ICLEI

Local Governments
for Sustainability

ICLEI Brand Guidelines

Contents

The ICLEI Brand

ICLEI - Local Governments for Sustainability (ICLEI) is introducing a new global organizational brand, on the occasion of the celebration of our 30th anniversary.

The goal of the new brand is to represent the connections that ICLEI makes as the leading network for local governments committed to sustainability. The brand communicates that we are stronger when we connect local actions to a greater movement and amplify our collective learnings worldwide.

A secondary mosaic element which will appear in various forms across our assets, reinforces the individuality of every single part of our organization, but also their place within a larger global community with a common mission to change the world.

The development of a brand – and all the assets that come with it – is just part of the rebranding process. The true success comes with broad participation and use of the brand. Please use this guide as a map on our journey together in making the brand come to life.

Use of the ICLEI Brand

Entities outside of ICLEI - Local Governments for Sustainability (ICLEI), including governments, intergovernmental, organizations, not-for-profit organizations, and private sector entities, may use the ICLEI logo in accordance with the requirements set out below.

The ICLEI logo may be used only if:

- Permission is requested and granted before the logo is used;
- There is no likelihood of the user of the logo being confused with ICLEI - Local Governments for Sustainability;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of ICLEI;
- It is not used to imply or suggest ICLEI's *unintended* endorsement or promotion of the objectives and activities of the user of the logo.

The logo shall be used in its entirety without distorting, modifying or separating its component elements. Permission to use the ICLEI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.

For more information about the use of the ICLEI logo, please contact your regional or country ICLEI partner or email brand@iclei.org.

According to the ICLEI Bylaws, the name and the acronym of the Association, "ICLEI", are owned by the legal entity through which the ICLEI world association or its World Secretariat are incorporated: ICLEI – Local Governments for Sustainability e. V., World Secretariat, Kaiser-Friedrich-Str. 7, 53113 Bonn, Germany. The name, acronym and logo of the Association are - as far as possible and appropriate - registered as a trademark in countries in which ICLEI operates.

ICLEI

**Local Governments
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The ICLEI Logotype & Variations

The ICLEI logo

The logo mark, ICLEI and the text "Local Governments for Sustainability" constitute the full ICLEI logo. The logo mark cannot be used without the "Local Governments for Sustainability" text. There is one exception to this rule - the logo mark can be used alone for a website favicon. This is the only exception to the rule.

The ICLEI regional and country offices logos

ICLEI

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USA

ICLEI

Local Governments
for Sustainability

**MEXICO, CENTRAL AMERICA
& THE CARIBBEAN**

When to use the ICLEI regional and country offices logo

The decision of when to use the ICLEI regional and country office logo instead of the ICLEI global organizational logo should be based on a common sense interpretation of the use of the logo. Does the use of the logo represent a partnership or project? Is that partnership/project a global partnership/project, or is it a regional/country level partnership/project? The appropriate logo should then be used.

If a partnership or project represents several regional or country offices, then use of the global organizational logo is appropriate.

Use of another region or country office's logo requires permission from that office.

The ICLEI regional and country office logos matrix

ICLEI Logo in local languages

Spanish	ICLEI Gobiernos Locales por la Sustentabilidad	ICLEI Gobiernos Locales por la Sustentabilidad
Portuguese	ICLEI Governos Locais pela Sustentabilidade	ICLEI Governos Locais pela Sustentabilidade
Mandarin	ICLEI 宜可城—地方可持续发展协会	ICLEI 宜可城—地方可持续发展协会
	ICLEI 宜可城—地方可持续发展协会 东亚秘书处	ICLEI 宜可城—地方可持续发展协会 东亚秘书处
Japanese	イクレイ日本 地球に優しな都市と地域をめざす 自治体協議会 JAPAN	イクレイ日本 地球に優しな都市と地域をめざす 自治体協議会 JAPAN
Korean	이클레이 지속가능성을 위한 세계지방정부협의회 한국사무소	이클레이 지속가능성을 위한 세계지방정부협의회 한국사무소
	이클레이 지속가능성을 위한 세계지방정부협의회 한국사무소	
MECS Dutch	ICLEI Lokale Overheden voor Duurzaamheid MEXICO, CENTRAAL-AMERIKA EN DE CARAÏBEN	ICLEI Lokale Overheden voor Duurzaamheid MEXICO, CENTRAAL-AMERIKA EN DE CARAÏBEN
MECS French	ICLEI Les Gouvernements Locaux pour le Développement Durable MEXIQUE, AMÉRIQUE CENTRALE ET CARAÏBES	ICLEI Les Gouvernements Locaux pour le Développement Durable MEXIQUE, AMÉRIQUE CENTRALE ET CARAÏBES
MECS Spanish	ICLEI Gobiernos Locales por la Sustentabilidad MÉXICO, CENTROAMERICA Y EL CARIBE	ICLEI Gobiernos Locales por la Sustentabilidad MÉXICO, CENTROAMÉRICA Y EL CARIBE
French	ICLEI Les Gouvernements Locaux pour le Développement Durable	ICLEI Les Gouvernements Locaux pour le Développement Durable
French Canada	ICLEI Les Gouvernements Locaux pour le Développement Durable CANADA	ICLEI Les Gouvernements Locaux pour le Développement Durable CANADA

ICLEI regional secretariat logos

Africa	ICLEI Local Governments for Sustainability AFRICA	ICLEI Local Governments for Sustainability AFRICA
East Asia	ICLEI Local Governments for Sustainability EAST ASIA	ICLEI Local Governments for Sustainability EAST ASIA
Europe	ICLEI Local Governments for Sustainability EUROPE	ICLEI Local Governments for Sustainability EUROPE
Oceania	ICLEI Local Governments for Sustainability OCEANIA	ICLEI Local Governments for Sustainability OCEANIA
South America	ICLEI Local Governments for Sustainability SOUTH AMERICA	ICLEI Local Governments for Sustainability SOUTH AMERICA
South Asia	ICLEI Local Governments for Sustainability SOUTH ASIA	ICLEI Local Governments for Sustainability SOUTH ASIA
Southeast Asia	ICLEI Local Governments for Sustainability SOUTHEAST ASIA	ICLEI Local Governments for Sustainability SOUTHEAST ASIA
Mexico, Central America & the Caribbean	ICLEI Local Governments for Sustainability MEXICO, CENTRAL AMERICA & THE CARIBBEAN	ICLEI Local Governments for Sustainability MEXICO, CENTRAL AMERICA & THE CARIBBEAN

ICLEI country office logos

Canada	ICLEI Local Governments for Sustainability CANADA	ICLEI Local Governments for Sustainability CANADA
Japan	ICLEI Local Governments for Sustainability JAPAN	ICLEI Local Governments for Sustainability JAPAN
Kaohsiung Capacity Center	ICLEI Local Governments for Sustainability KAOHSIUNG CAPACITY CENTER	ICLEI Local Governments for Sustainability KAOHSIUNG CAPACITY CENTER
Korea	ICLEI 지속가능을 위한 세계지방정부협의회 이클레이 한국사무소	ICLEI 지속가능을 위한 세계지방정부협의회 이클레이 한국사무소
	ICLEI 지속가능을 위한 세계지방정부협의회 이클레이 한국사무소	
USA	ICLEI Local Governments for Sustainability USA	ICLEI Local Governments for Sustainability USA
MEMBER	ICLEI Local Governments for Sustainability MEMBER	ICLEI Local Governments for Sustainability MEMBER
	ICLEI Local Governments for Sustainability	ICLEI Local Governments for Sustainability

The ICLEI Member logo

ICLEI
Local Governments
for Sustainability
MEMBER

Members of the ICLEI network can showcase their membership and work with the ICLEI network through the ICLEI Member Logo. Only Members of ICLEI in good standing may use the ICLEI Member Logo to indicate that they are a Member of the network. For complete rules of use, please visit:
https://members.iclei.org/index.php/iclei-member-logo/

The ICLEI logo for greyscale applications

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The greyscale logo should be used only in applications intended for black-and-white printing

For very exceptional use:
The ICLEI logo in reverse (white)

The reverse logo is for use in extremely exceptional cases, especially where a partner or project REQUIRES use of a reverse logo, where a full color logo would prevent the text from being readable, or where the space provided is most suitable for a reverse logo. The full color logo should be used in almost all cases.

For very exceptional use:
Horizontal logo

The horizontal logo is for use in extremely exceptional cases, where the size of the vertical logo would prevent the text from being readable, or where the space provided is most suitable for a horizontal logo (for example, stacked between other horizontal logos). The vertical logo should be used in almost all cases.

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Use of the ICLEI logo

Free space around the ICLEI logo

The white space behind the logo should be considered as part of the logo itself.

Free space around the regional logo

ICLEI
Local Governments
for Sustainability
CANADA

For very exceptional use:
Free space around horizontal logo

For very exceptional use:
Free space around horizontal regional logo

Minimum size of the ICLEI logo

Height of cicles
≥ **12.5 mm (print applications)**
≥ **80 pixels (digital applications at 72 dpi)**

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Profile pictures (LinkedIn, Facebook, Twitter):
Adjust the size of the logo so it fits into the format
specified by the platform.

Consistent design for frequently used digital assets

In an effort to unify the design of frequently used digital assets that external audiences will most often see, logo placement will be standardized for the following four digital assets:

Social media cards (such as Twitter cards)
Logo on the left

Zoom background
Logo on the right (appears over the speaker's lefthand shoulder)
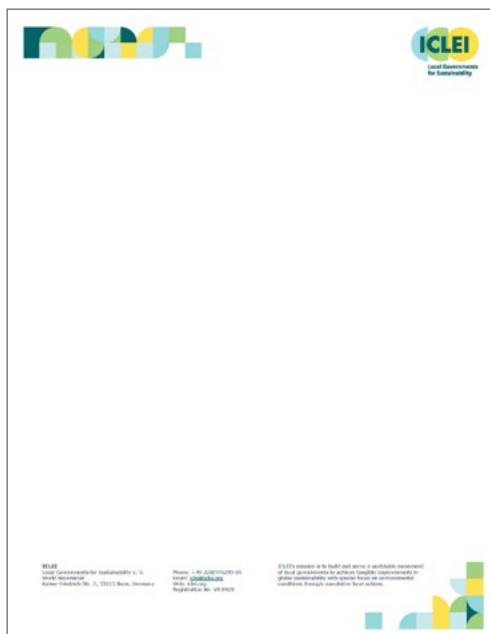
Letterhead/Word document
Logo on the right

Placement of the ICLEI logo

OK

ICLEI
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OK

ICLEI
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for Sustainability

NO

ICLEI
Local Governments
for Sustainability

NO

ICLEI
Local Governments
for Sustainability

NO

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for Sustainability

Lorem ipsum dolor sit amet
consectetur adipiscing elit. Donec mollis
suscipit purus, sed sodales orci malesuada
sed. Morbi orci sem.

The logo should only be placed on white a white background. Where the background is not white, the logo should be placed in a white square fullfiling the minimum free space rule. The logo should not be too-tight cropped, there needs to be some white space between the page margin and the logo.

ICLEI logo don't's

NO

Don't use the logo mark alone without the "Local Governments for Sustainability" tagline

NO

Do not skew, rotate or transform unproportionally

NO

Do not make any changes to the letters

NO

Do not make any changes to the colors

NO

Do not apply shadows or effects

NO

Do not place the logo on a photo background

NO

Do not reduce or enlarge any individual components of the logo.

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Secondary Graphic Element:
The ICLEI Mosaic

ICLEI mosaic element

ICLEI-mosaic01-CMYK

ICLEI-mosaic02-CMYK

The ICLEI mosaic reinforces the individuality of every single part of our organization, but also their place within a larger global community with a common mission to change the world. A mosaic should always be presented as a whole and never be deconstructed into individual parts.

ICLEI mosaic element

ICLEI lagoon

ICLEI blue

ICLEI yellow

ICLEI green

ICLEI light blue

The ICLEI mosaic element is made up of deconstructed parts of the ICLEI logo. These shapes can be recombined in playful and creative ways to add visual richness and enhance the brand identity of assets.

ICLEI mosaic element dimensions

Preferred:

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In exceptional cases only:
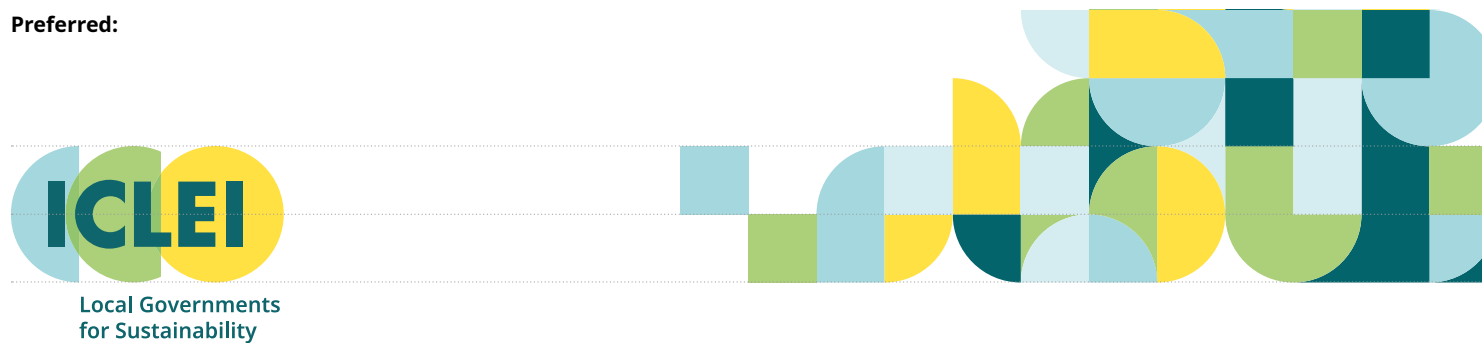
ICLEI
Local Governments
for Sustainability
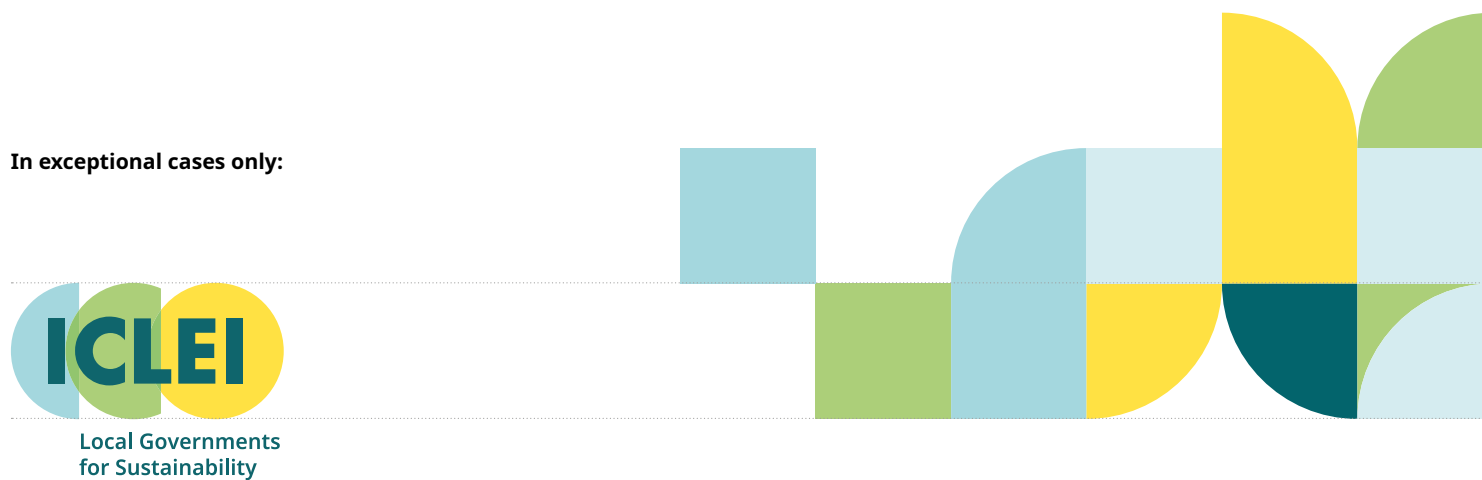
Dimensions of the ICLEI logo are related to the dimensions of the mosaic: we prefer to have the height of two basic mosaic elements to match the height of circles in the logo.
In exceptional cases, make the mosaic bigger, but do not make the height of one basic mosaic element higher than the height of circles in the logo.

Examples of uses

Corner
(top-right, bottom-left or bottom-right)
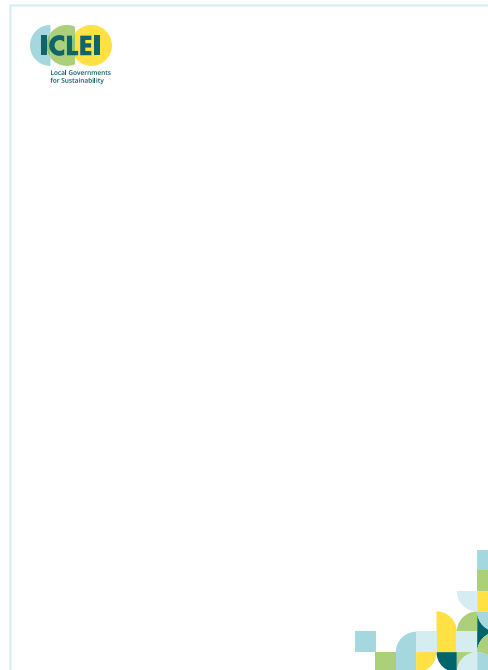
Partial
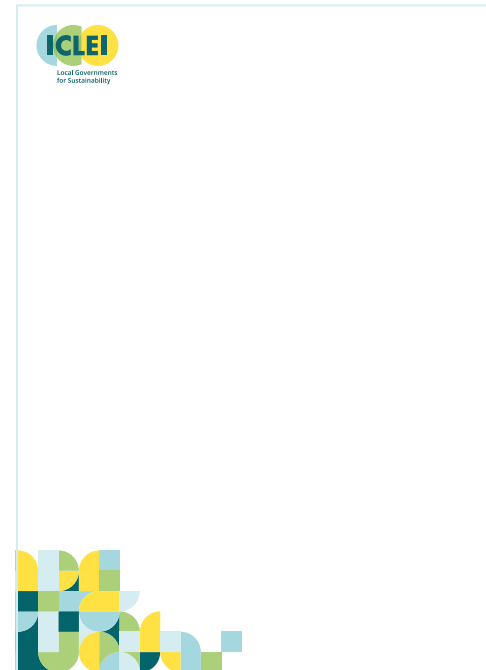
Mirrored

Examples of uses

Secondary Graphic Element: The ICLEI Five Sustainable Development Pathway Icons

ICLEI blue

CMYK	30, 3, 0, 11
RGB	159, 221, 228
HEX	9fdde4

ICLEI green

CMYK	19, 0, 44, 16
RGB	175, 215, 120
HEX	afd778
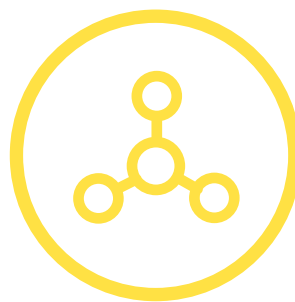
ICLEI yellow

CMYK	0, 12, 73, 0
RGB	255, 255, 68
HEX	ffe144

RD pathway blue

CMYK	42, 22, 0, 13
RGB	130, 175, 223
HEX	82afdf
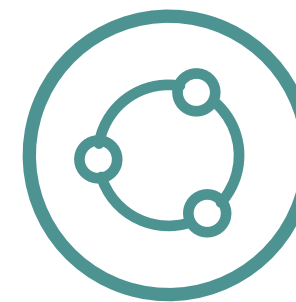
CD pathway green

CMYK	48, 0, 1, 42
RGB	77, 147, 145
HEX	4d9391

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The ICLEI
Color Palette

Primary colors

ICLEI lagoon
CMYK 85, 35, 45, 30
RGB 0, 100, 108
HEX #00646c
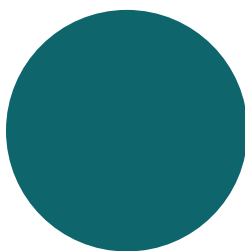
ICLEI blue
CMYK 40, 0, 15, 0
RGB 159, 221, 228
HEX #9fdde4
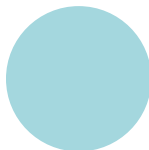
ICLEI yellow
CMYK 0, 9, 80, 0
RGB 255, 225, 68
HEX #ffe144
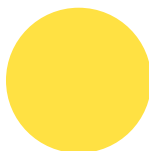
ICLEI green
CMYK 40, 0, 65, 0
RGB 175, 215 -120
HEX #afd778

Primary tints

These tints should be used in the first instance as complements to the primary colors. TIP: use these tints to create a slight shift in color on button hover effects.

ICLEI light blue
CMYK 20, 0, 7, 0
RGB 201, 233, 235
HEX c9e9eb
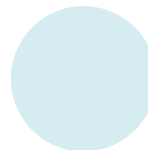
ICLEI dark green
CMYK 50, 0, 70, 0
RGB 147, 205, 112
HEX 93cd70

Secondary colors

These colors should be used when addtional colors are essential. For example, in a graph or chart where differentiation is needed between various locations or data points.

ICLEI violet
CMYK 0, 61, 11, 52
RGB 122, 48, 108
HEX 7a306c
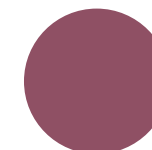
ICLEI lavender
CMYK 5, 17, 0, 19
RGB 195, 172, 206
HEX c3acce
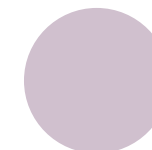
ICLEI red
CMYK 0, 82, 76, 13
RGB 223, 41, 53
HEX df2935

ICLEI orange
CMYK 0, 60, 83, 8
RGB 235, 94, 40
HEX eb5e28
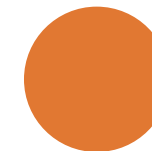
RD pathway blue
CMYK 42, 22, 0, 13
RGB 130, 175, 223
HEX 82afdf

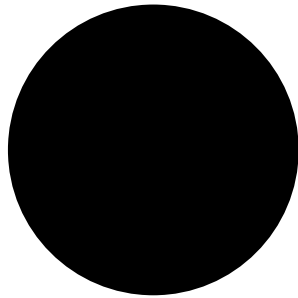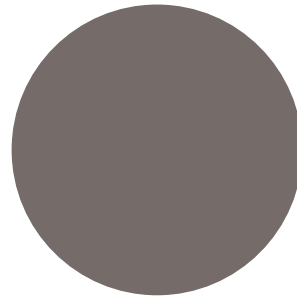**CD pathway green**
CMYK 48, 0, 1, 42
RGB 77, 147, 145
HEX 4d9391

Grey tints

ICLEI black
CMYK   0, 0, 0, 100
RGB   250, 250, 250
HEX   000000

ICLEI dark grey
CMYK   0, 13, 0, 67
RGB   84, 73, 75
HEX   54494b

ICLEI light grey
CMYK   0, 0, 0, 10
RGB   229, 228, 228
HEX   e5e4e4

Bodytext can be set in ICLEI black. Grey can be used as a background or border color to differentiate blocks of content.

ICLEI

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The ICLEI Fonts & Iconography

Brand font: Noto

For use in digital publications such as social media cards, reports, brochures and other digital assets.

Local Governments for Sustainability

지속가능성을 위한 세계지방정부협의회

持続可能な都市と地域をめざす 自治体協議会

Noto Sans Light
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 & " (! ? ;) € % = + -

Noto Sans 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 & " (! ? ;) € % = + -

Noto Sans 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 & " (! ? ;) € % = + -

Noto is a freely available Google Font, chosen for its simplicity and availability in all alphabets used by ICLEI regions and offices.
It is not included in Microsoft Office by default so will need to be installed. Use Light, Regular and Bold font weights only.
Download the font from https://www.google.com/get/noto/

Additional brand fonts

Verdana 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 & " (! ? ;) € % = + -

Arial 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 & " (! ? ;) € % = + -

Calibri 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 & " (! ? ;) € % = + -

Verdana 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 & " (! ? ;) € % = + -

Arial 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 & " (! ? ;) € % = + -

Calibri 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 & " (! ? ;) € % = + -

In Word, Powerpoint and Google Applications, the use of system fonts Verdana, Arial or Calibri is preferred over Noto Sans, since Verdana is a font that is available on all computers.

Iconography (digital assets): Font Awesome

Telephone number
Font Awesome 5 solid
https://fontawesome.com/
icons/phone?style=solid

E-mail
Font Awesome 5 solid
https://fontawesome.com/
icons/envelope?style=solid

Website
Font Awesome 5 solid
https://fontawesome.com/
icons/globe?style=solid

Blog
Font Awesome 5 solid
https://fontawesome.com/
icons/globe?style=solid

Linkedin
Font Awesome 5 brands
https://fontawesome.
com/icons/linkedin-
in?style=brands

Twitter
Font Awesome 5 brands
https://fontawesome.com/
icons/twitter?style=brands

Facebook
Font Awesome 5 brands
https://fontawesome.
com/icons/facebook-
f?style=brands

Youtube
Font Awesome 5 brands
https://fontawesome.com/
icons/youtube?style=brands

Font Awesome is a freely available font that includes a wide range of icons. When searching for icons for use in ICLEI materials, please consult font Awesome before looking for additional icon libraries.
Download the free version of the font from https://fontawesome.com/

ICLEI

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Inspiration & Brand Applications

Twitter cards

ICLEI
Local Governments
for Sustainability

Nonetur rescidunt invel latiundae idipis eatur?

Natquas debit quia sinvel ipsandi quae solorunt eatus atqui dus nus, utation sequiaes dunt lamus ipsamet aut eiciisqui odis aut maximintemo bea imet plaut apid moluptatem. Utat eseque voluptibus, comnimus evenis soluptaquia doleste int.

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"How can we improve acces and use of data for more robust climate project preparation?"

— JENNIE MING

ICLEI
Local Governments
for Sustainability

FREE WEBINAR
Nonetur rescidunt invel latiundae idipis eatur?

Friday April 3, 2020 3pm - 5pm

featuring Daniel Lacey, Aisha Salazar and Andy Luna
Register at www.iclei.org/webinar

ICLEI
Local Governments
for Sustainability

Image caption

ICLEI
Local Governments
for Sustainability

"How can we improve acces and use of data for more robust climate project preparation?"

— JEAN STABEL
Mayor of City

ICLEI
Local Governments
for Sustainability

Webinar Sustainable Cities

Nonetur rescidunt invel latiundae idipis eatur?

Natquas debit quia sinvel ipsandi quae solorunt eatus atqui dus nus, utation sequiaes dunt lamus ipsamet aut eiciisqui odis aut maximintemo bea imet plaut apid moluptatem. Utat eseque voluptibus, comnimus evenis soluptaquia doleste int. Natquas debit quia sinvel ipsandi lamus ipsamet aut eiciisqui odis aut maximintemo bea imet plaut apid.

Twitter cards

Rollup

Business cards

Rollup

Business cards

Newsletter header

ICLEI —
WHAT'S NEW?

Newsletter header