

# **COP16**

Brand Book - 2024

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*This guide provides an overview of the COP16 visual identity, as well as guidelines for the use of key graphic elements of that identity.*



**COP16**  
**COLOMBIA**  
Paz con la Naturaleza

**The COP16 logo is protected by the Intellectual Property Legislation in force, and its total or partial use by third parties is expressly prohibited. Its reproduction by any electronic or mechanical means is not permitted, regardless of its purpose.**

The COP16 logo is the intellectual property of the Ministry of Environment and Sustainable Development and may not be used without prior authorisation.

# 1. Logo

This logo was inspired by the Inirida flower, which grows in Mavecure Hills, located in the department of Guainía in the Colombian Amazon, one of the richest epicentres of biodiversity in Colombia and the world.

The flower is a Natural Cultural Heritage, is known as 'the eternal flower' and grows during dry and rainy times.

Its colourful petals represent the 23 targets of the Global Biodiversity Framework and 13 strategic ecoregions of Colombia.

**This flower is an invitation to make  
Peace with Nature.**

# 1. Logo

Original logo version  
Colour on white background



**COP16**  
**COLOMBIA**  
Paz con la Naturaleza



**COP16**  
**CALI · COLOMBIA**  
Paz con la Naturaleza

# 1.

## Logotipo

Coloured logo version  
on black background

The logo can be used with and without border,  
depending on the application of dark backgrounds.



**COP16**  
**COLOMBIA**  
Paz con la Naturaleza



**COP16**  
**CALI - COLOMBIA**  
Paz con la Naturaleza

# 1. Logo

Positive and negative  
logo version

For one-colour logo uses and  
on light or dark coloured backgrounds,  
the logo may be used as shown below;  
without border, either black or white.



**COP16**  
**COLOMBIA**  
Peace with Nature



**COP16**  
**COLOMBIA**  
Peace with Nature

# 1. Logo

## Logo versions

Vertical with blue and green text application.





# 1. Logo

## Logo versions

Horizontal with blue and green text application.



**COP16**  
CALI - COLOMBIA  
Peace with Nature



**COP16**  
CALI - COLOMBIA  
Peace with Nature



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# 1. Logo

## Special version

Logo application in the colours of Colombia.



**COP16**  
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# 1. Logo

## Official translations

Spanish, English and French.



**COP16**  
CALI - COLOMBIA  
Paz con la Naturaleza



**COP16**  
CALI - COLOMBIA  
Peace with Nature



**COP16**  
CALI - COLOMBIA  
Paix avec la Nature



**COP16**  
COLOMBIA  
Paz con la Naturaleza



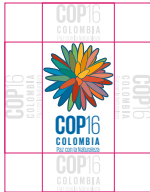
**COP16**  
COLOMBIA  
Peace with Nature



**COP16**  
COLOMBIA  
Paix avec la Nature

# 1. Logo

Reserve area



## 2. Colour

### Main colour palette

Colours used for the 23 targets of the 'Biodiversity Plan' programme.



CMYK:  
C10 M100 Y10 K0  
RGB:  
R255 G0 B0  
#FF0000



CMYK:  
C10 M80 Y10 K0  
RGB:  
R201 G119 B107  
#C8513D



CMYK:  
C10 M100 Y100 K0  
RGB:  
R200 G0 B10  
#C8005A



CMYK:  
C0 M70 Y100 K0  
RGB:  
R200 G0 B107  
#E6112F



CMYK:  
C11 M80 Y100 K0  
RGB:  
R171 G79 B107  
#D95F4F



CMYK:  
C10 M70 Y100 K0  
RGB:  
R160 G0 B10  
#D95F4C



CMYK:  
C0 M10 Y100 K0  
RGB:  
R255 G166 B100  
#FFA500



CMYK:  
C0 M100 Y100 K0  
RGB:  
R255 G119 B100  
#FF8C00



CMYK:  
C0 M100 Y100 K0  
RGB:  
R255 G107 B100  
#FF8000



CMYK:  
C0 M100 Y100 K0  
RGB:  
R255 G179 B100  
#FFD700



CMYK:  
C10 M100 Y100 K0  
RGB:  
R100 G100 B107  
#666666



CMYK:  
C0 M100 Y100 K0  
RGB:  
R255 G179 B100  
#FFD700

## 2. Colour

### Main colour palette

Colours used for the 23 targets of the 'Biodiversity Plan' programme.



CMYK:  
C18 M27 Y84 K11  
RGB  
R128 G142 B70  
#7F8C4D



CMYK:  
C27 M0 Y38 K0  
RGB  
R121 G190 B70  
#7BC04A



CMYK:  
C38 M9 Y48 K0  
RGB  
R144 G172 B118  
#90C07E



CMYK:  
C78 M38 Y54 K0  
RGB  
R58 G137 B138  
#3E8488



CMYK:  
C88 M50 Y61 K7  
RGB  
R41 G78 B115  
#285E7D



CMYK:  
C92 M58 Y65 K12  
RGB  
R31 G62 B132  
#1F3964



CMYK:  
C77 M28 Y10 K0  
RGB  
R55 G133 B201  
#3682B8



CMYK:  
C88 M45 Y11 K1  
RGB  
R42 G77 B175  
#285E9F



CMYK:  
C98 M54 Y9 K1  
RGB  
R12 G54 B148  
#003366



CMYK:  
C88 M50 Y28 K0  
RGB  
R174 G126 B152  
#AE7898

## 3.

## Typography

Open Sans

Light *Light Italic*Regular *Italic* Semibold*Semibold Italic*Bold *Bold Italic***ExtraBold*****ExtraBold Italic***

## 4. Misuse

- Change the colour of the logo text
- Adding text, shadows, effects or elements to the logo
- Altering the order of the logo's elements
- Recreate the logo with a different typography
- Rotate the logo
- Deform the logo
- Use the imagotype (flower) as your own in other branding applications





# 5. Co-branding

Country Brand  
COLOMBIA,  
THE COUNTRY OF  
BEAUTY

The COP16 logo will be 25%  
larger in proportion to the  
co-branded logo.



**COP16**  
COLOMBIA  
Peace with Nature



**COLOMBIA**   
**EL PAÍS DE LA BELLEZA**

**COP16**  
COLOMBIA  
Paz con la Naturaleza = 1x

## 6. Branding applications

Banners, billboards, eucoles, among other branding and branding applications.



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Banners, billboards, eucoles,  
among other branding and  
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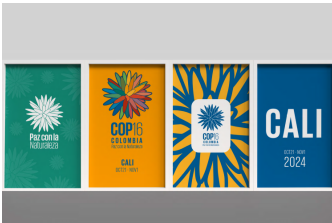
## 6. Branding applications

Banners, billboards, eucoles,  
among other branding and  
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## 6. Branding applications

Banners, billboards, eucoles,  
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## 6. Branding applications

Banners, billboards, eucoles,  
among other branding and  
branding applications.



## 6. Branding applications

Use and application of flower by modules and lines.



**COP16**  
COLOMBIA  
Paz y Justicia



**COP16**  
COLOMBIA  
Paz y Justicia

del 14 al 20 de octubre de 2024



**COP16**  
COLOMBIA  
Paz y Justicia

del 14 al 20 de octubre de 2024



## 6. Branding applications

Colours by ministries.



COP16  
COLOMBIA  
Por una naturaleza



COP16  
COLOMBIA  
Por una naturaleza



COP16  
COLOMBIA  
Por una naturaleza



COP16  
COLOMBIA  
Por una naturaleza



COP16  
COLOMBIA  
Por una naturaleza





## Chapter 2

Procedures for the use of the  
COP16 Colombia 2024 logo

**This document establishes guidelines and procedures for the use of the COP16 Colombia 2024 logo, with the aim of preserving the coherence and integrity of the conference image. The logo is a key element in the visual identity of COP16 and should be used in a way that reinforces the message and values of the event.**

# Rights of Use

The COP16 Colombia 2024 logo is the exclusive property of the event organisers and is protected under intellectual property laws. **Unauthorised use of the logo is strictly prohibited.**

## Who can use the logo?

- Governmental organisations associated with the event.
- Official supporters and/or sponsors who have agreed specific terms with the organisation.
- Formally accredited media for coverage of the event.

# Terms of Use

Authorised entities must adhere to the following conditions:

- **Size and placement:** The logo must be kept in its original proportions and must not be altered or distorted in any way. The COP16 logo should be 25% larger than the other logos accompanying it in cobranding.
- **Colour restrictions:** The logo must be used in its official colour form or in black and white when printing conditions require it.
- **Prohibitions:** The logo must not be used in a manner that would suggest unauthorised endorsement of products or services.

# Application procedure

To request the use of the logo, the following procedure must be followed:

- **Application form:** Obtain the application form from the official COP16 website.
- **Submitting information:** Complete the form with details of the requesting entity, the specific purpose of the use, and the desired duration of use.
- **Evaluation:** Applications will be evaluated by the COP16 branding committee, which will consider alignment with the objectives and values of the event.

**Notification:** Applicants will be notified by email within 10 working days of receipt of their application.

# Obligations of users

Authorised users must commit to:

- Strictly comply with the regulations set out in this document.
- Send evidence or sample for proof of correct use of the COP16 logo.
- Accept monitoring by the event organisers to ensure proper use of the logo.

# Penalties for Misuse

Unauthorised or improper use of the logo may result in revocation of permission to use and possible legal action, depending on the severity of the infringement.

For additional inquiries or information on the application process, please contact the COP16 communications team via [email/phone number/WhatsApp contact].

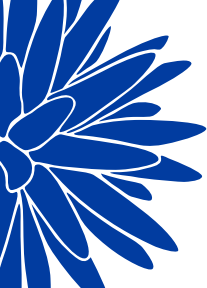
# Contact

## **Annexes**

Logo Use Request Form.

COP16 Brand Manual.

This document is a vital instrument to ensure that the use of the COP16 Colombia 2024 logo is handled appropriately and consistently with the objectives of the event.



## Chapter 3

Step-by-Step Protocol for the use  
of the **COP16 Colombia 2024** Logo



#### • Step 1: Logo Eligibility Verification

**Objective:** Determine if the applicant falls within the categories allowed for logo use.

**Action:** Check if the applicant belongs to any of the following **categories:** Government Partner Organizations, Official Sponsors, Accredited Media.

#### • Step 2: Obtaining and Completing the Application Form

**Objective:** Correctly complete the official logo use request form.

**Action:** Download the form from the COP 16 website and fill in all required fields, including details of the entity, purpose of use, and duration of the requested permission.

#### • Step 3: Submit Application Form

**Objective:** Submit the completed form for evaluation.

**Action:** Send the completed form to the specified e-mail address or via the online submission system on the COP 16 website.

#### • Step 4: Application Evaluation

**Objective:** Review the application to ensure that it meets the established criteria.

**Action:** The COP 16 branding committee reviews the application based on alignment with the objectives and values of the event, and the appropriateness of the proposed use with respect to image and branding regulations.

#### • Step 5: Communication of Decision

**Objective:** Inform the applicant about the approval or rejection of its application.

**Action:** Notify the applicant via email, provide a digital file of the logo and specific usage guidelines in case of approval, or the reasons for rejection and the option to modify the application otherwise.

#### • Step 6: Logo Use

**Goal:** Ensure that the use of the logo is in accordance with the approved terms.

**Action:** Users must adhere to the design specifications provided, including size, colour, and context of use, and avoid modifications or uses that distort its original purpose or design.

#### • Step 7: Monitoring and Compliance

**Objective:** Monitor the use of the logo to ensure compliance with regulations.

**Action:** Conduct periodic audits, review publications or materials that include the logo, and take corrective action in case of misuse.

#### • Step 8: Appeals and Inquiries

**Objective:** Handle appeals and respond to inquiries related to the use of the logo.

**Action:** Provide a communication channel for appeals and inquiries, and review and respond in a timely manner.



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