



GLOBAL
CENTER ON
ADAPTATION



GLOBAL
COMMISSION ON
ADAPTATION

GCA

BRAND GUIDELINES

November 2019

Our Work



GLOBAL
CENTER ON
ADAPTATION

The Global Center on Adaptation works as a solutions broker to accelerate action and support for adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future.



GLOBAL
COMMISSION ON
ADAPTATION

The Global Commission on Adaptation moves communities, cities and countries to pro-actively prepare for the disruptive effects of climate change with urgency, fierce determination and foresight, so we can take advantage of the best, most cost-effective solutions, reduce risk and come out stronger.

Presenting ourselves in a unified and cohesive way is key to strengthening our reputation with our partners and increasing our impact around the world.

Our brand guides us on how to behave and operate as an organization. It tells us how to present ourselves in all internal and external communications.

This book serves to ensure that the Global Center on Adaptation that someone sees in China is the same Global Center on Adaptation that someone sees in Miami.

Tone of voice

1. Professional
2. Responsible
3. Intelligent
4. Pioneering
5. Authoritative
6. Respected
7. Prestigious

The Global Center on Adaptation is an international organization. It's important that we speak with the same voice, the same look and with one set of strategic goals.

Of course we must adapt to local conditions and ways of communicating but this must be done within the parameters of an international ethos. This is all the more important when online platforms increase the visibility of the organization globally.

When we communicate, what we write should describe our innovative work in a confident and engaging way. This is where an agreed tone of voice comes in. It expresses to new and existing audiences who we are and what we do. By using a consistent tone of voice we can build (or reinforce) a sense of trust and authority in the reader.

Tone of voice

At the Global Center on Adaptation we talk about ourselves in the first person to establish a sense of a conversation on equal terms with the intended audience (so “we” and “our”). Try to avoid jargon and specialist language as much as possible, spelling out acronyms and getting to the point quickly. This is not dumbing down as much as demonstrating to our intended audience that we understand that they are busy and want to find the information they are looking for as quickly as possible.

- ☒ Never use a long word where a short one will do.
- ☒ If it is possible to cut a word out, always cut it out.
- ☒ Never use the passive where you can use the active.
- ☒ Never use a foreign phrase or a jargon word if you can think of an everyday English equivalent

The Logos

FYI
The logo
font is
Owen S.
Medium

Full colour

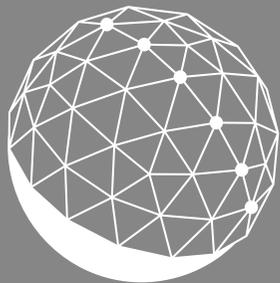


**GLOBAL
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ADAPTATION**

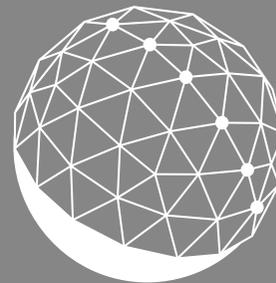


**GLOBAL
COMMISSION ON
ADAPTATION**

White out version



**GLOBAL
CENTER ON
ADAPTATION**



**GLOBAL
COMMISSION ON
ADAPTATION**

Exclusion zones

An exclusion zone defines the minimal distance from the edges of either logo and should not be compromised.

Please do not

- / Fill logo with a texture or image
- / Skew or distort logo in any way
- / Use a 3D version of the logo unless creating a physical version. (i.e. signage etc)
- / Do not use the logo in any other color except the approved color version above
- / Do not change the proportions or elements of the lockup
- / Do not add or attach any taglines as a lockup



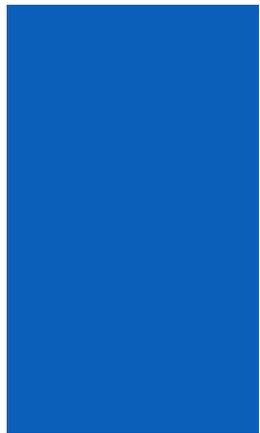
Country specific logos



A country specific logo can be generated on request. Please contact:
alex.gee@collingwoodworldwide.com

Main brand colours

Center



Colour codes

RGB 11, 95, 186
CMYK 89, 61, 0, 0
Hex 0B5FBA
Pantone 300 C

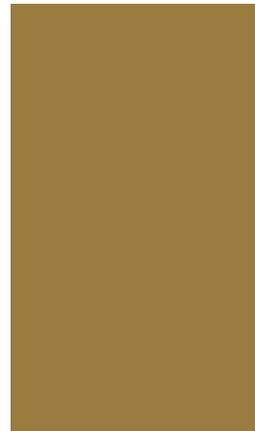


Colour tones



Gradient

Commission



Colour codes

RGB 155, 124, 65
CMYK 32, 42, 77, 24
Hex 9B7C41
Pantone 132 U



Colour tones



Gradient

Neutral



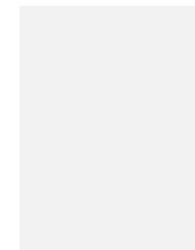
Dark Grey

134, 134, 134
0, 0, 0, 47
868686



Mid Grey

205, 205, 205
0, 0, 0, 20
CDCDCD



Light Grey

242, 242, 242
0, 0, 0, 6
F2F2F2

Colours Secondary (Center)

To be used sparingly



Colour codes

RGB 0, 139, 215
CMYK 80, 35, 0, 0
Hex 008BD7



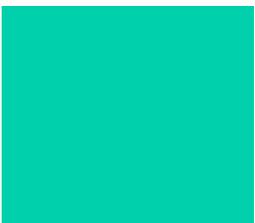
Colour codes

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CMYK 74, 5, 17, 0
Hex 00B0CE



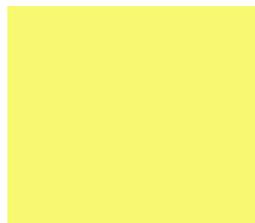
Colour codes

RGB 0,0,0,
CMYK 0,0,0,100
Hex 000000



Colour codes

RGB 0, 208, 171
CMYK 68, 0, 45, 0
Hex 00D0AB



Colour codes

RGB 249, 248, 113
CMYK 9, 0, 65, 0
Hex F9F871

Colour blind view

Protanopia-type



Deuteranopia-type



Font

Primary font

ROBOTO

Roboto is a Google font designed by Christian Robertson.
You can download it here: <https://fonts.google.com/specimen/Roboto>

Type

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

Figures

1 2 3 4 5 6 7 8 9 0

Special characters

' ? ' " ! " (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Weights

Thin *italic*

Light *italic*

Regular *italic*

Medium *italic*

Bold *italic*

Black *italic*

Secondary font

Secondary font

CALIBRI

Calibri is a sans-serif typeface family designed by Luc de Groot in 2002–2004. It is the default Microsoft font

Type

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

Figures

1 2 3 4 5 6 7 8 9 0

Special characters

‘ ’ “ ” ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Weights

Light *italic*

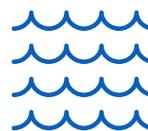
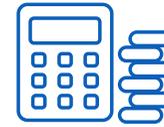
Regular *italic*

Bold *italic*

Iconography

An icon is a picture or symbol serving as a quick “intuitive” representation of a concept or idea.

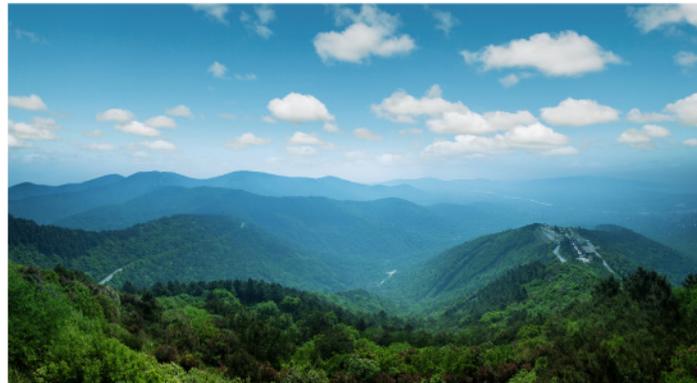
Consistency, readability, and scalability are the core parameters of any good icon.



Photography

Research organization Climate Visuals have found that “images that define climate change shape the way it is understood and acted upon”.

Rather than selecting the image of a polar bear on melting ice, research has shown that people respond to human pictures and stories. Images that show emotion and pictures of real situations make the story relevant to the individual. We should use pictures showing the direct impact of environmental issues on people’s daily lives as well as trying to indicate the scale of the impact.

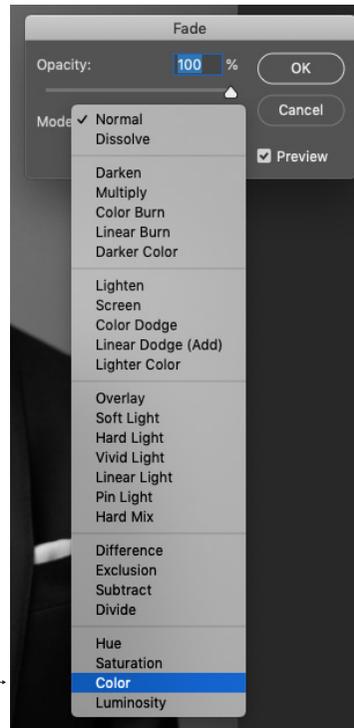


Photography (Commissioners)

As imagery of the Commissioners is not consistent, converting the images to black and white helps to make them more uniform.

To convert an image

- Open the image in photoshop.
- Hit Command-Shift-U on a Mac or Control-Shift-U on a PC to change the image to black and white.
- Under the Edit Menu scroll down to “Fade Desaturate...” or **⇧⌘F**.
- Then in the pop-up menu scroll down to Colour. —————



Original



Final version

Brand in use

GLOBAL CENTRE ON ADAPTATION

GCA BUSINESS PLAN 2020-2025

Unlocking Adaptation Solutions for Billions of People

EXECUTIVE SUMMARY

None of us can escape the consequences of climate change. None of us can turn a blind eye to what is happening right now, and what will happen in the future. All of us have a responsibility to tackle the causes of climate change and adapt to its impact. All of us – together!

Mark Rutter, Prime Minister of the Netherlands

EXECUTIVE SUMMARY

A POST-COVID PLAN FOR BUILDING GLOBAL RESILIENCE

AS THE WORLD CONTINUES TO RECOVER FROM MORE THAN A CENTURY, WE NEED TO BE BETTER PREPARED FOR THE NEXT CRISIS.

The Global Centre on Adaptation (GCA) has the vision of helping the planet and humanity to be better prepared for the next crisis. In the wake of the COVID-19 pandemic, we see the need to build resilience against future shocks. Emerging and developing countries are the most prepared for the arrival of COVID-19, but also the most vulnerable to the effects of climate change.

Ms Kiranmai, Vice Secretary General of the United Nations

THE GCA WORK PROGRAM 2020-2025

The Business Plan covers the period 2020 to 2025, and presents a vision for how we can change to build an adapted world for everyone.

In 2020, we will prioritise five key deliverables:

1. State and Finance in Adaptation: report
2. GCA's 2020 Support for climate vulnerable countries
3. The Global Governance and Resilience Action Tracks
4. The Bold Ideas
5. The Climate Adaptation Summit

THE GCA WORK PROGRAM 2020-2025

The GCA Work Program 2020-2025 is a vision for how we can change to build an adapted world for everyone. It covers the period 2020 to 2025, and presents a vision for how we can change to build an adapted world for everyone.

THE BOLD IDEAS

RURAL WELLBEING AND FOOD SECURITY

WORKING WITH NATURE FOR MORE RESILIENT INFRASTRUCTURE

WATER FOR URBAN GROWTH AND RESILIENCE

FINANCE

YOUTH LEADERSHIP

Through work on the Action Tracks, we asked what would need to happen to ensure the world is better prepared for adaptation action? What programs, policies and programs would be needed to support the new realities to come as we change these in our most vulnerable countries? To meet the demands of these new, 'global' realities, to push through the systemic change needed for real action, the first to be prepared in the context of power. Bold Ideas have been selected to tackle these global challenges. In working with Billions we've identified the following elements: a Bold Idea should be derived from one or more Action Tracks, help to focus efforts on the most vulnerable, and be the Global Centre's focus for urgent action and immediate impacts. It should also engage a wide range of partners from the public, private and NGO sectors prior to the Climate Adaptation Summit and encourage others to build on it. Climate a Bold Idea should be transformational, catalytic and innovative in changing frameworks, through the adaptation action can generate change, and creating a new baseline for adaptation and resilience.

Our Bold Ideas are consistent with the aims of the UN Climate Action Summit. They respond to the immediate challenges and focus on tangible solutions. They will have significant impacts, both for the resilience of the most vulnerable countries, and for higher level national and international opportunities for ongoing transformational change in approach, frameworks, thinking and ambition.

What they all have in common is that they reduce the boundaries of possibility for the climate-resilient world we must create together. Most importantly, they are ambitious, but we believe achievable – not in the next of being achieved – over the next decade.

We are uniquely placed to turn these Bold Ideas into reality. We have an extensive network of partners which gives us a wide ranging private and political profile. We are not just consulting the affected, we are using the resources, knowledge and capital that is already out there to not only understand, but to also drive the transformational change in approach, frameworks, thinking and ambition.

OUR VISION

Adaptation for the Sustainable Development Goals

Adaptation for the Sustainable Development Goals is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development.

OUR VISION

Adaptation for the Sustainable Development Goals is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development. It is the only biggest threat to sustainable development.

A FOCUS ON AFRICA

The GCA approach for SSA ownership and participation

The GCA works with national and government institutions to ensure SSA active engagement in and ownership of the adaptation agenda. The GCA works with national and government institutions to ensure SSA active engagement in and ownership of the adaptation agenda.

A FOCUS ON AFRICA

The GCA works with national and government institutions to ensure SSA active engagement in and ownership of the adaptation agenda. The GCA works with national and government institutions to ensure SSA active engagement in and ownership of the adaptation agenda.

THE TRIPLE DIVIDEND IN ACTION

AVOIDED LOSSES

INVESTING IN ADAPTATION YIELDS

AVOIDED LOSSES

ECONOMIC BENEFITS

SOCIAL & ENVIRONMENTAL BENEFITS

A TRIPLE DIVIDEND

AVOIDED LOSSES

INVESTING IN ADAPTATION YIELDS

AVOIDED LOSSES

ECONOMIC BENEFITS

SOCIAL & ENVIRONMENTAL BENEFITS

A TRIPLE DIVIDEND

Basic Elements of Climate Change Adaptation

Reduce (and Prevent)	Prepare (and Respond)	Restore (and Recover)
<ul style="list-style-type: none"> Aggressive research and development Climate resilient buildings and infrastructure Land-use planning Move from reactive to proactive (and resilient) Resilient education (investments) 	<ul style="list-style-type: none"> Early warning systems Person-based action (community preparedness) Disaster response Threats to resilience 	<ul style="list-style-type: none"> Insurance and risk finance mechanisms Person-based action (community preparedness) Disaster response Threats to resilience

OUR FOCUS ON AFRICA

Adaptation can open up new markets and provide a much-needed booster shot for the global economy. It is not the right thing to do, it is the right thing to do.

Brand in use





GLOBAL CENTER ON ADAPTATION



20/20 ADAPTATION PROFESSIONALS PROGRAM

The 20/20 Adaptation Professional Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

Objectives

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Profiles

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The 20/20 professional network offers unique opportunities for professionals to work together on a global scale.



GLOBAL CENTER ON ADAPTATION

OUR WORK | GLOBAL COMMISSION ON ADAPTATION | SOLUTIONS | NEWS | RESOURCES | EVENTS | ABOUT | CONTACT





Mangrove planting can help prevent coastal erosion

In the News

View all



Asian scale up of climate adaptation efforts with nature-based measures
dutchwatersector.com
18 July 2019



Act now to accelerate adaptation: World Bank CEO
thedailystar.net
19 July 2019

Press releases

Press release copy would flow in here like this over a couple of lines so that people get an idea of it's contents

19 July 2019 [More >](#)



MIAMI HERALD
Miami wants to make the case to the world that climate proofing is worth the cost



DAVOS
Global leaders call to accelerate adaptation



The Global Commission speaks out in Katowice

[More >](#)

Popular Videos



How Miami is responding to rising sea levels



How coastal communities are adapting in Kiribati



An introduction to the GCA



Mayor Francis Suarez on what Miami can learn from Rotterdam

[MORE >](#)



GLOBAL CENTER ON ADAPTATION

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E: info@gca.org

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Brand in use





GLOBAL COMMISSION ON ADAPTATION

Water Action Track

To thrive under climate change, humanity faces two urgent imperatives: Sustaining an Earth system with a suitable environment and Building the resilience of human systems to change. Water is vital to achieving both.

Our Goal: By 2030, The Commission calls for ensuring the resilience of natural and managed freshwater systems and of the critical human systems dependent upon water, reducing risks to over 2.5 billion people currently facing high water stress and to the nearly 150 million annually impacted by floods and droughts.

Meeting these aims requires work at interdependent, but often fragmented scales of natural systems and human governance: strengthening national preparedness and adaptation, fostering basin-scale water system resilience, and building the resilience of human systems reliant on water. Accordingly, responding to these imperatives and urgent goal, the Commission will champion three **Priority Water Actions**.

1. Water Resilience Preparedness

By 2030, **assist at least 50 countries to address climate change risks in their water systems**, for instance by linking with NDCs, to prioritize integrated planning and execution of comprehensive flood and drought management to advance preparedness for and risk mitigation of water extremes. Work to align and leverage bilateral and multilateral financial flows and to strengthen national to local policy coherence.

Partners pledge immediate and sustained action in 15 delta countries to support disaster risk reduction and water resilience preparedness; and to generate reliable, timely and accurate hydrological outlooks to inform water management and adaptation planning. By 2025, partners pledge to support at least 30 countries to access finance for water-informed National Adaptation Plans and to improve flood and drought management.

Leaders include Alliance for Global Water Adaptation, Delta Coalition, Global Water Partnership, International Water Management Institute (IWMI), The Netherlands, World Bank, World Meteorological Organization, and World Resources Institute (WRI).

During the Year of Action, leading partners will work to build partnerships, align capabilities and mobilize resources to build preparedness in 20 countries by 2025, and to develop a Roadmap to 2030.








GLOBAL COMMISSION ON ADAPTATION

OUR MISSION

NEWS

EVENTS

ACTION TRACKS

YEAR OF ACTION

RESULTS



"Without urgent adaptation action, we risk undermining food, energy and water security for decades to come. The costs of adapting are less than the cost of doing business as usual and the benefits are many times larger"

BANK KI-MOON, 8TH SECRETARY GENERAL OF THE UNITED NATIONS

Damaging climate impacts are here, and getting worse every year. They are hitting the poorest and most vulnerable hardest. We can continue to reduce global poverty and drive economic growth despite climate change's formidable challenges, but only if societies move faster and invest more in climate adaptation. Thanks to human ingenuity and technological change, progress is being made, but it is largely piecemeal.

The Global Commission on Adaptation seeks to accelerate adaptation action and support by elevating the political visibility of adaptation and focusing on concrete solutions.

LATEST



El mensaje de Bachelet desde Washington: "Los que hablan de estabilidad fiscal, necesitan abordar los riesgos climáticos"



V20 collaboration to climate proof economic growth



Vietnam joins the GCA

MORE

FILM



Mount Kenya: A View of Climate Impacts and Opportunities



How Miami is responding to rising sea levels



How coastal communities are adapting in Kiribati



GLOBAL COMMISSION ON ADAPTATION

Richardson B. Durrant
T: +1 202 462 07700
E: info@gca.org

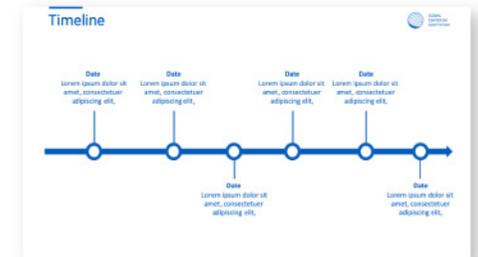
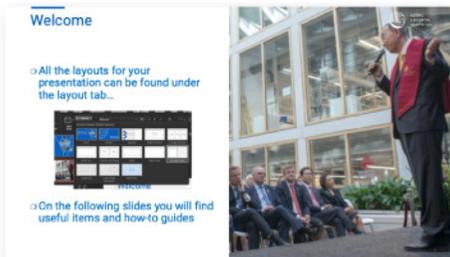
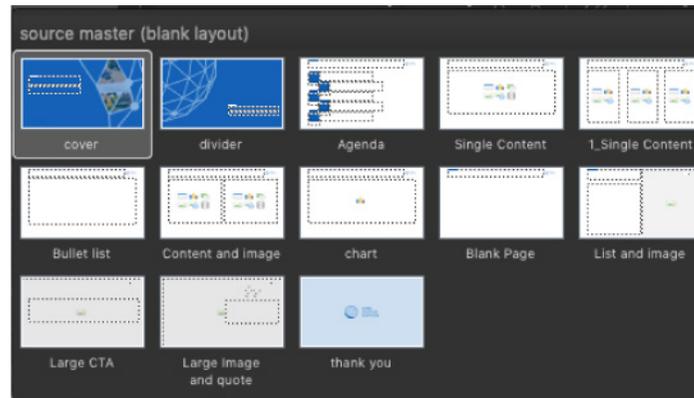


WORLD RESOURCES INSTITUTE

Phoebe Pilkington
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PowerPoint – Global Center

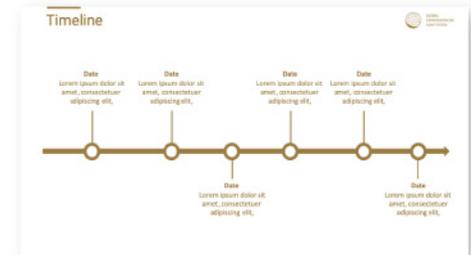
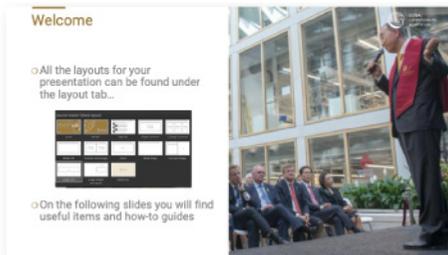
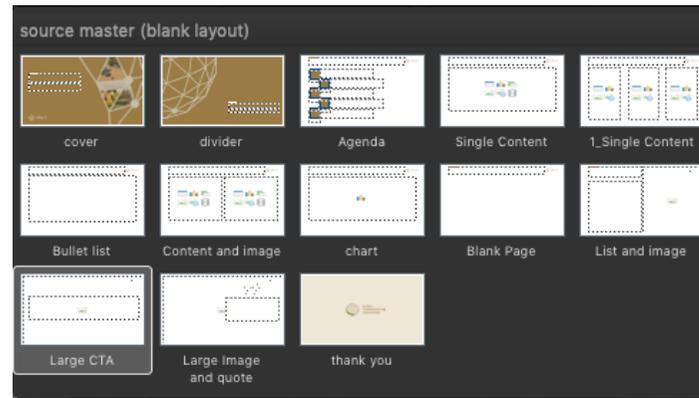


Example Table

2019 Events	Location	Date
CB&I3	Addis Ababa	April 1-4
49 th session of the IPCC	Kyoto	May 8-12
ECCA 2019	Liban	May 28-31
Spring meetings of IMF and World Bank	Washington DC	April 12-14
Resilient Cities Congress	Bonn	June 26-28
GDG summit	Oaxaca	June 28-29
World Water Week	Stockholm	August 25-30
UNSG Climate summit	New York	September 23
Chatham House Climate Change Conference	London	October 7-8
COP25	Santiago	November 11-22



PowerPoint – Global Commission



Example Table

2019 Events	Location	Date
CSA13	Addis Ababa	April 1-4
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GDP25	Santiago	November 11-22

