C40 & GCoM Joint Program
Identity Guidelines

C4O CITIES × GLOBAL COVENANT of MAYORS for CLIMATE & ENERGY

V1.0 — April 2024

Logos, lockups & their use

Due to its very nature of being the fruit of a partnership between two organisations, the Joint Program does not have a logo of its own. However, there are defined rules on how the logos of the two partner organisations are to be referred to when it comes to the Joint Program. The ensemble of those two logos is called a lockup, and is how the program is identified both internally and extarnally.

P.S. : Due to the nature of our funding, GCoM are unable to use their logo as a standalone item on any external documents. Therefore, at this point in time we ask that the lockup only be used on internal documents. If you are unsure of how to use the lockup or how to present the program, please get in touch with any member of the comms team.
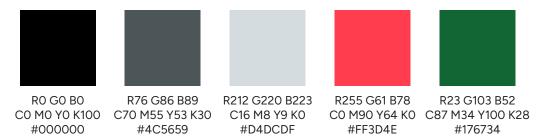
Color palette

The palette is made of a mix of colors taken from C40 and GCoM's brand guide, while adding two extra hues specific to the Joint Program. A primary color will be attributed to each pillar of the Joint Program to be easily iden- tifiable, while accent colors bring structure and consistency. A maximum of three primaries will be allowed an any one time.

Primaries

R28 G53 B126
C73 M49 Y0 K60
#1C357E

R0 G198 B41
C73 M0 Y91 K0
#00C629

R35 G188 B237
C69 M0 Y1 K0
#23BCED

R195 G55 B179
C31 M86 Y0 K0
#C337B3

R250 G211 B7
C30 M84 Y0 K0
#C83EB8

Accents

R0 G0 B0
C0 M0 Y0 K100
#000000

R76 G86 B89
C70 M55 Y53 K30
#4C5659

R212 G220 B223
C16 M8 Y9 K0
#D4DCDF

R255 G61 B78
C0 M90 Y64 K0
#FF3D4E

R23 G103 B52
C87 M34 Y100 K28
#176734

Headings

Figtree ExtraBold, large font size, black

Subheadings ## Subheadings

Figtree ExtraBold, medium font size, black or high contrast colors.

Body text. Ed quiamus, omnimin venime labo. Endebitis solendior sapernam quiaerio eossed et aliqui tesequo illupta pedic tetumet rem eum harum dici ut qui verspel itatem et lam quid magnamus aut hil iniet veliquu ndiciet que conseque offic te pa voloruptur?

Figtree Regular, small font size, Black.

Emphasis quiamus, omnimin venime labo. Endebitis **solendior** sapernam quiaerio eossed et aliqui tesequo **illupta pedic tetumet** rem eum harum dici ut qui verspel itatem et lam quid magnamus aut hil iniet veliquu ndiciet que conseque offic te pa voloruptur?

Figtree ExtraBold, black.

Fonts

The font is the newly appointed C40 font, Figtree, in two different weights: Regular for all of the smaller content and ExtraBold for title and emphases.