GREEN
CLIMATE
FUND

Partner co-branding guidelines

November 2026

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1.0 Introduction

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The Green Climate Fund’s co-branding guidelines (the ‘Guidelines’) ensure visual consistency across all communications used by GCF and its partners.

These guidelines set out the conditions applicable to the use of the GCF’s full name (the ‘GCF Name’) and logo (the ‘GCF logo’) by partners who have entered into a contract/agreement with GCF (the ‘Partners’), pursuant to which such partners agreed to comply with the guidelines.

These Guidelines apply to the use of the GCF Name and/or GCF Logo on any material, whether in print or electronic format and regardless of their form or material, including any documents, reports, photos, designs, drawings, panels, labels, assets, equipment, and websites (the ‘Materials’).

1.2 Effective date

These Guidelines come into effect on 18 May 2026.

1.3 Contact

For all inquiries related to the interpretation and application of these Guidelines, please contact GCF at communications@gcfund.org

2.0
The GCF name

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When referring to the Green Climate Fund, the Partner must use either the official name or official acronym.

2.1 The official name

The official name is **Green Climate Fund**

Example

The Partner must refrain from referring to GCF as ‘the Fund’ to avoid confusion with other international climate and/or development funds.

2.2 The official acronym

The official acronym is **GCF**

Example

When using the official acronym, only use ‘the’ before GCF when qualifying a noun.

Example

GCF is the financial mechanism of the UNFCC, reporting to COP.

The GCF project in Peru’s Loreto region, FP001, is under implementation.

2.3 Translations

English is the only official language of GCF

Translations of the official name or acronym may only be used after use of the official, English version.

3.0
The GCF logo

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The official GCF logo file which can be downloaded at the following links:

Download Links
GCF logo with black text
GCF logo with white text

Black text



White text



To ensure visual impact, the logo should be surrounded by ample and unobstructed space. All communications must adhere to a minimum area of clearance, which is determined by half the height of the logo. This value (x) should be applied as a margin around the entire logo.

For **co-branding with partner logos**, see the following pages.



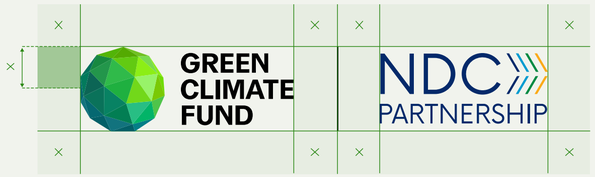
For partnerships, we display both the GCF logo and the partner logo, separating the two with a thin vertical line. The space between each logo and the vertical line is equal to the clearance space.

When sizing the logos, the sizes of the logos should be harmonized. First, place the GCF logo, then optically size and center the partner logo for visual balance and equity.

Please Note
In all cases, the GCF logo cannot appear larger than the Partner's logo.

Same level of involvement





As a general rule, when ownership is equal (e.g. a jointly published report), the size of the GCF logo should be equal to that of the Partner's logo.

Secondary partners





Depending on the nature and scope of GCF's contribution to the activities or events, the GCF logo may be smaller than the Partner's logo.

Where there are multiple partners, a thin vertical line should be used to separate the logos. The distance between each logo should be equal to the clearance space of the GCF logo (see the previous page).

The proportionate sizing of the logos depends on the established agreements between the entities:

Same level of involvement





If the partners have the same level of involvement, the logos can harmonized and optically sized for visual balance and equity

Secondary partners





Depending on the nature and scope of GCF's contribution to the activities or events, the GCF logo may be smaller than the Partner's logo.

When limited colour printing is the only available option, a monotone logo can be provided upon request.

Please contact
communiations@gcfund.org

Black



White



The GCF logo must not be translated. The only official version of the logo is the English-language logo featuring the words “Green Climate Fund”.

A translated version of the name may appear *separately* from the logo, provided there is sufficient clear space between the official English logo and the translated text.

Translations of the name may be used in spoken communications and body text.

Please contact
communiations@gcfund.org

Example: Arabic



This is an example. It is not an official GCF logo.

Example: French



This is an example. It is not an official GCF logo.

Example: Russian



This is an example. It is not an official GCF logo.

Example: Spanish



This is an example. It is not an official GCF logo.

The GCF logo is our most recognizable brand element, therefore it must maintain a consistent appearance everywhere people engage with us. The GCF logo must not be modified or rearranged. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in these guidelines and the official logo files.

To be clearly legible, the GCF logo should be used on a background colour that affords clear contrast. -colour logo does not provide enough contrast, the mono version of the logo should be used.

Avoid placing the logo over photographs or confusing backgrounds.

Don't apply strokes, outlines, or effects like drop shadows



Don't rotate or angle the logo



Don't use only the icon



Don't apply different colours



Don't stretch or deform it



Don't change the proportions of the logo



Don't change the font

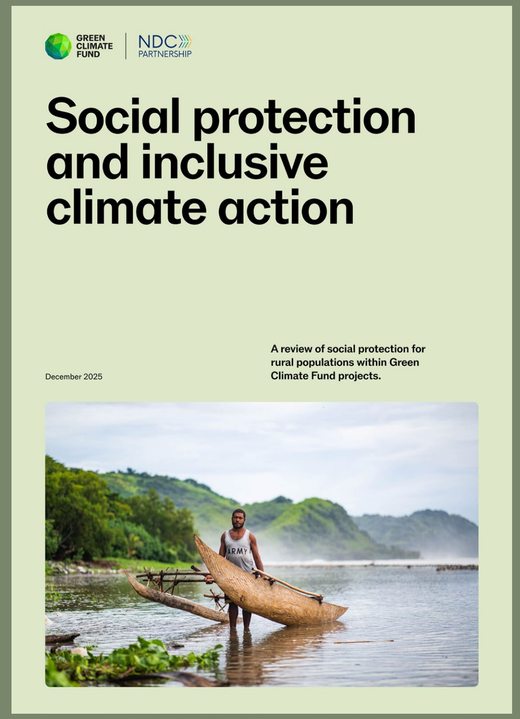


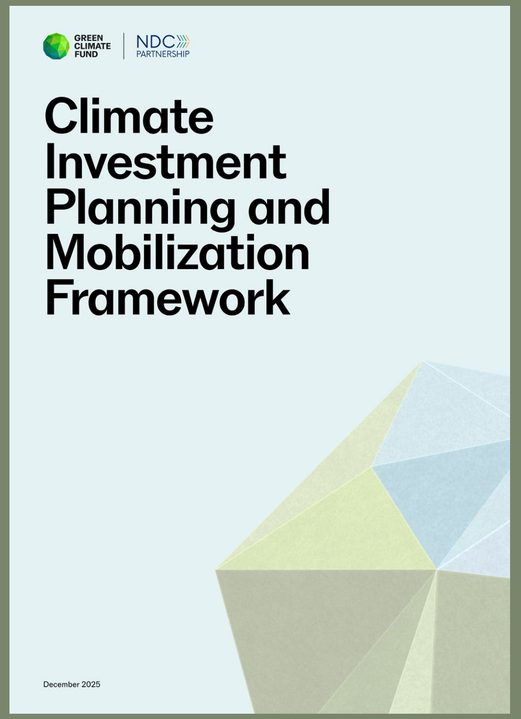
Don't translate the logo



On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Joint publication cover





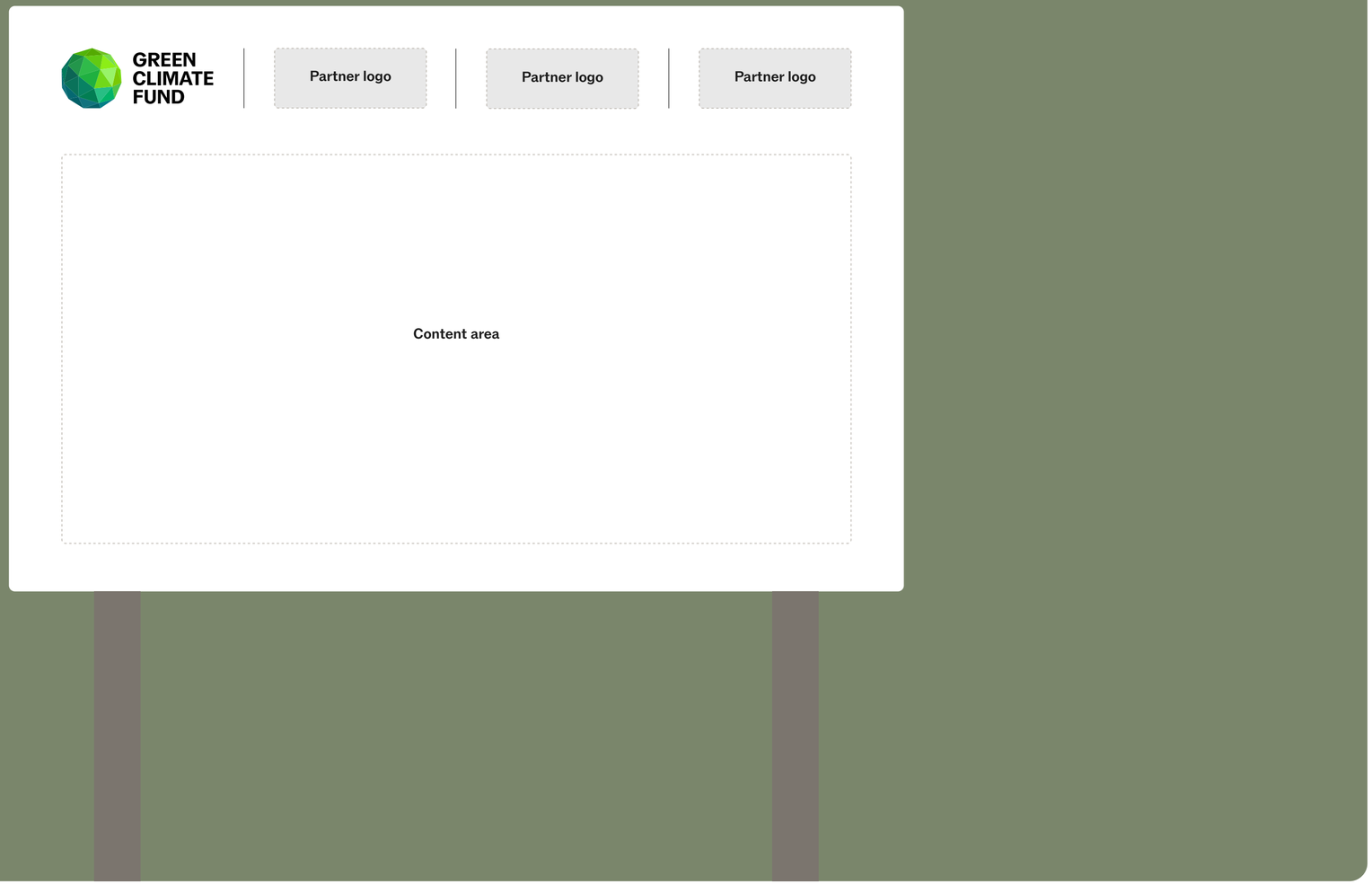
On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Certificate of completion



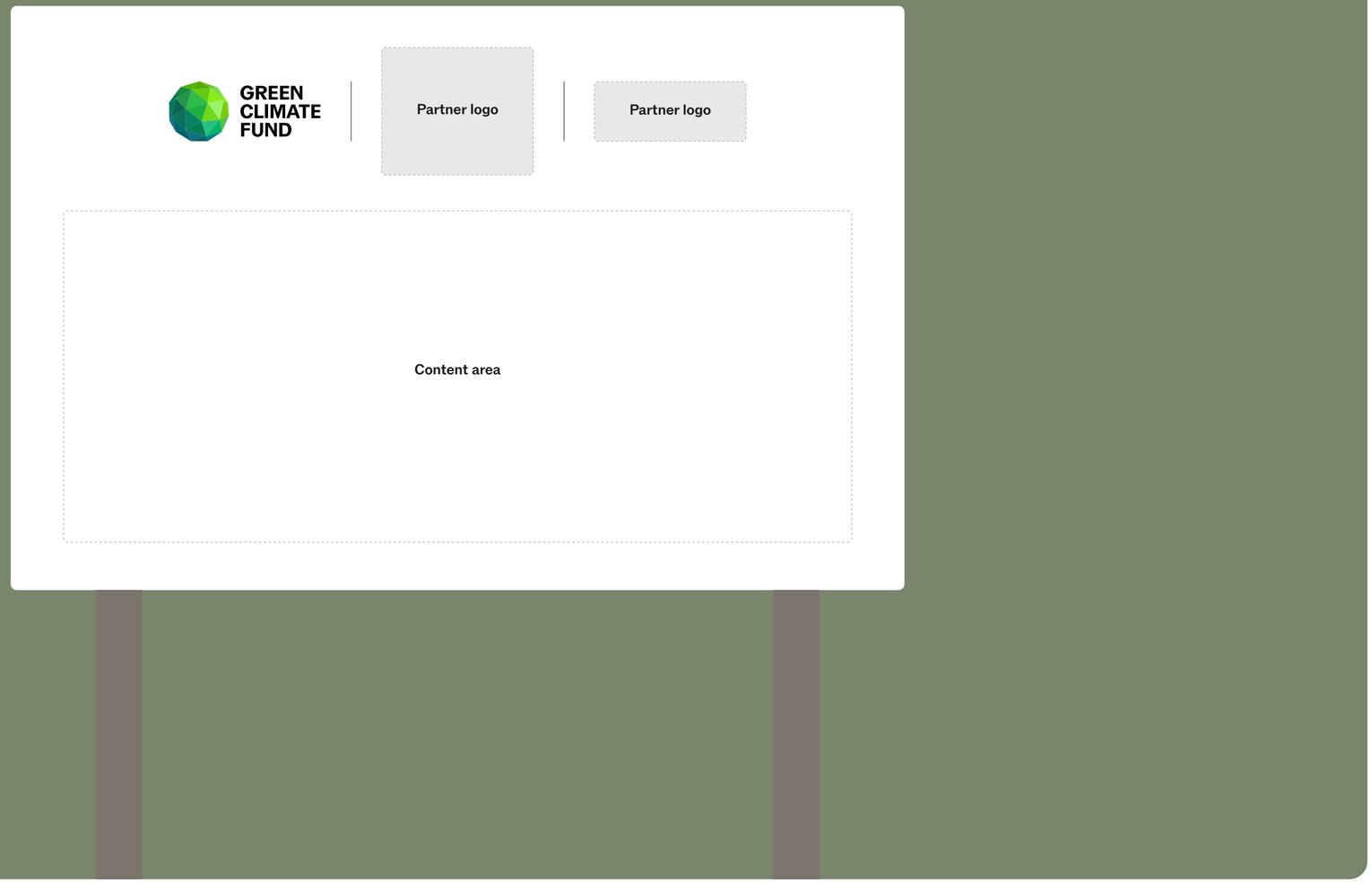
On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Signboard at a project site: Harmonized



On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Signboard at a project site: smaller GCF logo



On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Social media post



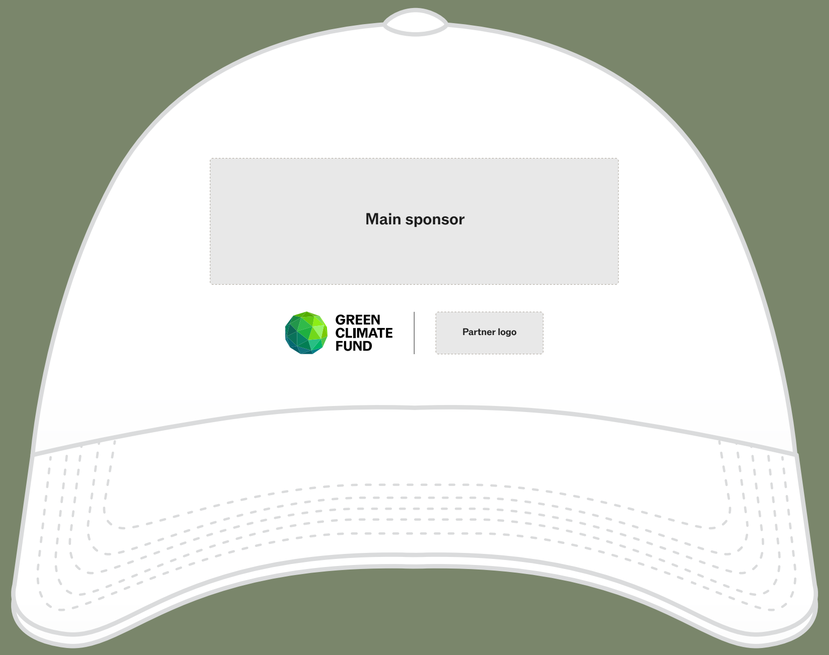
On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.



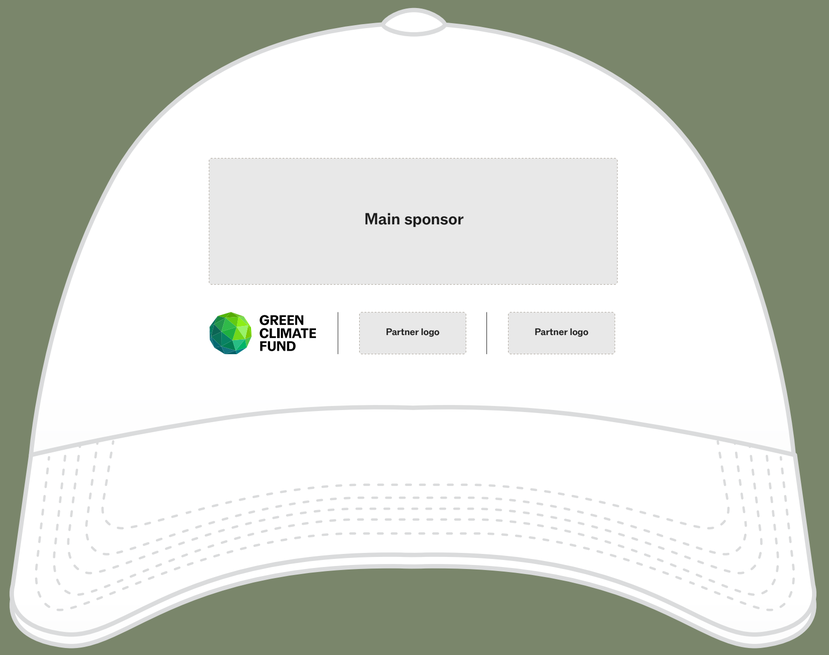


On the following pages, you will find examples on how to implement GCF's visual identity for Partners, application on Partners' products, at GCF events and in GCF locations.

Cap: one logo



Cap: multiple logos



GCF will approve the use of GCF’s logo and name in video and multimedia on a case-by-case basis.

Please contact:
communications@gcfund.org

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4.0
Terms and conditions

The GCF Logo constitutes the corporate identifier and official seal of GCF and is a registered trademark protected under relevant international and national laws on intellectual property. The Partner’s right to use the GCF logo under these guidelines constitutes a nonexclusive, non-transferable, royalty-free license with a right to sublicense.

5.1 Scope of these guidelines
These Guidelines (the “Guidelines”) set out the conditions applicable to the use of the GCF full name or acronym (the “GCF Name”) and the GCF logo (the “GCF Logo”) by partners who have entered into a contract/agreement with the GCF (the “Partners”), pursuant to which such Partners agreed to comply with the Guidelines.

These Guidelines apply to the use of the GCF Name and/or GCF Logo on any material, whether in print or electronic format and regardless of their form or material, including any documents, reports, photos, designs, drawings, panels, labels, assets, equipment, and websites (“Materials”).

5.2 Use of the GCF name and/or logo
The GCF Logo constitutes the corporate identifier and official seal of the GCF and is a registered trademark protected under relevant international and national laws on intellectual property. The Partner’s right to use the GCF Logo under these Guidelines constitutes a non-exclusive, nontransferable, royalty-free licensewith a right to sublicense (only as provided in paragraph 6 below).

The Partners may use the GCF Name and/or GCF Logo provided that the following “Conditions” are met:

a. the principles and criteria set out in Section III of these Guidelines are obeyed; and

b. the visual and graphic standards set out in Section IV of these Guidelines are observed.

The Partners will be responsible, and bear all costs, for assessing and ensuring that such Conditions can and will be adhered to. In the event the GCF Name and/or GCF Logo are used for a prolonged period (e.g. on a website or a construction site), the Partner shall be responsible for periodically reassessing the Conditions and guaranteeing that such Conditions continue to be complied with.

The Partners’ right to use the GCF Logo can be sublicenced only to such entities that execute, carry out or implement the activities and/or events referred to in paragraph 9 (b) of these Guidelines and have a contractual relationship with the Partners (the “Executing Entities”), provided that any such sublicence must comply with the conditions set out in these Guidelines.

The Partners shall request prior written authorization from the GCF, if the GCF Name and/or GCF Logo are being used for purposes other than those expressly allowed under Section III of these Guidelines.

Where used in relation to activities listed in paragraph 9 (b), the Partners may also use a caption “supported by the Green Climate Fund” next to the GCF Logo.

5.3 Sublicensing
The Partners’ right to use the GCF Logo can be sublicensed only to such entities that execute, carry out or implement the activities and/or events referred to in “Principles and criteria for the use of the GCF Name and/or GCF Logo” of these Guidelines and have a contractual relationship with the Partners (the “Executing Entities”), provided that any such sublicence must comply with the conditions set out in these Guidelines.

The Partners may use the GCF Name and/or GCF Logo provided that the following “Conditions” are met:

a. the principles and criteria set out in Section 5 of these Guidelines are obeyed; and

b. the visual and graphic standards set out in Sections 2 and 3 of these Guidelines are observed.

The Partners will be responsible, and bear all costs, for assessing and ensuring that such Conditions can and will be adhered to. In the event the GCF Name and/or GCF Logo are used for a prolonged period (e.g. on a website or a construction site), the Partner shall be responsible for periodically reassessing the Conditions and guaranteeing that such Conditions continue to be complied with.

The Partners shall request prior written authorization from GCF, if the GCF Name and/or GCF Logo are being used for purposes other than those expressly allowed under “Principles and criteria for the use of the GCF Name and/or GCF Logo” of these Guidelines.

Where used in relation to activities listed in “Section 5: Principles and criteria for the use of the GCF Name and/or GCF Logo” the Partners may also use a caption “supported by the Green Climate Fund” next to the GCF Logo.

5.4 Use on information materials
If the GCF Name and/or GCF Logo are displayed on any printed or electronic information Material (e.g. publications, studies, reports, newsletters, brochures, books, and similar product), and unless otherwise agreed upon by GCF and the Partner, the following disclaimer must be added to the inner pages of the Material:

“The views expressed in this information product are those of the author(s) and the Green Climate Fund cannot be held responsible for any use which may be made of the information contained therein.”

On a case by case basis, on request of the Partner, GCF may recommend the use of a different disclaimer, taking into consideration the type of material and the purpose of its use.

5.5 Use on partners’ websites
Subject to the Conditions, the Partners may display the GCF Name and/or GCF Logo on their website in a manner that clearly reflects the nature and scope of collaboration between GCF and the Partner concerned, and that will not create any confusion regarding the ownership, the property of, or responsibility for, the website.

Specifically, the GCF Name and/or GCF Logo:

a. may be displayed on the web page (e.g. in the main content or the sidebar) that lists the Partners’ collaborators, donors or funders;

b. shall not be used on the homepage nor on the heading or navigation bar of any website.

The Partner should add a phase such as “In partnership with the Green Climate Fund” or ‘Funded by the Green Climate Fund’, placed in close proximity to the GCF logo.

The disclaimer “The Green Climate Fund does not endorse any product, service, brand or company” must be present on all communication material or products of the Partner.

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5.0
Principles and criteria

The Partners can use the GCF name and/or GCF logo, if such use is:

a. in conformity with the GCF mandate, its objectives and guiding principles, as set out in the Governing Instrument for GCF and relevant UNFCCC decisions.

b. directly related to:

i. activities to which GCF has provided its financial and/or technical support, such as projects, programmes, readiness and preparatory activities or other types of technical assistance;

ii. events organized in collaboration with, with the support/ patronage of, GCF.

The GCF name and/or GCF logo cannot be used:

a. on Materials whose purpose is the presentation, description or provision of information on the Partners (e.g. office/ door signs, presentation brochures, business/visitor cards, letterheads, and other products of the Partners);

b. on Materials on which the Partners have no control and whose content may be modified by third parties (e.g. PowerPoint presentations not directly presented by the Partners, web platforms with online fora, social network pages);

c. on Materials that breach, or may potentially breach, ethics, public order, legal or social norms, or human rights;

d. if it may jeopardise the safety and/or security of any person, property, facility or asset associated with the GCF Name and/ or Logo;

e. for commercial purposes or, in any other manner which could potentially be viewed by the general public as, GCF's advertisement or endorsement of specific products, services or events;

f. on vehicles, or any other means of conveyance or transport; or

g. in any other manner that may jeopardize GCF's international status, independence, impartiality or privileges and immunities or may imply any risk of diplomatic or other embarrassment to GCF.

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6.0
Reporting and review

On request from GCF, the Partners shall transmit to the Fund an electronic copy, reproduction, or visual representation of any such material on which the GCF name and/or GCF logo have been used.

GCF may review materials reported by the Partners and verify their compliance with these guidelines, as appropriate.

At any time GCF may request any Partner to stop, suspend or limit the use of the GCF name and/or logo on any materials; and/or suspend, limit, or stop the production, distribution, reproduction of such materials. In that event, GCF and the relevant Partner will consult on any potential legal or financial implications arising therefrom.

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Thank you

November 2026