



Town Hall COP

BRAND GUIDELINES

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Use of the brand

Entities outside of ICLEI - Local Governments for Sustainability (ICLEI), KfW Development Bank and the German Federal Ministry for Economic Cooperation and Development (BMZ), including governments, intergovernmental, organizations, not-for-profit organizations, and private sector entities, may use the UIIF logo in accordance with the requirements set out below.

The UIIF 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, KfW and BMZ;
- It is not used to imply or suggest ICLEI, KfW and BMZ 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 UIIF 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 UIIF logo, please contact us via email uiif@iclei.org.



Town Hall COP

LOGO & VARIATIONS

The Town Hall COP logo



Human icon in the center illustrates the **community-led approach** - it's all about real people and everything starts with them, they're in focus.



Location pin symbolizes specific actions that **start at the local level** - Town Hall COP is about discussions and solutions tailored for each city.



Pieces above represent **diverse groups and levels of stakeholders** involved into a climate discussion.

The color gradient and the arch shape also illustrate the **transformation process** happening at Town Hall COPs - from bottom to top, from local level to national and global.

Logo variations | Reverse, white and blue



The reverse, white and blue options of the logo are **for use in exceptional cases**, particularly a) where a full color logo would prevent the text from being readable, or b) where the space provided is most suitable for a reverse logo. Specific examples of the logo usage for each variation will be given below.

In all other cases the full color version of the logo should be used.



Town Hall COP

USE OF THE LOGO

Free space around the logo



The white space around the logo should be considered as part of the logo itself. When placing the logos on the project deliverables/assets, the abovementioned white space must be ensured in relation to other logos and/or asset's edges.

Free space around the logo (when used with ICLEI)



In case of placement of the Town Hall logo together with the ICLEI logo, the spacing rules of the ICLEI logo should be applied.

The white space around the logo should be considered as part of the logo itself. When placing the logos on the project deliverables/assets, the abovementioned white space must be ensured in relation to other logos and/or asset's edges.

Minimum size of the logo



Placement of the logo | Full color version

YES



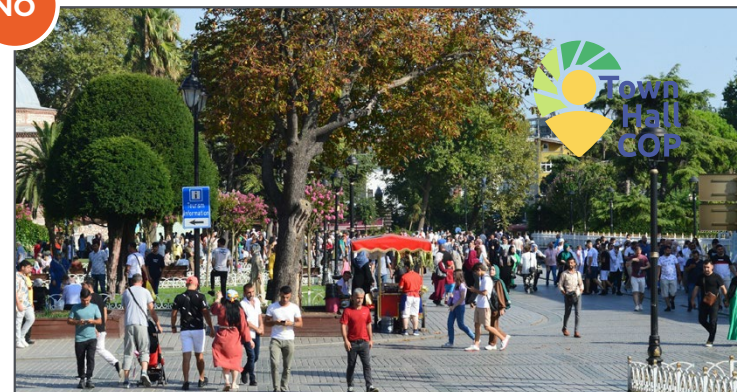
YES



NO



NO



The full color version of the logo should only be placed on a white background to ensure the maximum contrast and readability. Where the background is not white, the logo should be placed in a white box fulfilling the minimum free space rule. The logo should not be too-tight cropped, there needs to be enough white space between the page margin and the logo.

Placement of logo | Reverse option dark backgrounds only

YES



YES



YES



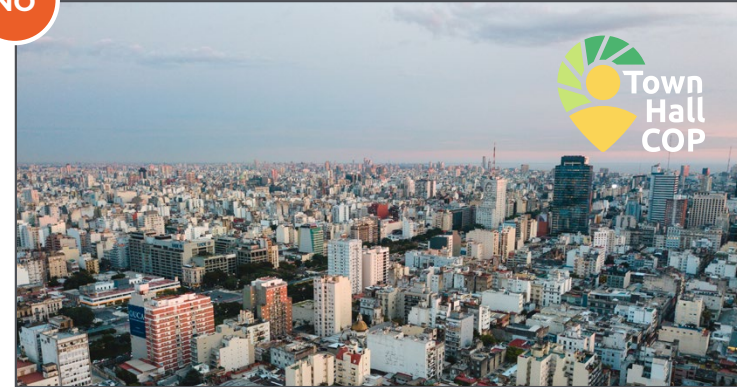
NO



NO

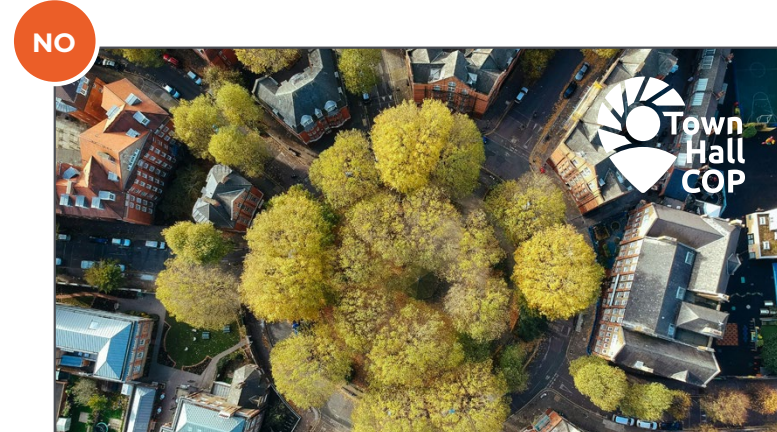
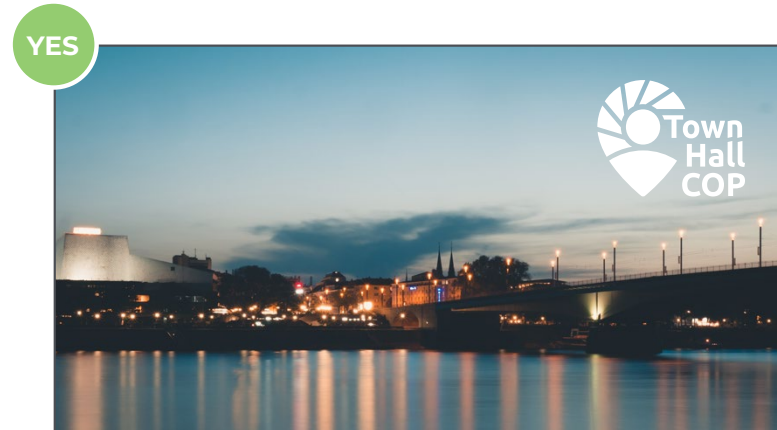


NO



The reverse version offers the possibility to display a colored logo over dark backgrounds. It should be used **only in cases where the background is dark and contrast enough** for the logo colors to stand out clearly and for the text to be easily readable. Photos with too many details should not be used as a background for the reverse logo.

Placement of logo | White option



The white version of the logo can be placed on colored or photo backgrounds, however **only in cases where the background provides enough contrast** to ensure the readability of the logo. Photos with too many details should not be used as a background for the white logo.

Placement of logo | Blue option

light backgrounds only

YES



YES



YES



NO



NO



NO



The blue version of the logo can be placed on colored or photo backgrounds, however **only in cases where the background is light and provides enough contrast** to ensure the readability of the logo. Photos with too many details should not be used as a background for the blue logo.



Town Hall COP **PLACEMENT OF THE CITY LOGO**

Placement of the city logo



*Alignment option when the city logo
requires more horizontal space*



*Alignment option when the city logo
is taller / more square*

To co-brand the event, the city logo can be used together with the Town Hall COP logo. Town Hall COP logo comes first and should be separated from the city logo by a vertical line (spacing around the line should be fulfilling the minimum space rule, see p. 8 of the Guide).

The logos should be visually aligned and balanced in terms of size. The examples above show different ways to align the city logo, depending on its proportions. If you have any questions on co-branding, please contact us at townhallCOPs@iclei.org.



Town Hall COP

COLOR PALETTE

Primary colors

Brand colors should be used at full opacity to ensure contrast and readability of the assets.

Recommended secondary tints

Extended color palette should be used in cases where more diverse color combinations are needed, e.g. in infographics and charts.

Blue

RGB 74, 90, 161
HEX #4A5AA1
CMYK 81, 67, 3, 0

Mid Blue 60%

RGB 146, 156, 199
HEX #929CC7
CMYK 49, 37, 6, 0

Light Blue 20%

RGB 219, 222, 236
HEX #DBDEEC
CMYK 16, 11, 4, 0

Lime Green

RGB 199, 229, 118
HEX #C7E576
CMYK 30, 0, 65, 0

Mid Lime Green 60%

RGB 221, 239, 173
HEX #DDEFAD
CMYK 18, 0, 41, 0

Light Lime Green 30%

RGB 238, 247, 214
HEX #EEF7D6
CMYK 10, 0, 22, 0

Emerald Green

RGB 76, 180, 111
HEX #4CB46F
CMYK 69, 0, 71, 0

Mid Emerald Green 60%

RGB 148, 210, 169
HEX #94D2A9
CMYK 47, 0, 43, 0

Light Emerald Green 20%

RGB 219, 240, 226
HEX #DBF0E2
CMYK 18, 0, 16, 0

Yellow

RGB 250, 212, 86
HEX #FAD456
CMYK 3, 16, 75, 0

Mid Yellow 60%

RGB 252, 229, 154
HEX #FCE59A
CMYK 2, 9, 49, 0

Light Yellow 20%

RGB 254, 246, 221
HEX #FEF6DD
CMYK 1, 3, 18, 0



Town Hall COP

FONTS & TYPOGRAPHY

Brand fonts

Ubuntu Headings, Subheadings

Ubuntu 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 & " (! ? ;) € % = + -

Ubuntu Italic

*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 & " (! ? ;) € % = + -*

Ubuntu Medium

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 & " (! ? ;) € % = + -

Ubuntu 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 & " (! ? ;) € % = + -

Source Sans Pro/3 Body text

Source Sans Pro 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 & " (! ? ;) € % = + -

Source Sans Pro Italic

*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 & " (! ? ;) € % = + -*

Source Sans Pro 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 & " (! ? ;) € % = + -

Source Sans Pro Bold Italic

*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 & " (! ? ;) € % = + -*

Both fonts are free to use and can be downloaded from Google fonts: [Ubuntu](#) | [Source Sans](#)

Brand typography | Hierarchy example

Heading style is bold and prominent

Heading
Ubuntu Bold

Subheading 1 style is lighter but still provides enough emphasis, can also be used also for highlighting important text up to 3 lines.

Subheading 1
Ubuntu Medium

Subheading 2 to highlight important sections in the text

Body text goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam efficitur sapien a justo congue mattis. *Pellentesque facilisis gravida diam quis mattis. Mauris in semper ante, id elementum purus.* Donec quis malesuada justo. Nam ullamcorper, odio vel accumsan porta, quam sem sollicitudin arcu, non pellentesque metus mauris vitae enim.

Subheading 2
Ubuntu Bold

Body Text
Source Sans Pro Regular
and Italic