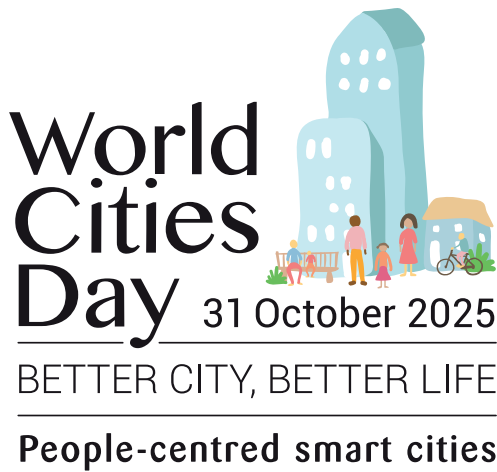


## BRAND GUIDELINES

World Cities Day brings Urban October to an end on 31 October each year and was first celebrated in 2014. As with World Habitat Day, a global observance is held in a different city each year and the day focuses on a specific theme.

### World Cities Day 2025

On 31 October 2025, the Global Observance of World Cities Day, will be linked to **people-centred smart cities**. It will showcase how data-driven decision making, technology, and AI can be used to improve urban life and recover from current shocks and crises. It will also focus on promoting smart city initiatives centered on people.

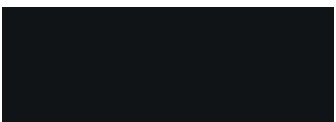


### Colour palette

The colour palette should be used in most corporate communication materials and channels, from websites, social media, collaterals, key publications and branding.



CMYK: C 81, M 4, Y 5, K 0  
PANTONE: 306C  
RGB: R 0, G 178, B 287  
WEB: #00b2e3



CMYK: C 0, M 0, Y 0, K 100  
PANTONE: Black  
RGB: R 0, G 0, B 0  
WEB: #000000



CMYK: C 0, M 0, Y 0, K 0  
White  
RGB: R 255, G 255, B 255  
WEB: #ffffff



CMYK: C 0, M 82.4, Y 100, K 0  
PANTONE: 326C  
RGB: R 255, G 81, B 0  
WEB: #ff5100



CMYK: C 30, M 60, Y 90, K 30  
RGB: R 147, G 93, B 36  
WEB: #935d24



CMYK: C 61.46, M 0, Y 95.58, K 0  
PANTONE: 360C  
RGB: R 109, G 190, B 75  
WEB: #6db24b



CMYK: C 100, M 71, Y 22.16, K 5  
PANTONE: 7462C  
RGB: R 0, G 104, B 157  
WEB: #00689d



CMYK: C 0, M 71.86, Y 39.56, K 0  
PANTONE: 805C  
RGB: R 255, G 114, B 118  
WEB: #ff7276



CMYK: C 0, M 45, Y 96, K 0  
PANTONE: Orange-1375C  
RGB: R 253, G 157, B 36  
WEB: #fd9d24



CMYK: C 0, M 71.86, Y 39.56, K 0  
PANTONE: Cool Gray 8C  
RGB: R 255, G 114, B 118  
WEB: #ff7276

### Typface 1: Barmeno

**Heading**  
Barmeno Bold

**Sub-heading**  
Barmeno Medium

### Typface: Roboto

**Heading**  
Roboto Bold

**Sub-heading**  
Roboto Medium

Body typeface  
Roboto Light