

# **C40 BRAND** GUIDELINES

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**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.

# COLOR AND SCALE

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

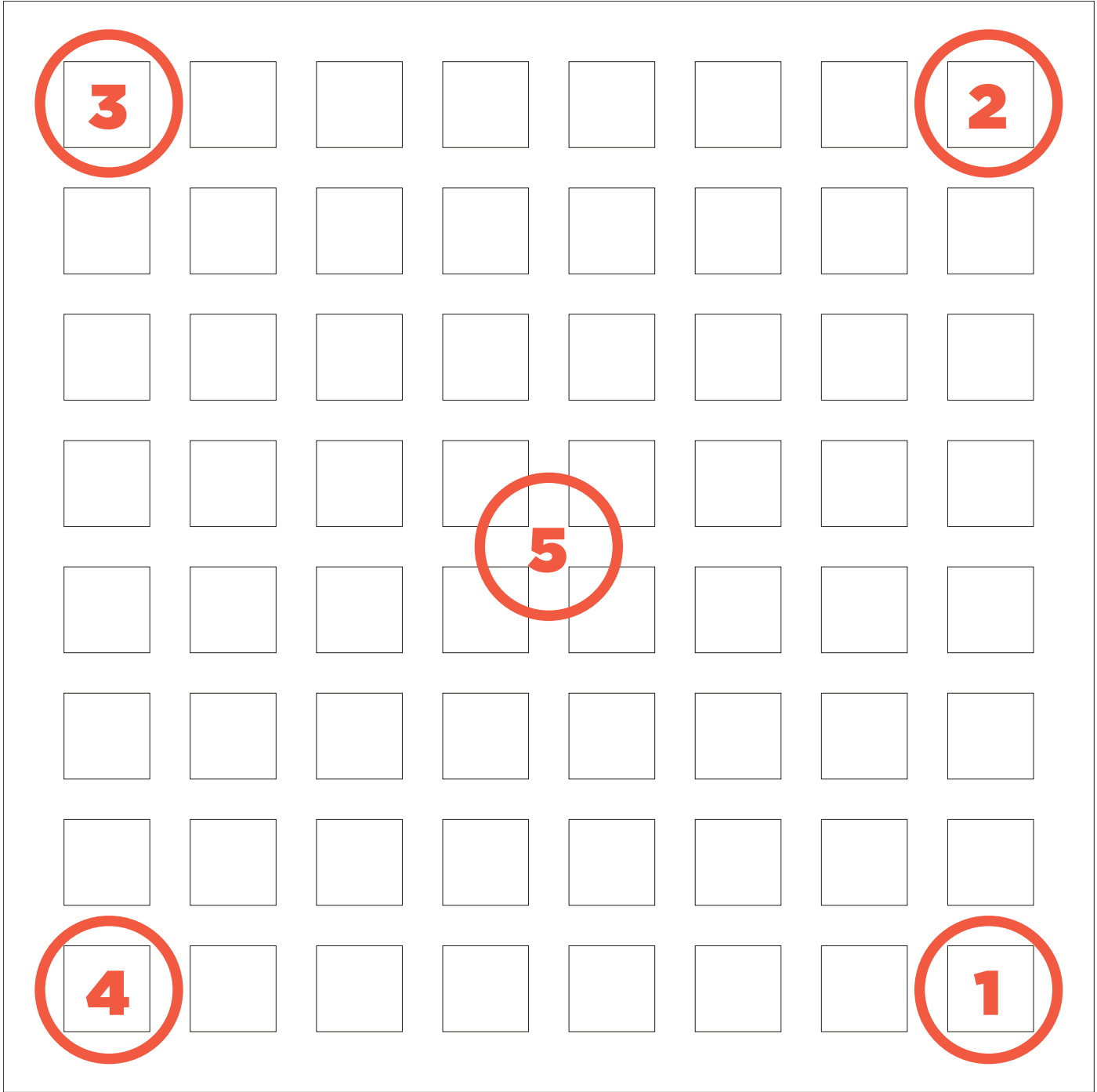
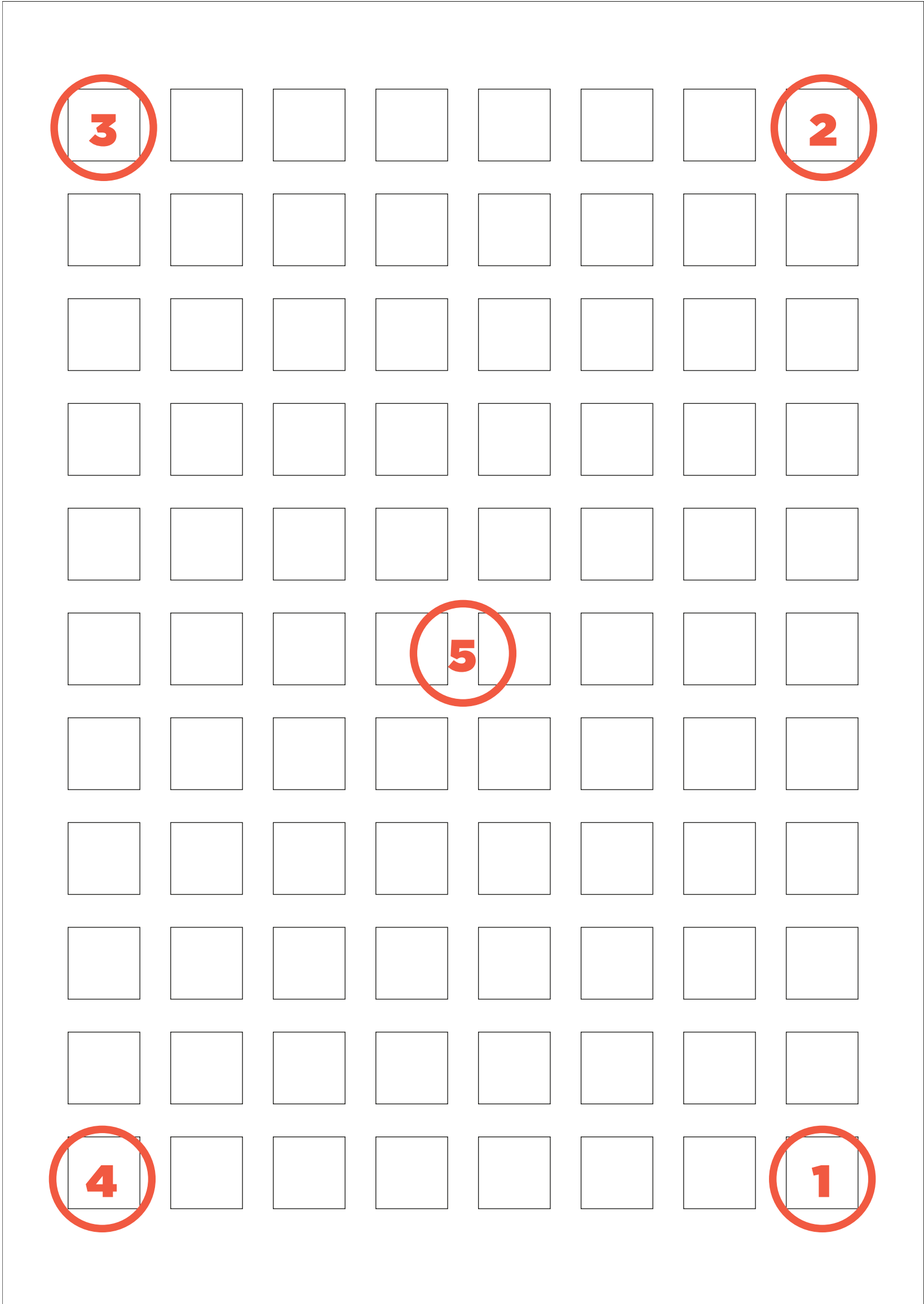
The minimum size the logo can be is 50 pixels (digital) and 10mm (print).



# 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



# LOGO PARTNERSHIP

C40 and partner logos should follow this format.

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



# LOGO GUIDANCE



Correct logo



Do not stretch or  
manipulate the logo



Do not adjust the  
square shape



Do not type  
"C40 CITIES"  
in another font



Do not use any other  
colour for the logo



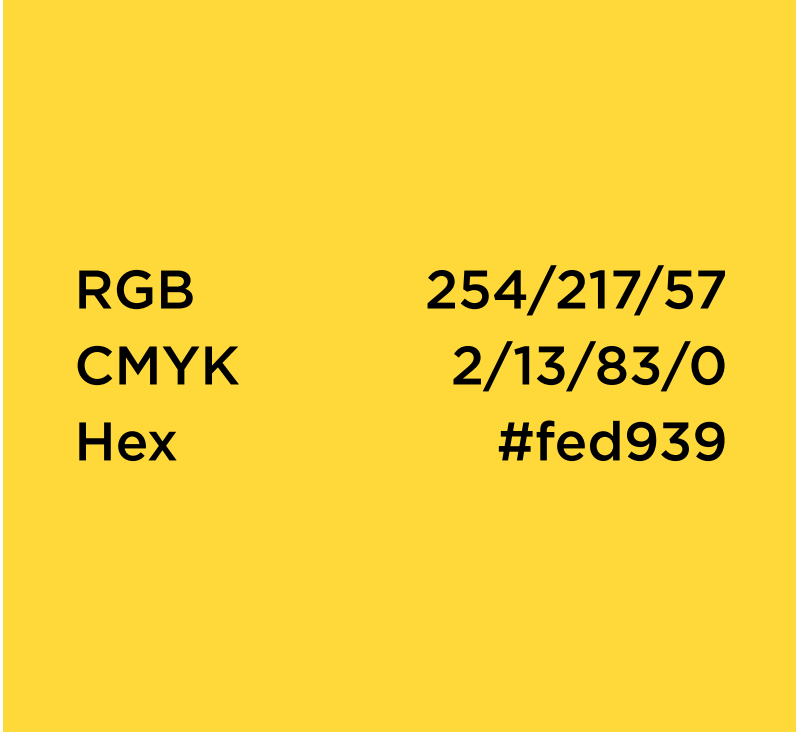
Do not make the  
white square  
transparent



Do not touch the  
line weight

# BRAND ELEMENTS

## MAIN COLOUR PALETTE



RGB 254/217/57  
CMYK 2/13/83/0  
Hex #fed939

Yellow is associated with the sun, energy, and optimism. When used, it draws attention, evokes positivity, and inspires action.



RGB 35/188/237  
CMYK 69/0/1/0  
Hex #23BCED

Blue symbolises the importance of protecting our planet's natural resources.




RGB 3/194/69  
CMYK 73/0/91/0  
Hex #03c245

Green represents nature, growth, and sustainability. It evokes feelings of hope for a sustainable future.



RGB 255/97/74  
CMYK 0/73/66/0  
Hex #ff614a

Pink is used as an accent colour to draw attention to important information or urgent calls to action.



RGB 141/119/200  
CMYK 54/57/0/0  
Hex #8d77c8

Purple conveys a sense of community and collaboration, it combines the energy of red and the stability of blue.

# BRAND ELEMENTS

## COLOUR BLOCK SYSTEM

The C40 brand identity strives for global reach and local relevance. Using a dynamic and vibrant colour block system as the basis of our design work, we highlight the unity and collaboration of the C40 network. Each colour symbolises a vital component of C40, representing the collective strength of our cities, partners, networks, and programmes.

Design examples:

**C40 WORLD  
MAYORS SUMMIT**  
Buenos Aires 2022


**UNITED IN ACTION**

19-21 October

C40 CITIES

WHO WE ARE ▾ WHAT WE DO ▾ OUR CITIES LATEST ▾ 🔍

🐦 in 📷 f 📺 LANGUAGE ▾



**C40 is a global network of mayors of the world's leading cities that are united in action to confront the climate crisis.**

LEARN MORE

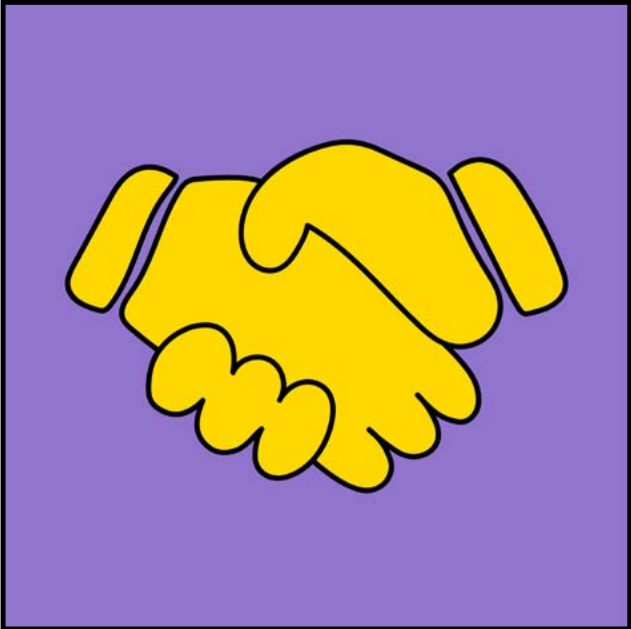
© Njung'e Wanjiru / C40



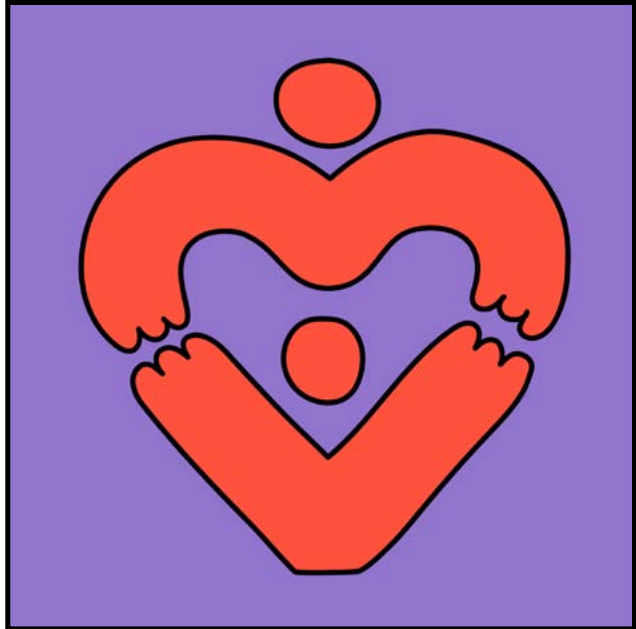
# BRAND ELEMENTS

## VISUAL LANGUAGE

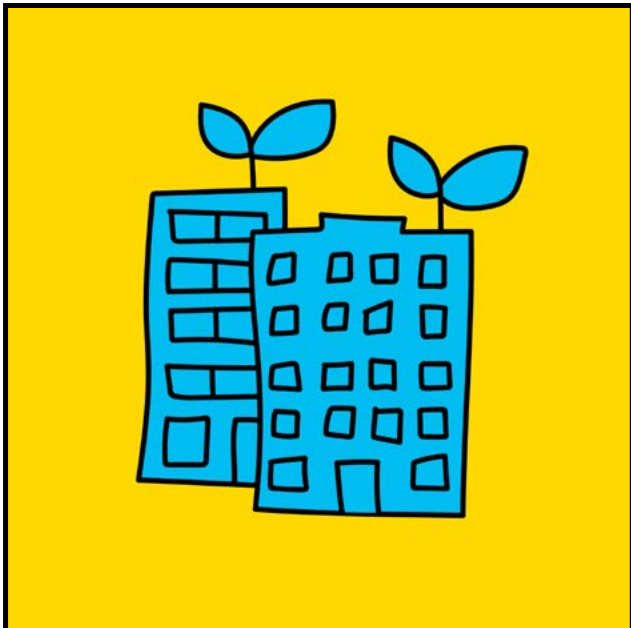
C40's visual language is inspired by the key themes of C40's work. It is consistently applied across all design assets, excluding assets focusing on finance. The visual language acts as a complementary layer to the colour block system, enhancing its impact and helping to tell C40's story.



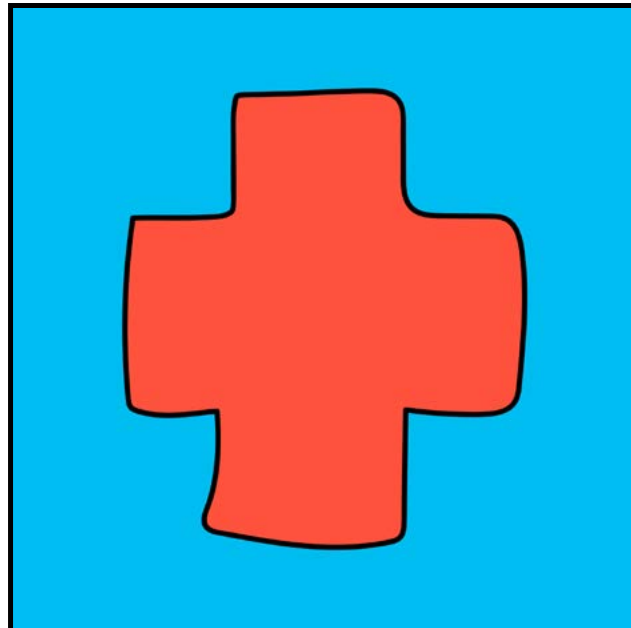
Cooperation



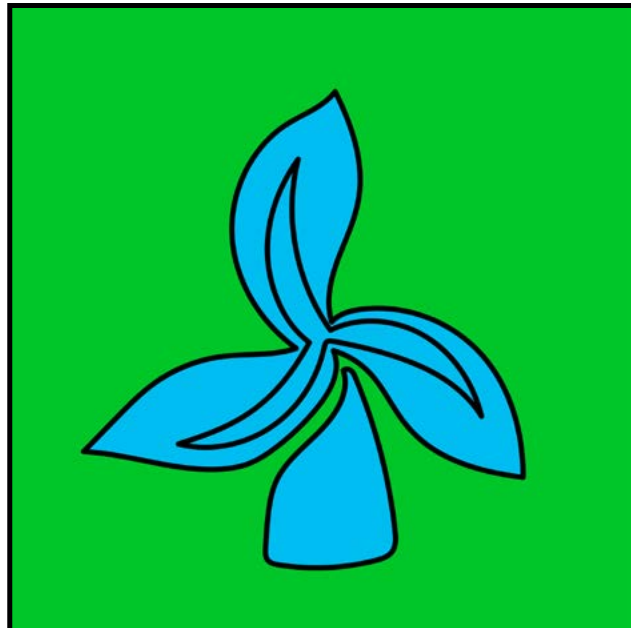
Community



Wellbeing Cities



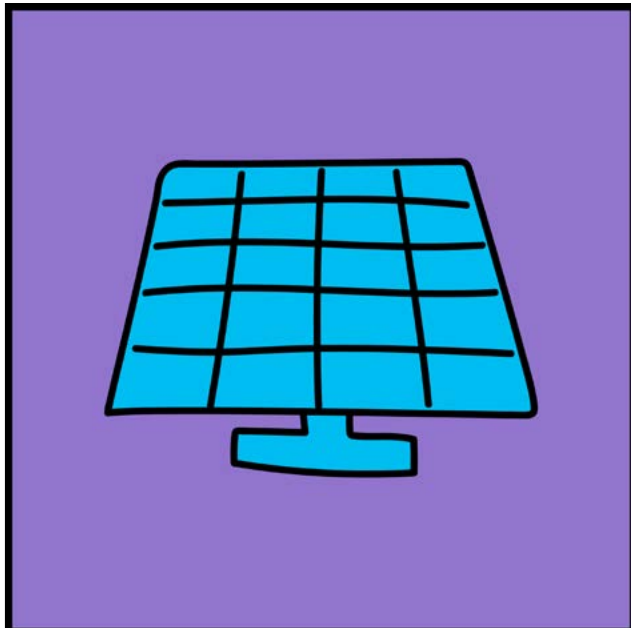
Health



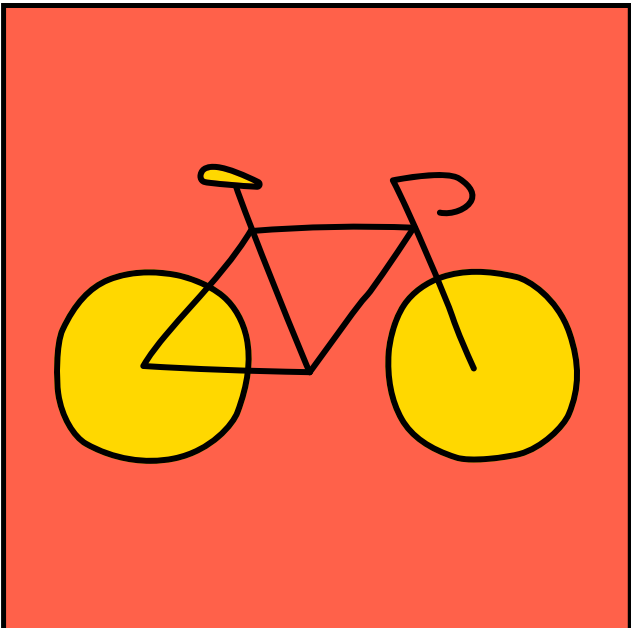
Energy



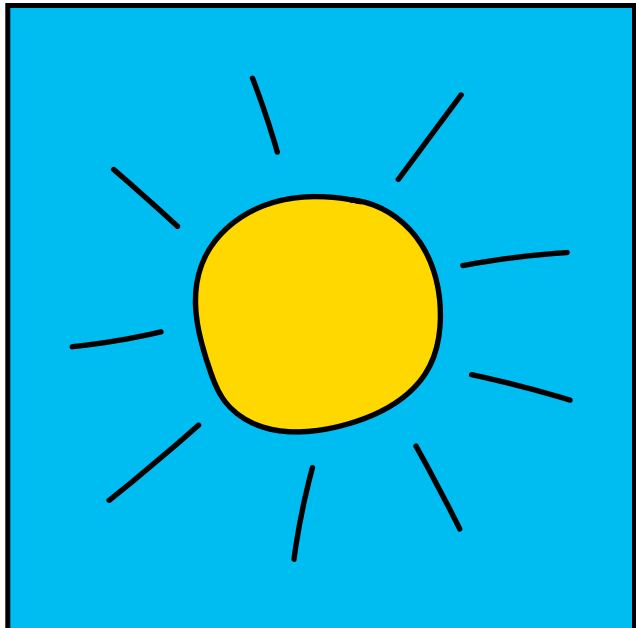
Transport



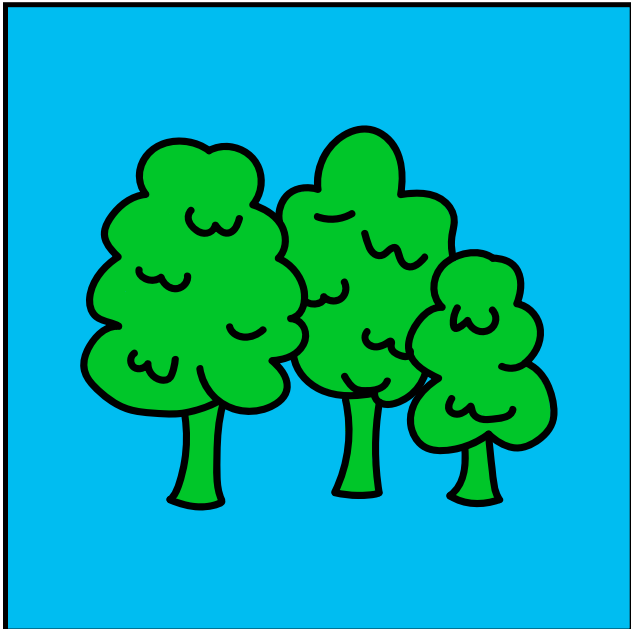
Energy



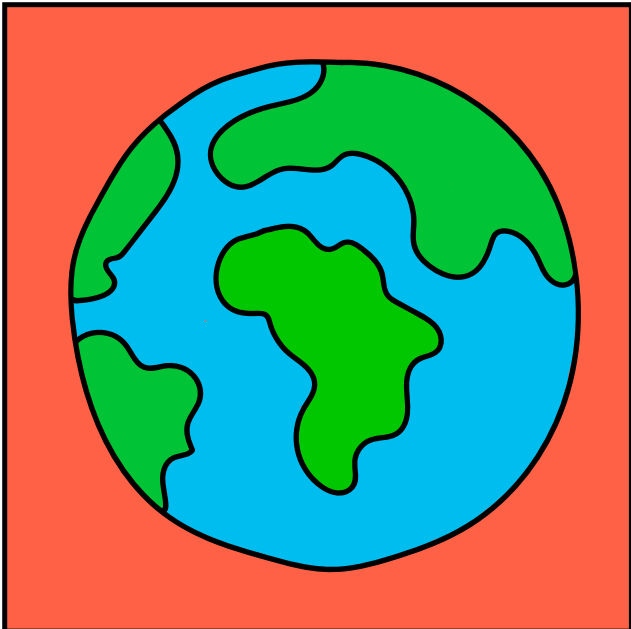
Cycling



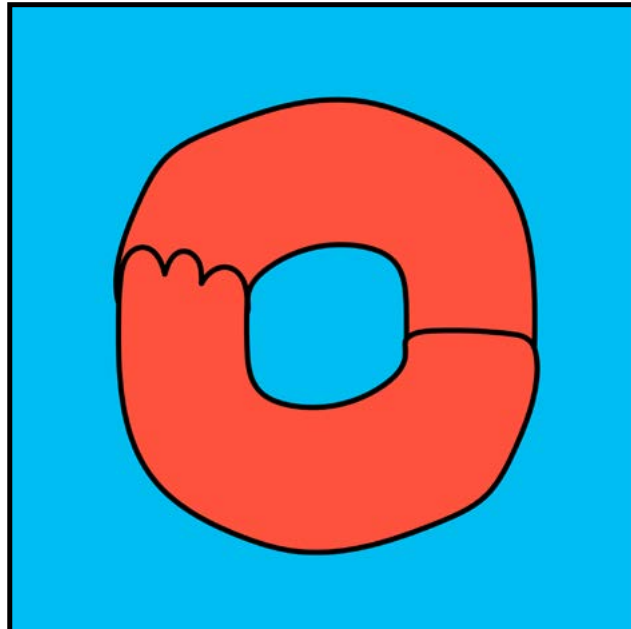
Sun



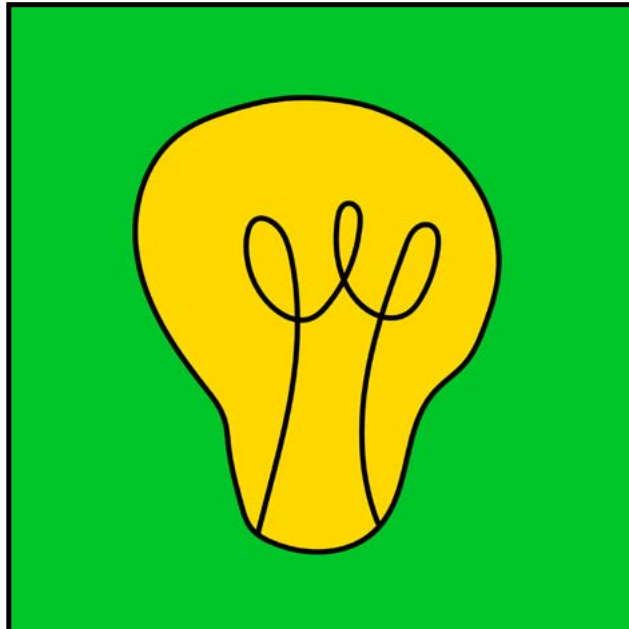
Nature



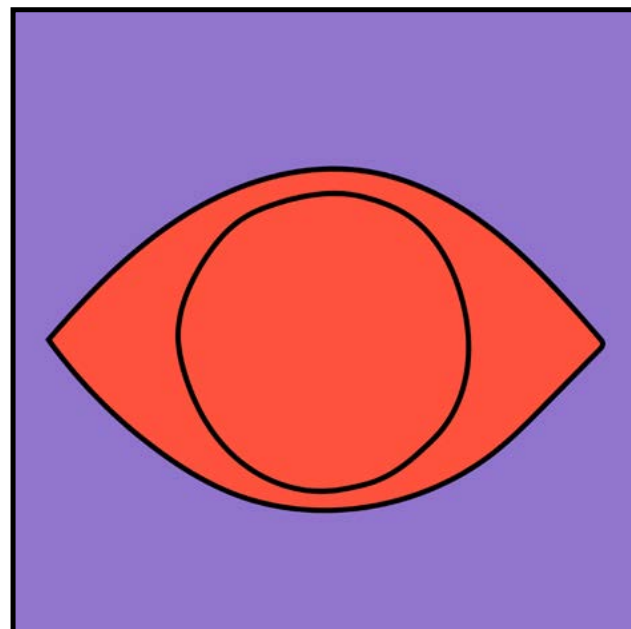
World



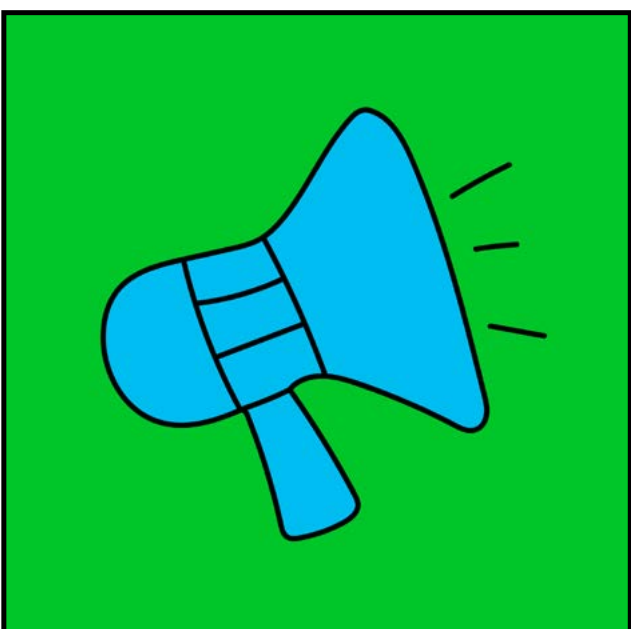
Inclusive



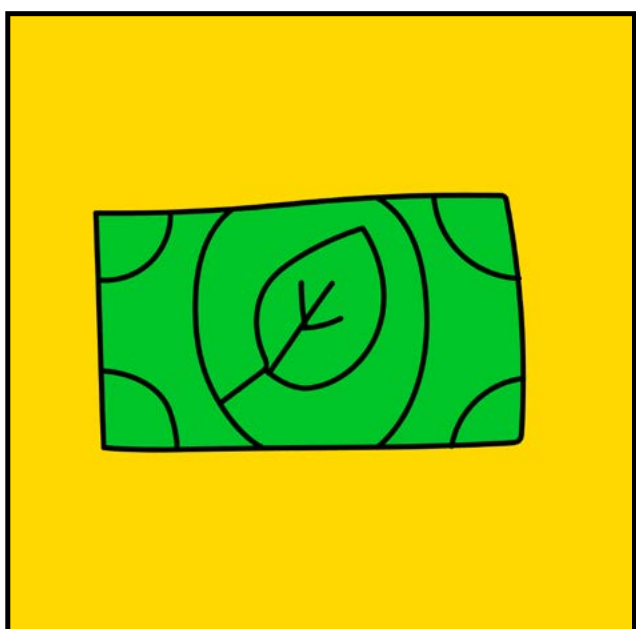
Innovation



Perspective



Action

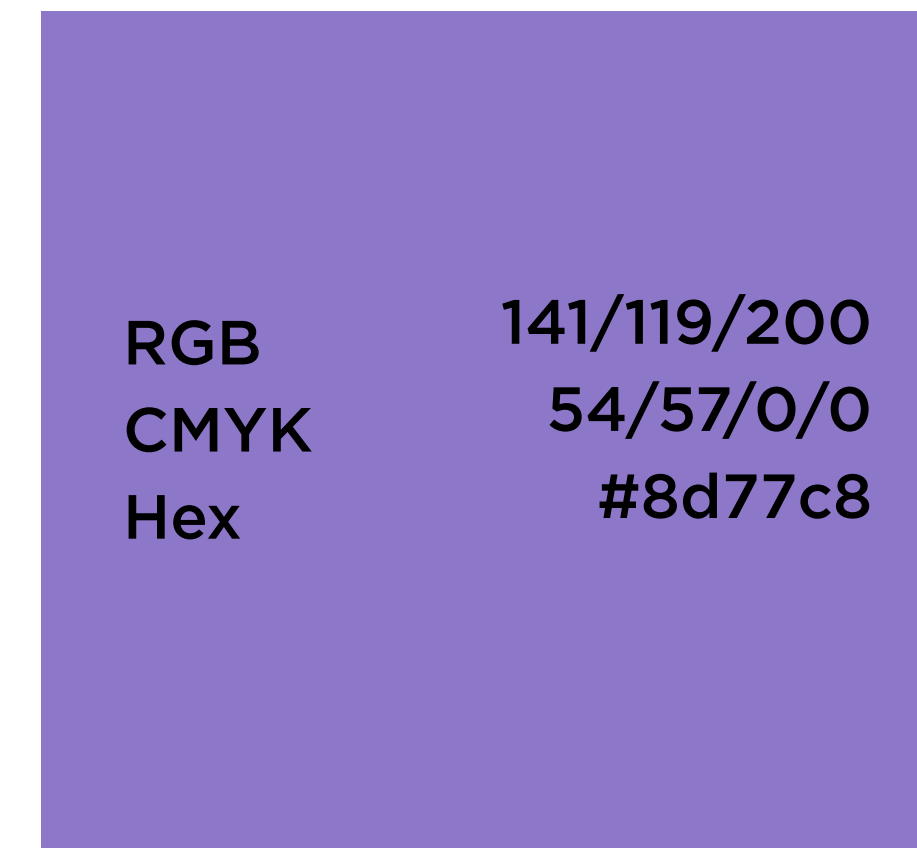
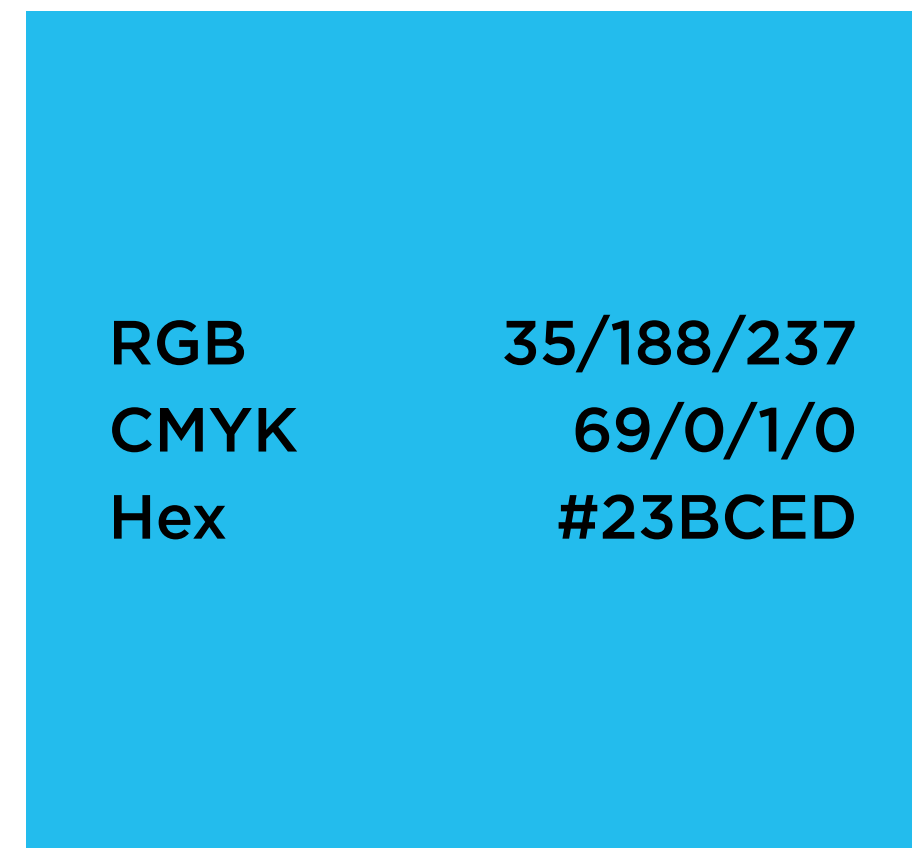
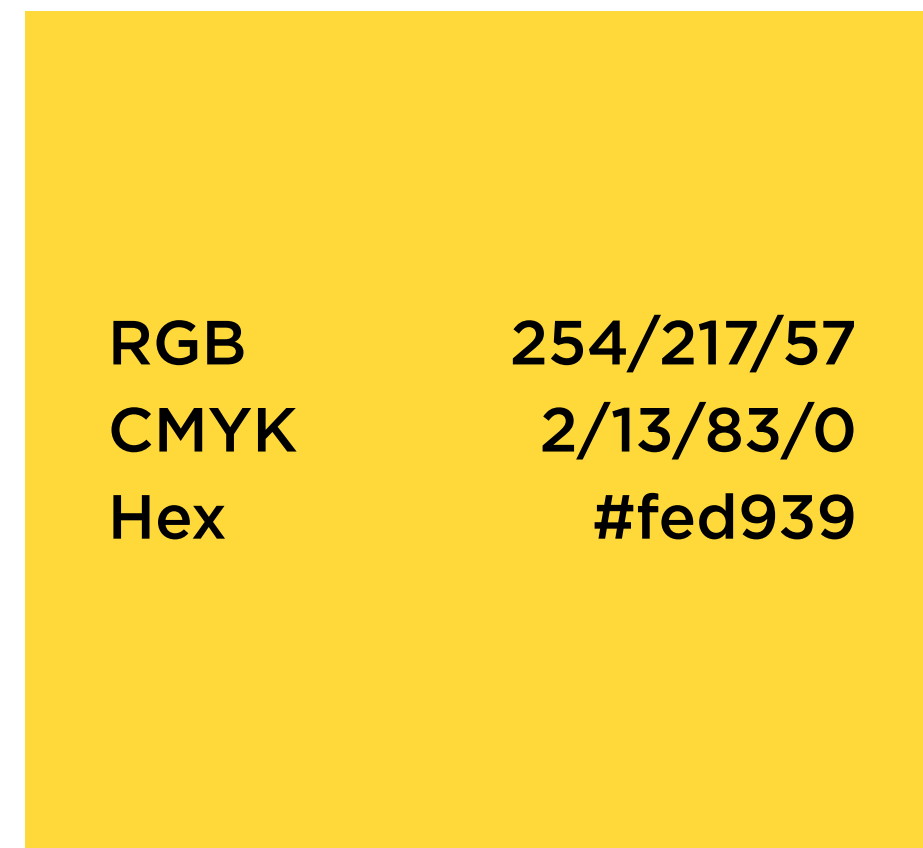


Finance

# BRAND ELEMENTS

## COLOUR PALETTE FOR C40 EVENTS

All C40 events use the C40 yellow, blue and purple. We do not use the C40 pink and green for our events, both colours can be difficult for some people to distinguish, may clash and make it difficult to read text or graphics on a screen. The C40 pink and green can be used in data visualisations to highlight the positive impacts of climate action and the climate emergency.



# BRAND ELEMENTS

## COLOUR PALETTE FOR C40 EVENTS



**C40 WORLD MAYORS SUMMIT**  
Buenos Aires 2022

**1 WEEK TO GO**



**C40 WORLD MAYORS SUMMIT**  
Buenos Aires 2022  
#UnitedInAction

**SADIQ KHAN**  
C40 Chair & Mayor of London

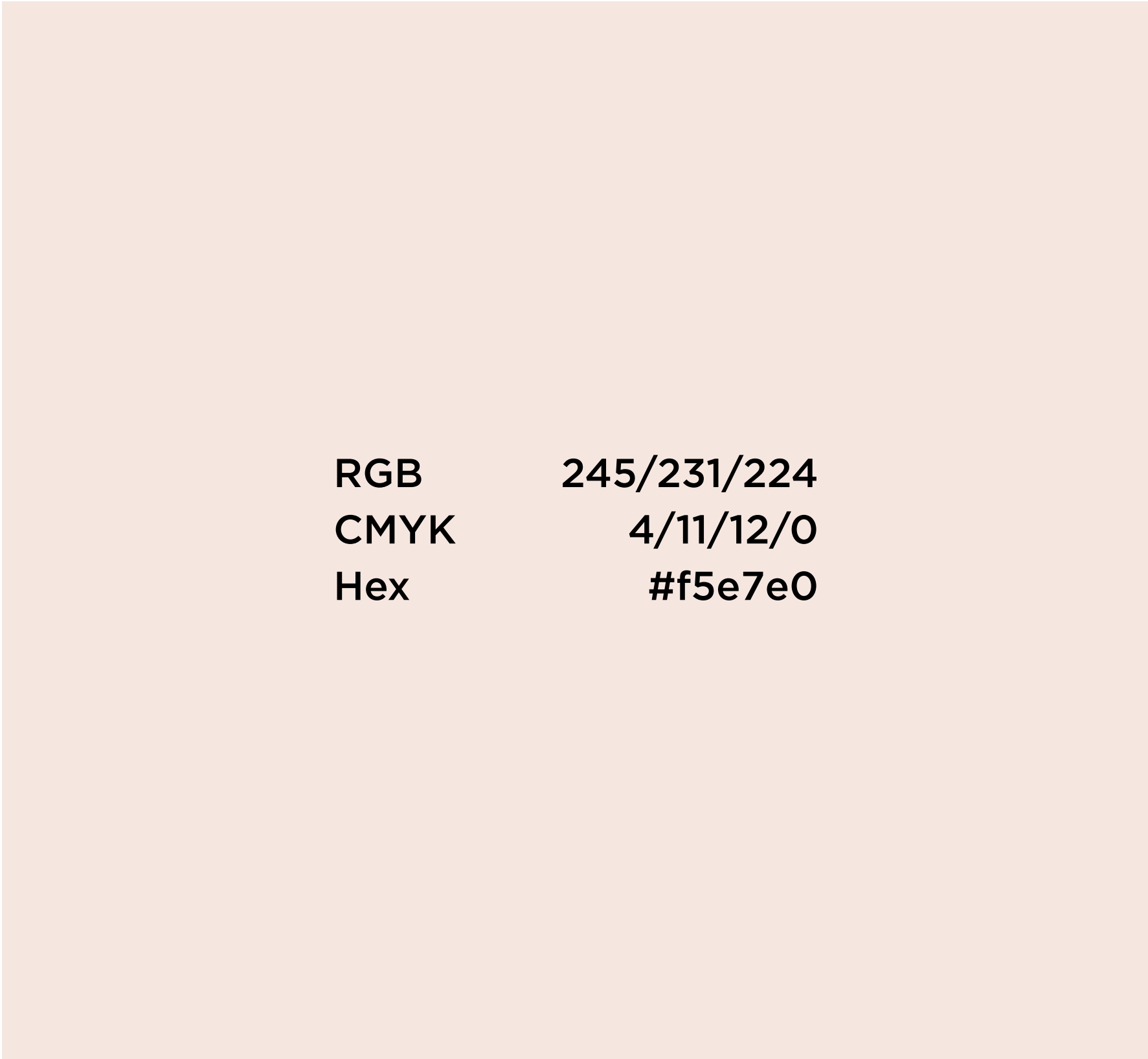
C40 CITIES BA Buenos Aires Ciudad



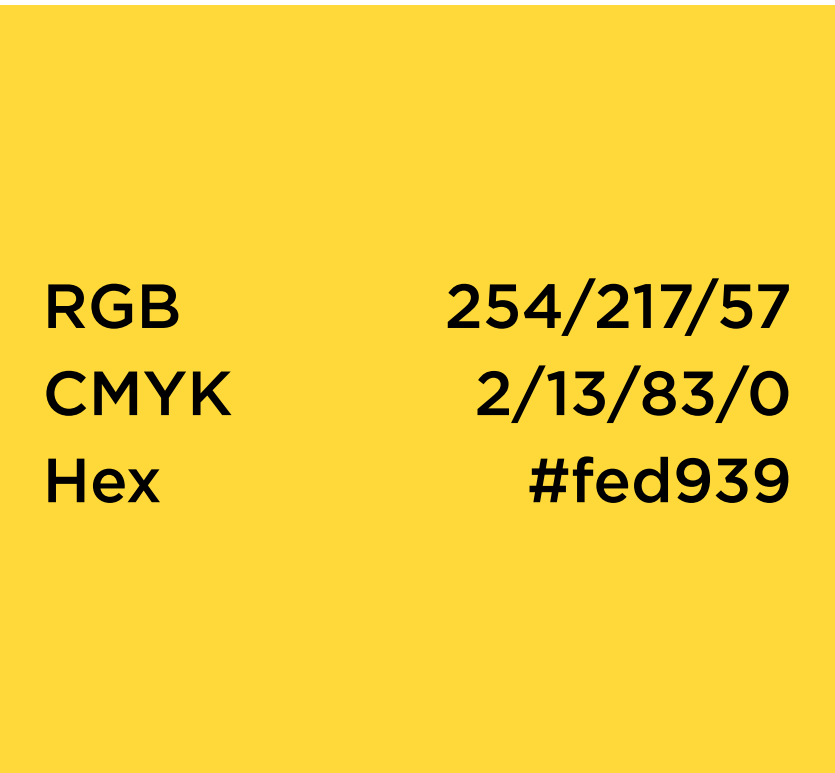
# BRAND ELEMENTS

## COLOUR PALETTE FOR C40'S MISSIONS WORK

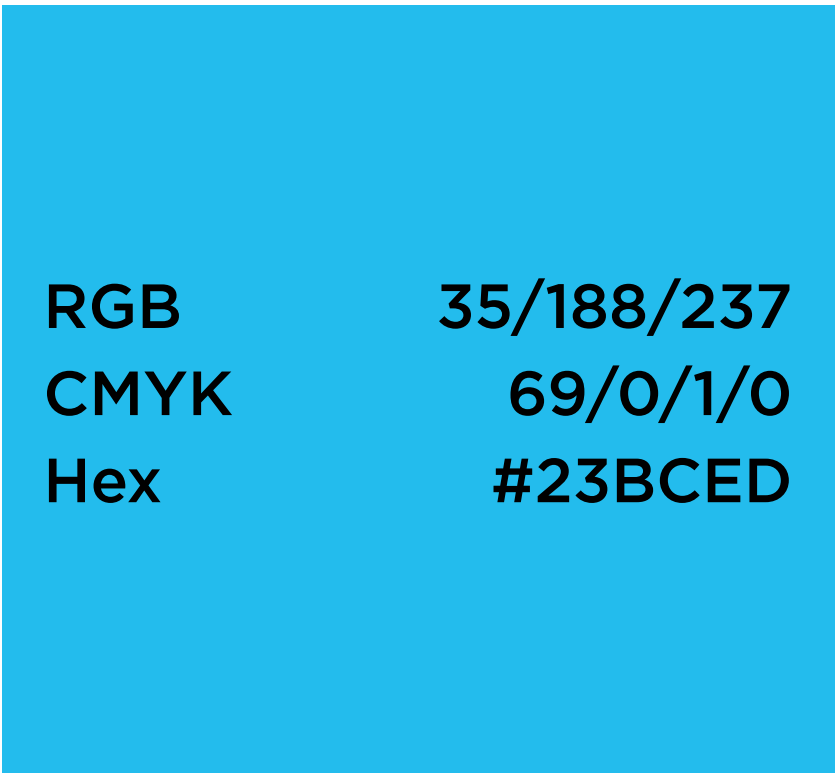
For C40's missions work, the C40 light pink is included in the colour palette as the main background colour. Pink conveys a sense of optimism and hope for a better future and can help communicate our commitment to social justice and creating a future where everyone can thrive, especially through our campaign work.



RGB 245/231/224  
CMYK 4/11/12/0  
Hex #f5e7e0



RGB 254/217/57  
CMYK 2/13/83/0  
Hex #fed939



RGB 35/188/237  
CMYK 69/0/1/0  
Hex #23BCED



RGB 141/119/200  
CMYK 54/57/0/0  
Hex #8d77c8



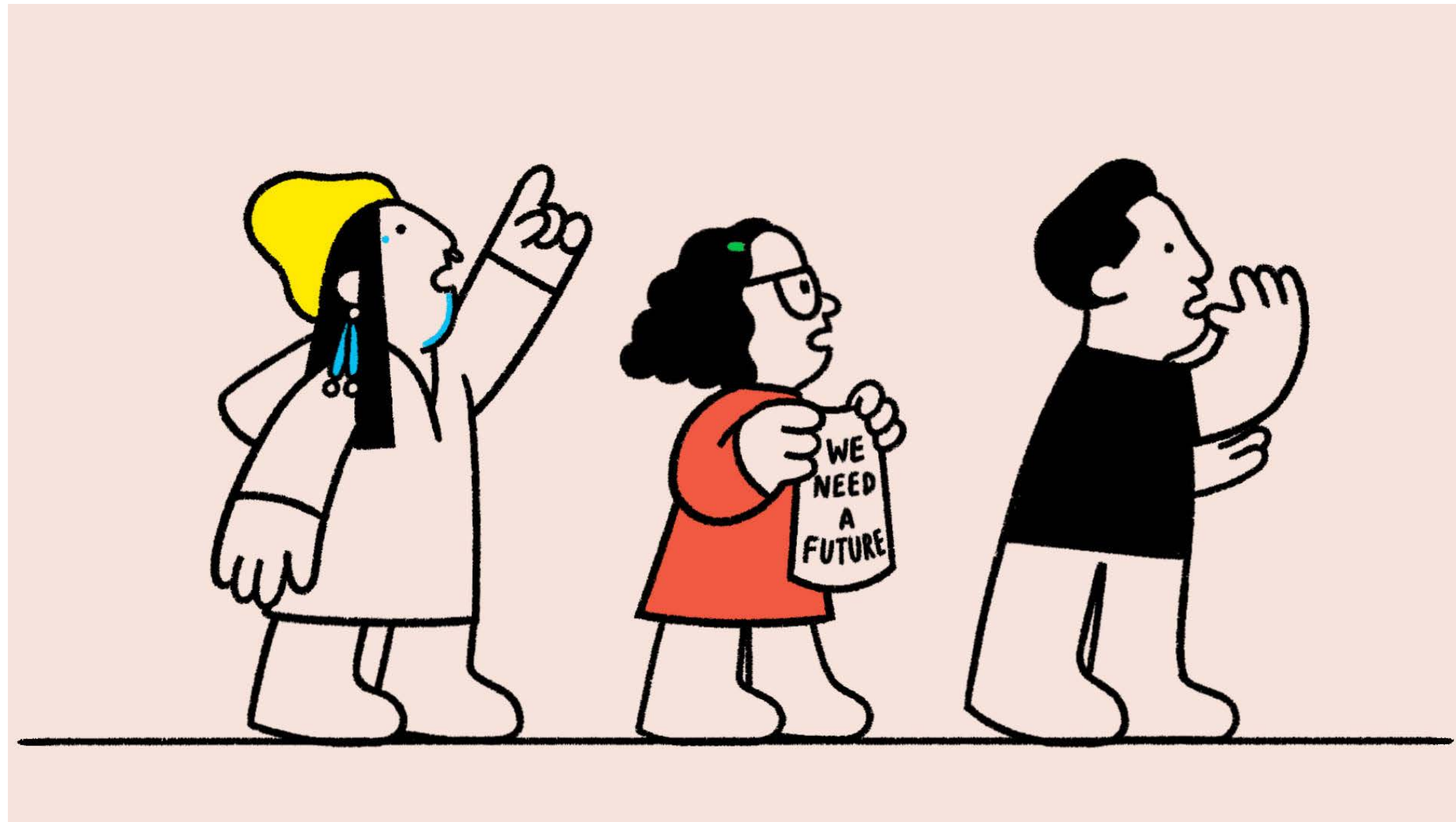
RGB 3/194/69  
CMYK 73/0/91/0  
Hex #03c245



RGB 255/97/74  
CMYK 0/73/66/0  
Hex #ff614a

# BRAND ELEMENTS

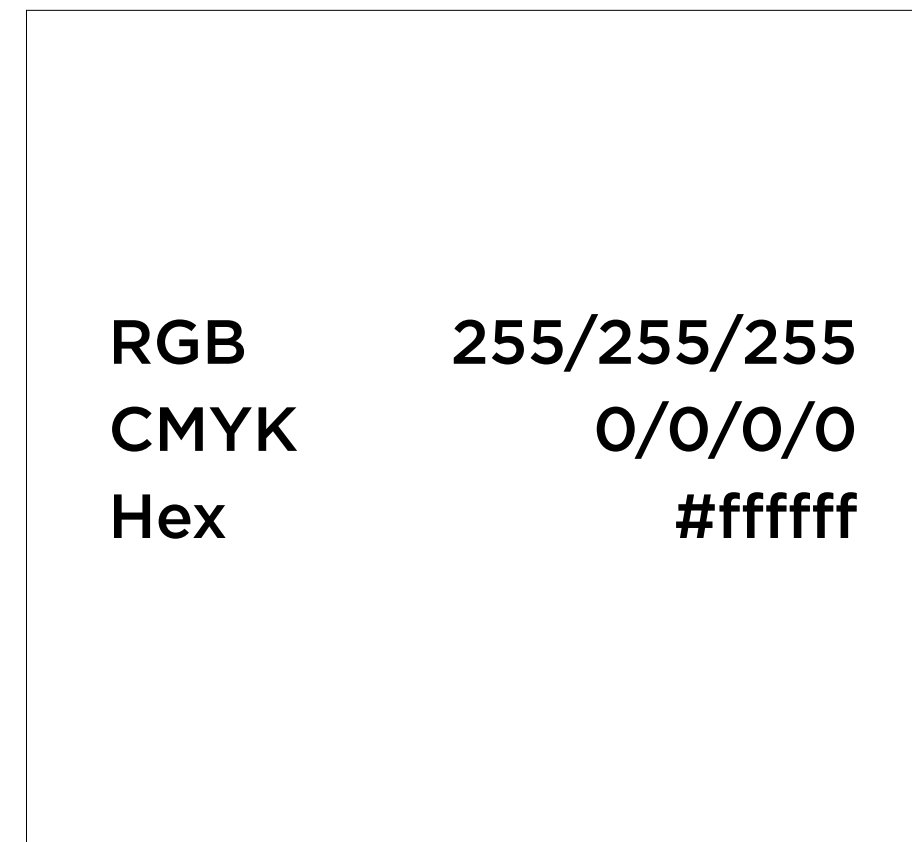
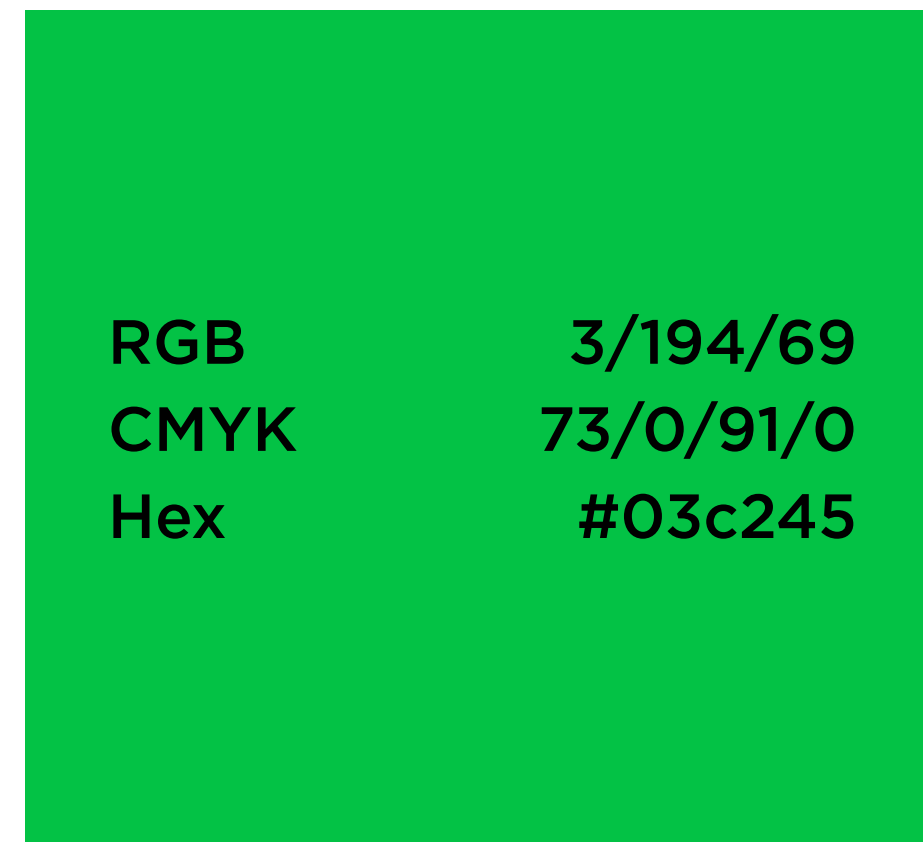
## COLOUR PALETTE FOR C40'S CAMPAIGN WORK



# BRAND ELEMENTS

## COLOUR PALETTE FOR C40'S FINANCE WORK

The colours green, black, and white were chosen for the joint programme to convey a corporate and minimalist aesthetic while also representing the importance of sustainability, professionalism, and transparency in the financial sector.



# BRAND ELEMENTS COLOUR PALETTE FOR C40'S FINANCE WORK

### Supporting cities to access green finance

Cities play a powerful role in driving investment that can shape the transition to a greener economy and more equitable society. C40 supports cities to access finance for implementation of ambitious, resilient and equitable climate projects.

The C40 Cities Finance Facility (CFF), a joint partnership of C40 and the German Development Agency (GIZ), has supported a cumulative total of 34 sustainable and inclusive infrastructure projects since 2016. The latest phase of 15 projects, all in the Global South, were announced at the C40 World Mayors Summit in October 2022. These new projects have been selected across a range of sectors, and include new public and resilient green spaces (Medellin), solar-powered and efficient hospitals (Jakarta) and West Africa's first ever urban cable car (Freetown).

### Climate Action Implementation Programme

The C40 Climate Action Implementation Programme, funded by the UK's Foreign, Commonwealth and Development Office (FCDO), works with 15 cities in Africa, Latin America, and Southeast Asia. The 15 cities are to deliver at least two priority high-impact actions from their climate action plans (CAPs) and mainstream the CAPs into city governance, planning and decision-making structures. At the end of Year 1, all 15 cities have selected their priority actions for implementation, with many beginning consultations to accelerate the implementation of climate actions and mainstreaming plans.

Examples of bold climate action from cities in this programme include Quezon City accelerating the process to revise its Green Building Ordinance to reduce energy consumption and emissions, and Accra establishing a dedicated climate change unit responsible for coordinating and managing climate actions.

### 3. Cities Mainstream their climate targets into decision-making processes

#### Climate Budgeting

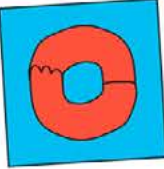
A climate budget is a governance system that mainstreams climate commitments and considerations into decision-making on policies, actions and budgets. This type of integration is critical to achieving the pace and ambition of action needed to meet climate goals.

Climate budgeting was pioneered by Oslo in 2017 and 2022 saw the city's sixth such budget. Oslo has been sharing their knowledge as the lead city for C40's Climate Budget Pilot, which is introducing 12 cities - across five continents - to the concept and how it could be adapted and implemented in their local context. The pilot has proved that climate budgeting is flexible and adaptable and can fit any size or scale of implementation. London became the first pilot city to publish a climate budget as part of their 2023-2024 annual budget. Mumbai also included a commitment to climate budgeting as part of their Climate Action Plan in Spring 2022.

12 cities are part of the C40 climate budgeting programme



### Inclusive Climate Action



The pandemic further exposed the inextricable links between inequality, public health, the environment and the economy, with the worsening cost of living crisis further exacerbating poverty and inequities across the globe. This is why C40 is pursuing a green and just recovery from the pandemic and cost of living crisis, to ensure climate action is able to address the urgent needs of urban residents.

Through the support of C40's Global Green New Deal Pilot Initiative, nine pilot cities have been provided with direct support on policy design, impact assessment and stakeholder engagement, to be able to show what equitable climate action means in practice.

Barcelona has implemented innovative strategies to reach homebound and vulnerable residents. The city is improving the resilience of frontline communities by increasing access to key services. Barcelona has tripled the number of climate shelters<sup>2</sup> used during extreme climate events to 203, vastly exceeding the goal of 100 shelters by 2024. Expansion focused on the city's most vulnerable neighbourhoods; 95% of residents are now a 10-minute walk from a climate



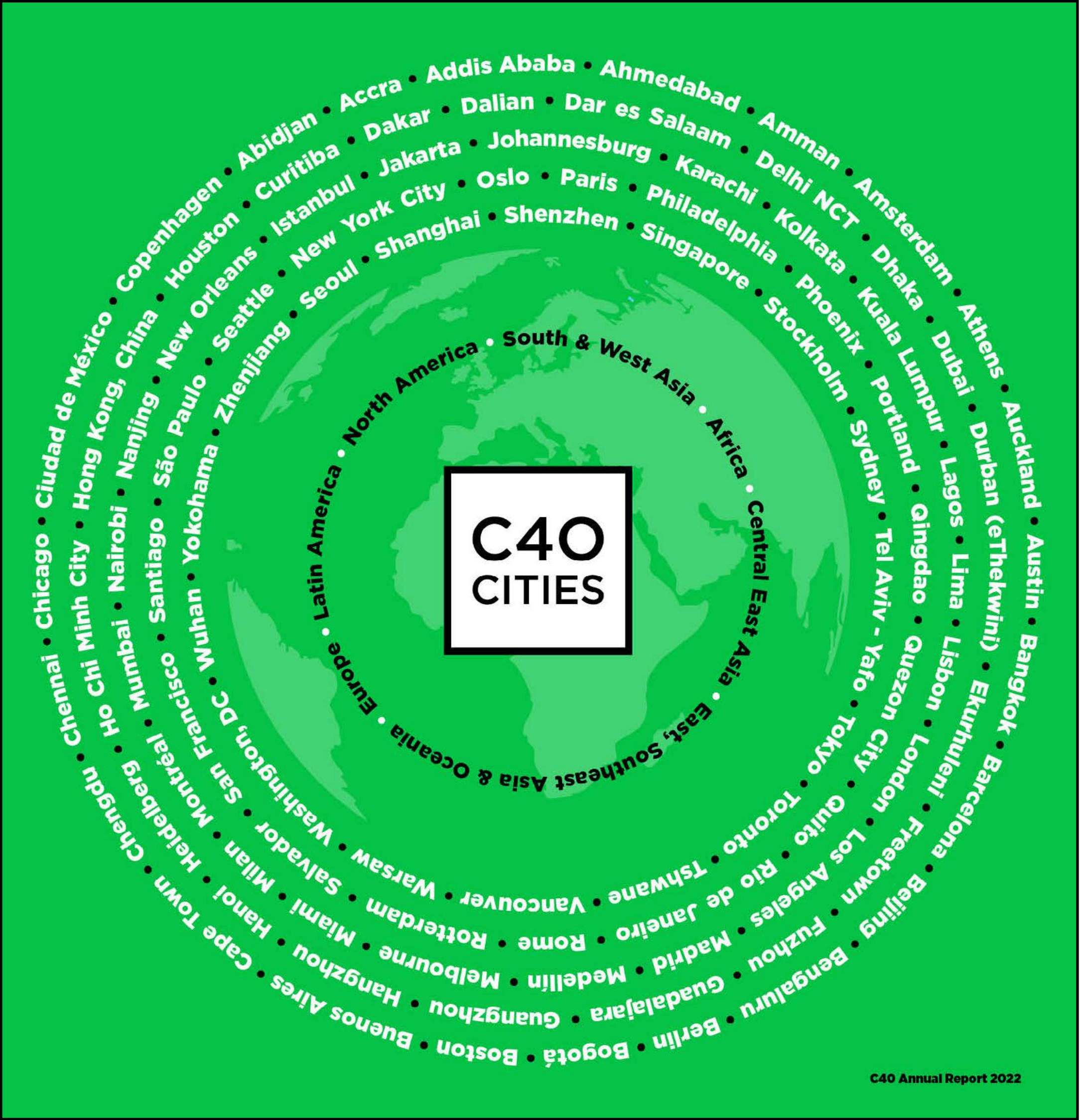
shelter. Watch C40's YouTube video on climate shelters in Barcelona [here](#).

Inclusivity has been at the core of Jakarta's public transit planning. The city's Jak Lingka card has reduced the cost of travel from around 30% of income to 10%.<sup>3</sup> The city is aiming for its residents to be able to access public transport within 500m of their home (92% of the population now can), and to increase public transport mode share from 25% to 60% by 2030, while ensuring that informal transport operators are integrated into the public transport system.

As part of the UK funded Climate Action Implementation Programme, Bogotá has started to train hundreds of women to be drivers of the electric buses of its newly launched public bus operator, to increase employment opportunities for women in a male-dominated sector.



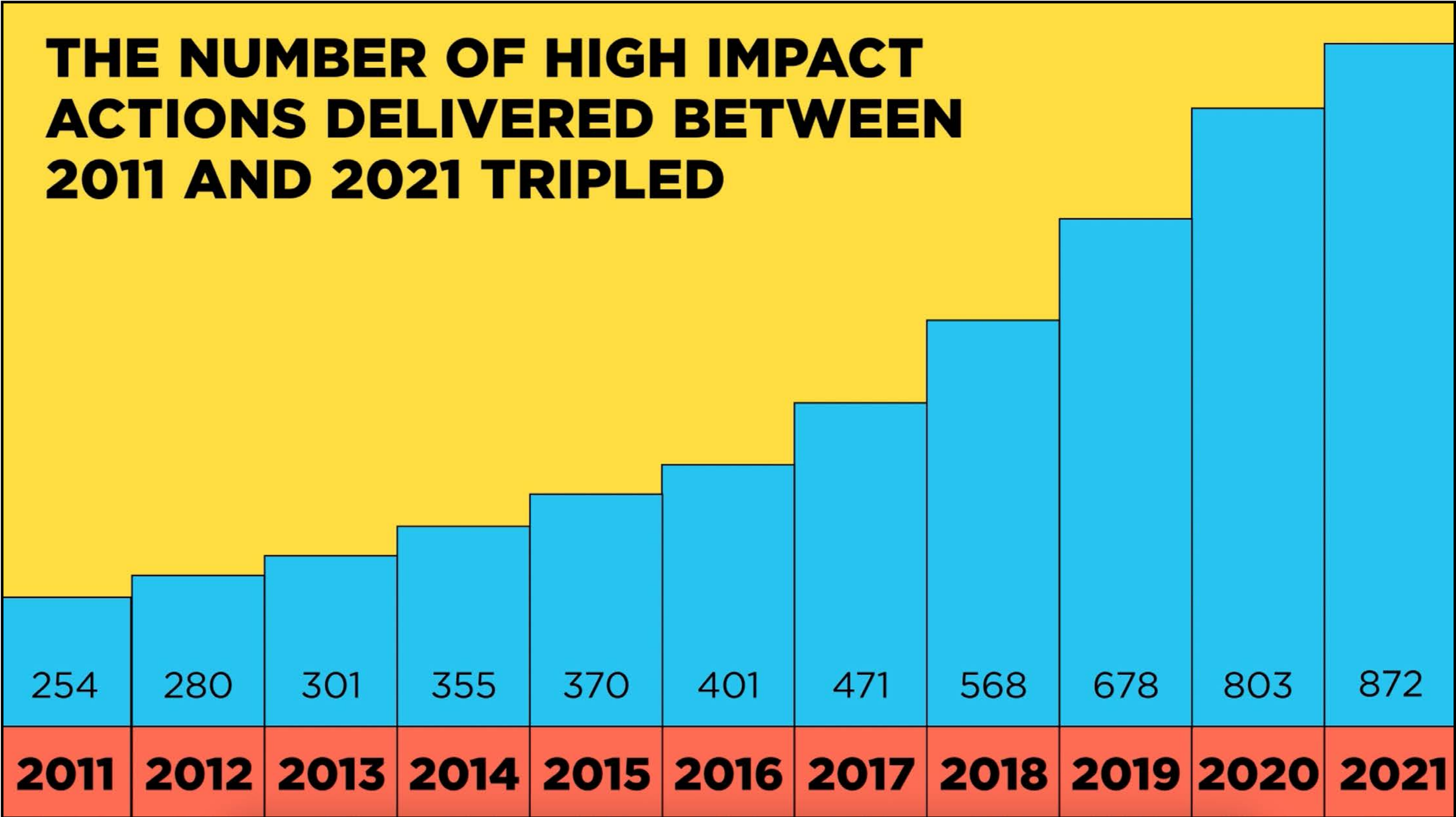
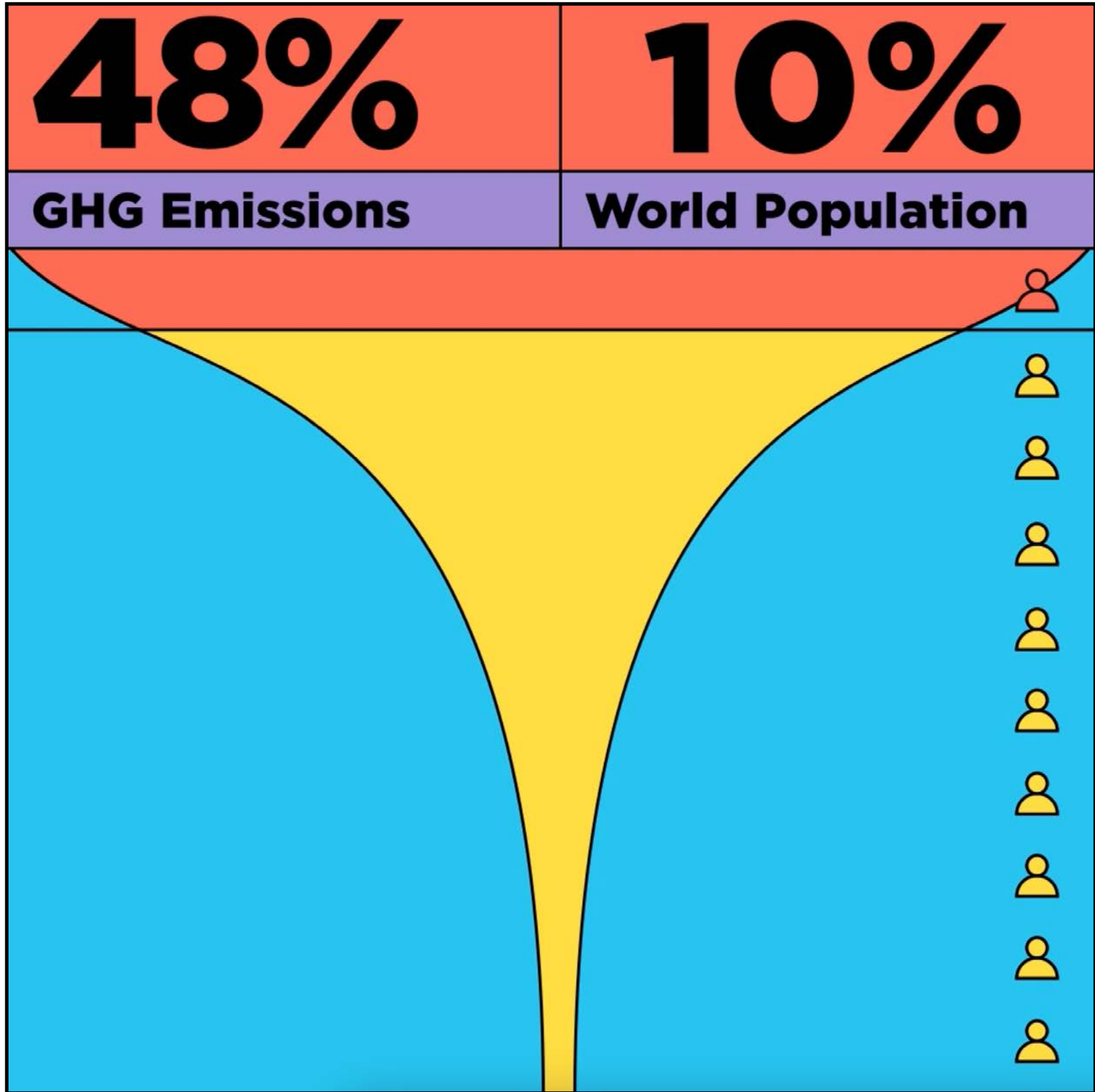
<sup>2</sup> Data from 2020 to 2022, climate shelters are accessible indoor and outdoor spaces offering thermal relief for residents during heatwaves and other extreme climate events.  
<sup>3</sup> [https://www.c40.org/wp-content/uploads/2021/11/C40\\_ITF-mass-transit-press-release-Nov-10th-2021\\_FINAL.V-1.pdf](https://www.c40.org/wp-content/uploads/2021/11/C40_ITF-mass-transit-press-release-Nov-10th-2021_FINAL.V-1.pdf)



# BRAND ELEMENTS

## INFOGRAPHICS STYLE

Our infographics style has a bold and simplistic design approach, ensuring clear and impactful visual communication.





# TYPOGRAPHY PRIMARY FONT

Gotham is the official font used on all external communications.

However, it requires a license which will not be available for everyone at C40.

Use Gotham with a strong contrast type and hierarchies.

## Gotham Ultra

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Gotham Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Gotham Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Gotham Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...

## Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...

## *Gotham Book Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...*

# TYPOGRAPHY SECONDARY FONT

If Gotham is not available,  
please use Montserrat.

You can download it for free  
[here.](#)

## Montserrat Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Montserrat Extra bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Montserrat Semi Bold

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OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...**

## Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...

## Montserrat Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890#+-@©=%/>(?!)...



**Thank you**