UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

gef

GREEN
CLIMATE
FUND

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

The hands stand for
NURTURING & NETWORKING

The world stands for
GLOBAL

The leaf stands for
CLEANTECH

Palette

PRIMARY COLOR

CMYK · 94% / 70% / 12% / 2%
RGB · 32 / 81 / 146
HEX · #205192

SECUNDARY 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

Publica Slab Regular

A quick brown fox
jumps over
the lazy dog
0123456789

Logotype only

Main fonts, design / MS

GCIP
Global Cleantech
Innovation Programme

Gilroy

A quick brown fox
jumps over
the lazy dog
0123456789

GCIP
Global Cleantech
Innovation Programme

Helvetica Neue

A quick brown fox
jumps over
the lazy dog
0123456789

Usages

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

Do not place in noise

Use black instead

Use white instead

Use rectangular boxes only

Do not extrude or bevel

Usages

Ecosystem

LOGO FIELD

Content

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HIGH PRIORITY
Always on the top left when placed.

GCIP

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.

EXTENDED LOGO

EMBEDDED LOGO

COMPRESSED LOGO

EXPRESS LOGO

Entities

GCIP will provide customised logo if requested.

IMPORTANT!

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

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Additional logos go here

Content

Assets

Global Cleantech Innovation Programme

Assets

Assets

Global Cleantech Innovation Programme

Country Name

Country Name

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