic density, noise, and parking spot utilization along urban roads".¹⁹⁶ Selling this data to public health and environmental authorities (not to speak of estate agents)

CLIMATE COMMITMENTS BY THE EIB TO BECOME THE "EU CLIMATE BANK"

The adoption of the Energy Lending Policy took place in a specific context: the EIB trying to frame itself as the "EU Climate Bank". In November 2019, alongside the approval of the ELP, the bank's Directors approved the following objectives for the EIB:

- >>> aim to support €1 trillion of investments in climate action and environmental sustainability from 2021 to 2030
- >>> gradually increase the share of its financing dedicated to climate action and environmental sustainability to reach 50% of its operations in 2025 and from then on
- >>> align all its financing activities with the principles and goals of the Paris Agreement by the end of 2020

NEW PRIORITIES FOR THE EIB IN THE ENERGY SECTOR

- >>> UNLOCKING ENERGY EFFICIENCY
- >>> DECARBONIZING THE ENERGY SUPPLY
- >>> SUPPORTING INNOVATIVE TECHNOLOGIES AND NEW TYPES OF ENERGY INFRASTRUCTURE
- >>> SECURING THE ENABLING INFRASTRUCTURE

TIPS TO FIGHT CORRUPTION

- >>> Better EIB Anti-Fraud Policy
- >>> More Transparency in Investigations
- >>> Raise Whistleblower Protection
- >>> Integrate Suspension Clauses in Client Contracts



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