

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

Tool for the use of Country Coordinators and Public Relations agencies

1. For standalone activities about the Climate Pact and all PR agency activities:

- Use the visual identity and templates provided. Country Coordinator organisations can use co-branding guidelines, whenever possible, always including the Climate Pact visual mark first and then the one of their organisations.

2. For jointly organised activities:

- Whenever Country Coordinators collaborate with other partners/organisations, co-branding is expected. Wherever possible, use templates and apply other elements of the Climate Pact visual identity.
- Country Coordinators may add the Climate Pact visual mark without using the overall identity if their own activities align with the objectives of the Climate Pact.

3. When Country Coordinators are only participating:

- If Country Coordinators are attending an activity, representing the Climate Pact, the Country Coordinators may request to include both the Climate Pact visual mark and their own but if only one is possible then the Climate Pact visual mark should be preferred.

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.

4. Activities not tied to the Climate Pact:

- When Country Coordinators are organising or participating in an activity not affiliated with the Climate Pact objectives, and representing their own organisation, the Climate Pact visual mark should not be included.