Corporate identity manual

Edition 2018
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02. Basic elements of visual identity

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Construction
Production areas

Reduced version
Construction
Production areas

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For national or local communication
Incorrect versions

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Basic typography
Secondary typography

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Usage in color and B/W
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Different logos together

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Basic stationary
Envelopes
Letter paper

Other usages
Flyers
Briefings
Circulars
Statutory communication
Press communication
01. Introduction
01. Introduction

Conceptual definition

The UCLG symbol was created in 2004 and is based on the following concepts.

Network
- Global, Local

City
- Diversity

Union

Graphical representation showing connections between Local, Global, City, and Union/Diversity.
02. Basic elements of visual identity

Symbols and logos

Full version
Construction
Production areas

Reduced version
Construction
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Reduced version
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For national or local communication
Incorrect versions

Maximum reductions

Typography
Basic typography
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Colors
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Usage in color and B/W
Usage on backgrounds

Different logos together
Symbol and logo
Full version

United Cities and Local Governments
Symbol and logo
Full version
Construction

Definition of the sizes that define the proportions of the various elements composing the logo.
Symbol and logo

Full version
Production areas

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.
Symbol and logo
Reduced version
Construction

Definition of proportions of the various elements composing the logo
Symbol and logo

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.

Production areas
02. Basic elements of visual identity

Versions of the logo and uses
For international communication

The following versions of the logo can be used in international communication, according to the specific use and conditions detailed below.

Original version
Used in general communication

Reduced version
Used in general communication, in reduced format in which optimal reading of the acronym is not required

Multilingual version
Applied in communication that contains the 3 official languages of UCLG: English, French and Spanish
02. Basic elements of visual identity

Versions of the logo and uses
For national or local communication

The following versions of the logo are used in national or local communication, according to the language.

**Reduced version**

**English version**
Used in communication in English

```
United Cities and Local Governments
```

**Spanish version**
Used in communication in Spanish

```
Ciudades y Gobiernos Locales Unidos
```

**French version**
Used in communication in French

```
Cités et Gouvernements Locaux Unis
```
02. Basic elements of visual identity

Versions of the logo and uses
Incorrect versions

Under no circumstances can these versions of the logo be used

Hollow symbol
Symbol with dashed outline
Symbol with non corporate color
Other versions

United Cities and Local Governments
Cités et Gouvernements Locaux Unis
Ciudades y Gobiernos Locales Unidos
02. Basic elements of visual identity

Maximum reductions

The maximum reduction of the **printed logo** is based on the height of the UCLG (measured in millimetres)

Original version

![UCLG Logo](image1.png)

Reduced version

![UCLG Logo](image2.png)

The maximum reduction of the **digital logo** is based on the height of the UCLG (measured in pixels)

Original version

![UCLG Logo](image3.png)

Reduced version

![UCLG Logo](image4.png)
02. Basic elements of visual identity

**Typography**

Basic typography

**ITC Oficina Sans**

**BOLD**

The typography of the UCLG logo es ITC Oficina Sans Bold

**BOOK**

The ITC Oficina Sans Book is used for texts in all printed communication of UCLG

---

**Aa1**

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ºª!.$%&/()=?¿*

---

**Aa1**

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ºª!.$%&/()=?¿*
Typography

Secondary typography

Bebas

The Bebas typography is used in UCLG printed publications for titles, highlights, infographics and special pieces.

DIN*

Exceptionally, for the creation of logos or branding (Congress logo, UCLG seal, other possible branding and to label events) the DIN typography family will be used.

Verdana

REGULAR

The Verdana typography is used in internal PC communication.
02. Basic elements of visual identity

## Colors

### Secondary corporate colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>65C 0M 100Y 8K</td>
<td>#5fa82b</td>
</tr>
<tr>
<td>96R 169G 44B</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0C 100M 100Y 0K</td>
<td>#e3051</td>
</tr>
<tr>
<td>227R 6G 19B</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0C 0M 0Y 80K</td>
<td>#575756</td>
</tr>
<tr>
<td>87R 87G 86B</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>0C 70M 80Y 0K</td>
<td>#ec6739</td>
</tr>
<tr>
<td>236R 104G 57B</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary corporate colors

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<td>236R 104G 57B</td>
<td></td>
</tr>
</tbody>
</table>
02. Basic elements of visual identity

Colors

Color fades

The color fade in the symbol is a linear fade at a 54 degree angle, from the corporate colors green and red.
## 02. Basic elements of visual identity

### Usage in color and B/W

<table>
<thead>
<tr>
<th>4 Colors</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="UCLG Logo in Colour" /></td>
<td>UCLG United Cities and Local Governments</td>
<td><img src="image2" alt="UCLG Logo in Negative" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 color with possibility for outline</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="UCLG Logo in 1 Colour w Outline" /></td>
<td>UCLG United Cities and Local Governments</td>
<td><img src="image2" alt="UCLG Logo in Negative" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 color without possibility for outline</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="UCLG Logo in 1 Colour w/o Outline" /></td>
<td>UCLG United Cities and Local Governments</td>
<td><img src="image2" alt="UCLG Logo in Negative" /></td>
</tr>
</tbody>
</table>
02. Basic elements of visual identity

Usage on backgrounds

Light background color
Light photographic background color

Dark background color
Dark photographic background color
02. Basic elements of visual identity

Different logos together

Below are some examples the UCLG logo together with other logos

UCLG + Logo Centenary
(a = 5 mm minimum)

UCLG + Logo Rabat 2013 + Logo Centenary
(a = 5 mm minimum)
03. Usage

Versions of the logo according to type of communication

Logo in other languages

Basic stationary
Envelopes
Letter paper

Other usages
Flyers
Briefings
Circulars
Statutory communication
Press communication
03. Usage

Versions of the logo according to type of communication

For publications and basic stationary

<table>
<thead>
<tr>
<th>English version (preferred)</th>
<th>Spanish version</th>
<th>French version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="UCLG" /></td>
<td><img src="image" alt="CGLU" /></td>
<td><img src="image" alt="CGLU" /></td>
</tr>
<tr>
<td>United Cities and Local Governments</td>
<td>Ciudades y Gobiernos Locales Unidos</td>
<td>Cités et Gouvernements Locaux Unis</td>
</tr>
</tbody>
</table>

Version 3 languages

<table>
<thead>
<tr>
<th>English version (preferred)</th>
<th>Spanish version</th>
<th>French version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="UCLG" /></td>
<td><img src="image" alt="UCLG" /></td>
<td><img src="image" alt="UCLG" /></td>
</tr>
<tr>
<td>United Cities and Local Governments</td>
<td>United Cities and Local Governments</td>
<td>United Cities and Local Governments</td>
</tr>
</tbody>
</table>

For online communication and other communication

Web, newsletters, briefings, circulars, press communication

<table>
<thead>
<tr>
<th>English version (preferred)</th>
<th>Spanish version</th>
<th>French version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="UCLG" /></td>
<td><img src="image" alt="UCLG" /></td>
<td><img src="image" alt="UCLG" /></td>
</tr>
<tr>
<td>The Global Network of Cities, Local and Regional Governments</td>
<td>La Red Mundial de Ciudades y Gobiernos Locales y Regionales</td>
<td>Le Réseau Mondial des Villes, Gouvernements Locaux et Régionaux</td>
</tr>
</tbody>
</table>
03. Usage

Logo in other languages

Catalan  Portuguese  Italian  Chinese

UCLG Ciutats i Governs Locals Units
UCLG Cidades e Governos Locais Unidos
UCLG Città e Governi Locali Uniti
UCLG 世界城市和地方政府联合组织

Russian  Turkish  Arabic

UCLG ОБЪЕДИНЕННЫЕ ГОРОДА И МЕСТНЫЕ ВЛАСТИ
UCLG Birleşmiş Kentler ve Yerel Yönetimler
UCLG المدن والحكومات المحلية المتحدة
Basic stationary

Envelopes

American
A5
(measured in millimetres)

Typography

Address: Officina Sans Book.
Basic stationary

Envelopes

American
A5
(measured in millimetres)

Typography:
Address: Officina Sans Book.

Carrer Avinyó, 15
08002 Barcelona (Spain)
www.uclg.org
Basic stationary
Letter paper
Model 1

A4
(measured in millimetres)

Typography:
Address: Officina Sans Book.
Body 8,5 pt. formatted 9,5 pt.
URL: Officina Sans Bold.
Body 8,5 pt. formatted 9,5 pt.
UCLG Sections: Officina Sans Bold.
Body 7,5 pt.
Regions: Officina Sans Book.
Body 6,5 pt.
03. Usage

Basic stationary
Letter paper
Model 2

A4
(measured in millimetres)

Typography:
Address: Officina Sans Book.
Body 8,5 pt. formatted 9,5 pt.
URL: Officina Sans Bold.
Body 8,5 pt. formatted 9,5 pt.
UCLG Sections: Officina Sans Bold.
Body 7,5 pt.
Regions: Officina Sans Book.
Body 6,5 pt.
Other usages

Flyers
Portada

A4
(measured in millimetres)

The logo is placed in the top left or bottom left, whenever the design allows for it.

For publications varying by language, the following color code is used.

Publications in English:
Corporate green

Publications in French:
Corporate orange

Publications in Spanish:
Corporate red
Corporate identity manual
UCLG

03. Usage

Other usages
Briefings
Cover and Interior page

A4
(measured in millimetres)

Typography:
Cover
in English: corporate green
in French: corporate orange
in Spanish: corporate red

Date: Verdana Regular. Body 14 pt.

Interior page
Information
Date: Verdana Regular. Body 11 pt.


---

Background
Et di unit et, ullabores min reperspero ius sequae et etis por mo to mo omni ut hilliquae nusdae peri commodit gendis dolorum agnaturem nesae eteque, omni-tet quasept eauzita moluptate teniente enis doloratattet sandel quaeet, nonned mo tusquet aut enibus, quas rechech ligent ommolorum quaes accep prom. Et fuga. Oneimus et qui omnia esse que cum qua sequ se la vostrop utastpertos situat mo quid moluptat dis que pa sundit, aut la nobistem. Nequech sam qui com pa do-luptoto. Uli adi quae nam nam en enbraqu se

Ullabores min reperspero elit pormo to mo omni ut hilliquae nusdae peri commodit gendis dolorum agnaturem nesae eteque, omni-tet quasept eauzita moluptate teniente enis doloratattet sandel quaeet, nonned mo tusquet aut enibus, quas rechech ligent ommolorum quaes accep prom. Et fuga. Oneimus et qui omnia esse que cum qua sequ se la vostrop utastpertos situat mo quid moluptat dis que pa sundit.

---

Briefing October 2012

UCLG members on the World Urban Forum

October 2012

The Global Network of Cities,
Local and Regional Governments

www.uclg.org
Circular
39/2013
Barcelona, 14 February 2014

To the members of UCLG / the World Council / the Executive Bureau
To the Secretaries General
To the Vice-Presidents of United Cities and Local Governments

For information: To the Presidency

Working Group blablabala
Update Report on balabala
5-11 April 2014, Medellin

Dear xxx,

Et di unt et, ulabores min repesmpio lue secue et eil por mo to mo omi ut hihiqas mudiae peri commodi gendi dikoem agnaturum repe eactute, omnis quaesip tecalle molupta tenisique ens doirotiati sandle quisquet, nonese mo ipiscunt aut enimus, quas rerchil ligent onmororum quas acape prem. Et fuga. Oressimus et qui omnis eso que tunc quia seque la voxtrep uleaperfera dfat mo quid maliipnias dis que pa sundit, aut la mobismus. Nullaxis sam qui con pa dolupti. Ut adi quas rem nam ex embra exo que seque si si ditem faccus seequi ceroquerque vuopla autet, tem quas qudidemol Et di unt et, ulabores min repesmpio lue secue et eil por mo to mo omi ut hihiqas mudiae peri commodi gendi dikoem agnaturum repe eactute, omnis quaesip tecalle molupta tenisique ens doirotiati sandle quisquet, nonese mo ipiscunt aut enimus, quas rerchil ligent onmororum quas acape prem.

Sincerely,
The UCLG World Secretariat

Please click on the links below to access the following documents:
(Title of hyperlink document)
(Title of hyperlink document)
03. Usage

Other usages
Statutory communication
Cover and Interior page

A4
(measured in millimetres)

Typography:

Cover
in English: corporate green
in French: corporate orange
in Spanish: corporate red
Date: Verdana Regular. Body 14 pt.

Interior page
Executive Bureau: Verdana Bold
Body 14 pt.
Data: Verdana Regular.
Title: Verdana Regular.
Body 24 pt.
General Text: Verdana Regular.

Draft Agenda

1. Adoption of the Agenda
2. Adoption of the Report of the Executive Bureau meeting on November 2009 in Guangzhou

Policy debate
3. Haiti: Local governments working for reconstruction

For decisión
4. Towards the 3rd uclg world congress
   1. Presentation by the Host: Marcelo Ebrard Casaubon, Head of Government of the Federal District, Mexico City
5. Policy
   1. Millennium Development Goals: Delegation to the UN September Summit for the Progress Review
   2. Urban Strategic Planning: UCLG Policy Position
   3. Agenda 21 for Culture: Proposal to develop a Statement
6. International Agenda
   1. Representation before the UN: United Nations Advisory Committee of Local Authorities
   2. Update on the Climate Negotiations: Towards COP 16 in Cancun

UCLG statutory programme
1. Report from the Financial Management Committee
2. Report of the Committee on Statutory Affairs
3. Committees and Working Groups 2010-2013
4. Membership reports

www.uclg.org
Cities and Regions together towards Paris 2015

Local and regional governments take action to address 50% of the global emissions of CO2 linked to the daily running of their communities. As the level of government closest to citizens, they have the ability to play a substantial role in issues as diverse as urban planning, consumption, transport and housing quality. Their participation cannot therefore be overlooked. By including a segment on local government, the COP in Warsaw was an important moment this recognition of the key roles of cities and regions in reducing global greenhouse gas emissions through implementation in their territories. This step forward should therefore be further confirmed and developed during the Conference of Parties (COP) in Paris 2015.

Welcomed by the Secretary General of the United Nations, Ban Ki-moon, and the Executive Director of the UNFCCC, Christiana Figueres, Mayors and Regional Leaders met with their ministerial counterparts on Thursday 21st November in Warsaw. This meeting was part of the first “Cities Day” organized in the framework of the COP and aimed to facilitate the much needed debate on possible local solutions to climate change.

Presenting the Nantes Declaration, endorsed by the main local and regional authorities’ networks, among which ICLEI, UCLG and its Regional Sections, Ronan Dantec, stressed the capacity of local and regional governments to engage in the process with one united voice. Furthermore, he advocated for bridges to be sought between the climate and the development agendas that both include the same challenges and require joint solutions. He also recalled the initiative set up by UCLG through the “Global Taskforce of Local and Regional Authorities”, which coordinates interventions in the current international negotiations.

Referring to the difficulties for States to reach an agreement, Gustavo Petro, Mayor of Bogota and host of the next UCLG World Congress in 2016, called for cities to take the lead in the fight against climate change. Close, a great number of difficulties were still visible and lay before us to reach a universal and strong agreement.