

Brand Guidelines



global
environment
facility
INVESTING IN OUR PLANET

FOR OFFICIAL USE ONLY
Photo by Ren Ran on Unsplash

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Overview

The Global Environment Facility (GEF) is a family of funds dedicated to confronting biodiversity loss, climate change, pollution, and strains on land and ocean health. Its grants, blended financing, and policy support helps developing countries address their biggest environmental priorities and adhere to international environmental conventions. Over the past three decades, the GEF has provided more than \$22 billion and mobilized \$120 billion in co-financing for more than 5,000 national and regional projects.

The GEF partnership today includes 185 member countries which implement GEF-funded projects, programs, and activities with the support of its 18 implementing agencies.

As an entity, the GEF family of funds comprises a GEF Trust Fund, the Least Developed Countries Fund (LDCF), Special Climate Change Fund (SCCF), and the Capacity-building Initiative for Transparency (CBIT) trust funds whose visual identities are covered by and are subject to these guidelines.

In accordance with the GEF Communications and Visibility Policy (<https://www.thegef.org/documents/communication-and-visibility>) the Global Environment Facility should be cited, mentioned, or visually represented, including through logo use, in public documents and other outreach materials by any entities receiving support from the GEF, but especially by its Implementing Agencies and Executing Agencies. This includes digital assets and print materials of any size and medium, both online and in the physical environment.

These brand guidelines were updated in April 2023 and replace previous graphic standards. The guidelines establish a system for the consistent usage of the GEF's visual identity: the logo, color scheme, typography, and other graphic elements that enable audiences to easily recognize and identify the GEF brand.

To compliment the GEF Policy on Communications and Visibility, these guidelines also provide the branding guidance for GEF-funded projects and programs to enhance the visibility and design of their communication/outreach materials. Adhering to these rules will contribute to building a clear, simple, positive image of the GEF across communication channels.

Partner organizations that already have an established relationship with the GEF, such as GEF Implementing Agencies and Executing Agencies, are free to use the GEF logo in their communications material in accordance with the following guidelines. However, all partners should inform the GEF when and how they plan to use the logo and should share a copy of their final products. All other uses of the GEF logo require prior written authorization from a communications officer. Requests can be submitted to the GEF communications team (see latest contact online).

Main GEF Logos

Logo Configurations

THE GEF LOGO CONSISTS OF THREE PARTS:

- ① The globe symbol and GEF acronym
- ② The full name
- ③ The tagline

TYPES OF LOGO FORMATS & DOWNLOAD LINK:

- ① Logo format for printing: .eps
- ② Logo format available for web: .jpg, .png, .svg
- ③ Logo format available for Microsoft Office: .png

The main GEF logo comes in two configurations: the globe symbol & acronym and the full name logo with tagline.

Note: No element of the GEF logos can be separated and used individually. The globe symbol cannot be removed from the GEF acronym logo lockup and used as a stand alone symbol. It must always be accompanied by “gef”. An exception is the favicon logo on the GEF corporate website.

GLOBE SYMBOL & ACRONYM CONFIGURATION



GLOBE SYMBOL & ACRONYM FULL NAME WITH TAGLINE CONFIGURATION



Main GEF Logos

Language Versions

The GEF logos have been translated into French, Spanish, Russian, Chinese, and Arabic. The “gef” acronym cannot be translated.

Note: The GEF language translation logos come in one configuration and cannot be used as separate elements. The “globe symbol” cannot be removed from the GEF acronym logo lockup and used as a stand alone symbol. It must always be accompanied by “gef”.

FRENCH



fonds pour
l'environnement
mondial
POUR INVESTIR DANS NOTRE PLANÈTE

SPANISH



fondo
para el medio
ambiente mundial
INVERTIMOS EN NUESTRO PLANETA

RUSSIAN



Глобальный
фонд по окружающей
среде
Инвестиции в нашу планету

CHINESE



全球环境基金
为地球的生存而投资

ARABIC

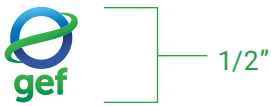


صندوق البيئة العالمية
الاستثمار في كوكبنا

Sizing

The following are the suggested sizes for the usage of all GEF logos. All minimum sizes are based on the height of each logo.

GEF GLOBE SYMBOL & ACRONYM MAIN VERSION



The minimum size for the globe symbol and acronym main configuration is:

INCHES: 1/2

DECIMAL INCHES: 0.5

CENTIMETERS: 1.27

MILLIMETERS: 12.7

GEF GLOBE SYMBOL & ACRONYM FULL NAME WITH TAGLINE



The minimum size for the globe symbol and acronym with tagline configuration is:

INCHES: 3/4

DECIMAL INCHES: 0.75

CENTIMETERS: 1.905

MILLIMETERS: 19.05

GEF GLOBE SYMBOL & ACRONYM LANGUAGE TRANSLATION



The minimum size for the globe symbol and acronym with tagline configuration is:

INCHES: 3/4

DECIMAL INCHES: 0.75

CENTIMETERS: 1.905

MILLIMETERS: 19.05

Spacing

SAFE AREA FOR LOGO PLACEMENT

To maximize GEF's presence, there should always be sufficient clear space around the entire logo. The clear space around the logo should be a minimum of a 1/2 inch around the outermost parts of the logo when the logo is larger than 1 inch and 1/4 inch when a logo is 1 inch or smaller as illustrated in the examples below.

This protective exclusion zone prevents encroachment of any graphic element from interfering with the integrity of the brand.

Note: These spacing measurements apply to all logo versions.

The minimum sizes of space around any logo version are:

INCHES: 1/2

DECIMAL INCHES: 0.5

CENTIMETERS: 1.27

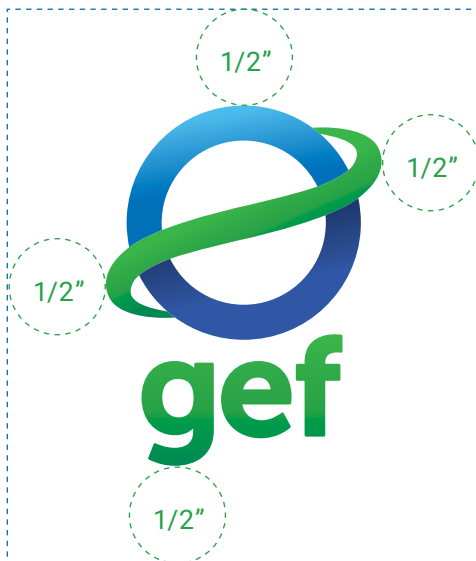
MILLIMETERS: 12.7

INCHES: 1/4

DECIMAL INCHES: 0.25

CENTIMETERS: 0.635

MILLIMETERS: 6.35



Spacing

POSITIONING WITH PARTNERSHIP LOGOS

The GEF is an international organization with multiple global partners. When using a partner's logo, make sure to keep the required clear space around each logo and arrange them on the cover to present each logo with equal prominence.

The clear space around the logo should be a minimum of a 1/2 inch around the outermost parts of the logo when the logo is larger than 1 inch and 1/4 inch when a logo is 1 inch or smaller.

The top and bottom of partner logos, when vertical, should align with the top and bottom of the GEF logo as shown below. If horizontal, then the partner logo is centered as shown below.

The minimum sizes of space around any logo version are:

INCHES: 1/2

DECIMAL INCHES: 0.5

CENTIMETERS: 1.27

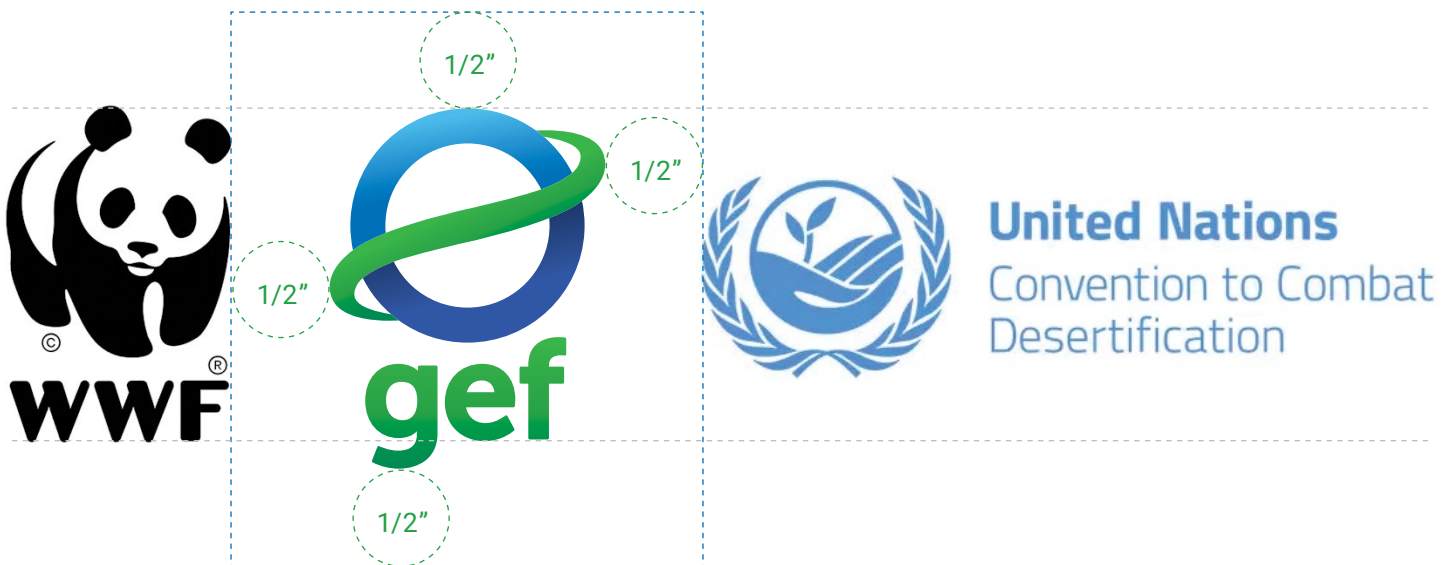
MILLIMETERS: 12.7

INCHES: 1/4

DECIMAL INCHES: 0.25

CENTIMETERS: 0.635

MILLIMETERS: 6.35



Note: The GEF Globe symbol and Acronym vertical logo is the main GEF logo and should be the first choice when used in partnership scenarios. Only if necessary to the layout, use the full name logo version. Minimum space between logos must remain the same.

Color Versions

The GEF, language translation and fund logos have been created in full color process (CMYK) for printing, full color RGB for digital purposes, and solids (blue, green, white and black). The full color versions should be used at all times unless full color does not apply to the usage of the logo. The solid logo versions should be used only when the full color version is not appropriate.



FULL COLOR - CMYK

The CMYK full color logo is used for all printing purposes such as marketing materials and corporate collateral.



FULL COLOR - RGB

The RGB full color logo is for digital purposes such as videos, websites, banners, social media, etc. **DO NOT use the RBG logos for printing.**



SOLID - TWO COLOR

Use the solid two color logo for embroidery and printing on wearables such as hats and t-shirts.



SOLID - 1 COLOR - BLUE OR GREEN

The solid one color logos should be used when two color embroidery or printing is not an option. As with the two color version, these versions are only to be used for embroidery and printing on wearables such as hats and t-shirts



SOLID - WHITE

The solid white logos can be used for offset printing, embroidery and printing on fabrics. The logos can also be used when partner logos are in white.



SOLID - BLACK

The solid black logos are for use with partner logos when partner logos are in black.

Backgrounds

CMYK & RGB Full Color

These are examples of what is and isn't permissible usage for full color logos on different backgrounds. The full color logos should be used at all times unless the usage of the logo dictates a different logo color version.

Note: This applies to all CMYK and RGB logo configurations.

✓ PROPER USAGE



WHITE
Preferred
Background



BLACK
Preferred
Background



DARK COLORS
Background colors that are complimentary to the logo colors are preferred. Other dark colors can be used if necessary but the logo must look prominent as the example shows.



LIGHT COLORS
Light background colors should be around 30 to 20% light and complimentary to the logo colors.



GRADIENTS
Dark gradients such as black, dark gray or deep navy can be used when placing the logo on an image if the logo does not stand out atop the image. White gradients can also be used.

✗ IMPROPER USAGE



MID-RANGE COLORS
Any color that does not allow the logo to stand out or is too close to the logo colors are not allowed.



NO GRADIENTS
There must always be either a dark or white gradient over an image if placing the logo atop an image that does stand out like this example.

Backgrounds

Solid White Color - Print

These are examples of what is and isn't permissible usage of the solid white logos on different backgrounds. The solid white logo is for use with partner logos when partner logos are in white.

Note: This applies to all white logo configurations.

✓ PROPER USAGE - WHITE



BLACK
Preferred
Background



**COLOR
BACKGROUNDS**
The white logo can
be used with any
color in the GEF
color palette.



**BACKGROUND
IMAGES**
Only dark images
are allowed.

✗ IMPROPER USAGE - WHITE & BLACK



LIGHT COLORS
Do not use the white logo on light
colored backgrounds or fabrics.



LIGHT IMAGES
Do not use light
imagery.



Example of a publication back cover using the white GEF full name logo version.

Backgrounds

Solid Black Color - Print

These are examples of what is and isn't permissible usage of the solid black logos on different backgrounds. The solid black logos are for use with partner logos when partner logos are in black.

Note: This applies to all black logo configurations.

✓ PROPER USAGE - BLACK



WHITE
Preferred
Background



COLOR BACKGROUNDS
The black logo can be used with any color in the GEF color palette that allows the logo to stand out.



✗ IMPROPER USAGE - BLACK



DARK COLORS
Do not use the black logo on dark colored backgrounds.



IMAGES OR PATTERNS
The logo should not be placed on patterned or image fabrics.



Example of a publication back cover using the black GEF full name logo version.

Backgrounds

Solid Two Color - Merchandising

These are examples of what is and isn't permissible usage of the solid two color logos on different backgrounds. The solid two color should be the first choice for embroidery and printing unless two color use is not an option. This logo is solely for use with embroidery and printing on wearables such as hats and t-shirts.

Note: This applies to all solid two color logo configurations.

✓ PROPER USAGE



WHITE
Preferred
Background



COLOR FABRICS
If placed on colored fabrics, the suggested colors are light blue, dark navy and black.



Example of the GEF main logo in solid two color on a hat.

✗ IMPROPER USAGE



MID-RANGE COLOR FABRICS
Do not use fabrics that are close to the logo color range or do not provide enough contrast.



IMAGES OR PATTERNS
The logo should not be placed on patterned or image fabrics.

Backgrounds

Solid Green Color - Merchandising

These are examples of what is and isn't permissible usage of the solid one color green logos on different backgrounds. This logo should be used for embroidery and printing when two color use is not an option. This logo is solely for use with embroidery and printing on wearables such as hats and t-shirts.

Note: This applies to all solid green logo configurations.

✓ PROPER USAGE



WHITE
Preferred
Background



COLOR FABRICS
If placed on colored fabrics, the suggested colors are light blue, dark green, dark navy and black.



Example of the GEF main logo in solid two color on a hat.

✗ IMPROPER USAGE



MID-RANGE COLOR FABRICS
Do not use fabrics that are close to the logo color range or do not provide enough contrast.



IMAGES OR PATTERNS
The logo should not be placed on patterned or image fabrics.

Backgrounds

Solid Blue Color - Merchandising

These are examples of what is and isn't permissible usage of the solid one color blue logos on different backgrounds. This logo should be used for embroidery and printing when two color use is not an option. This logo is solely for use with embroidery and printing on wearables such as hats and t-shirts.

Note: This applies to all solid blue logo configurations.

✓ PROPER USAGE



WHITE
Preferred
Background



COLOR FABRICS
If placed on colored fabrics, the suggested colors are light blue, dark navy and black.



Example of the GEF main logo in solid two color on a hat.

✗ IMPROPER USAGE



MID-RANGE COLOR FABRICS
Do not use fabrics that are close to the logo color range or do not provide enough contrast.



IMAGES OR PATTERNS
The logo should not be placed on patterned or image fabrics.

Backgrounds

Solid White Color - Merchandising

These are examples of what is and isn't permissible usage of the solid white logos on different backgrounds. The solid white logo is for use with partner logos when partner logos are in white. The white logos can also be used for offset printing, embroidery and printing on fabrics as well. Only use the white logo for wearables if color is not an option.

Note: This applies to all solid white logo configurations.

✓ PROPER USAGE - WHITE



BLACK
Preferred
Background

COLOR BACKGROUNDS & FABRICS
The white logo can be used with any
color in the GEF color palette.

✗ IMPROPER USAGE - WHITE & BLACK



LIGHT COLORS
Do not use the white logo on light
colored backgrounds or fabrics.

**IMAGES OR
PATTERNS**
The logo should
not be placed on
patterned or
image fabrics.



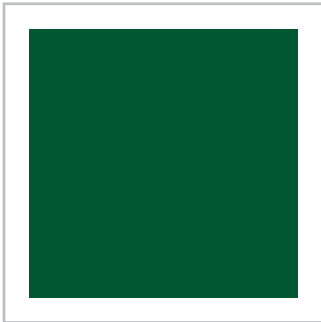
*Example of the GEF main logo in solid two color
on a hat.*

Color Palette

Main Colors

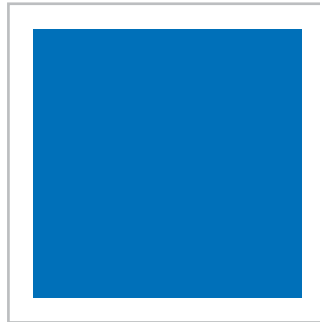
The main colors represent the GEF brand identity. Never use other colors except for those designated in the color palette. Tint variations of the colors can be used for design purposes when necessary as long as they are in compliance with the rules applied to logo usage.

PRIMARY GREEN



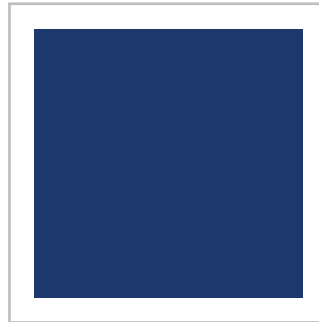
PANTONE: 7483
CMYK: 83 / 16 / 83 / 54
RGB: 0 / 88 / 51
HEX: #005833

INTERNATIONAL WATERS



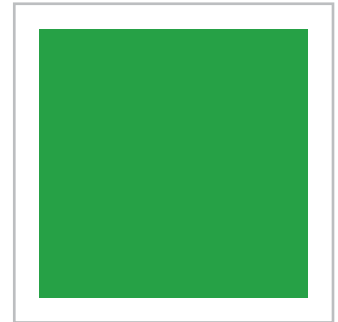
PANTONE: 660
CMYK: 91 / 53 / 0 / 0
RGB: 0 / 112 / 185
HEX: #0070B9

SUPPORTING BLUE



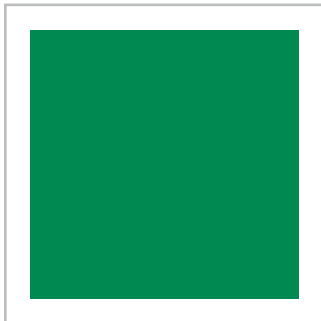
PANTONE: 288
CMYK: 100 / 87 / 27 / 19
RGB: 29 / 56 / 109
HEX: #1D386D

BIODIVERSITY GREEN



PANTONE: 362
CMYK: 78 / 2 / 98 / 9
RGB: 38 / 161 / 70
HEX: #26A146

SUPPORTING GREEN



PANTONE: 348
CMYK: 100 / 4 / 87 / 18
RGB: 0 / 138 / 82
HEX: #008A52

Color Palette

Focal Area

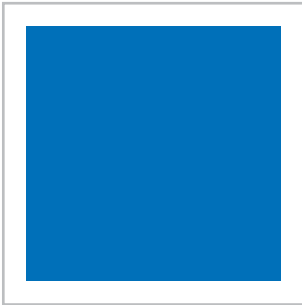
THERE ARE FIVE FOCAL AREAS:

- International Waters
- Climate Change
- Biodiversity
- Land Degradation
- Chemicals & Waste

EACH FOCAL AREA HAS A DESIGNATED COLOR

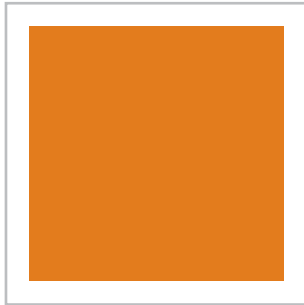
These colors should be used when developing a product for a Focal Area, such as a brochure, poster, or other material. The color can be used throughout the communication, for backgrounds, sidebars, headlines, subheads, charts, and graphs. Use "Focal Area" designated colors for the accent bar on the cover of the publications.

INTERNATIONAL WATERS



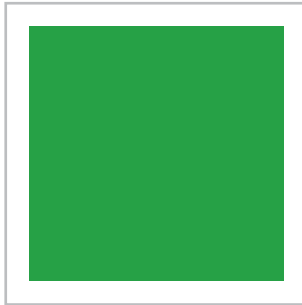
PANTONE: 660
CMYK: 91 / 53 / 0 / 0
RGB: 0 / 112 / 185
HEX: #0070B9

CLIMATE CHANGE



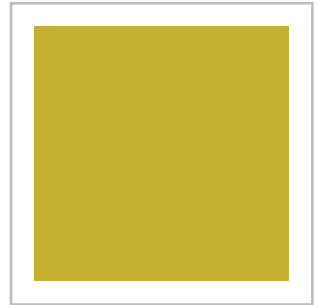
PANTONE: 145
CMYK: 0 / 58 / 100 / 8
RGB: 227 / 124 / 29
HEX: #E37C1D

BIODIVERSITY GREEN



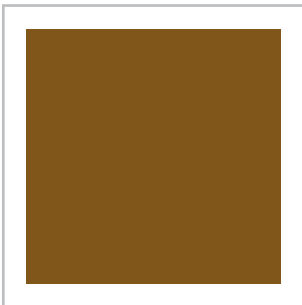
PANTONE: 362
CMYK: 78 / 2 / 98 / 9
RGB: 38 / 161 / 70
HEX: #26A146

CHEMICALS & WASTE



PANTONE: 612
CMYK: 26 / 24 / 100 / 0
RGB: 198 / 178 / 47
HEX: #C6B22F

LAND DEGRADATION



PANTONE: 463
CMYK: 30 / 56 / 100 / 37
RGB: 128 / 86 / 27
HEX: #80561B

Color Palette

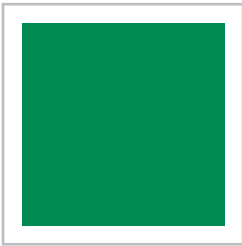
Supporting Colors

In addition to the GEF Brand Green, the Focal Area Color Palette, and the Impact Program Color Palette, below are additional supporting colors that can be used on all communications for accent colors, backgrounds, sidebars, headlines, subheads, charts and graphs.

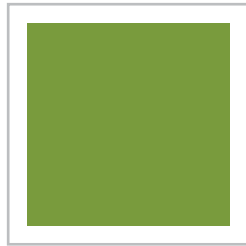
Your product design should use colors from the focal area or impact program palettes or the supporting color palette. Only colors included in this guidelines should be used for GEF products.

COLOR USAGE:

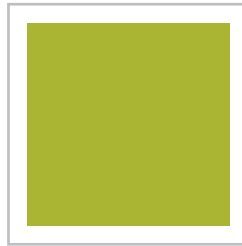
- 🎯 To be used for charts, graphs, headline bands
- 🎯 Accent band
- 🎯 Headline and subhead text



PANTONE: 348
CMYK: 100 / 4 / 87 / 18
RGB: 0 / 138 / 82
HEX: #008A52



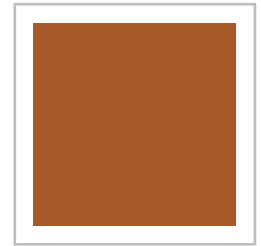
PANTONE: 377
CMYK: 58 / 22 / 100 / 4
RGB: 121 / 155 / 22
HEX: #799B3E



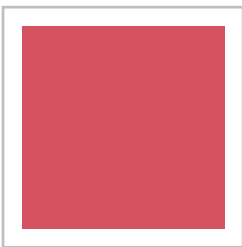
PANTONE: 383
CMYK: 26 / 3 / 93 / 17
RGB: 169 / 181 / 51
HEX: #A9B533



PANTONE: 143
CMYK: 3 / 32 / 91 / 0
RGB: 244 / 179 / 51
HEX: #F4B332



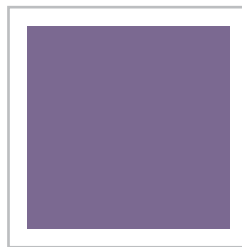
PANTONE: 470
CMYK: 26 / 70 / 97 / 16
RGB: 166 / 90 / 41
HEX: #A65A29



PANTONE: 7418
CMYK: 3 / 80 / 48 / 9
RGB: 213 / 82 / 96
HEX: #D55260



PANTONE: 288
CMYK: 100 / 87 / 27 / 19
RGB: 29 / 56 / 109
HEX: #1D386D



PANTONE: 667
CMYK: 58 / 63 / 22 / 3
RGB: 123 / 105 / 145
HEX: #7B6991



PANTONE: 200
CMYK: 16 / 100 / 87 / 7
RGB: 194 / 32 / 50
HEX: #C22032

Typography

Museo

Museo is the main GEF typeface family. It is to be used for headlines, and subheads, as well as for use in titles, call-outs, and charts and graphs. The main weight is Museo 300 and 500. Other weights are to be used based on design needs.

MUSEO 100

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 100 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 300

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 300 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 500

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 500 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 700

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 700 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 900

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 900 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

Typography

Museo Sans

Museo Sans is the secondary GEF typeface family. It is to be used for paragraph titles, section titles, and sub titles. It is meant to be used solely in upper case when it title format in **Museo Sans 700** weight. It can also be used for

italics, captions, annotations and when displaying the URL. When used for italics, captions and annotations, it should be sentence case and the weight chosen should match the Heebo weight used as Heebo does not have italics.

MUSEO SANS 100

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 100 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 300

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 300 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 500

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 500 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 700

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 700 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 900

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 900 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

Typography

Heebo

Heebo is the tertiary GEF typeface family. It is to be used for introductory copy in paragraphs and body copy.

HEEBO THIN

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO LIGHT

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO REGULAR

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO MEDIUM

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO BOLD

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO EXTRA BOLD

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

HEEBO BLACK

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

Publications

ELEMENTS FOR A GEF PUBLICATION COVER PAGE:

- ☉ GEF Logo
- ☉ Title/Subtitle
- ☉ Visually strong photographs

COVER PHOTO

The photo should possess good color, high resolution, good lighting, focus, and most importantly, subject matter. Where possible photos should portray human effort to protect our environment; how humans are effected; or how they impact the environment.

Keep the photo prominent. A full-bleed cover photo is preferred. Keep in mind when selecting the photo, it is best to have areas of the photo that are not busy where the headline and the GEF Logo can be placed and easily read.

THE GEF LOGO

The GEF Logo should be placed on the left side of the publication cover, either in the top or bottom corner depending on where the photo has the simplest background. If possible, the GEF Logo should be located 1/2 inch down from the top edge and 1/2 inch from the spine. The GEF Logo can have the acronym and text in full color ([See page 10](#)) against a light or dark background or white against a dark background ([See page 11](#)).

TITLES & SUBTITLES

The titles and subtitles of the publication should always be in the **MUSEO** typeface ([See page 20](#)). Capitalization of titles follow the Chicago Manual of Style Capitalization Rules.

OTHER ELEMENTS IN GEF PUBLICATIONS:

- ☉ Message from the CEO
- ☉ About the GEF
- ☉ Photos, printing and design credits, and date
- ☉ Environmentally-friendly paper

MESSAGE FROM THE CEO

If applicable—should always be located on the first page(s). Note. The inclusion of a message from the CEO is optional and will be decided in consultation with GEF management.

If applicable—should always include a photo of the CEO.

ABOUT THE GEF

Should always be located in the inside back cover, last page(s) of the publication, or near the front. (Boilerplate, [see page 32](#))

PHOTO, PRINTING AND DESIGN CREDITS, AND DATE

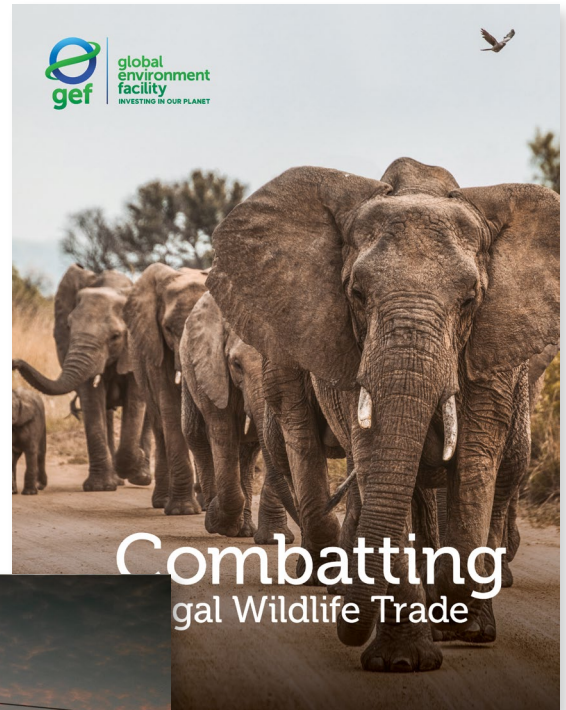
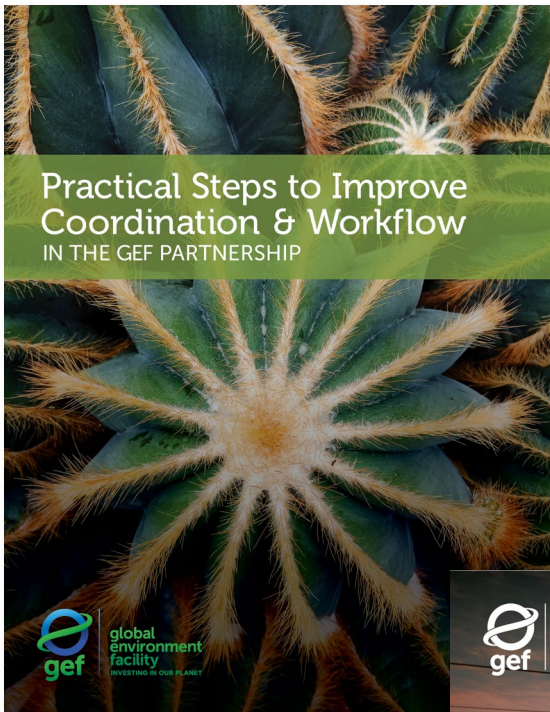
Photo credits and descriptions of photos are to be included below photos or on the photos themselves. Printing and design credits as well as dates should be included on the last page or inside back cover of the publication.

ENVIRONMENTALLY-FRIENDLY PAPER

All publications that are printed should be printed on environmentally-friendly paper, FCS certified printers, and soy-based inks as much as possible.

Publications

Publication Cover Examples

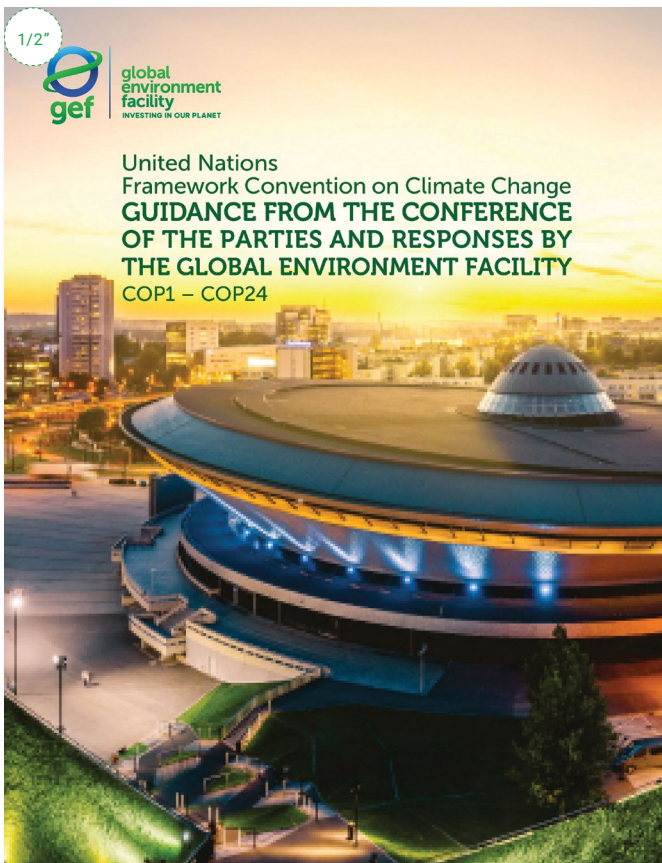


Publications

Logo Placement

The GEF Logo should always be located in the upper left or lower left of the communication cover. The minimum space between the logo and the edge of the page should be 1/2 inch vertically and horizontally.

EXAMPLE OF VERTICAL LAYOUT (PORTRAIT)



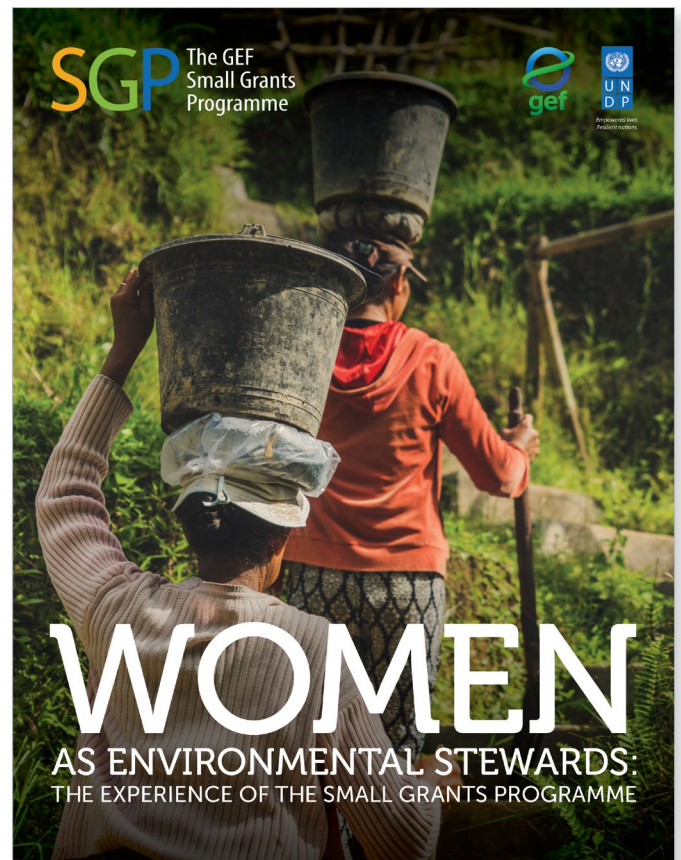
EXAMPLE OF SQUARE FORMAT



Publications

Partnership Logos

The GEF is an international organization with multiple global partners. When using a partner's logo, make sure to keep the required clear space around each logo and arrange them on the cover to present each logo with equal prominence (See page 8).



Publications

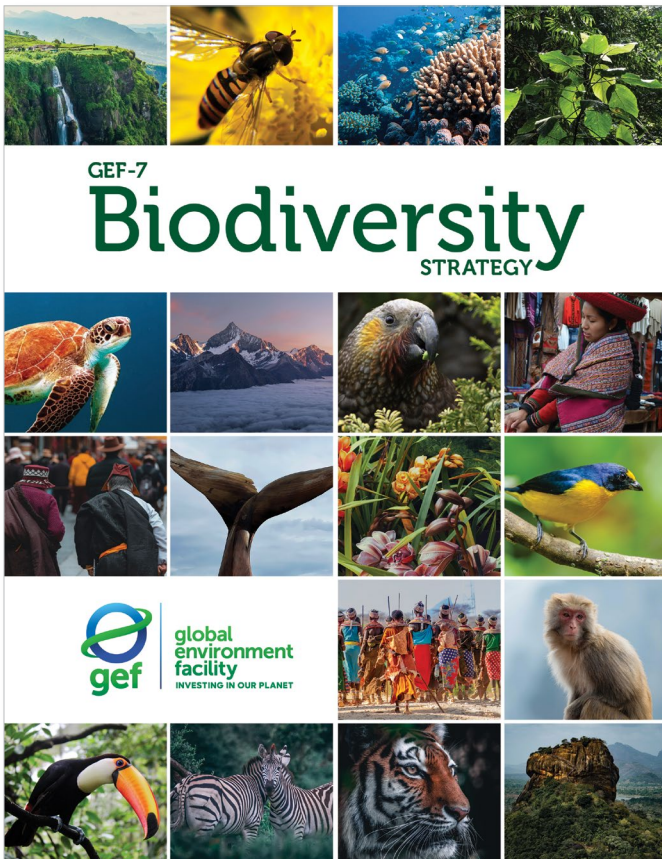
Formats

The GEF has two standard publication sizes.

🕒 8.5 x 11 inch vertical (portrait)

🕒 8.5 x 8.5 inch square

EXAMPLE OF VERTICAL LAYOUT (PORTRAIT)



EXAMPLES OF SQUARE FORMAT



Publications

11x17 Bi-fold

A variation on the 8.5 x 11 format is the 11 x 17 inch 4-page bifold. It presents a perfect amount of text, graphics, and photos to inform the reader of the subject and encourages them to learn more about GEF, its Focal Areas, and Impact Programs.

BACK

FRONT

THE GEF APPROACH

The GEF approach offers to develop sustainable financing at the national/regional level to eliminate chemical concerns under the Convention, and at the same time facilitate the sound management of chemicals and waste. The GEF's program aims to integrate the individual chemical convention issues into a wider financial approach that aligns with national level agricultural policy, industrial manufacturing and pollution management.

Coordinated actions at international, national, regional, corporate, and civil society levels are urgently needed to address the risks and opportunities that the sound management of chemicals throughout their life cycle presents.

More and more chemicals are being produced and put into everything from our cars to our phones to food and drinking water. At the same time, however, industry demand is increasing by leaps and bounds. Greater supply chains and manufacturing, there can be the chemical industry's production, the world's biggest are the challenges ahead, and what innovations and global solutions are needed? The GEF is a catalyst for both governments and the private sector as they address these issues. The GEF can help to connect the relevant stakeholders and act as an honest broker in facilitating the work needed to help maintain the chemical industry and related products and materials streams.

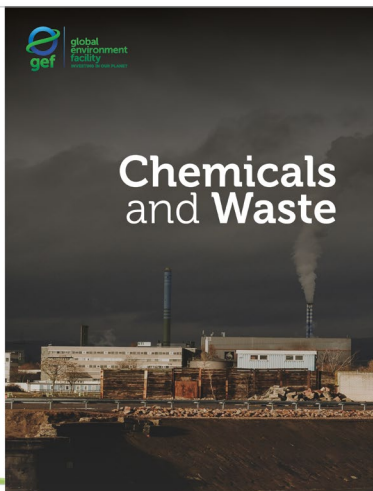
To achieve transformational change, GEF projects seek closer integration with the private sector and global supply chains. GEF's Global Opportunities for Long-term Development in the Advanced and Developing Economies (GODE) program, for example, offers a successful model for companies to invest in advanced machinery production and engineering, and the environmental sector engagement, including major providers, electronics manufacturers, gas producers and commercial banks.

ISLANDS is a new GEF-funded program with projects across 30 different island countries, which will help regions in the Caribbean, Pacific, and Indian Oceans.

The Global Environment Facility was established in the year of 2000 (No. 24th Summit) to help tackle our planet's most pressing environmental problems. Since then, the GEF has provided over \$39.2 billion in grants and technical assistance in addition to \$26.4 billion in co-financing for more than 4,200 projects in 170 countries. In addition, under the Small Grants Programme, the GEF has financed 22,900 projects in 165 countries.

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www.thegef.org

Chemicals and Waste



INSIDE SPREAD

THE ISSUE

Harmful chemicals are found in all ecosystems on Earth, affecting human health, biodiversity, agricultural production, and water and air quality. Our GEF-funded waste-to-energy and chemical reformulations are used in every sector of the economy.

Chemicals, such as persistent organic pollutants (POPs) and mercury, travel over large distances through air, water currents and in migratory species. Some POPs can remain in the human body for more than 50 years. Mercury, an element, is infinitely persistent.

When used improperly or disposed of unlawfully, chemicals pose significant risks for both the environment and human health. Chemicals that are just about every person on the planet comes with their body a large number of chemical contaminants that have an unknown impact on their well-being.

Due to the global impact on human health and the environment, some of these highly dangerous chemicals require global management and full results are controlled by international law. Among the most significant agreements that cover the way chemicals are used and managed are the end of life in the Stockholm Convention on Persistent Organic Pollutants, the Minamata Convention on Mercury, and the Montreal Protocol on Substances that Deplete the Ozone Layer. The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal and the Rotterdam Convention on the Prior Informed Consent procedure for certain hazardous chemicals and pesticides in international trade.

Despite the advances made under these agreements, the production, use, and disposal of chemicals are rapidly increasing in developing countries and countries in economic transition. These rapid changes create economic opportunities, but they must be matched by enhanced engineering and regulation to avoid chemicals and waste management. The cost to national economies of human and environmental exposure to harmful chemicals is often unrecognized and can be substantial.

Complexity matters further. In the pursuit of new materials and materials, many manufacturers do not always conduct sufficient analysis of the potential health impacts of their products unless they are used conventionally, which often results in significant harm to human health and the environment. Non-toxicological products, for example, which are the most widely used chemicals in agriculture, have been linked to the current decline in bee populations and chemicals used to manufacture non-stick cookware have recently been banned under the Stockholm Convention due to their carcinogenic properties.

Technological barriers in the private sector often hinder the possibility of change in the way chemicals are produced and managed. Small companies in particular find it difficult to afford "greener" practices.

THE APPROACH

The GEF is charged with financing the elimination of the most harmful chemicals, which are covered by the Stockholm Convention, the Minamata Convention, and the Montreal Protocol. The GEF also supports the achievement of broader sound management of chemicals and waste through its support for the Strategic Approach to International Chemical Management (SAICM), the United Nations policy framework to promote chemical safety around the world.

Many chemical products in use today involve long and complex global supply chains that span from extracting the necessary raw materials, to the production process, to the use of the chemicals in industry or in consumer goods, and ultimately to their disposal. With such a global scale of materials, production, and consumption, simply dealing with products and materials at the end of life is not sustainable and there is an urgent need to transform the use of chemicals along the entire supply chain of products, materials and processes.

Safe and more sustainable materials and chemicals are needed in chemical design and manufacturing. An example: most major chemicals brands already have phased out or plan to phase out the use of brominated flame retardants, PCBs, and mercury in their products.

Options for safer products as well as systems for proper handling of these products that contain harmful chemicals will need to be strengthened. Some electronics products have developed these back systems for their products, both to handle the products safely and also to extract recyclable materials and metals.

THE PROGRAMS

- Develop the enabling conditions, tools, and resources for the sound management of harmful chemicals and wastes.
- Reduce the prevalence of harmful chemicals and wastes and support the implementation of clean alternative technologies/substances.

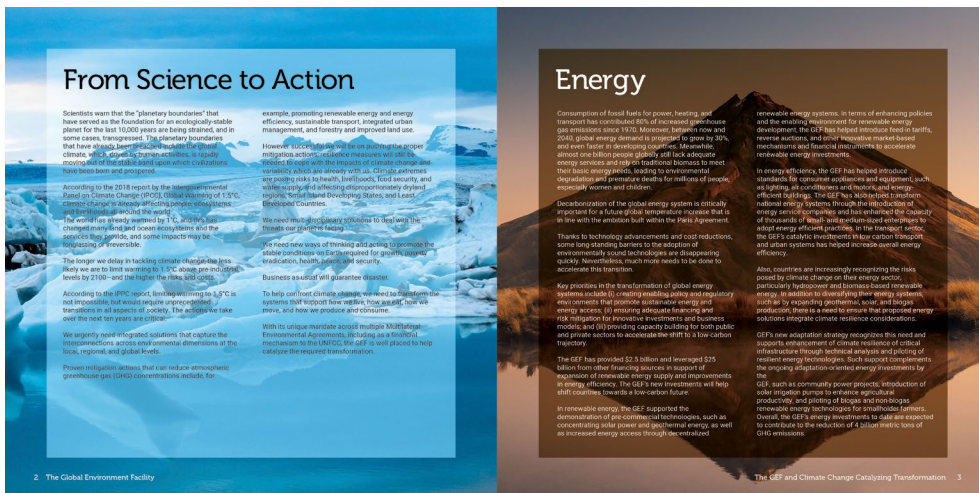
The implementation support for the chemicals and waste conventions by the GEF provides both the opportunity for Parties to these conventions to meet their obligations under the Convention and to use the entry point of the Convention to transform their management of chemicals and ultimately

Publications

Interior Graphics Examples

Creative use of graphic elements within GEF publications support and strengthen the GEF brand.

The band can be used to highlight the chapter opening headline. It can vary in thickness, length, and color. The color should complement the photo or other graphic elements.

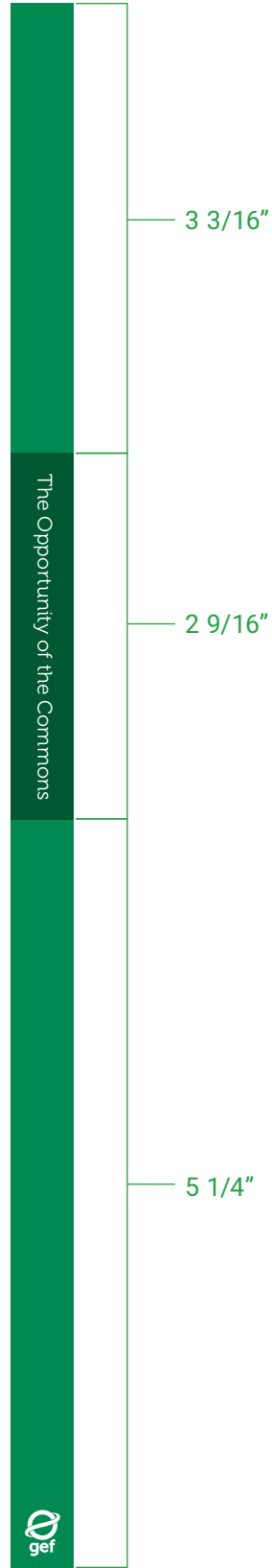


Publications

Spine

Spine widths will vary. The back cover should wrap to the spine in the same combination of colors as the back. If the spine is thick enough for text, locate the title of the publication lined up with graphical elements from the cover.

If the spine is wider than 3/4 inch, please include the GEF globe symbol and acronym logo on the spine.



Publications

Legal Disclaimer

The following text needs to be added to the inside of the front cover:

This work is a product of the staff of the Global Environment Facility (GEF) with external contributions. The findings, interpretations, and conclusions expressed in this work do not necessarily reflect the views of the GEF, its Council, or the governments they represent. The GEF does not guarantee the accuracy of the data included in this work. The boundaries, colors, denominations, and other information shown on any map in this work do not imply any judgment on the part of the GEF concerning the legal status of any territory or the endorsement or acceptance of such boundaries. Nothing herein should constitute or be considered to be a limitation upon or waiver of the privileges and immunities of the GEF, all of which are specifically reserved.”

Date of publication:

Publications

Boilerplate

The following text needs to be added to the last page, either on the back cover or the inside of the back cover:

The GEF is a family of funds dedicated to confronting biodiversity loss, climate change, pollution, and strains on land and ocean health. Its grants, blended financing, and policy support helps developing countries address their biggest environmental priorities and adhere to international environmental conventions. Over the past three decades, the GEF has provided more than \$22 billion and mobilized \$120 billion in co-financing for more than 5,000 national and regional projects.

Note: For the most recent updates on the boilerplate copy, please verify with the GEF website about us section: www.thegef.org/who-we-are



Example of a publication back cover with boilerplate copy.

Publications

URL

When using the GEF URL with the logo, it should be placed under the globe symbol and acronym as shown in the example below. The URL should be displayed prominently on the back of all publications in addition to posters, displays, and other GEF communications. It can be placed close to the full name logo but not as part of the logo.

Museo 700 is the preferred typeface to be used when typesetting the URL with the logo. Other supporting typefaces can be used when used throughout a publication if not in conjunction with the GEF logo.

Note: The URL should never be used as a lockup with the GEF full name logo. The URL color must be “Supporting Green” when used with the full color logo (See Page 17). For all other color versions, use the color associated with that logo version. For the “solid two-color” logo, the URL color is “Biodiversity Green” (See Page 17). If the URL is used with the tagline logo, then the logo must be separate.



Example of GEF globe symbol and acronym with URL.



Example of a publication back cover using the URL with GEF full name logo.

Publications

Back Cover

The consistent use of GEF assets on the back cover of a GEF publication is an important component of the overall GEF brand.

THERE ARE FOUR ELEMENTS THAT SHOULD ALWAYS APPEAR ON THE BACK COVER:

⦿ GEF Logo

⦿ GEF URL

COLOR

The color should complement the photo from the front cover, utilize the color assigned to the focal area or impact program or GEF Brand green.

GEF LOGO

The GEF Logo should always be located in the bottom left corner of the back cover. If the color of the cover is dark, the GEF Logo should be solid white logo (See page 11); if the cover is a light color, use the GEF full color logo (See page 10).

GEF URL

The GEF URL should always be located prominently on the back cover (See page 33).



Example of a publication back cover with URL.



GEF-Funded Programs

GEF-Funded Programs

Publications

GEF PROGRAMS, INTEGRATED APPROACH PILOTS, AND IMPACT PROGRAMS

GEF Program outreach materials need to be coordinated with the GEF Secretariat. The production of outreach material – not only publications – has to be done in coordination with the respective program managers and communications staff in the GEF Secretariat.

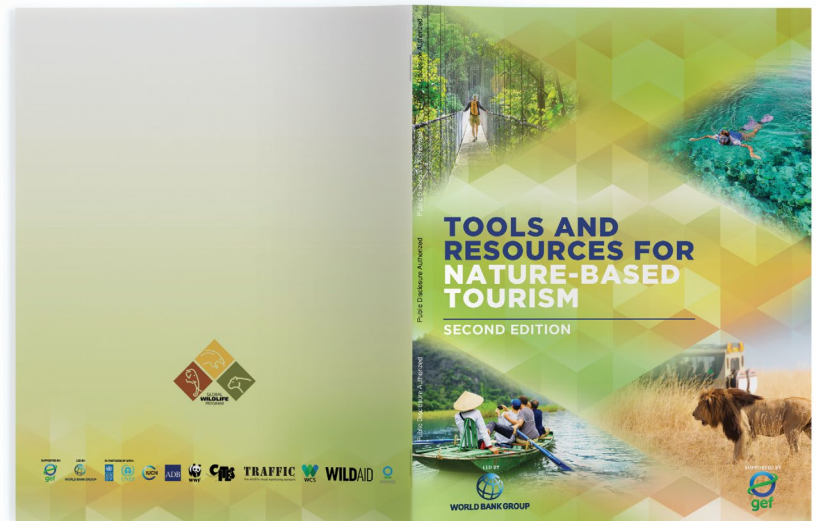
GEF Programs can create their own visual identity and create their own logo. This process needs to be in cooperation and agreement with the GEF Secretariat. The program logo should be used on the front cover together with the GEF logo and the lead agency logo as seen here in the example of the Amazon Sustainable Landscapes Program ASL brochure.

On the back cover or the inside of the back cover, the following credit needs to be given to the GEF in the way the GEF logo is positioned vis-à-vis the partner logos:

- ⊙ Supported by: GEF logo

- ⊙ Led by: Lead agency logo

- ⊙ In partnership with:
Partner organization logos



Example shows GEF-funded publication.

Program logo lockup example



Without program logo lockup example



GEF-Funded Programs

Websites & Newsletters

GEF PROGRAMS, INTEGRATED APPROACH PILOTS, AND IMPACT PROGRAMS

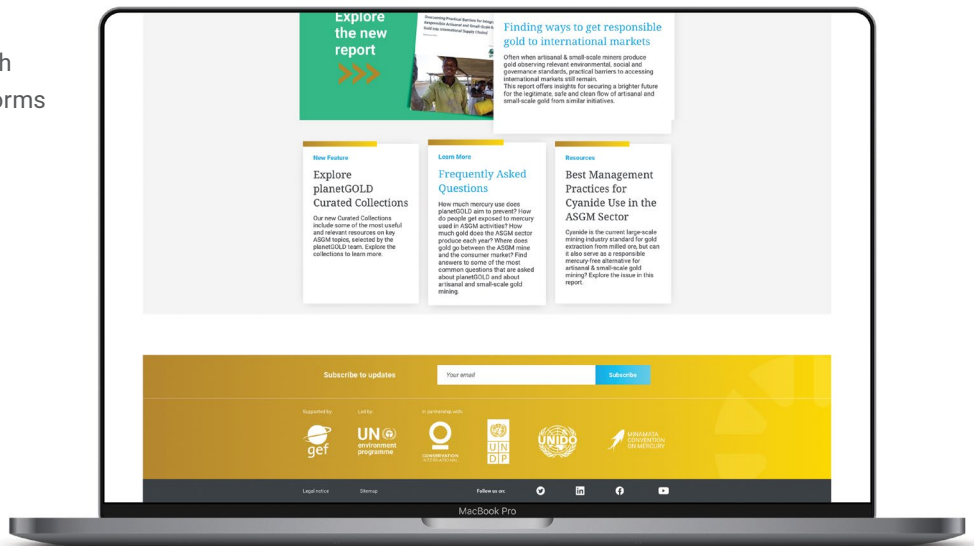
GEF Program websites can have their own visual identity as well. The GEF Program logo should be used on the front page, as well as the GEF logo and the lead agency logo. However, at the bottom of that first front page/homepage the same lineup of logos needs to be added just as in publications.

The same applies to the whole range of outreach material, such as email newsletters and other forms of online presence.

Supported by: GEF logo

Led by: Lead agency logo

In partnership with:
Partner organization logos



Example shows GEF-funded, UNEP-led planetGOLD program website.

Program logo lockup example



Supported By:



Led By:



In Partnership With:



Without program logo lockup example



GEF-Funded Programs

Social Media

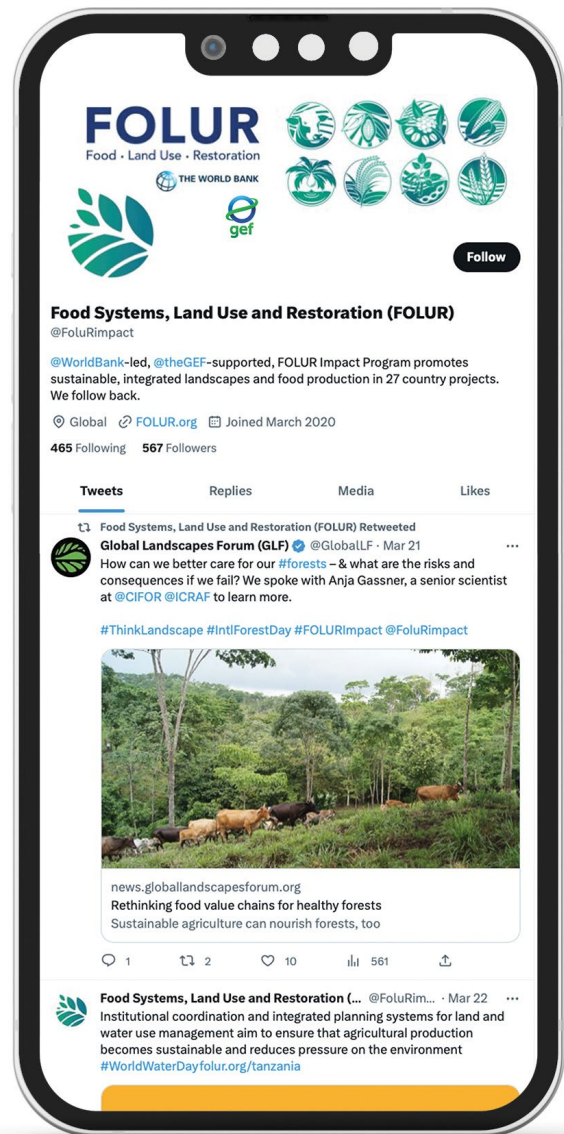
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- Supported by: GEF logo
- Led by: Lead agency logo
- In partnership with:
Partner organization logos



Example shows GEF-funded, Folur on Twitter.