

BRAND GUIDELINES.

Version: March 2026

CORE BRAND IDEA

Climate Week Zurich (CWZ) is an independent, European-minded platform based in Zurich that convenes business, finance, science, policy, and civil society to accelerate practical climate action. We curate conversations and showcase solutions that move from vision to implementation, connecting city energy with alpine resilience.

CWZ exists to help organisations learn, partner, and act, so that climate progress becomes visible, measurable, and repeatable. We operate year-round and culminate in our flagship week in May.

These guidelines codify how we look, speak, and show up everywhere. Use them to ensure consistency and clarity across all communications.



OUR LOGO

The CWZ logo is the most recognisable expression of our brand. It consists of two fixed elements; the icon and the logotype, that must always appear in the approved relationship and proportions. Do not redraw, rotate, stretch, or add effects to any part of the logo.

Icon. The icon distills our setting and purpose, Zurich's lake and mountains, movement and momentum, into a simple, contemporary mark suitable for digital and print.

Logotype. The wordmark is set in Anton for a confident, modern presence. It balances approachability with authority and performs well at small and large sizes.

Clear space. Keep a minimum clear space around the logo equal to the height of the "C" in CWZ on all sides. No text, graphics, or edges may enter this zone.



Minimum sizes:



Digital: height \geq 24 px.



Print: \geq 10 mm / 1cm

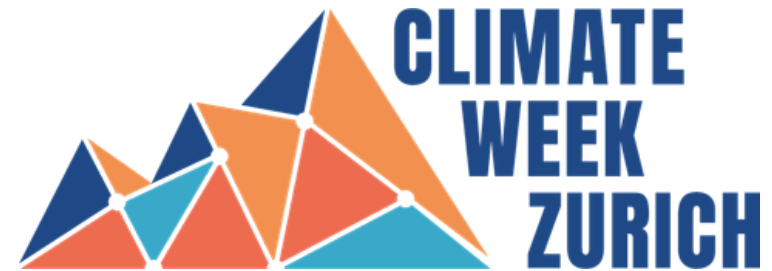
LOGO VARIATIONS

The main and primary CWZ logo that should always be used as a priority is the full-colour version, seen here.

Alternatively, there may be situations where due to accessibility or type of placement, the full-colour version may not be suitable. In this case, please use either the full-black or full-white versions, seen here.

When using the black or white versions, pay close attention to the accessibility standards outlined on page 7.

Primary:



Secondary:



LOGO ABBREVIATIONS

In case the logo is already used in the same image or slide, we resort back to the text-only logo (called a wordmark) of the Climate Week Zurich.

The logo icon (called the logomark), the mountain, will only be used as a standalone when used as an icon or as a background for visuals.

Much like the primary logo, these abbreviated versions can also be used in full-colour, black and white. Please see page 7 for accessibility guidance.

Wordmark:

**CLIMATE
WEEK
ZURICH**

**CLIMATE
WEEK
ZURICH**

Logomark:

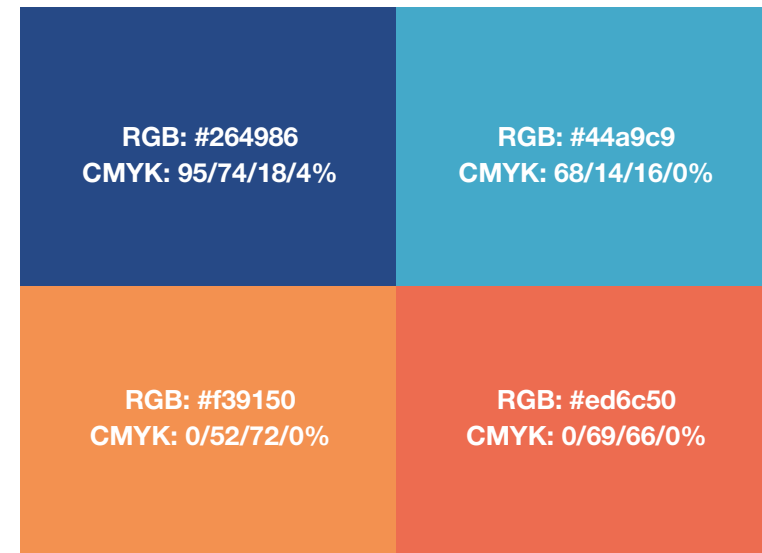


COLOUR PALETTE

The CWZ colour palette centres around the blue lakes and open skies of Zurich, accompanied by action-oriented and energetic colours such as orange and red.

Navy acts as the primary colour for the brand, given it is the most accessible. Blue, orange and red should be used to accent and elevate branded materials and comms, whilst black and white act as a foundation for contrast and readability.

Primary:



Supporting:



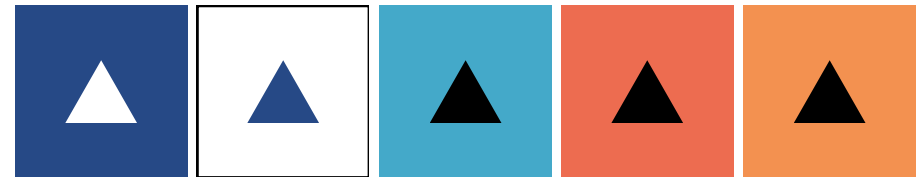
COLOUR ACCESSIBILITY

All typography, stats and key information must meet the criteria for the AA accessibility standards according to the current European Accessibility Act. Colour contrast must pass AA at minimum.

Only use colour combinations that have been outlined here, ensuring the use of correct text sizes and contrast.

Decorative elements do not count as essential information.

AA Pass:



Over 16pt text only:



TYPOGRAPHY

FOR TITLES USE HEADER 1: ANTON ALL CAPS

For subtitles use Header 2: Helvetica Neue Bold sentence case

For body us body text: Helvetica Neue Regular sentence case

HEADER/TITLES 1

ANTON
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Header/titles 2

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body text

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

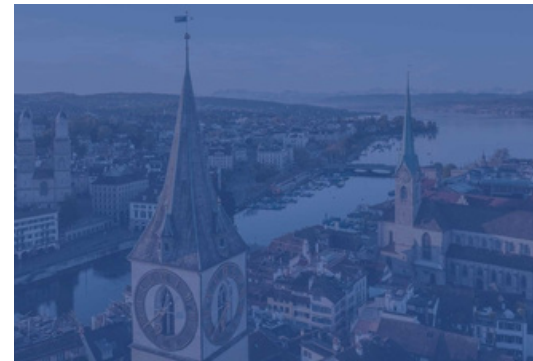
IMAGE TREATMENTS

To add visual interest and/or create a non-flat background for text, image treatments can be applied.

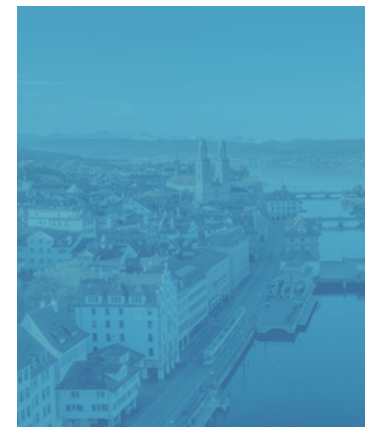
When writing on an image background, make sure to use a solid overlay; navy, blue or white, and refer to accessibility guidelines for text colours.

To do this, either use a gradient map on Photoshop or simply overlay a solid colour and change transparency to 50%.

Solid overlay:



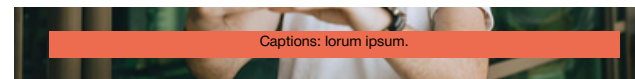
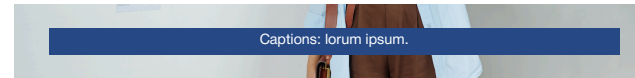
Gradient map:



VIDEO ELEMENTS

We use **red** banners on monotone coloured videos to make the text stand out. This applies to both caption banners and sticky lower thirds.

We use **navy** banners on colourful videos to not overload with colours and for a professional look. This applies to both caption banners and sticky lower thirds.



VIDEO CALL ASSETS

Climate Week Zurich team members, official ambassadors and volunteers are free to use the range of videocall background available in the internal Google Drive folder.

We encourage all involved to choose your favourite colour, download the image and use it as a background. You can choose from light blue, dark blue, orange and red.



PHOTOGRAPHY

Photography should feel real, present, and in motion. Show people taking part, the city and nature that host us, and the work of transition.

- People in action (panels, workshops, site visits, youth and community).
- Zurich's context (lake, Limmat, Uetliberg, trams, streets), plus indoor venues.
- Close-ups of materials, tools, and data that show how change happens.

Bear in mind:

- Make sure images are of high-quality, 1MB minimum
- If official CWZ imagery is not available, use stock sites such as Pexels and Unsplash
- Do not use highly Photoshopped or fake-looking images (no AI)
- If using photography in relation to a specific Content Stream, ensure the image is relevant.

The CWZ team has compiled an **Image Library**. The long version is available on the internal Google Drive - a version open for our Partners to use in the Download Centre.



SOCIALS

We have two social channels; LinkedIn and Instagram. When designing posts for either of these channels, ensure the boldness of the brand is shining through.

- Use the triangle assets playfully to either house images or add visual interest to a post; perhaps diving information
- Anton should be the leading font for social posts, however not for long-form text (as all-caps is not highly accessible)
- The minimum font size for a social post should be 30pt
- Always ensure the CWZ logo is in the top-right corner of every post (choose the correct logo for contrast on certain backgrounds)
- Play with overlays and image gradient maps
- Always ensure a call to action and that messaging is very clear
- When designing on Canva, consider using animations to liven designs





LET'S SHAPE TOMORROW, TOGETHER!

Any and all questions on communications, reach out to our team:
communication@climateweekzurich.org

Climate Week Zurich
c/oecoinvent Association
Technoparkstrasse 18005

climateweekzurich.org