

**GREEN  
CLIMATE  
FUND**

**Meeting of the Board**

29 June – 2 July 2026

Dushanbe, Tajikistan

Provisional agenda item 5

**GCF/B.45/Inf.12/Add.02**

23 June 2026

# GCF Brand Refresh

## **Summary**

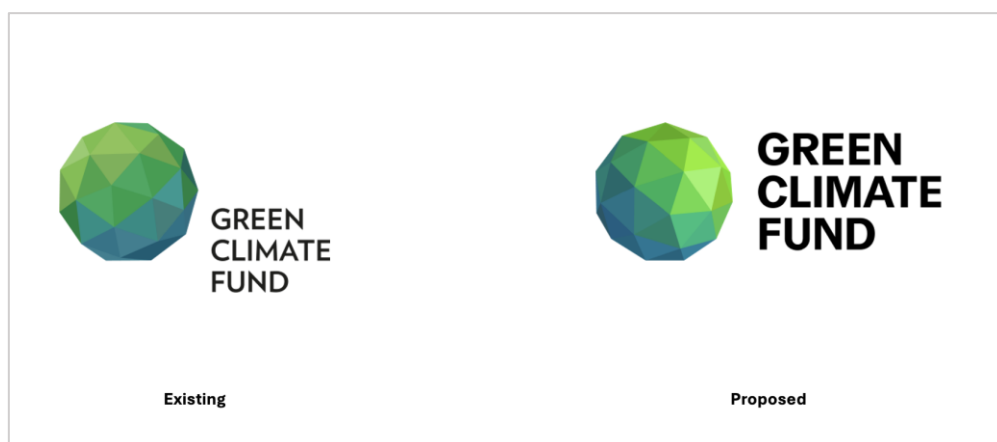
This addendum to the Report on the activities of the Secretariat informs the Board of a minimal refresh of the GCF logo to improve legibility and digital rendering, summarizes the consultations held with Board members, alternate Board members and advisors since its forty-fourth meeting, and presents the refreshed logo alongside the original with selected renditions.

## I. Introduction

1. The Secretariat is undertaking a minimal brand refresh to update the GCF logo for alignment and legibility, on its own and in comparison with partners, to reflect increases in the consumption of digital data and via mobile and smaller screen sizes. An audit/benchmarking exercise with other partner logos was conducted which found that the logo could be enhanced to be more legible in all formats, especially in digital ones.
2. The refreshed logo enhances clarity and rendering in all formats, especially in digital, while preserving the integrity of the current logo.
3. Importantly, the brand refresh does not require modifications to trademark protection generally as the distinctive character of the mark remains unaffected.
4. At the forty-fourth meeting of the Board (B.44), as part of its presentation on the Report on the activities of the Secretariat, the Secretariat updated the Board on this minimal refresh together with the reasons and necessity of doing so to increase GCF's visibility, particularly as it positions itself to become the 'fund and partner of choice' in a challenging geopolitical environment. Moreover, the fact that the GCF is entering its third replenishment period offers a good opportunity to launch this initiative.
5. Since B.44, the Secretariat, on the advice of the Co-Chairs, has conducted four consultations with Board members, alternate Board members and advisors, seeking input and incorporating their feedback into the refreshed logo design.
6. Following the changes made as a result of this process, the brand refresh is now ready for rollout.
7. The refreshed logo alongside the original is presented in section II below. Examples of the comparison in select renditions are also provided.
8. The inputs received from the Board members and advisors during the consultation were appreciated and the Secretariat will further update the Board on the progress of the rollout.

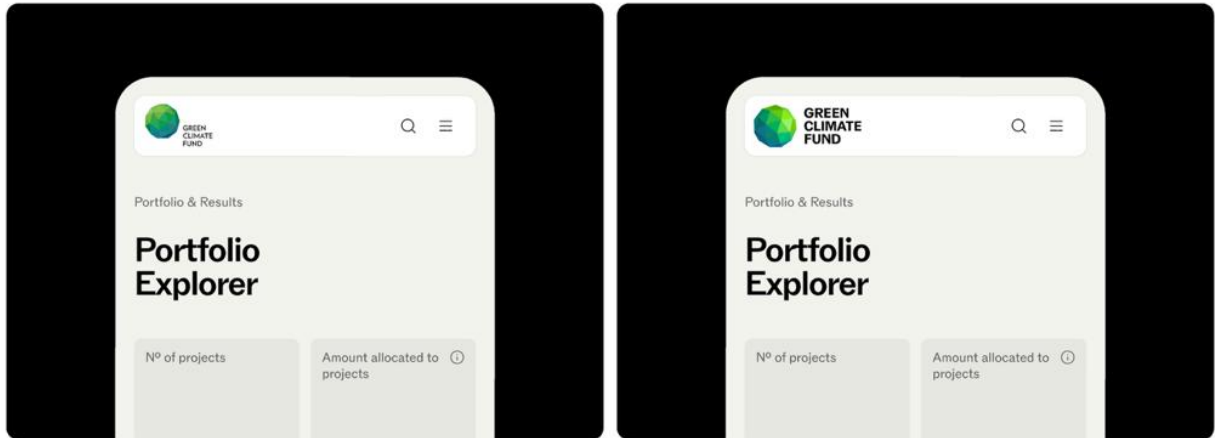
## II. Refreshed logo and renditions

Figure 1: Current logo and refreshed logo



*Note: The geodesic device is of the same size.*

**Figure 2: Rendition Example 1 – Visibility across digital contexts**



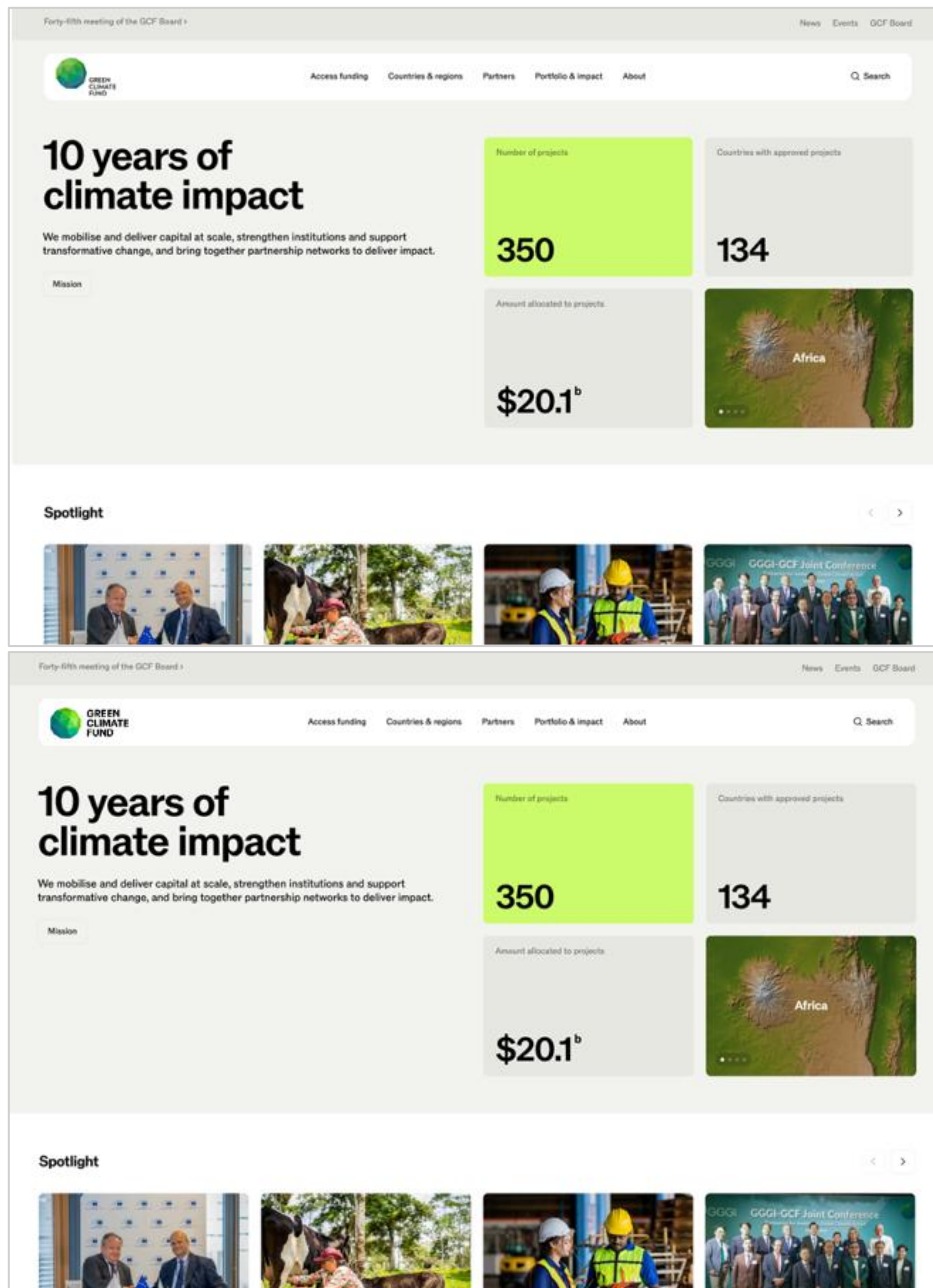
**Figure 3: Rendition Example 2 – Partner lock-ups**



**Figure 4: Rendition Example 3 – Multiple partner lock-ups**



**Figure 5: Rendition Example 4 – Website**



### III. Budgetary implications

9. There are no additional budgetary implications arising from this addendum.