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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.



CONNECT4CLIMATE LOGO

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.



CONNECT4CLIMATE LOGO

Don't'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

Enlarge the mark or type elements in relation to one another



Don't

Alter the position of the mark



Don't

Alter the alter the angle of the elements

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.



TYPEFACES

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

Flama Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

Flama Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

Flama Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910






Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 12345678910

PALETTE




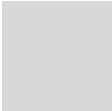

Primary

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.

	Hex: #A5CD39 RGB: 65, 80, 22 CMYK: 40, 0, 100, 0
	Hex: #5FBA46 RGB: 37, 73, 27 CMYK: 70, 0, 100, 0
	Hex: #00A551 RGB: 0, 65, 32 CMYK: 85, 16, 100, 3
	Hex: #008B44 RGB: 0, 55, 27 CMYK: 90, 37, 96, 34
	Hex: #005C30 RGB: 0, 36, 19 CMYK: 100, 0, 48, 64

Secondary

The secondary colors include a blue and shades of gray.

	Hex: #009DB9 RGB: 0, 62, 73 CMYK: 100, 15, 0, 27
	Hex: #484848 RGB: 28, 28, 28 CMYK: 0, 0, 0, 72
	Hex: #959595 RGB: 58, 58, 58 CMYK: 0, 0, 0, 42
	Hex: E0E0E0 RGB: 224, 224, 224 CMYK: 15, 10, 11, 0
	Hex: FFFFFFFF RGB: 225, 225, 225 CMYK: 0, 0, 0, 0

A large, stylized green leaf graphic is positioned on the right side of the page, extending from the top to the bottom. It features a central vein and several curved, overlapping segments that create a sense of depth and movement. The color is a vibrant, slightly desaturated green.

SUPPORTING ELEMENTS

LOGO USAGE

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.



LOGO USAGE

Support Logo

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.

Support Logo Usage

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.



INITIATIVES

Icons

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.



MUSIC



SPORT



LEADERS



FASHION



FILM



YOUTH



CITIES



INNOVATE



TECH



INVEST

Sub-logo example

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.



FILM4CLIMATE

An initiative of
CONNECT4CLIMATE

 **WORLD BANK GROUP**



FILM4CLIMATE

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.



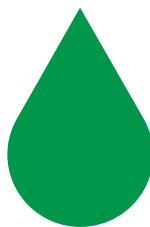
Legacy Mark



Alternative Mark

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.”



Legacy C4C Drop



Legacy C4C “4”



Legacy C4C Square

BRAND ASSETS

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.



Original Tree Mark



Secondary Tree Mark

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.



BRAND ASSETS

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.



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.

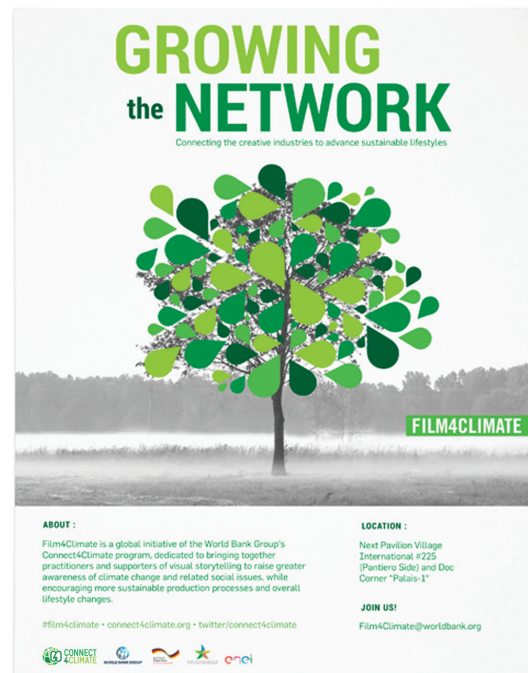




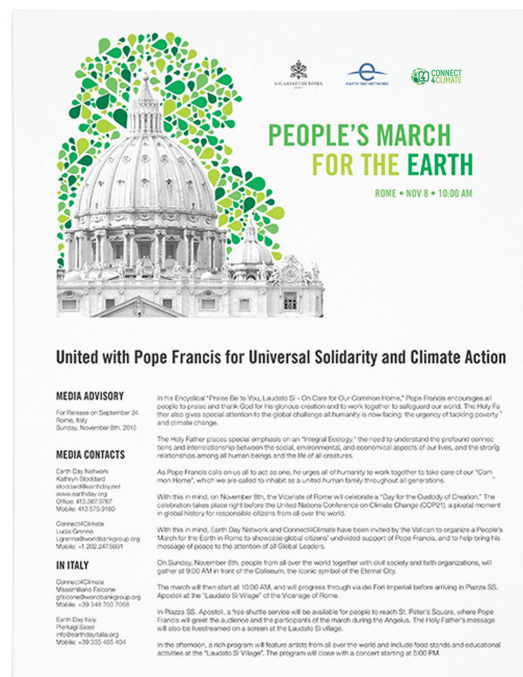
ELEMENTS APPLICATIONS

DROP EXAMPLES

Film4Climate One-Pager



March for Earth Flyer



INITIATIVES EXAMPLES

Website Banner

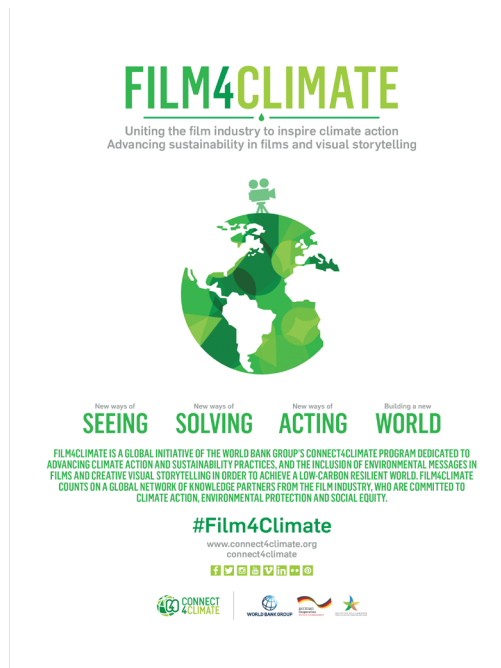


Initiative Flyer



EARTH MARK EXAMPLES

Film4Climate Poster



Film4Climate Award Poster



OTHER EXAMPLES

Connect4Climate T-shirt

