



Guidelines for the use of the European Climate Pact visual mark¹ and visual identity²

Tool for the use of Ambassadors and Partners

Ambassadors

1. Use of full visual identity for Climate Pact Ambassador-led activities:

- Ambassadors are free to use the Climate Pact visual mark and templates provided for activities linked with Climate Pact objectives.
- Ambassadors may alternatively use the Climate Pact visual mark without using the overall identity if their activities align with the objectives of the Climate Pact.

2. Visual identity when Ambassadors are participating in external activities:

- When Ambassadors are participating only (not organising) in an activity, representing the Climate Pact, the Climate Pact visual mark should be included in visual material wherever possible. *Please, liaise with your Country Coordinator to use materials already produced like roll up banners.*

3. Activities unrelated to Climate Pact objectives:

- When Ambassadors are organising or participating in an activity not linked with Climate Pact objectives, the Climate Pact visual mark should not be included.

¹ The visual mark is a creative presentation of the Climate Pact name and EU Emblem and should be used on all assets. It is adaptable, with different colour variations and can be left aligned or right aligned depending on the visual composition.

² The visual identity is a collection of visual elements that serve to represent and differentiate the Climate Pact. In essence, how the visual mark, colour palette, typography and photography work together.

Partners

1. Use of full Visual Identity for Climate Pact-Affiliated Activities:

- Partners are free to use the templates provided for Climate Pact-affiliated activities.
- Partners may alternatively use the Climate Pact visual mark (e.g., on their website) following the visual identity guidelines.

2. Co-branding for Partners:

- Partners should use the co-branding guidelines to incorporate their own logos into the Climate Pact visual identity and templates.
- These guidelines include using disclaimers and may integrate other participating organisations' logos (in e.g., an event) in addition to the Climate Pact visual mark.

3. Non-affiliated activities:

- When Partners are organising or participating in an activity not affiliated with the Climate Pact, the Climate Pact visual mark should not be included.