



International
Science Council



GLOBAL CLIMATE OBSERVING SYSTEM

Logo Guidelines

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LOGO

1

LOGOTYPE

ACRONYM WITHOUT TAGLINE LOGO LOCKUP-POSITIVE

Standard logo: Acronym, without tagline

Positioning GCOS acronym without tagline logo with sponsor lockup, in left alignment, center alignment, right alignment. and horizontal alignment.



LOGOTYPE

ACRONYM WITHOUT TAGLINE LOGO LOCKUP-NEGATIVE

Positioning negative GCOS acronym without tagline logo with sponsor lockup, in left alignment, center alignment, right alignment, and horizontal alignment. Only colours of three circling lines should be shown - everything else should be white. When showing WMO acronym logo in negative, WMO wind rose should be in WMO gold colour (Pantone 130, CMYK equivalent: 40% magenta / 100% yellow).



WMO blue

C 100 M 70 Y 0 K0
R 0 G 91 B 170
PANTONE 293 C



LOGOTYPE ACRONYM TAGLINE LOGO LOCKUP-POSITIVE

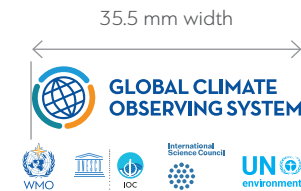
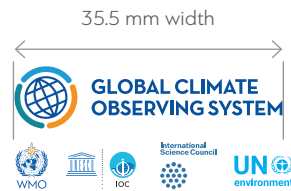
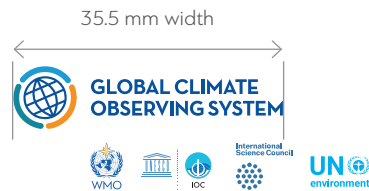
The full spelling logo without the tagline should be used if the target audience is likely to be not familiar with GCOS.
Example: Reports.

The GCOS tagline “Keeping Watch Over Our Climate” should be used if the audience of the product is the public.
Example: Posters. It may be used with either acronym logo or the full spelled-out name logo.



LOGOTYPE WITH TAGLINE SCALING AND MINIMUM SIZE

Minimal size is chosen based on the readability of the cosponsors' names.



LOGOTYPE PAIRING WITH THE GCOS' SPONSORS

Our logo is generally placed in the upper left corner.

On the right we show the recommended logo size in comparison to vertical and horizontal A4 format. This ratio can be applied to most of the formats and to all versions of the logo.



Positive example



Negative example

LOGOTYPE LOCKUP GCOS + SDG COLOUR WHEEL

Our logo can also be used in GCOS + SDG wheel lockup. It should always be placed in shown ratio with the dividing line between them. Dividing line has to be 0.5 pt, 100% black per SDG logo use guidelines (see p. 24 of <https://www.un.org/sustainabledevelopment/wp-content/uploads/2016/09/UN-Guidelines-for-Use-of-SDG-logo-and-17-icons>. September-2016.pdf)



LOGOTYPE COLOURED BACKGROUNDS

In cases when the logo is placed on coloured backgrounds (4 main identity colours) it should always be in negative. Otherwise, logo elements are not legible.

In cases where the logo is sufficiently readable on a coloured background it can be shown either in negative or full colour (depending on the brightness or darkness of the colour).

Those background colours should not be similar to the four identity colours.

Allowed use



NOT Allowed use



30%
transparency
WMO blue
background

30%
transparency
black
background

2

COLOURS

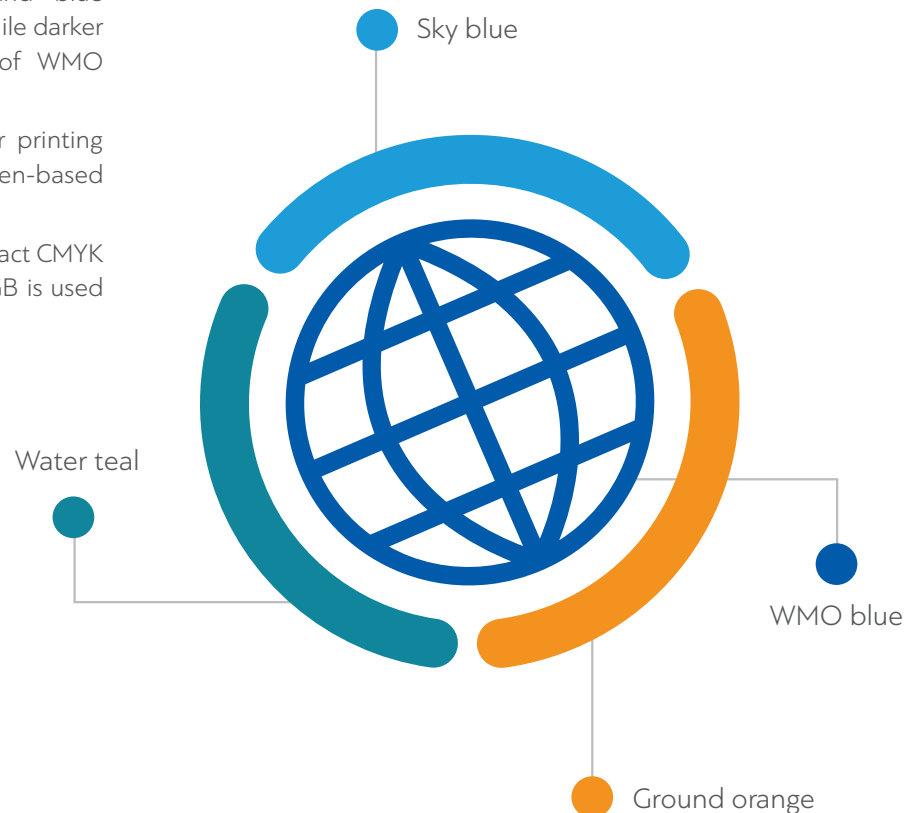
COLOURS PRIMARY PALLETE

Our visuals are made up of four primary colours: WMO blue, Ground orange, Water teal and Sky blue.

As said before, orange, teal and blue represent three scientific panels, while darker blue shows that GCOS is part of WMO organisation.

These are colour specifications for printing on paper and for designing on screen-based applications.

For printing it`s necessary to use exact CMYK or Pantone specifications, while RGB is used for digital purposes.



WMO blue

| | |
|---------|------------|
| CMYK | 100 70 0 0 |
| RGB | 0 91 170 |
| PANTONE | 293 C |
| # | 005baa |

Ground orange

| | |
|---------|------------|
| CMYK | 2 50 100 0 |
| RGB | 242 146 32 |
| PANTONE | 144 C |
| # | f39200 |

Water teal

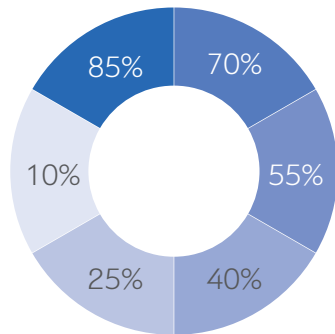
| | |
|---------|------------|
| CMYK | 85 33 33 3 |
| RGB | 0 134 154 |
| PANTONE | 7712 C |
| # | 00869a |

Sky blue

| | |
|---------|------------|
| CMYK | 74 23 0 0 |
| RGB | 30 157 216 |
| PANTONE | 299 C |
| # | 009fe3 |

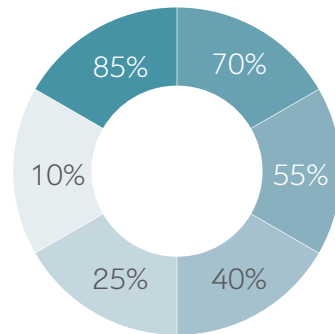
COLOURS TINTS

Our colours can be used in a selection of tints to provide greater variety (this applies for designing different publications, not for the logo!).



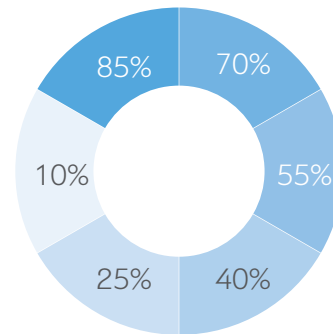
WMO blue

CMYK 100 70 0 0
 RGB 0 91 170
 PANTONE 293 C
 # 005baa



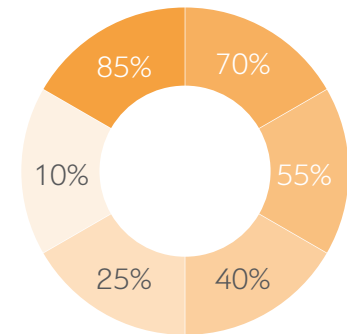
Water teal

CMYK 85 33 33 3
 RGB 0 134 154
 PANTONE 7712 C
 # 00869a



Sky blue

CMYK 74 23 0 0
 RGB 30 157 216
 PANTONE 299 C
 # 009fe3



Ground orange

CMYK 2 50 100 0
 RGB 242 146 32
 PANTONE 144 C
 # f39200

USE OF TEMPLATES 3

USE OF LETTERHEAD TEMPLATE

Composing images, information and text in a structured way is essential to creating distinct, coherent and effective communications.

For using the GCOS logo paired with the sponsors' logos, we are recommending a position of the first logotype in line, aligned right, and other logotypes aligned left.

For the letterhead, memorandums and main stationary elements we recommend positioning the logotypes on top of the page.



USE OF BUSINESS CARD TEMPLATE

For GCOS business cards, GCOS logo with tagline and sponsors should be left aligned and placed above the name and basic information.

Back side include GCOS logo with sponsors centred on white background.

Front side



Back side



WEB SITE LOGO POSITION AND E-MAIL SIGNATURE

Logotype on the website will be placed on the blue background and it can be placed in a negative form with coloured icon details.



CONTACT

WHERE TO FIND THE ELECTRONIC
VERSION OF THIS LOGO GUIDELINES

This Logo Guidelines is published electronically on the media section GCOS's website:

<https://gcos.wmo.int>

WHERE TO FIND THE DESIGN ELEMENTS
IN THIS LOGO GUIDELINES

All of the design elements shown in this Logo Guidelines are available through the GCOS Secretariat:

gcos@wmo.int

Graphic designers can select from all of these elements, tools and templates to create their GCOS publications and other products.

CONTACT AND ASSISTANCE

Please contact the GCOS Secretariat for any queries about this Logo Guidelines or for advice regarding visual identity at GCOS:

gcos@wmo.int



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