

Visual Identity Guidelines

CirCon4Climate



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Logo



MAIN LOGO

This is the default version of the logo, to be used on white or light backgrounds.

GREY AND BLACK LOGOS

Restricted to use in applications where colour print is not possible due to technical restrictions

WHITE LOGO

This is the default version of the logo, to be used on black or dark backgrounds.

Sign



MAIN SIGN



Name

■ **CirCon4Climate**

■ **CirCon4Climate**

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■ **CirCon4Climate**

■ **CirCon4Climate**



MAIN NAME

The default version of the name, to be used on white backgrounds.

BLACK AND GREY VARIANTS

Restricted to use in applications where colour print is not possible due to technical restrictions

WHITE VARIANTS

These versions are only to be used on darker colored backgrounds and photographs.

Colours



HEX

RGB

54ABBC

(84, 171, 188)

FB9800

(251, 152, 0)

404040

(64, 64, 64)

8DC63F

(141, 198, 63)

00595A

(0, 89, 90)

Typography



The typeface used for CirCon4Climate communications is **Montserrat**

<https://fonts.google.com/specimen/Montserrat>

- Font: Montserrat
Montserrat Light
Montserrat SemiBold
- Color: Automatic (black)

EUKI and BMWK branding



CirCon4Climate communication activities (media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) and any dissemination activities must acknowledge EUKI and BMWK support and display their **combined logo, funding statement, website address and ownership remark:**

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<https://www.euki.de/en/>

„The opinions put forward in this [paper, study, article, publication...] are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for Economic Affairs and Climate Action (BMWK).”



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