Brand Guidelines & Graphic Standards
GEF Brand
Introduction

The Global Environment Facility has a new look. In order to come across as a united brand we must work together to ensure it is shown consistently.

GEF created these visual identity guidelines to aid you in the production of GEF Communications and to support an effective and consistent visual identity and image for GEF.

Effective use and consistent communications is important to the future of GEF. By adhering to these guidelines, you keep our brand strong.
GEF Brand
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GEF Brand
Brand Identity Elements — Signature

The GEF Signature consists of four parts:
- The globe symbol
- The ‘gef’ acronym
- The spell-out (name)
- The tagline

The relationship between each design element is critical. The spacing has been carefully defined and cannot be modified in any way.

The GEF Signature must not be distorted, skewed or altered from its original state.

Do not try to duplicate any of the logo elements manually. Use electronic files from www.theGEF.org.
The preferred configuration of the GEF Signature is with all elements together. Occasionally there is a need to use the GEF Signature without the tagline, as well as times where space is limited, use the stacked configuration. In situations where space is minimal, use the GEF globe symbol and acronym with the URL.

Logo format for printing: .eps
Logo format available for web: .jpg
Logo format available for Office: .png
Use electronic files from www.theGEF.org.

The following are examples of approved configurations of the GEF Signature.
GEF Brand
Brand Identity Elements — Minimum Size

The smallest the GEF Signature can be reproduced is 1/2" from top to bottom.
To maximize GEF's presence, there shall always be sufficient clear space around the entire signature.

The clear space around the signature shall be equal to the size of the globe.

This protective exclusion zone prevents encroachment of any graphic element from interfering with the integrity of the brand.
The GEF Seal has been developed for promotional use. The seal is not to be used on a publication cover or brochure.
GEF Brand
Brand Identity Elements — Languages

The GEF Brand Identity has been translated into French, Spanish, Russian, Chinese and Arabic.

Use electronic files from www.theGEF.org.

French Version

Spanish Version

Russian Version

Chinese Version

Arabic Version
GEF Brand
Brand Identity Elements — Single Color Tint

If printing in full color is not feasible, the GEF Signature has been converted to a 1-Color Black Tint and a 1-Color Pantone Green Tint to accommodate single color printing.
GEF Brand
Brand Identity Elements — Color Versions

The GEF Signature has been developed in full color to take advantage of current digital printing techniques and the internet.

There are two versions. One to be used against light colored backgrounds and one to be used against dark colored backgrounds.
**GEF Brand**  
**Color Usage — Focal Area Color Palette**

Each Focal Area has a primary color designated to it.

This color shall be used when developing a product for that 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.

The Focal Area color should always be used as the back cover.

<table>
<thead>
<tr>
<th>International Waters</th>
<th>Climate Change</th>
<th>POPs</th>
<th>Biodiversity</th>
<th>Land Degradation</th>
<th>Ozone Depletion</th>
</tr>
</thead>
<tbody>
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<td>c 100</td>
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<td>m 0</td>
<td>m 2</td>
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<td></td>
<td>50%</td>
</tr>
</tbody>
</table>
**GEF Brand**  
**Color Usage — Supporting Color Palette**

In addition to the GEF Brand Green, and the Focal Area 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 palette or the supporting color palette. Only colors from the focal area palette and supporting color palette can be used for GEF materials.

- To be used for charts, graphs, headline band.
- Back cover center band—which complements the full bleed focal area color.
- Headline and subhead text.

<table>
<thead>
<tr>
<th>Pantone 348C</th>
<th>Pantone 383C</th>
<th>Pantone 142C</th>
<th>Pantone 7418C</th>
<th>Pantone 288C</th>
<th>Pantone 667C</th>
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</thead>
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<td>g 77</td>
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<td>b 0</td>
<td>b 71</td>
<td>b 82</td>
<td>b 119</td>
<td>b 146</td>
</tr>
</tbody>
</table>
**GEF Brand**

**Color Usage — Charts and Graphs**

Colors from the Focal Area Color Palette and Supporting Color Palette should be used on all charts and graphs.

GEF encourages the use of a variety of colors and shades to create interest.

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**Examples of charts and graphs**
GEF Brand
Typography — Primary Typeface

Typography, like the signature and colors, are a crucial part of the GEF Brand Identity.

**Avenir** is the GEF Primary Typeface to be used on all GEF communications. It has a collection of weights from Book, Roman, Medium, Heavy and Bold allowing a large variety in headline configurations. Italics are also available in all weights.

Always use Avenir for body text in all GEF Communications.

For all documents produced in Microsoft Office use Verdana for headlines and Arial for Text.

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**Avenir 45 Book and Book Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**Avenir 55 Roman and Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**Avenir 65 Medium and Medium Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**Avenir 85 Heavy and Heavy Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**Avenir 95 Black and Black Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
Univers is the recommended Secondary
Typeface to be used in conjunction with Avenir.
It has a collection of weights from Light, Roman,
Medium, Bold and Black allowing a large
variety in headline configurations. Italics are
also available in all weights.

Univers 45 Light and Light Italic
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Univers 55 Roman and Italic
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Univers 65 Bold and Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Univers 75 Black and Black Italic
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
**GEF Brand**

**Typography — Supporting Typeface**

**Univers Condensed** is the GEF Supporting Typeface to be used on all GEF communications. The condensed fonts complement the round open character of Avenir allowing an immediate visual difference great for use in boxes, subheads, and charts and graphs.

**Univers 45 Light Condensed and Light Condensed Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

**Univers 57 Condensed and Condensed Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890

**Univers 67 Bold Condensed and Bold Condensed Italic**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890
GEF Brand
Typography — Accent Typeface

Berthold Akzidenz Grotesk Condensed and Berthold Akidenz Bold Condensed can be used when strong visual impact is desired. The condensed fonts complement the round open character of Avenir allowing an immediate visual difference great for use in boxes, subheads, and charts and graphs.

Berthold Akzidenz Grotesk Condensed
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890

Berthold Akzidenz Grotesk Bold Condensed
AaBbCcDdEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890
**GEF Brand**

**Supporting Graphic Elements — URL**

The GEF URL is an important addition to the GEF Brand. It shall be placed under the symbol and acronym if ever used alone. It also must be displayed prominently on the back of all publication in addition to posters, displays and other GEF communications.

**Thesis** is the preferred typeface to be used for the URL. Avenir and other supporting typefaces can be used especially if they are used throughout the publication.

When typesetting the URL, the GEF shall be in all caps and in a bolder weight font if applicable.

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**Thesis Mix**

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890

---

**Thesis Mix Semi Bold**

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890
GEF Brand
Publications — Branding Elements

Strong Branding and consistent placement is key to a cohesive visual brand.

There are three main elements to a GEF publication cover:
- Visually strong, full bleed photograph
- Two part headline
- GEF Brand Identity

Cover Photo
The photo selection is key to the success of the publication. It must possess good color, high resolution, good lighting, focus, and most importantly, subject matter. Photos should portray human effort to protect our environment; how humans are effected; or how they impact the environment.

Keep the photo prominent. The photo must be full bleed. Keep in mind when selecting the photo, it is best to have areas of the photo which are not busy where the headline can be placed and easily read.

Two part Headline
The headline shall be written in two parts:
Part I — shall be short, catchy and poignant.
Part II — explains the subject matter (or focal area) in more detail.

The GEF Signature
The GEF Signature shall 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 Signature shall be located 1/2" down from the top edge and 5/8" from the spine.
The GEF Signature can have the acronym and text in green against a light background or white against a dark background (see page 8 — Color Versions)
GEF Brand
Publications — Formats

The vertical (portrait) format is the preferred format for GEF Publications.

The horizontal (landscape) format can be used on smaller, less formal communications.
The GEF Signature shall always be located in the upper left or lower left of the communication cover.
GEF Brand
Publications — Headline Guidelines

Headlines for GEF Publications shall be written in two parts:
**Part I shall be short, catchy and poignant.** The type treatment should be strong and bold.
**Part II shall be more explanatory** of the subject matter (or focal area). The type treatment should be smaller and complement the larger type.

Headlines shall be set in Avenir, the GEF primary typeface. The size and location of the headline will be determined by the photograph and the actual wording.

Supporting typefaces can also be used especially if used throughout the publication.

**Cleaning Up**
**Part I**
**Part II** RIDDING THE WORLD OF DANGEROUS CHEMICALS

**Investing in Sustainable Urban Transport**
**Part I**
**Part II** THE GEF EXPERIENCE

**From Ridge to Reef**
**Part I**
**Part II** WATER, ENVIRONMENT, AND COMMUNITY SECURITY GEF ACTION ON TRANSBOUNDARY WATER RESOURCES
GEF Brand
Publications — Required Elements

In addition to consistent GEF Branding on the cover, GEF has certain elements that must always be included in every publication.

- **Message from the CEO**
  Must always be located on the first page(s). Must always include a photo of the CEO.

- **About the GEF**
  Must always be located in the inside back cover or last page(s) of the publication.

- **Photo credits and date**
  Photo credits and publication date to be located on the last page or inside back cover of the publication.

- **Environmentally friendly paper**
  All publications shall be printed on environmentally friendly paper, FCS certified printers and soy-based inks as much as possible.
Consistent use of graphic elements within GEF publications support and strengthen the GEF Brand.

The Headline Band shall be used at the start of each new chapter. It can vary in thickness, length, and color. The color shall complement the photo or other graphic element and be one of the GEF Color Palette colors (see pages 9-10).

Introduction

The world relies on transport to fuel its economic growth and development. Cars, trucks, buses, and trains — these forms of transport make our goods available. Without transportation, goods do not make it to market. Transportation is a necessary component of global development.

Increased global transportation has, until now, gone hand in hand with increases in greenhouse gas (GHG) emissions. Conventional technologies and transport modes emit substantial amounts of CO2, making the transportation sector a key contributor to human-induced global climate change. Indeed, over the past decade, GHG emissions from the transportation sector have increased faster than emissions from any other sector. To meaningfully address global climate change, there will need to be a transformation of transportation policies and practices worldwide.

Since 2000, the Global Environment Facility (GEF) has worked to address the nexus between transportation and climate change. The GEF’s initial commitment to sustainable transportation, adopted as part of GEF 2, has grown into an emerging focus in the current GEF portfolio. As of April 2009, the GEF has funded 37 transportation projects in more than 73 cities worldwide. A review of the results to date shows that these projects have had a direct and cost-effective impact on reducing CO2 emissions.

Moving forward, the GEF’s work in the transportation sector will reflect the successes and lessons learned from its experiences over the past nine years. Together with its partners in the international community, the GEF will continue to work toward ensuring that economic development and expanding transportation networks around the world do not lead to ever increasing GHG emissions.

Portfolio overview

From 1999 to the present, the GEF has supported 37 projects (including the ones under preparation) focused on actions to reduce GHGs from the transport sector. Latin America and Asia have the largest number of these 37 projects (Table 1, Figure 4). During this period, the GEF has allocated approximately $201 million to sustainable urban transport projects, with an average of $5.4 million per project. This funding has been supplemented by more than $2.47 billion in cofinancing. This cofinancing ratio of 1 to 12.3 is the highest in all GEF programs as it often requires large-scale investments to develop infrastructures.

Funding for transport activities has continuously increased since GEF-2 (Table 2, Figure 5). Funding has multiplied by 1.5 from GEF-2 to GEF-3, and by 2.8 from GEF-3 to GEF-4.

Although estimating these projects’ impact on CO2 reduction is difficult, project documents indicate an expected direct CO2 reduction of 31.5 Megaton (Mt) CO2, and an expected indirect CO2 reduction of 34.5 Mt CO2. The average cost-effectiveness of GEF funding, for projects with estimated CO2 emission reductions, is around $4.3/t CO2 (direct reductions only).

To date, only the World Bank, the United Nations Development Programme (UNDP), and the United Nations Environment Programme (UNEP) have implemented GEF-funded sustainable urban transport projects (Table 3). The UNDP has implemented 19 projects, followed by the World Bank, which has implemented 11 projects. A complete list of the GEF-funded sustainable urban transport projects is provided in Table 1.
Clipping paths of photos are desired to create interest and color in GEF publications.

Clipping paths (photo masks) are encouraged to be used on boxes, features or side bars where simple interesting photos can be used to enhance the written content.
The consistent presentation of the back cover of a GEF publication is an important component of the overall GEF Brand.

There are three elements that must always appear on the back cover:
- GEF Signature
- GEF URL
- Back cover band
- “Printed on environmentally friendly paper” text

**Color**
The color shall always be in the representative focal area color or GEF Brand green.

**Back Cover Band**
The back cover band shall be in a complementary color to the full bleed back cover or a shade of the same color.

**GEF Signature**
The GEF Signature shall always be located in the bottom left corner of the back cover. If the color is dark, the GEF Signature must be knocked out to white (use GEF Brand Knockout) or if on a light background use GEF Brand Color version.

**URL**
The GEF URL must always be located within the back cover band. It shall be set in Thesis or in one of the GEF approved typefaces.

**Environmentally Friendly Paper**
When selecting paper for a printed document, select one that is environmentally friendly—either recycled, recyclable, or non-bleached. Print with soy-based inks, use an FSC certified printer.

Indicate the appropriate text on the upper right of the back cover.
GEF Brand
Publications — Spine

Spine widths will vary. The back cover must 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 within the accent bar.
**GEF Brand**
*Gifts and Commemoratives*

Give aways are an effective way to strengthen the awareness of GEF and the GEF Brand.

These come in all shapes and sizes; plus different printing and production techniques.

Use the full color GEF Signature whenever possible. The GEF Seal is also available for certain items.

In addition, a simplified, single color design has been developed for items that are extremely small or can only be reproduced on a single color print technique engraved. incised process.