

Visual Identity Guidelines

Version JUL 2026 · Built on the UNEP Visual Identity Manual

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Introduction

This document establishes the visual identity system for the Cool Coalition, the global platform on sustainable cooling and extreme heat convened by the United Nations Environment Programme (UNEP). It sets out how the Cool Coalition name, logo, colour palette, typography and visual style 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 UNEP Visual Identity Manual. Where this document is silent on a topic, the UNEP manual takes 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 Logo

Primary lockup

The Cool Coalition mark is a gradient blue “C” — evoking motion, circularity and the cooling cycle — paired with the Cool Coalition wordmark and the tagline “a UNEP-convened initiative”. The three elements together form the primary lockup and should always be reproduced from the supplied artwork, never rebuilt.

The mark reads as continuous motion: partners, cities, businesses and governments turning together around a shared goal. It is deliberately not a literal snowflake or thermometer — it represents the coalition itself, not the climate problem it addresses.

Construction

- The mark, wordmark and tagline are fixed in relative proportion.
- Never redraw, re-space or recombine the elements.
- Always use the supplied artwork files (AI, EPS, PNG, SVG).



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

Logo variations

Four approved colour variants cover the full range of applications. A stacked (vertical) arrangement of the same elements is available on request from UNEP Communication Division for narrow formats.



Full colour — light backgrounds



White / reversed — dark backgrounds or photographic overlays



Black — single-colour print, faxes, engraving



Heat map gradient — digital / campaign moments only.



Warm-Cool gradient — alternative

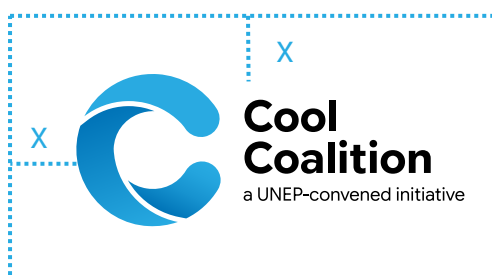
Minimum size & clear space

To remain legible, the full lockup should never be reproduced smaller than 30 mm wide in print or 90 px wide on screen. In extremely constrained spaces (e.g. a social avatar), the “C” mark may be used alone at no less than 10 mm / 32 px.

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

Rule of thumb

- X = height of the “C” mark
- Clear space = 0.5X, all sides
- Never crowd the lockup with other content



Clear space diagram — dashed line marks the minimum protected zone.

Placement

Place the logo in the top-left corner for reports, presentations, letterheads and newsletters. On covers and title slides, the lockup may also stand alone near the top of the composition. Never place the logo in the footer as the sole brand marker on a page that also carries other logos above it.

Approved backgrounds

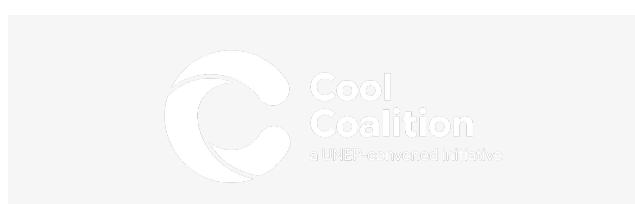
Use the full-colour lockup on white, Light Gray or a light photographic scrim. Use the white / reversed lockup on Deep Blue or on darker photography. Always keep enough contrast between the logo and its background to guarantee legibility — never place either version directly on Cool Blue, mid-tone photography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



✓ **Correct** white on Blue.



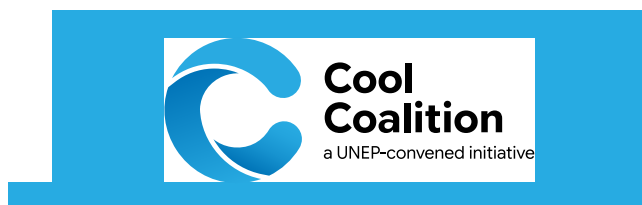
✓ **Correct** Full colour on Light Gray.



✗ **Incorrect** White logo on Light Gray — insufficient contrast.

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 separate the mark from the wordmark or tagline.



X Incorrect Never recolour, recreate, outline, or add effects such as shadows or glows.



X Incorrect Never stretch, skew or rotate the logo.



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



X Incorrect Recoloured — never change the approved colours.

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

Colour System

Primary & secondary colours

Four colours make up the Cool Coalition palette. Cool Blue and Deep Blue carry the brand; Light Gray and Charcoal Gray support layout and typography.



Cool Blue

HEX #00AEEF
RGB 0, 174, 239
CMYK 100, 0, 0, 0
Primary brand colour

Deep Blue

HEX #005387
RGB 0, 83, 135
CMYK 100, 80, 0, 40
Headers, accents

Light Gray

HEX #F5F5F5
RGB 245, 245, 245
CMYK 5, 4, 4, 0
Backgrounds, borders

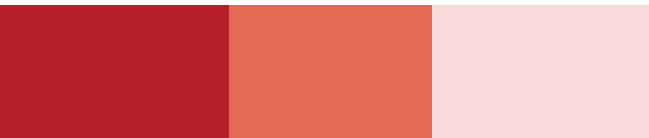
Charcoal Gray

HEX #4D4D4D
RGB 77, 77, 77
CMYK 69, 63, 62, 58
Body text, footnotes

Cool Blue is UNEP's blue

- #00AEEF is the exact value of UNEP's Process Cyan.
- Do not substitute a different blue for either colour.
- A logo in 100% Cool Blue should sit on white or a 10% Cool Blue tint only.

Secondary colours



Maroon

HEX #B41F29
RGB 180, 31, 41
CMYK 20, 100, 94, 11

Coral

HEX #E56A54
RGB 229, 106, 84
CMYK 6, 72, 69, 0

Blush

HEX #F4DCDC
RGB 244, 220, 220
CMYK 2, 14, 8, 0

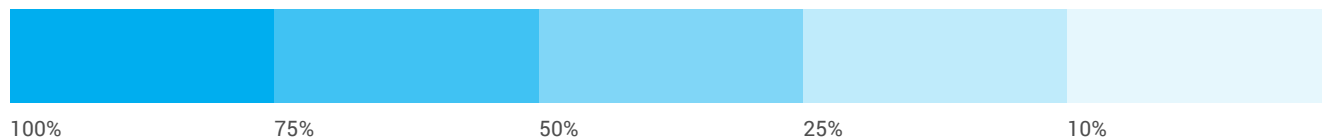
Heat map gradient colors

- #00AEEF is the exact value of UNEP's Process Cyan.
- Do not substitute a different blue for either colour.
- A logo in 100% Cool Blue should sit on white or a 10% Cool Blue tint only.

Tints

Use tints for backgrounds, chart fills and data visualisation. Never use a tint as the colour of the logo itself.

Cool Blue



Deep Blue



Colour combinations

✓ Correct

- Deep Blue or Charcoal text on white or Light Gray.
- White text on Deep Blue or on 100% Cool Blue.
- Cool Blue accents on white, Light Gray or Deep Blue.

✗ Avoid

- Charcoal text on Cool Blue (insufficient contrast).
- Deep Blue text on Deep Blue tints below 25%.
- Any colour outside this palette as a primary brand colour.

Gradient Backgrounds

Use these gradients for backgrounds variations for reports, briefs, summaries, digital and web banners and social media assets.



Ice



Cobalt



Glacier



Thermal Shift



Heat Wave

Typography

Primary typeface — Roboto

Roboto is UNEP's primary typeface and Cool Coalition's only typeface for body copy, headings and UI text. Use Regular for body copy, Bold for emphasis and headings, and Italic sparingly for captions or quotes.

Aa Bb Cc — Roboto Light

Aa Bb Cc — Roboto Regular

Aa Bb Cc — Roboto Medium

Aa Bb Cc — Roboto Bold

Secondary typeface — Roboto Slab

Cool Coalition adopts Roboto Slab, UNEP's secondary typeface, for its own display and data-led moments — large stat callouts and pull-quotes in reports and presentations. Use it sparingly, and only in Cool Blue or Deep Blue.

Aa Bb Cc 123 — Roboto Slab Bold

Type scale

**Display /
cover title**

— Roboto Bold 40–54 pt Cool Blue or white on colour

Heading 1

— Roboto Regular 24 pt Cool Blue thin rule beneath

Heading 2 / subheading

— Roboto Bold 14–18 pt Deep Blue

Body copy

— Roboto Regular 11–12 pt Charcoal Gray

Caption / footnote

— Roboto Italic 9 pt Charcoal Gray

Source / label

— Roboto Bold 8.5–11 pt uppercase letter-spaced white on Cool or Deep Blue

Stat callout number

— Roboto Slab Bold 26–52 pt Cool Blue on Deep Blue

Fallbacks

Where Roboto is unavailable — for example in some email clients — use Arial for body copy and Georgia or Times New Roman for Roboto Slab display moments. Never substitute a decorative or condensed typeface.

Imagery, Icons & Data

Photography

Favour real, evidence-based imagery — cities, buildings, cooling infrastructure, people — over generic stock photography. Avoid heavy filters or stylisation. When placing the logo or type over a photograph, always add a Deep Blue scrim behind the text for legibility.

Illustration

Use flat, geometric vector illustration built from the brand palette. A single warm red accent (as used for a thermometer) is permitted specifically to represent heat; do not introduce any other accent colour into illustration work.

Iconography

Keep icons simple and single-weight. Contain icons in circular badges when paired with numbered lists, matching the stationery system.

Data & information design

Two components carry Cool Coalition's information design across every template:

- **Statistic callout** — a Deep Blue block with an oversized Cool Blue number, used to make figures pop out of the page.
- **Pull-quote** — a Light Gray block with a Cool Blue rule, used to carry a key line of text.

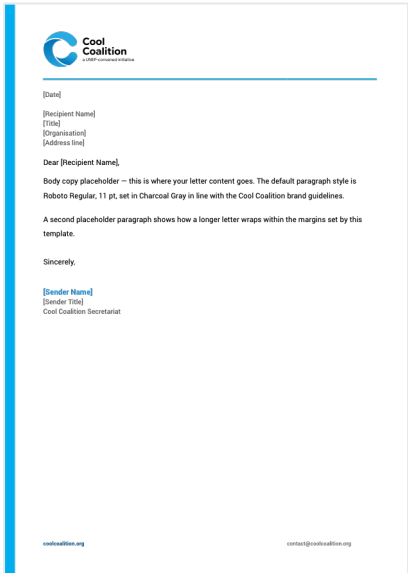
Voice & Tone

Cool Coalition writes for governments, donors and industry partners. The voice is evidence-based, direct and action-oriented – never alarmist.

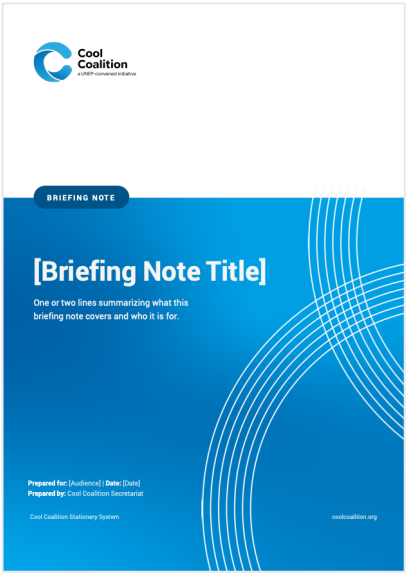
- Prefer concrete figures over vague claims.
- Use active voice over passive voice.
- Write short sentences; one idea per sentence.
- Name the action being asked of the reader.

Applications

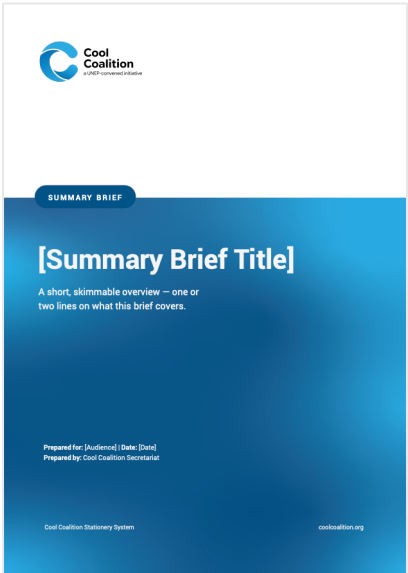
The Cool Coalition stationery system applies every rule in this manual to a common set of templates. Each is available as a separate file and should not be redesigned outside this system.



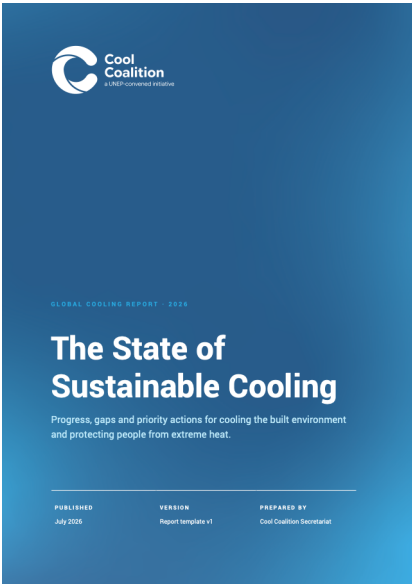
Letterhead
.docx



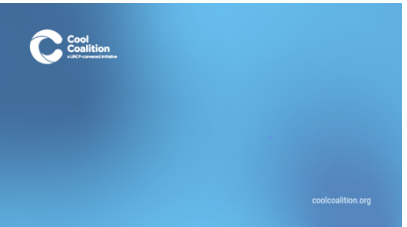
Briefing note
.pdf



Summary brief
.pdf



A4 report
.pdf



Virtual background
.png



Virtual background
.png

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: unep-coolcoalition@un.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.