

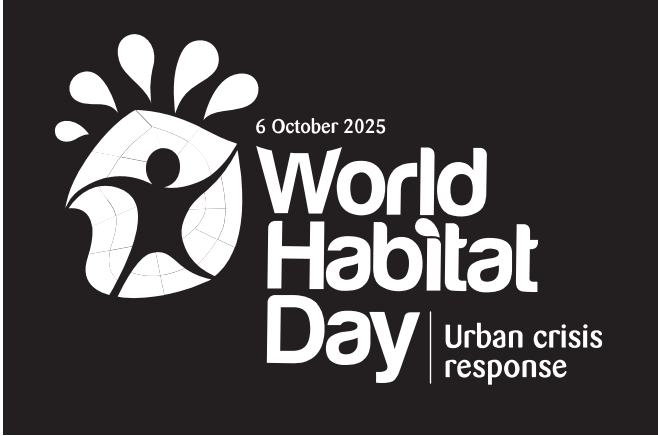


BRAND GUIDELINES

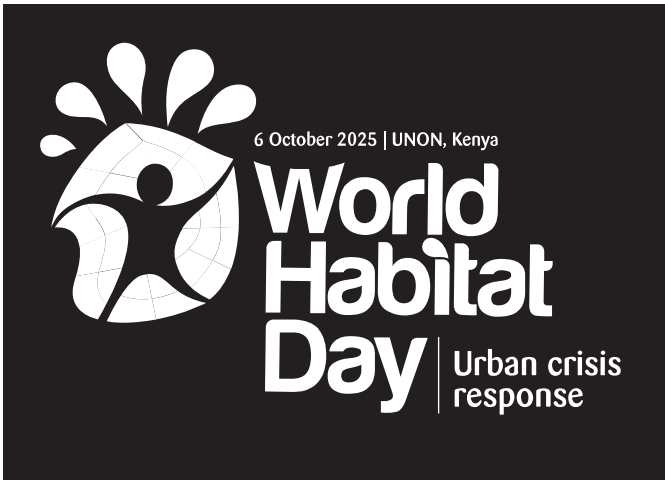
World Habitat Day is marked on the first Monday of October each year and is recognized by the United Nations to reflect on the state of towns and cities, and on the basic right of all to adequate shelter.

World Habitat Day 2025

On 6 October 2025, the Global Observance of World Habitat Day will be linked to, **urban crisis response**. The theme will focus on addressing multiple crises affecting urban areas, including climate and conflicts that are contributing to inequality, and promote existing tools and approaches to effective crisis response.



Logo version with venue

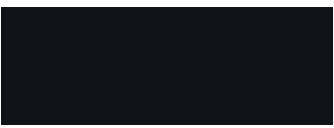


Colour pallete

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



CMYK: C 60, M 12, Y 7, K 0
RGB: R 102, G 182, B 220
WEB: #66b6dc



CMYK: C 0, M 0, Y 0, K 100
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 25, M 0 Y 25, K 0
RGB: R 207, G 255, B 166
WEB: #cfe1a6



CMYK: C 46, M 56, Y 14, K 0
RGB: R 156, G 123, B 166
WEB: #9c7ba6



CMYK: C 0, M 70, Y 320, K 0
RGB: R 224, G 107, B 145
WEB: #e06b91



CMYK: C 0, M 42, Y 50, K 0
RGB: R 246, G 170, B 129
WEB: #f6aa81



CMYK: C 0, M 30, Y 65, K 0
RGB: R 251, G 191, B 105
WEB: #ffb669

Typface 1: Barmeno

Heading

Barmeno Bold

Sub-heading

Barmeno Medium

Typface: Roboto

Heading

Roboto Bold

Sub-heading

Roboto Medium

Body typeface

Roboto Light