

Branding Guidelines

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GREEN
CLIMATE
FUND

Contents

I.	Scope of the Branding Guidelines	3
II.	Use of the GCF Name and/or Logo	3
III.	Principles and criteria for the use of the GCF Name and/or GCF Logo.....	4
IV.	Visual and graphic standards.....	4
	A. GCF Name	4
	B. GCF Logo.....	5
	C. Size and Placement	5
	D. Use on information Materials	6
	E. Use on the Partners' website	6
V.	Reporting and review	7
VI.	Compliance with the Branding Guidelines	7
VII.	Third party misuse or abuse	7
VIII.	Amendment.....	7
IX.	Contact.....	7

I. Scope of the Branding Guidelines

- 1 These Branding Guidelines (the “Guidelines”) set out the conditions applicable to the use of the GCF full name or acronym (the “GCF Name”) and the GCF logo (the “GCF Logo”) by partners who have entered into a contract/agreement with the GCF (the “Partners”), pursuant to which such Partners agreed to comply with the Guidelines.
- 2 These Guidelines apply to the use of the GCF Name and/or GCF Logo on any material, whether in print or electronic format and regardless of their form or material, including any documents, reports, photos, designs, drawings, panels, labels, assets, equipment, and websites (“Materials”).

II. Use of the GCF Name and/or Logo

- 3 The GCF Logo constitutes the corporate identifier and official seal of the GCF and is a registered trademark protected under relevant international and national laws on intellectual property. The Partner’s right to use the GCF Logo under these Guidelines constitutes a non-exclusive, non-transferable, royalty-free license with a right to sublicense (only as provided in paragraph 6 below).
- 4 The Partners may use the GCF Name and/or GCF Logo provided that the following “Conditions” are met:
 - a. the principles and criteria set out in Section III of these Guidelines are obeyed; and
 - b. the visual and graphic standards set out in Section IV of these Guidelines are observed.
- 5 The Partners will be responsible, and bear all costs, for assessing and ensuring that such Conditions can and will be adhered to. In the event the GCF Name and/or GCF Logo are used for a prolonged period (e.g. on a website or a construction site), the Partner shall be responsible for periodically reassessing the Conditions and guaranteeing that such Conditions continue to be complied with.
- 6 The Partners’ right to use the GCF Logo can be sublicensed only to such entities that execute, carry out or implement the activities and/or events referred to in paragraph 9 (b) of these Guidelines and have a contractual relationship with the Partners (the “Executing Entities”), provided that any such sublicense must comply with the conditions set out in these Guidelines.
- 7 The Partners shall request prior written authorization from the GCF, if the GCF Name and/or GCF Logo are being used for purposes other than those expressly allowed under Section III of these Guidelines.
- 8 Where used in relation to activities listed in paragraph 9 (b), the Partners may also use a caption “supported by the Green Climate Fund” next to the GCF Logo.

III. Principles and criteria for the use of the GCF Name and/or GCF Logo

- 9 The Partners can use the GCF Name and/or GCF Logo, if such use is:
- (a) in conformity with GCF mandate, its objectives and guiding principles, as set out in the Governing Instrument for the GCF and relevant UNFCCC decisions.
 - (b) directly related to:
 - i. activities to which the GCF has provided its financial and/or technical support, such as projects, programmes, readiness and preparatory activities or other types of technical assistance;
 - ii. events organized in collaboration with, with the support/patronage of, the GCF;
- 10 The GCF Name and/or GCF Logo cannot be used:
- a. on Materials whose purpose is the presentation, description or provision of information on the Partners (e.g. office/door signs, presentation brochures, business/visitor cards, letterheads, and other products of the Partners);
 - b. on Materials on which the Partners have no control and whose content may be modified by third parties (e.g. PowerPoint presentations not directly presented by the Partners, web platforms with online fora, social network pages);
 - c. on Materials that breach, or may potentially breach, ethics, public order, legal or social norms, or human rights;
 - d. if it may jeopardise the safety and/or security of any person, property, facility or asset associated with the GCF Name and/or Logo;
 - e. for commercial purposes or, in any other manner which could potentially be viewed by the general public as, the GCF's advertisement or endorsement of specific products, services or events;
 - f. on vehicles, or any other means of conveyance or transport; or
 - g. in any other manner that may jeopardize the GCF's international status, independence, impartiality or privileges and immunities or may imply any risk of diplomatic or other embarrassment to the GCF.

IV. Visual and graphic standards

A. GCF Name

- 11 The full name is **Green Climate Fund**.
- 12 The acronym is formed from the initials of the full name: **GCF**.
- 13 When referring to the Green Climate Fund, the Partners must use either its full official name or its official acronym.
- 14 The English language is the only official language of the GCF. Translations of the full name or acronym may only be used immediately after use of the official, English version. The Partners should refrain from referring to the GCF as the "Fund" to avoid confusion with other international climate and/or development funds.

B. GCF Logo

15 The GCF Logo may be downloaded from the following locations:

<http://q.cf/logo-black>

<http://q.cf/logo-white>

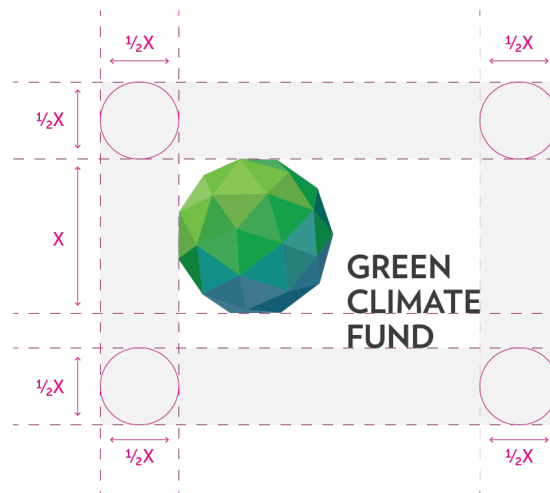
C. Size and Placement

16 The size, prominence and placement of the GCF Logo shall clearly reflect the nature and scope of the GCF's support to activities or events, in a manner that will not create any confusion regarding the ownership, property of, or responsibility for, the Materials on which they are displayed or for the related activities and events.

- As a general rule, when ownership is equal (e.g. a jointly published report), the size of the GCF Logo should be equal to that of the Partners.
- Depending on the nature and scope of the GCF's contribution to the activities or events, the GCF Logo may be smaller than the one of the Partners.
- In any case, the GCF Logo cannot be bigger than the logos of the Partners.

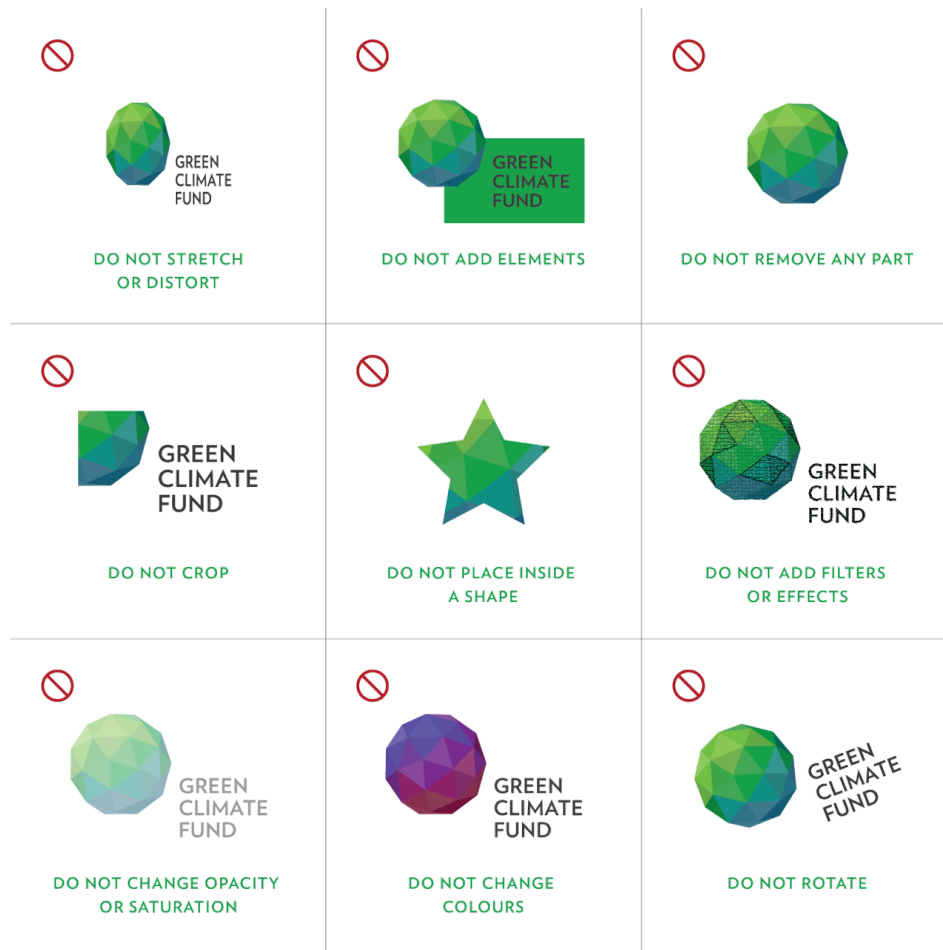
17 The GCF Logo **SHOULD NOT BE PLACED**

- against a visually confusing background or image; or
- too close to other visual elements. The Partners must ensure that any other visual elements are placed outside of the exclusion zone (a grey area), as illustrated below.



18 The GCF Logo **SHOULD NOT BE ALTERED** in any way. (*Please refer to the examples of alteration below*). Specifically, do not:

- Crop, flip or rotate the GCF Logo.
- Stretch, distort, re-colour, apply filters, or animate the GCF Logo.
- Apply a coloured mask or a text box to the GCF Logo.



D. Use on information Materials

- 19 If the GCF Name and/or GCF Logo are displayed on any printed or electronic information Material (e.g. publications, studies, reports, newsletters, brochures, books, and similar product), and unless otherwise agreed upon by the GCF and the Partner, the following disclaimer shall also be added to the inner pages of Material:

“The views expressed in this information product are those of the author(s) and the GCF cannot be held responsible for any use which may be made of the information contained therein.”

- 20 On a case by case basis, on request of the Partner, the GCF may recommend the use of a different disclaimer, taking into consideration the type of Material and the purpose of its use.

E. Use on the Partners’ website

- 21 Subject to the Conditions, the Partners may display the GCF Name and/or GCF Logo on their website in a manner that clearly reflects the nature and scope of collaboration between the GCF and the Partner concerned, and that will not create any confusion regarding the ownership, the property of, or responsibility for, the website. Specifically, the GCF Name and/or GCF Logo:
- may be displayed on the webpage (e.g. in the main content or the sidebar) that lists the Partners’ collaborators, donors or funders;
 - shall not be used on the homepage nor on the heading or navigation bar of any website.

V. Reporting and review

- 22 On request from the GCF, the Partners shall transmit to the Fund an electronic copy, reproduction, or visual representation of any such Material on which the GCF Name and/or GCF Logo have been used.
- 23 The GCF may review Materials reported by the Partners and verify their compliance with these Guidelines, as appropriate.
- 24 At any time the GCF may request any Partner to stop, suspend or limit the use of the GCF Name and/or Logo on any Materials; and/or suspend, limit, or stop the production, distribution, reproduction of such Materials. In that event, the GCF and the relevant Partner will consult on any potential legal or financial implications arising therefrom.

VI. Compliance with the Branding Guidelines

- 25 In the event the Partner becomes aware of any circumstance or event that may result in the use of the GCF Name and/or GCF Logo being non-compliant with these Guidelines, the Partner shall promptly report any such circumstance or event to the GCF, which may instruct the Partner to undertake specific preventive or mitigation measures.
- 26 The GCF does not assume any responsibility for any loss, damage, or any other liability arising from the Partners' misuse or abuse of the GCF Name and/or GCF Logo.

VII. Third party misuse or abuse

- 27 In the event any Partner becomes aware of any third-party misuse or abuse of the GCF Name and/or Logo in the context, or in connection with, the project, programme, readiness and preparatory activities or technical assistance to which the GCF provided its financial and/or technical contribution, the Partner shall immediately inform the GCF.

VIII. Amendment

- 28 GCF reserves the right to amend these Branding Guidelines at its own discretion. The amended Branding Guidelines will be available on the GCF website at:
www.greencimate.fund/brandingguidelines.pdf

IX. Contact

- 29 For all questions and inquiries related to the interpretation and application of these Guidelines, please contact the GCF at communications@gcfund.org.