
Cool Coalition Member Badge Guidelines

Version JUL 2026 · Built on the Cool Coalition Visual Guidelines based on UNEP Visual Identity Manual

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Introduction

This document sets out how the Cool Coalition Member badge should be used consistently across digital, print and multimedia communications.

Cool Coalition operates as a UNEP-convened initiative, and this identity is deliberately built on the foundation of the UNEP Visual Identity Manual (Version OCT 2019). It shares UNEP's primary colour and primary typeface, and follows the same governing principles of consistency, legibility and restraint, while introducing a small set of Cool Coalition-specific elements – the “C” mark, a secondary colour, and a set of information-design components – that give the initiative its own recognisable identity within the UNEP family.

This manual should be read alongside the Cool Coalition and UNEP Visual Identity Manuals. Where this document is silent on a topic, the other two manuals take precedence.

Use this manual for

- Cool Coalition logo, colour and typography
- Stationery and presentation templates
- Digital and print applications
- Co-branding with UNEP and partners

Cool Coalition & UNEP

Cool Coalition was launched as a flagship initiative of the UN Secretary-General's Climate Action Summit in 2019 and is led by UNEP. The relationship between the two identities is expressed in three ways.

Shared colour

Cool Coalition's primary colour, Cool Blue (#00AEEF), is the exact value of UNEP's Process Cyan. This is intentional: it signals that Cool Coalition speaks with UNEP's voice.

Shared typeface

Both organisations set type in Roboto, UNEP's primary typeface. Cool Coalition also adopts Roboto Slab, UNEP's secondary typeface, for its own display and data-led moments (see Typography).

A distinct mark

Cool Coalition is represented by its own logo — the gradient "C" mark — rather than the UNEP emblem, because it is a coalition of governments, cities, businesses and financial institutions convened by, but distinct from, UNEP itself. The lockup always carries the tagline "a UNEP-convened initiative" to make this relationship explicit.

Co-branding with UNEP

- When paired with the UNEP logo, UNEP's mark should always be equal to or larger than the Cool Coalition mark's height, per the UNEP manual's rule for logos shown alongside its own.
- Maintain each logo's own clear space; do not let one logo's clear space zone overlap the other.
- For guidance beyond this manual, consult UNEP Communication Division.

The Badge

Primary Badge



Primary badge — full colour, for use on white or light backgrounds.

Construction

- Never redraw, re-space or recombine the elements.
- Always use the supplied artwork files (AI, EPS, PNG, SVG).

Badge variations



Gradient colourway — light backgrounds



White / reversed — dark backgrounds or photographic overlays

Minimum size & clear space

To remain legible, the full lockup should never be reproduced smaller than 30 mm wide in print or 90 px wide on screen.

Maintain clear space around the lockup equal to at least half the diameter (0.5X) on every side. No text, imagery or other graphic element should enter this zone.



3 cm

Approved Usage

Use a line between your logo and the badge. Use the full-colour badge on white, Light Gray or a light photographic scrim. Use the white / reversed badge on dark blue or on darker photography. Always keep enough contrast between the logo and its background to guarantee legibility — never place either version directly on mid-tone photography or a busy pattern.



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Incorrect usage

The examples below illustrate common misuses to avoid. Consistent, correct usage — in the same way one uses a signature — is what allows Cool Coalition to be recognised at a glance.



X Incorrect Artwork kept on a solid background box, then dropped onto a colour backdrop.



X Incorrect Recoloured — never change the approved colours.



X Incorrect Stretched / distorted proportions.



X Incorrect Never stretch, skew or rotate the logo.



X Incorrect Never place the full-colour logo on a busy or low-contrast background.

- Always use the approved artwork files — never redraw the mark.

Copyright & Contact

Copyright

All Cool Coalition brand elements are the intellectual property of UNEP and may only be used with explicit permission. Misuse — including unauthorised alteration, replication or redistribution — is prohibited. Use of the Cool Coalition name or logo by third parties is subject to the same governance as the UNEP logo (see the UNEP Visual Identity Manual, “UN Environment Programme logo”).

Contact

For questions on using the Cool Coalition brand assets, or for anything this manual does not cover, contact:

Email: contact@coolcoalition.org

Website: www.coolcoalition.org

For questions specific to the UNEP logo itself, contact UNEP Communication Division at headquarters or through the Regional Communication Specialists.