



**Central Asia**  
**CLIMATE PORTAL**

# Branding Guidelines

## 2019



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# About the Platform

The Regional Climate Information Platform will help policymakers, academia, local communities and other stakeholders to access and analyze comprehensive and up-to-date public-domain data on climate change. This is expected to facilitate public-domain collection, sharing and maintenance of datasets relevant for climate assessment and decision-making. The platform will build on existing systems to collate, analyze, disseminate and use climate change relevant data from local, regional and global sources. It will offer interfaces and tools for data visualization, contextualization and interpretation to support analysis for climate change adaptation and mitigation.

# Acknowledgement

The regional climate knowledge service component of the Climate Adaptation and Mitigation Program for the Aral Sea Basin (CAMP4ASB) is providing comprehensive and up-to-date data and information, analytical tools and interfaces for improved awareness, assessment and decision support.

The Central Asia Climate Portal is supported with funding from CAREC, The World Bank, and Regional Partners.

## Color palette

C:93 M:66 Y:28 K:13 · R:31 G:78 B:121
C:85 M:47 Y:43 K:33 · R:34 G:87 B:101
C:65 M:02 Y:25 K:00 · R:79 G:187 B:197
C:30 M:00 Y:10 K:00 · R:190 G:226 B:233
C:33 M:00 Y:60 K:00 · R:189 G:214 B:132
C:48 M:00 Y:90 K:00 · R:154 G:196 B:60
C:62 M:08 Y:88 K:00 · R:112 G:173 B:71
C:20 M:67 Y:73 K:10 · R:190 G:100 B:69
C:30 M:70 Y:70 K:33 · R:142 G:76 B:59

## Fonts

### Montserrat

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnp  
qrstuvwxyz  
1234567890

## Logo



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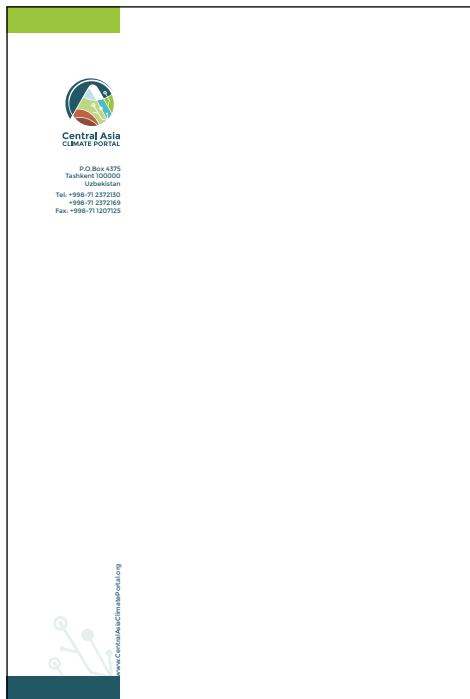


# Available templates

## BUSSINESS CARD



## LETTERHEAD



## WORD TEMPLATE

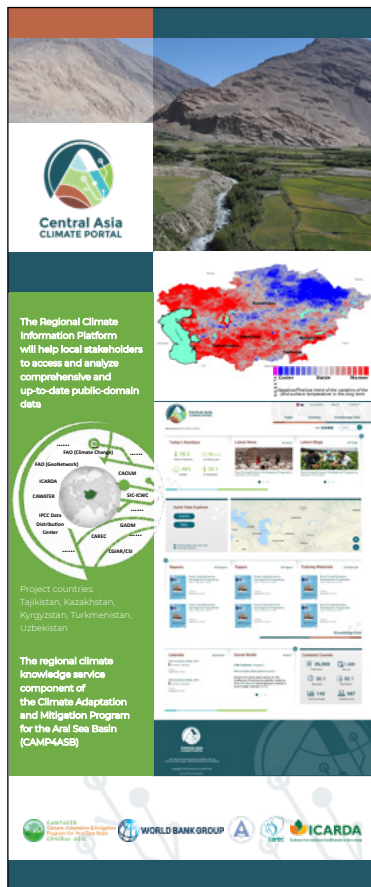


## BROCHURE



# Available templates

## ROLL-UP BANNER EN



<https://hdl.handle.net/20.500.11766/10257>

## ROLL-UP BANNER RU



<https://hdl.handle.net/20.500.11766/10256>

## POWER POINT PRESENTATION







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