

# C40

# Brand guidelines

SEPTEMBER 2025



C40  
CITIES

# Logo



# Logo Spacing

The C40 logo has specific spacing around it that must be kept free from text or graphics. This space is equal to the distance between the top of the text and the top outline, as indicated.

## Colour and scale

The logo should always be a white square with a black outline and black text (no transparency).

The minimum size the logo can be is 50 pixels (digital) and 10mm (print).

Find all logo files for C40 [here](#). If you are including the C40 logo on any external facing materials, please contact Adam Brady ([abradyc@c40.org](mailto:abradyc@c40.org)) for approval.

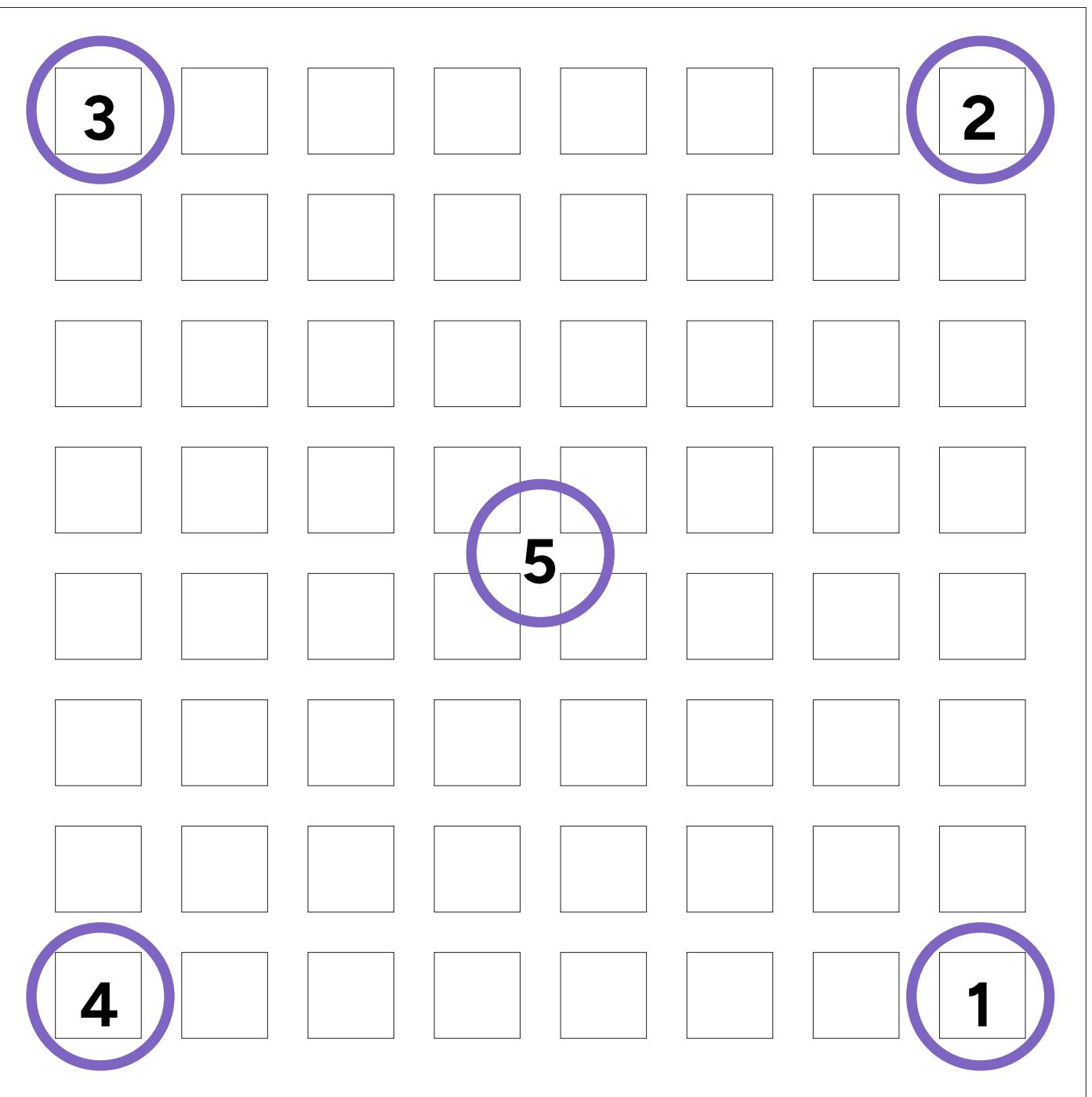
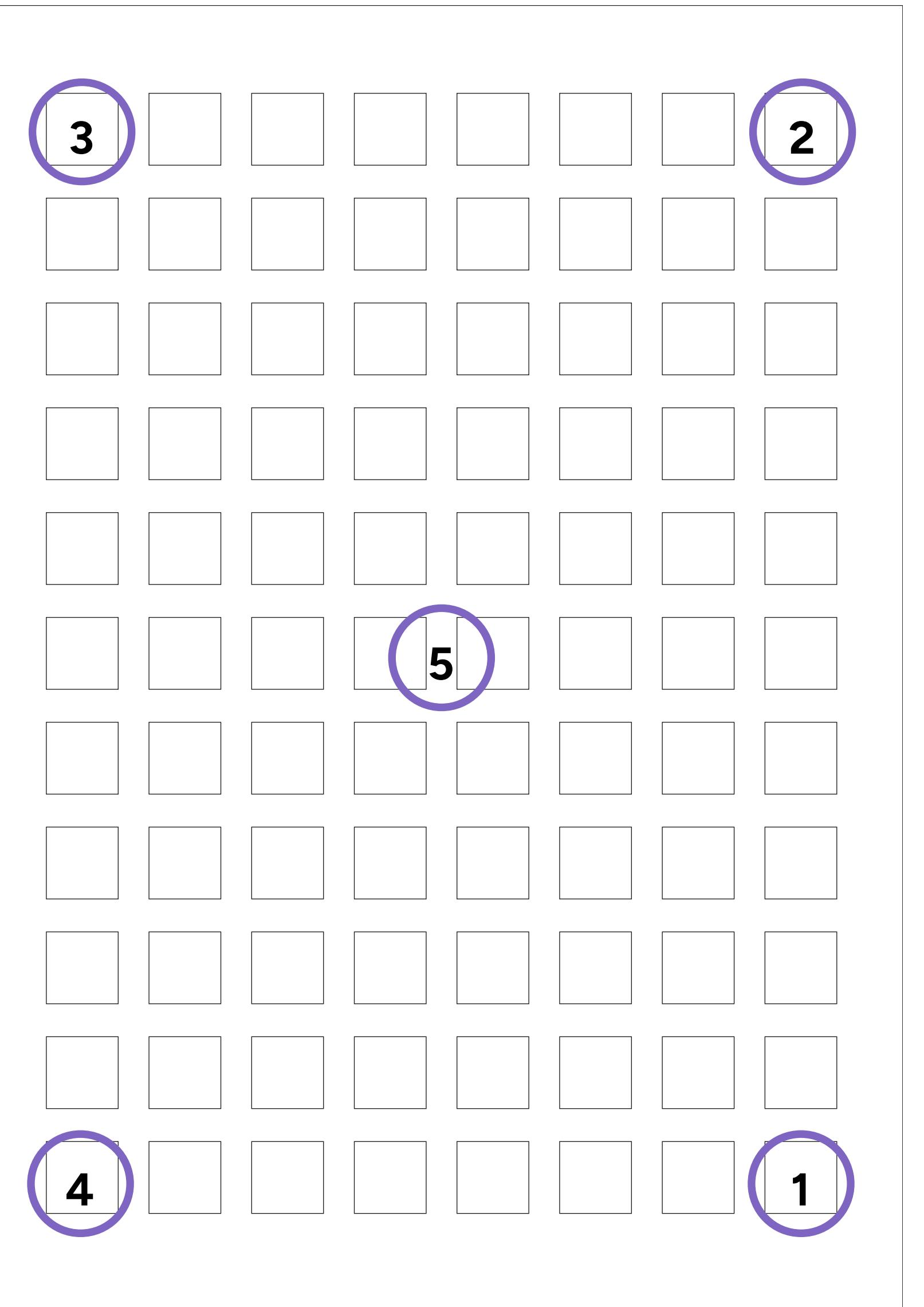


# Logo Placement

The logo placement depends on the type of communication and use.

1. Bottom right corner
2. Top right corner
3. Top left corner
4. Bottom left corner
5. Centre

Use the centre for final pages of reports and social media posts or alongside calls-to-action.



# Logo Partnerships

C40 and partner logos should follow this format.

Add a vertical line between the C40 logo ad the partner logo. There needs to be an equal balance between the size and visual appearance of both logos.

If you are developing any new partner logos, please contact Adam Brady ([abradys@c40.org](mailto:abradys@c40.org)) for approval.



Bloomberg  
Philanthropies



Realdania



CIFF CHILDREN'S  
INVESTMENT FUND  
FOUNDATION

# Logo Programmes

C40 has a number of programmes, some of which may require their own logo\*. These logos must resemble and carry graphic elements of the C40 logo in order for them to feel part of the wider brand architecture of C40.

For a programme to warrant its own logo, it must pass certain criteria and must be developed with the brand, creative and digital team.

Please contact [abradyc@c40.org](mailto:abradyc@c40.org) for more information.



**Climate Action  
Implementation**



**Reinventing  
Cities**

# Logo Guidance



Correct logo



Correct logo on black  
(no additional white border  
should be added)



Do not stretch or  
manipulate the logo



Do not use any other  
colour for the logo



Do not use  
another font



Do not make the white  
square transparent

# Brand elements

## Colour palette

The C40 colour palette is bright and vibrant which helps convey our energy and enthusiasm. Unlike many organisations in the sector who adopt darker and more sombre palettes, we want our brand to be attractive and appealing to as many people as possible, which this set of colours helps us to do.

In April 2025, in order to improve the brand's accessibility, we updated the colour palette. We added the dark green and dark blue, adjusted the purple and introduced lighter tints. We also stopped attributing certain colours to certain outputs and topics, as this became limiting - though common sense and associations still apply e.g. blue with water; green with nature and conservation; yellow with solar; red with warning/urgency etc. The new dark green and blue could be suitable for more serious assets, such as funder and/or policy documents.

With the additional colours, there are now plenty more options to use for backgrounds and it is now possible to use white text on the darker background colours - find out more about our approach to accessibility on page 9.



# Brand elements

## Colour palette

Core palette »	Yellow	Blue	Navy	Green	Forest	Red	Purple						
	RGB CMYK Hex Pantone	254/217/57 0/19/90/0 #fed939 123 C	RGB CMYK Hex Pantone	35/188/237 69/0/1/0 #23bcfd 311 C	RGB CMYK Hex Pantone	5/61/107 100/78/32/19 #053d6b 7694 C	RGB CMYK Hex Pantone	3/194/69 73/0/91/0 #03c245 2256 C	RGB CMYK Hex Pantone	5/102/8 87/34/100/28 #056608 2465 C	RGB CMYK Hex Pantone	255/97/74 0/73/66/0 #ff614a 7416 C	RGB CMYK Hex Pantone
Mid tint »													
	RGB CMYK Hex	254/241/184 2/4/36/0 #fef1b8	RGB CMYK Hex	176/231/248 34/0/5/0 #b0e7f8	RGB CMYK Hex	164/233/188 39/0/37/0 #a4e9bc	RGB CMYK Hex	255/198/190 0/31/20/0 #ffc6be	RGB CMYK Hex	209/200/233 21/23/0/0 #d1c8e9			
Light tint »													
	RGB CMYK Hex	255/250/232 0/1/12/0 #ffffae8	RGB CMYK Hex	229/247/252 12/0/2/0 #e5f7fc	RGB CMYK Hex	235/250/240 10/0/9/0 #ebfaf0	RGB CMYK Hex	245/232/224 4/10/12/0 #f5e8e0	RGB CMYK Hex	240/237/247 7/7/0/0 #f0edf7			

### NB: MINOR ADJUSTMENTS FROM THE PREVIOUS PALETTE

The purple has been slightly darkened and the light tint red matches the previous light pink.

### NB: PANTONE VALUES

The Pantone values are estimates; it is worth double checking these with the printing company you are working with..

# Brand elements

## Colour accessibility

To meet AA accessibility standards, there needs to be sufficient contrast between text colour and background colour to maintain readability.

As a general rule, **use black text on white and colour backgrounds and only use white text on navy, forest and purple backgrounds**. Look carefully at the chart opposite to see which combinations work within the C40 palette. Do not use a colour combination that is not shown here.

You can check colour contrast meets AA accessibility standards [here](#).

### Colour blindness

Please be aware that many of our audiences may experience various forms of colour blindness. Do not create materials that use colour alone to convey information e.g. green=good; red=bad. Instead, use shape, texture and icons as well as colour to distinguish information. Visit the [gov.uk website](#) for more information on the topic.



# Typography

## Brand font

As of September 2025, Figtree is now the official C40 font used on all internal and external materials. It can be downloaded for free [here from Google fonts](#).

Please contact Adam Brady ([abrdy@c40.org](mailto:abrdy@c40.org)) if you need to be sent the font file itself.

### Accessibility

- Left aligned text should be used as standard; do not use justified text
  - the space between words vary in size, which may be difficult for those with dyslexia to read
- Centre aligned text can be used as titles and pull-outs for designed materials but not in word documents or reports
- Use legible font sizes that support easy reading (e.g. internal documents no smaller than 10pt)
- Avoid placing text over busy backgrounds and check [colour accessibility rules](#) for text
- Ensure clear hierarchy between headings and body text (headings should be at least 20% larger than any body text)
- Do not use all caps for anything longer than a few words
- Use only sentence case for copy e.g. Brand guidelines rather than Brand Guidelines

### Figtree Bold (for titles, emphasis)

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Figtree SemiBold (for sub-titles, pull-outs, quotes)

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Figtree Regular (for body copy)

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Photography Guidelines

C40 is about mayors and cities but also about humankind. We want people to be front and centre of the brand, so when using photography aim to include images that feature people.

- **Subject:** focus on visual content that helps illustrate the concrete actions, positive steps, outcomes and real solutions that will pave the way to a better, more sustainable future
- **Casting:** reflect the diversity of our cities and audience and feature a representative range of people (age, race, gender, sexual orientation, ability, class, body type, etc.)
- **Themes:**
  - Inclusive and equitable climate action, including those that demonstrate community impact and engagement
  - Urban nature areas being enjoyed by people, as well as cityscapes and skylines
  - Active, solution-oriented photos of the following sectors: energy, buildings, transportation, urban planning, air quality, sustainable food systems, adaptation and resilience and waste management
- **Rights and permission:**
  - Please confirm you have all the necessary rights to share the files with C40 and for C40 to use them on social media and digital platforms such as the C40 Knowledge Hub
  - Please include photo credits

We have a C40 Content Library which houses our image, video and branding assets. Please register [here](#) to gain access.



# Photography Examples



Credit: City of Lima



# Photography

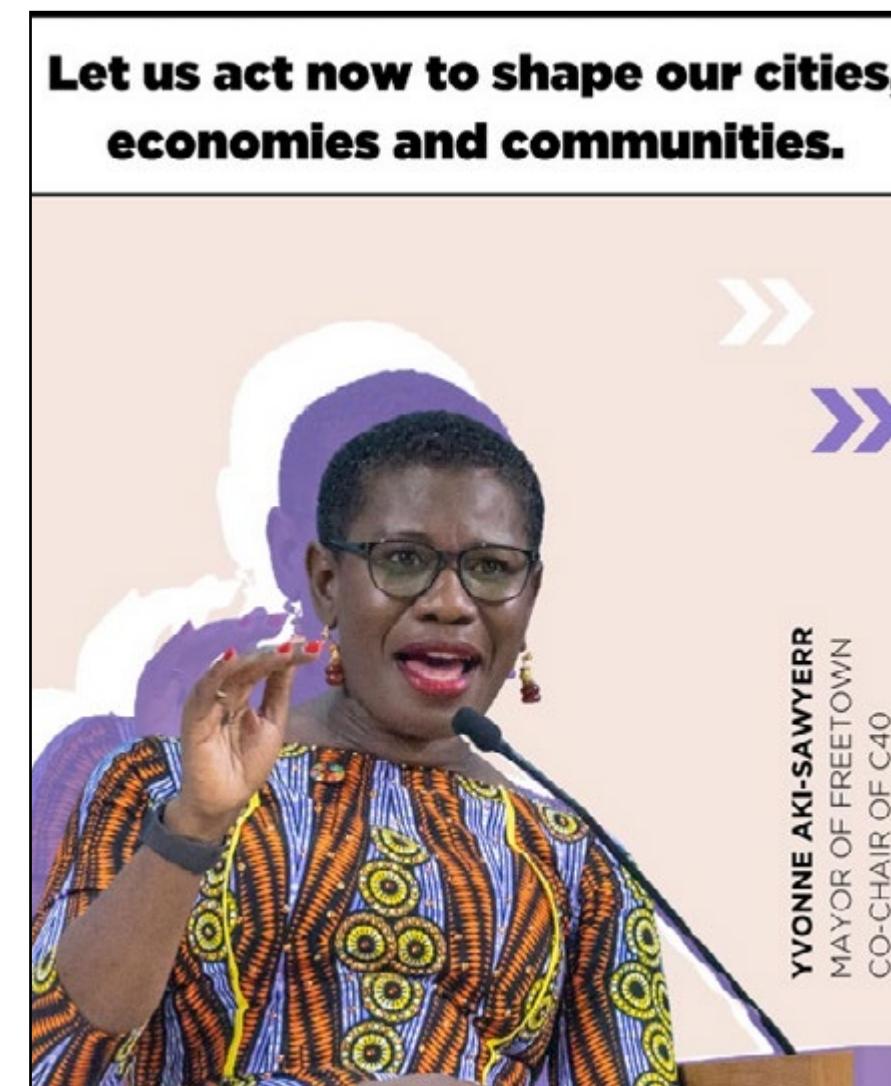
## Mayors front and centre

C40 is a global network of mayors and this is one of our USPs: we work with key, influential, decision-making figures. For this reason, we often want them to be central to our branding.

Ideally, we use candid photos of our mayors to convey their energy and personality, rather than staged headshots.

Please ensure where possible that the mayor name and their city is included in the following format in the caption and that the photographer is credited e.g.

Name, Position, City [, Country if applicable] © Photographer

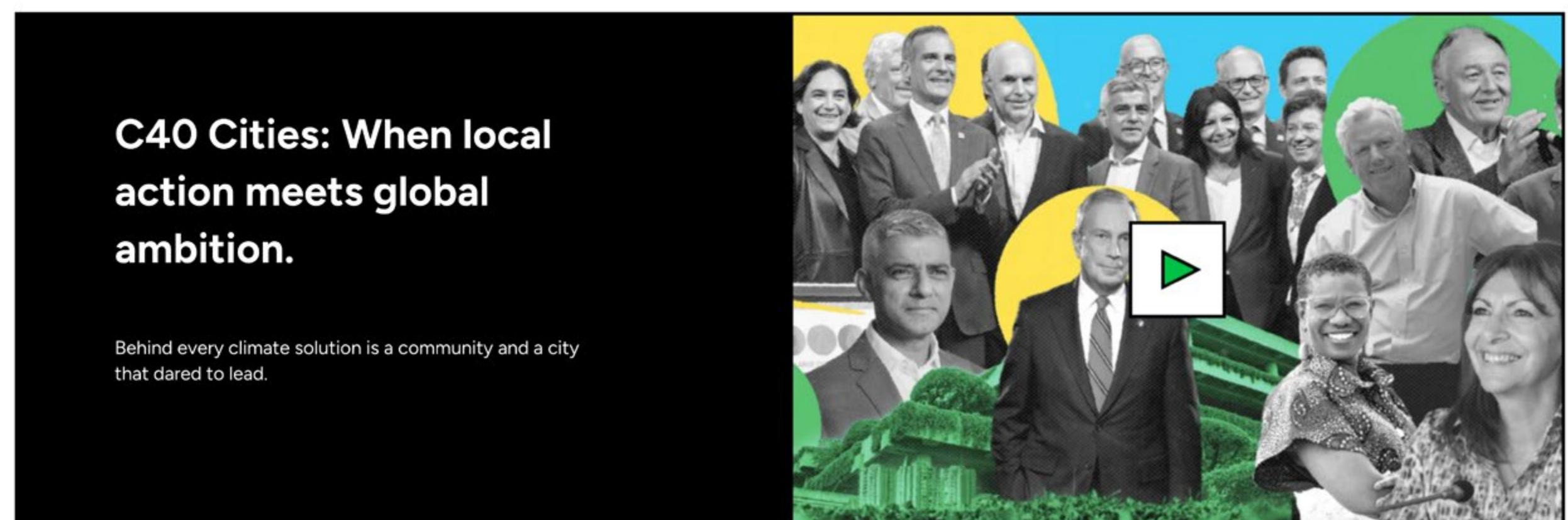
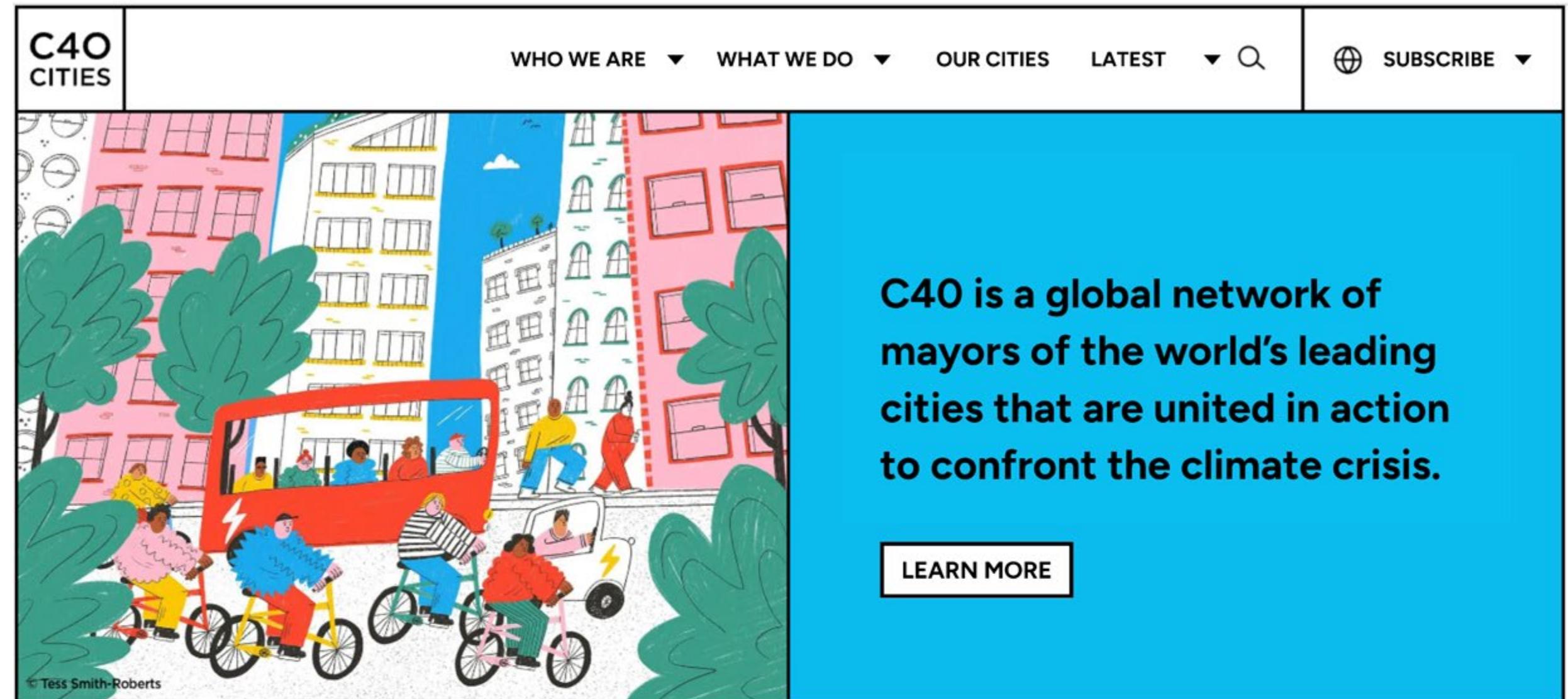


# Brand elements

## Design system

The C40 design system has been created to evoke feelings of strength, optimism and action. It is made of building blocks and outlines, which feel sturdy and accessible, and also provide plenty of flexibility in layout and design, across multiple channels and for various audiences.

Key to ensuring brand recognition for C40 is using the C40 colour palette and typography; aside from that, there is flexibility to be explorative with the brand. When in doubt, please contact Adam Brady ([ab Brady@c40.org](mailto:ab Brady@c40.org)).



# Brand elements

## Iconography

C40 has developed a series of bespoke icons in a friendly, hand-drawn style. These icons work particularly well within the block system as well as applied to designs more casually without the square framing.

In the new suite you will find visual representations of C40 values, our missions, some sectors and campaign focuses as well as general concepts and themes that we regularly include in our internal and external comms. The colours have been updated in line with the new brand guidelines as well.

The full suite of icons can be found [here](#).



# Brand elements

## Illustrations

C40 has commissioned a number of illustrations in the last few years as part of an artist's campaign under the series titles "The future we want" (2019) and "United in action" (2022). We also commission illustrations to be created of iconic landmarks in each of the C40 cities.

These illustrations can be found on the C40 Content Library; make sure you credit the illustrator every time they are used.



Copenhagen, Nyhavn © Lucie Brooks Butler - C40



© Erin Dwi Azmi - C40



Vancouver, Canada © Erick M Ramos - C40



Portland, USA © Courtney Ahn - C40

# Brand elements

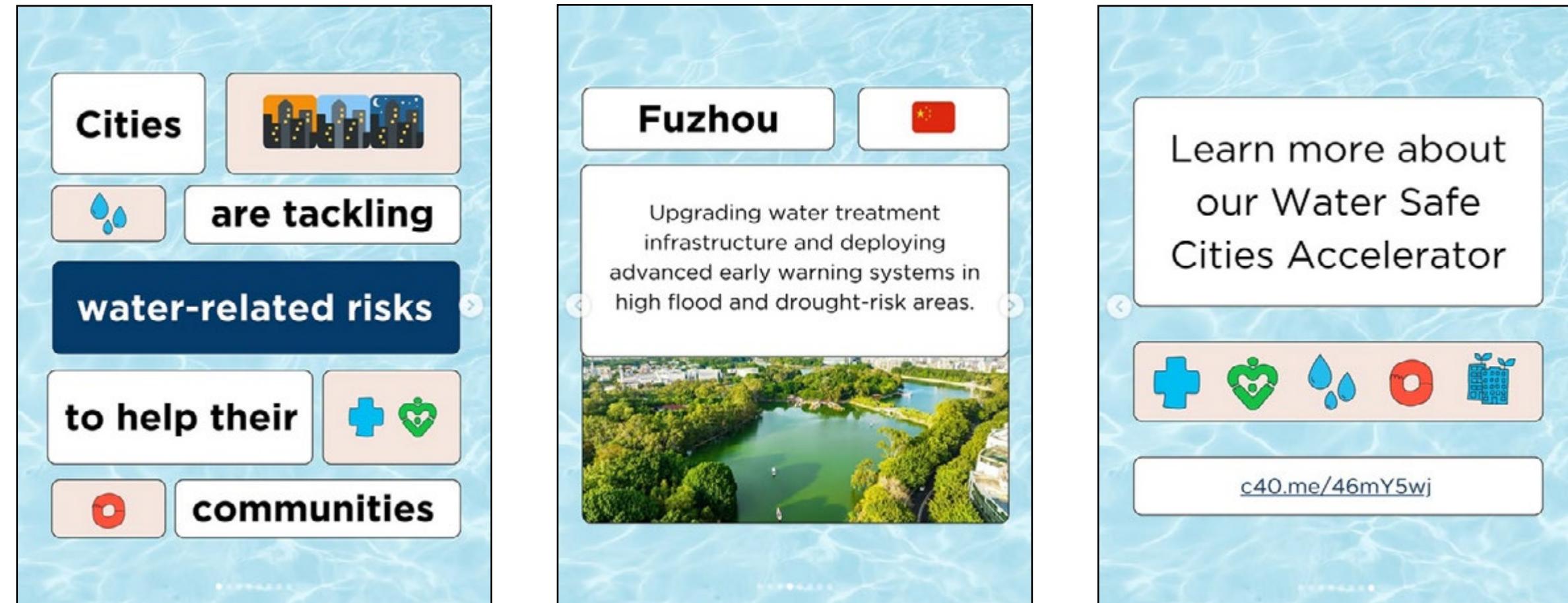
## Pushing the brand

For certain audiences and applications, there is flexibility to push the brand.

### Shapes and framing devices

Use difference shapes and framing devices, for instance:

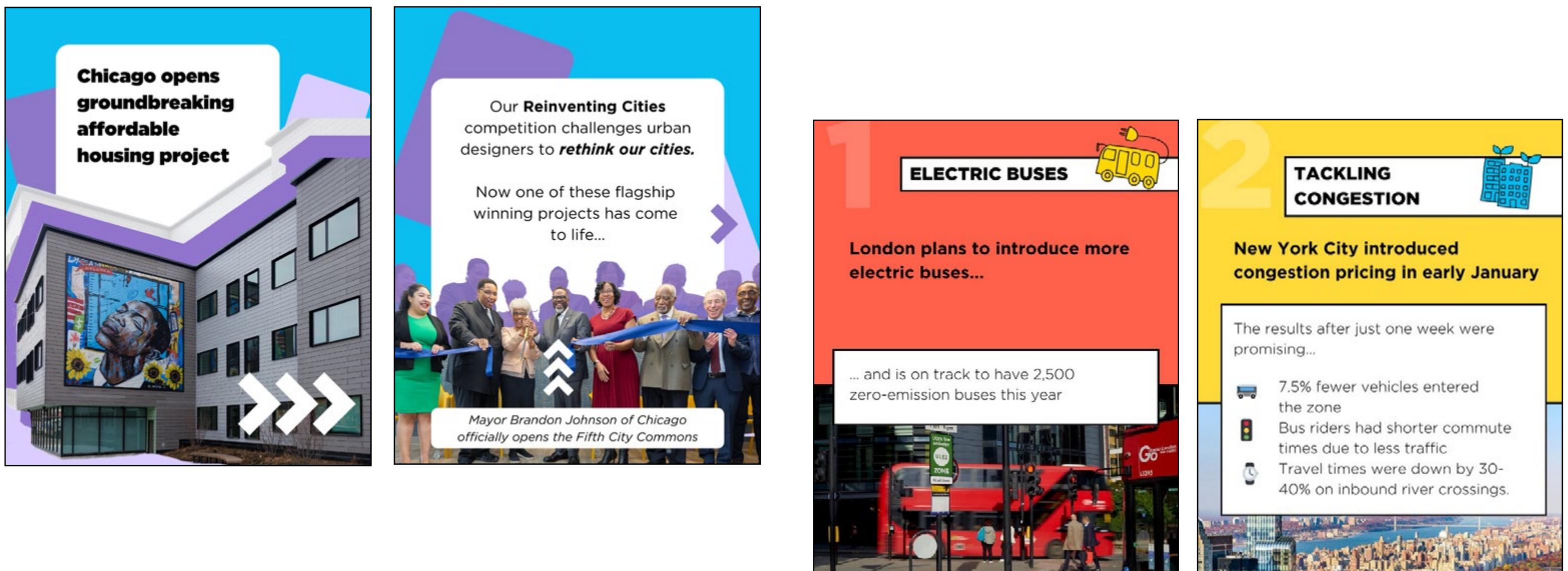
- Squares/rectangles
- Squares/rectangles with rounded corners
- Circles and semi-circles



### Outlines

Use different line weights around shapes and framing devices, for instance:

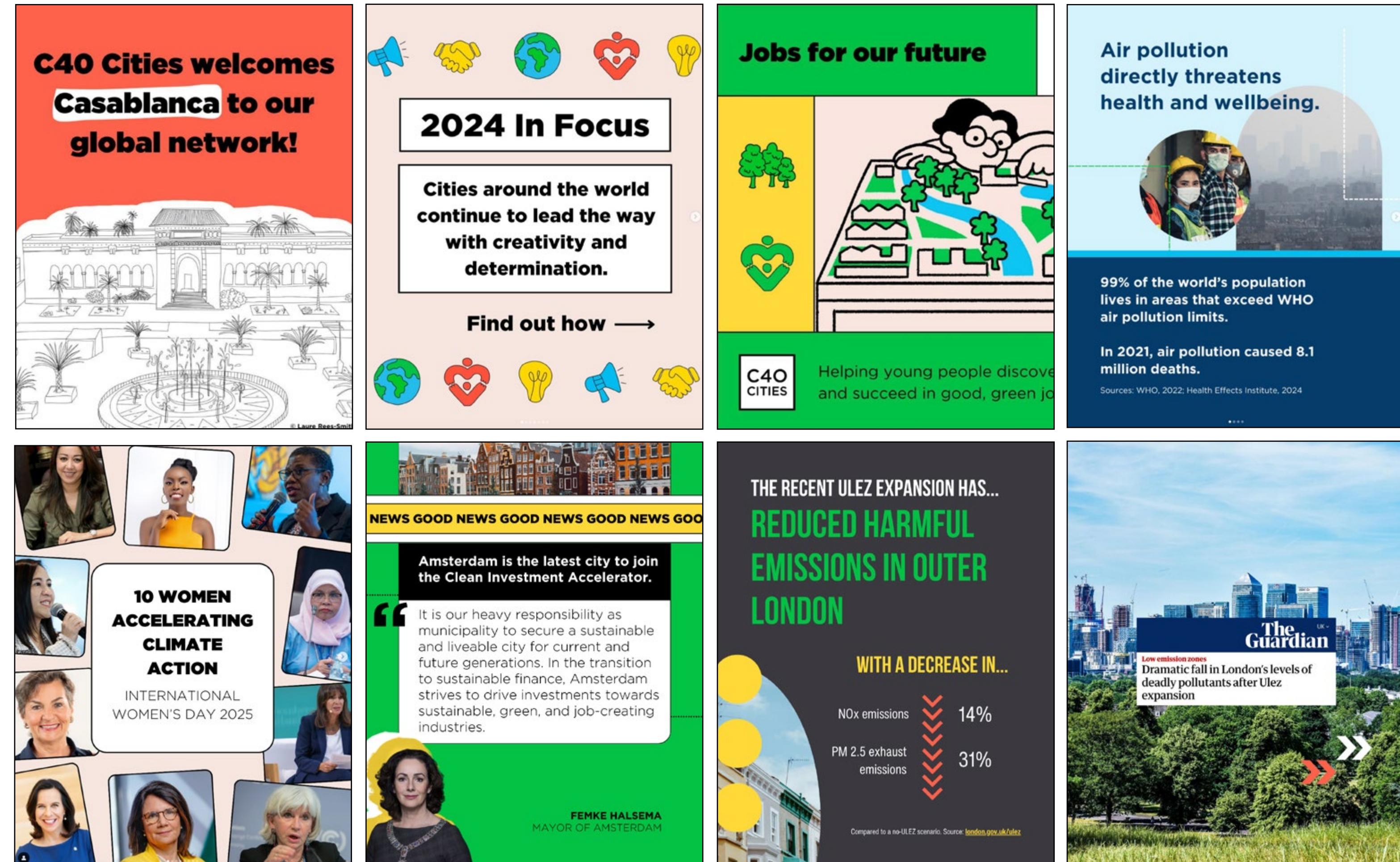
- No line weight
- Thin line weight for sophistication, style and refinement
- Thick line weight for friendliness and approachability



# Brand elements

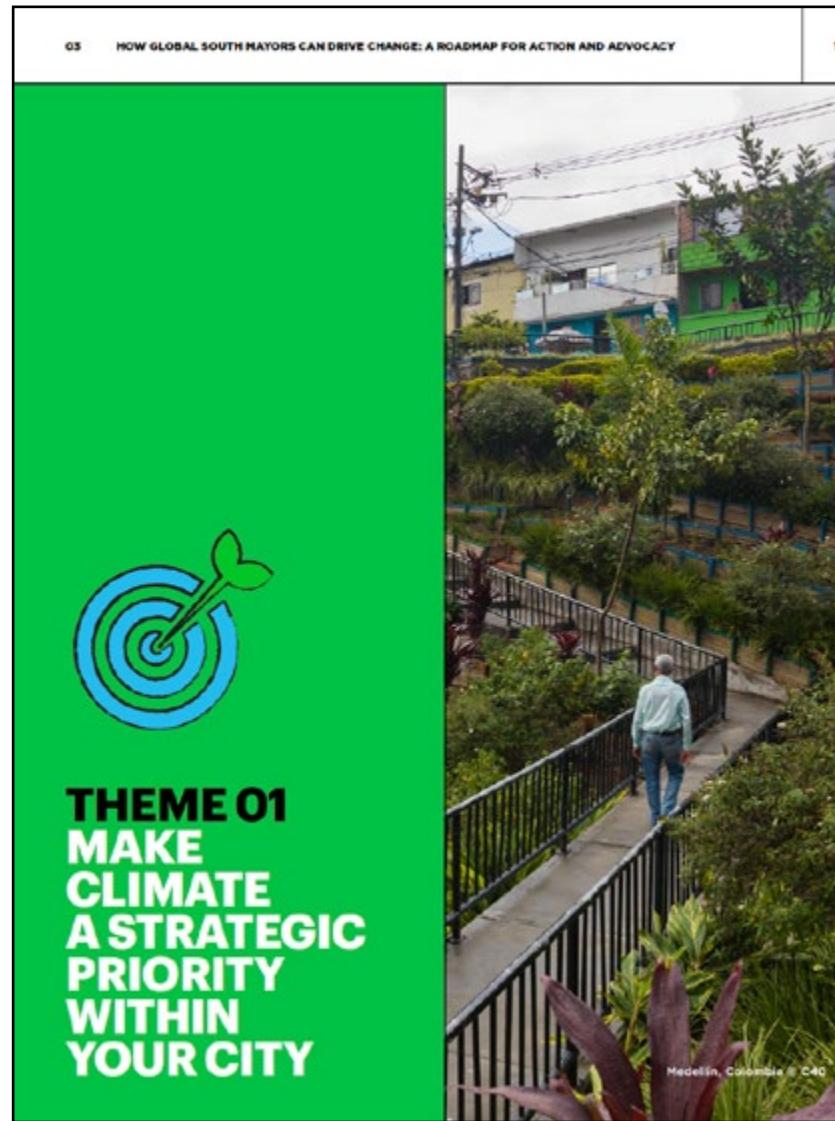
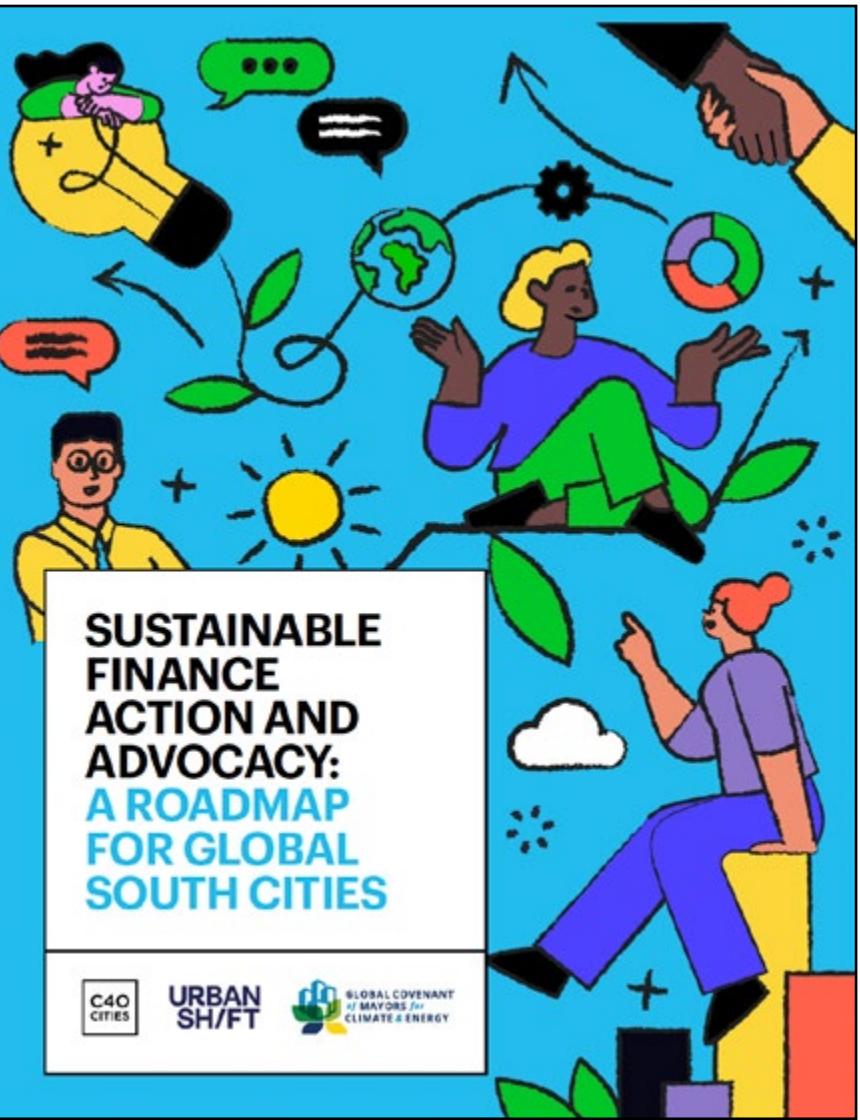
## Social media

Our social media channels showcase a range of styles and designed content. We use the channels (particularly Instagram) to test how we can push the brand - just make sure what your design is audience- and content-appropriate.

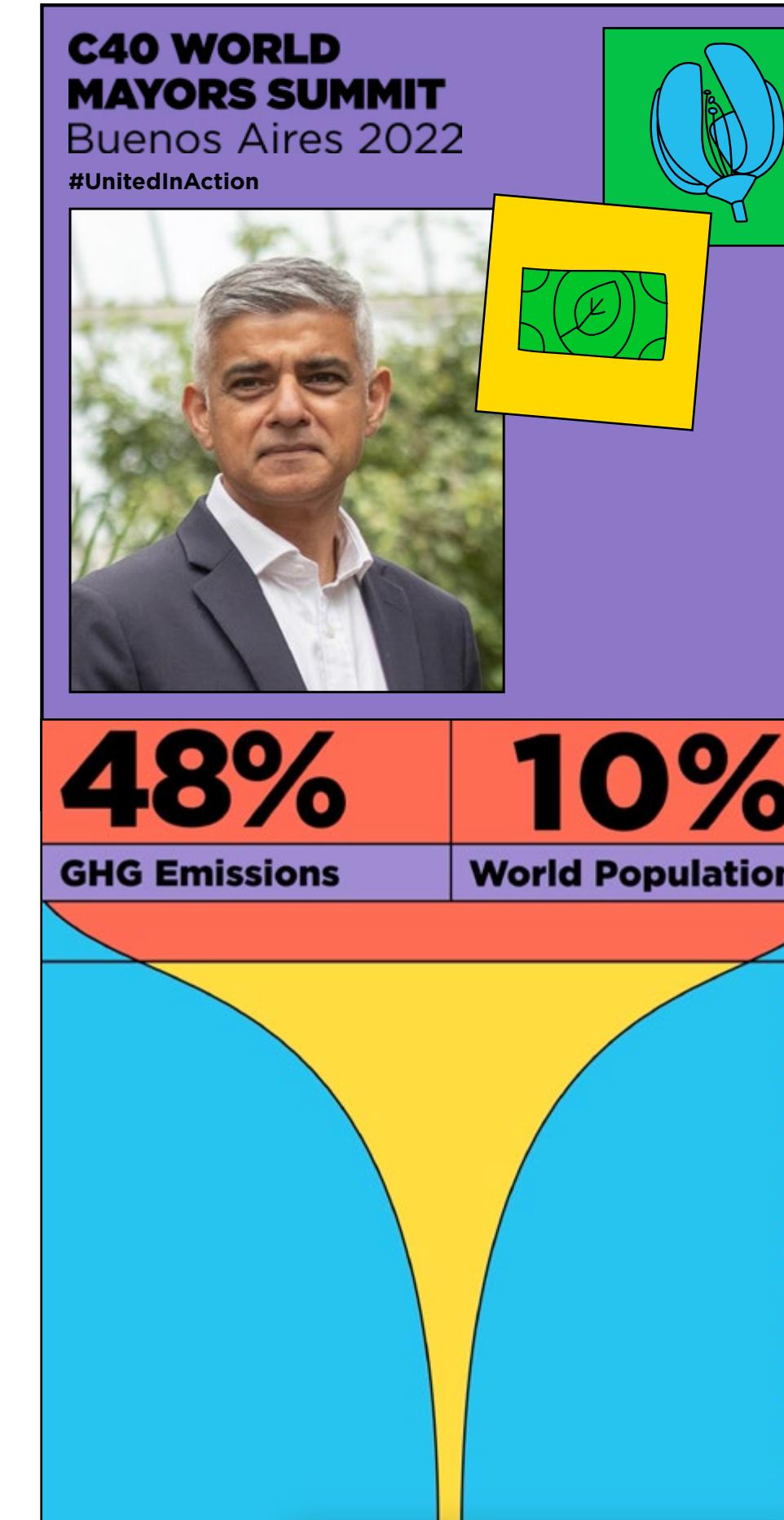


# Brand in action

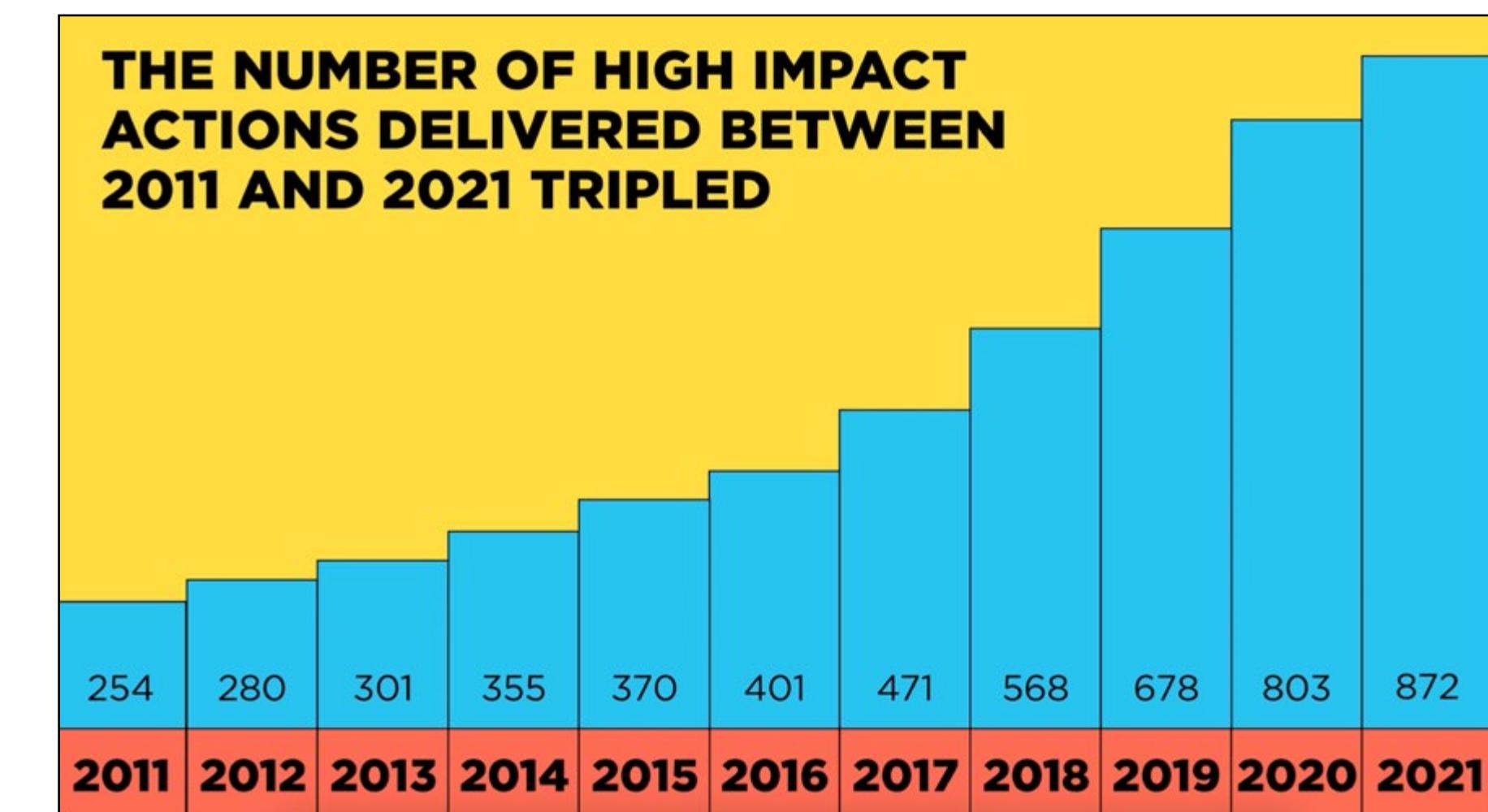
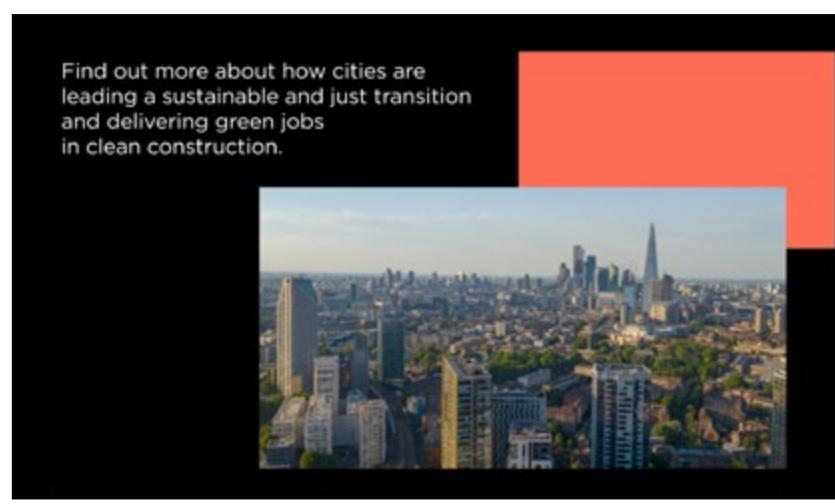
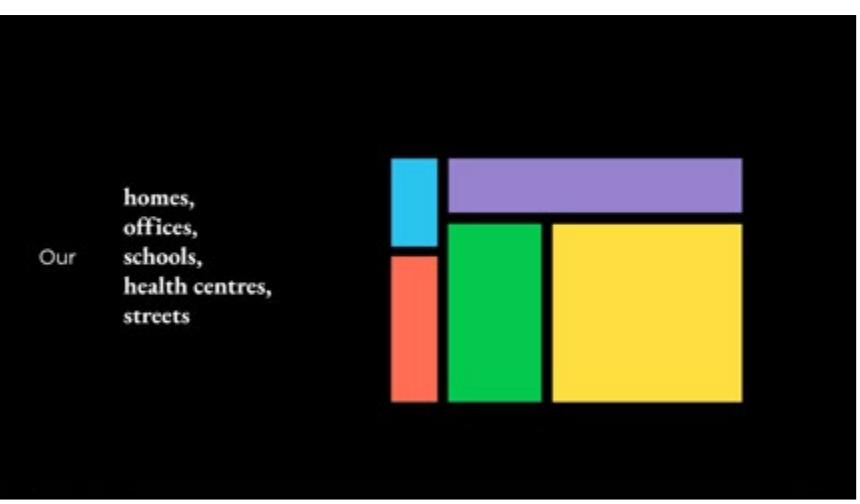
## Report



## Social media graphics and infographics

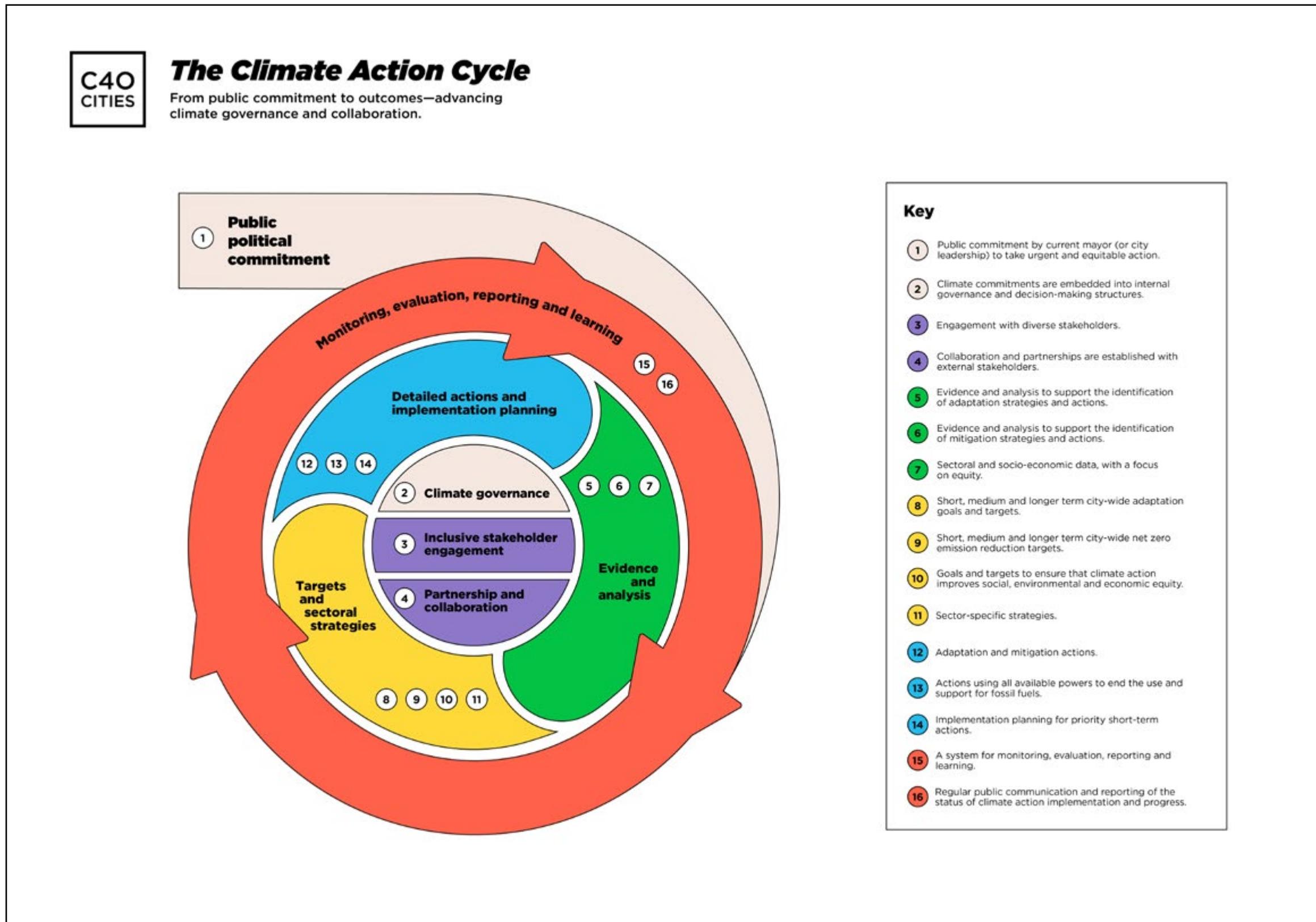


## Video animation



# Brand in action

## Infographic



## Business plan (PDF)

**C40 Cities Business Plan**  
2025 - 2030

**Introduction by the C40 Executive Director**

It is evident to anyone who looks at the data that the key to stopping climate breakdown is to stop burning fossil fuels. It is equally clear that the transition to clean energy must be accompanied by reducing inequalities in our societies, ending poverty and creating jobs and opportunities for everyone.

That is why C40 has adopted three key Missions:

- MISSION 1**: Help the world to halve climate breakdown by 2030.
- MISSION 2**: Increase resilience so cities and people are protected as they face the impacts of climate breakdown.
- MISSION 3**: Ensure a transition to a clean, green world that is just, safe and addresses the injustices of climate breakdown.

**Mark Watts**  
Executive Director, C40 Cities

**1. AMBITION**

**2. Support**

**i. Delivery of high-impact actions**

**Direct support on large-scale global and regional delivery programmes**

Based on work developed through our work—including city engagement, climate action plans, networks and Accelerators—several of our direct support programmes are designed to support cities further in delivering high-impact action and achieving Accelerator targets.

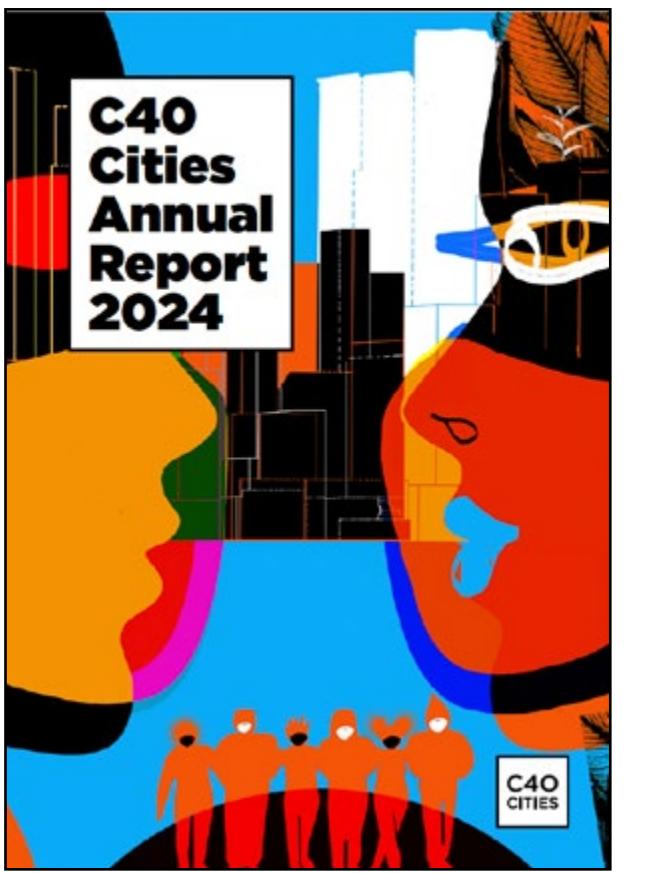
**2. SUPPORT**

**This includes, but is not limited to:**

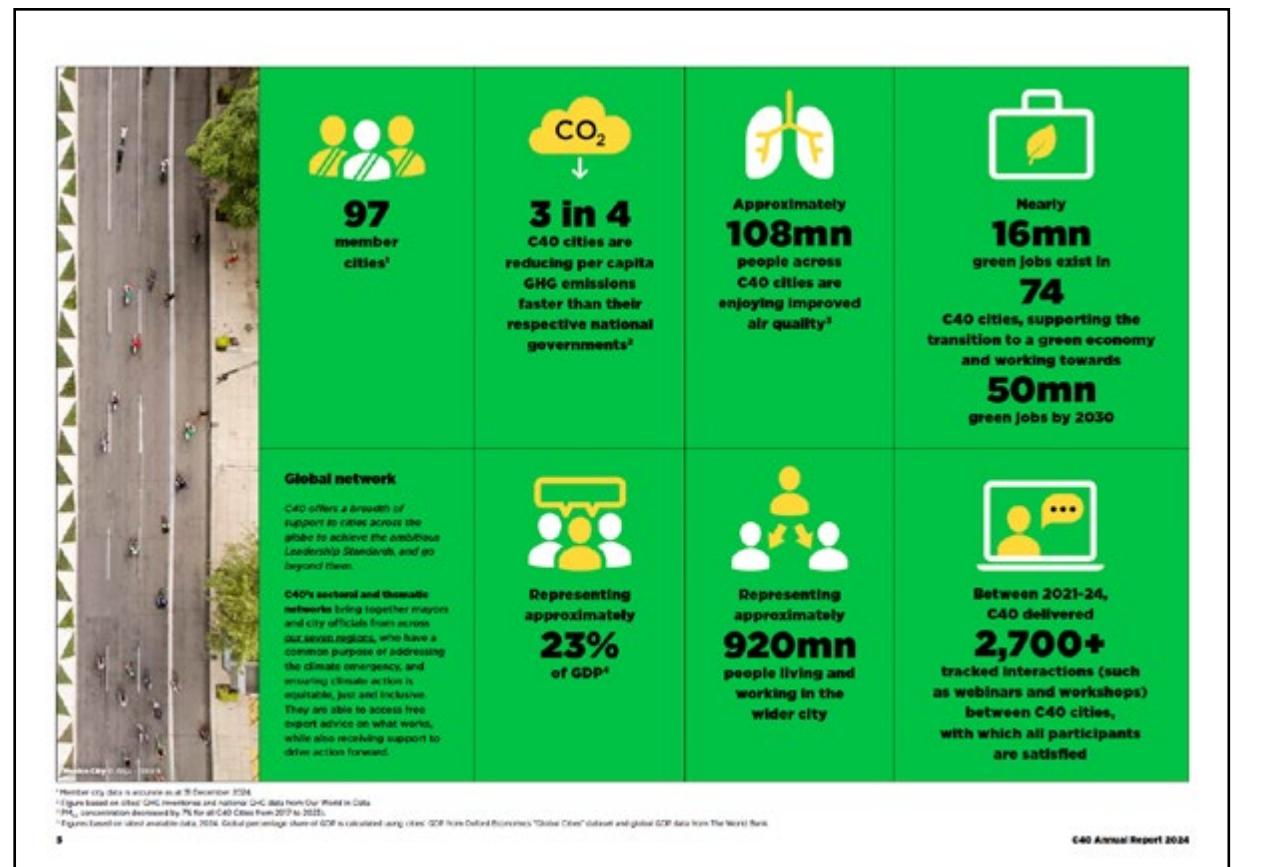
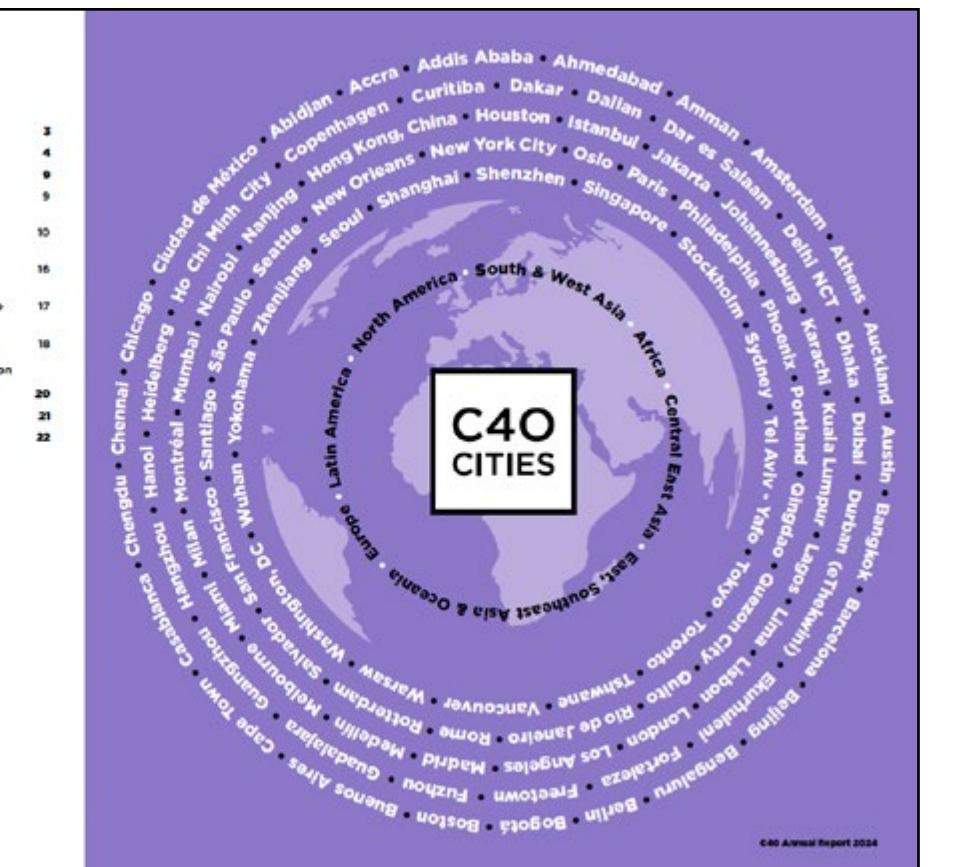
<b>Regional climate action plan delivery programmes</b>	C40 will build on the work funded by the UK Government through its Urban Climate Action Plan, which supported implementation and innovation of local climate action in 15 Global South cities and look to secure additional funding to scale up this type of work.
<b>Major sectoral programmes</b>	C40 will continue to expand our delivery support programmes funded by other organisations, including city engagement, climate action plans, networks and Accelerators, to increase city governments' capacity and provide them with the necessary tools and resources to undertake the project preparation required to implement the high-impact actions.
<b>Strengthening resilience programmes</b>	C40 will significantly increase support for resilience programmes on areas such as extreme heat, water and urban nature from a range of private, philanthropic and government donors, building on the work funded by the Danish Ministry of Foreign Affairs.

# Brand in action

## **Annual report (PDF)**



<h1>Contents</h1>	
<b>I.</b>	<b>Forewords</b>
<b>II.</b>	<b>Summary</b>
<b>III.</b>	<b>Leadership Standards</b>
	Supporting cities to develop ambitious climate action plans
	Supporting cities to deliver High-Impact Actions
	Supporting cities to mainstream climate through all their plans and processes
	Supporting cities to innovate and explore new approaches to climate action
	Supporting cities to lead, engage, influence and inspire stakeholders and other cities to take inclusive climate
<b>IV.</b>	<b>2025 - 2030 Business Plan</b>
<b>V.</b>	<b>Governance</b>
<b>VI.</b>	<b>Funding &amp; Partnerships</b>



**ames and activities** enable groups of cities within one country or region or across countries to implement high-impact policies which are tailored for the regional, city contexts. These programmes offer engagement, technical support and policy-to-peer engagement and capacity building.

**All delivery structures** enables C40 to build relationships between peer cities and with globally – and to be responsive to local context, priorities and needs. Regional engagement is also supported by our Vice Chairs on the Steering Committee.

**Our networks, resources, forums and programmes** directly and indirectly benefit cities outside the C40 network, including supporting South African cities to be recognised as essential for their government's national just transition policies, developing a leading city programme that will get into a national programme in the Philippines, and launching support to cities to implement the most impactful policy solutions. In the United States, C40 and partners have supported more than 300 cities to catalyse local climate action with federal funding. C40 has also fundamentally accelerated the expansion of critical technological solutions, like electric buses in Latin America and the clean construction industry.



**C40 communications**

C40 has made significant strides in communications engagement this year. In 2024, the Communications Directors Network saw remarkable growth to support city major communications teams around the world with insight and knowledge sharing. Building on the inaugural 2023 convening in London, which brought together representatives from fewer than ten cities, the network expanded significantly, fostering deeper connections and broader participation across six out of seven C40/GCoM regions.

**NETWORK ACHIEVEMENTS**

- Increased recognition** of the unique challenges posed by risks and disinformation
- Held three global events** where we exchanged valuable knowledge
- 60+ cities** are part of the Communications Directors Network where communications experts share materials used by mayors

It was a huge year for C40's digital presence:

- 1.2 million active visitors to c40.org**
- Our overall social media audience grew by 860% from 2023, reaching 430,000 followers**
- Despite audience losses related to people leaving Twitter/X, our social media growth rate increased by 82,000 new net followers**
- We had over 6 million social media impressions**
- We increased our link clicks by nearly 100% to around 250,000**
- We doubled our target when it came to the engagement rate on our biggest channel, LinkedIn, reaching a massive 8.3%** (compared to the target of 4.06%)

# 2024

Over 10,000 media articles were linked to C40, highlighting important events, such as:

New York Climate Week (50 articles)

U20 (327 articles)

COP28 (25 articles)

There were significant announcements and achievements, including:

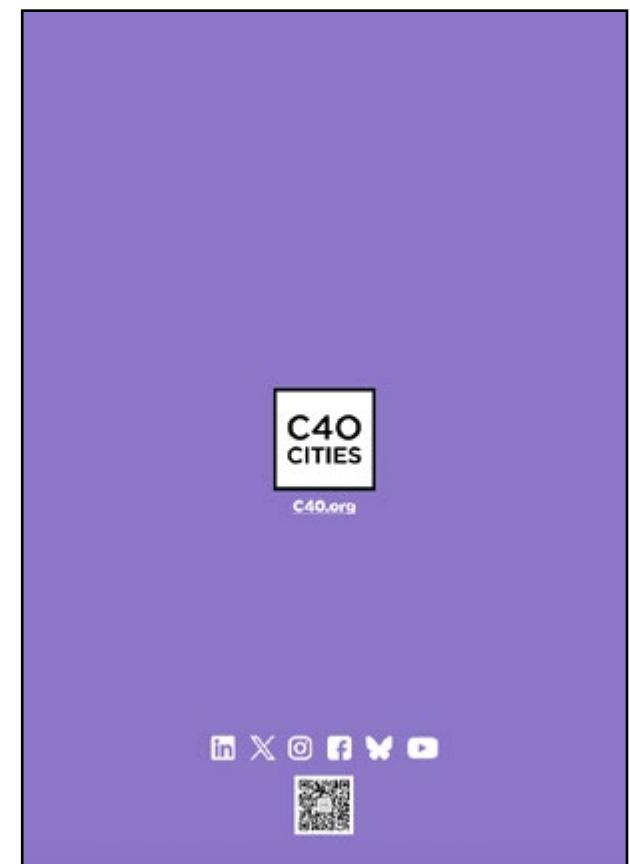
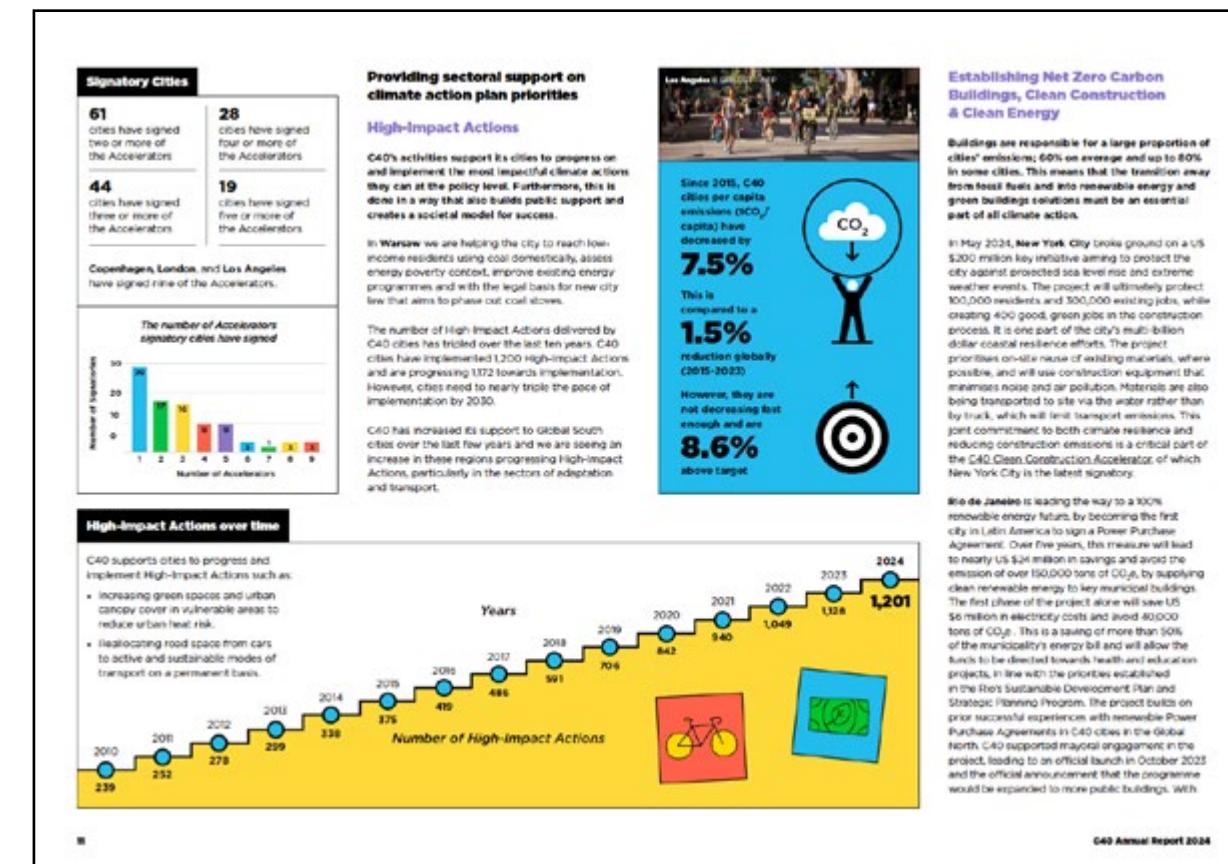
- The launch of the “It’s in the Air” campaign (35 articles)
- The Good Green Jobs Analysis (5 articles)
- Future Urban Landscapes report (304 articles)
- Consolidating C40 (30 articles)
- The C40 Food Systems winning the Food Planet Prize (350 articles)

The total media coverage is equivalent to an advertising value of **US \$23.47 million**

C40 launched **“It’s in the Air”**, a multi-city mobilization, celebrating the growth of clean air zones globally. We hosted a month-long “streets for people” initiatives across seven C40 cities, accompanied by digital events over eight weeks, from the **Paris Games to Clean Air Day**.

From Europe, to Latin America, Africa and North America, C40 showcased a global movement of cities transforming their roads and public space to reduce emissions, prioritizing people over cars, while countering opposition and dissemination through myth-busting and raising awareness on Clean Air Zone benefits.

Over 10,000 residents participated in local events across four regions, including street closures, art installations, workshops and sports initiatives. Through 40+ posts on C40 channels and 100+ partners, the campaign reached 10+ million impressions online. Over 20 cities and mayors, 15 partners and 70 youth leaders engaged with content and digital actions.



# Thank you.

Please contact senior creative manager Adam Brady if you have any questions: [abradyc@c40.org](mailto:abradyc@c40.org)



C40  
CITIES