ICLEI Brand Guidelines
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The ICLEI Brand

ICLEI - Local Governments for Sustainability (ICLEI) is introducing a new global organizational brand, on the occasion of the celebration of our 30th anniversary.

The goal of the new brand is to represent the connections that ICLEI makes as the leading network for local governments committed to sustainability. The brand communicates that we are stronger when we connect local actions to a greater movement and amplify our collective learnings worldwide.

A secondary mosaic element which will appear in various forms across our assets, reinforces the individuality of every single part of our organization, but also their place within a larger global community with a common mission to change the world.

The development of a brand – and all the assets that come with it – is just part of the rebranding process. The true success comes with broad participation and use of the brand. Please use this guide as a map on our journey together in making the brand come to life.
Use of the ICLEI Brand

Entities outside of ICLEI - Local Governments for Sustainability (ICLEI), including governments, intergovernmental, organizations, not-for-profit organizations, and private sector entities, may use the ICLEI logo in accordance with the requirements set out below.

The ICLEI logo may be used only if:

- Permission is requested and granted before the logo is used;
- There is no likelihood of the user of the logo being confused with ICLEI - Local Governments for Sustainability;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of ICLEI;
- It is not used to imply or suggest ICLEI’s unintended endorsement or promotion of the objectives and activities of the user of the logo.

The logo shall be used in its entirety without distorting, modifying or separating its component elements. Permission to use the ICLEI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.

For more information about the use of the ICLEI logo, please contact your regional or country ICLEI partner or email brand@iclei.org.

According to the ICLEI Bylaws, the name and the acronym of the Association, “ICLEI”, are owned by the legal entity through which the ICLEI world association or its World Secretariat are incorporated: ICLEI – Local Governments for Sustainability e. V., World Secretariat, Kaiser-Friedrich-Str. 7, 53113 Bonn, Germany. The name, acronym and logo of the Association are - as far as possible and appropriate - registered as a trademark in countries in which ICLEI operates.
The ICLEI Logotype & Variations
The ICLEI logo

The logo mark, ICLEI and the text "Local Governments for Sustainability" constitute the full ICLEI logo. The logo mark cannot be used without the "Local Governments for Sustainability" text. There is one exception to this rule - the logo mark can be used alone for a website favicon. This is the only exception to the rule.
The ICLEI regional and country offices logos

Local Governments for Sustainability
USA

Local Governments for Sustainability
MEXICO, CENTRAL AMERICA & THE CARIBBEAN
When to use the ICLEI regional and country offices logo

The decision of when to use the ICLEI regional and country office logo instead of the ICLEI global organizational logo should be based on a common sense interpretation of the use of the logo. Does the use of the logo represent a partnership or project? Is that partnership/project a global partnership/project, or is it a regional/country level partnership/project? The appropriate logo should then be used.

If a partnership or project represents several regional or country offices, then use of the global organizational logo is appropriate.

Use of another region or country office's logo requires permission from that office.
The ICLEI regional and country office logos matrix

<table>
<thead>
<tr>
<th>ICLEI regional office logos</th>
<th>ICLEI national logos</th>
<th>ICLEI country office logos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spanish</strong></td>
<td><strong>MECS</strong></td>
<td><strong>Dutch</strong></td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td><strong>French</strong></td>
<td><strong>MECS</strong></td>
</tr>
<tr>
<td><strong>MECS</strong></td>
<td><strong>Spanish</strong></td>
<td><strong>French</strong></td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td><strong>English</strong></td>
<td><strong>Canada</strong></td>
</tr>
</tbody>
</table>

The ICLEI regional and country office logos matrix
Members of the ICLEI network can showcase their membership and work with the ICLEI network through the ICLEI Member Logo. Only Members of ICLEI in good standing may use the ICLEI Member Logo to indicate that they are a Member of the network. For complete rules of use, please visit: https://members.iclei.org/index.php/iclei-member-logo/
The ICLEI logo for greyscale applications

Local Governments for Sustainability

The greyscale logo should be used only in applications intended for black-and-white printing
For very exceptional use:
The ICLEI logo in reverse (white)

The reverse logo is for use in extremely exceptional cases, especially where a partner or project REQUIRES use of a reverse logo, where a full color logo would prevent the text from being readable, or where the space provided is most suitable for a reverse logo. The full color logo should be used in almost all cases.
For very exceptional use:
Horizontal logo

The horizontal logo is for use in extremely exceptional cases, where the size of the vertical logo would prevent the text from being readable, or where the space provided is most suitable for a horizontal logo (for example, stacked between other horizontal logos). The vertical logo should be used in almost all cases.
Use of the ICLEI logo
Free space around the ICLEI logo

The white space behind the logo should be considered as part of the logo itself.
Free space around the regional logo
For very exceptional use:
Free space around horizontal logo
For very exceptional use:
Free space around horizontal regional logo
Minimum size of the ICLEI logo

Height of circles:
≥ 12.5 mm (print applications)
≥ 80 pixels (digital applications at 72 dpi)

Profile pictures (LinkedIn, Facebook, Twitter):
Adjust the size of the logo so it fits into the format specified by the platform.
Consistent design for frequently used digital assets

In an effort to unify the design of frequently used digital assets that external audiences will most often see, logo placement will be standardized for the following four digital assets:

- **Letterhead/Word document**
  Logo on the right

- **Social media cards (such as Twitter cards)**
  Logo on the left

- **Zoom background**
  Logo on the right (appears over the speaker’s lefthand shoulder)

― JENNIE MING

“How can we improve access and use of data for more robust climate project preparation?”
Placement of the ICLEI logo

The logo should only be placed on white a white background. Where the background is not white, the logo should be placed in a white square fulfilling the minimum free space rule. The logo should not be too-tight cropped, there needs to be some white space between the page margin and the logo.
ICLEI logo don’ts

- Don’t use the logo mark alone without the “Local Governments for Sustainability” tagline.
- Do not skew, rotate or transform unproportionally.
- Do not make any changes to the letters.
- Do not make any changes to the colors.
- Do not apply shadows or effects.
- Do not place the logo on a photo background.
- Do not reduce or enlarge any individual components of the logo.
Secondary Graphic Element:
The ICLEI Mosaic
The ICLEI mosaic reinforces the individuality of every single part of our organization, but also their place within a larger global community with a common mission to change the world. A mosaic should always be presented as a whole and never be deconstructed into individual parts.
The ICLEI mosaic element is made up of deconstructed parts of the ICLEI logo. These shapes can be recombined in playful and creative ways to add visual richness and enhance the brand identity of assets.
ICLEI mosaic element dimensions

Preferred:

In exceptional cases only:

Dimensions of the ICLEI logo are related to the dimensions of the mosaic: we prefer to have the height of two basic mosaic elements to match the height of circles in the logo. In exceptional cases, make the mosaic bigger, but do not make the height of one basic mosaic element higher than the height of circles in the logo.
Examples of uses

Corner
(top-right, bottom-left or bottom-right)

Partial

Mirrored
Examples of uses
Secondary Graphic Element: The ICLEI Five Sustainable Development Pathway Icons

**ICLEI blue**
- CMYK: 30, 3, 0, 11
- RGB: 159, 221, 228
- HEX: #9fdde4

**ICLEI green**
- CMYK: 19, 0, 44, 16
- RGB: 175, 215, 120
- HEX: #af778

**ICLEI yellow**
- CMYK: 0, 12, 73, 0
- RGB: 255, 255, 68
- HEX: #ffe144

**RD pathway blue**
- CMYK: 42, 22, 0, 13
- RGB: 130, 175, 223
- HEX: #82afdf

**CD pathway green**
- CMYK: 48, 0, 1, 42
- RGB: 77, 147, 145
- HEX: #4d9391
The ICLEI Color Palette
Primary colors

ICLEI lagoon
CMYK 85, 35, 45, 30
RGB  0, 100, 108
HEX  #00646c

ICLEI blue
CMYK  40, 0, 15, 0
RGB  159, 221, 228
HEX  #9fdde4

ICLEI yellow
CMYK  0, 9, 80, 0
RGB  255, 225, 68
HEX  #ffe144

ICLEI green
CMYK  40, 0, 65, 0
RGB  175, 215, 120
HEX  #afd778

Primary tints

These tints should be used in the first instance as complements to the primary colors. TIP: use these tints to create a slight shift in color on button hover effects.

ICLEI light blue
CMYK  20, 0, 7, 0
RGB  201, 233, 235
HEX  c9e9eb

Secondary colors

These colors should be used when additional colors are essential. For example, in a graph or chart where differentiation is needed between various locations or data points.

ICLEI violet
CMYK  0, 61, 11, 52
RGB  122, 48, 108
HEX  7a306c

ICLEI lavender
CMYK  5, 17, 0, 19
RGB  195, 172, 206
HEX  c3acce

ICLEI red
CMYK  0, 82, 76, 13
RGB  223, 41, 53
HEX  df2935

ICLEI orange
CMYK  0, 60, 83, 8
RGB  235, 94, 40
HEX  eb5e28

RD pathway blue
CMYK  42, 22, 0, 13
RGB  130, 175, 223
HEX  82afdf

CD pathway green
CMYK  48, 0, 1, 42
RGB  77, 147, 145
HEX  4d9391
Grey tints

Bodytext can be set in ICLEI black. Grey can be used as a background or border color to differentiate blocks of content.
The ICLEI Fonts & Iconography
Brand font: Noto

For use in digital publications such as social media cards, reports, brochures and other digital assets.

Local Governments for Sustainability

지속가능성을 위한 세계지방정부협의회

持続可能な都市と地域をめざす自治体協議会

Noto is a freely available Google Font, chosen for its simplicity and availability in all alphabets used by ICLEI regions and offices. It is not included in Microsoft Office by default so will need to be installed. Use Light, Regular and Bold font weights only.

Download the font from https://www.google.com/get/noto/
Additional brand fonts

Verdana Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

Arial Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

Calibri Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

Verdana Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

Arial Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

Calibri Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & ” ( ! ? ; ) € % = + -

In Word, Powerpoint and Google Applications, the use of system fonts Verdana, Arial or Calibri is preferred over Noto Sans, since Verdana is a font that is available on all computers.
Iconography (digital assets): Font Awesome

Telephone number
Font Awesome 5 solid
https://fontawesome.com/icons/phone?style=solid

E-mail
Font Awesome 5 solid
https://fontawesome.com/icons/envelope?style=solid

Website
Font Awesome 5 solid
https://fontawesome.com/icons/globe?style=solid

Blog
Font Awesome 5 solid
https://fontawesome.com/icons/globe?style=solid

Linkedin
Font Awesome 5 brands
https://fontawesome.com/icons/linkedin-in?style=brands

Twitter
Font Awesome 5 brands
https://fontawesome.com/icons/twitter?style=brands

Facebook
Font Awesome 5 brands
https://fontawesome.com/icons/facebook-f?style=brands

Youtube
Font Awesome 5 brands
https://fontawesome.com/icons/youtube?style=brands

Font Awesome is a freely available font that includes a wide range of icons. When searching for icons for use in ICLEI materials, please consult Font Awesome before looking for additional icon libraries.
Download the free version of the font from https://fontawesome.com/
Inspiration & Brand Applications
“How can we improve access and use of data for more robust climate project preparation?”

— JENNIE MING

“How can we improve access and use of data for more robust climate project preparation?”

— JEAN STABEL

Mayor of City

FREE WEBINAR
Nonetur residunt invel latiundae idipis eatur?

Friday April 3, 2020 3pm - 5pm
featuring Daniel Lacey, Aisha Salazar and Andy Luna
Register at www.iclei.org/webinar
Rollup

Business cards