



**EUROPEAN
CLIMATE
PACT**

Climate Pact

Visual Identity

My **world**. My **action**. Our **planet**.



Visual Identity

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01

Visual
Mark



Visual Mark: Elements

Understanding the visual mark

The visual mark is designed for inclusion on all Climate Pact assets. It should always be used in accordance with the instructions outlined in these guidelines.

The word mark and EU emblem can be used together or can be separated and used in the same artwork along with the graphic element.

Note: This visual style is not a logo. It should always be used in conjunction with the appropriate European Union identity requirements.

Word mark

**EUROPEAN
CLIMATE
PACT**

Graphic element



EU emblem



Visual Mark:

The concept explained

This visual mark is a creative presentation of the Climate Pact name and EU Emblem and should be used on all assets.

This visual mark is adaptable and can be left aligned or right aligned depending on the visual composition.

Colour versions

Each visual mark composition is available in core Climate Pact colours.



Visual Mark:

The concept explained

In order to maintain legibility, this visual mark can also be used as single white or black versions with transparent text on png version should the background be too complex to use on a certain type of publication.

White version

**EUROPEAN
CLIMATE
PACT**

Black version

**EUROPEAN
CLIMATE
PACT**

Visual Mark:

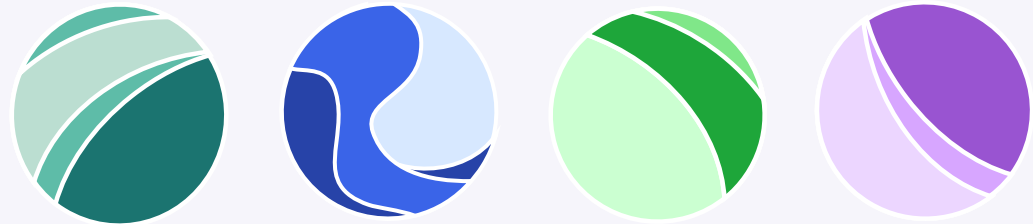
Graphic element

Understanding the graphic element

The concept is based on the creation of a series of graphical spheres. The spheres can be adapted, cropped and edited to create engaging and original outputs, never having to repeat the same layout or colourway whilst retaining a highly recognisable brand identity.

The examples presented here feature simple designs that expand the visual appeal and creative possibilities of the visual identity.

It is envisaged that this approach will be further developed over time to provide a library of bespoke graphic elements that continue to enhance and reinforce the visual identity of the European Climate Pact.



Visual Mark: Specifications

The full visual mark as displayed combining the word mark, EU emblem and graphic element should be displayed proportional to each other and must follow the guidance displayed on the right.

The flag must be positioned part way down the graphic element equivalent to 2 flags height down and over from the left 1 flag width. The size of combined word mark and EU emblem must be 2 flag widths on the width of the 'PACT' box.

Colour combinations

When combining the word mark, EU emblem and graphic element the following colour combinations can be used between the word mark and graphic element.

Purple word mark | blue, purple & orange graphic element



Turquoise word mark | blue, turquoise & green graphic element



Blue word mark | blue, turquoise & green graphic element



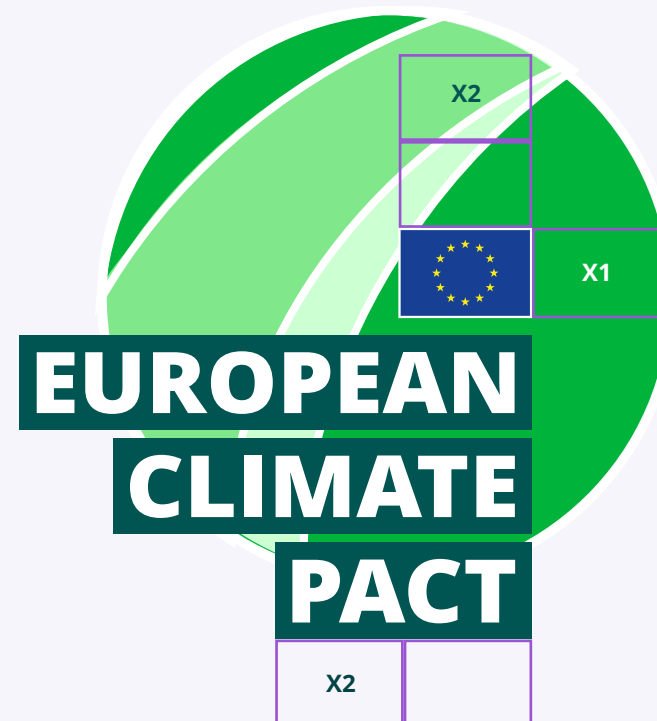
Green word mark | blue, turquoise & green graphic element



Red word mark | red & orange graphic element



Orange word mark | red & orange graphic element



Visual Mark:

How to use

Clear space and proportions

The clear space has been established to ensure visibility of the visual identity. Maintaining the clear space between the identity and other visual elements ensures it always appears unobstructed and clear.

The pink box represents the minimum clear space that should be kept around the identity at all times. This space should always be proportionate to the height of the boxes in the identity.

For the space around the text, the grey 'H' markers represent the minimum clear space that should be kept between the box and the text. This space represents the thickness of the 'E' stroke.

Minimum size

A minimum size has been carefully established to ensure the logo is reproduced correctly at small sizes. At minimum size, the logo still has clear legibility and provides strong identification.

The visual mark must never be used smaller than the size identified opposite. For printed applications (e.g. offset printing), the height of the logo should not be reproduced at less than 17mm for the full version of the identity and less than 5mm for the minimal version. For websites, the height should not be reduced any smaller than 48 pixels for the full version of the identity and less than 14 pixels for the minimal version.

Full colour identity



Minimum size for print



Minimum size for web



Visual Mark: Application

When using the identity, please ensure that these guidelines are followed to ensure brand consistency. Only the approved identity variations in these guidelines are permitted for use.

The alignment and spacing of the identity should not be adjusted to suit a canvas, alternatively, the design solution should be reconsidered to best compliment the identity.



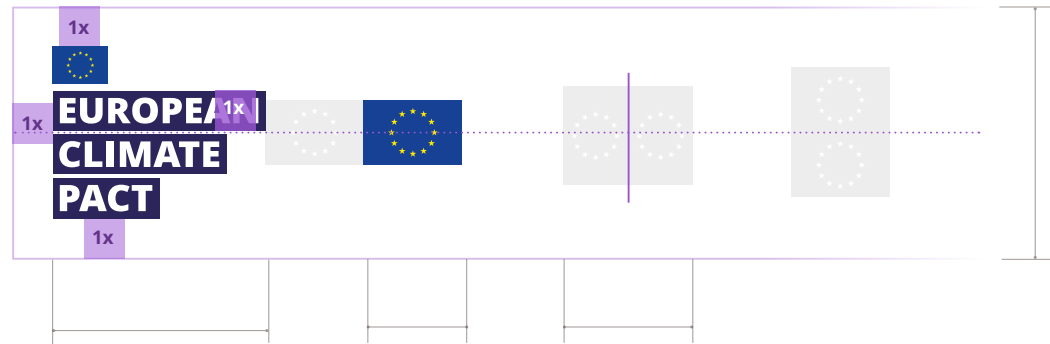
Visual Mark: Co-branding

When using the identity with other brands or partners it is important to adapt the following guidance.

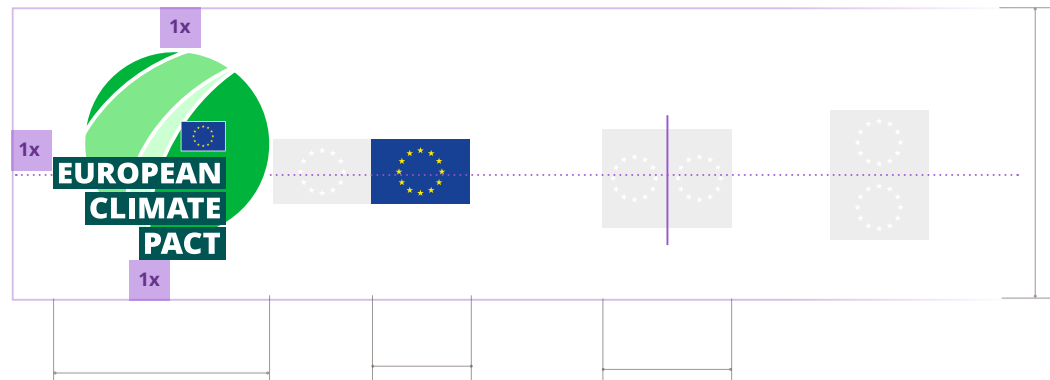
The visual mark without the graphic element should have an exclusion space around the whole identity equivalent of the text box height as shown by the **purple boxes**.

The visual mark with the graphic element should have an exclusion zone of the height of the text box but this should be started at the top and side of the graphic element.

Without the graphic element



With the graphic element



Visual Mark: EU emblem

The distance between the EU emblem and the word mark should be the space between the box and text as shown by the **purple box**. The width of the flag must align to the left side of the 'R'.



There should be contrast between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag.



Always refer to the EU emblem guidelines for further guidance.



Visual Mark: EU emblem

The EU emblem can be combined or separated from the word mark depending on the visual composition.

If the word mark and EU flag are separated it must retain the same scale as if it were positioned together. See page 13 for guidance.

The EU emblem and word mark are compulsory elements and must be used across ALL outputs either combined or separated.

EU emblem with the word mark



EU emblem separated from the word mark





02 Colour Palette

Colour palette:

Core colours

Our colours are a distinct and crucial part of our identity as they make our brand instantly recognisable. When applied consistently, our colours provide a strong visual link.

Use of colours not specified within this style guide are not permitted.

Core colour palette

Specifications for reproduction of our core colours are shown. The colours are specified for offset printing on white paper (CMYK) and for use on screen and web (RGB & Hexadecimal).

When reproducing the Climate Pact colours on different material (e.g. signage), always make sure the colour visually matches these approved colours.

Turquoise

Hex: #daf7ee
RGB: 215, 249, 238
CMYK: 18, 0, 12, 0

Hex: #a4f6df
RGB: 164, 246, 223
CMYK: 37, 0, 23, 0

Hex: #4fc6ae
RGB: 79, 198, 174
CMYK: 64, 0, 41, 0

Hex: #187470
RGB: 24, 116, 112
CMYK: 84, 31, 52, 19



Orange

Hex: #ffecc9
RGB: 255, 236, 201
CMYK: 0, 8, 26, 0

Hex: #ffc672
RGB: 255, 198, 114
CMYK: 0, 27, 62, 0

Hex: #ff9d02
RGB: 255, 157, 2
CMYK: 0, 46, 93, 0

Hex: #c23f0c
RGB: 194, 63, 12
CMYK: 17, 84, 100, 7



Green

Hex: #cbffd1
RGB: 203, 255, 209
CMYK: 25, 0, 29, 0

Hex: #80e789
RGB: 128, 231, 137
CMYK: 51, 0, 62, 0

Hex: #00b23b
RGB: 0, 178, 59
CMYK: 76, 0, 96, 0

Hex: #048743
RGB: 4, 135, 67
CMYK: 86, 21, 92, 6



Red

Hex: #ff2d6d3
RGB: 242, 214, 211
CMYK: 5, 20, 14, 0

Hex: #f79e8e
RGB: 247, 158, 142
CMYK: 0, 49, 39, 0

Hex: #f54640
RGB: 245, 70, 64
CMYK: 0, 83, 70, 0

Hex: #c71420
RGB: 199, 20, 32
CMYK: 14, 100, 93, 5



Blue

Hex: #d7e8ff
RGB: 215, 232, 255
CMYK: 18, 5, 0, 0

Hex: #a0befa
RGB: 160, 190, 250
CMYK: 41, 21, 0, 0

Hex: #3a64e8
RGB: 58, 100, 232
CMYK: 82, 63, 0, 0

Hex: #2743a8
RGB: 39, 67, 168
CMYK: 93, 77, 0, 0



Purple

Hex: #ecd6ff
RGB: 236, 214, 255
CMYK: 11, 20, 0, 0

Hex: #d7a6ff
RGB: 215, 166, 255
CMYK: 27, 40, 0, 0

Hex: #9954d1
RGB: 153, 84, 209
CMYK: 61, 72, 0, 0

Hex: #63338a
RGB: 99, 51, 138
CMYK: 76, 91, 1, 0



Colour palette: Supporting colours

A supporting palette of harmonious colours has been developed to sit alongside the core colours.

The supporting colour palette is intended to add visual interest and graphic distinction across various outputs such as web outputs and allow for accessible colour combinations.

Each supporting colour contains a tint and shade of the core palette.

Light Turquoise

Hex: #f3fefb
RGB: 243, 254, 251
CMYK: 5, 0, 4, 0

Light Orange

Hex: #fff8ef
RGB: 255, 248, 239
CMYK: 0, 3, 7, 0

Light Red

Hex: #fff4f2
RGB: 255, 244, 242
CMYK: 0, 6, 4, 0

Light Blue

Hex: #f3f9ff
RGB: 243, 249, 255
CMYK: 5, 1, 0, 0

Light Green

Hex: #f4fff1
RGB: 244, 255, 241
CMYK: 6, 0, 9, 0

Light Purple

Hex: #fff5ff
RGB: 255, 245, 255
CMYK: 0, 6, 0, 0

Dark Turquoise

Hex: #184547
RGB: 24, 69, 71
CMYK: 87, 49, 55, 50

Dark Orange

Hex: #812604
RGB: 129, 38, 4
CMYK: 30, 91, 100, 31

Dark Red

Hex: #8c0b31
RGB: 140, 11, 49
CMYK: 28, 100, 62, 33

Dark Blue

Hex: #26155f
RGB: 38, 21, 95
CMYK: 100, 100, 32, 20

Dark Green

Hex: #104b2b
RGB: 16, 75, 43
CMYK: 90, 42, 90, 48

Dark Purple

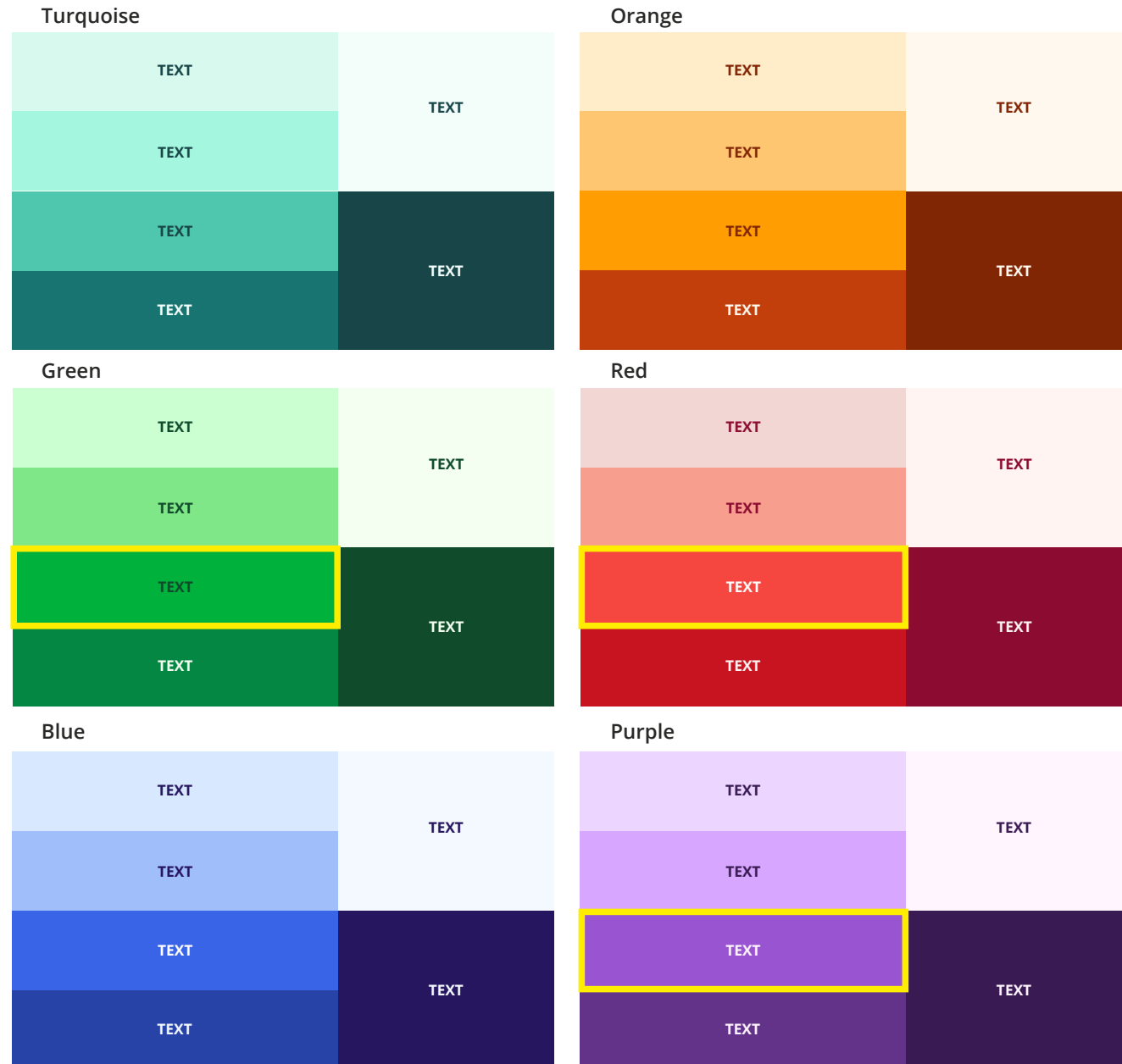
Hex: #391a53
RGB: 57, 26, 28
CMYK: 91, 100, 32, 30

Colour palette: Accessibility combinations

It is important to check the text readability on every output. WCAG2* offers a set of rules to help increase accessibility for digital visual products and outputs for web design.

Climate Pact aims to be AA compliant following WCAG2*. AA has a contrast ratio of at least 4.5 for text against the background. While WCAG usually refers to on-screen digital content, the principle – with regards to contrast – also applies to prints. We therefore recommend you use an accessibility checker such as Adobe Colour to check the ratio for each combination.

The following colour combinations are fully AA compliant, apart from the green highlighted in yellow which is compliant only when the dark turquoise is applied on text over 18pts. The other two highlighted colours, red and purple are compliant if the lighter shade of text is applied over 18pts.





03

Typography

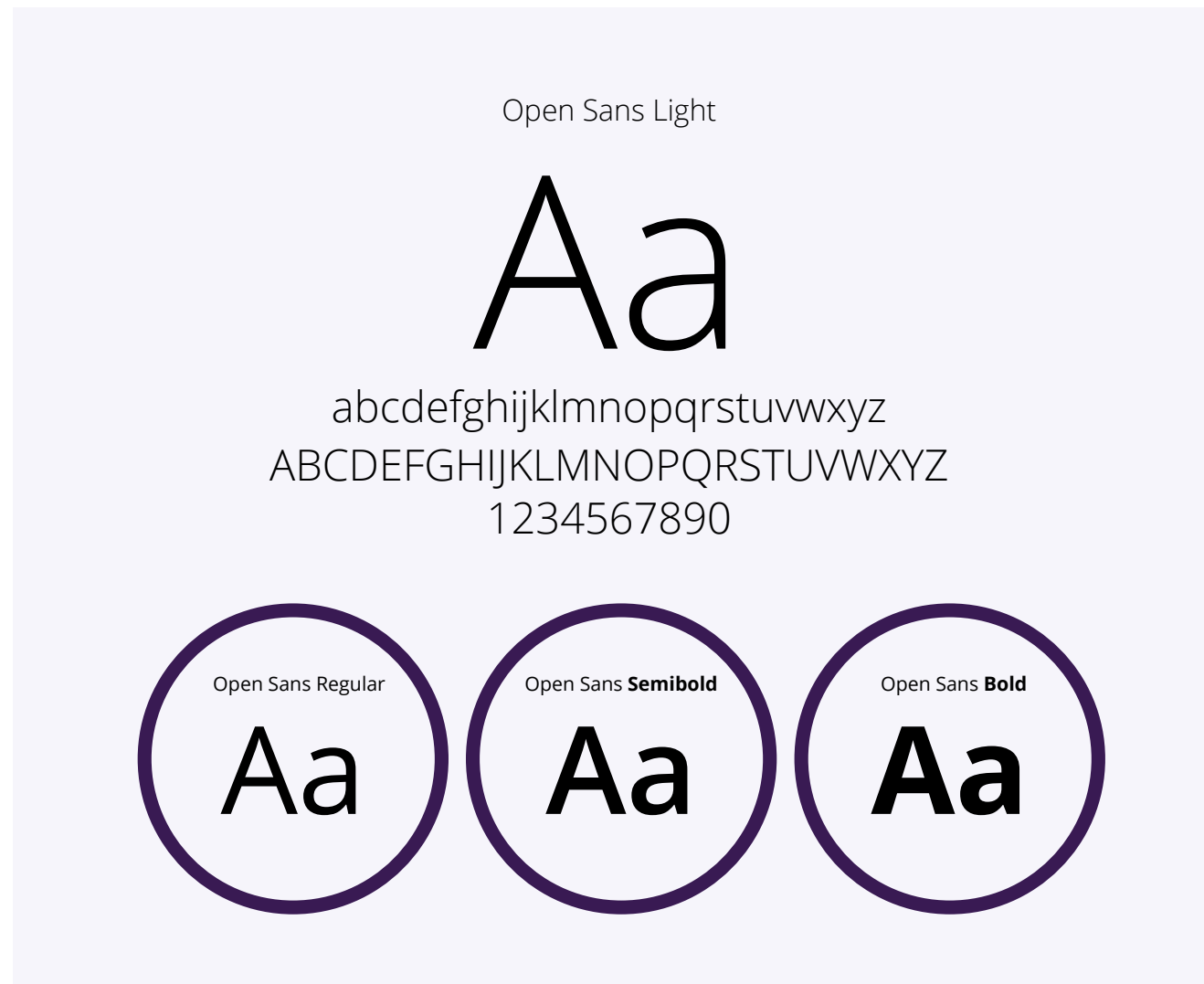
Typeface:

Primary font

Open Sans is the primary typeface as it is a fresh and modern typeface that reflects the Climate Pact personality and message.

The typeface should be used consistently across all print and web applications.

Open Sans is a Google font and therefore, free of charge to install and use and can be downloaded [here](#).



Typeface: Secondary font

Arial is the secondary typeface which is a standard font that is widely accessible.

The font should be used consistently across all print and web applications when Open Sans is unavailable.



Text boxes

All headings and call to action text should be contained within a box to highlight the key phrase.

When a sentence is used, to keep the flow of the text, close the text boxes to combine them together. However, if the text is made of different phrases or words that do not create a sentence, the text boxes can be positioned apart from each other.

The alignment of the boxes can be adapted to fit the visual but ensure that the boxes are kept the same size and not rotated.

Ensure that the space between the text and the edge of the box is proportional and the same height is maintained all the way around the boxes.

Text combined

**BECOME A
Climate Pact
AMBASSADOR**

Text separated

**#EUClimatePact
AMBASSADOR**

A close-up, macro shot of a camera lens, showing the intricate details of the lens elements and the metallic barrel. The lens is positioned on the right side of the frame, with its front element prominently displayed. The background is a soft, out-of-focus bokeh of various colored lights, including yellow, orange, red, and blue, creating a dreamy and artistic atmosphere. In the bottom left corner, there is a dark purple circular graphic element that serves as a backdrop for the page number and title.

04

Photography

Photography: People

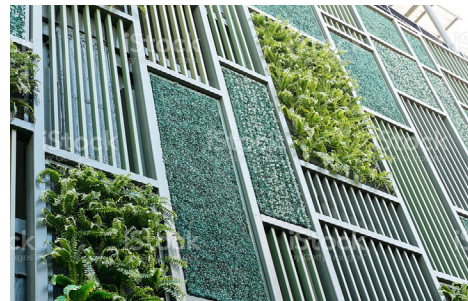
The correct photography style is crucial to ensure consistency across Climate Pact. The examples included within this document have been collated to ensure this is achieved.

Considerations for choosing the correct image:

- They should simply show the message without distraction, be colourful and appealing.
- Images should concentrate on presenting a human connection with a subject matter.
- Images should be natural and specific to the message.
- Images should be of European locations.
- Images should be bright and colourful to attract the audience.
- It is important to use the right key words to source photographs, key words can be included in the brief for the designers depending on the creative angle agreed.
- Creating a contact sheet with a selection of images to choose from allows for an efficient workflow.



Photography: Landscape





05

Application

Social Media: Square visuals

Throughout all visuals, the main Pact hashtags should be shown. The hashtag should be placed in a location within the artwork that compliments the composition whilst showing clear Visibility and prominence to the tag.



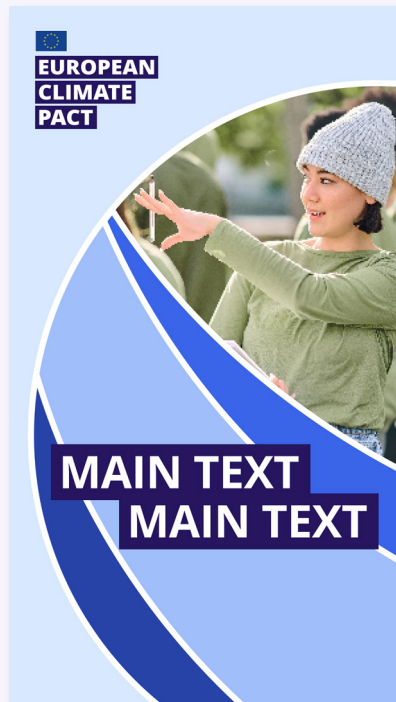
Social Media: Banners



Social Media: Carousel examples



Social Media: Story examples



Digital:
PowerPoint



THIS IS THE FIRST LINE
THIS IS THE SECOND

Click to edit subheading
maybe on two lines

01 JANUARY 2023



TITLE'S FIRST LINE HERE
SECOND LINE HERE

Click to edit subheading
maybe on two lines

01 JANUARY 2023


THIS IS A CHAPTER HEADER

This is a page header

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin a massa justo. Aenean sagittis scelerisque commodo. Morbi commodo dui id purus cursus, sit amet viverra erat pretium. Etiam auctor velit sed dolor pellentesque congue nec nec metus. In posuere faucibus odio id dictum. Etiam sit amet elit nec nibh pulvinar luctus. Vivamus sagittis posuere risus vel condimentum. Ut sagittis commodo egestas. Fusce aliquet metus a velit gravida euismod.

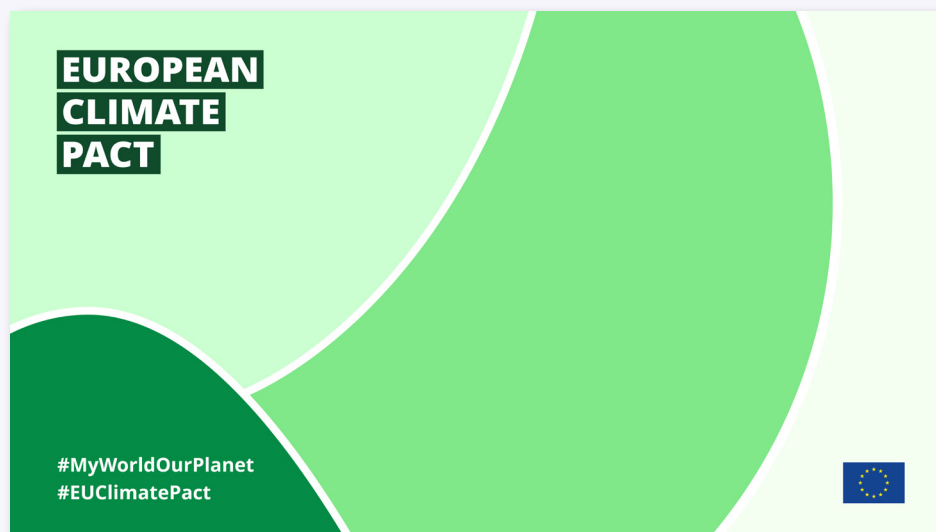
This is a sub-header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin a massa justo. Aenean sagittis scelerisque commodo. Morbi commodo dui id purus cursus, sit amet viverra erat pretium. Etiam auctor velit sed dolor pellentesque congue nec nec metus. In posuere faucibus odio id dictum. Etiam sit amet elit nec nibh pulvinar luctus.

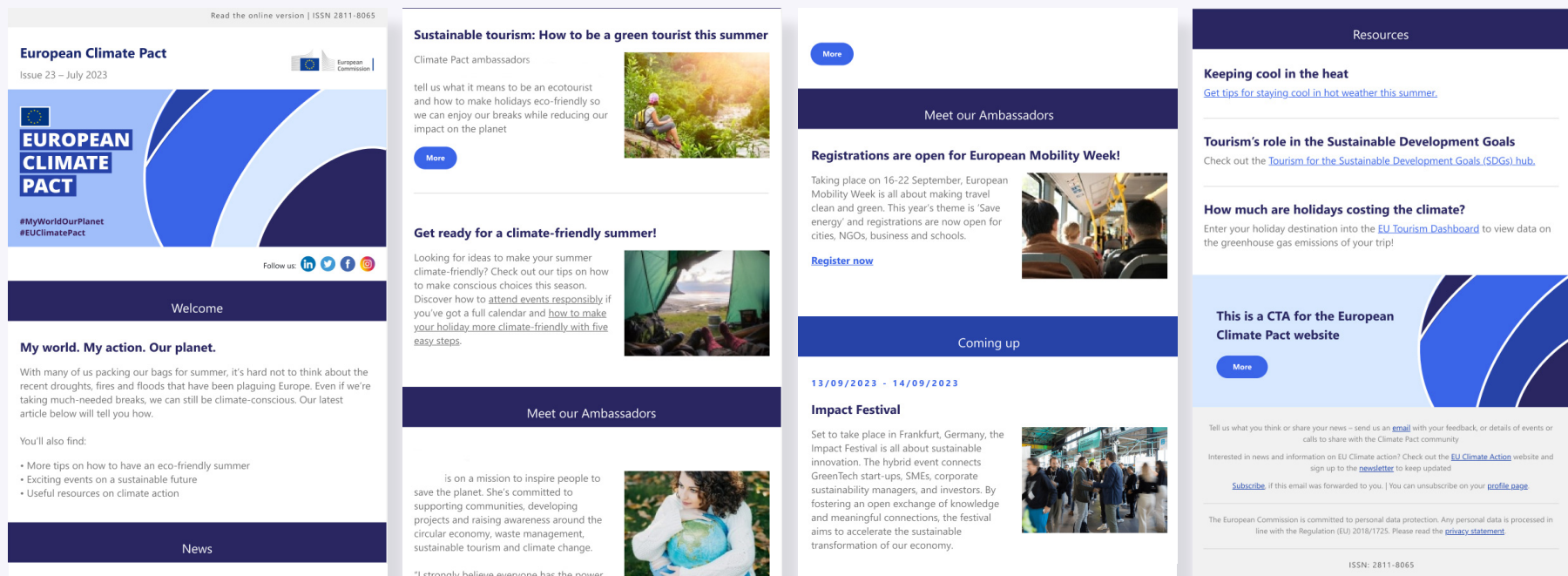


Digital:

Backgrounds for teams and events



Digital: Newsletter



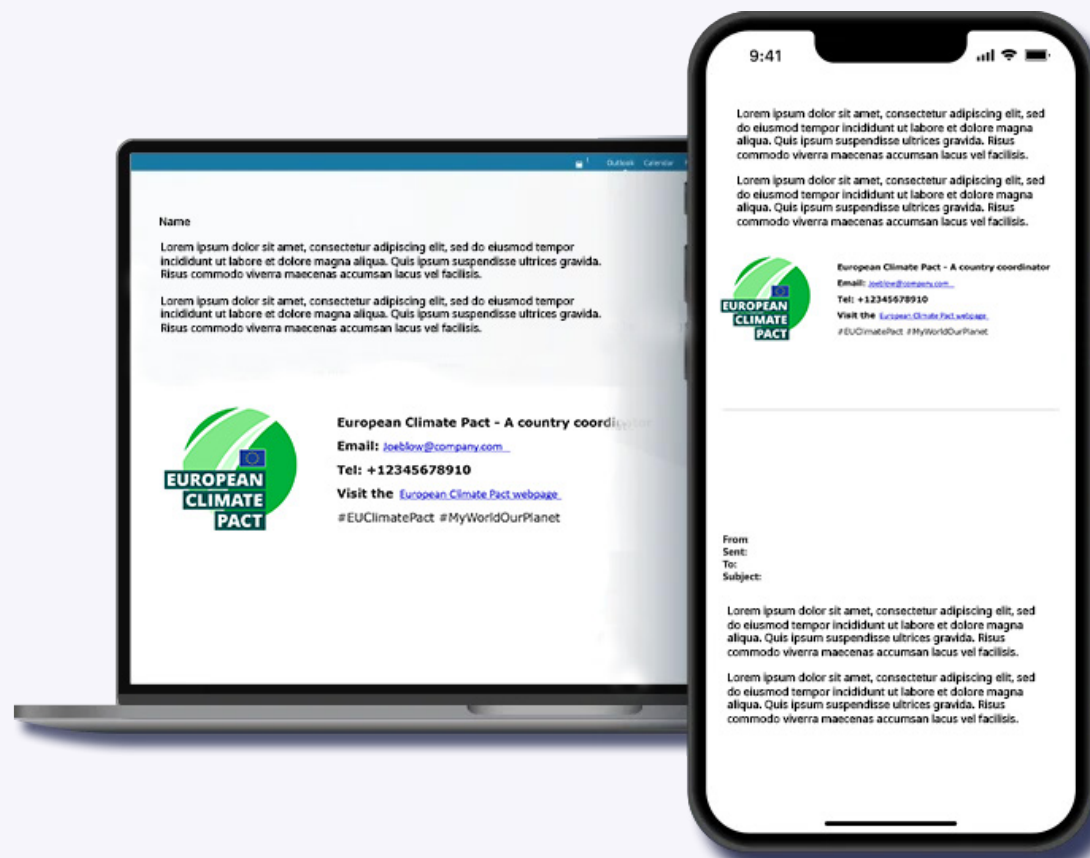
Digital:

Website & Survey banners



Digital:

Email Signature



Documents: Publication



Publication: Specifications

The adjacent visual demonstrates the position of all core components required for publication outputs.

Document Margins

The width of the EU emblem should be used as the size of the margins on all sides of the document.

Baseline

Ensure all text aligns to the baseline grid to allow for a consistent design.

Scaling

The shown correlation between the 3 elements (EU emblem, word mark and graphic element) should remain consistent on all portrait orientations.

Document size (guidance dependent on content)

A6: Postcards and Flyers

A5: Small form documents and event invitations

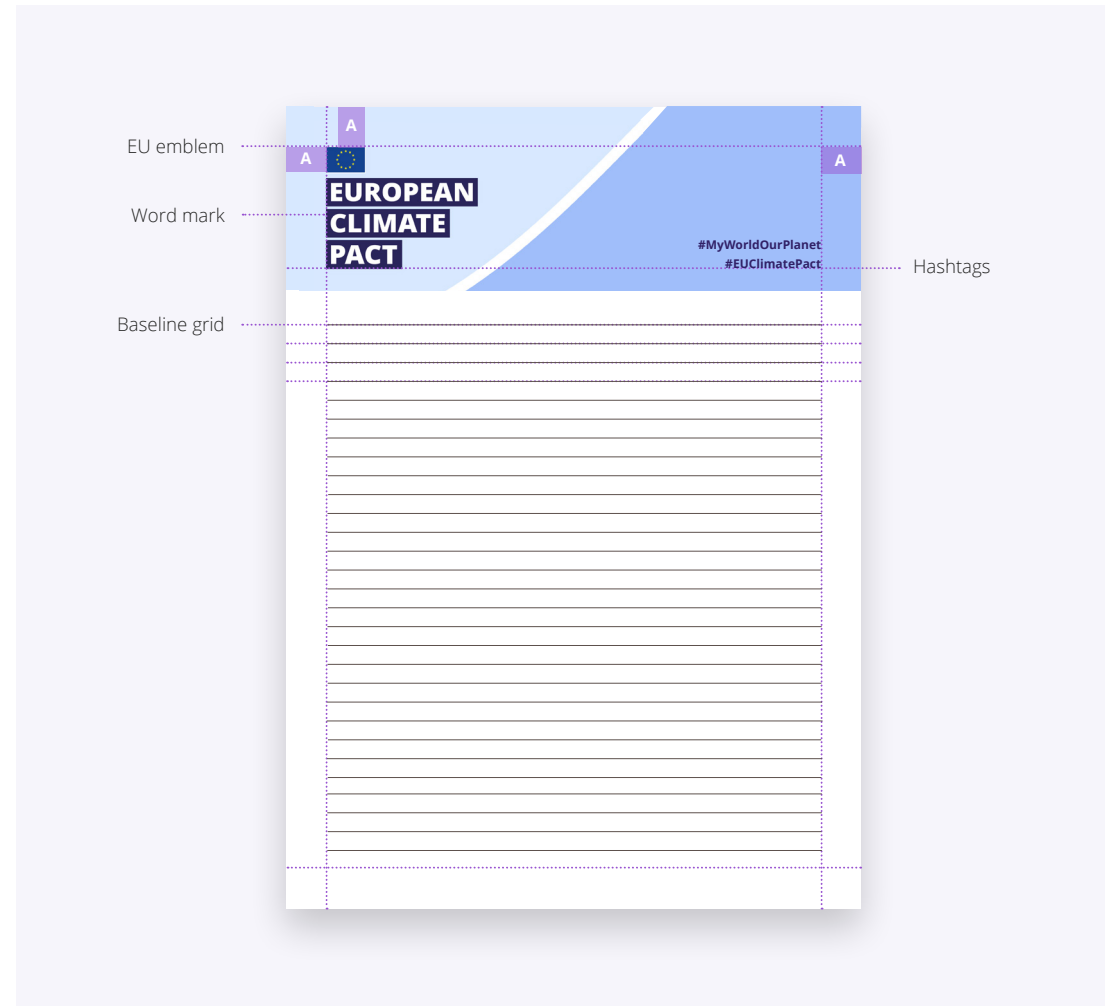
A4: Publications, Handbooks, letterheads and manuals

A3: Posters and event promotion

A2: Display material

A1: Signs

A0: Large sign graphics



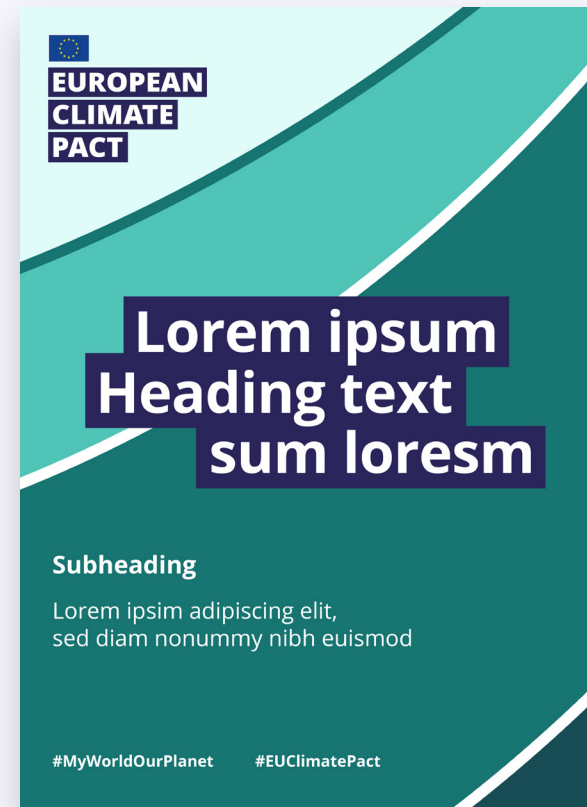
Documents:

Leaflet and Word template

Leaflet



Word template



Audio-visual: Video Specifications

YouTube uses 16:9 aspect ratio players, so all videos should be output as such to avoid pillar boxes (black bars to the left and right) or letter boxes (black bars at the top and bottom) from being displayed.

YouTube recommends the use of MP4 video using the H.264 video codec. Content should be uploaded to YouTube using the same frame rate used during recording and any interlaced content should be de-interlaced before uploading.

For uploading to the AV Library, videos must be exported at 25fps with 10-18mb/s bit rate and contain a caption side-car file.

For Reels and stories, videos must be created at 9:16 and exported using the H.264 video codec. They should be no longer than 60 seconds for a story and 90 seconds for a reel.

Note: Always check the latest guidance on the platform website to keep up to date before creating the output.



Mock up video example

Audio-visual:

Intro and outro

Intro

The intro of the video must be catchy and grab the attention of the audience. This can be styled depending on the concept of the video. The title of the video must be displayed with the box behind the text.

Outro

On all Climate Pact branded audio-visual outputs an outro should be included.

The minimum and maximum time for the signature should be: min 2 seconds, max 5 seconds.

Formats of outro 16:9, 1080x1080 and 9:16.

Intro



Outro



01 - The circle animates onto screen and starts to rotate



02 - The circle continues to animate and the words appear from the left



03 - The rest of the words appear to create the full visual mark.

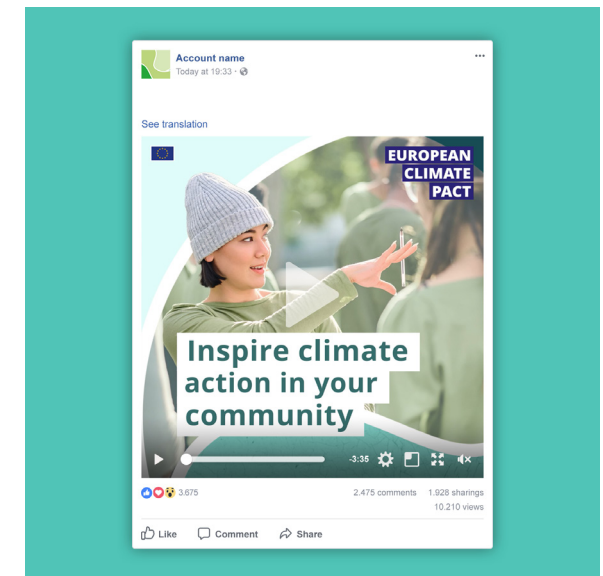
Audio-visual: Animation, GIFs & Reels

Instagram stories and reels uses a 9:16 aspect ratio, all videos should be output with this size to avoid pillar boxes (black bars to the left and right) or letter boxes (black bars at the top and bottom) from being displayed. Videos should be exported using the H.264 video codec at the highest quality. Instagram automatically converts video posts to reels and resizes natively, however it also accepts 1:1 video.

Facebook accepts 1:1, 16:9 and 9:16 aspect ratios

Linkedin accepts 1:1 and 16:9 videos only

X (formerly twitter) accepts 1:1, 16:9 and 9:16 aspect ratios.



Event:

Pull-up banners and poster



Event:

Other Pull-up banners



