GREEN CLIMATE FUND

GCF brand basics

November 2026

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Section A

Visual identity

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1.0 Principles

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The GCF brand is governed by a set of principles that support GCF positioning and reflect our values. These principles are reflected in our visual and verbal identity in explicit and implicit ways.

Positioning (internal)

GCF is the climate finance partner and fund of choice because we enable transformative systems change and deliver impact at scale across developing countries

Principle

Fortified

Principle

Inclusive

Principle

Multiplicative

Principle

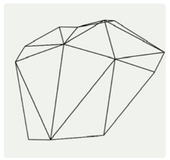
Adaptive

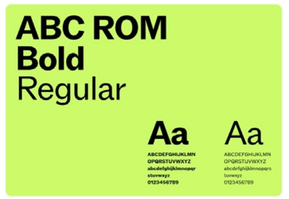
CONTENTS

Fortified

Why we exist
GCF builds support structures for stronger institutions, today and in the long term. We express this principle through concepts such as building and creating structures, and through designs and communications that convey reliability and stability.







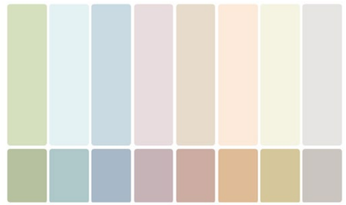
Building | Structured | Reliable

Inclusive

How we operate
GCF forms a cooperative network in which everyone is included, valued, and contributing to shaping solutions. We express this principle by ensuring diversity across the brand system (e.g. colour palettes, graphic forms) and through the concepts of connectedness, blending, and fair representation.







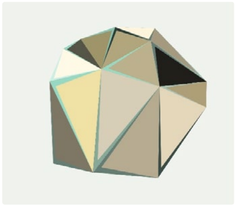
Diverse | Connected | Blending

Multiplicative

How we create value
GCF strategically combines resources to generate greater value and large-scale transformation. We express this principle through the concepts of layering, duplication, and fanning outward, especially through motion design.



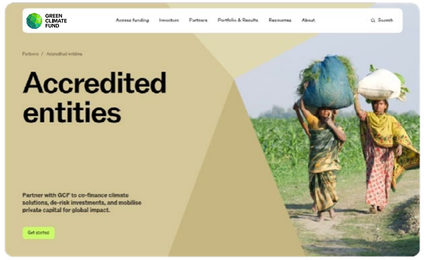




Layering | Duplicating | Fanning out

Adaptive

Solutions we offer
GCF offers flexible solutions to adapt to different needs and evolving circumstances. We express this principle through graphic forms and motion behaviors that are elastic, regenerating, and shifting.







Elastic | Regenerating | Shifting

2.0
Logo

CONTENTS

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 guidance on how to **co-brand with our partners**, refer to the Partner guidelines.



3.0
Colours

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Primary palette

GCF Lime is our ownable brand colour, distinct within our sector. It expresses a bright, optimistic view of the future and is designed to work with secondary colours to create emphasis in any composition.

Lime

LIM-50	LIM-100	LIM-400	LIM-800
#F1F3ED 4/2/5/0	#EAEFE2 7/2/12/0	#CBFB6A 24/0/75/0 372 C/U	#2B8815 82/23/100/18

Secondary palette

The secondary palette consists of eight hues drawn from across the colour wheel. They represent the diversity of our world and prevent the brand from feeling too homogeneous or flat. Whereas the primary palette offers intensity and neutrality, the secondary palette offers warmth and flexibility, aligning with our intent to be inclusive and accessible. See below for colour codes and tints.

Moss	Lagoon	Slate	Haze	Brick	Clay	Sand	Stone
MOS-100 #D6E0BE 16/4/29/0	LAG-50 #E4F2F3 9/0/3/0	SLT-100 #CADAE2 20/7/7/0	HAZ-50 #E8DCDD 7/12/8/0	BRK-50 #E7DBCA 9/11/19/0	CLY-50 #FDEAD8 0/8/14/0	SND-50 #F5F4E2 3/1/12/0	STN-100 #E6E5E4 9/7/7/0
MOS-300 #B6C19F 31/15/42/0	LAG-300 #ADC7C9 33/12/18/0	SLT-300 #A9B8C6 34/20/15/0	HAZ-300 #C6B3B8 22/28/20/0	BRK-300 #CCABA0 20/33/33/0	CLY-300 #DFBB96 12/27/42/0	SND-300 #D5C799 18/17/44/0	STN-300 #CAC5BF 21/18/21/0

Accessibility matrix

Accessibility is fundamental to our mission, and we are dedicated to making GCF products accessible to the widest range of users globally. From marketing materials to our website interface, we prioritize AA compliance across all of our digital touch points.

To consistently achieve this, our color system is designed for maximum ease of use, with straightforward rules governing the pairing of tints with black or white text or elements.

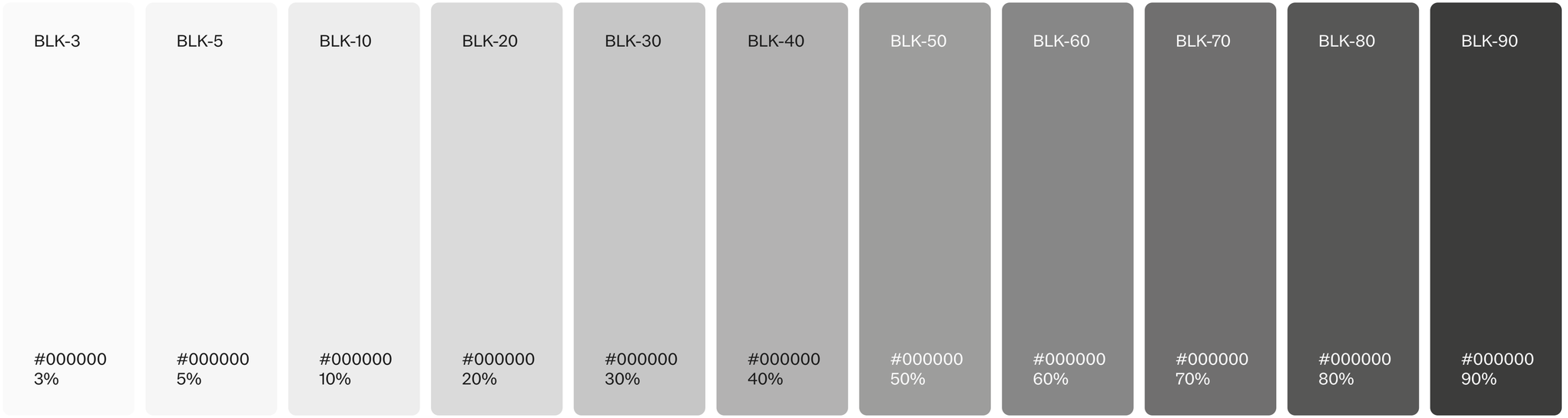
In most cases, text should be displayed in black unless otherwise indicated. The following matrix indicates correct pairings of text colours and background colours.

Lime	Moss	Lagoon	Slate	Haze	Brick	Clay	Sand	Stone
AA LIM-50	AA MOS-100	AA LAG-50	AA SLT-100	AA HAZ-50	AA BRK-50	AA CLY-50	AA SND-50	AA STN-100
AA LIM-100	AA MOS-300	AA LAG-300	AA SLT-300	AA HAZ-300	AA BRK-300	AA CLY-300	AA SND-300	AA STN-300
AA LIM-400								
AA LIM-800								

Opacities

When layering elements on top of secondary colours, use black with opacity so the underlying colour shows through. This keeps compositions cohesive, rather than stacking solid colours on top of one another.

Black



Semantic colours

Semantic colours convey specific meanings to users as they interact with websites or other digital tools. The meaning may be negative, positive, informative, or a warning. Semantic colors are used in website components such as toasts, alerts, and buttons.

Each semantic set is designed to facilitate color application to text, backgrounds, or icons while ensuring AA accessibility compliance.

Positive

POS-LIGHT	#E4FED7
POS-MID	#55C323
POS-DARK	#358112

Negative

NEG-LIGHT	#FFE9E9
NEG-MID	#FF4C40
NEG-DARK	#D42017

Warning

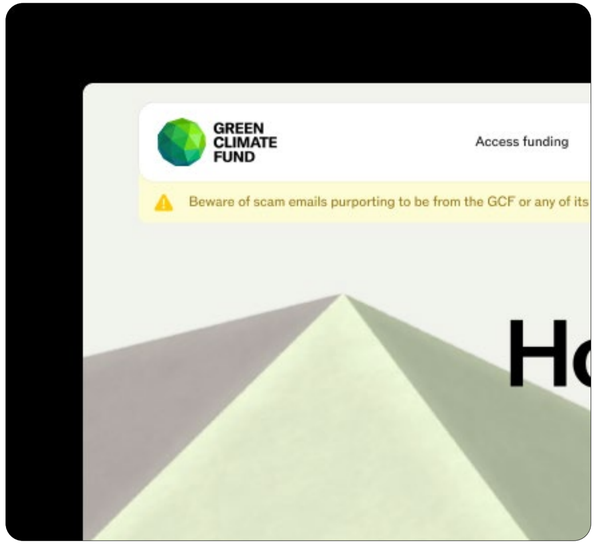
WAR-LIGHT	#FDFCD5
WAR-MID	#FFC904
WAR-DARK	#8F6E09

Informative

INF-LIGHT	#EAF2FF
INF-MID	#3878EB
INF-DARK	#175DB7

In use





4.0 Typography

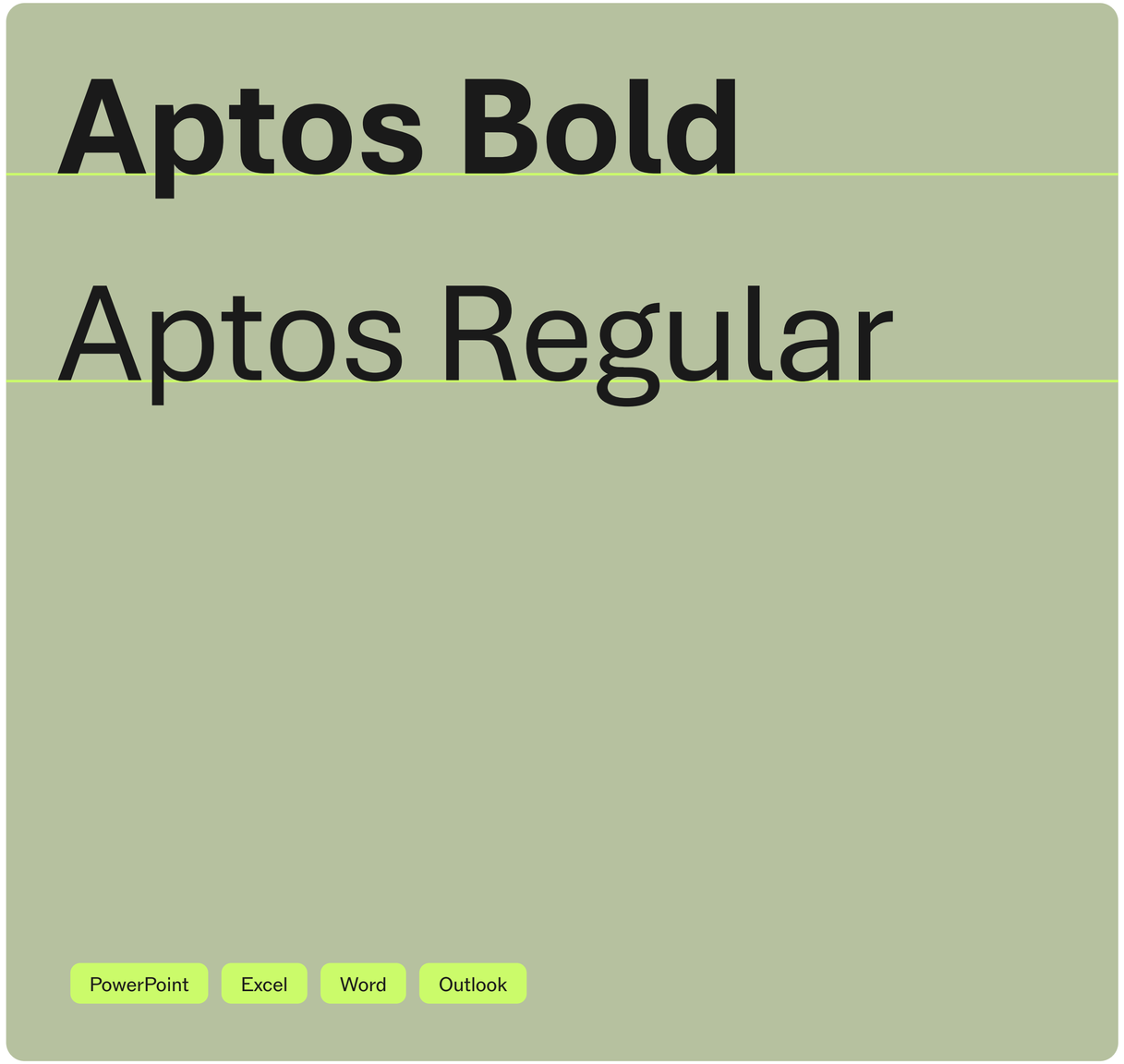
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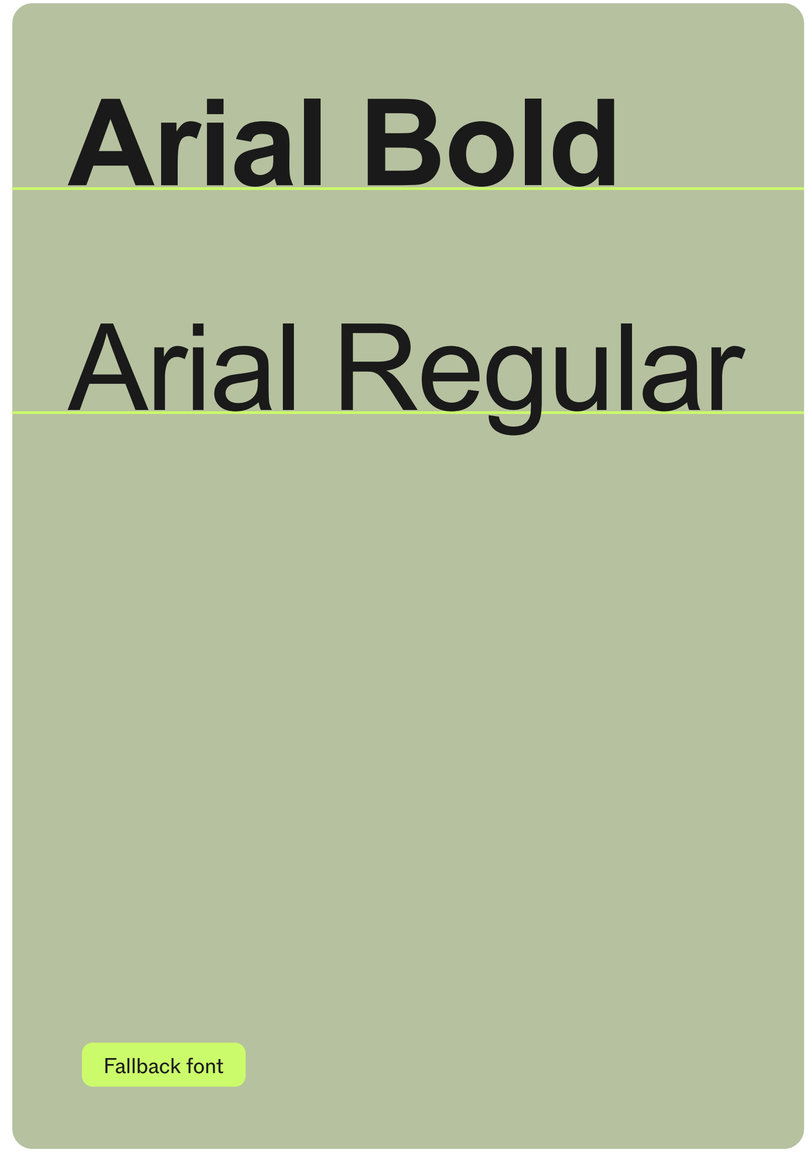
Microsoft fonts

Our organisation uses Microsoft applications for everyday communications and document creation. When working with Microsoft tools or collaborating with partners outside of GCF, use the Aptos font family to ensure maximum compatibility.

Fallback font: Arial

In environments where updated versions of Microsoft are not available, use the Arial font family as an alternative.





Regional languages

When creating regional documents in the Microsoft Suite or any other editing platform, use Aptos for all Latin, Cyrillic and Greek languages. For Arabic communications, use the Segoe UI type family. For all other language refer to the grid on the side.

English
French
Spanish
Русский
ελληνικά

Font: Aptos | Latin | Cyrillic | Greek

العربية
Arabic

Font: Segoe UI | Arabic

日本語
Japanese

Font: Meiryo | Japanese

汉字
Chinese

Font: SimHei | Chinese

한국어
Korean

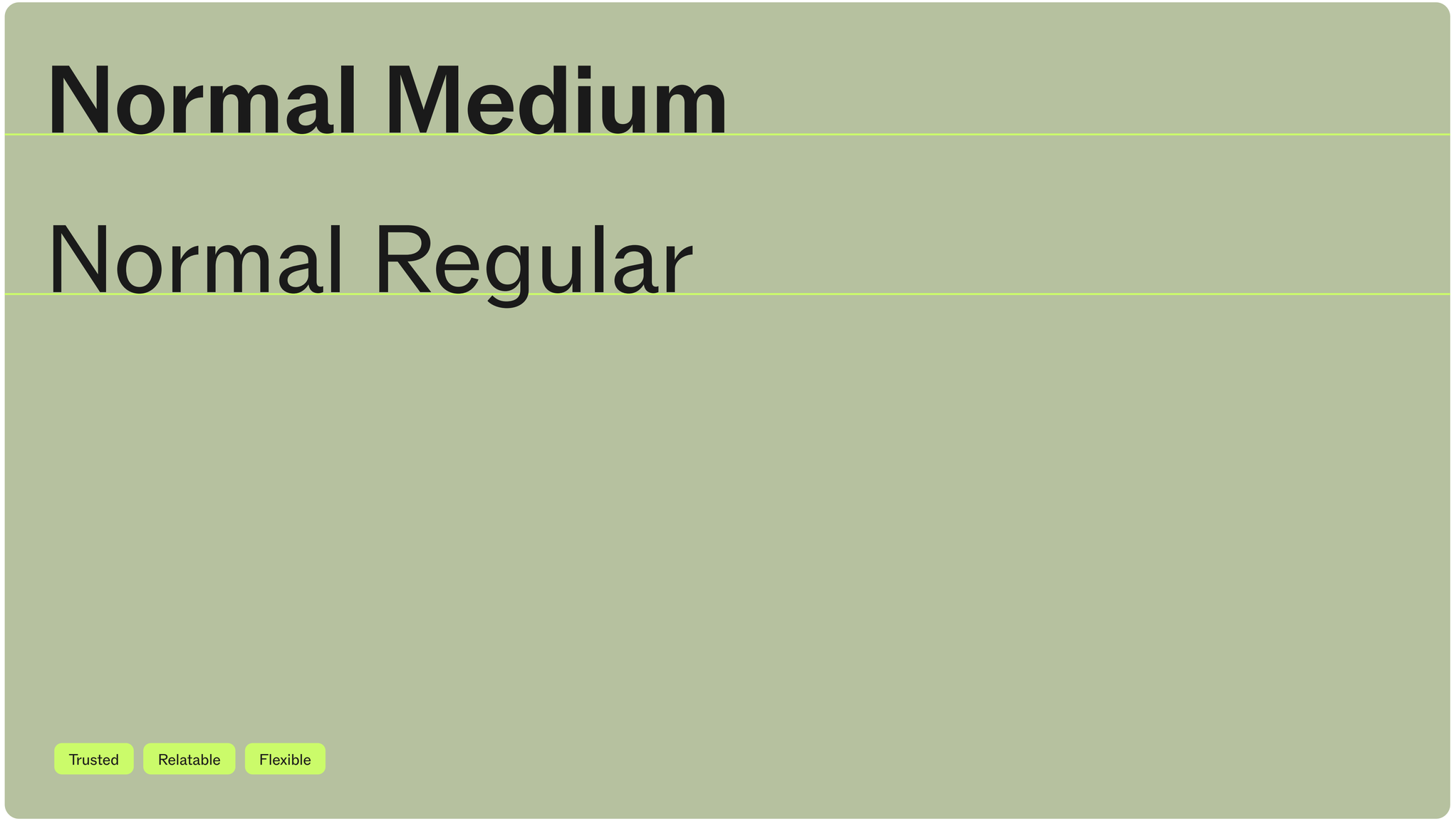
Font: Dotum | Korean

Brand font

Typography imbues our words with personality, enabling GCF to communicate expressively and functionally across every touchpoint with our audiences.

The ROM typeface includes a wide range of families, but the core GCF brand uses the Normal and Mono families. The Normal family is used for the majority of applications, while the Mono family is used more selectively for secondary elements or numerical information.

For the majority of needs, use the core weights: Bold, Medium and Regular. Medium is the default heading style, and Regular is the default body copy style.



Formatting

Whether communicating internally or externally, text formatting is important to ensure functional information is always presented in the same way.

For more detailed examples, please see the GCF Editorial style guide.

Organisation name

Full name

Green Climate Fund

Official acronym

GCF

Alignment

Left aligned

We provide climate solutions with multiplicative impact.

Centred

We provide climate solutions with multiplicative impact.

Right aligned

We provide climate solutions with multiplicative impact.

Justified

We provide climate solutions with multiplicative impact.

Dates

21 July 2025

Wednesday,
21 July 2025

21 Jul
21st Jul
21 Jul 25
21st Jul 25

Time – paragraph text

In paragraph text, format time in the 12-hour system

6:00 a.m. KST
6:00 p.m. GMT

6.00am
6PM

Time – display

In posters, banners, cards, and announcements, format time in the 24-hour system. Always include the time zone for clarity.

06:00 KST
18:00 GMT

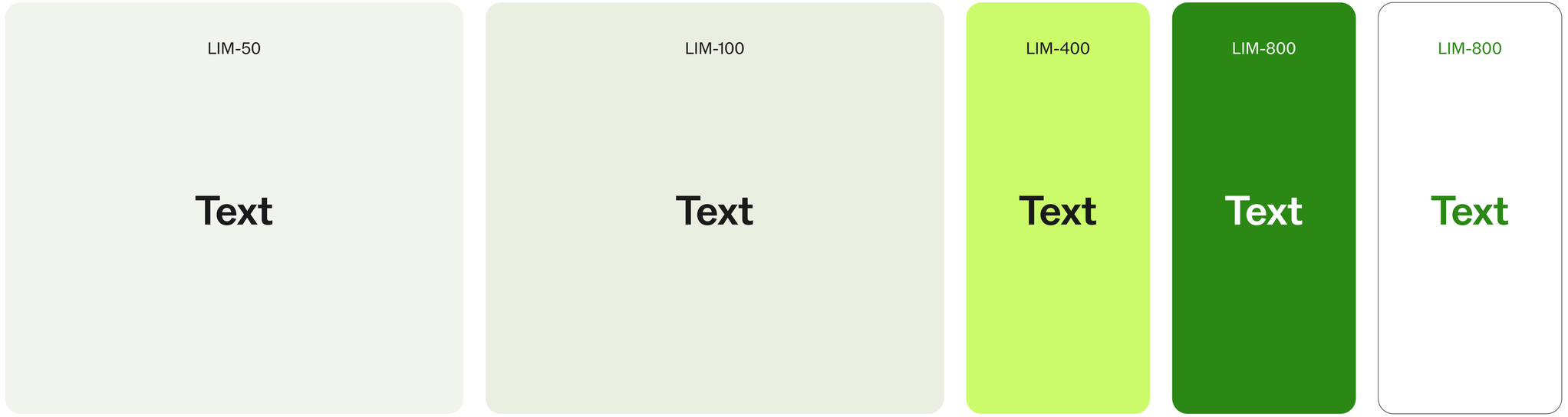
18:00

Primary colours

When using typography with the primary palette, black text should be used on all background colours in the majority of cases.

When colour is required for text, only LIM-800 should be used, as this tint meets accessibility requirements on white and light backgrounds.

See our Accessibility matrix for more detailed information on typography and colour.



Secondary colours

When using text with the secondary palette, black text should be used on all background colours in the majority of cases.

With certain secondary palette tints, LIM-400 may be used for headline or decorative text only. Please refer to this matrix for guidance.

MOS-100	LAG-50	SLT-100	HAZ-50	BRK-50	CLY-50	SND-50	STN-100
Text	Text	Text	Text	Text	Text	Text	Text

MOS-300	LAG-300	SLT-300	HAZ-300	BRK-300	CLY-300	SND-300	STN-300
Text Text	Text Text	Text Text	Text Text	Text Text	Text Text	Text Text	Text Text

Text on photography

When placing text on photography, white is the default choice for the best contrast. In more expressive use cases, GCF Lime may also be used if there is sufficient contrast between the text and the image. The same applies to secondary colours in the 50–100 range, which can be used for text when contrast is strong enough.

W

LIM-400

MOS-100

LAG-50

SLT-100

HAZ-50

BRK-50

CLY-50

SND-50

SNT-100





Don’t use overly tight or overly loose line heights.



The climate finance
partner and fund
of choice

The climate finance
partner and fund
of choice

Don’t use overly tight or overly loose letter spacing.



The climate finance
partner and fund
of choice

The climate finance
partner and fund
of choice

Don’t use all caps. Headings should be written in sentence case.



THE CLIMATE FINANCE
PARTNER AND FUND
OF CHOICE

The Climate Finance
Partner and Fund
of Choice

5.0
Forms

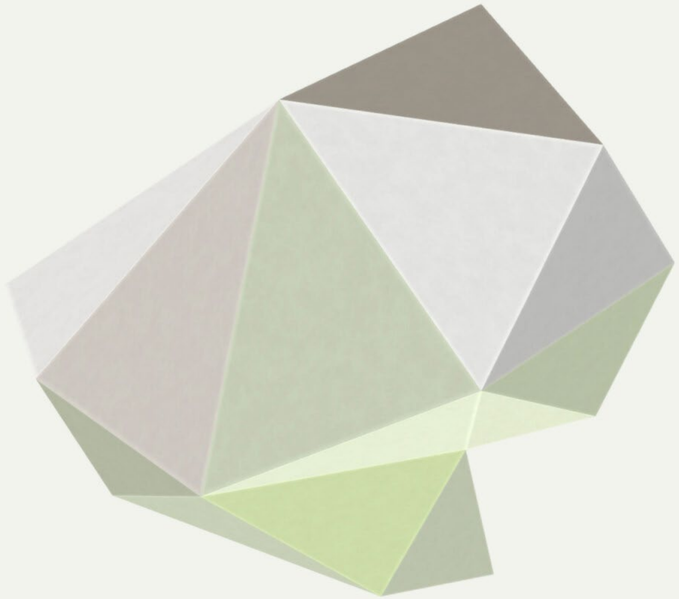
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The form system draws directly from the GCF logo, using its triangles to create a simple, flexible graphic device. In time, audiences should associate these forms with the GCF brand.

There are two main types of forms within the graphic system:

Clusters

Clusters are flat, sculptural compositions formed from organically arranged triangles. They feel contained, acting as a single visual object that can anchor a layout or draw focus without overwhelming the composition.



Terrains

Terrains are more complex, three-dimensional fields of triangles with both depth and height. They create a sense of scale and landscape and act as a hero graphic element within a composition.

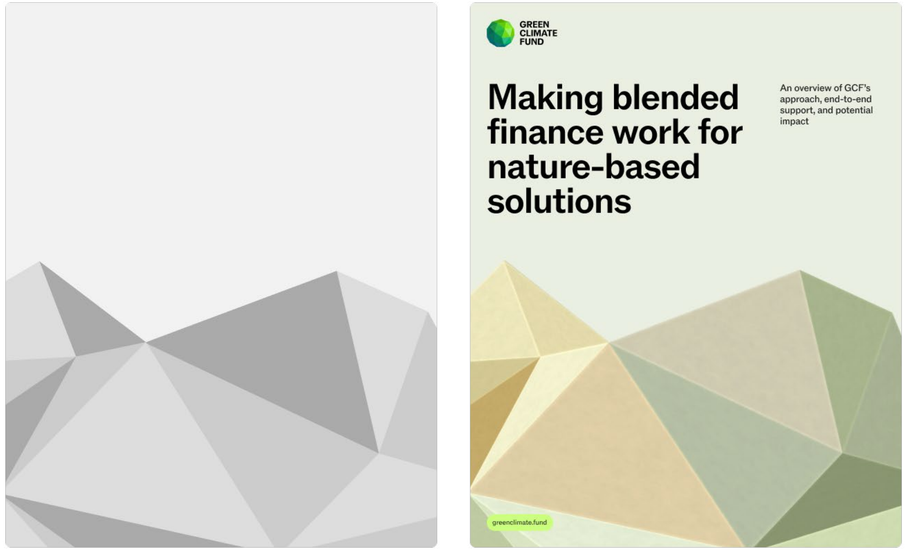


Treatments describe the different ways forms can be applied within layouts and compositions. They define how forms can be cropped, layered, masked and combined with content or other elements.

Cropped

The cropped treatment uses forms as partial surfaces that extend beyond the edges of the format. This creates a sense of scale, movement and continuity, as if the form exists beyond the frame.

This treatment intentionally cuts the form at the boundaries of the layout, making it ideal for expressive compositions, large formats or moments where energy and expansion are desired.





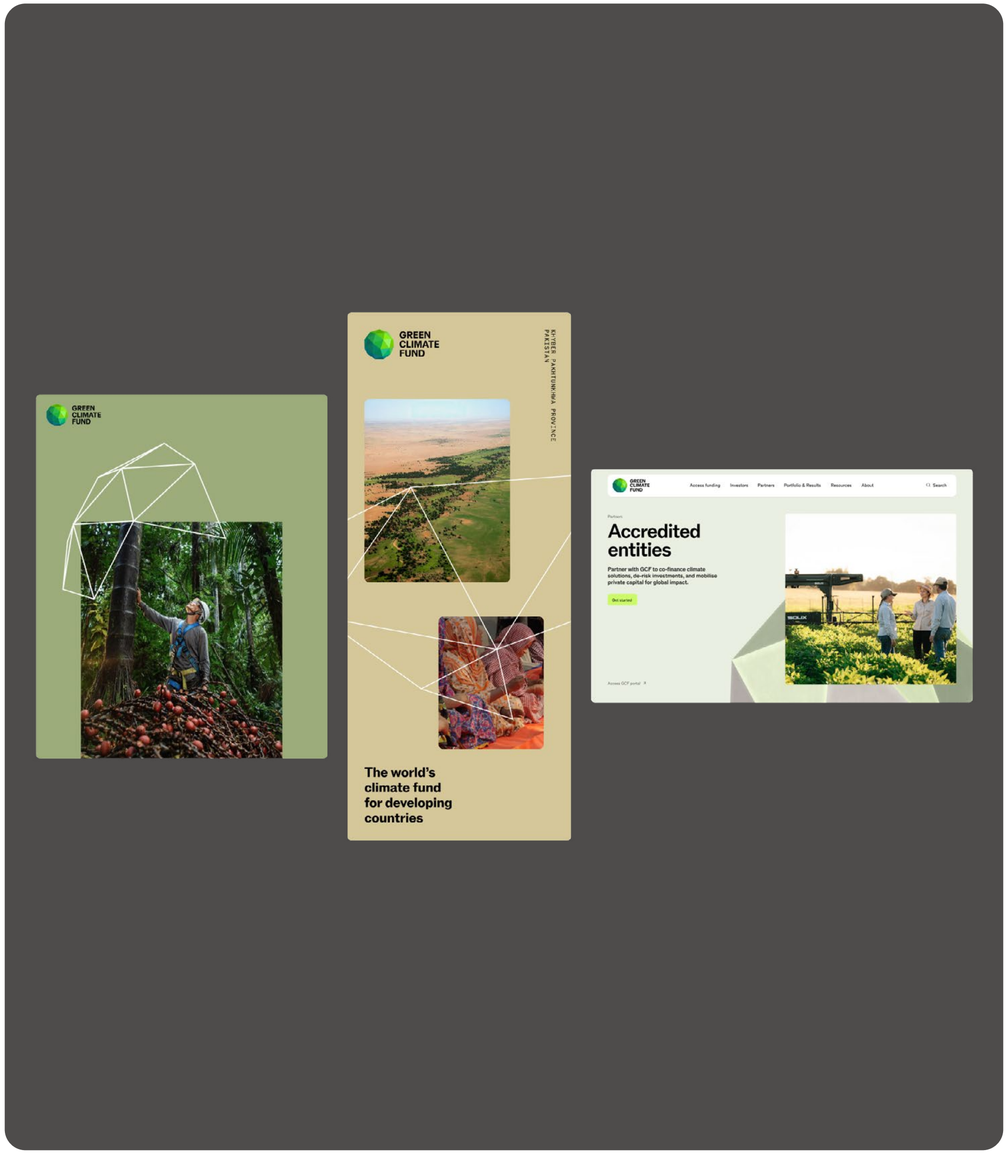
Treatments describe the different ways forms can be applied within layouts and compositions. They define how forms can be cropped, layered, masked and combined with content or other elements.

Layered

The layered treatment places form outlines or planes on top of imagery or colour backgrounds. It feels dynamic and connective, suggesting structure, systems, and relationships.

This treatment allows forms to overlap content rather than contain it, creating depth and visual dialogue between image, typography, and graphic elements without overwhelming the layout.





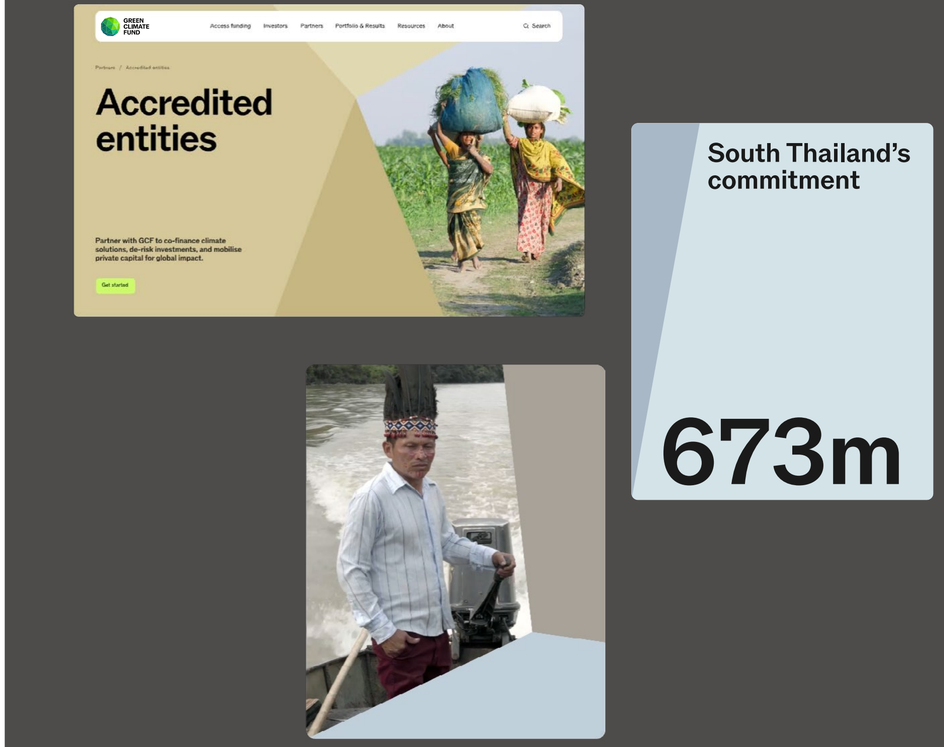
Treatments describe the different ways forms can be applied within layouts and compositions. They define how forms can be cropped, layered, masked and combined with content or other elements.

Masked

The masked treatment integrates photography directly into the form system. One triangle from a set of two or three is used as a photo mask, becoming the primary focal shape, while the remaining triangles support it with colour or texture.

This creates a strong link between real-world imagery and the graphic language, which offers a distinctive, structured frame.





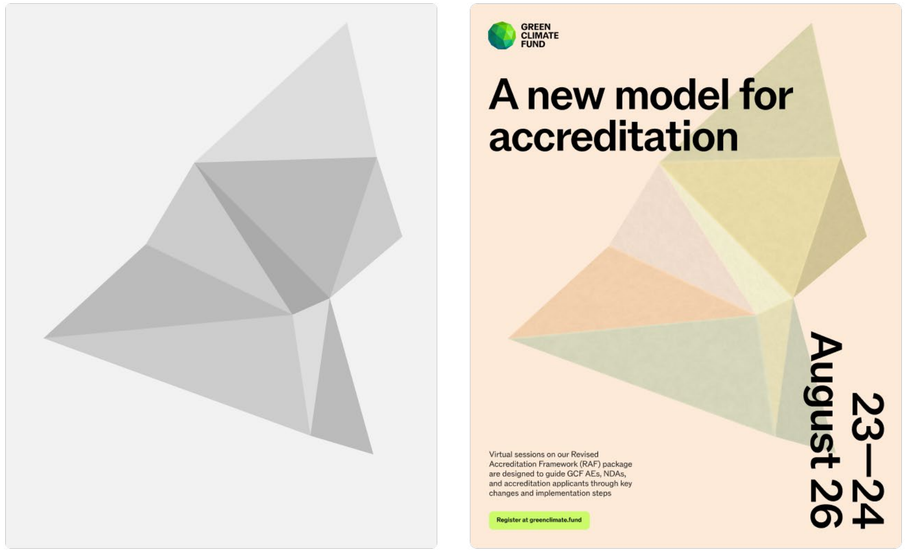
Treatments describe the different ways forms can be applied within layouts and compositions. They define how forms can be cropped, layered, masked and combined with content or other elements.

Contained

The contained treatment presents the form as a complete, self-contained form within the layout. It feels stable, considered, and composed, allowing the form to act as a focal object without interacting directly with imagery or edges.

This treatment places the form fully within a defined area, giving it space to breathe. It is suitable for covers, hero moments, or contexts where clarity and balance are important.

Contact the Department of Communications for access to form files
communications@gcfund.org





6.0
Photography

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Style

Our use of photography showcases the real-world impact of climate finance on the environment and on people's lives.



Warm and rich
Tones are warm, saturated and natural, giving each scene a sense of life and presence.



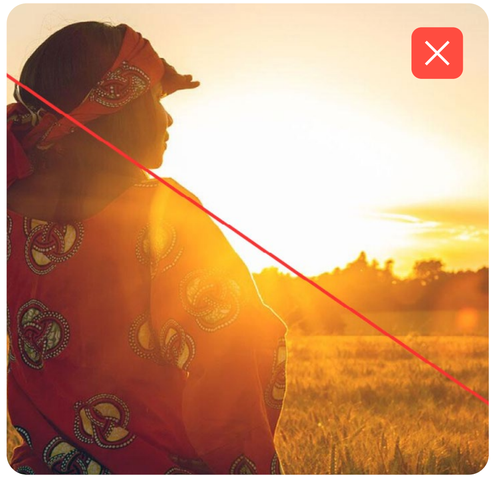
Documentarian and observed
Scenes are captured as they unfold rather than being staged, so moments feel honest and lived-in. The camera sits at a respectful distance.



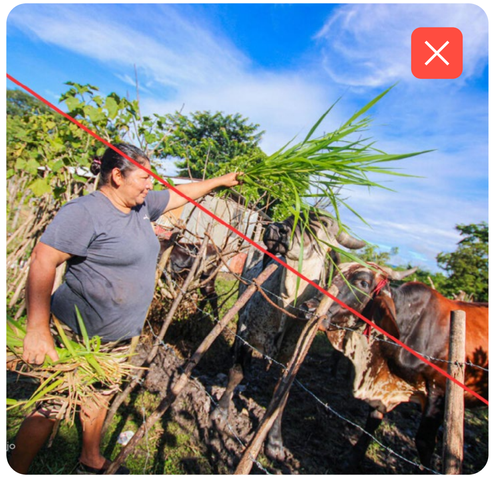
Full-frame
Wider framing helps anchor people and actions within their landscape, making each scene feel expansive.



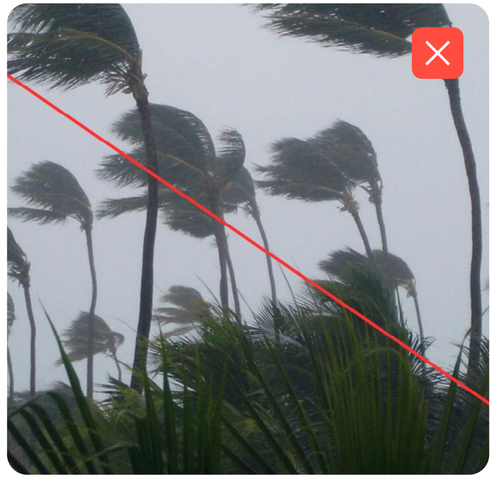
Flat to medium depth
A shallower depth of field is avoided in favour of keeping more of the scene readable. Focus falls off gently, creating enough separation to guide the eye while still preserving context and detail.



Avoid overly stylised images, such as those with lens flares.



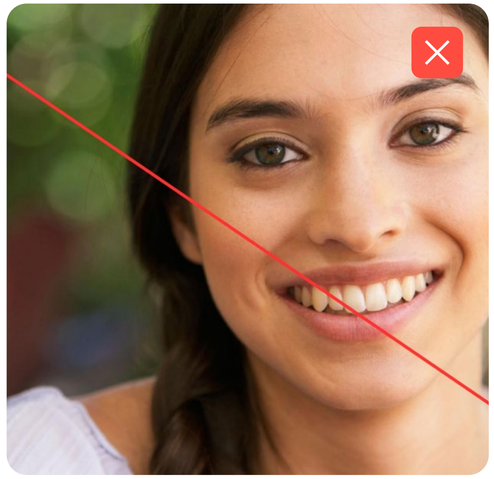
Avoid images with unusual or titled camera angles.



Avoid dark and negative feeling images.



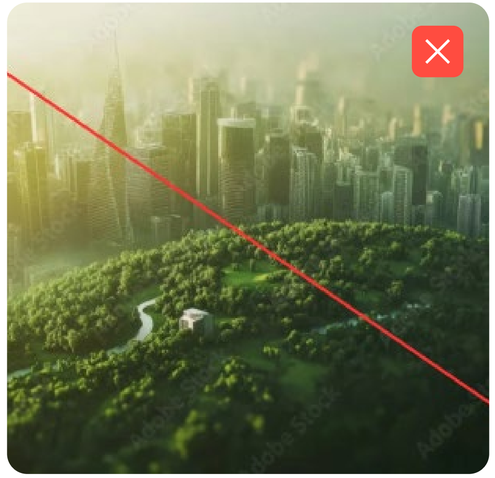
Avoid images with filters, like black and white or sepia tone.



Avoid images with extreme depth of field and bokeh in the background.



Avoid images with people or objects in complete shadow.

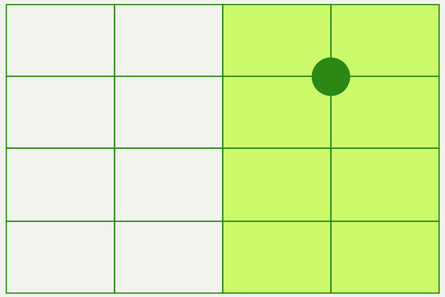


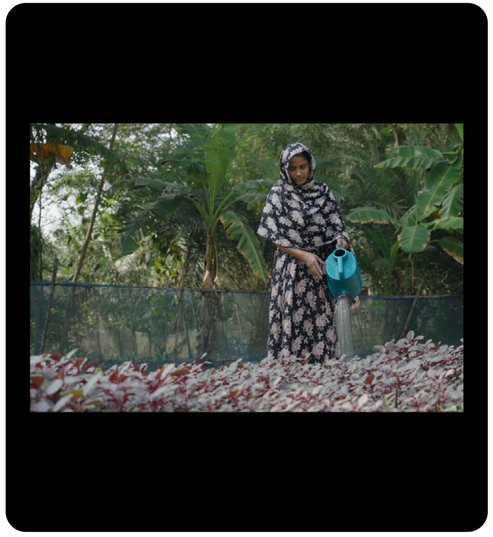
Avoid images generated by AI.

Composition

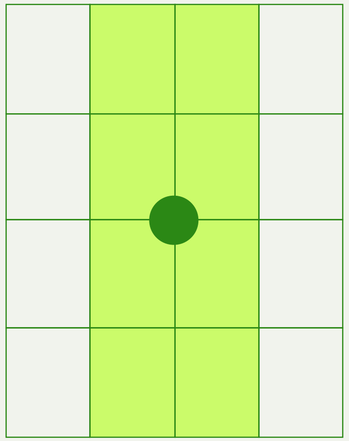
The grid is a simple tool for choosing images with clear, balanced composition. It helps us confirm that photography subjects sit in strong, intentional positions.

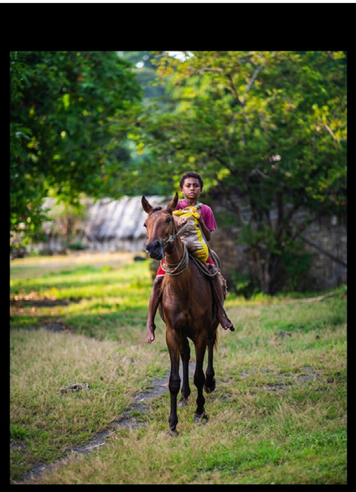
Single subject



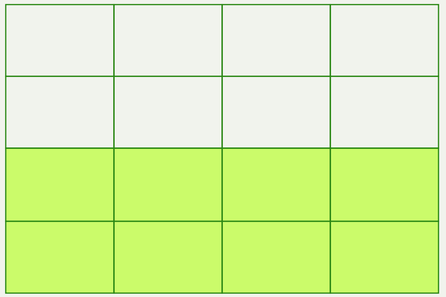


Single subject



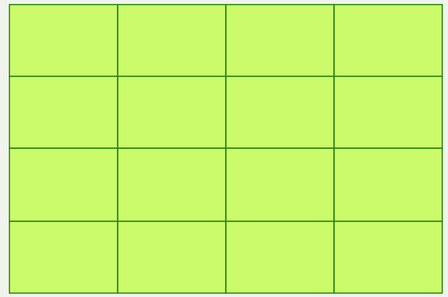


Multi-subject





Textural

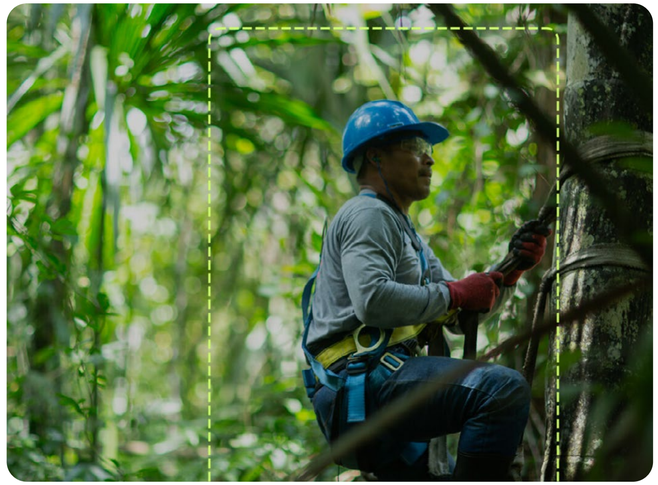




Perspective

Perspective and camera position can shape the story, whether we're close to someone's experience, observing from a distance, or looking from above. The GCF brand should tend toward consistent viewpoints, including both human-scale shots and aerial views.

Human scale, close up



Human scale, at a distance



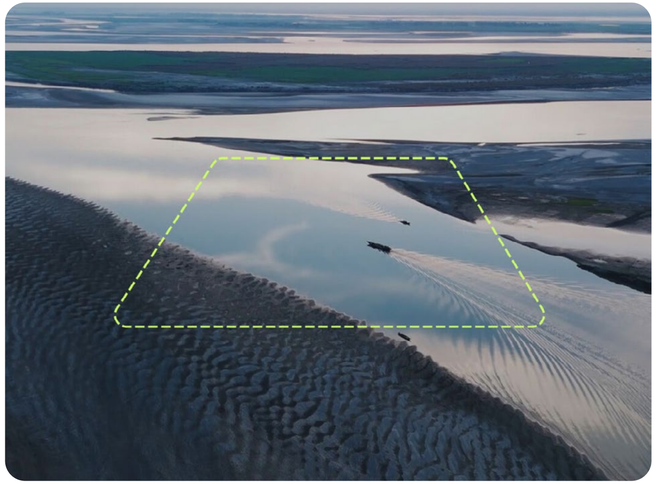
Human scale, upshot



Human scale, zoom/punch in



Aerial, tilted

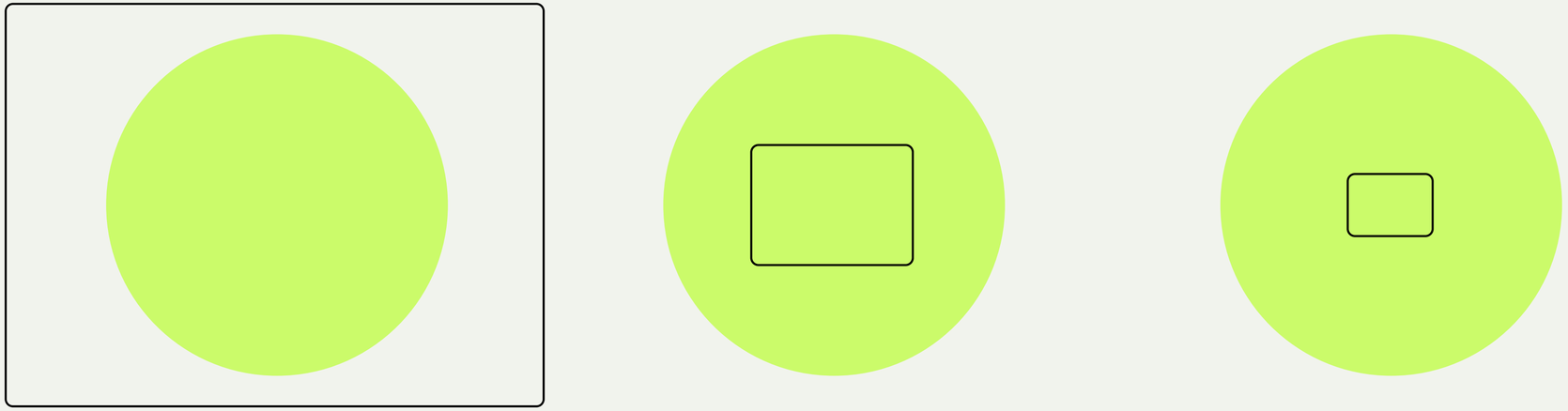


Aerial, overhead



Subject matter

Globally, our photography should reflect the different scales of work and impact GCF supports, from broad-scale environments to detailed, human-scale stories. It starts with regions and countries at a macro level, narrows into ecosystems where relationships and systems come into focus, and moves to people and technologies, where individual actions and project developments shape the story.



Regions & Countries **Ecosystems** **People & Technologies**

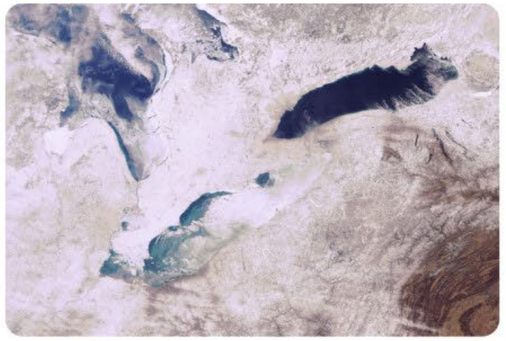
Macro ⟷ Micro

Regions and countries

Regions and countries are represented by extra large-scale views that reveal the character of entire landscapes – geography, weather patterns, and climate phenomena. These almost abstract images establish broad context, showing how places look and change at a regional and country scale.

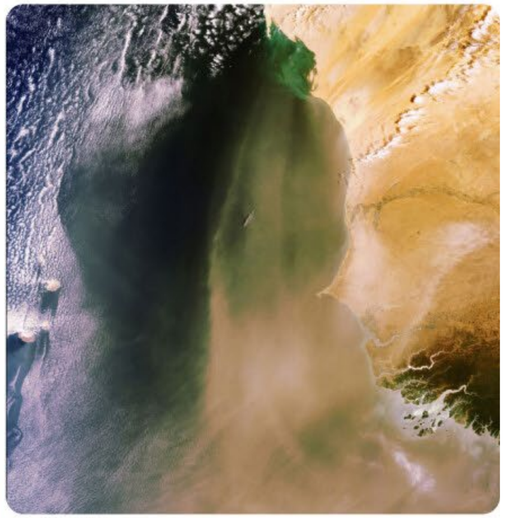
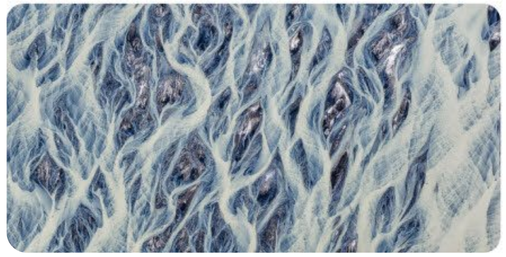
This scale of imagery should be used sparingly to avoid coming across as an aeronautics or weather-related organisation. One key application is the representation of countries and regions on the GCF website.

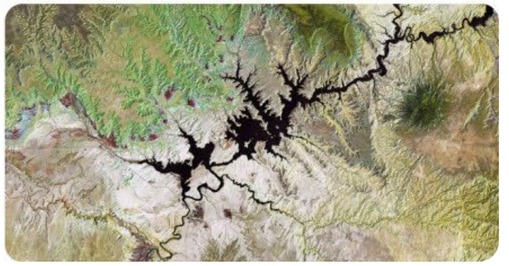
Please contact the Department of Communications before using this kind of photography.





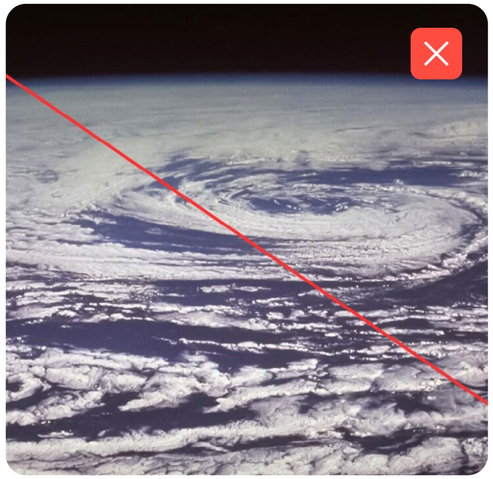



Regions and countries

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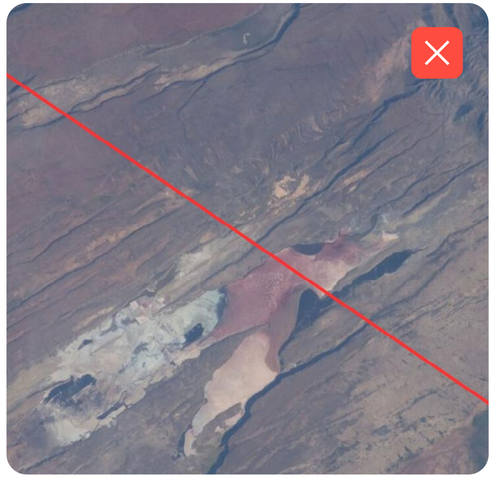
Avoid images that zoom out too far from Earth or feel too space-like.



Avoid images with highly contrasting colours, which can feel unnatural.



Avoid images that feel overly flat or lack distinctive forms.

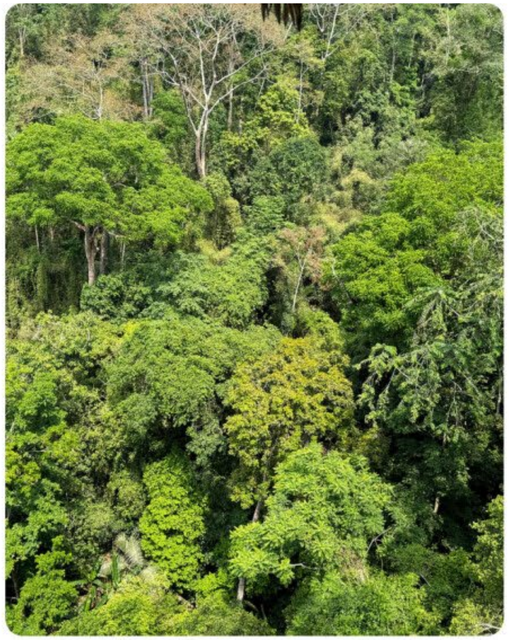


Avoid images with unusual perspectives or angles that aren’t flat.

Ecosystems

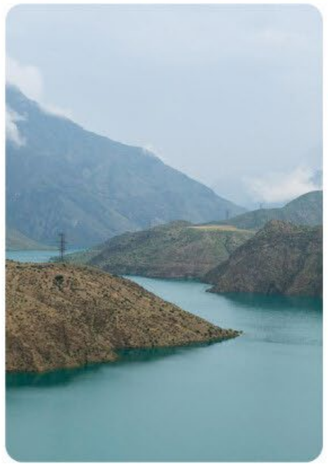
Ecosystems are visualized with wide views of rural and urban environments, infrastructure, and natural systems. These images show how landscapes function, how resources move, and how people, wildlife, and technology interact within a shared environment.







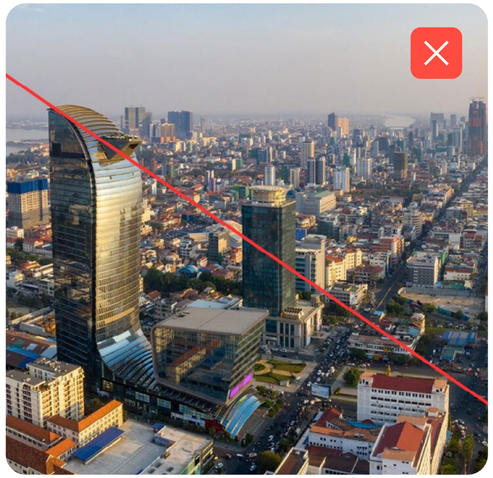




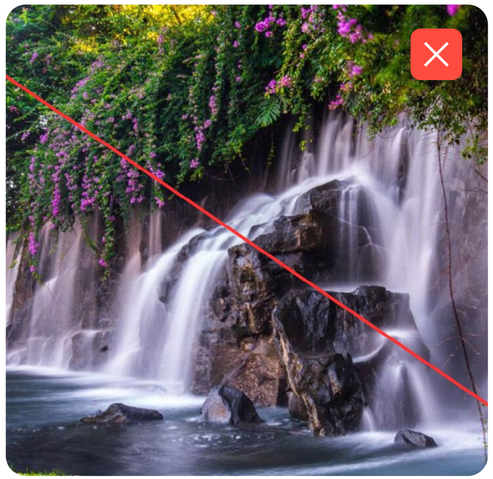


Ecosystems

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Avoid images with noisy or nondescript subjects.



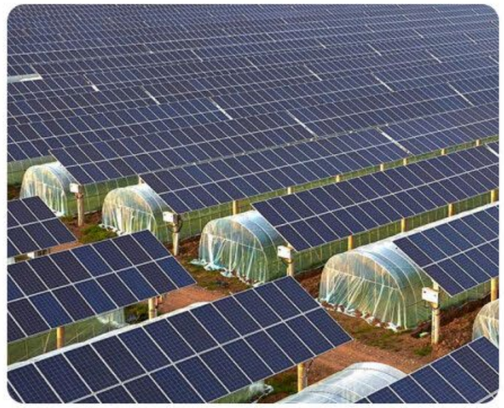
Avoid stylised photography, e.g. long exposure.

Technologies

Technology photography focuses on real-world climate solutions in use, showing infrastructure, tools, and people working together in context. Images should feel practical and grounded, highlighting function and impact rather than abstraction or spectacle.



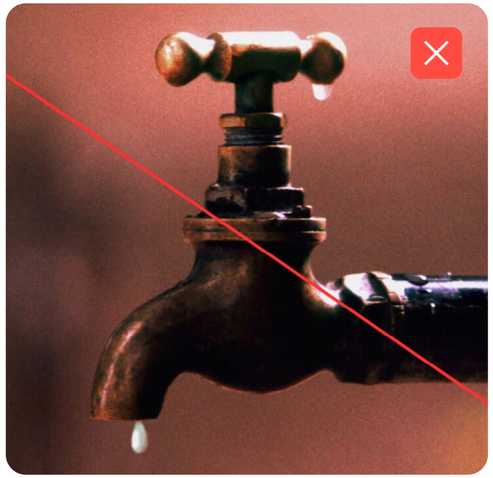


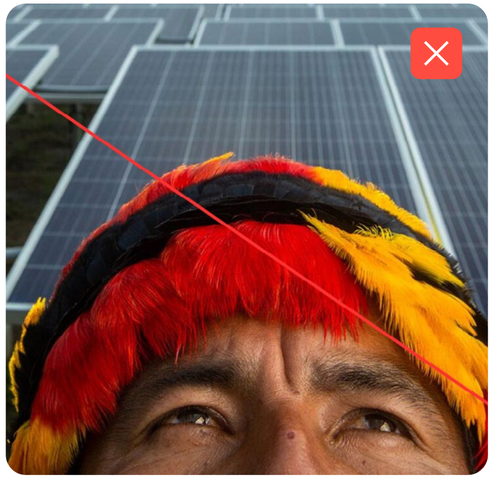



Technologies

Technology photography focuses on real-world climate solutions in use, showing infrastructure, tools, and people working together in context. Images should feel practical and grounded, highlighting function and impact rather than abstraction or spectacle.



Avoid overly zoomed in images focusing on a single object.



Avoid images where interaction with the technology feels staged.

People

Human-centered scenes that heroise partners and local contributors by showing them in action, demonstrating their expertise. These images bring GCF communications to a personal level, connecting broader environmental and technological themes to real people and their lived experiences.

We handle the selection and usage of photography of people with care. Imagery should accurately and respectfully portray local partners and beneficiaries associated with a given project, program, or subject. Avoid randomly applying photography of people to communications on broad or abstract topics like financial reports.











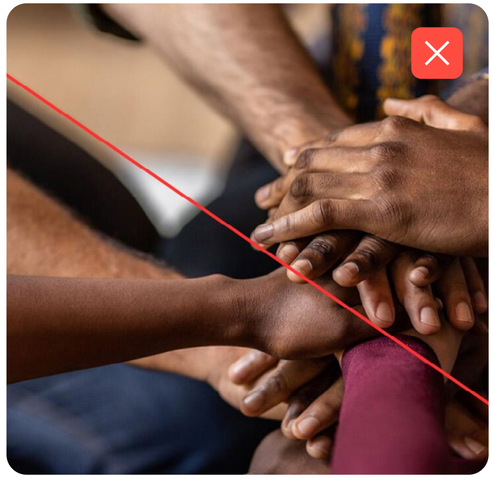
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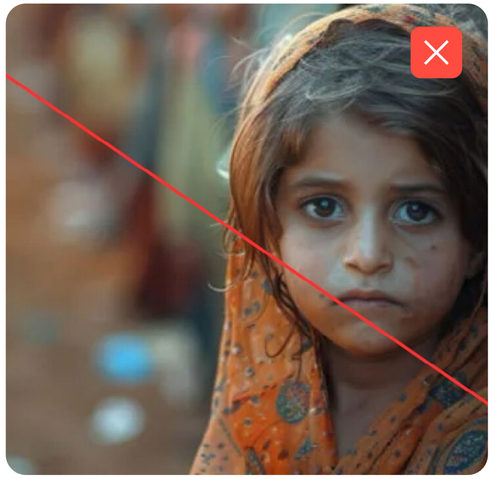
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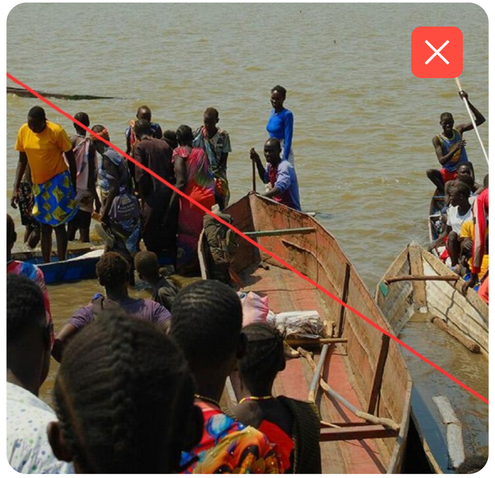
Avoid overly staged images of people.



Avoid clichéd gestures, poses or actions.



Avoid overly emotive, sensational, exploitative or stereotypical imagery (e.g. “poverty porn”) when the communication is not directly about the content of the image.



Avoid busy images where the focal point isn’t immediately clear.

Section B

Verbal identity

1.0	Introduction	B2
2.0	The GCF name	B4
3.0	The GCF logo	B6
4.0	Terms and conditions	B21
5.0	Principles and criteria	B24
6.0	Reporting and review	B26

CONTENTS

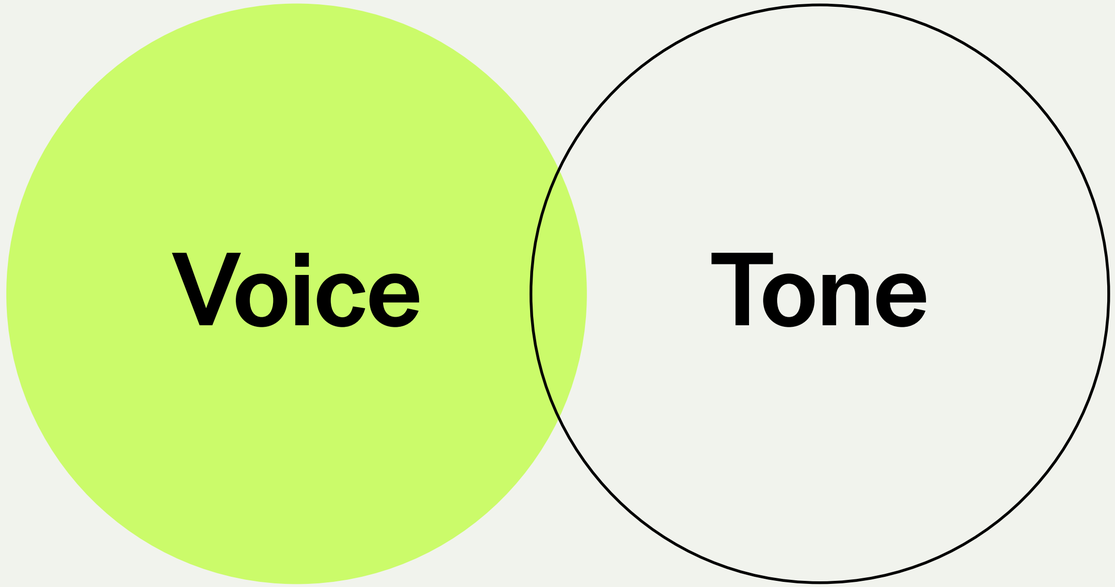
Our brand voice and tone shape how GCF communicates and how others perceive our impact. Through carefully chosen words, we make climate finance more transparent, engaging, and accessible.

This guide helps us apply the brand voice consistently and better highlight the impact we achieve with our partners.

1.0 Introduction

CONTENTS

Voice and tone are two interconnected yet distinct components. Our voice remains consistent, while our tone allows us to adapt to different audiences and contexts.



The core of our brand; deeply connected to our DNA, values and culture

A set of dials that allow us to adjust the strength and quality of our writing

2.0
Brand voice

CONTENTS

The following text describes the consistent elements of the GCF voice, reflecting the nature of our organization, our strengths, and our values.

The Impact Multipliers

As the world’s climate finance partner and fund of choice, GCF brings together the resources and networks needed to drive climate action in developing countries, multiplying impact through our specialised approach.

We are strategic climate finance experts with a voice that is impartial, pragmatic, and results-focused. We are transparent and accountable in how we work, and collaborative in how we speak about and speak with our partners.

Although our voice is grounded in evidence and data, our message is accessible and inclusive. We simplify the complexities of climate finance and use plain language that resonates across borders. Our narratives work on multiple levels, balancing our global strategy and impact with the voices and realities of the countries we serve.

Given that we serve the world’s most climate-vulnerable countries, we combine our financial pragmatism with empathy, recognising the human impact behind every investment decision.

The same principles that shape our visual identity influence the way we communicate.

Fortified

Why we exist
GCF builds support structures for stronger institutions, today and in the long term. We express this principle through concepts such as building and creating structures, and through designs and communications that convey reliability and stability.

Inclusive

Why we exist
GCF builds support structures for stronger institutions, today and in the long term. We express this principle through concepts such as building and creating structures, and through designs and communications that convey reliability and stability.

Multiplicative

Why we exist
GCF builds support structures for stronger institutions, today and in the long term. We express this principle through concepts such as building and creating structures, and through designs and communications that convey reliability and stability.

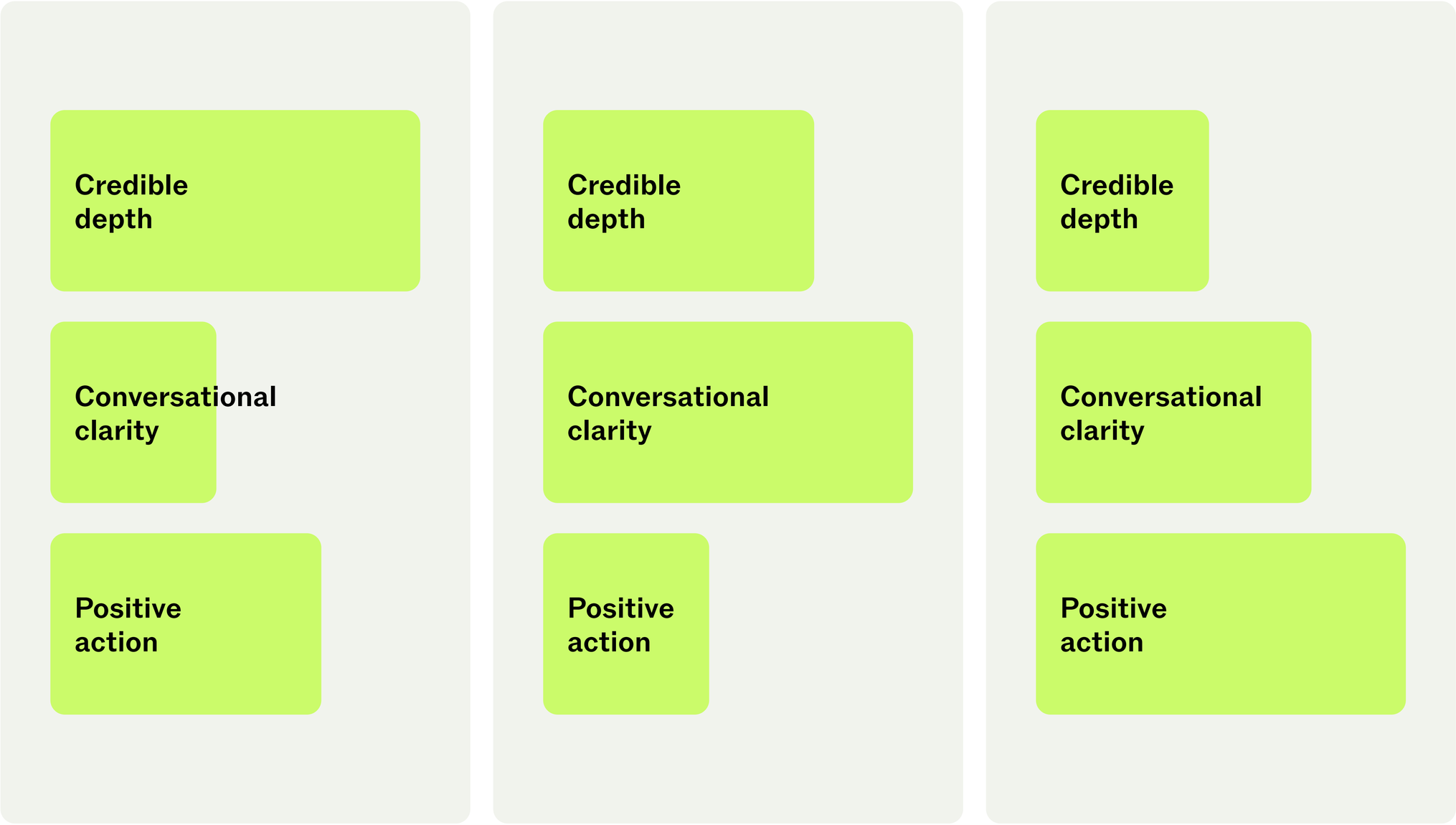
Adaptive

Why we exist
GCF builds support structures for stronger institutions, today and in the long term. We express this principle through concepts such as building and creating structures, and through designs and communications that convey reliability and stability.

3.0
Tonal dials

CONTENTS

Our writing style can be adjusted by dialing three dials up or down to create the desired tone. This flexibility allows us to adapt the GCF voice to different audiences and contexts.



This dial conveys seriousness and credibility. We reinforce a trustworthy perception by focusing on fact — like concrete experience and performance — rather than opinion or sensationalism. We are impartial, measured in our claims, and committed to important details. We demonstrate our impact through data and back up our claims with evidence.

Credible depth

Conveys trust and credibility as a leader in climate finance

What we don’t mean

Too much credible depth can lead to language that’s impenetrable, dry, and overly formal. If readers are tripping over facts and jargon, it’s hard for them to understand our message.

Tactics supporting credible depth

Ground claims in evidence

We lead with specific data and cite our sources. We show our methodology and explain how we calculate impact. We distinguish between what we know (established fact), what evidence indicates (strong support), what we estimate (projection), and what we believe (our position). Every claim must be defensible.

Acknowledge uncertainty

We use hedging language (“might,” “could,” “would”) when discussing future scenarios or emerging research; but we speak directly about established facts, scientific consensus, and measurable outcomes. We’re impartial in our reporting and honest about limitations; this transparency strengthens rather than undermines our authority.

Be precise, not emphatic

We avoid intensifiers that weaken credibility. Instead of “very significant” we say “statistically significant.” Instead of “extremely important” we say “cost-effective.” We use exact numbers over approximations.

This dial brings a human tone and ease to our writing. Instead of sounding instructive or detached, there's a peer-to-peer quality to our writing. We simplify complex topics, bringing clarity through plain language. We take an iceberg approach, layering information so people can engage with the big picture, the granular details, or both.

Conversational clarity

Simplifies the complex and makes our message more accessible

What we don't mean

Always keep our target audience in mind. If we overuse this dial and tip too far towards informal, we risk diluting our message, oversimplifying topics, or undermining our expertise.

Tactics supporting conversational clarity

Layer information like an iceberg

We use headers and sub-headers to ease people into our message. We break long paragraphs into shorter ones. In terms of structure, we start with the summary, explain what happened, show why it matters, then provide concrete details. With this approach, people can engage at whatever level they need.

Plain language over jargon

We replace business-speak with common words, e.g. We don't "deploy resources," we "provide funding". We use normal verbs ("use, start, try") instead of "utilise, commence, endeavour". When we use technical terms, we explain them. We avoid uncommon phrases that might alienate non-native English speakers.

Headers should inform rather than describe

Instead of "An open, partnership organisation" (example header on website About page), we draw from the first sentence of the body copy to form the header: "GCF operates through a network of more than 200 Accredited Entities."

This dial helps us communicate in a way that frames GCF as operationally efficient, solutions-oriented, and active. This marks a departure from the fund's working process in years past. Rather than tend toward highly urgent or fear-based climate crisis messaging, we focus on positive action.

Positive action

Brings an action-oriented, optimistic quality to our writing

What we don't mean



Optimism doesn't mean ignoring challenges or overpromising. We avoid sounding like an NGO or advocacy organisation—our role is to deliver finance and enable climate action, not campaign for it.

Tactics supporting positive action

Front-load the action

Skip the set-up and open with the most interesting and impactful part. We restructure headers and body copy to put impact first: “GCF achieves record-breaking year as Board channels USD 3.26 billion” instead of “Board channels USD 3.26 billion, making this a record-breaking year.”

Lead with solutions, not problems

Acknowledge complex challenges while focusing on solutions and the progress we have made with our partners. Structure content to open with an optimistic, action-oriented headline, state the challenge briefly, then dive into what’s being done and the impact achieved.

Know when to step back

Although best practice is to use the active voice, we use passive voice strategically—when we need neutrality, when the action matters more than the actor, or when we want to avoid assigning blame. For example, “GCF delivered these projects,” not “These projects were delivered by GCF.”

CONTENTS

4.0
Brand language examples

Boilerplate

GCF is the world’s climate fund for developing countries.

We mobilise and deliver climate finance at scale, strengthen national and regional institutions, and connect partner networks globally to create transformative impact.

GCF is the primary financial entity of the United Nations Framework Convention on Climate Change (UNFCCC) and serves the Paris Agreement. To promote systems-level change, GCF finances a wide range of adaptation and mitigation projects and programmes, based on a country-owned approach.

The Fund has over USD 22 billion committed across 137 developing countries.

Who we are

GCF is the world’s climate fund for developing countries.

What we do

We mobilise and deliver climate finance at scale, strengthen national and regional institutions, and connect partner networks globally.

Why we exist

GCF exists to support global climate ambition by facilitating systems-level change and delivering impact at scale across developing countries.

Our vision

50 by 30: Scale to USD 50 billion by 2030 and be the climate finance partner and fund of choice.

GREEN CLIMATE FUND

Thank you

November 2026