GLOBAL COVENANT of MAYORS for CLIMATE & ENERGY CANADA
Visual Identity Guide
Table of contents

About ........................................ 3
Logo Composition ....................... 4
Clear Space ................................ 5
Co-branding ............................... 6

Logo versions ............................ 7
Colors ...................................... 8
Tipography ................................ 9
Incorrect logo usage .................... 10
About

The Global Covenant of Mayors for Climate and Energy is the world's largest global alliance of municipalities and cities committed to leading the fight against climate change and promoting sustainable energy.

Our mission is to drive resilience in the face of climate challenges, reduce carbon emissions, and ensure equitable access to sustainable energy.

Currently, GCoM is built upon the commitment of more than 13,000 cities and local governments from over 140 countries on six continents. Together, they represent a population of over one billion people.
The logo of the Global Covenant of Mayors should always be used with the emblem of the European Union and the funding statement. If you have any doubts about the use of the European Union emblem, you can check here.

We highly recommend the preferential use of the horizontal version of the logo. All usage guidelines and available color versions apply to both formats.
Clear space

There should be a clear space around the GCoM logo, where no graphic elements should be added. This space is determined by $X$: one-third of the width of the European Union emblem.
Co-branding

The GCoM logo may be placed in any position. The height of the other logos must not exceed the height of the European Union flag. A clear space should be kept around the logos, which is determined by one-third of the width of the European Union flag. The use of horizontal logos should be prioritised. If there is more than one logo to lay out, they must be at a uniform distance from each other (Y).
Logo versions

Color

Light backgrounds

European Union Blue

White

Black

Dark or complex backgrounds

All versions of the logo are available [here](#).
Colors

GCoM Dark Blue

#1C3767
C: 100 | M: 83 | Y: 31 | K: 20
R: 28 | G: 55 | B: 103

GCoM Light Blue

#138EEE
C: 80 | M: 30 | Y: 09 | K: 01
R: 19 | G: 142 | B: 194

GCoM Dark Green

#0F8943
C: 85 | M: 20 | Y: 93 | K: 05
R: 15 | G: 137 | B: 67

GCoM Light Green

#9BB63B
C: 47 | M: 11 | Y: 91 | K: 01
R: 155 | G: 182 | B: 59

GCoM Yellow

#FAD50F
C: 04 | M: 13 | Y: 92 | K: 00
R: 250 | G: 213 | B: 15

GCoM Canada Brown

#92361C
C: 0 | M: 63 | Y: 81 | K: 43
R: 146 | G: 54 | B: 28
The GCoM Americas visual identity of GCoM Americas uses the Open Sans family, and its variations in weight. The Regular, Italic and Bold variations should be favoured.

Titles

You should use Open Sans Bold or Extrabold.

Text Body

You should use Open Sans Regular or Medium to facilitate reading.

Example

Cities contain more than half of the world’s population, and they consume more than two-thirds of the world’s energy. Local leaders across the globe are pursuing ambitious climate initiatives in their communities. They are key to delivering on the Paris Agreement. All levels of government – cities, regions, and nations – have a role to play when it comes to working hand-in-hand with the scientific community, financial institutions, and the private sector. Only through dynamic, multi-level collaboration can we reach a net-zero-emission world by 2050. Together, we are unstoppable.
Incorrect logo usage

Don’t change fonts or colours

Don’t use shadows or any other effect

Don’t use the GCoM Americas logo without the region tag

Don’t rotate or change the proportion between elements

Don’t use the GCoM logo alone, without the European Union flag.

Do not reduce the logo to a height smaller than 1cm
All uses of the logo must be approved by the Global Covenant of Mayors team. If you have any questions, please contact support@globalcovention-canada.org.