



SHARM EL-SHEIKH
CLIMATE CHANGE
CONFERENCE 2022

27

BRAND MANUAL
Climate change
conference 27

**Manual of a single visual styling for the 2022 climate
conference**

CONTENT

LOGOTYPE	01
TYPOGRAPHY	02
COLOURS	03
APPLICATION	04
POSTERS	05

INTRODUCTION

COP27 will bring governments together to accelerate global efforts to confront the climate crisis. It is an important meeting because the latest science shows that climate change is moving much faster than we are, pushing ecosystems and communities to their limits.

We need to urgently scale up efforts to help people and nature adapt to a warming world and to implement climate solutions - which are already available across all sectors and can more than halve emissions by 2030. This is vital if we are to limit global warming to 1.5°C and avoid the most devastating impacts on people and nature.

We are hopeful that, as citizens around the world increasingly demand action on the climate crisis, we can work together to focus on implementation and delivering an immediate response to the climate emergency.

LOGOTYPE 01

The logo symbolizes the decline of our environment (continents) and the rise of sea levels and the drying up of water sources and rivers. That is why there is a cut in the logo.

LOGO





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.

BLACK AND WHITE VERSION

The color versions are in primary colors + plus green. They can be used for color variations.



COLOUR VARIANTS

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.

INVERT VERSIONS



INVERT VERSIONS



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.



Another possibility or variants of how to use the logo is with the use of different materials. These documents mainly contain nature, the sea, dried up rivers, fires, etc

PATTERNS

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



SIZE

15mm



25mm



50mm



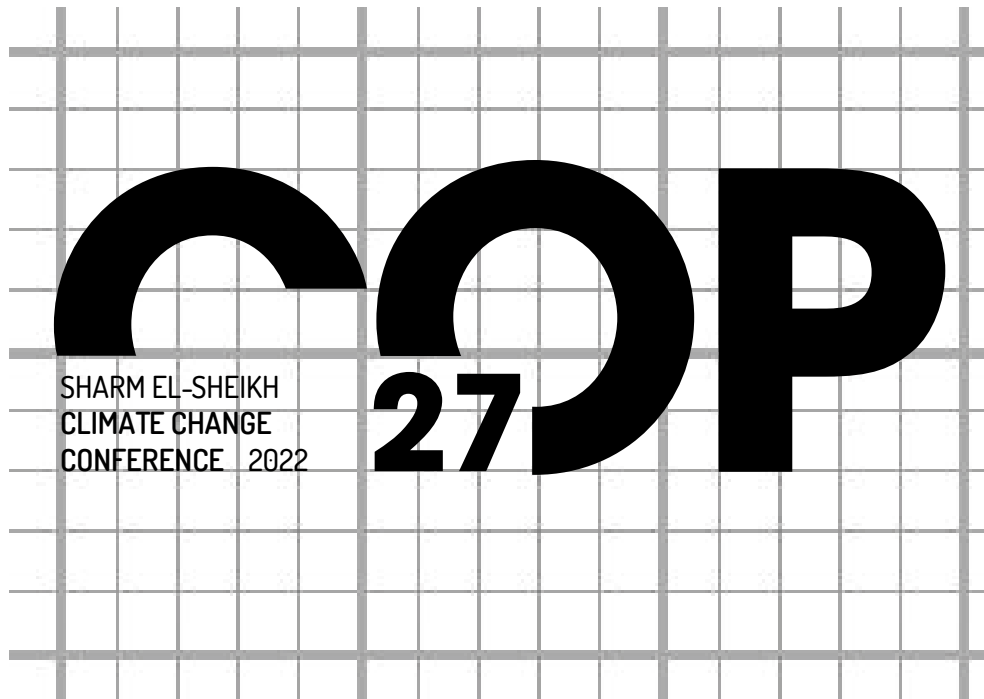
75mm



100mm



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



PROPORCION

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.

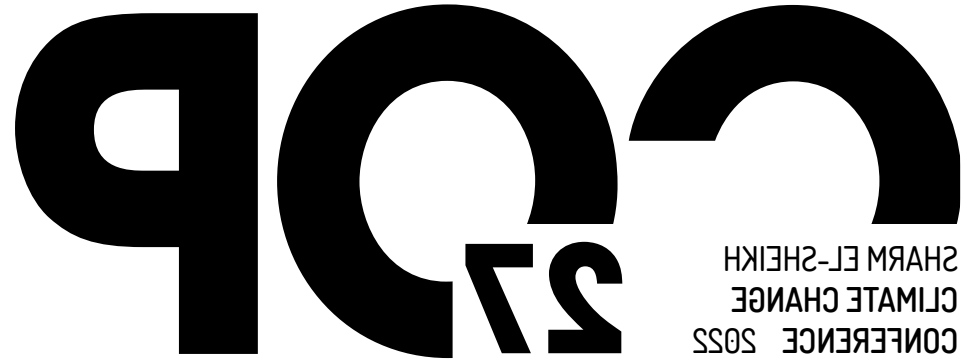
Circular version of the logo is a complementary version of the use of the logo. If the original logo cannot be used, it is possible to use the circular version. It can be used for badges or stamps etc

CIRCULAR VERSION



FORBIDDEN VARIANTS

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.



TYPOGRAPHY 02

Dosis SemiBold

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

Dosis Medium

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

FONTS CUTS

DOSIS EXTRA LIGHT

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

DOSIS LIGHT

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

DOSIS BOOK

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

DOSIS BOLD

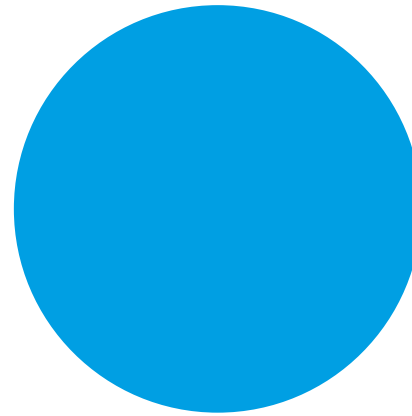
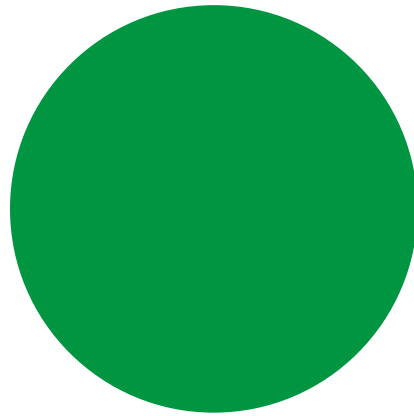
**ABCDEFGHIJKLMNOPQRSTUVWXYZÁÂabcdefghijklmnopqrstuvwxyzáâéíôøü&
1234567890(\$£€.,!?)**

COLOURS 03

R:0
G:150
B:64



C:100
M:0
Y:100
K:0

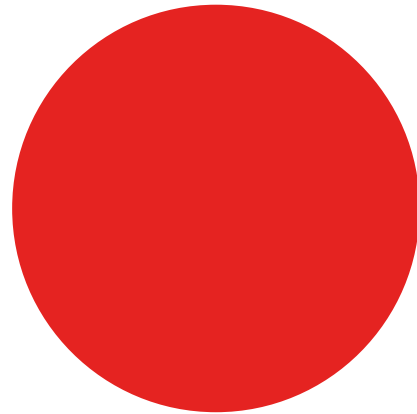


R:0
G:159
B:227

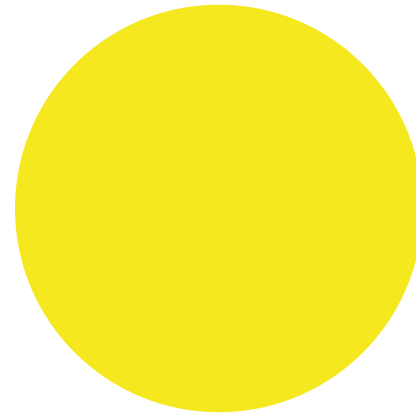


C:100
M:0
Y:0
K:0

R:229
G:35
B:33



C:0
M:95
Y:91
K:0



R:246
G:232
B:30



C:8
M:0
Y:89
K:0

APPLICATION 04









POSTERS 05



