03 WHAT IS CONNECT4CLIMATE?
04 WHY A GUIDELINE?

CORE ELEMENTS

06 CONNECT4CLIMATE LOGO
  06 Main Version
  06 Usage
  07 Vertical Stack Version
  07 Space and Size
  08 Don't's
  08 Non-color version

09 TYPEFACES
10 PALETTE

SUPPORTING ELEMENTS

12 LOGO USAGE
  12 Partnership and Support
  12 Donors
  13 Support Logo
  13 Support Logo Usage

14 INITIATIVES

15 BRAND ASSETS
  15 Legacy & Alternative Marks
  15 C4C Drop, Square & 4
  16 Tree Mark
  16 Earth Mark
  17 White Earth Mark
  17 Squared Earth Mark

ELEMENTS APPLICATION

19 DROP EXAMPLES
20 INITIATIVES EXAMPLES
21 EARTH MARK EXAMPLES
22 OTHER EXAMPLES
What is Connect4Climate

Connect4Climate is a global partnership program launched by the World Bank Group and the Italian Ministry of Environment, Land and Sea together with the German Federal Ministry for Economic Cooperation and Development, that takes on climate change by promoting solutions and empowering people to act.

Connect4Climate is the flagship program of the Communication for Climate Change Multi-Donor Trust Fund of the World Bank Group, which aims to raise awareness for climate action, promote commitment among the public, private sector and policy-makers for a rapid transition to a low-carbon resilient future, and build coalitions to further advocacy efforts and support sustainable development.

Connect4Climate community connects about 500 partners around the world including civil society groups, media networks, international organizations, academic institutions, youth groups, and the private sector.

Connect4Climate stands for a community connecting for climate action.
Why a Guideline

The purpose of this guide is to provide a clear idea of how to design elements for Connect4Climate. It sets the look, feel and voice for Connect4Climate ensuring that all outputs / products are consistent, strong and on-brand.

As we shift our strategy from awareness of climate change to advocacy and commitment for ambitious transformative climate action, we aim to inspire our community with a new look.

Where possible, we have included samples to give a solid idea of how the new elements should look.

We hope you enjoy using this guide and designing for such an inspirational initiative.
CORE ELEMENTS
Main version

The logo has been designed with our original look in mind, while advancing the global nature of our community and ensuring alignment with the World Bank Group. The Connect4Climate look has been modernized and streamlined, while still staying true to our colors and keeping the digital use of “4” as a visual representation of the word “for.” Connect4Climate stands for a community connecting for climate action.

Usage

Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered. The mark can be laid out as a graphic symbol separately. The logotype, however, should always be used with the mark. To ensure consistent representation of our visual identity, always use high-quality vendors and reproduction methods.
**Vertical Stack Version**

There are three possible configurations of the Connect4Climate logo: Main Horizontal, Vertical Stack and Mark only. The logo may not be used in any other configuration.

**Space and Size**

**Clear zone:**
Refers to a distance of “O” as a unit of measurement surrounding each side of the Connect4Climate logo. “O” equals the width of the letter “O” found in the logotype.

**Minimum size:**
Refers to the smallest size at which the C4C logo shall be reproduced to ensure its legibility. The minimum reproduction size is 0.4” (10mm) in height.
**Dont’s**

As well as giving the logo enough space to breathe, there are some others rules that have to be followed to make sure that the logo keeps its brand identity.

- **Don’t** Enlarge the mark or type elements in relation to one another

- **Don’t** Alter the position of the mark

**Non-color versions**

The primary logo is best used on a plain white background. Monochrome versions of the logo are provided for backgrounds on which the primary logo is not readable.
**Flama & Flama Condensed**

Connect4Climate's primary brand fonts are Flama, Flama Condensed, and Roboto. Only use the fonts specified below. We recommend that you purchase italics for each weight.

**Flama Basic**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Flama Bold**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Flama Condensed Light**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Flama Condensed Medium**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Roboto**

Connect4Climate's primary brand fonts are Flama, Flama Condensed, and Roboto. Only use the fonts specified below. We recommend that you purchase italics for each weight.

**Roboto Regular**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Roboto Italic**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

**Roboto Bold**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910
Primary
There are 9 colors used in the Connect4Climate brand. Use only these colors when designing assets for the Connect4Climate brand. The primary colors are different shades of green.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>#A5CD39</td>
<td>65, 80, 22</td>
<td>40, 0, 100, 0</td>
</tr>
<tr>
<td>Green</td>
<td>#5FBA46</td>
<td>37, 73, 27</td>
<td>70, 0, 100, 0</td>
</tr>
<tr>
<td>Green</td>
<td>#00A551</td>
<td>0, 65, 32</td>
<td>85, 16, 100, 3</td>
</tr>
<tr>
<td>Green</td>
<td>#008B44</td>
<td>0, 55, 27</td>
<td>90, 37, 96, 34</td>
</tr>
<tr>
<td>Green</td>
<td>#005C30</td>
<td>0, 36, 19</td>
<td>100, 0, 48, 64</td>
</tr>
</tbody>
</table>

Secondary
The secondary colors include a blue and shades of gray.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>#009DB9</td>
<td>0, 62, 73</td>
<td>100, 15, 0, 27</td>
</tr>
<tr>
<td>Black</td>
<td>#484848</td>
<td>28, 28, 28</td>
<td>0, 0, 0, 72</td>
</tr>
<tr>
<td>Gray</td>
<td>#959595</td>
<td>58, 58, 58</td>
<td>0, 0, 0, 42</td>
</tr>
<tr>
<td>Gray</td>
<td>E0E0E0</td>
<td>224, 224, 224</td>
<td>15, 10, 11, 0</td>
</tr>
<tr>
<td>White</td>
<td>FFFFFF</td>
<td>255, 255, 255</td>
<td>0, 0, 0, 0</td>
</tr>
</tbody>
</table>
**Partnership and Support**

Connect4Climate is the flagship global partnership program of the Communication for Climate Change Multi-Donor Trust Fund of the World Bank Group. When associating Connect4Climate with the World Bank Group it is either “a partnership of” when referring to Connect4Climate as the global community or “supported by” when referring Connect4Climate as the Trust Fund.

**Donors**

Connect4Climate is a global partnership program launched by the World Bank Group and the Italian Ministry of Environment, Land and Sea together with the German Federal Ministry for Economic Cooperation and Development, that takes on climate change by promoting solutions and empowering people to act.
The Connect4Climate program runs many initiatives, including Film4Climate, Fashion4Climate, Youth4Climate, Sport4Climate, Music4Climate, Leaders4Climate, Tech4Climate, Cities4Climate, amongst others.

The Connect4Climate program also hosts events and competitions, which are created or presented by the program.

The Connect4Climate program also supports partner platforms, events, campaigns and competitions. These have included for example All4TheGreen, Global Goals, Innovate4Climate, Invest4Climate, Hack4Climate, and more.

Here is the Film4Climate logo as an example of using the Connect4Climate logo in support, whereby Film4Climate is an Initiative of the Connect4Climate program of the World Bank Group.
Connect4Climate presents a number of initiatives. With an emphasis on changing consumer behavior and transforming sectors, Connect4Climate engages influential and trend-setting industries like Film, Fashion, Sport, Music, and Design, to reach broad audiences and advance sustainable practices within these industries. Connect4Climate supports the power of youth to change the world and works with leaders in businesses, cities and regions, often recognizing them as influencers. To advance the climate agenda Connect4Climate supports new technology, enhanced innovation, increasing investments and city-level solutions and action.

Connect4Climate sub-logos for initiatives, events and competitions are designed by combining a representative Icon with the initiative, event or competition name and underlining these with the Connect4Climate and World Bank Group logos. In certain conditions the Sub-logo type will stand alone without the Connect4Climate and World Bank Group logos.
Legacy & Alternative Marks

Connect4Climate retains its use of the “legacy C4C mark” developed with the launch of the global partnership program in 2011. The C4C shape reminds us of the infinity sign, symbolizing our infinite points of connection to advance climate action and build a sustainable future. In addition, an “alternative C4C mark” has been developed for use in certain design situations where a more symmetrical design is required.

C4C Drop, Square & 4

Brand assets have been carried forward from the “legacy C4C mark,” including the use of the “drop” from the top of the mark and the “square” as the center point of the mark. Connect4Climate also consistently uses the number “4” as a digital shorthand for the word “for” to underscore Connect4Climate’s modern, international and action-orientated perspective, that we are “all for climate action.”
Tree Mark

Connect4Climate developed the “tree mark” to emphasize our environmental roots, our global outlook and our solutions-focused nature to building a sustainable low-carbon and resilient future. The growth of “leaves” using the Connect4Climate’s “drop” asset is used to support our fundamental believe that we need to re-green our world, that we are all for the green.

Earth Mark

To represent Connect4Climate as a global community connecting in support of climate action, use of the global map is applied throughout Connect4Climate’s design work.
**White Earth Mark**

For use on color-based background the White Earth Mark represents Connect4Climate as a global community connecting in support of climate action.

![White Earth Mark Image](image)

**Squared Earth Mark**

The Earth Mark can be re-designed for suitable situations or to highlight a message through design. The Squared Earth Mark was developed with the message that we need to look at how we manage our world in a radically different way to advance sustainability and address climate change.

![Squared Earth Mark Image](image)
Website Banner

Initiative Flyer
**EARTH MARK EXAMPLES**

**Film4Climate Poster**

**Film4Climate Award Poster**
OTHER EXAMPLES

Connect4Climate T-shirt