Town Hall COP
BRAND GUIDELINES

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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.

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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

Total height of logo:
≥ 12.5 mm (print applications)
≥ 80 pixels (digital applications at 72 ppi)

Placement of the logo | Full color version

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 fullfiling 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.

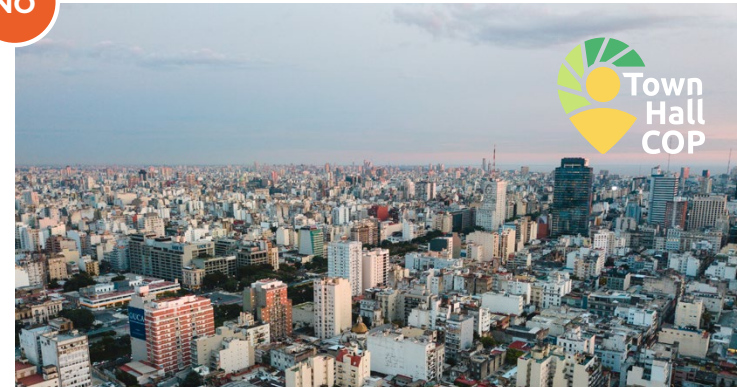# Placement of the logo | Reverse option `dark backgrounds only`

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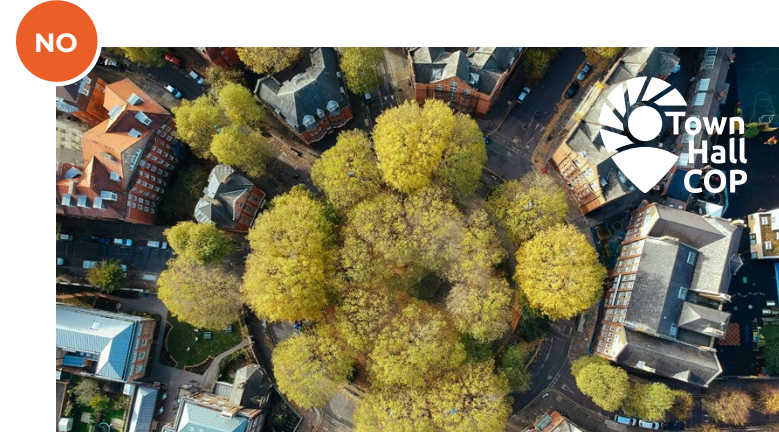
The white version of the logo can be placed on colored or photo backgrounds, however **only in cases where the background provides enough contrast** to ensure the readability of the logo. Photos with too many details should not be used as a background for the white logo.

Placement of the logo | Blue option

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.

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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.

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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	Mid Blue 60%	Light Blue 20%
RGB 74, 90, 161	RGB 146, 156, 199	RGB 219, 222, 236
HEX #4A5AA1	HEX #929CC7	HEX #DBDEEC
CMYK 81, 67, 3, 0	CMYK 49, 37, 6, 0	CMYK 16, 11, 4, 0

Lime Green	Mid Lime Green 60%	Light Lime Green 30%
RGB 199, 229, 118	RGB 221, 239, 173	RGB 238, 247, 214
HEX #C7E576	HEX #DDEFAD	HEX #EEF7D6
CMYK 30, 0, 65, 0	CMYK 18, 0, 41, 0	CMYK 10, 0, 22, 0

Emerald Green	Mid Emerald Green 60%	Light Emerald Green 20%
RGB 76, 180, 111	RGB 148, 210, 169	RGB 219, 240, 226
HEX #4CB46F	HEX #94D2A9	HEX #DBF0E2
CMYK 69, 0, 71, 0	CMYK 47, 0, 43, 0	CMYK 18, 0, 16, 0

Yellow	Mid Yellow 60%	Light Yellow 20%
RGB 250, 212, 86	RGB 252, 229, 154	RGB 254, 246, 221
HEX #FAD456	HEX #FCE59A	HEX #FEF6DD
CMYK 3, 16, 75, 0	CMYK 2, 9, 49, 0	CMYK 1, 3, 18, 0

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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

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

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.

Heading
Ubuntu Bold

Subheading 1
Ubuntu Medium

Subheading 2
Ubuntu Bold

Body Text
Source Sans Pro Regular and Italic