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the European Union

GLOBAL COVENANT
of MAYORS for
CLIMATE & ENERGY
THE CARIBBEAN

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*of* MAYORS *for*
CLIMATE & ENERGY
**THE CARIBBEAN**

Visual Identity Manual

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# About

The **Global Covenant of Mayors for Climate and Energy** is the **world's largest global alliance** of **municipalities and cities** committed to leading the **fight against climate change** and promoting **sustainable energy.**

Our mission is to **drive resilience** in the face of climate climate challenges, **reduce carbon emissions**, and ensure **equitable access** to sustainable energy.

Currently, GCoM is built upon the commitment of more than **13,000 cities and local governments from over 140 countries on six continents.** Together, they represent a population of **over one billion people.**
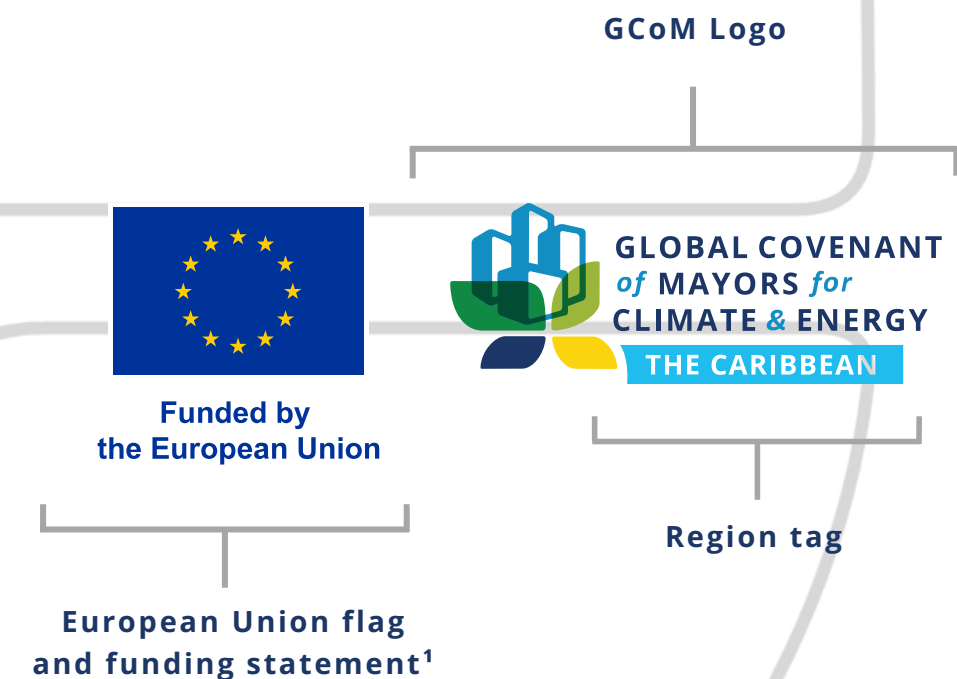
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# Logo composition

## Horizontal

## Vertical

GCoM Logo

GCoM Logo

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European Union flag
and funding statement[1]

Region tag

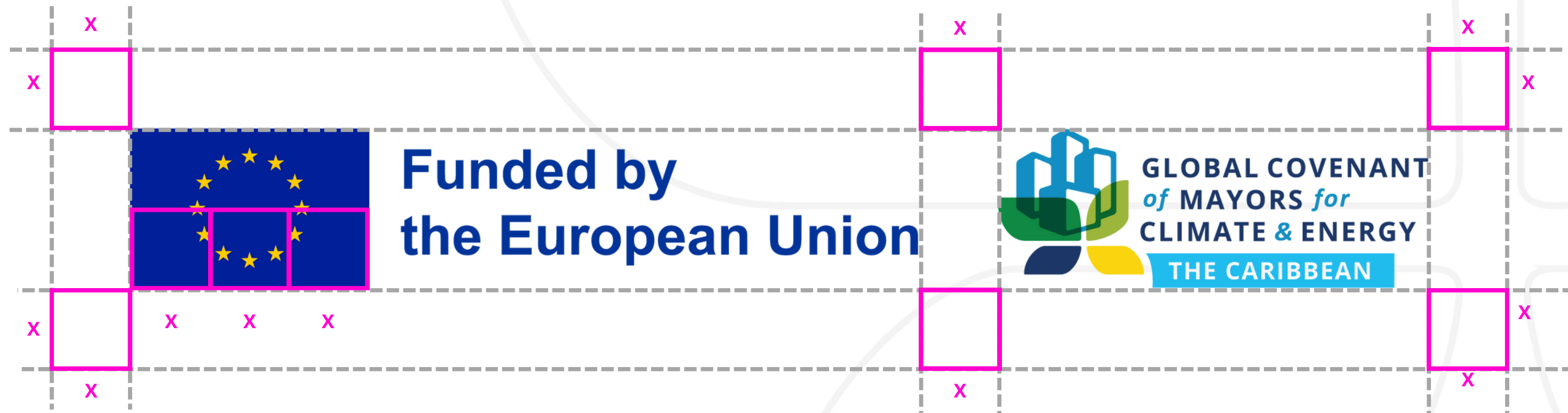European Union flag
and funding statement[1]

Region tag

[1] The logo of the Global Covenant of Mayors **should always be used with the emblem of the European Union and the funding statement**. If you have any doubts about the use of the European Union emblem, you can check **here**.

We highly recommend the **preferential use of the horizontal version of the logo**. All usage guidelines and available color versions apply to both formats.

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# Clear
# space

There should be a **clear space around the GCoM logo, where no graphic elements should be added**. This space is determined by **X**: **one-third of the width of the European Union** emblem.



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# Co-branding

The GCoM logo may be placed in any position. **The height of the other logos must not exceed the height of the European Union flag**. A **clear space should be kept around the logos**, which is determined by one-third of the width of the European Union flag. **The use of horizontal logos should be prioritised**. If there is more than one logo to lay out, they must be at a uniform distance from each other (**Y**).
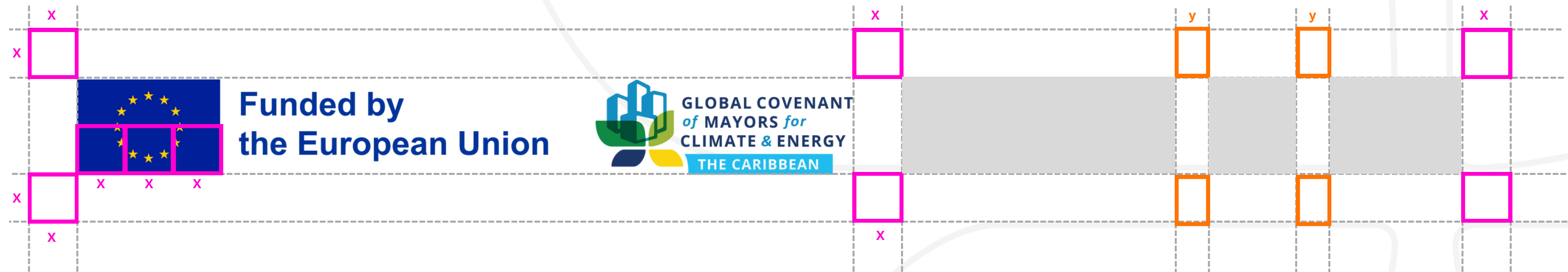
# Logo
# versions

## Colour

## One colour

### Light backgrounds



### European Union Blue



### White



### Dark or complex backgrounds



### Black
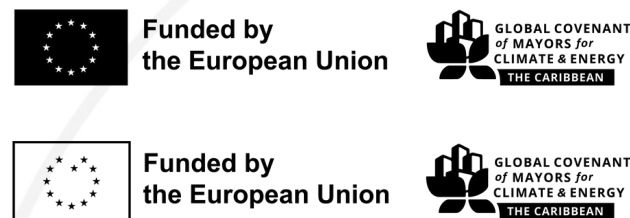
# Colours

**GCoM Dark Blue**

#1C3767
C: **100** | M: **83** | Y: **31** | K: **20**
R: **28** | G: **55** | B: **103**

**GCoM Light Blue**

#138EEE
C: **80** | M: **30** | Y: **09** | K: **01**
R: **19** | G: **142** | B: **194**

**GCoM Dark Green**

#0F8943
C: **85** | M: **20** | Y: **93** | K: **05**
R: **15** | G: **137** | B: **67**

**GCoM Light Green**

#9BB63B
C: **47** | M: **11** | Y: **91** | K: **01**
R: **155** | G: **182** | B: **59**

**GCoM Yellow**

#FAD50F
C: **04** | M: **13** | Y: **92** | K: **00**
R: **250** | G: **213** | B: **15**

**GCoM LATAM Turquoise**

#20BCEE
C: **69** | M: **0** | Y: **1** | K: **0**
R: **32** | G: **188** | B: **238**

# Tipography

The GCoM Americas visual identity of GCoM Americas **uses the Open Sans family**, and its variations in weight. The Regular, Italic and Bold variations should be favoured.

## Titles

You should use **Open Sans Bold** or **Extrabold**.

## Text Body

You should use **Open Sans Regular** or **Medium** to facilitate reading.

## Example

Cities contain **more than half of the world's population**, and they **consume more than two-thirds of the world's energy**. Local leaders across the globe are pursuing **ambitious climate initiatives** in their communities. They are key to **delivering on the Paris Agreement**. All levels of government – cities, regions, and nations – have a role to play when it comes to working hand-in-hand with the scientific community, financial institutions, and the private sector. Only through **dynamic, multi-level collaboration** can we reach a **net-zero-emission world by 2050**. **Together, we are unstoppable.**

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# Incorrect
# logo usage

**Don't change fonts or colours**



**Don't use shadows or any other effect**



**Don't use the GCoM Americas logo without the region tag**



**Don't rotate or change the proportion between elements**



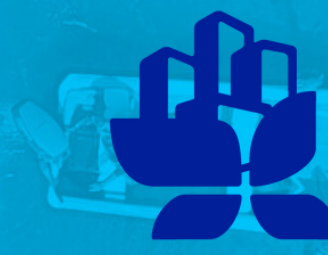**Don't use the GCoM logo alone, without the European Union flag.**



**Do not reduce the logo to a height smaller than 1cm**



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