



E3G

LONDON CLIMATE ACTION WEEK: LOGO RESOURCES AND VISUAL IDENTITY GUIDE

London Climate Action Week (LCAW), co-organised by E3G and the Greater London Authority (GLA), takes place on 1-8 July. Supporters, partners and participants are invited to use and share materials to promote events and the visual identity of the week.

- > The LCAW logo was created by Carter Wong Design pro bono, at the request of E3G and in conjunction with Project Everyone. **The GLA has a policy of not producing official sub-logos so this is not supported by the GLA** but is an independent visual identity for event organisers to use and will be managed by E3G.

Download all versions of the E3G London Climate Action Week logo here:

<https://tinyurl.com/y32gro2f> (copy and paste to browser)

- > The design concept evokes the London urban architectural identity and incorporates the iconic Sustainable Development Goals symbol showing how **tackling climate change is crucial to supporting all sustainable development outcomes.**
- > All participants in LCAW are **encouraged to use and distribute the logo** in all online and offline promotional materials.
- > This logo can be used in conjunction with the London Climate Action Week hashtags: **#LDNClimateAction ; #LCAW2019 ; #ZeroCarbonLondon**
- > This logo can be used in conjunction with other logos supporting LCAW.
- > Please **only use the original images** accessible via the link above to ensure the highest quality.
- > **Use .PNG files for a 'see-through' version** of the logo i.e. for smoother appearance on top of background colours.
- > **Use the RBG files for Twitter.**
- > E3G reserves the right to invoke copyright protection in order to prevent usage not in line with the purpose and ethos of LCAW. It can only be used for non-commercial purposes.

