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Primary elements of Identity

1.1 Logotypes
1.2 Linguistic versions
1.3 Versions for reproduction
1.4 Special version in colour
1.5 Minimum size of reproduction
1.6 Protected areas
The set of logotypes is the primary element of identity and is composed of the specific logo of this edition of the congress, associated with Durban; and the generic logo, valid for all editions. The two elements must always be applied in conjunction.

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WORLD SUMMIT OF LOCAL AND REGIONAL LEADERS

Specific logo
Associated with the organizing city, valid only for this edition of the congress.

Generic logo
Valid for all editions.

The proportions established here should always be respected and should not be altered in any case.

The generic logo, unlike the rest of the elements of identity, is composed by DIN Regular type and DIN Bold.
The set of logotypes is divided into three linguistic variants: English, French and Spanish. Each one has a different width depending on the length variants in each language.

1.2 Linguistic versions

1.2.1 English version

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1.2.2 French version

CONGRES DE CGLU
SOMMET MONDIAL DES DIRIGEANTS LOCAUX ET REGIONAUX

1.2.3 Spanish version

CONGRESO DE CGLU
CUMBRE MUNDIAL DE LÍDERES LOCALES Y REGIONALES
1.3 Versions for reproduction

1.3.1 Positive, on clear backgrounds (<50% black)

[Image of UCLG Congress 2019 logo with clear background]

1.3.2 Negative, on dark backgrounds (> 50% black)

[Image of UCLG Congress 2019 logo with dark background]

1.3.3 Clear photographic background. Not to be edited.

[Image of UCLG Congress 2019 logo with clear photographic background]

1.3.4 Dark photographic background. Not to be edited.

[Image of UCLG Congress 2019 logo with dark photographic background]
1.4.1 Positive

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1.4.2 Negative, over a coloured background

A colour version is available, though its use is restricted to exceptional cases in strictly corporate applications where the key congress visual is not used.

Only the established corporate colours in this manual will be used.
1.4 Minimum size of reproduction
A minimum reproduction size of the set has been established in millimetres for printed material and in pixels for digital applications. In no case may it be reproduced at a size lower than that established in this manual.

1.5 Protected areas
Protected areas are outlined and must not be altered or covered by any graphic element to obtain, in all foreseeable circumstances, an optimum perception and maintain the congruity of the set of logotypes.
Secondary elements of identity

2.1 Corporate colour palette

2.2 Corporate typographies/fonts
2.1 Principle colours
The main colours must be used for the key visual and only for the set of logotypes.

- **Red**
  - Pantone 179C
  - C5 M87 Y83 N0
  - R224 G60 B47

- **Green**
  - Pantone 3415C
  - C100 M25 Y84 N10
  - R0 G120 B77

- **Blue**
  - Pantone Reflex Blue C
  - C100 M88 Y27 N10
  - R0 G20 B137

- **Yellow**
  - Pantone 1235C
  - C0 M35 Y90 N0
  - R249 G177 B34

2.1.2 Secondary colour
Dark grey should be used for the main version of the logotype set, for texts and for backgrounds.

- **Pantone 447C**
  - C50 M30 Y40 N90
  - R30 G37 B34
2.2 Corporate typographies/fonts

2.2.1 Main corporate typography/font
The Work Sans Light and Bold variants should always be used as the main typography in all communication elements of identity, without exception.

Download link: https://fonts.google.com/specimen/Work+Sans

Exceptionally, other thicknesses can also be used, such as Regular, Medium or Bold.

2.2.2 Typography/font for internal documents
For letters and presentations, documents which are generally shared, Arial in its Regular and Bold variants should be used.

Work Sans Light

<table>
<thead>
<tr>
<th>abcçdefghijklmn</th>
<th>ñopqrstuvwxyz</th>
<th>1234567890</th>
<th>ABCÇDEFGHIJ</th>
<th>KLMN ÑOPQR</th>
<th>STUWXYZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaBb</td>
<td>AaBbC123</td>
<td>AaBbC123</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Work Sans Bold

<table>
<thead>
<tr>
<th>abcçdefghijklmn</th>
<th>ñopqrstuvwxyz</th>
<th>1234567890</th>
<th>ABCÇDEFGHIJ</th>
<th>KLMN ÑOPQR</th>
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<tr>
<td>AaBb</td>
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<td>AaBbC123</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arial Regular

<table>
<thead>
<tr>
<th>ABCÇDEFGHIJKLM</th>
<th>ÑOPQRSTUWXYZ</th>
<th>abcçdefghijklmn</th>
<th>nñopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>

Arial Bold

<table>
<thead>
<tr>
<th>ABCÇDEFGHIJKLM</th>
<th>ÑOPQRSTUWXYZ</th>
<th>abcçdefghijklmn</th>
<th>nñopqrstuvwxyz</th>
<th>1234567890</th>
</tr>
</thead>
</table>
Key visuals

3.1 Main image
3.2 Claims
3.3 Signatures
3.4 Use guidelines
For the primary visual, an image based on illustrations of the profile of faces, containing maps of different areas and regions of the world has been created.

The combination of colours between faces and background should be used as shown on this page.
3.2 Claims

3.2.1 Principal Claim
The key visual should always use the principal claim whenever possible.

3.2.2 Alternative claims
There is the possibility of using other claims when a specific communication need arises. The alternative claims are:

Local Action For and By the People

Cities are Listening

Share | Listen | Review

3.3 Signatures
All official communication platforms from the organizing and/or participating entities should include the logo in the signature.
3.4 Use guidelines

3.4.2 Face mosaics
The faces of the key visual can be applied individually or in compositions of two, as well as a mosaic. The orientation of the faces may vary according to specific needs.

Format of two faces, facing each other

Mosaic

Corporate strip
The strip must contain the set of logotypes and its colour must be the corporate dark grey colour. If necessary and possible, it may also contain other information.

Key visual
The image of the faces with the maps shall be applied in the central area and in a large size. The claim should cross from side to side, also in a large size and negative in colour.

Signatures
They are to be applied in the lower right margin. They may be in positive or in negative according to the needs.
Style guide

4.1 Opi/Poster
4.2 Banners
4.3 Web
4.4 Corporate mail signature
4.5 Email campaign signature
4.6 Basic stationery
4.7 Presentations
Local Action For and By the People
4.2 Banners

Local Action For and By the People

Cities are listening
Local Action For and By the People

Save the date
11-15 Nov
Estimado Miembro,

En el contexto del proceso iniciado a raíz de las reuniones del Bureau Ejecutivo y en vistas del Consejo Mundial que se celebrará en París, nos complazce informarles que a su petición hemos reservado una sala de reunión el día 3 de diciembre de 17:00 a 19:00 en ayuntamiento de París.

Les agradeceremos nos hagan saber a la brevedad el nombre de los representantes que asistirán y nos hagan llegar los formularios de inscripción anexos a fin de garantizar el acceso al ayuntamiento.

Igualmente les informamos que un representante político del Grupo de Trabajo Abierto Permanente será invitado a la reunión del Comité Estatutario que se reunirá de 14:00 a las 17:00.

Atentamente,

Emilia Saiz
Secretaria General de CGLU
emilia.saiz@uclg.org

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4.6 Basic stationery

4.6.1 Letter stationary
For the composition of letter stationary, the established margins must be respected and Arial font must be used, the typography for internal documents.

4.6.2 Business cards
The various logotypes may be used in accordance with the guidelines, and this may include various colours.

The key visual may be used on the back of the card.
For presentations, Arial font should be used (typography for internal documents), in its Regular and Bold variants.

**Cover page**
On the cover the key visual should be used, either as a mosaic, or as two faces facing each other, of faces or the scheme of two facing faces.

**Summary**
The summary of the sections may be listed in the mosaic boxes defined on the cover.

**Separators**
In the separators we can show any of the combinations of face + background defined in the Key visual.

**Enumerations**
Example of enumeration of points to emphasize.

**Text + image**
Example of a slide with text and image.

**Back cover**
A dark background shall be used for the back cover. In the lower part the set of signatures must appear and it is advised to include a thank you message.
For any questions or general queries about the use of the branding/logotypes/images/fonts or about the manual, you may contact the team in charge of this project:

GlassCube
info@glasscubebcn.com