

BRANDBOOK **GCCA+**





The logo is constructed on a base made of 5 colored blocks, with colors recalling natural elements. Below the graphic element, GCCA+ name is spelled out. Next to the name of the organization, the logo of EU is found, separated by a rule.

In case there is a dark background, compromising the readability of the logo, the logo should be placed inside a white box.

The same applies to the French version.

Main font

ARIAL-REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " £ \$ % & / () ? @ # + - ; , : .

ARIAL-BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " £ \$ % & / () ? @ # + - ; , : .

For designers

CERAGR-LIGHT
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " £ \$ % & / () ? @ # + - ; , : .





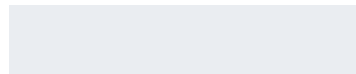

CERAGR-MEDIUM
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " £ \$ % & / () ? @ # + - ; , : .

CERAGR-BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " £ \$ % & / () ? @ # + - ; , : .

The main font to be used for GCCA+ standard communication materials is ARIAL, a font that **does not prompt to any licensed-based use/purchase.**

For communication materials professionally designed, the preferred font is CERA.

MAIN LOGO

					
BLUE	AQUAMARINE	LIGHT GREEN	LIGHT YELLOW	LIGHT GREY	FADED BLACK
CMYK 90 66 13 0	CMYK 63 0 36 0	CMYK 46 0 40 0	CMYK 6 12 58 0	CMYK 0 0 0 10	CMYK 70 60 55 60
RGB 43 88 152	RGB 91 189 179	RGB 152 206 174	RGB 245 220 131	RGB 237 237 237	RGB 56 56 58
#2a5898	#5bbdb3	#97cdae	#f5db82	#ececec	#373839

BOX LOGO



WHITE

CMYK
0 0 0 0
RGB
255 255 255

#ffffff

EU FLAG



PANTONE
REFLEX BLUE

CMYK
100 80 0 0
RGB
22 65 148

#154194

YELLOW

CMYK
0 5 100 0
RGB
255 229 0

#ffe500

BLACK

CMYK
0 0 0 100
RGB
0 0 0

#000000

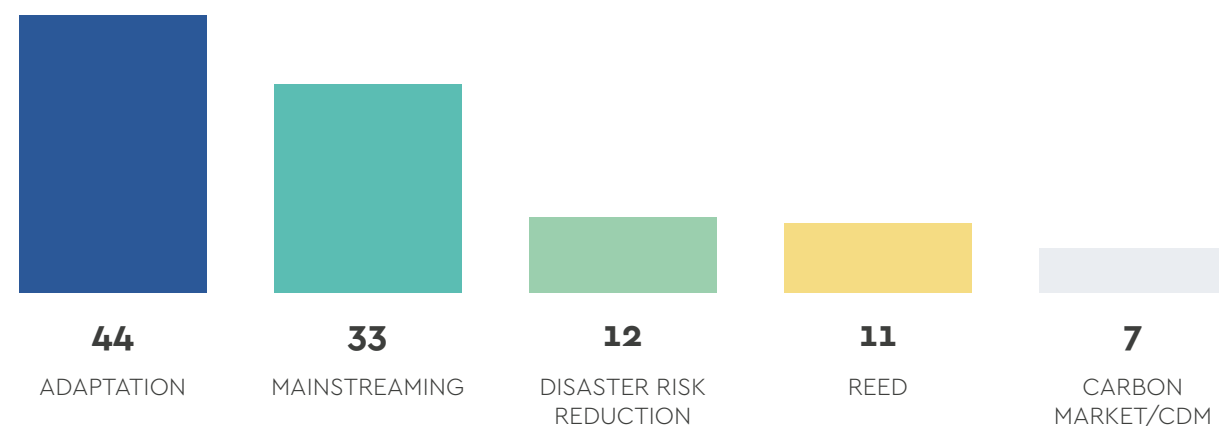
The colours of the logo recall natural elements such as sea, water, green resources, land, etc.

The colors present in GCCA+ logo are also the colours that must be used in other communications materials such as graphs, tables, infographics, invitation, social media posts, etc.

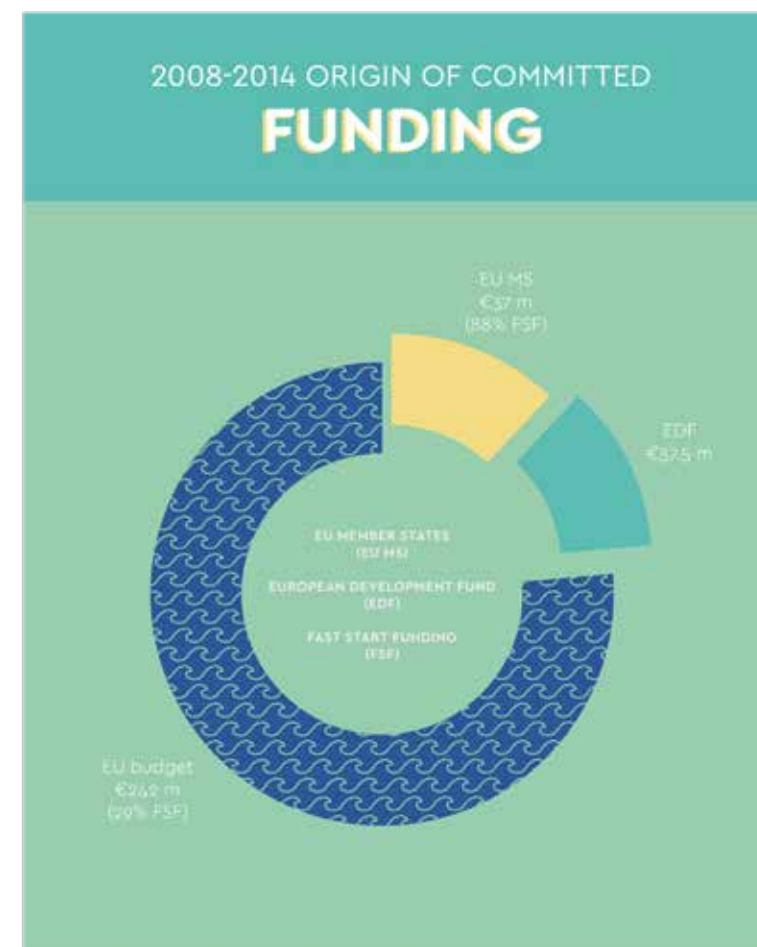
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DIAGRAM

DISTRIBUTION OF GCCA+ SUPPORT BY SECTOR AND BY PRIORITY AREA



2



EXAMPLES OF IMPLEMENTATION

3



4



1.
Diagram

2.
Graph

3.
Postcard

4.
Banners

Link to access digital brandbook and materials:
<http://storyborders.com/gcca/index.php>