

Blue Skies & Net Zero 2050 Visual Guidelines

November 2020 (Version 1)

Campaign Secretariat



Blue Skies & Net Zero 2050 Logo

The Blue Skies and Net Zero 2050 is an immediate representation of the organization and its vision to the world.



English Logo

Click [here](#) to download the logo



Korean Logo

Click [here](#) to download the logo

Sizing

Minimum sizing: The Blue Skies and Net Zero 2050 must be clearly visible and reproduced consistently. For this reason, a minimum size of 30mm (3cm) has been established.



Recommended sizing:

Recommended size for reproduction across various A series formats are as follow:

- A5 paper: 45mm
- A4 paper: 60mm
- A3 paper: 90mm



Incorrect Usage



Do not alter the colors of the logo.



Do not rotate or skew the logo in any way.

When using in Social media, please ensure that the icon is in high resolution. (Not blurry or pixelated).

Exclusion Zone

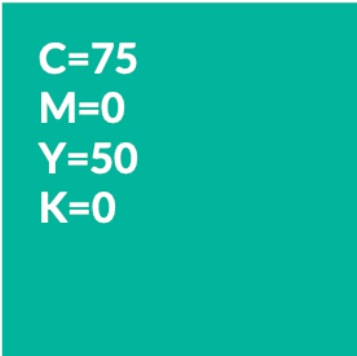
In order to maximize the visual presence of the logo, be sure that the surrounding area is clear of any other graphic elements or text.



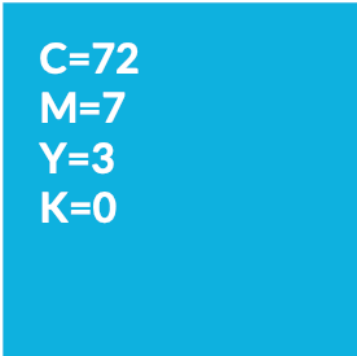
Identity Colors

The Blue Skies and Net Zero 2050 visual identity uses *two core colors* and *two secondary colors*. The Blue Skies and Net Zero 2050 green and blue. These should form the basis of all the campaign communication materials.

Core Colors

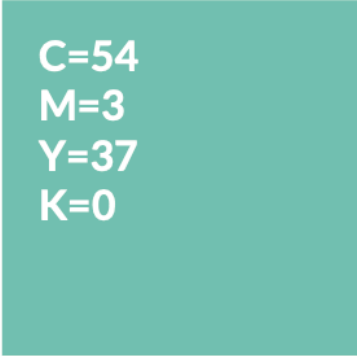


C=75
M=0
Y=50
K=0

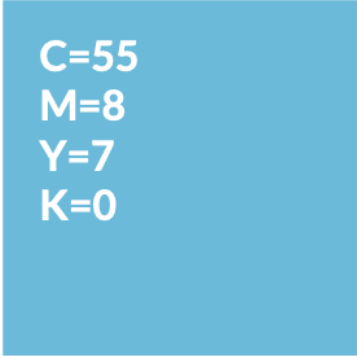


C=72
M=7
Y=3
K=0

Secondary Colors



C=54
M=3
Y=37
K=0



C=55
M=8
Y=7
K=0

Graphic pattern

Click [here](#) to download the graphic pattern

