
**Corporate identity
manual**

Edition 2018



UCLG

**United Cities
and Local Governments**

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01.

Introduction

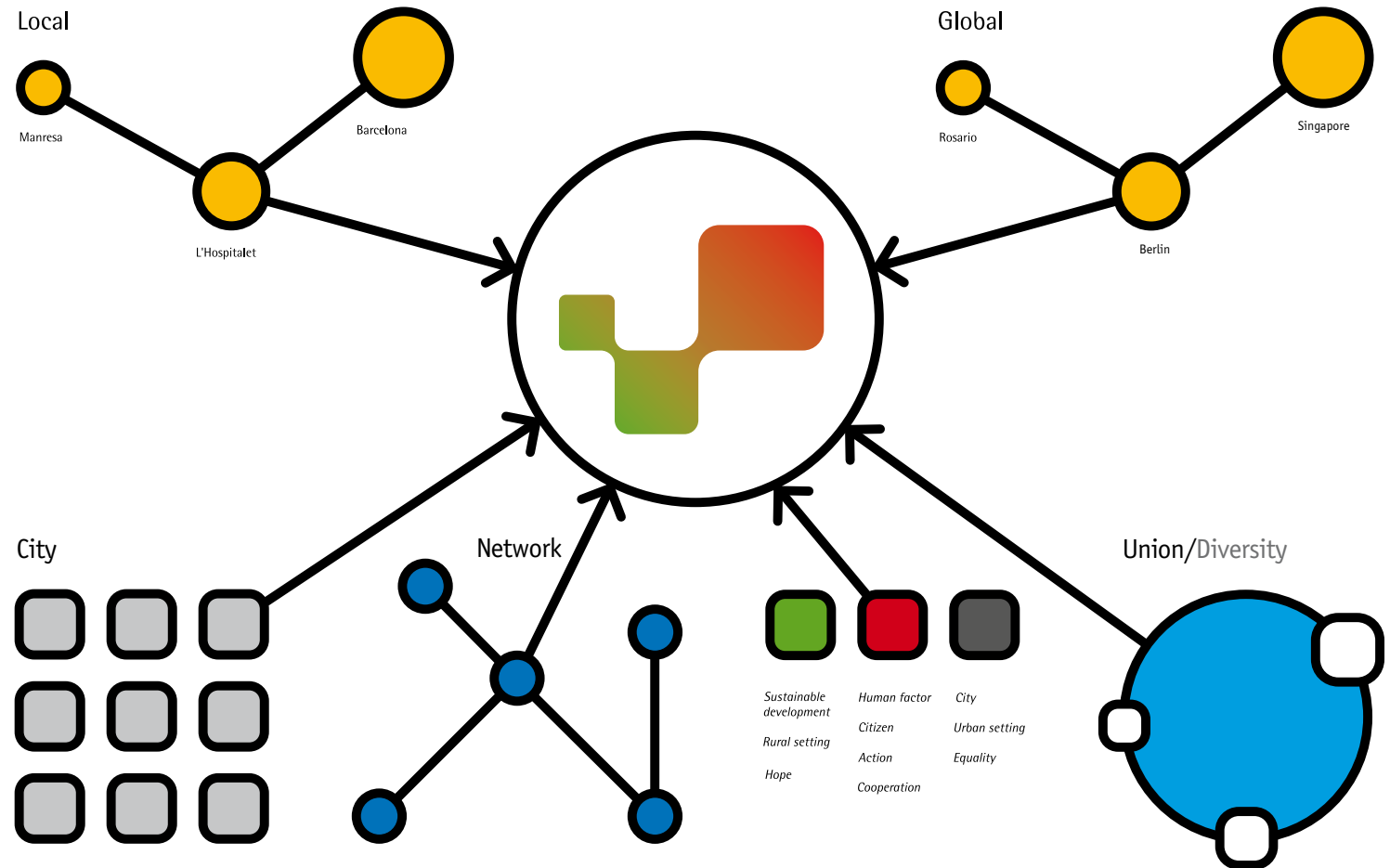
Conceptual definition

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

Network
Global, Local

City

Union
Diversity



02. Basic elements of visual identity

Symbols and logos

Full version

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Different logos together

Symbol and logo

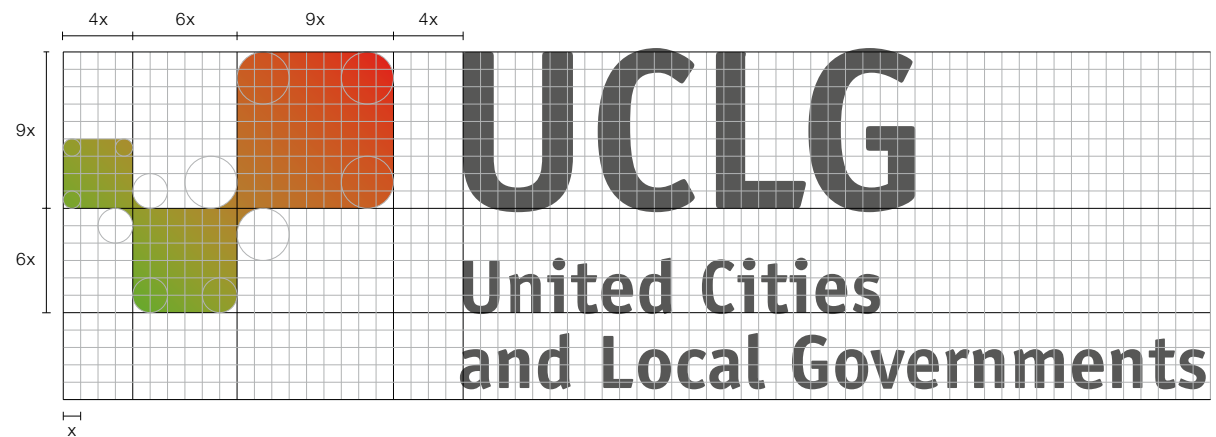
Full version



Symbol and logo

Full version
Construction

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

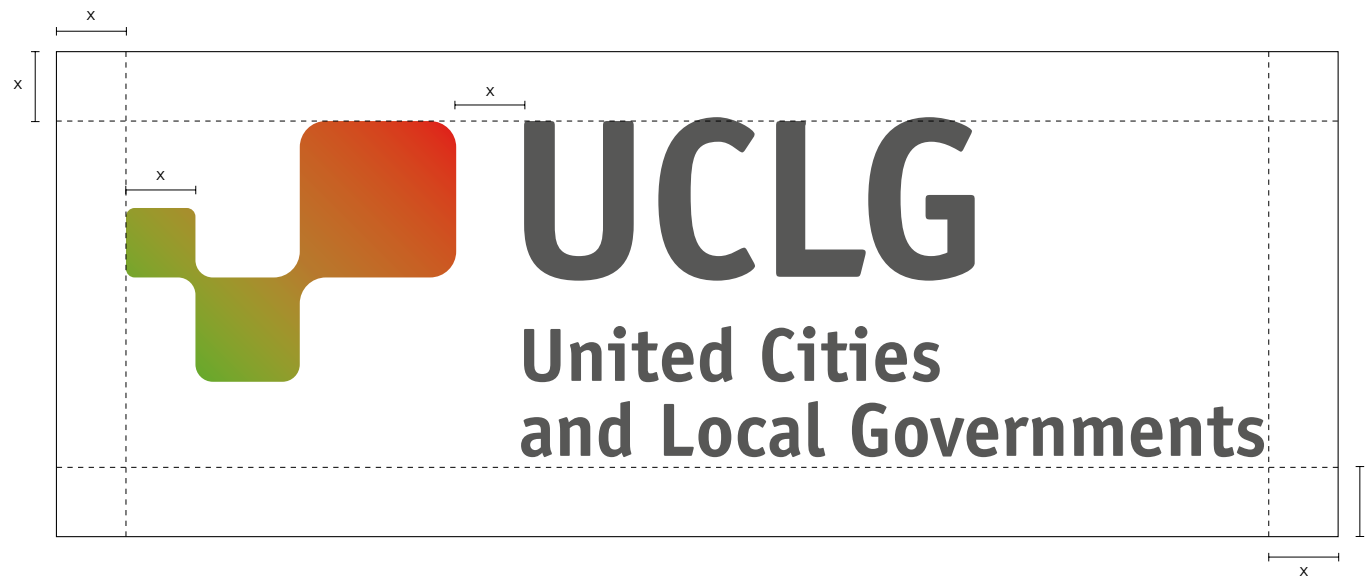


Symbol and logo

Full version

Production areas

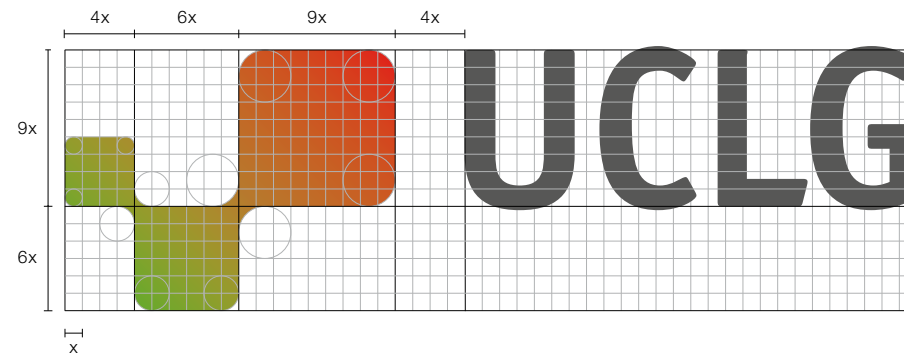
To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.



Symbol and logo

Reduced version
Construction

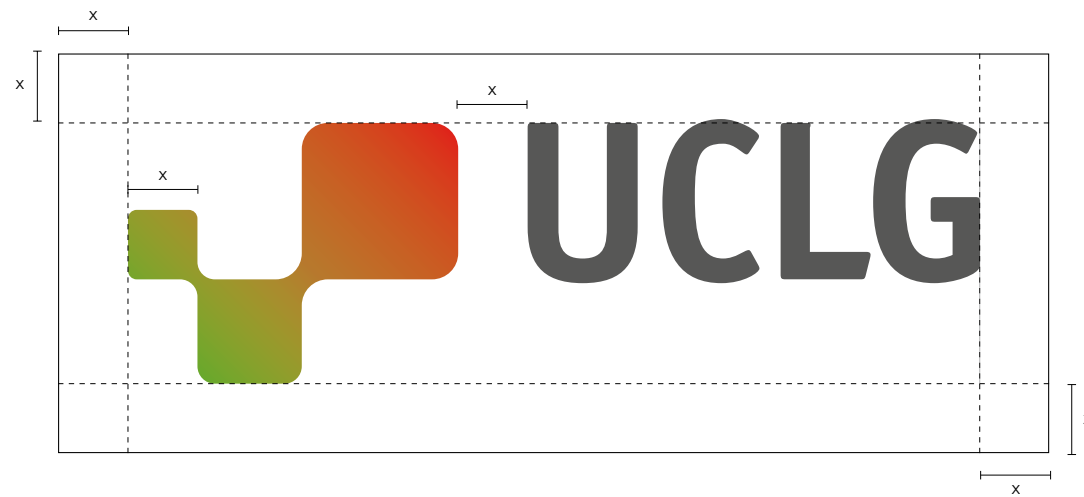
Definition of proportions of the
various elements composing the logo



Symbol and logo

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.



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



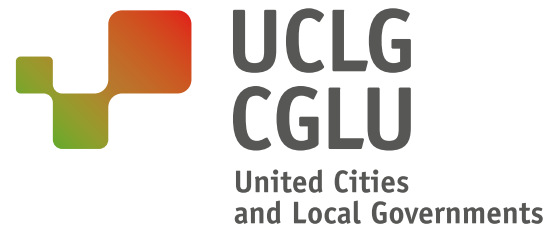
Reduced version

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



Versions of the logo and uses

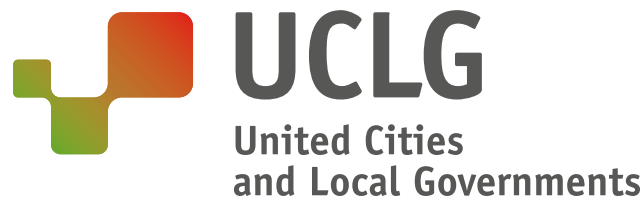
For national or local communication

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



Spanish version

Used in communication in Spanish



French version

Used in communication in French



Versions of the logo and uses

Incorrect versions

Under no circumstances can these
versions of the logo be used

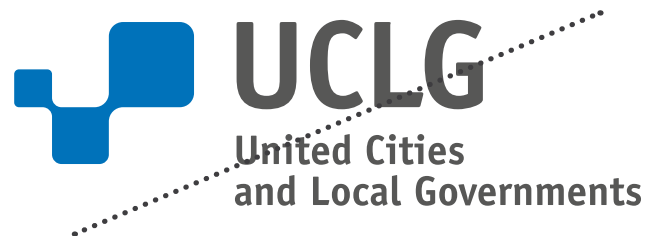
Hollow symbol



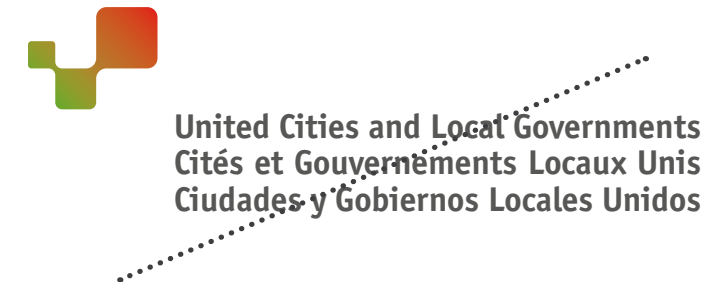
Symbol with dashed outline



Symbol with non corporate color



Other versions



Maximum reductions

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

Original version



Reduced version



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

Original version



Reduced version



Typography
Basic typography

ITC Oficina Sans
BOLD

The typography of the UCLG
logo es ITC Oficina Sans Bold

Aa1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789^{oa}!.\$%&/()=?;*

ITC Oficina Sans
BOOK

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

Aa1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789^{oa}!.\$%&/()=?;*

Typography

Secondary typography

Bebas

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

A1

abcdefghijklmnopqrstvwxyz
0123456789^oa!.\$%&/()=?;`*`

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.

Aa1

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ
0123456789^oa!.\$%&/()=?;`*`

Verdana REGULAR BOLD

The Verdana typography is used in internal PC communication

Aa1

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ
0123456789^oa!.\$%&/()=?;`*`

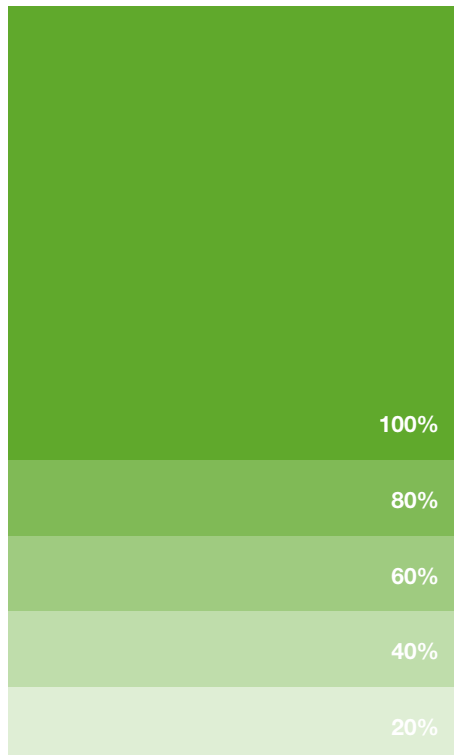
Aa1

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU
VWXYZ
0123456789^oa!.\$%&/()=?;`*`

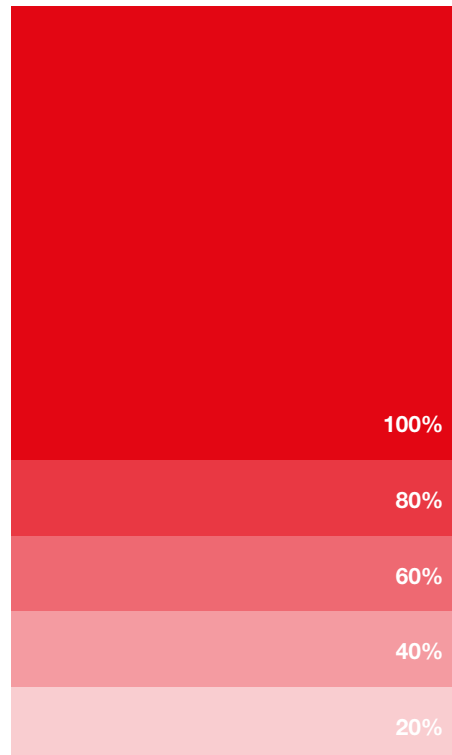
Colors

Secondary corporate colors

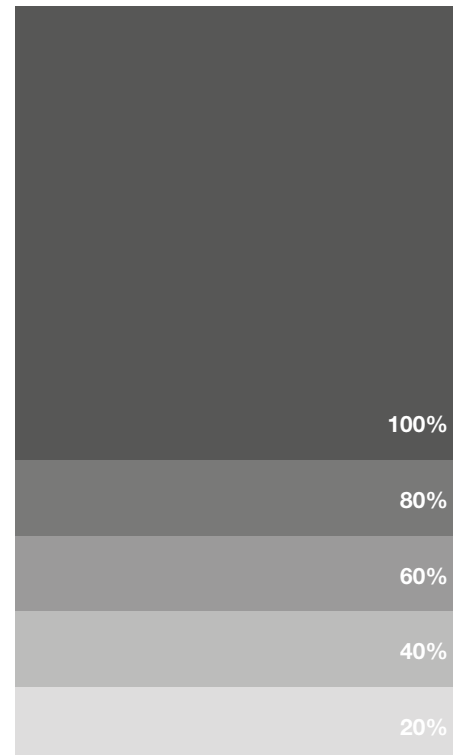
65C 0M 100Y 8K
96R 169G 44B
#5fa82b



0C 100M 100Y 0K
227R 6G 19B
#e3051

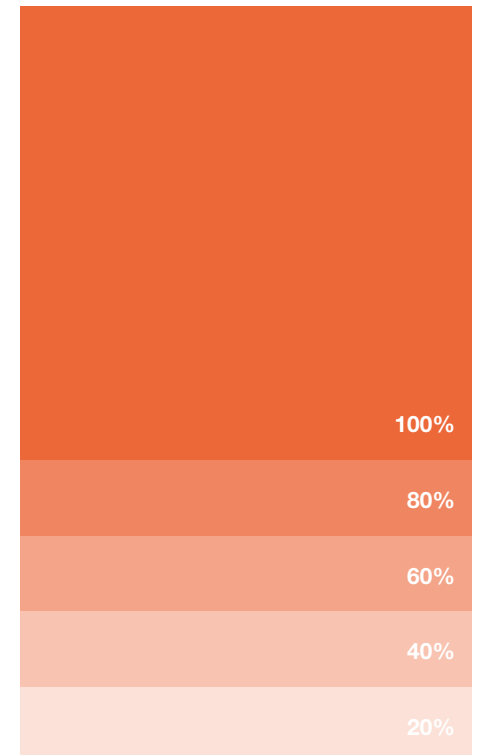


0C 0M 0Y 80K
87R 87G 86B
#575756



Secondary corporate colors

0C 70M 80Y 0K
236R 104G 57B
#ec6739



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



Angle: 45°



CMYK 65C 0M 100Y 8K
POSITION 10%



CMYK 23C 53M 89Y 13K
POSITION 50%



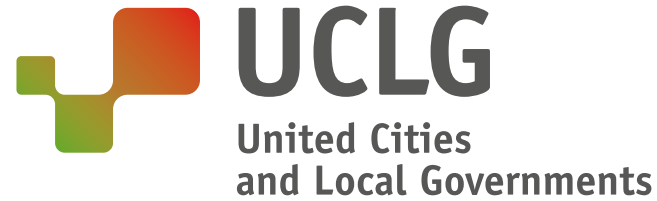
CMYK 0C 100M 100Y 0K
POSITION 100%

**Usage in color
and B/W**

4 Colors

Positive

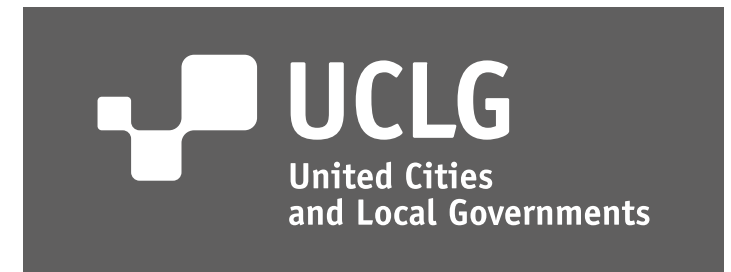
Negative



1 color
with possibility for outline



1 color
without possibility for outline



Usage on backgrounds

Light background color
Light photographic background color



Dark background color
Dark photographic background color



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

Versions of the logo according to type of communication

For publications and basic stationary

English version (preferred)



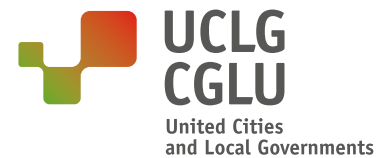
Spanish version



French version



Version 3 languages



Reduced size



For online communication and other communication

Web, newsletters, briefings, circulars, press communication

English version (preferred)



Spanish version



French version



Logo in other languages

Catalan



Portuguese



Italian



Chinese



Russian



Turkish



Arabic



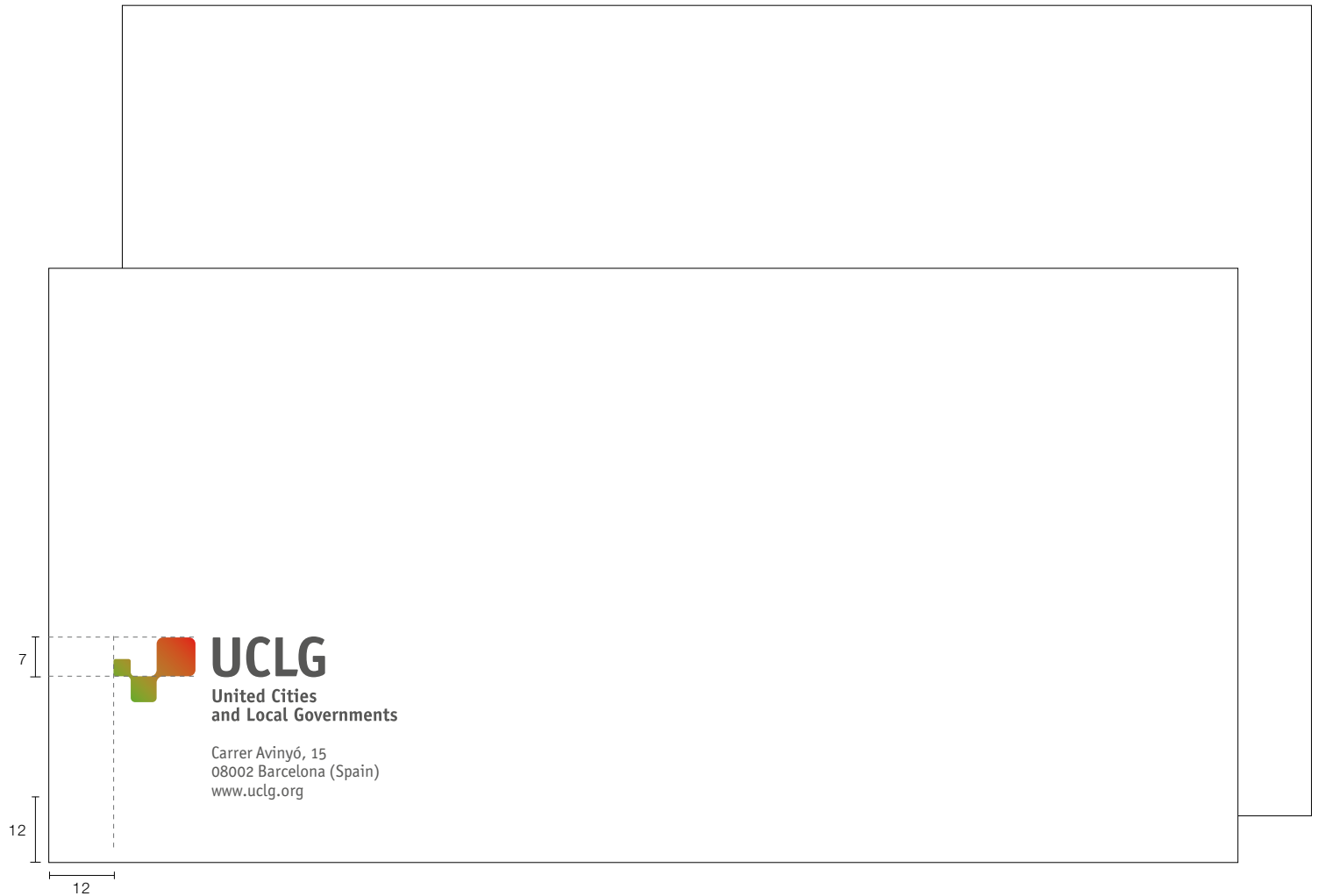
Basic stationary

Envelopes

American
A5
(measured in milimetres)

Typography

Address: Oficina Sans Book.
Body 9 pt. formatted 11 pt.



Basic stationary

Envelopes

American
A5
(measured in milimetres)

Typography:

Address: Oficina Sans Book.
Body 9 pt. formatted 11 pt.



Basic stationary

Letter paper

Model 1

A4
(measured in milimetres)

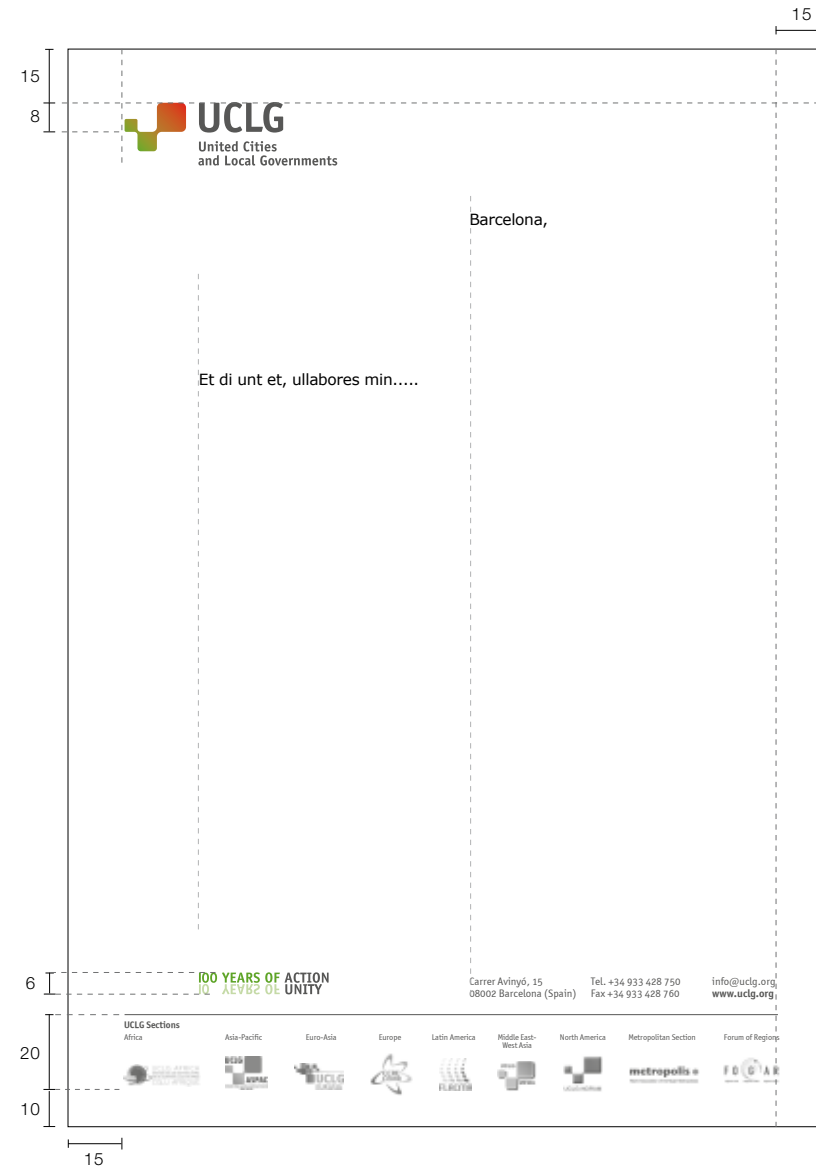
Typography:

Address: Oficina Sans Book.
Body 8,5 pt. formatted 9,5 pt.

URL: Oficina Sans Bold.
Body 8,5 pt. formatted 9,5 pt.

UCLG Sections: Oficina Sans Bold.
Body 7,5 pt.

Regions: Oficina Sans Book.
Body 6,5 pt.



Basic stationary

Letter paper

Model 2

A4
(measured in millemetres)

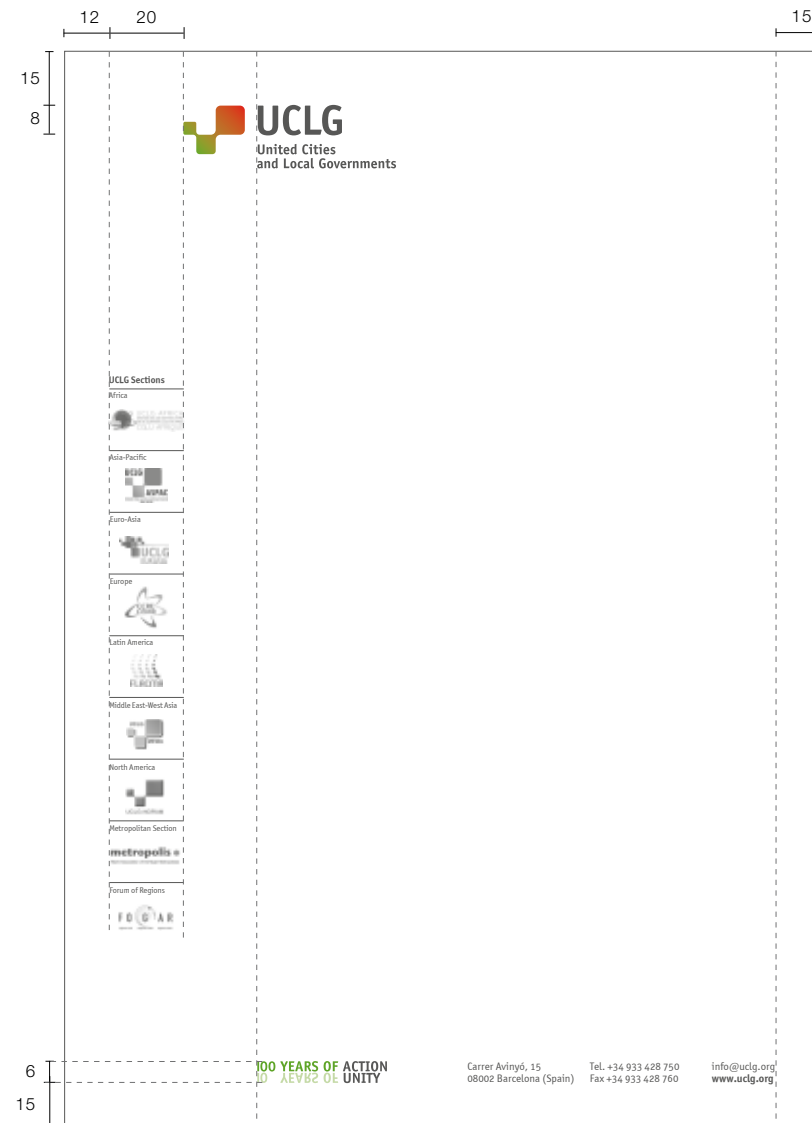
Typography:

Address: Oficina Sans Book.
Body 8,5 pt. formatted 9,5 pt.

URL: Oficina Sans Bold.
Body 8,5 pt. formatted 9,5 pt.

UCLG Sections: Oficina Sans Bold.
Body 7,5 pt.

Regions: Oficina Sans Book.
Body 6,5 pt.



Other usages

Flyers

Portada

A4
(measured in milimetres)

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:

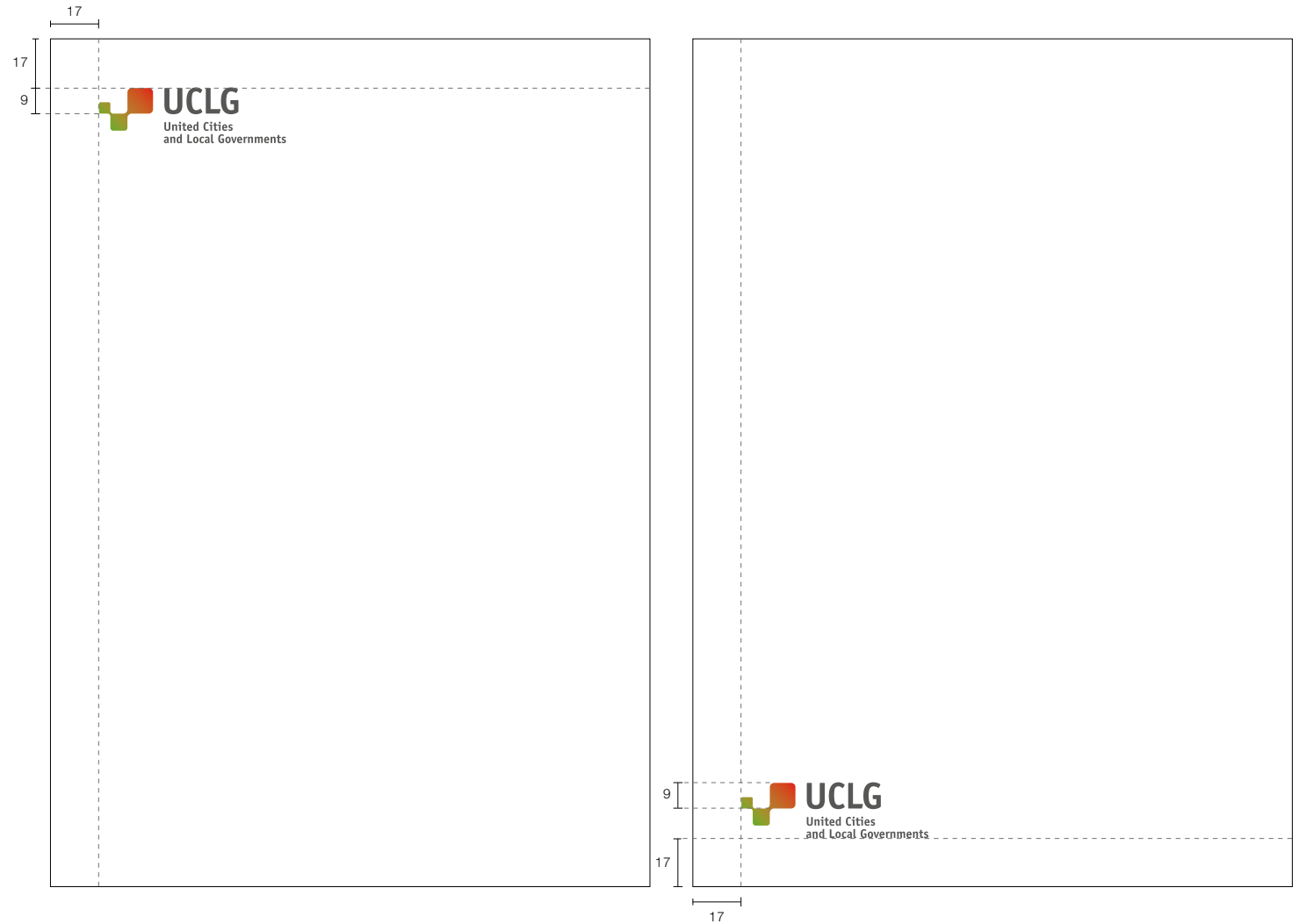
Corporate green

Publications in French:

Corporate orange

Publications in Spanish:

Corporate red



Other usages

Briefings

Cover and Interior page

A4
(measured in millimetres)

Typography:

Cover

Document category ("Briefing"):

Verdana Bold. Body 26 pt.

Title: Verdana Bold/Regular.

Body 40/38 pt. formatted 38 pt.

in English: corporate green

in French: corporate orange

in Spanish: corporate red

Date: Verdana Regular. Body 14 pt.

url: Verdana Bold. Body 12 pt.

Interior page

Information

Briefing: Verdana Bold Body 14

Date: Verdana Regular Body 11

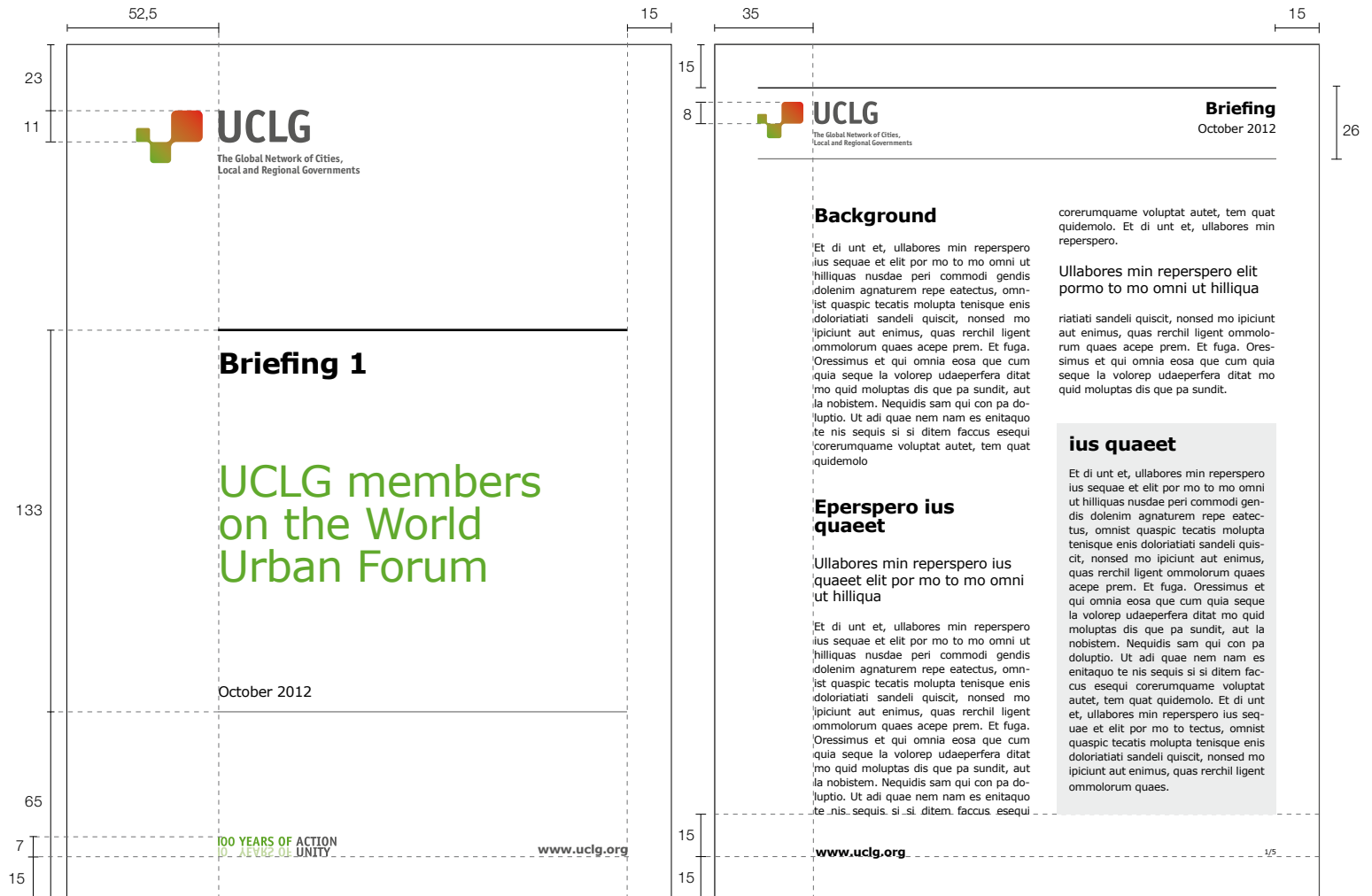
General Text: Verdana Regular.

Body 10 pt. formatted 13 pt.

Url: Verdana Bold. Body 11 pt.

Page numbering: Verdana Regular.

Body 8 pt.



Other usages

Circulars

A4
(measured in millimetres)

Typography:

Portada

Document category ("Circular")

Verdana Bold. Body 20 pt.

Number: Verdana Regular. Body 18 pt.

Date: Verdana Regular. Body 11 pt.

Text

Addressed to: Verdana Regular.

Body 11 pt. formatted 15 pt.

Title: Verdana Regular.

Body 26/24 pt.

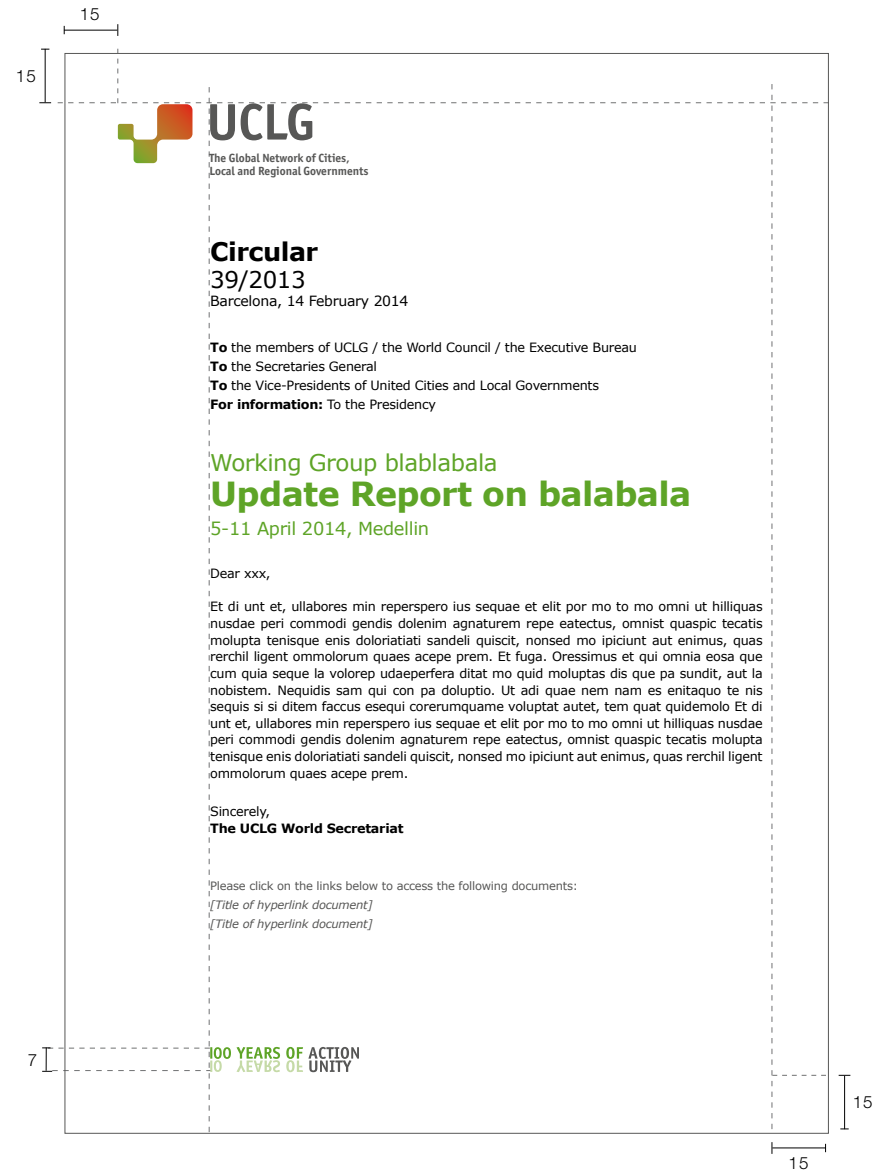
in English: corporate green

in French : corporate orange

in Spanish: corporate red

General Text: Verdana Regular.

Body 10 pt. formatted 13 pt



Other usages

Statutory communication

Cover and Interior page

A4
(measured in millimetres)

Typography:

Cover

Executive Bureau: Verdana Bold. Body 40 pt.

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

Year: Verdana Regular. Body 38 pt.

Date: Verdana Regular.
Body 14 pt.

Interior page

Executive Bureau: Verdana Bold
Body 14 pt.

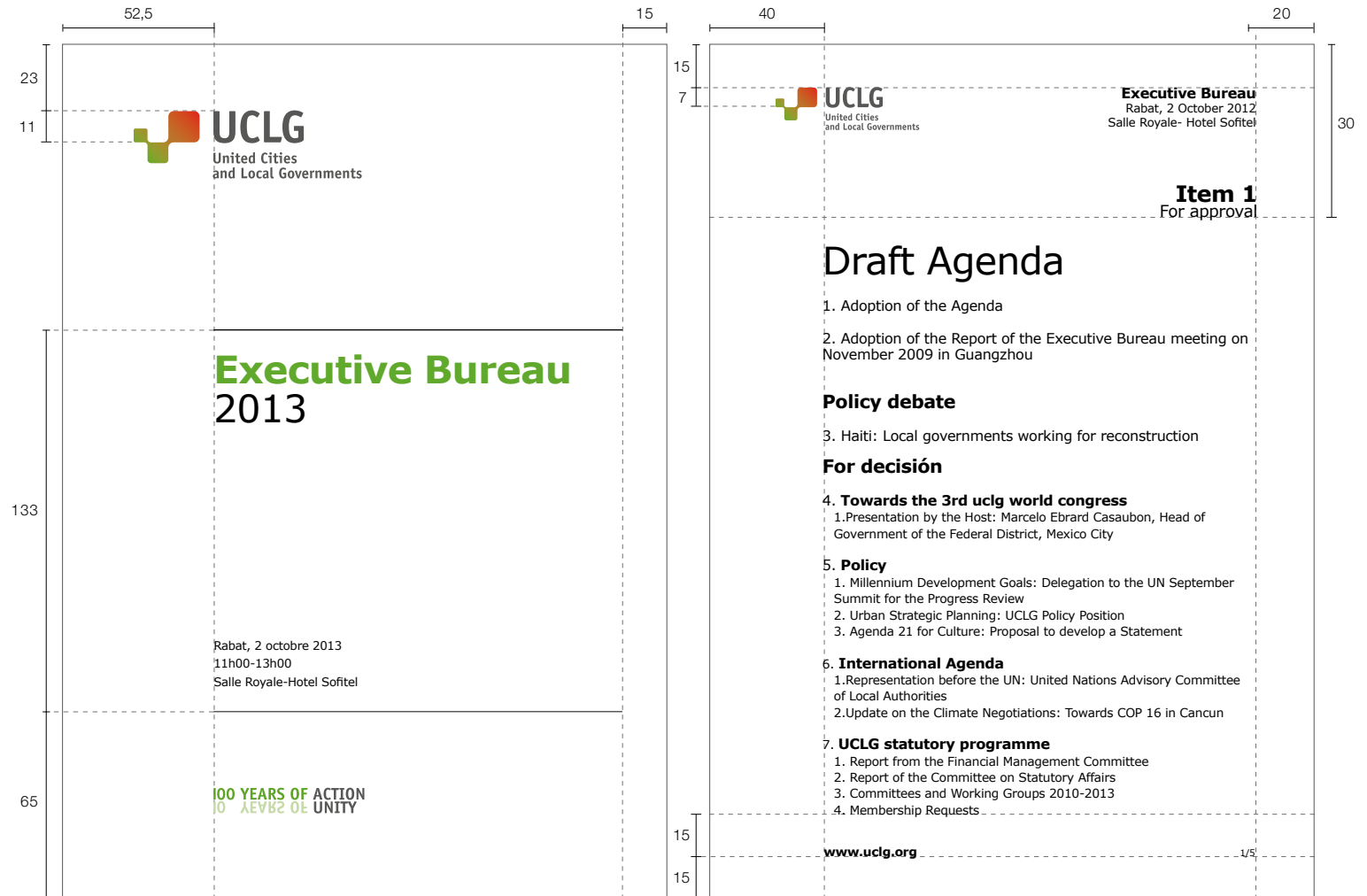
Data: Verdana Regular.
Body 11 pt. formatted 14 pt.

Title: Verdana Regular.
Body 24 pt

General Text: Verdana Regular.
Body 11 pt. formatted 15 pt.

url: Verdana Bold. Body 11 pt.

Page numbering: Verdana Regular. Body 8 pt.



Other usages

Press communication

A4
(measured in millimetres)

Typography:

"Press note": Verdana Bold.
Body 22 pt.

Date: Verdana Regular.
Body 11 pt.

Title: Verdana Regular.
Body 40/38 pt. formatted 40 pt.

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

Standfirst : Verdana Bold.
Body 9 pt. formatted 13 pt.

General Text: Verdana Regular.
Body 10 pt. formatted 13 pt.

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 **UCLG**
The Global Network of Cities,
Local and Regional Governments

Press note

Barcelona, 26 October 2013

About UCLG

Created in May 2004, United Cities and Local Governments (UCLG) is the united voice and global advocate of democratic local self-governance. Representing over half of the world's population, members of UCLG are present in 140 of the United Nations member states and in all regions of the world: Africa, Asia-Pacific, Europe, Eurasia, Middle-East West Asia, Latin and North America - organized into seven continental sections and one metropolitan section. UCLG has more than one thousand cities in regions that are direct members and 155 member associations of local governments. Among the key areas of political interest for UCLG are: Local democracy, climate change and environmental protection, achievement of the Millennium Development Goals, local finance, urban development and city diplomacy in peace building.

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info@uclg.org
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.

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