



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# Global Cleantech Innovation Programme

## BRANDING BOOK

**GCIP**

■ **Logo**

■ **Palette**

■ **Fonts**

■ **Usages**

■ **Entities**

■ **Assets**

# Logo

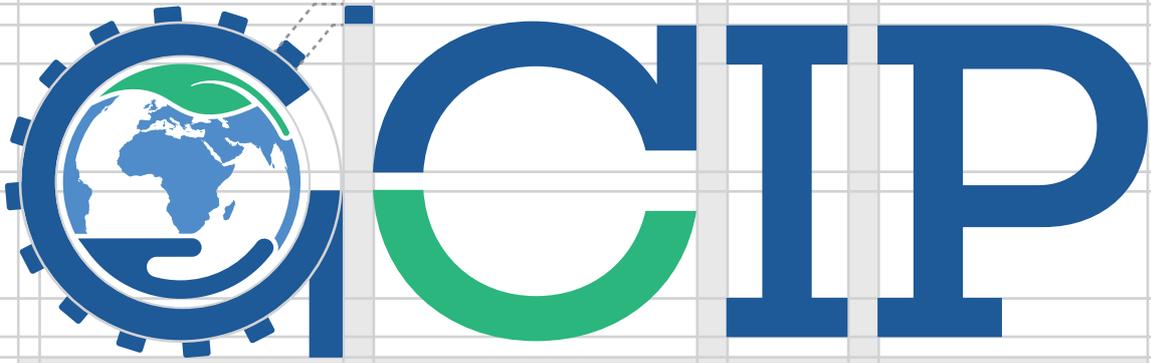
Rethinking the depiction of industry, nurturing the world with the green breeze of sustainability. GCIP logo intercepts the movement while standing still in the appeal of its successful heritage.

Innovation and reliability.

Vision and care.



## Global Cleantech Innovation Programme



# Global Cleantech Innovation Programme



GCIP

The hands stand for  
**NURTURING & NETWORKING**



GCIP

The world stands for  
**GLOBAL**



GCIP

The leaf stands for  
**CLEANTECH**

# Palette

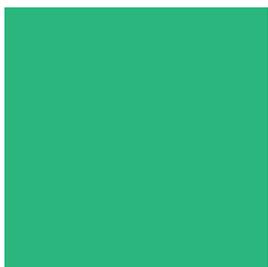


## PRIMARY COLOR

CMYK · 94% / 70% / 12% / 2%

RGB · 32 / 81 / 146

HEX · #205192

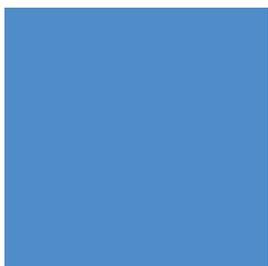


## SECONDARY COLOR

CMYK · 73% / 0% / 69% / 0%

RGB · 54 / 174 / 114

HEX · #36AE72



## TERTIARY COLOR

CMYK · 68% / 37% / 0% / 0%

RGB · 87 / 142 / 203

HEX · #578ECB



# Fonts

**GCIP**

Global Cleantech  
Innovation Programme

**Logotype only**

**Publica Slab Regular**

A quick brown fox  
jumps over  
the lazy dog  
0123456789

**Main fonts, design / MS**

**GCIP**

Global Cleantech  
Innovation Programme

**GCIP**

Global Cleantech  
Innovation Programme

**Gilroy**

A quick brown fox  
jumps over  
the lazy dog  
0123456789

**Helvetica Neue**

A quick brown fox  
jumps over  
the lazy dog  
0123456789

# Usages



**Global Cleantech  
Innovation Programme**

## **EXTENDED VERSION**

This is the preferable logo version. It must be displayed in all official GCIP documents, collaborations and reports.



## **EMBEDDED VERSION**

It is possible to cut out the GCIP spelling when the extended logo has been already placed before, in case of space constraints, e.g. footnotes, backgrounds, headers and footers.



## **EXPRESS VERSION**

To avoid printing issues and loss of details, we recommend to use this version only in small scales.

# Usages

## Safe spaces



### Do not stretch



### Do not tilt



### Do not change colours



### Do not alter the typeface



# Usages

**Do not shade**



Global Cleantech  
Innovation Programme

**Do not place in noise**



Global Cleantech  
Innovation Programme

**Use black instead**



Global Cleantech  
Innovation Programme

**Use white instead**



Global Cleantech  
Innovation Programme

**Use rectangular boxes only**



Global Cleantech  
Innovation Programme

**Do not extrude or bevel**



Global Cleantech  
Innovation Programme

# Usages

## Ecosystem

LOGO FIELD

Content



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### HIGH PRIORITY

Always on the top left when placed.



### HIGH PRIORITY

On the top left if UNIDO not placed.  
If the Logo field is crowded, this should be showcased somewhere else.



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Additional logos go here

Content

# Entities

Authorized partners, countries and entities can display a customised version of the GCIP logo, as per following guidelines.



**Global Cleantech Innovation Programme**

EXTENDED LOGO



EMBEDDED LOGO



COMPRESSED LOGO



EXPRESS LOGO

EXPRESS LOGO

# Entities

GCIP will provide customised logo if requested.



**Global Cleantech Innovation Programme**



**Country Name**

## IMPORTANT!

It is not possible to merge entities logo (ministers, companies, institutions, ...) with GCIP logo. If you want to showcase entities please place them separately and take reference to Usages pages, ecosystem section for further specifications.



**Additional logos go here**

**Content**



## Global Cleantech Innovation Programme



# Assets



# Assets



**Global Cleantech Innovation Programme**



**Country Name**



**Country Name**



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