Brand Guidelines

gef **GLOBAL ENVIRONMENT FACILITY**
INVESTING IN OUR PLANET

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Production date: April 2020

Introduction

This document presents guidelines for the Global Environment Facility (GEF) Secretariat, GEF Implementing Agencies, and GEF partners for the application of the GEF brand. It replaces previous graphic standards for the GEF and establishes a system for the consistent usage of the GEF's visual identity: the logo, color scheme, typography, and other graphic elements that enable audiences to easily recognize and identify the GEF brand. These guidelines are based on the GEF Council-approved policy on communications and visibility (https://www.thegef.org/documents/communication-and-visibility).

The graphic standards presented in this document should be used throughout all visual outputs produced by the GEF Secretariat, including publications, audio-visual materials, presentations, banners, posters, and so on.

The visual identity guidelines also describe the use of the GEF logo and other elements for GEF-funded projects and lay out a streamlined approach for GEF-funded programs to enhance the visibility and design of their communication/outreach materials. Adhering to these rules will contribute to building a clear, simple, positive image of the GEF across communication channels.

Basic Rules

Organization name:

The first reference to the organization should be spelled out: "the Global Environment Facility (GEF)." Subsequence references should be to "the GEF."

Logo:

The use of the GEF logo (planet and acronym) is explained in detail in the "Brand Components" chapter of this document. GEF projects should use the GEF logo in their online and offline communications material. Partner organizations that already have an established relationship with the GEF, such as GEF Implementing Agencies, are free to use the GEF logo in their communications material. However, all partners should inform the GEF when and how they plan to use the logo and should share a copy of their final products. All other uses of the GEF logo require prior written authorization from a communications officer. Requests can be submitted to the GEF communications team (see latest contact online). The GEF logo can be downloaded from the GEF website: thegef.org/gef-logo

Identifying GEF Projects:

In addition to the visual aspects of outreach material, projects should clarify the nature of the partnership and the relationship between GEF and GEF programs. Therefore, the first textual reference to a project should describe it as "GEF-funded," "funded by the GEF," or alternatively "supported by the GEF." Project logos can be created and used independently.

Program Brands:

Any program that intends to create its own brand identity, including a brand name and visuals such as a program logo (i.e. the Amazon Sustainable Landscapes Program ASL, see page 11), should coordinate with the GEF program managers and the GEF communications team, and should receive approval from GEF senior leadership. As is the case for projects, programs should clarify the nature of the partnership and the relationship between GEF and GEF programs. Therefore, the first textual reference to a program should describe it as "GEF-funded," "funded by the GEF," or alternatively "supported by the GEF."

As part of the program brand, the GEF logo should be positioned at the bottom of the back cover or inside the back cover in publications and at the bottom of websites and other online communications (i.e. the Amazon Sustainable Landscapes Program ASL, see page 11). The standard is from left to right; "Supported by" – GEF logo, "Led by" – lead agency logo, and "in partnership with" – logos of other partner organizations. It is expected that the agreed visual identity will be implemented in all communications products published by programs, online as well as offline, such as publications, newsletters, websites, etc.

Social Media:

The GEF should be credited by using respective tools, i.e. the GEF handle on Twitter, (@theGEF), Facebook (@Glmobal Environment Facility), LinkedIn (@Global Environment Facility), specific GEF hashtags created for a campaign or event, (i.e. #GEF7), and linking to the GEF website (www.thegef.org). For clarifications and questions on any of the topics in these guidelines please contact the Communications Team at the GEF Secretariat: https://www.thegef.org/staff

Brand Components | Signature

The GEF Signature consists of four parts:

- The globe symbol
- The 'GEF' acronym
- The spelled-out name
- The tagline

The relationship between each design element is critical. The spacing has been carefully defined and cannot be modified in any way.

The GEF Signature should not be distorted, skewed, or altered from its original state.

Do not try to duplicate any of the logo elements manually. Use electronic files from www.thegef.org/gef-logo

Globe Symbol

Spelled-out Name

GEF Acronym

gef

GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

Tagline

Brand Components | Configurations

The preferred configuration of the GEF Signature is with all elements together. Occasionally there is a need to use the GEF Signature without the tagline, as well as times where space is limited, in which case use the stacked configuration. In situations where space is minimal, use the GEF globe symbol and acronym with the URL.

- Logo format for printing: .eps
- Logo format available for web: .jpg, png
- Logo format available for Office: .png
- Use electronic files from www.thegef.org/gef-logo.

The following are examples of approved configurations of the GEF Signature.

Preferred Configuration

gef GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

Configuration without Tagline

gef GLOBAL ENVIRONMENT FACILITY

Stacked Configuration

gef
GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

Symbol & Acronym Limited Space Configuration

gef
www.thegef.org

Symbol & Acronym to use with Partner Logos

gef

Brand Components | Languages

The GEF Brand Identity has been translated into
French, Spanish, Russian, Chinese, and Arabic.

Use electronic files from www.thegef.org/gef-logo.

French

gef FONDS POUR L'ENVIRONNEMENT MONDIAL
POUR INVESTIR DANS NOTRE PLANÈTE

Spanish

gef FONDO PARA EL MEDIO AMBIENTE MUNDIAL
INVERTIMOS EN NUESTRO PLANETA

Russian

gef Глобальный фонд по окружающей среде
Инвестиции в нашу планету

Chinese

gef 全球环境基金
为地球的生存而投资

Arabic

صندوق البيئة العالمية **gef**
الاستثمار في كوكبنا

Brand Components | Minimum Size

The smallest the GEF Signature can be
reproduced is 1/2″ from top to bottom.

1/2″

gef GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

Brand Components | Surrounding Space

To maximize GEF's presence, there should always be sufficient clear space around the entire signature.

The clear space around the signature should be equal to the size of the globe.

This protective exclusion zone prevents encroachment of any graphic element from interfering with the integrity of the brand.

Brand Components | Seal

The GEF Seal has been developed for promotional use. The seal is not to be used on a publication cover or brochure.

Brand Components | Signature Color Versions

The GEF Signature has been developed in full color to take advantage of current digital printing techniques and the internet.

There are two versions: one to be used against light-colored backgrounds and one to be used against dark-colored backgrounds.

Green version used against light colored background

Black version used against solid white background

White version used against solid colored background

White version used against solid black background

White version used against dark colored background

GEF-Funded Projects | Partnership Logos

The GEF is an international organization with multiple global partners. When using a partner's logo, make sure to keep the required clear space around each logo and arrange them on the cover to present each logo with equal prominence.
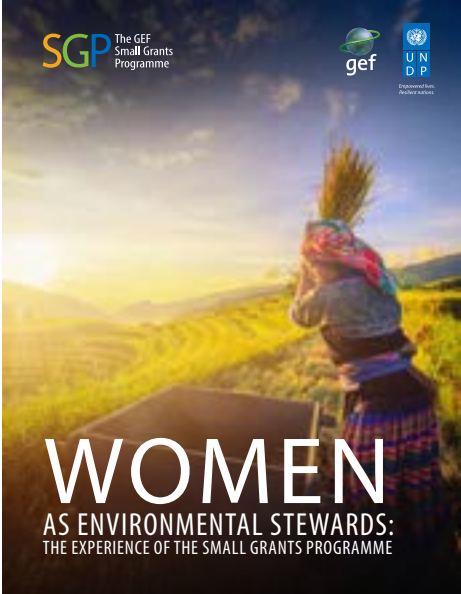
GEF-Funded Programs

GEF Programs, Integrated Approach Pilots, and Impact Programs

A. Publications

As outlined in the Basic Rules at the beginning of this document, GEF Program outreach materials need to be coordinated with the GEF Secretariat. The production of outreach material — not only publications — has to be done in coordination with the respective program managers and communications staff in the GEF Secretariat.

GEF Programs can create their own visual identity and create their own logo. This process needs to be in cooperation and agreement with the GEF Secretariat. The program logo should be used on

the front cover together with the GEF logo and the lead agency logo as seen here in the example of the Amazon Sustainable Landscapes Program ASL brochure.

On the back cover or the inside of the back cover, the following credit needs to be given to the GEF in the way the GEF logo is positioned vis-à-vis the partner logos:

- Supported by: GEF logo
- Led by: Lead agency logo
- In partnership with: Partner organization logos

B. Websites, Newsletters etc.

GEF Program websites can have their own visual identity as well. The GEF Program logo should be used on the front page, as well as the GEF logo and the lead agency logo. However, at the bottom of that first front page/homepage the same lineup of logos needs to be added just as in publications.

The same applies to the whole range of outreach material, such as email newsletters and other forms of online presence.

GEF Communications Products

The following guidelines only apply to outreach material originated in and produced by the GEF Secretariat.

Strong branding and consistent placement of assets is key to a cohesive visual brand.

There is a collection of elements to a GEF publication cover:

- GEF Signature
- Visually strong photographs
- Two-Part headline
- Color-coded accent bar

Cover Photo

Photo selection is key to the success of the publications. The photo should possess good color, high resolution, good lighting, focus, and most importantly, subject matter. Where possible photos should portray human effort to protect our environment; how humans are effected; or how they impact the environment.

Keep the photo prominent. A full-bleed cover photo is preferred. Keep in mind when selecting the photo, it is best to have areas of the photo that are not busy where the headline and the GEF Signature can be placed and easily read.

Two-Part Headline

The headline should be written in two parts: Part I should be short, catchy and poignant. Part II explains the subject matter in more detail.

Color-Coded Accent Bar

An accent bar should be incorporated into the front or back cover to identify if the publication is about a Focal Area or an Impact Program and should carry the coordinated color.

The GEF Signature

The GEF Signature should be placed on the left side of the publication cover, either in the top or bottom corner depending on where the photo has the simplest background. If possible, the GEF Signature should be located 1/2" down from the top edge and 5/8" from the spine. The GEF Signature can have the acronym and text in green against a light background or white against a dark background (see GEF Brand Color Versions)

Publications | Formats

The 8.5″x11″ vertical (portrait) format is the preferred format for GEF Publications.

An 8.5″x8.5″ square format can be used on smaller sized publications to make them stand out as unique.

Example of vertical layout (portrait)
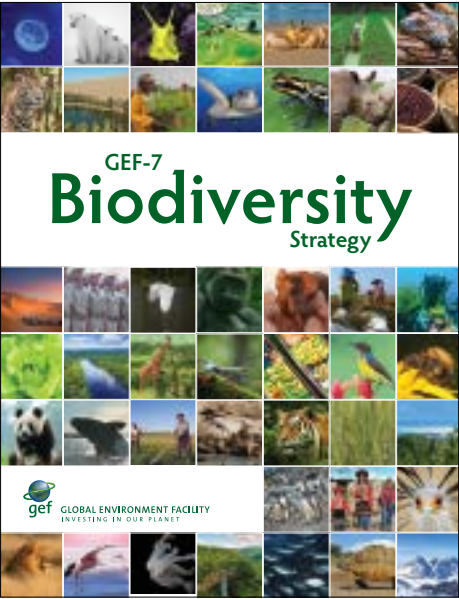
Examples of square format

Publications | 11x17 Bifold

The 11x17, 4-page bifold is a GEF signature size. It presents a perfect amount of text, graphics, and photos to inform the reader of the subject and encourages them to learn more about GEF, its Focal Areas, and Impact Programs.

Back   Front

Inside Spread

Publications | Signature Placement

The GEF Signature should always be
located in the upper left or lower left
of the communication cover.

5/8"

1/2"

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United Nations
Framework Convention on Climate Change
**GUIDANCE FROM THE CONFERENCE
OF THE PARTIES AND RESPONSES BY
THE GLOBAL ENVIRONMENT FACILITY**
COP1 – COP24

Safeguarding the
Global Commons

The Seventh Replenishment of
the Global Environment Facility

gef GLOBAL ENVIRONMENT FACILITY
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1/2"

5/8"

Publications | Headlines Guidelines

Headlines for GEF Publications should be written in two parts:

Part I should be short, catchy and poignant. The type treatment should be strong and bold.

Part II should be more explanatory of the subject matter, focal area, or impact program. The type treatment should be smaller and complement the larger type used for Part I.

Headlines should be set in one of the primary or supporting GEF typefaces. The size and location of the headline will be determined by the photograph and the actual wording.

Publications | Required Content Elements

In addition to consistent GEF branding design elements, the GEF has certain content elements that should always be included in every publication.

Message from the CEO

If applicable—should always be located on the first page(s). Note. The inclusion of a message from the CEO is optional and will be decided in consultation with GEF management.

If applicable—should always include a photo of the CEO.

About the GEF (Boilerplate, see page 22)

Should always be located in the inside back cover, last page(s) of the publication, or near the front.

Photo, printing and design credits, and date

Photo credits and publication date should be located located on the last page or inside back cover of the publication

Environmentally-friendly paper

All publications that are printed should be printed on environmentally-friendly paper, FCS certified printers, and soy-based inks as much as possible.

Publications | Interior Graphics Examples

Creative use of graphic elements within GEF publications support and strengthen the GEF brand.

The band can be used to highlight the chapter opening headline. It can vary in thickness, length, and color. The color should complement the photo or other graphic elements.
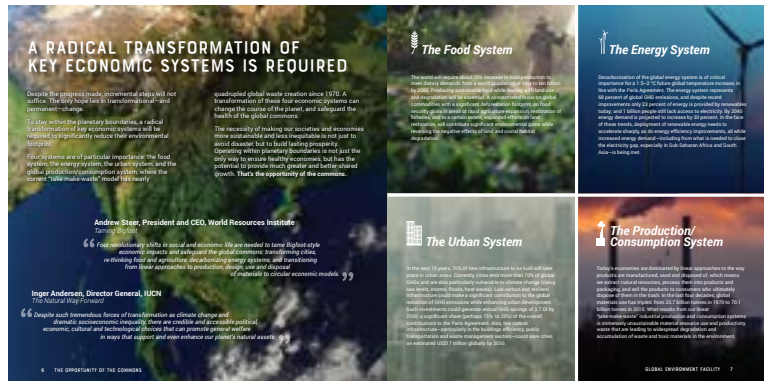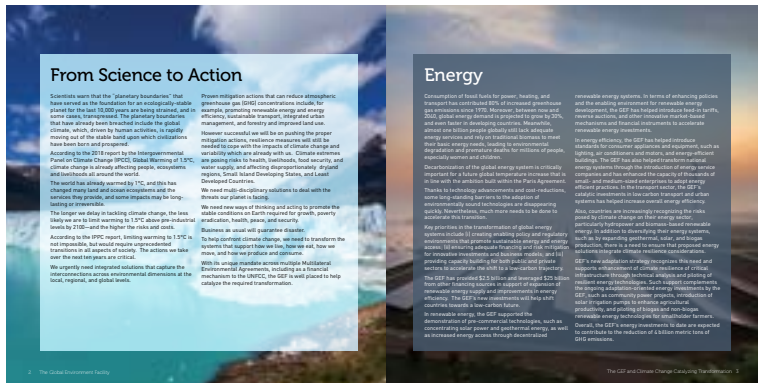
Publications | Back Cover

The consistent use of GEF assets on the back cover of a GEF publication is an important component of the overall GEF brand.

There are three elements that should always appear on the back cover:

- GEF Signature
- GEF URL
- Back cover band or accent bar
- "Printed on environmentally friendly paper" text

Color

The color should complement the photo from the front cover, utilize the color assigned to the focal area or impact program or GEF Brand green.

Back Cover Accent Band

The back cover accent band should utilize the color assigned to the focal area or impact program of the subject of the publication.

GEF Signature

The GEF Signature should always be located in the bottom left corner of the back cover. If the color of the cover is dark, the GEF Signature should be knocked-out to white (use GEF Brand Knockout); if the cover is a light color, use the GEF Brand Color version.

URL

The GEF URL should always be located prominently on the back cover. It should be set in one of the GEF approved typefaces used in the publication.

Environmentally Friendly Paper

When selecting paper for a printed document, select one that is environmentally friendly—either recycled, recyclable, or non-bleached. Print with soy-based inks, and use an FSC certified printer.

Indicate the appropriate text running vertically on the upper right of the back cover.

www.thegef.org

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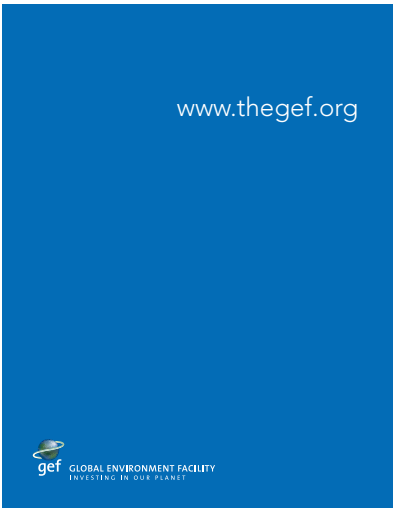
Publications | Spine

Spine widths will vary. The back cover should wrap to the spine in the same combination of colors as the back. If the spine is thick enough for text, locate the title of the publication lined up with graphical elements from the cover.

3-3/16"

The Opportunity of the Commons

2-9/16"

5-1/4"
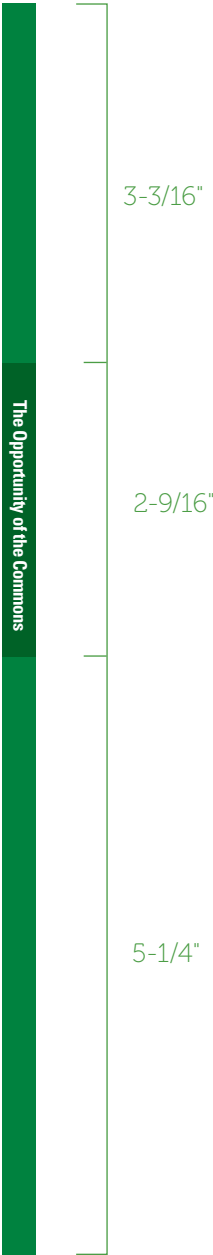
Publications | Legal Disclaimer

The following text needs to be added to the inside of the front cover:

This work is a product of the staff of the Global Environment Facility (GEF) with external contributions. The findings, interpretations, and conclusions expressed in this work do not necessarily reflect the views of the GEF, its Council, or the governments they represent. The GEF does not guarantee the accuracy of the data included in this work. The boundaries, colors, denominations, and other information shown on any map in this work do not imply any judgment on the part of the GEF concerning the legal status of any territory or the endorsement or acceptance of such boundaries. Nothing herein should constitute or be considered to be a limitation upon or waiver of the privileges and immunities of the GEF, all of which are specifically reserved."

Date of publication:

Publications | Boilerplate

The following text needs to be added to the last page, either on the back cover or the inside of the back cover:

The Global Environment Facility (GEF) was established on the eve of the 1992 Rio Earth Summit to help tackle our planet's most pressing environmental problems. Since then, the GEF has provided close to **$20 billion** in grants and mobilized an additional **$107 billion** in co-financing for more than **4,700 projects** in **170 countries**. Through its Small Grants Programme, the GEF has provided support to nearly 24,000 civil society and community initiatives in 128 countries.

www.thegef.org

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Graphic Assets | URL

The GEF URL is an important asset to the GEF brand. It should be placed under the symbol and acronym if ever used alone. It also should be displayed prominently on the back of all publications in addition to posters, displays, and other GEF communications.

Avenir is the preferred typeface to be used when typesetting the URL. Other supporting typefaces can be used, especially if they are being used throughout the publication.

www.thegef.org

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www.thegef.org

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INVESTING IN OUR PLANET

Graphic Assets | Social Media

The GEF has an online presence on Facebook, Twitter, LinkedIn, and YouTube. Give the GEF the necessary credit when promoting GEF-funded projects and programs: @theGEF (Twitter),

@Global Environment Facility (Facebook), @Global Environment Facility (LinkedIn), GEFSecretariat (YouTube).

Include graphics and text when appropriate.

The Global Environment Facility (GEF) was established on the eve of the 1992 Rio Earth Summit to help tackle our planet's most pressing environmental problems. Since then, the GEF has provided close to **$20 billion** in grants and mobilized an additional **$107 billion** in co-financing for more than **4,700 projects** in **170 countries**. Through its Small Grants Programme, the GEF has provided support to nearly 24,000 civil society and community initiatives in 128 countries.

@theGEF
@Global Environment Facility
@Global Environment Facility
GEFSecretariat

www.thegef.org

Production Date: August 2019
Design: Patricia Hord.Graphik Design
Printer: Professional Graphics Printing Co.

978-1-948690-66-9

@theGEF
Global Environment Facility
Global Environment Facility
GEFSecretariat

Color | Primary

The GEF Primary Color has been selected to present the GEF as a leader in global environmental issures.

Never use the GEF Signature in any other color than the versions provided in these guidelines.

Primary Brand Color

7483
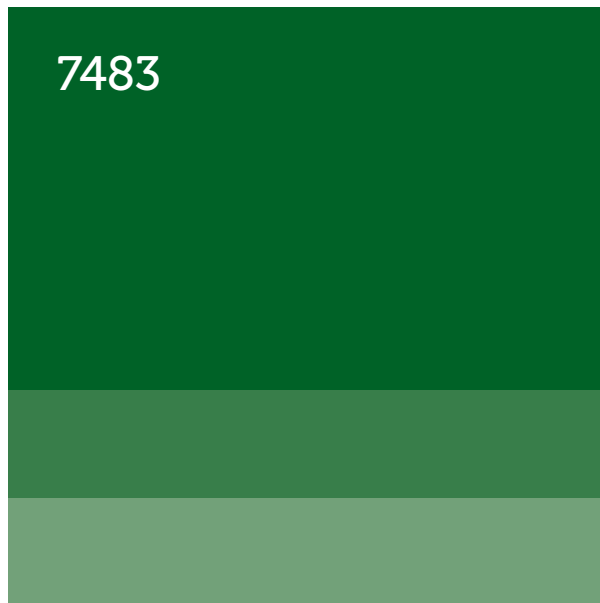
CMYK: 83 / 16 / 83 / 54
RGB: 39 / 94 / 55
Hex: #006227

Color | Focal Area

There are five Focal Areas.

- International Waters
- Climate Change
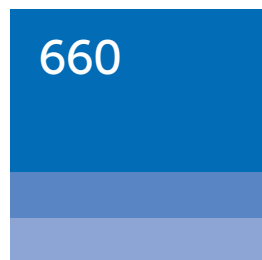- Biodiversity
- Land Degradation
- Chemicals & Waste

Each Focal Area has a designated color.

This color should be used when developing a product for that Focal Area, such as a brochure, poster, or other material.

The color can be used throughout the communication, for backgrounds, sidebars, headlines, subheads, charts, and graphs.

Use the Focal Area designated color for the accent bar on the cover of the publication.

International Waters

660

CMYK: 91 / 53 / 0 / 0
RGB: 42 / 110 / 187
Hex: #026CB6

Climate Change

145
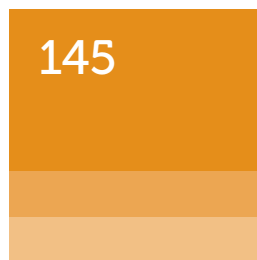
CMYK: 0 / 58 / 100 / 8
RGB: 229 / 142 / 26
Hex: #E58E1A
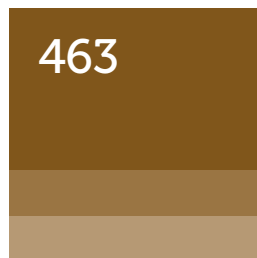
Biodiversity

362
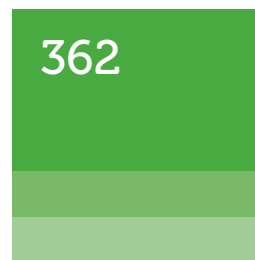
CMYK: 78 / 2 / 98 / 9
RGB: 63 / 156 / 53
Hex: #49A942

Chemicals & Waste

612
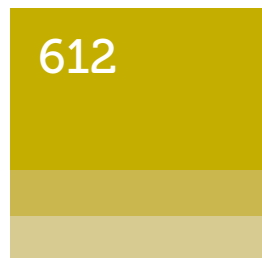
CMYK: 26 / 24 / 100 / 0
RGB: 196 / 176 / 0
Hex: #C4B000

Land Degradation

463

CMYK: 30 / 56 / 100 / 37
RGB: 128 / 86 / 27
Hex: #80561B

Color | Integrated Approach Programs

The Integrated Approach Programs include Integrated Approach Pilots (IAPs GEF-6) and Impact Programs (IPs GEF-7)

There are three Impact Programs.

- Sustainable Forest Management, which includes
  - Amazon Sustainable Landscapes
  - Congo Basin Sustainable Landscapes
  - Dryland Sustainable Landscapes
- Sustainable Cities IAP and IP
- Food Systems, Land Use & Restoration
- Integrated Approach Pilots
  - GEF Commodities Program
  - Food Security in Sub-Saharan Africa

Each Impact Program has a designated primary color.

This color should be used when developing a product for that Impact Program, such as a brochure, poster, or other material.

The color can be used throughout the communication, for backgrounds, sidebars, headlines, subheads, charts and graphs.
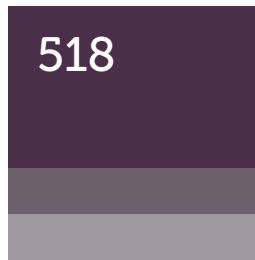
Use the Impact Program designated color for the accent bar on the cover of the publication.
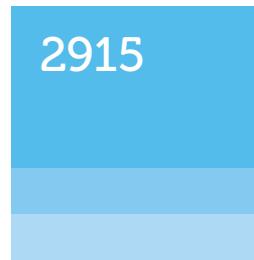
Sustainable Cities

321
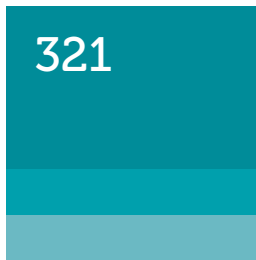
CMYK: 100 / 0 / 31 / 23
RGB: 0 / 140 / 153
Hex: #008C99

GEF Commodities Program & Sustainable Forest Management

518

CMYK: 66 / 82 / 46 / 42
RGB: 76 / 47 / 72
Hex: #4C2F48

Food security in Sub-Saharan Africa and Food Systems, Land Use & Restoration

2915

CMYK: 61 / 7 / 0 / 0
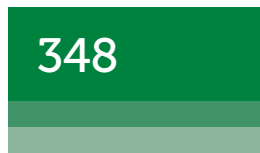RGB: 94 / 182 / 228
Hex: #54BCEB

Color | Supporting

In addition to the GEF Brand Green, the Focal Area Color Palette, and the Impact Program Color Palette, below are additional supporting colors that can be used on all communications for accent colors, backgrounds, sidebars, headlines, subheads, charts and graphs.
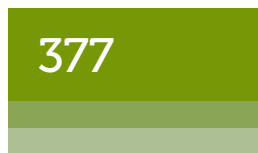
Your product design should use colors from the focal area or impact program palettes or the

supporting color palette. Only colors included in this guidelines should be used for GEF products.
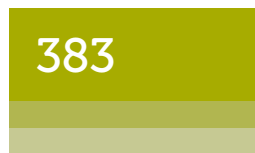
- To be used for charts, graphs, headline band.
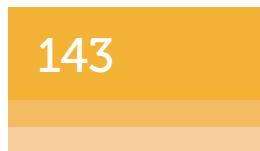- Accent band
- Headline and subhead text

348	377	383
CMYK: 100 / 4 / 87 / 18	CMYK: 58 / 22 / 100 / 4	CMYK: 26 / 3 / 93 / 17
RGB: 0 / 133 / 66	RGB: 120 / 153 / 4	RGB: 162 / 173 / 0
Hex: #00833E	Hex: #789904	Hex: #A8AD00

143	470	7418
CMYK: 3 / 32 / 91 / 0	CMYK: 26 / 70 / 97 / 16	CMYK: 3 / 80 / 48 / 9
RGB: 245 / 179 / 53	RGB: 166 / 90 / 42	RGB: 194 / 77 / 82
Hex: #F5B335	Hex: #A65A2A	Hex: #D05559
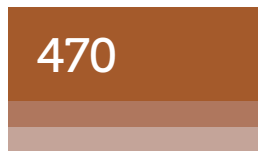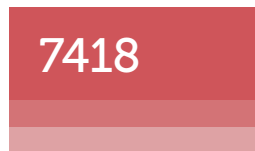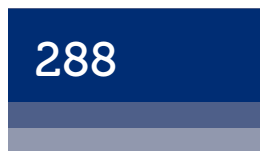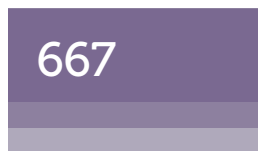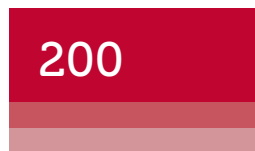
288	667	200
CMYK: 100 / 87 / 27 / 19	CMYK: 58 / 63 / 22 / 3	CMYK: 16 / 100 / 87 / 7
RGB: 0 / 44 / 119	RGB: 120 / 101 / 146	RGB: 193 / 2 / 48
Hex: #002D74	Hex: #7C6990	Hex: #C10230

Color | Charts and Graphs

Colors from the Focal Area Color Palette, Impact Program Color Palette, and Supporting Color Palette should be used for all charts and graphs.

GEF encourges the use of a variety of colors and shades to create interest.

Examples of charts and graphs
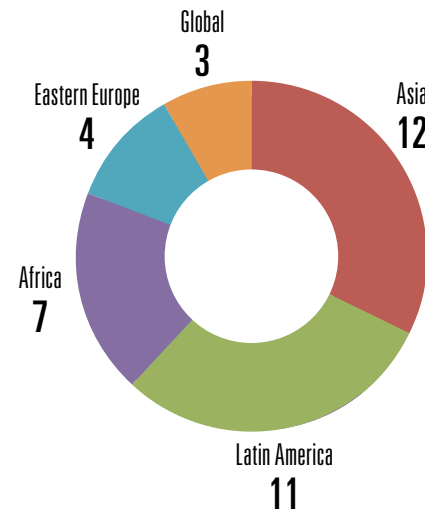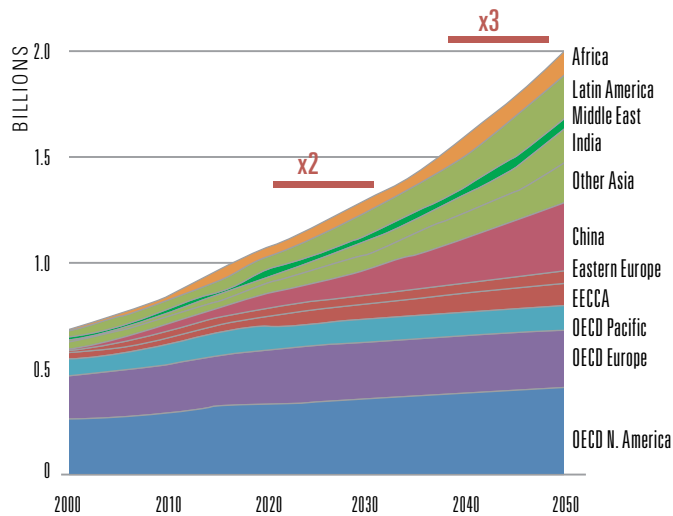
Typography | Avenir

Typography, like the signature and colors, is a crucial part of the GEF Brand Identity.

Avenir is the GEF Primary Typeface to be used on all GEF communications. It has a collection of weights from Book, Roman, Medium, Heavy, and Bold allowing a large variety in headline

configurations. Italics are also available in all weights.

Avenir can be used for body text in all GEF Communications.

For all documents produced in Microsoft Office, use Verdana for headlines and Arial for Text.

Avenir 35 Light

The quick brown fox jumps over the lazy dog
1234567890

Avenir 45 Book

The quick brown fox jumps over the lazy dog
1234567890

Avenir 55 Roman

The quick brown fox jumps over the lazy dog
1234567890

Avenir 65 Medium

The quick brown fox jumps over the lazy dog
1234567890

Avenir 85 Heavy

The quick brown fox jumps over the lazy dog
1234567890

Avenir 95 Black

The quick brown fox jumps over the lazy dog
1234567890

Typography | Museo

Museo can be used as an alternate to Avenir. The round, open character has the same appearance as Avenir with a slab serif added element. It is great for body text, headlines, and subheads, as well as for use in boxes, call-outs, and charts and graphs.

Museo 100

The quick brown fox jumps
over the lazy dog
1234567890

Museo 300

The quick brown fox jumps
over the lazy dog
1234567890

Museo 500

The quick brown fox jumps
over the lazy dog
1234567890

Museo 700

**The quick brown fox jumps
over the lazy dog**
1234567890

Typography | Univers

Univers is a diverse supporting typeface to be used in conjunction with Avenir. It has a collection of weights from Light, Roman, Medium, Bold and Black, in addition to condensed version in all weights allowing a large variety in headline configurations. Italics are also available in all weights.

Univers 45 Light

The quick brown fox jumps over the lazy dog
1234567890

Univers 47 Light Condensed

The quick brown fox jumps over the lazy dog
1234567890

Univers 55 Roman

The quick brown fox jumps over the lazy dog
1234567890

Univers 57 Condensed

The quick brown fox jumps over the lazy dog
1234567890

Univers 75 Black

The quick brown fox jumps over the lazy dog
1234567890

Univers 67 Bold Condensed

The quick brown fox jumps over the lazy dog
1234567890

Typography | Berthold Akzidenz Grotesk

Berthold Akzidenz Grotesk Condensed and **Berthold Akidenz Bold Condensed** can be used when strong visual impact is desired. The condensed fonts complement the round, open character of Avenir, allowing an immediate visual difference, great for use in boxes, subheads, and charts and graphs.

Berthold Akzidenz Grotesk Condensed

The quick brown fox jumps over the lazy dog
1234567890

Berthold Akzidenz Grotesk Bold Condensed

The quick brown fox jumps over the lazy dog
1234567890