



COOL
LEADERS

By the UNEP Cool Coalition

Leading change for a cooler world.

BRAND SHEET

VERSION SEP 2026



**Cool
Coalition**
a UNEP-convened initiative



COOL LEADERS

By the UNEP Cool Coalition

Cool Leaders is the **Cool Coalition's recognition programme** — honouring the heads of state, ministers, mayors and industry leaders advancing sustainable cooling and heat resilience. It speaks with the Coalition's voice, at a more formal register reserved for high-level honours.

POSITION WITHIN THE COOL COALITION FAMILY

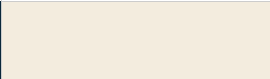
INHERITS

- Cool Blue #00AEEF & Deep Blue #005387 as kinship colour
- Roboto as the working sans typeface
- Restraint, legibility and file discipline — never redraw or rebuild the mark

ADDS — FOR LEADER-LEVEL RECOGNITION ONLY

- Navy & Parchment as the dignified, dominant tones
- A serif display face reserved for names, titles and headlines
- The wordmark's gold-to-blue ring — used nowhere else

COLOUR

				
Navy #0A283A	Parchment #F3ECDE	Cool Blue #00AEEF	Deep Blue #005387	Warm Orange #E76A2C

Every Cool Leaders piece sits on Parchment or Navy — never both busy in one frame. The ring's gold-to-blue gradient belongs to the mark alone; never lift it into a background, chart or headline.

GRADIENTS



TYPOGRAPHY

EYEBROW HEADING

Roboto Regular, Uppercase, tracked .16 em (160)

Title

Roboto Slab Regular

Subtitle, quote

Roboto Slab Light

THE MARK



✓ ON PARCHMENT / WHITE



✓ WHITE ON NAVY



✗ NEVER ON COOL BLUE

Clear space on every side $\geq$ half the ring's height. Never separate the ring from the wordmark or the "By the UNEP Cool Coalition" line.

SIGNATURE DEVICES

- **Hairline / circular rule** — a thin gold-toned frame or ring, reserved for certificates, seals and medallions only.
- **Deep Blue scrim** — always placed behind type set over a leader's photograph.
- **Full honorific** — style, name, then title on its own line: "H.E. Grace Fu Hai Yien" / "Minister for Sustainability and the Environment, Singapore."
- **Real photography** — official portraits only; no illustration, no stock imagery, no filters.

VOICE & REGISTER

Dignified and evidence-based — one register more formal than the Coalition's everyday tone. Third-person, honorific, unhurried: a citation, not a campaign post. No exclamation points, no hype adjectives.

IN PRACTICE — FROM THE 2026 SPOTLIGHT SERIES



COVER CARD

Navy ground, serif headline, official portraits, Parchment footer band carrying the lockup.



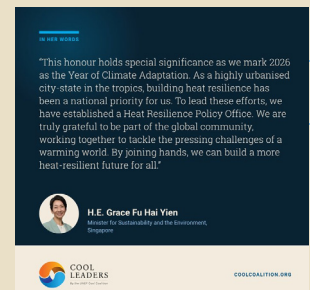
PROFILE CARD

Eyebrow label, serif name set apart from the Roboto title line, Cool Blue tint for secondary text.



AWARD CARD

Large serif display for the honouree; framed badge box on Parchment for the partner mark.



QUOTE CARD

Cool Blue rule under the eyebrow; serif italic pull-quote; Roboto attribution.

APPLICATIONS

Certificate / medallion Spotlight cover card Leader profile card Country / award card Quote card Cool Talks title card

DO & DON'T

DO

- ✓ Lead every honour with the recipient's full style and title
- ✓ Keep Navy or Parchment as the sole ground per composition
- ✓ Reserve the serif display exclusively for names, places and headlines

DON'T

- ✗ Drop the "By the UNEP Cool Coalition" endorsement line
- ✗ Place the full-colour mark on Cool Blue, photography or pattern
- ✗ Substitute Roboto Slab, or any other face, for the serif