Brand Guidelines

global environment facility
INVESTING IN OUR PLANET

gef

Table of Contents

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 $23 billion and mobilized $129 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 June 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:

⊙ The globe symbol and GEF acronym

⊙ The full name

⊙ The tagline

TYPES OF LOGO FORMATS & DOWNLOAD LINK:

⊙ Logo format for printing: .eps

⊙ Logo format available for web: .jpg, .png, .svg

⊙ 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".
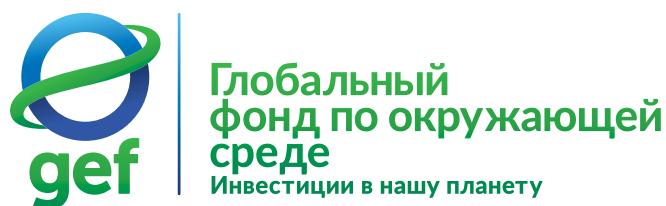
FRENCH

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
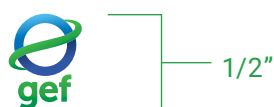
ARABIC

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

1/2"

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

3/4"

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

3/4"

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:
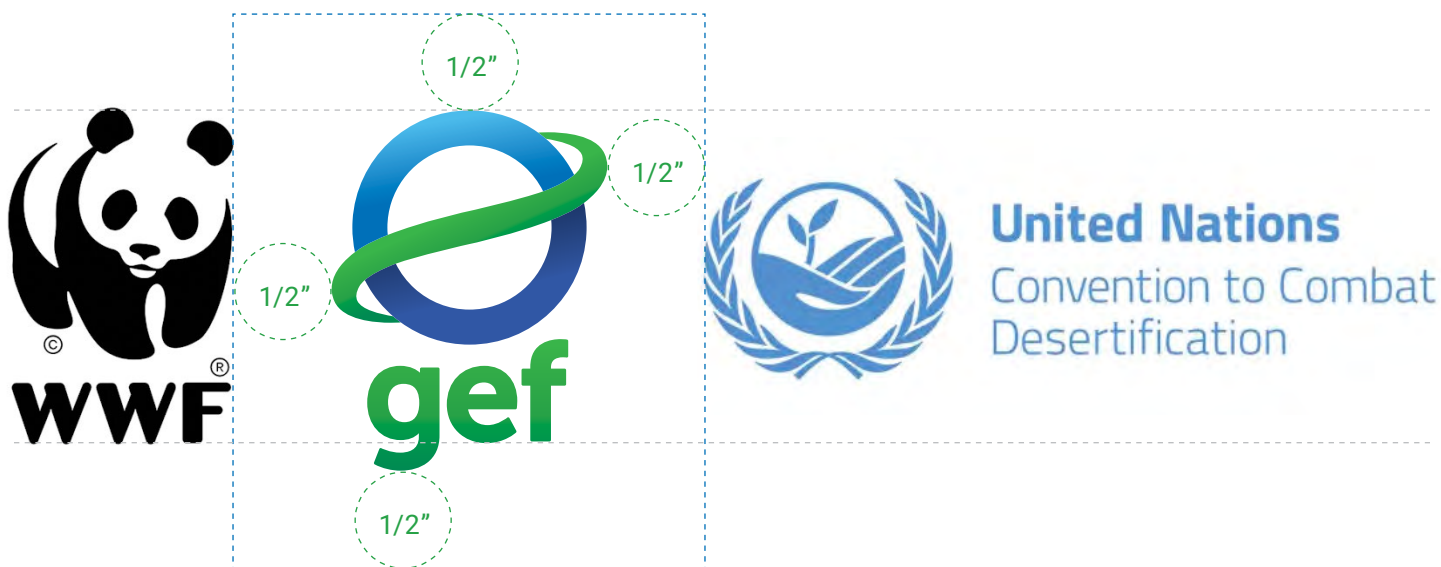
INCHES: 1/2
DECIMAL INCHES: 0.5
CENTIMETERS: 1.27
MILLIMETERS: 12.7

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.

❌ **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.

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

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.

❌ **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.

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

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.

❌ **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.

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

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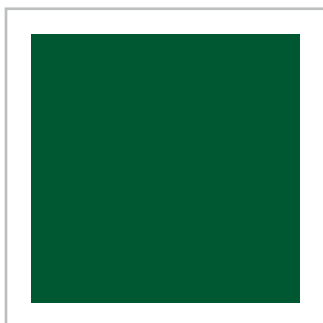
PANTONE: 7483
CMYK: 83 / 16 / 83 / 54
RGB: 0 / 88 / 51
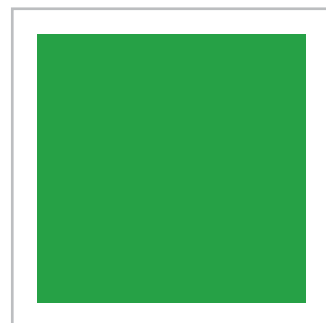HEX: #005833

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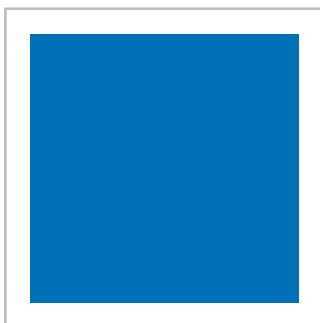
PANTONE: 660
CMYK: 91 / 53 / 0 / 0
RGB: 0 / 112 / 185
HEX: #0070B9

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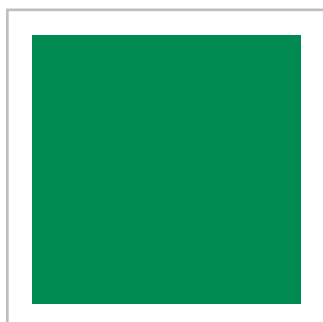
PANTONE: 348
CMYK: 100 / 4 / 87 / 18
RGB: 0 / 138 / 82
HEX: #008A52

Color Palette

Focal Area

THERE ARE FIVE FOCAL AREAS:

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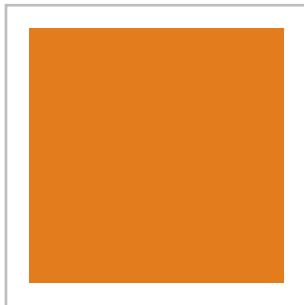- ◎ Chemicals & Waste

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.
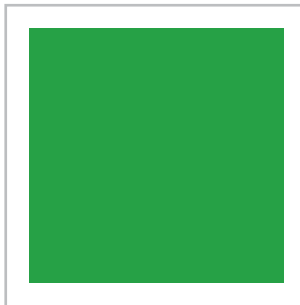
INTERNATIONAL WATERS

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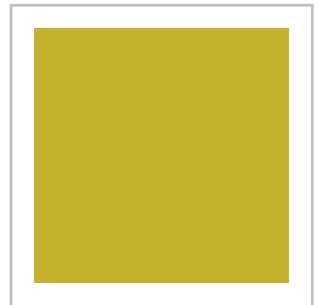**CMYK:** 91 / 53 / 0 / 0
RGB: 0 / 112 / 185
HEX: #0070B9

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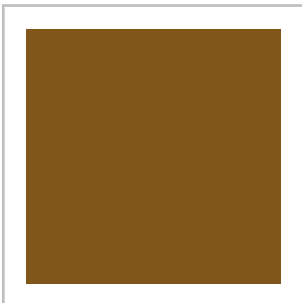
PANTONE: 463
CMYK: 30 / 56 / 100 / 37
RGB: 128 / 86 / 27
**HEX:** #80561B

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.
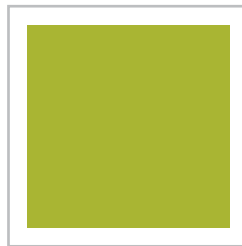
COLOR USAGE:

◉ **To be used for charts, graphs, headline bands**

◉ **Accent band**

◉ **Headline and subhead text**
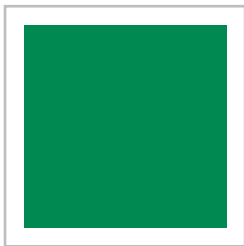
PANTONE: 348
CMYK: 100 / 4 / 87 / 18
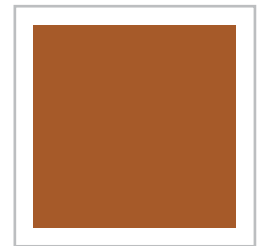RGB: 0 / 138 / 82
HEX: #008A52

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
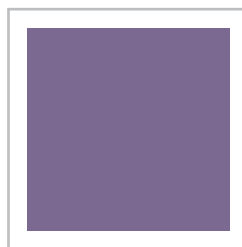CMYK: 3 / 32 / 91 / 0
RGB: 244 / 179 / 51
HEX: #F4B333

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+@;***

Updated: June 2023

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,)

### 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
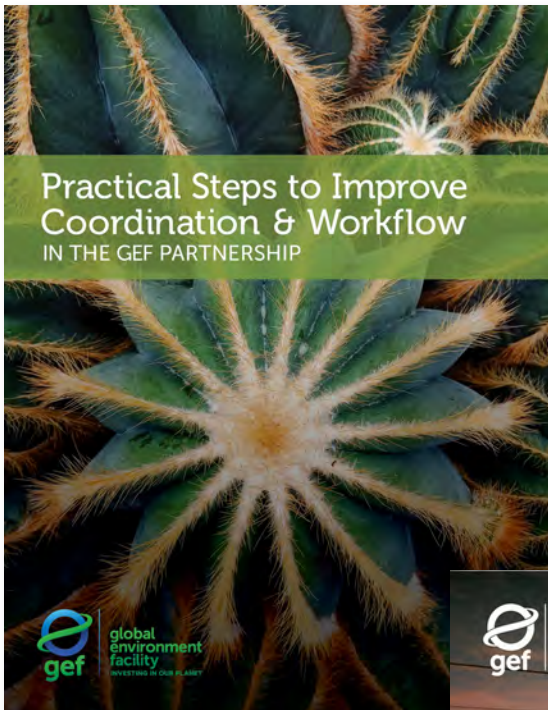
Publications

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).
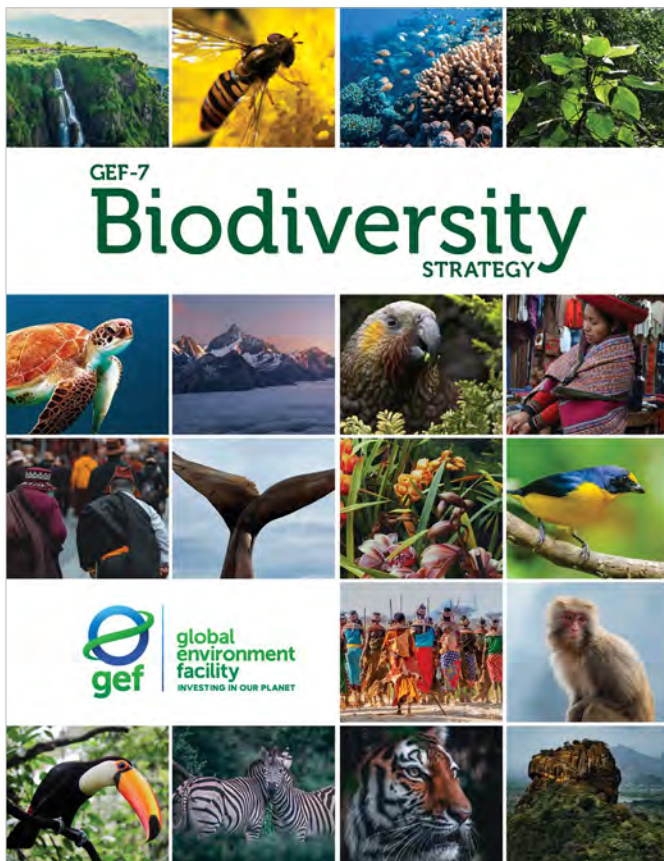
Publications

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.

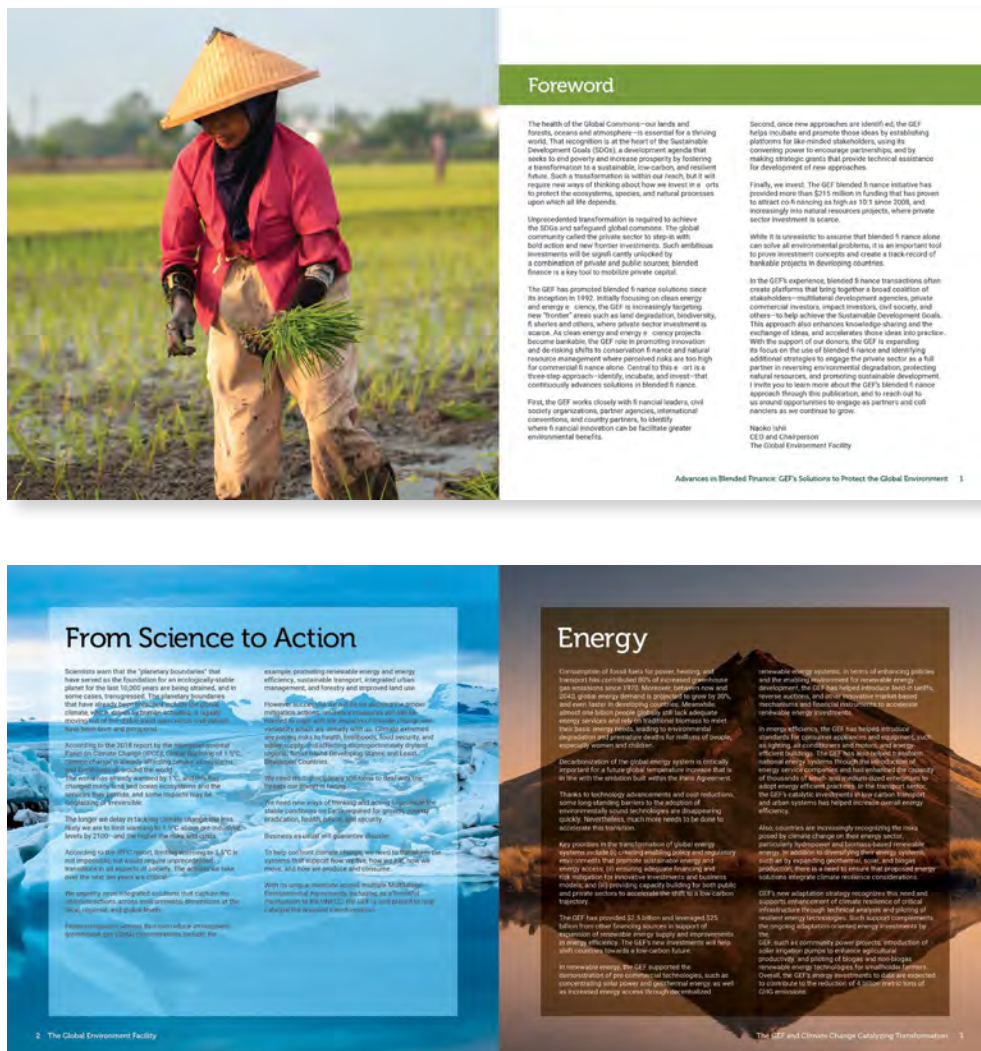**BACK**　　　　　**FRONT**

INSIDE SPREAD

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.

3 3/16"

The Opportunity of the Commons

2 9/16"

5 1/4"

gef

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 $23 billion and mobilized $129 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.

THESE ARE THE 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.

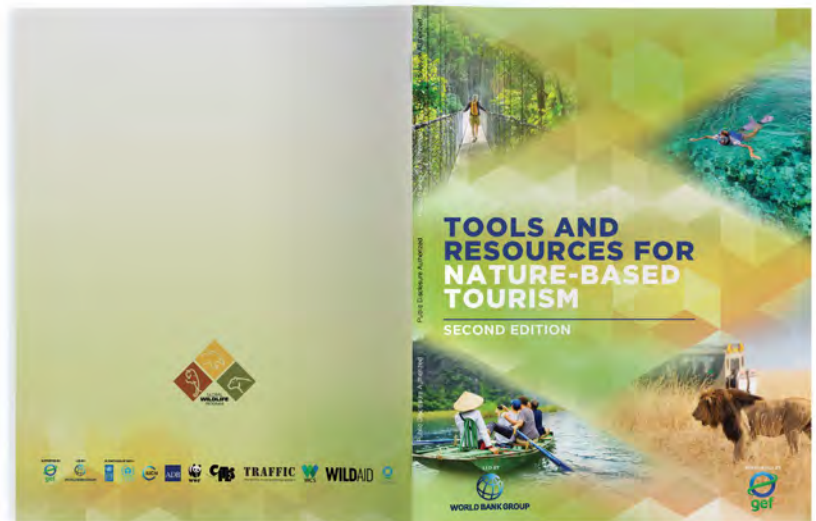# GEF-Funded Programs

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 publcation.

Program logo lockup example

Supported By:

Led By:

In Partnership With:

Without program logo lockup example

Supported By:

Led By:

In Partnership With:

GEF-Funded Programs

Websites & Newsletters

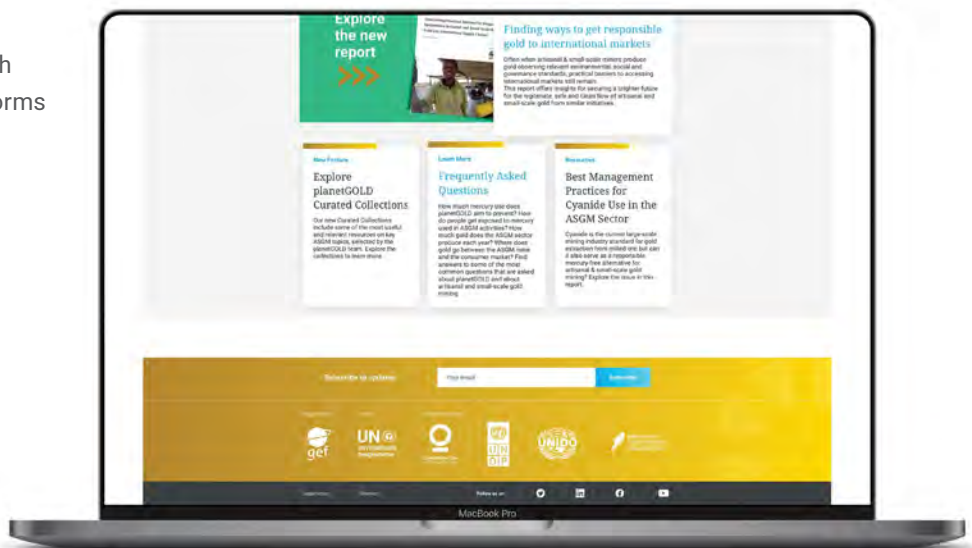**GEF PROGRAMS, INTEGRATED APPROACH PILOTS, AND IMPACT PROGRAMS**

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.
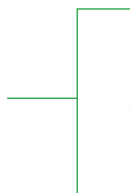
◎ **Supported by: GEF logo**

◎ **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:
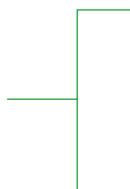
Led By:

In Partnership With:

Without
program
logo
lockup
example

Supported By:

Led By:

In Partnership With:

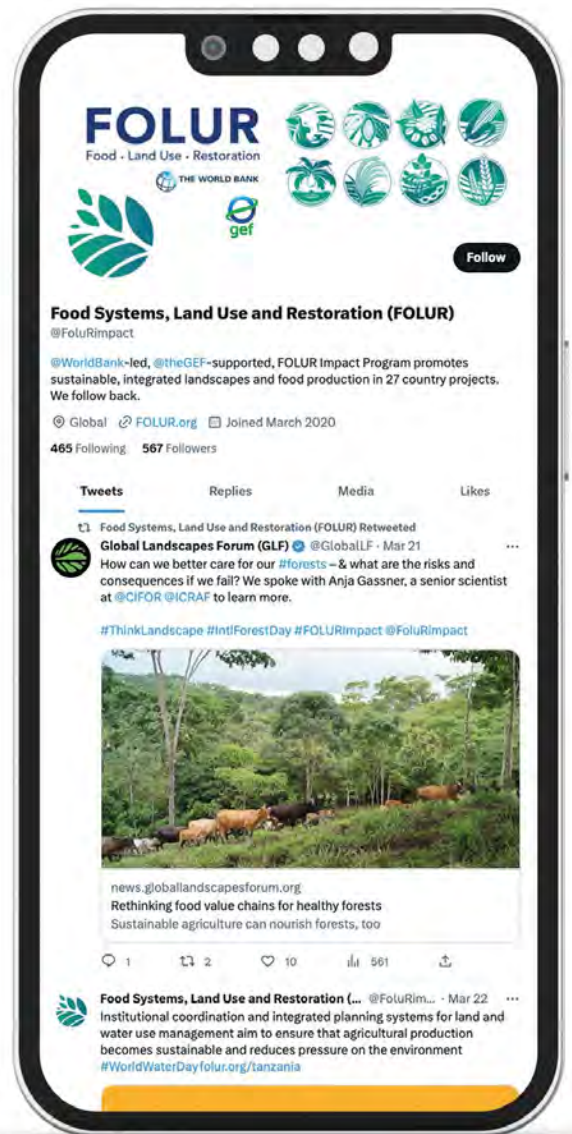# GEF-Funded Programs

Social Media

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, Folur on Twitter.