



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



Global Cleantech Innovation Programme

BRANDING BOOK





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

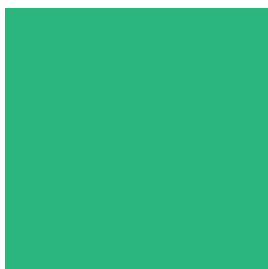


PRIMARY COLOR

CMYK · 94% / 70% / 12% / 2%

RGB · 32 / 81 / 146

HEX · #205192



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



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

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.



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



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



Country Name

COMPRESSED LOGO



Country Name

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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INDUSTRIAL DEVELOPMENT ORGANIZATION



Additional logos go here

Content



Global Cleantech Innovation Programme





Assets



Global Cleantech Innovation Programme



Country Name



Country Name



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INDUSTRIAL DEVELOPMENT ORGANIZATION



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