

# BRAND GUIDE

These guidelines have been developed to guide use of the COP14 logo



COP14  2022

## Introducing the COP14 logo

This is the official logo of the 14th Conference of the Parties to the Convention on Wetlands or COP14.

The logo has been designed to reflect the theme of COP14: Wetlands Action for People and Nature, signifying harmony of all life on the earth. Continuous and curly lines outline the profiles of human faces and rare and endangered wetland species, including the Crested Ibis, Yangtze Alligator, Milu Deer and Finless Porpoise. Different colours are used to convey the vibrance of wetlands. At the bottom of the logo, Wuhan, the hosting city of COP14 2022, is presented in the form of a seal.



## Who can use the logo?

The logo is freely available to be used for all non-commercial purposes, providing the following guidelines are followed in its application. This applies to all types of printed and digital materials.



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## Clear space

To ensure clarity and consistency across applications of the logo, always maintain the specified amount of clear space around it.

Please avoid linking to or crowding the logo with text, photographs, borders or other elements. The clear space around the logo should always be proportional to the logo size and never differ proportionally from the diagram provided. Regardless of the logo size, the clear space area surrounding the logo should always be the height of the “**COP14**” text.

X=the height of **COP14**

- Clear space



## Applying the logo on coloured backgrounds

Use of the logo on different coloured backgrounds is permitted to fulfil different application requirements.



## Applying the COP14 logo alongside other logos

When using the COP14 logo alongside others, please ensure the COP14 logo is placed to the left of other logos.

The distance between the logo and other logos or branded materials should be twice the height of the text: “**COP14 2022**” within the logo. Please see the diagrams provided.



**COP14 2022**

