



DUBAI 28  
CLIMATE CHANGE  
CONFERENCE 2023

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BRAND MANUAL  
Climate change  
conference 28

**Manual of a single visual styling for the 2023 climate  
conference**

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# INTRODUCTION

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2023 will be a historic year for the UAE. The country is going to host the 28th session of the Conference of Parties (COP 28) to the UNFCCC (United Nations Framework Convention on Climate Change). Though the dates are not confirmed yet, the event will tentatively fall between November 6 and 17, 2023. Dubai Expo City will serve as the venue for COP28. There can be no better location to host COP 28 than Dubai Expo

City, as both COP 28 and Expo 2020 Dubai have some goals in common: achieving sustainability and encouraging global cooperation to address global issues.

## COP28

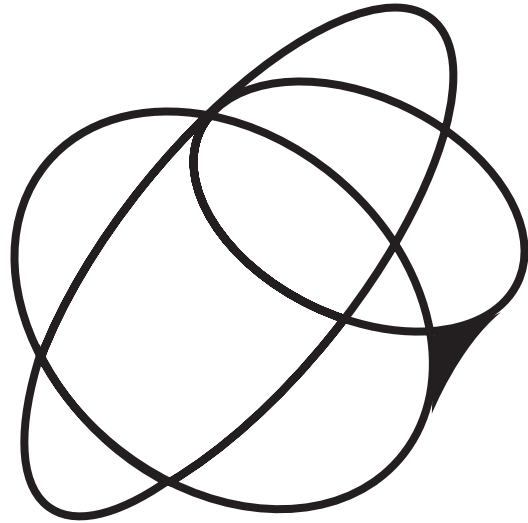
If everything falls in place, the UAE will be the second country in the Middle East to host a COP session after Egypt. The UNFCCC made this decision after UAE received

unanimous support from the Asia-Pacific group at COP 26 in Glasgow, Scotland in 2021.

Going by global reports, COP28 carries a lot of environmental expectations and is poised to take some major resolutions to combat climate change.

**LOGOTYPE 01**

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# DUBAI 28 CLIMATE CHANGE CONFERENCE 2023

## LOGO

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The logo symbolizes our land, all layers and all parts that are composed of smaller parts. It also resembles a cosmic body that is frequent in the universe. But if you look carefully, it is possible that you will also see the COP abbreviation, which is stylized.

It is determined by the minimum by the size of the area in the immediate area near the logotype, to which it must not interfere with the text or anything else graphic elements, illustrations, photographs etc. Respect of this space guarantees a good readability and sufficient impressiveness of the logotype. Protective space is defined by units of  $x$ . Recommended size of the protective space is " $x$ ", which



corresponds to the three stripes in the brand logotype. Minimal protective logotype space can be used only in exceptional cases, when technology requires it processing and specific use logotype.

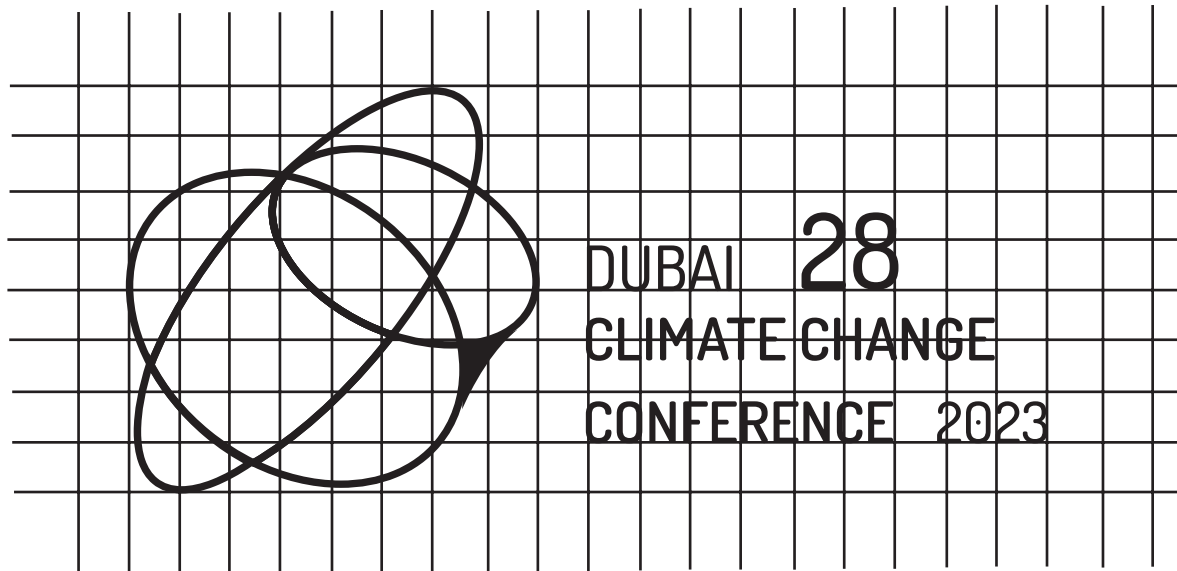
**SAFETY ZONE**

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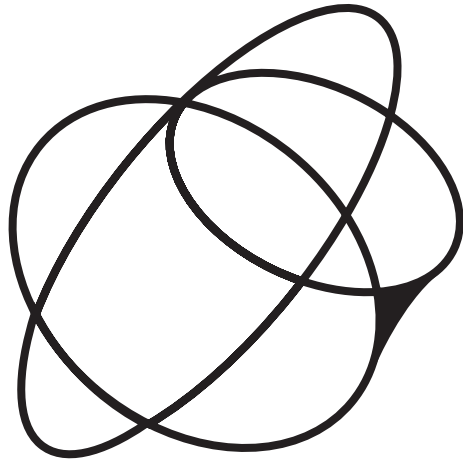
This location in the square grid is not for construction. But it serves for proportion verification. We use it most often in applications when enlarging the logo.

## PROPORCIONES

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## BLACK AND WHITE

For printed raster 120 lpi and higher are defined these data and colors: black 0/0/0/100[100%] Positive black and white version of the logotype will be created rendering of the colored part symbol on black color. It is primarily applied on white or light the underlying surface. Inverse black and white version of the logotype is applied to any dark surface. (Square in the background it is only informative and is not part of the logotype) In black and white print and in cases where for technical reasons cannot be reproduced in color, black and white is used design.

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# COLOUR VERSIONS

The color versions are in blue and gray scales. They can be used for color variations.



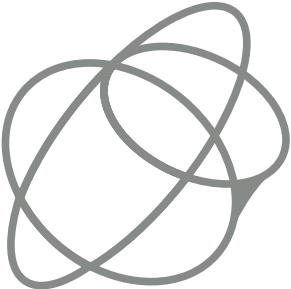
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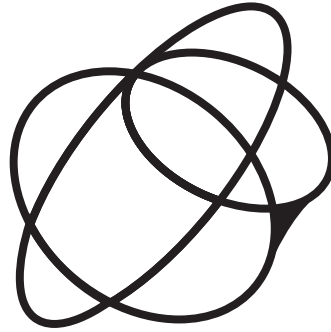
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Circular version of the logo is a complementary version of the use of the logo. If the original logo cannot be used, it is possible to use the circular version. It can be used for badges or stamps etc

**CIRCLE VARIANT**

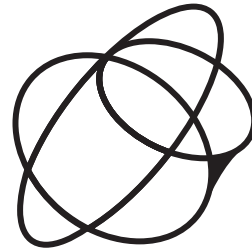
# SIZE

100mm



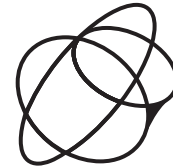
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75mm



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50mm



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25mm



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15mm



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The logo should be in all of them sizes act the same. Smallest recommended size logo is 15 mm which can be used for branding small objects. Bigger versions are for posters or merch.



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It is forbidden to modify the logotype, to outline it, to use it in a different color and so on must not be deformed in any way. They are specified in this logo manual basic rules for different use of the logotype. Any other modifications of the logotype are not allowed, except for exceptions, when for reason production technology is not possible keep the color [e.g. application for glass and various metal alloys], then the color can be customized.

**SAFETY ZONE**

Inversion of the logo is possible use on colored bases of primary colors +plus green. It is possible to create many versions, for example in shades, but the original color must be preserved.

## COLOUR VERSIONS WITH BLACK

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## COLOUR VERSIONS WITH WHITE

Inversion of the logo is possible on colored bases of primary colors +plus green. It is possible to create many versions, for example in shades, but the original color must be preserved.

# TYPOGRAPHY 02

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Dosis SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂ  
abcdefghijklmnopqrstuvwxyzáâéíôøü&  
1234567890[\$£€.,!?

Dosis Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂ  
abcdefghijklmnopqrstuvwxyzáâéíôøü&  
1234567890[\$£€.,!?

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## FONTS CUTS

DOSIS EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂabcdefghijklmnopqrstuvwxyzáâéíôøü& 1234567890(\$£€.,!?)

DOSIS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂabcdefghijklmnopqrstuvwxyzáâéíôøü& 1234567890(\$£€.,!?)

DOSIS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂabcdefghijklmnopqrstuvwxyzáâéíôøü&  
1234567890(\$£€.,!?)

**DOSIS BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂabcdefghijklmnopqrstuvwxyzáâéíôøü&  
1234567890(\$£€.,!?)**

# APPLICATION 03

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# COLOURS 04

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**RGB: 87, 169, 189**  
**CMYK: 65,16,23,1**



**RGB: 0, 82, 119**  
**CMYK: 95, 60, 31, 17**



**RGB: 145, 147, 141**  
**CMYK: 44, 33, 38, 13**



**RGB: 37, 94, 107**  
**CMYK: 83, 43, 42, 30**



# PRINT MATERIALS 05

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