UNDP BRAND MANUAL
Dear colleagues,

The new corporate tagline is part of our effort to strengthen the positioning of UNDP and better explain to external audiences our drive for transformational change, aimed at helping to build better lives for those we serve.

The new tagline of UNDP, which we unveiled earlier this year, is “Empowered lives. Resilient nations.”

A tagline is not an all-encompassing explanation of our work. It is, however, a useful framework to explain UNDP’s approach in working with people to build their skills and expand the knowledge they need to improve their own lives, as well as helping nations withstand crisis, and drive and sustain the kind of growth which improves the quality of life for each and every one.

By applying our logo and tagline correctly, we can help to demonstrate that we are indeed one organization offering a consistent level of quality and best practices around the world. And we are all committed to empowering lives and building more resilient nations.

Helen Clark
Administrator
December 2011
The UNDP Logo

The UNDP logo is the combination, in one fixed-size relationship, of the United Nations emblem and the letters “UNDP/PNUD”. The UNDP logo is the keystone element of the identity programme and should be used to represent the entire organization.

In practical terms, the deep blue colour and solid rectangular shape make the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent UNDP and its world of development experience.

The examples on p. 3 show the logo and tagline variations in the six UN official languages. See p. 8 for colour specifications.

Note that the UN emblem and the UNDP letters appear in white in almost all uses. For photocopying, newspaper advertising and other situations where colour is not available, the logo can appear in black.

An outlined version is provided for use when a lighter, more delicate version is appropriate, and when the logo is placed on a UNDP blue background.

Whatever the application of the logo, the UNDP logo should always be reproduced from official artwork and should always incorporate the new tagline. DO NOT RE-DRAW THE LOGO. All language versions are available on the UNDP Tagline Portal: https://intranet.undp.org/unit/pb/communicate/tagline/SitePages/Home.aspx

■ About the new UNDP tagline

The UNDP’s new tagline is:
Empowered lives. Resilient nations.

■ Core branding messages

Core Concept
UNDP helps empower lives and build resilient nations.

Boilerplate description of UNDP:
UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Rationale for this tagline:
• Delivers a concrete, and emotionally resonant description of “human development.”
• Focuses on the inspiring outcome of our work instead of the process.
• Underscores UNDP’s brand differentiator: the sheer scale of the work, which has the power to create national-level transformation.
• Builds a bridge between individual, personal outcomes (empowered lives) and systems change required (resilient nations) for sustained improvements.
• “Empowered” means enlarging people’s choices in life, including the range of all they can achieve.
• “Resilient” means the strength to resist shock, manage crisis and grow stronger.
Logo and Tagline

Empowered lives.
Resilient nations.

In different languages (French, Spanish, Arabic, Russian, Chinese)

Au service des peuples et des nations
Al servicio de las personas y las naciones
شعور متمكنة
Полноправные люди.
Устойчивые страны.
民强国盛
Preferred versions

On dark backgrounds

When colour is not an option

Black and white version

Optional white outline version can only be used over the UNDP blue or black.

On photographs
Incorrect Usage of the Logo and Tagline

A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The incorrect examples on this page illustrate some common errors that should be avoided. Such misuses will undermine UNDP’s efforts to project a unified image.
Policy on UNDP Logo and Tagline Use

1. There are only two versions of the UNDP logo: UNDP (English) and PNUD (French/Spanish). However, the tagline of “Empowered lives. Resilient nations.” is available in all UN languages (French, Spanish, Russian, Arabic, Chinese) as well as Japanese for use by all UNDP offices. The UNDP tagline portal can be found here: https://intranet.undp.org/unit/pb/communicate/tagline/SitePages/Home.aspx

2. The UNDP logo and tagline must always appear together in the appropriate language.

3. Each UNDP Country Office will decide for itself which language version of the logo (UNDP or PNUD) and tagline to use, based on the country-specific circumstances.

4. UNDP Country Offices should no longer place the name of the individual country under the logo. That space is now reserved for the new tagline.

5. All Headquarters bureaux and units will use the UNDP logo and new tagline as their only logo. There should not be any separate or stand-alone logos used. The new tagline reinforces what UNDP stands for. There are no exceptions to this rule.

PUBLICATIONS AND OTHER PRODUCTS:

6. On all print publications, including brochures and flyers, the UNDP logo and tagline should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, the logo would be placed on the upper left corner). The name of the organization must be spelled out in full in the appropriate languages (for e.g. United Nations Development Programme) and placed on the front cover of the publication/product.

7. UNDP Country Offices must write out the full name, "United Nations Development Programme," in any appropriate local language, on publications, stationery, signs or elsewhere, regardless of whether they use the "PNUD" or "UNDP" logo.

8. When producing a publication with other partners, all logos must be placed on the same line either at the bottom or at the top of the front cover of the publication. All logos should be visually equal; no one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule.

9. Logos of commercial publishing houses should be placed discreetly on the back cover of a publication, on the spine or on the inside pages of the publication e.g. the global Human Development Report. The use of commercial publishing houses is normally related to publications for sale.

10. For partnerships such as the Global Environment Facility and the Montreal Protocol, the UNDP logo and new tagline must be used with partner logos.
11. Any UNDP field project must carry the UNDP logo and new tagline as its only logo; use of any other logo will dilute the UNDP brand. If required, the name of the project should be spelled out in full and placed next to the logo (not under it because that space is reserved for the new tagline). If the project is managed with a partner, which needs to be acknowledged visually, the UNDP logo and new tagline should be used in conjunction with the logo of the other partner(s) only.

**STATIONERY:**

12. On UNDP Regional and Policy Bureau letterheads, the UNDP logo and tagline must always be on the right hand side of the page. The name of the bureau, regional office is spelled out in full and placed on the top left-hand side under the name of the organization, in the appropriate language. This protocol also applies to specialized offices such as the Oslo Governance Centre, Brazil's International Policy Centre for Inclusive Growth and UNDP Regional Centres. The branding font – Myriad Pro – is available for download in the tagline portal. The related templates can be downloaded also from the same portal.

In general, avoid crowding the name or any other element too closely around the logo and tagline: leave clear space around the logo and tagline to increase its impact.

Any request for exceptions to these rules should be made directly to the UNDP Brand Manager, Abdel-Rahman Ghandour (abdel-rahman.ghandour@undp.org) in the Office of Communications, Bureau for External Relations and Advocacy, New York.
Typography

The typeface family “Myriad Pro” has been selected for the lettering of the logo and the country name, and is also the typeface for all stationery and for headlines and titles on printed materials such as covers and posters. “Myriad” is available in a range of weights and works well in text and display sizes.

Extensive use of this typeface enhances and strengthens the UNDP identity and is an integral part of the corporate visual system. The “Myriad” family can be purchased online from the Adobe Type Library at www.adobe.com/type and is available for PC and Mac.

The Bureau of Management has purchased Myriad font licenses for UNDP use. See the UNDP Tagline portal on Sharepoint to download the fonts required. When Myriad font does not have the characters required for your local language please use either Arial or Helvetica.

Samples of “Myriad” typeface family

Myriad Roman

Myriad Italic

Myriad Bold

Myriad Bold Italic

Samples of recommended Arabic scripts

20 Point Arial

20 Point Traditional
Colour Specifications

Please refer to the chart for the colour specifications for UNDP blue when reproducing the logo.

Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used.

While the formulas on this page serve as an important guide, whenever possible the printer should be given a colour sample to match.

JPEG and PNG files are typically specified RGB and are recommended for use in presentations including PowerPoint.

<table>
<thead>
<tr>
<th>Printing inks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Match colour</td>
</tr>
<tr>
<td>Match colour</td>
</tr>
<tr>
<td>Four colour process printing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electronic</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
</tr>
<tr>
<td>Websafe hexadecimal</td>
</tr>
</tbody>
</table>

- **Environment impact of printing**

All by-products of the printing process adversely affect the environment.

It is recommended that, when available and economically feasible, recycled papers and vegetable inks be used to lessen that impact.
Logo Applications

The basic stationery items shown were carefully developed into a system. The typing format is an integral part of the total design and, when followed, complements and completes the design of the stationery items. Templates for all stationery items are available in the UNDP Tagline Portal on Sharepoint.

Business card

In English

In French

Business card specifications are for 3.5” x 2” (89.0 x 51.0)

(shown here at 100% of actual size, all measurements in millimetres)
The country name will appear in the address block. No other logos should be added to the card.

- Logo prints 100% PMS 293
- Text prints 100% black
- Printing process: offset printing, not thermography or engraving
- Magenta guides do not print
Letterhead: Headquarters

The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website.

Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.

Letterhead: Regional and Policy Bureaux

United Nations Development Programme
Regional Bureau for Asia and the Pacific
**Letterhead: Country Office**

**Preferred version**

United Nations Development Programme  
Myriad Bold 11pt  
UNDP in Zambia, UN House, Alick Nkhata Road, Lusaka | Tel.: +260 211 250 800 | Fax: +260 211 253 805 | www.undp.org.zm

The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website. Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.

**Acceptable version**

United Nations Development Programme  
Myriad Bold 11pt  
UNDP in Zambia  
UN House, Alick Nkhata Road, Lusaka | Tel.: +260 211 250 800 | Fax: +260 211 253 805 | www.undp.org.zm
Example of letterhead with typing format

Salutation,

This A4 letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is centered above the sender’s signature at 52 millimetres from the top edge of the page and 135 millimetres from the left.

The body of the letter begins one line space below the salutation, using regular spacing between lines and one line space between paragraphs. There are indentations at the beginning of each paragraph.

12 point Myriad or Times Roman fonts should be used for the body text.

The maximum line length should not exceed the allotted space situated between the dotted lines at the right and left.

A two-line space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title of sender

Addressee’s Name
Addressee’s Title
Company or Office
Address
City, State, Zip
Country
Various envelope sizes are available in the UNDP Tagline Portal.

- **Envelopes: sample #10 envelope and 6 x9 envelope - Blue**

- **Envelopes: sample #10 envelope and 6 x9 envelope - Black**

- **Envelopes: sample 12 x 15 Kraft envelope - Black**

On envelopes other than white, logo and text should print black.
Since individual Country Offices are no longer listed underneath the logo, Country Offices can use the address section to highlight the country as well as the local address.
United Nations Development Programme

Management for Development

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

An opportunity in UNDP’s multi-cultural and dynamic headquarters in New York is that of Deputy Director of the Office of Finance and Administration (OFA). OFA is a dynamic and results driven office which contributes to the global development agenda of UNDP by being a strong partner with other parts of UNDP, promoting clear and strong financial accountability, and monitoring compliance with UNDP’s financial and administrative regulatory framework. OFA has made strides reengineering financial processes and continues to seek opportunities for further alignment with best practices in the financial arena. The Deputy Director must be experienced, energetic and highly motivated to oversee UNDP’s global financial operations with more than US$5 billion in annual income, provide oversight and support to financial accounting, budgetary, treasury and administrative operations, as well as being responsible for monitoring the management and automation of the financial and administrative resources of the organization and reengineering financial processes.

Interested candidates must have 12 years of managerial experience at a senior level and possess a Master’s Degree in Business or Public Administration, Finance/Accounting or have an internationally recognized accounting designation (CPA or equivalent). Candidates with an internationally recognized accounting certification and audit experience in a large public auditing firm will have a distinct advantage.

To learn more and apply for this and other positions please visit our site at:
http://jobs.undp.org/management
UNDP Boilerplate Text

The new boilerplate text to describe UNDP is shown below, in the official UN languages. This one paragraph description should be included in media advisories, press releases and publications. Please check the UNDP Tagline Portal for any updates to this text.

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

**Texte standard du PNUD**
- À utiliser dans les communiqués de presse, les avis aux médias et les publications

Le PNUD forge des partenariats à tous les niveaux de la société pour aider à construire des nations résilientes, afin de mener à bien une croissance qui améliore la qualité de vie de chacun. Présents dans plus de 170 pays et territoires, nous offrons une perspective mondiale et des connaissances locales au service des peuples et des nations.

**Texto estándar del PNUD**
- Para utilizar en los boletines de prensa, avisos a los medios y las publicaciones

El PNUD forja alianzas con todos los niveles de la sociedad para ayudar a construir naciones que puedan resistir las crisis; promueve y sostiene un tipo de crecimiento que mejora la calidad de vida de todos. Presentes sobre el terreno en más de 170 países y territorios, ofrecemos una perspectiva global y un conocimiento local al servicio de las personas y las naciones.

**Описание ПРООН**

ПРООН сотрудничает с представителями всех слоев общества, оказывая помощь в государственном строительстве стран, с тем чтобы они могли противостоять кризису, и поощряя и поддерживающая рост, ведущий к улучшению качества жизни каждого человека. Работая на местах в более чем 170 странах и территориях, мы предлагаем глобальное видение и локальные решения, содействующие более полноправной жизни людей и повышающие жизнестойкость государств.

**Boilerplate text in Chinese**

联合国开发计划署(UNDP)与社会各阶层人士结成伙伴，协助世界各国应对危机，推动改善全民生活品质的可持续增长。我们立足于全球至少170个国家和地区，提供全球视野和当地洞察，协助实现“民强国安”之理想。

**Boilerplate text in Arabic**

يعقد برنامج الأمم المتحدة المتحدة شراكات مع مختلف الشعوب وعلى جميع مستويات المجتمع من أجل تعزيز قدرتها لمواجهة الأزمات والتكيف معها، ويدفع ويعزز على النمو بهدف تحسين نوعية الحياة للجميع.

نحن موجودون في أكثر من 170 بلداً وإقليماً، ونعمل على توفير منظور عالمي ورؤية محلية ثاقبة لتمكين الشعوب وبناء أمم صامدة.
Media Needs

The new boilerplate text to describe UNDP, at left, must be included at the bottom of all media advisories and press releases, in addition to the contact information of the respective office(s). As a general rule, media advisories should be different from press releases as shown below.

Media Advisory (with new boilerplate description)

United Nations Development Programme

MEDIA ADVISORY

Join the Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent.

This year, the Conference takes place in Addis Ababa, Ethiopia, during 25-28 October, in the run up to next month's UN climate change talks in Durban, South Africa and the 2012 Rio+20 Conference on sustainable development.


When: Friday 14 October 2011, 10:00am EST

Who: Mthuli Ncube, Chief Economist, African Development Bank (ADB)
Pedro Conceição, Chief Economist, Regional Bureau for Africa, United Nations Development Programme (UNDP)
Emmanuel Nnadozie, Director, Economic Development and NEPAD Division, United Nations Economic Commission for Africa (UNECA)

During the online press briefing the hosts will discuss the aims of the conference, specifically the continent’s prospects for advancing sustainable development and boosting economic productivity by adopting greener growth paths.

To join the press briefing, participants are invited to register here: http://www.apo-opa.org/en/application?vc=AFDB; this service is FREE and only requires a computer connected to the internet.

Languages: English, French

Media contacts:
ADB: Penelope Pontet: Tel: +216 71 10 12 50; +216 24 66 36 96; p.pontetdefouquieres@afdb.org
UNECA: Sophia Demokritos: Tel: +267 11 54450 88; demokritos@uneca.org
UNDP: Nicolas Douillet: Tel: +1.212.906.5937; nicolas.douillet@undp.org

### ### ###

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build moderate nations.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org
Join the online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent.

This year, the Conference takes place in Addis Ababa, Ethiopia, during 25-28 October, in the run up to next month’s UN climate change talks in Durban, South Africa and the 2012 Rio+20 Conference on sustainable development.


When: Friday 14 October 2011, 10:00am EST

Who: Mthuli Ncube, Chief Economist, African Development Bank (ADB)
Pedro Conceição, Chief Economist, Regional Bureau for Africa, United Nations Development Programme (UNDP)
Emmanuel Nnadozie, Director, Economic Development and NEPAD Division, United Nations Economic Commission for Africa (UNECA)

During the online press briefing the hosts will discuss the aims of the conference, specifically the continent’s prospects for advancing sustainable development and boosting economic productivity by adopting greener growth paths.

To join the press briefing, participants are invited to register here: http://www.apo-opa.org/en/application?vc=ADB; this service is FREE and only requires a computer connected to the internet.

Languages: English, French

Media contacts:
ADB: Penelope Pontet: Tel: +216 71 10 12 50; +216 24 66 36 96; p.pontetdefouquieres@afdb.org
UNECA: Sophia Denekew: Tel: +251 11 54450 98; denekews@uneca.org
UNDP: Nicolas Douillet: Tel +1.212.906.5937; nicolas.douillet@undp.org

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

One United Nations Place, New York, NY 10017 (Tel: 212.906.5000 | www.undp.org)
Email Signature

■ Headquarters

Sigrid A.M. Kaag  
Assistant Secretary-General and Assistant Administrator  
Bureau of External Relations and Advocacy  
United Nations Development Programme  
One United Nations Plaza, DC1-1928  
New York, N.Y. 10017  
sigrid.kaag@undp.org  
Tel: +1-212-966-5512, Cell: +1-917-288-6731,  
Fax: +1-212-996-5807  
www.undp.org  Follow us:  

Empowered lives.  
Resilient nations.

■ Country Office

Supaporn (Pearl) Daophises  
Knowledge Management Associate  
UNDP Asia-Pacific Regional Centre  
United Nations Development Programme <required> 
3rd Floor, UN Service Building  
Rajdamnern Nok Avenue, Bangkok, Thailand  
supaporn.daophises@undp.org  
Tel: +66 (0) 2304 9100 ext 1826  
Fax: +66 (0) 2280 2700  
http://asia-pacific.undp.org  Follow us:  

Empowered lives.  
Resilient nations.

Please consider the environment before printing this email.

Please note: The electronic signature currently includes the corporate twitter, Facebook and YouTube accounts. Individual Country Offices, regional offices and bureaus may use their local twitter and Facebook pages only if these pages are updated regularly and meet the standards of the corporate accounts.
Creating an email signature for UNDP (Outlook 2010)

1. Edit the UNDP Email Signature Template file with your information using Microsoft Word.

2. When you are done making changes to the document hold down the CTRL button and press A to select all, then hold down the CTRL button and press C to copy the selected text.


4. Click on the “File” tab in the upper left hand corner of outlook.

5. Click on “Options” on the left hand side of the window.

6. A new window will pop up.

7. Click on “Mail” in the upper left.

8. Click on the “Signatures” button on the right.

9. A new window will pop up. Click the “New” button and name your new signature “UNDP Signature”, click “OK.”

10. Click anywhere inside the empty box below “Edit Signature.” Hold down the <CTRL> button and press V. Your signature should appear in the box. Check to make sure the information is accurate and click on the “Save” button.

11. Under “Default Signature”, select “UNDP Signature” for both “New Messages” and “Replies/forwards.”

12. Click the “OK” button to close the window. Click on the “OK” button to close the next window.

13. Your new email signature is now ready.
Applying the Logo

■ Publications

On magazines, reports, books, brochures and other publications, the UNDP logo should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, logos would be placed on the upper left corner.) Placing the logo consistently in this position gives visibility to the logo; the publication will be easily identified as belonging to UNDP when placed on a rack; it will also be in keeping with the format adopted for press releases, media advisories and letterheads. (See examples on pages 17 & 18).

The layout of the sample publication above is based on the template developed by the Bureau for Development Policy for Knowledge products. More information on these templates and their use can be found at:

http://intra.undp.org/corporate-templates/
- Additional products with correct logo placement

- Examples of incorrect logo placement

- Do not place logo on the bottom centre
- Do not place logo on lower left
- Do not place logo on the top centre

Corporate brochure

Poster

Stage backdrop with partner logo

Backdrop with partner logo

*UNDP at a Glance*

With our support... 2.4 million Ethiopian farmers are benefiting from the nation’s first commodities exchange through unions and cooperatives.

**EMPOWERED LIVES. RESILIENT NATIONS.**

*Mutavit mentem populus levis et calet uno scibendi studio;*
Approach
The United Nations Development Programme (UNDP) has worked to support the Government and people of Iraq in their transition towards reconciliation, peace and stability since 1976 in the areas of democratic governance; poverty reduction; crisis prevention and recovery, and energy and environment. Since 2003, UNDP has also been supporting emergency physical rehabilitation projects and has been enhancing the quality of basic services, including water and electricity.

Most recently, UNDP contributed to strengthening the electoral process in Iraq, primarily through its support to the 2010 national elections. Meanwhile, UNDP continued to work on an anti-corruption, rule of law, human rights, public sector reform, climate change, environment and water sectors.

Results Sheet

Iraq

Governance
UNDP is building the capacity of the Independent High Electoral Commission to carry out free and fair elections, providing training on procurement, staffing of regulations, dispute management and the use of social media to increase voter registration and encourage vote participation.

To develop the capacity of the legal system and improve the quality of service delivery, UNDP has:

- Developed and trained staff to conduct elections, handle complaints and manage voting systems.
- Strengthened the legal framework to support election management.
- Provided technical assistance to strengthen the Independent High Electoral Commission.

To develop the capacity of the judicial system and provide for greater transparency and accountability, UNDP:

- Established legal aid desks that promote and facilitate access to justice for Iraqis, particularly victims of gender-based violence.
- Provided advisory and physical support to develop and implement new legal aid services.
- Worked closely with the Kurdistan Regional Government to pass a Domestic Violence Bill with a focus on prevention, protection and reintegration of survivors of violence.
- Set up model courts in Baghdad, Basra and Erbil, worked with 150 judges and related to the Ministry of the Interior to create Training Institutes and Judicial Development Institute that work hard to conform to international standards.
- Developed the Iraqi Legal Database in Arabic. To date, 36,000 legal articles have been entered into the database and work continues on remaining indices.

UNDP led a multi-UN agency programme to support the Government in developing and implementing a national strategic approach to reforming and bringing gender parity to three key sectors: health, education, and water and sanitation.

UNDP, in partnership with the UN Office on Drugs and Crime and the Government, created an Iraqi Anti-Corruption Strategy for 2010-2014 and supported the roll-out of the Strategy throughout Iraq. In the last year, more than 34,000 government and civil society representatives were trained in this area throughout the country.

Fast Facts

Civil Society and Civic Engagement in the Arab States Region
The Arab States region is characterized by a large number of citizens, high levels of education, and a strong economy. However, some of the region’s challenges include corruption, lack of transparency, and the underutilization of natural resources.

Supports civil society engagement and democratic transition
The UNDP supports civil society groups to promote democratic transition, political stability, and good governance in the Arab States region.

The Arab States region is characterized by a large number of citizens, high levels of education, and a strong economy. However, some of the region’s challenges include corruption, lack of transparency, and the underutilization of natural resources.

The Arab States region is characterized by a large number of citizens, high levels of education, and a strong economy. However, some of the region’s challenges include corruption, lack of transparency, and the underutilization of natural resources. UNDP supports civil society groups to promote democratic transition, political stability, and good governance in the Arab States region.

UNDP supports civil society groups to promote democratic transition, political stability, and good governance in the Arab States region. The successful implementation of democratic reforms in the Arab States region will require the active participation of all stakeholders, including civil society organizations, government institutions, and international partners.
■ Spine of publications

In recognition of the limited space presented by a publication's spine, it is not necessary to use the tagline in conjunction with the logo. If the spine is 40mm or larger it will accommodate the logo and tagline. If smaller, do not use the tagline.

■ Logo position and contact information on back cover of publications

■ Logo and address should be placed 20 mm from the edge of the cover
■ The URL should be placed no lower than 20 mm from the bottom of the page.
■ Logo should be 20 mm wide
■ Font = Myriad 12 pt
■ Background can be any colour
■ Text can appear as black, white or any colour
■ Date of the publication should be placed close to the spine
■ Country office names should no longer be placed below the logo (that space is now reserved for the tagline). As such, please use the address section to highlight the country office or regional bureau.
# PowerPoint presentations

Templates are available on the UNDP Tagline portal on Sharepoint.

![Title Slide](image1)

![Slide with text and images](image2)

![Slide with table](image3)

![Slide with text](image4)

## Sample presentation

![Title Slide](image5)

![Subject slide](image6)
Promotional Items

The logo should be discretely placed on promotional items. *Not all items shown here have been produced.*

For stand alone or partnership advocacy events, it is recommended to produce T-shirts with a large logo on the back.

**Note:** Check with your local vendor as to size limits on the font for the tagline on the front as small text may not be possible, especially for embroidery.

When an item is too small to accommodate the logo + tagline because the text would not be legible, you may apply the tagline text elsewhere, i.e. on the back.
Signage

Using the UNDP logo in an attractive way at building and office entrances reinforces the UNDP identification.

The solid version of the logo should be used for signs and banners. The outlined version is an option for etching on glass and aluminium.

Signs should reflect the exact logo design, but can be made in materials appropriate to the architectural setting. Sample applications are shown here.
Incorrect signage example

Outdated UN emblem
Current UN emblem

Emblem proportion is incorrect
Emblem proportion is correct

Space between blocks is incorrect
Space between blocks is correct

Wrong font

has tagline

UN Emblem

The UN blue official color is PMS 279, though the UN Emblem may be produced in any color. A variety of colors and formats are available on the UNDP Tagline Portal.

UN blue
(PMS 279)
QR codes

A Quick Response Code (QR Code) is a type of barcode that is scanable by smart phones. They are widely used in advertising in many countries. In UNDP we are using the QR Code to link to our corporate or country office websites.

To create the QR code for your office, go to: http://qrcode.kaywa.com/

You will be asked to insert the URL which you want the QR Code to link to. Choose the size for the code and hit "Generate." Save the code to your desktop folder.

Links to www.undp.org

Links to www.undp.org/french

Links to www.undp.org/spanish
Table of Contents

About this document
Introduction

Standards
Colors
Font Families
Icons
Images
Grid: Primary
Grid: Home page

Interaction
Hyperlinks
Buttons
Pagination
Dropdowns
Suggested Results

Map Creation
Google Maps

Page Elements: Nav
Headers: UNDP Global
Headers: UNDP Country Pages
Header: UN Country Page
Header: UNDP Project Page
Footer: UNDP Global
Footer: UNDP Country Page
Footer: UN Country Page
Country Selector
Home page: News Modules

Page Elements: UNDP Global
Our Work: Left Rail Nav
Our Work: Content
Article Blocks
Current Projects Module
Document Module
Article Format
UNDP Global Pages: Right Rails
UNDP Global: Goals: Main Content
Goal Overview: Articles
Goal Overview: Partnerships
Goal Detail: Main Content
Goal Detail: Featured Articles
Our Perspective: Content Module
Introduction

This style guide documents the visual design direction of the UNDP web site design.

The guide is meant to aid designers and developers in maintaining consistency throughout their work. It is critical that they understand the style and apply the rules only when necessary.
Standards

Colors

- **Blue 102**
  - Hex: #003366
  - RGB: 0, 51, 102

- **Black**
  - Hex: #000000
  - RGB: 0, 0, 0

- **Gray 51**
  - Hex: #333333
  - RGB: 51, 51, 51

- **Blue 11**
  - Hex: #0B3B7C
  - RGB: 11, 56, 218

- **Gray 64**
  - Hex: #404040
  - RGB: 64, 64, 64

- **Blue 38**
  - Hex: #265F91
  - RGB: 38, 95, 145

- **Gray 67-2**
  - Hex: #434C55
  - RGB: 67, 76, 85

- **Blue 85**
  - Hex: #557799
  - RGB: 85, 119, 153

- **Gray 68**
  - Hex: #444444
  - RGB: 68, 68, 68

- **Blue 170**
  - Hex: #0055AA
  - RGB: 0, 85, 170

- **Gray 85**
  - Hex: #555555
  - RGB: 85, 85, 85

- **Blue 90**
  - Hex: #5A90DA
  - RGB: 90, 144, 218

- **Gray 102**
  - Hex: #666666
  - RGB: 102, 102, 102

- **Blue 255**
  - Hex: #0088FF
  - RGB: 0, 136, 255

- **Gray 153**
  - Hex: #999999
  - RGB: 153, 153, 153

- **Bright Blue 85**
  - Hex: #5BBBF
  - RGB: 85, 187, 255

- **Gray 187**
  - Hex: #BBBBBB
  - RGB: 187, 187, 187

- **Blue 237**
  - Hex: #EDF4FE
  - RGB: 237, 244, 254

- **Gray 204**
  - Hex: #CCCCCC
  - RGB: 204, 204, 204

- **Blue Grey 163**
  - Hex: #A8BCCC
  - RGB: 163, 188, 204

- **White**
  - Hex: #FFFFFF
  - RGB: 255, 255, 255

- **Blue Grey 163**
  - Hex: #A8BCCC
  - RGB: 163, 188, 204

- **Map Light Blue**
  - Hex: #D5EDFB
  - RGB: 213, 237, 251

- **Map Dark Blue**
  - Hex: #1E427E
  - RGB: 30, 66, 126
Standards

Font Families

Arial
Arial is the principal font throughout the site. Certain headers have a gradient overlay, and have been indicated in the following pages of this document.
Icons

Icons on the site are used for a variety of purposes to illustrate particular pieces of content.
Standards

Images

Example A and B are used on the home page to feature the latest articles. Example B is also the size of the article preview images on the individual country pages.

Example C is the primary image size on the Global Overview Page as well as the image size for the article listings under Our Perspective. Example D shows the image size that is used to feature sub articles on pages such as the Global/Country Page Overview Pages, Goal Pages, and Project Pages.

Example E shows the thumbnail that appears in the main content area for documents. Example F is the size of thumbnail that appears in the right rail (Our Perspective).

Example G is used as a thumbnail for flickr photos in the right rail. Example H is used for the video thumbnails that appear within the right rail. Example I is the size for Featured Publication thumbnails.

Example J is used for the Current Projects thumbnails.

Note
Images marked with an asterisk have been scaled to 50%
Standards

Images (Continued)

Example K is used when embedding YouTube content into the main content area on article pages.

Example J is the size of the photos used in the right rail to display the photos of the administration.

Example L is the size of the document thumbnail used in the footer, the Publication thumbnails on the Global Operations page, and the thumbnails for the right rail document icons. Example M is the thumbnail size for the Our Perspective module in the Footer. Example M is also used on the Overview Pages as the Ongoing Project thumbnail.

Example N is used on the Global Operations page for the Project Report thumbnail.

Example O is the size used in the main content area in the Document Download page.

Example P is the size of the image in the main content area on the UN Country Pages. Example Q is the size for the Latest News thumbnails on the UN Country Pages as well as the thumbnail sizes on the Overview and Country Info on the individual Country Pages.

Example R is the size of the featured article images on the individual country pages.

For Examples I and L, the document thumbnail icons, the width should be maintained at 60 pixels. The height of the thumbnail will be dependent on the original document’s dimensions. (A4, Letter, etc.)

Note

Images marked with an asterisk have been scaled down.
The grid on the home page consists of 12 columns each having a width of 60 pixels. The gutter space in between column is 20 pixels.

The margin on each side of the grid is ten pixels.
Grid: Home page

The grid on the home page consists of columns with a width of 60 pixels. The gutter space in between columns is 20 pixels.

The margin on each side of the grid is ten pixels.
Interaction

Hyperlinks

The rollover illustrated in Examples A and B is merely a darkening of the text.

In Examples C thru F where the background is a darker value, the rollover generally changes a blue text to white.

Throughout the site, text will have an arrow next to it that indicates a link to more content as illustrated in Example G.

Specific color values will be specified in the following sections of this style guide.

Buttons

This button is used to exit out of the country selector.
Interaction

Pagination
Example A shows the pagination design. The current page is indicated a gray background (#434C55) and a white number (number 1). The following pages (two through seven) have a color value of #0055AA

Dropdowns
Dropdown menus will use the default styling of the browser. This dropdown menu appears in the Press Center.

Suggested Results
Suggested results will appear as illustrated in Example C. The highlighted value will indicate the value that will be selected upon user action. An X on the right of the search field will allow the user to cancel the suggested results dialog.
Map Creation

Google Maps

Google Chart API was used to create some of the country images. To do so, the ISO Country code is replaced in the link shown to the left. (the magenta characters)

The map result in PNG format, shown in Example B, was then brought into Photoshop. Then a selection is made from the edges of the PNG, and smoothed by 5 pixels.

Afterwards, the new selection is created into a path using the “Make work path from selection” button in the Paths panel.

This path is then exported into Illustrator, and colored appropriately (either #1E427E Map Dark Blue or #D5EDFB Map Light Blue).

The last step is to size the map within the dimensions of 255x243 and save to the PNG Format.

A: Google Chart API Link
http://chart.apis.google.com/chart?cht=map&chs=600x500&chld=BI&chf=bg,s,00000000&chco=00000000|D4EEFF

B: Google Chart Result
Page Elements: Nav

A: Primary Header

B: Subnavigation Tabs

C: Home Page Header

Headers: UNDP Global

Example A shows the Primary Header used throughout the UNDP site. The first row of navigation contains links for the Country Selector, Global Operations, Library and Press Center. To the right are the available languages, and below are the main links to the UNDP Project and Program pages.

When a selection is made from the navigation, a tab will appear revealing the sub navigation as shown in Example B.

The home page header is slightly different from the primary header, and features a background image as well different positioning of navigation as shown in Example C.

Type Treatment
1. Current Section: Arial / Regular / 11.5px / #FFFFFF
2. Links: Arial / Regular / 11.5px / #66C2FF
3. Description: Arial / Regular / 13px / #557799
4. Search: Arial / Regular / 14px / #999999
5. Unselected Tab: Arial / Bold / 18px / #0055AA
6. Selected Tab: Arial / Bold / 18px / #444444
7. Selected Sub Nav: Arial / Bold / 15px / #444444
8. Unselected Sub Nav: Arial / Bold / 15px / #0055AA
Headers: UNDP Country Pages

Example A shows the header of a UNDP Country Page. It features a background image of the selected country, as well as the country’s flag to the right of the country name.

Once a tab is selected as in Example B, the header will change to a more subtle size and color.

Type Treatment
1. Description: Arial / Regular / 14px / #A3BCCC
2. Country Title: Arial / Bold / 50px / #FFFFFF
3. Description: Arial / Regular / 14px / #557799
Header: UN Country Page

The header above shows the style used for the UN Country Page. It features the United Nations logo and the particular country’s flag in which the office is located.

Type Treatment
1. Header: Arial / Bold / 32px / #FFFFFF
2. Navigation: Arial / Bold / 16px / #0B387C
3. Press: Arial / Regular / 11.5px / #0B387C
4. Search: Arial / Regular / 14px / #999999
Header: UNDP Project Page

The header for UNDP Project Pages contains links as well as a title for the project within the header.

Type Treatment
1. Title: Arial / Bold / 30px / #FFFFFF
UNDP Global Footer

Our Work

- Poverty Reduction
- Democratic Governance
- Crisis Prevention & Recovery
- Environment & Energy
- HIV/AIDS
- Women’s Empowerment
- Capacity Development

Millennium Development Goals

1. Eradicating extreme poverty and hunger
2. Achieving universal primary education
3. Promoting gender equality and empowering women
4. Reducing child mortality
5. Improving maternal health
6. Combating HIV/AIDS, malaria and other diseases
7. Ensuring environmental sustainability
8. Developing a Global Partnership for Development

Our Perspective

Thoughts on Poverty in Zimbabwe

2 Sept 2010

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Footer: UNDP Global

The footer above shows the footer for the UNDP Global Pages. It allows the user to access links from all of the three main sections of the UNDP site. It also provides links to social media, jobs, legal and contact information.

Type Treatment

1. Rollover: Arial / Bold / 15px / #003366
2. Link: Arial / Regular / 11.5px / #0055AB
3. Title: Arial / Bold / 11.5px / #0055AA
4. Article Title: Arial / Bold / 15px / #0055AA
5. Date: Arial / Bold / 11.5px / #666666
6. Body Copy: Arial / Regular / 11.5px / #666666
7. Link Rollover: Arial / Regular / 11.5px / #66C2FF
8. Copyright: Arial / Regular / 11.5px / #999999
9. Link: Arial / Regular / 11.5px / #66C2FF
10. Call to Action: Arial / Regular / 11.5px / #999999
Page Elements: Nav

Footer: UNDP Country Page

The footer above shows the footer for the UNDP Country Page. It differs slightly and includes a module containing statistics about the relevant country. Also included is a background image of the country and its flag.

Type Treatment
1. Title: Arial / Regular / 11.5px / #888888
2. Unit: Arial / Bold / 11.5px / #555555
3. Number: Arial / Bold / 20px / #555555
Footer: UN Country Page

The footer above shows the footer for the UN Country Page. It contains a copyright line as well as links to social media sites.

Type Treatment
1. Copyright: Arial / Regular / 11.5px / #444444
2. Call to Action: Arial / Regular / 11.5px / #444444
3. Links: Arial / Regular / 11.5px / #0B387C
Country Selector

The Country Selector button, shown in Example A, allows the user to access all of the UNDP Country Pages from any other area in the site.

Type Treatment
1. Emphasized: Arial / Bold / 13px / #FFFFFF
2. Description: Arial / Regular / 13px / #BBBBBB
3. Countries: Arial / Regular / 11.5px / #55BBFF
4. Link: Arial / Bold / 13px / #55BBFF
5. Header: Arial / Bold / 13px / #FFFFFF
6. Description: Arial / Regular / 11.5px / #BBBBBB
Home page: News Modules

Both Examples A and B house the latest content posted to the UNDP site. Example B contains a module with a video, a text-only module, and finally the resulting rollover on each module (a background image appears and the text changes).

Type Treatment
1. Month: Arial / Bold / 10px / #3399FF
2. Number: Arial / Bold / 18px / #3399FF
3. Headline: Arial / Regular / 20px / #99CEFF
4. Sub Headline: Arial / Regular / 16px / #99CCFF
5. Country: Arial / Bold / 14px / #3399FF
6. Body Copy: Arial / Regular / 13px / #999999
7. More: Arial / Bold / 10px / #99CEFF
8. Rollover Country: Arial / Bold / 14px / #CCCCCC
9. Rollover Title: Arial / Regular / 16px / #FFFFFF
10. Rollover Body Copy: Arial / 13px / #CCCCCC
Our Work: Left Rail Nav

In the Our Work section, a left rail that contains links allow the user to access the articles.

Type Treatment
1. Current Section: Arial / Regular / 13px / #FFFFFF
2. Link: Arial / Regular / 13px / #0055AA

Our Work: Content

The main content well features the page header, and content, images and information along with links allowing users to further explore the provided content.

Type Treatment
3. Page Header: Arial / Bold / 72px / #333333
   (w/ Gradient Overlay)
4. Body Copy: Arial / Regular / 13px / #666666
5. Header: Arial / Bold / 24px / #444444
6. More: Arial / Bold / 10px / #0055AA
7. Image Header: Arial / Bold / 18px / #66C2FF
8. Image Body Copy: Arial / Regular / 13px / #BBBBBB
9. More: Arial / Bold / 10px / #0088FF
Article Blocks

Article blocks appear throughout the site allowing users to preview multiple pieces of content at once. This usually appears below the main content well.

Type Treatment
1. Header: Arial / Bold / 36px / #333333
2. Caption: Arial / Bold / 10px / #999999
3. Title: Arial / Bold / 16px / #0055AA
4. Body: Arial / Regular / 13px / #666666
5. Link: Arial / Bold / 10px / #0055AA
6. More Stories: Arial / Bold / 16px / #0055AA
Current Projects Module

This 1 column layout displays current projects along with a preview of the article, and start date.

Type Treatment
1. Title: Arial / Bold / 16px / #0055AA
2. Body Copy: Arial / Regular / 13px / #666666
3. Date: Arial / Bold / 13px / #333333

Document Module

This module provides a preview and cover image of the featured document available for download.

Type Treatment
1. Header: Arial / Bold / 24px / #333333
2. Body: Arial / Regular / 13px / #666666
3. Link: Arial / Bold / 13px / #0055AA
Article Format

The standard format for an article page includes a highlights call out, an image or video, and the left rail navigation.

Type Treatment

1. Title: Arial / Bold / 36px / #333333
2. Bold: Arial / Bold / 13px / #333333
3. Body Copy: Arial / Regular / 13px / #666666
The right rail holds different types of modules allowing the user to preview and access different areas of the site.

### Type Treatment
1. Title: Arial / Bold / 16px / #444444
2. Body: Arial / Regular / 13px / #666666
3. Link: Arial / Bold / 10px / #0055AA
4. Date: Arial / Bold / 13px / #333333
5. Text: Arial / Regular / 13px / #0055AA
6. Date: Arial / Bold / 10px / #666666
7. Text: Arial / Regular / 13px / #444444

### UNDP Global Pages: Right Rails

#### A: Our Work: Right Rail

**Partners**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

[VIEW MORE PARTNERS](#)

#### Press Releases

- **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[VIEW MORE PRESS RELEASES](#)

#### Our Perspective

- **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[LATEST FROM OUR PERSPECTIVE](#)

#### Goodwill Ambassadors

Zidane and Drogba appeal to “kick out poverty.”

[GOODWILL AMBASSADORS](#)

#### Links

- Human Rights
- Development Studies
- South-South Cooperation

---

**UNDP’s Role in the MDGs**

World leaders gathered at the UN Millennium Summit in 2000 and signed the UN Millennium Declaration. This document is the foundation for the MDGs, a set of 8 measurable goals for 2015 focused on improving human conditions around the globe.

### B: Text Only Module

#### Featured Publications

- **Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do**
  - **JUNE 2010**

- **Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do**
  - **JULY 2010**
Main Content

The Millennium Development Goals

Eight Goals for 2015

1. View the progress
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a Global Partnership for Development

UNDP Global: Goals: Main Content

The main content well on the Global Goal page includes a main header, icons, and links allowing the user to further explore each goal.

Type Treatment
1. Title: Arial / Bold / 18px / #444444
2. Header: Arial / Bold / 72px / #333333 (w/ Gradient Overlay)
3. Rollover: Arial / Bold / 16px / #003366
4. Link: Arial / Bold / 16px / #0055AA
Goal Overview: Articles

Article below the main content well will have an image as well as links and a description.

Type Treatment
1. Title: Arial / Bold / 24px / #444444
2. Header: Arial / Bold / 16px / #0055AA
3. Text: Arial / Regular / 13px / #0055AA

Goal Overview: Partnerships

Partnership Modules feature a logo, text and a link allowing the user to view more about the partnership.

Type Treatment
1. Header: Arial / Bold / 36px / #444444
2. Text: Arial / Regular / 13px / #666666
Combat HIV/AIDS, malaria and other diseases

Number of people living with HIV (in millions)

Goal Detail: Main Content

The main content well on the goal detail page feature a header as well as a header for the included graph.

Type Treatment
1. Header: Arial / Bold / 48px / #333333
   (w/ Gradient Overlay)
2. Graph Header: Arial / Bold / 24px / #444444
UNDP’s Work on this Goal Around the Globe

1. Lorem ipsum dolor sit amet consectetur adipiscing
   Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. MORE >

2. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore. MORE >

3. 30 July 2008
   Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua...

Goal Detail: Featured Articles

Featured Articles appear under the main content well for each goal page.

Type Treatment
1. Header: Arial / Bold / 16px / #0055AA
2. Text: Arial / Regular / 13px / #666666
3. Date: Arial / Bold / 13px / #999999
Challenges faced by UNDP on the ground

30 July 2010

The Irish famine of the mid-nineteenth century was a catastrophe which left deep scars on the nation. I wish to commend the Government of Ireland for its determination to make the fight against hunger a top priority on its international agenda. Etched in the historical memory of Ireland is a deep understanding of what chronic hunger means. Ireland today is a developed nation with the resilience, including during the adversity caused by the international recession, to protect its people. The commitment it makes now is to support others also to overcome the scourge of famine and hunger. Sadly both still stalk our planet. Spikes in chronic hunger and malnutrition continue to threaten nations and sub-regions— with Niger, the Horn of Africa, and Haiti particularly at risk this year. This misfortune may be the result of tragic events, such as the earthquake in Haiti, or of failing crops, increases in violence and conflict, or poor logistics and food distribution networks.

Our Perspective: Content Module

The content modules on the Our Perspective page include a main header, date, body text image and links to social media.

Type Treatment
1. Header: Arial / Bold / 36px / #0055AA
2. Date: Arial / Bold / 13px / #999999
3. Text: Arial / Regular / 13px / #666666
Global Operations

Latest Project Reports

- Annual Report 2009/2010
  - 30 July 2010
- UNDP in Action 2009/2010
  - 30 July 2010
- Providing Global Public Goods: Managing Globalization
  - 30 July 2010

View More Project Reports

Operations Landing Page

The Global Operations landing page contains the latest documents that the UNDP has published on a variety of subjects.

Type Treatment
1. Page Header: Arial / Bold / 48px / #333333
2. Header: Arial / Bold / 24px / #333333
3. Title: Arial / Regular / 13px / #0055AA
4. Date: Arial / Bold / 13px / #666666
5. Link: Arial / Bold / 16px / #0055AA
What Will It Take to Achieve the Millennium Development Goals?

Published on 18 July, 2010  |  37 pages

Document Summary

This Assessment aims to provide an action agenda for MDG acceleration by reviewing progress thus far and identifying the strategies, policies and interventions for further acceleration. The information is collected from a sample of 50 country reports, including MDG documentation from other sources. The Assessment contributes to the deliberations leading up to the September 2010 MDG High-Level Plenary Meeting at the United Nations.

Verferrum reptam. Luptatium quae cupidum voluptuaque iemodia cullia ut etere nimil inverlta volorec elaborat quiquit ut est offi cab orete.

Document Highlights

- Cras mattis ullamcorper mauns et venenatis.
- Aenean enim tellus, accumsan eu fringilla sit amet, malesuada vel purus.
- Etiam justo massa, interdum ac porta quis, tristique non nisi.

Document Downloads

The document download page features the cover image of the selected document, a summary and certain highlights.

Type Treatment

1. Page Header: Arial / Bold / 36px / #333333
2. Published Details: Arial / Bold / 13px / #999999
3. Header: Arial / Bold / 24px / #333333
4. Body Copy: Arial / Regular / 13px / #666666
In the Press Center the user has the option to search and filter the desired inquiry.

Press Center

In the Press Center the user has the option to search and filter the desired inquiry.

Type Treatment
1. Page Header: Arial / Bold / 48px / #333333
2. Search Field: Arial / Bold / 24px / #BBBBBB
3. Showing: Arial / Regular / 13px / #666666
4. Results: Arial / Bold / 15px / #333333
5. Date: Arial / Bold / 13px / #999999
6. Title: Arial / Regular / 16px / #0055AA
7. Text: Arial / Regular / 13px / #666666
When searching the UNDP site, the results will be displayed with the title, body copy, and a link to the relevant page. The option to sort by date or relevance also appears.

**Type Treatment**

1. Search Term: Arial / Bold / 24px / #444444
2. Previous: Arial / Regular / 11px / #444444
3. Next: Arial / Regular / 11px / #0055AA
4. Title: Arial / Regular / 16px / #0055AA
5. Text: Arial / Regular / 13px / #666666
6. Link: Arial / Bold / 13px / #66C2FF
UNDP Project Page

Articles on the UNDP project page are featured in a single row format as in Example A, or in a 2 column format as in Example B.

Example C shows an example chart that shows the contributions given to each project.

**Type Treatment**

1. Title: Arial / Bold / 16px / #0055AA
2. Body Copy: Arial / Regular / 13px / #666666
3. Date: Arial / Bold / 13px / #333333
4. Header: Arial / Bold / 24px / #444444
5. Chart Header: Arial / Bold / 13px / #0055AA
6. Chart Text: Arial / Regular / 13px / #444444

---

**C: Donation Chart**

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Core / Noncore</th>
<th>Donor</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Core</td>
<td></td>
<td>$3,672,425.00</td>
</tr>
<tr>
<td>2005</td>
<td>Noncore</td>
<td>United Nations Development Programme</td>
<td>$313,900.00</td>
</tr>
<tr>
<td>2005</td>
<td>Noncore</td>
<td>Government of Brazil</td>
<td>$500,000.00</td>
</tr>
<tr>
<td>2006</td>
<td>Noncore</td>
<td>Government of the United States of America</td>
<td>$889,994.26</td>
</tr>
<tr>
<td>2006</td>
<td>Noncore</td>
<td>United Nations</td>
<td>$628,225.00</td>
</tr>
<tr>
<td>2007</td>
<td>Core</td>
<td></td>
<td>$3,228,405.90</td>
</tr>
<tr>
<td>2007</td>
<td>Noncore</td>
<td>Government of Japan</td>
<td>$2,040,801.00</td>
</tr>
<tr>
<td>2007</td>
<td>Noncore</td>
<td>European Union</td>
<td>$307,272.12</td>
</tr>
<tr>
<td>2007</td>
<td>Noncore</td>
<td>UN Democracy Fund (UNDF)</td>
<td>$294,985.00</td>
</tr>
<tr>
<td>2008</td>
<td>Core</td>
<td></td>
<td>$3,422,652.45</td>
</tr>
</tbody>
</table>
Page Elements: UNDP Country

Similar to the UNDP Global home page, the UNDP Country pages feature article modules that have images, body copy, and links that will connect the user to the latest content that has been posted to the UNDP Country Page.

Type Treatment
1. Featured Article Title: Arial / Bold / 20px / #0055AA
2. Title: Arial / Bold / 16px / #0055AA
3. Rollover: Arial / Bold / 16px / #003366
4. Body Copy: Arial / Regular / 13px / #666666
Page Elements: UNDP Country

About India

Introduction


History


Info Tab

The UNDP Country Page features content and statistics relevant to the selected country. The main content well pictured in Example A, holds the text content. To the left of the main content well is a vertical column that features highlighted statistics, picture in Example B.

Example C shows the right rail that includes the country’s flag, an image of the country, as well as a right rail text module that includes the country’s statistics.

Type Treatment

1. Page Header: Arial / Bold / 48px / #333333
2. Jump To: Arial / Regular / 13px / #444444
3. Link: Arial / Regular / 13px / #0055AA
4. Section: Arial / Bold / 24px / #0055AA
5. Body Copy: Arial / Regular / 13px / #666666
6. Stat: Arial / Bold / 60px / #444444
7. Caption: Arial / Regular / 13px / #666666

B: Stats

1.19 billion people

27.5%
live in poverty

42%before Purchasing Power Party of US$1.25 a day

134ranks out of 182 countries by global 2006 Human Development Index

49%of poor are women

C: Right Rail

Stats

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>20,014,043</td>
</tr>
<tr>
<td>Siniae et epiis</td>
<td>321</td>
</tr>
<tr>
<td>Ast</td>
<td>Lorem ipsum</td>
</tr>
<tr>
<td>Sum aut voles</td>
<td>Eatur volupto</td>
</tr>
<tr>
<td>Essepepsti resla</td>
<td>70,571</td>
</tr>
<tr>
<td>Rere occab</td>
<td>99</td>
</tr>
<tr>
<td>Isimmis eaur uta</td>
<td>98,11</td>
</tr>
<tr>
<td>Delupt surs</td>
<td>$122,521,038</td>
</tr>
</tbody>
</table>
Page Elements: UN Country

Partnership Agencies

Above the footer on the UN Country Pages is a module that holds logos that represent agencies that partner with the UN.

The standard color for the logos is #666666 and the rollover color is #003366
Guaranteed Job for Badami Devi of Kandha Village, Rajasthan

Kandha, Rajasthan:


Map Module

Partner: Ministry of Rural Development India

Press Releases

Our Perspective

New Jobs for Rural Women in India

Our Work

Millennium Development Goals

Our Perspective

Thoughts on Poverty in Zimbabwe


Contact Us | Jobs | Investigation Helpdesk | Copyright & Terms of Use | Information Disclosure Policy | Press Kit | Facebook | Twitter | Flickr | YouTube

© Copyright 2010, United Nations Development Programme
Sample Pages
**Our Perspective**

**Challenges faced by UNDP on the ground**

26 Jul 2010

The task before the development community was a cataclysm which was fast unraveling on the horizon. It made us realize the responsibility of our profession as agents of change. The battle against hunger was a minor part of the international agenda. Hunger is the leading cause of poverty and the root cause of conflicts, wars, and deaths. It is a problem that requires immediate and sustained attention. It is our duty to understand the root causes of hunger and to work towards its eradication.

**Helen Clark concludes Mali visit**

26 Jul 2010

UNDP Administrator Helen Clark wrapped up the Mali visit today where she met with the country’s leaders to discuss strategies for achieving the Millennium Development Goals (MDGs).

The visit is an important step in the UNDP’s efforts to mobilize support for the MDGs in the region. The UNDP is working closely with the Malian government and civil society to promote sustainable development and reduce poverty in the country.

**Millennium goals are “within reach”**

26 Jul 2010

A progress report released this week by the UN Development Program highlights the success of the international community in achieving the Millennium Development Goals (MDGs). The report shows that 2009 was a year of positive progress towards the MDGs, with millions of people lifted out of poverty.

The report notes that the MDGs are within reach, but further efforts are needed to achieve them by 2015. The UNDP is committed to supporting countries in their efforts to reach the MDGs and ensure a more equitable and sustainable future for all.

---

**Other Interesting Perspectives**

**UNDP**

**The One World**

---

---

---
What Will It Take to Achieve the Millennium Development Goals?

Published on 18 July, 2010 | 37 pages

Document Summary
This Assessment aims to provide an agenda for MDG acceleration by reviewing progress thus far and identifying the strategies, policies and interventions for further acceleration. This information is collected from a sample of 90 country reports, including MDG documentation from other sources. The assessment contributes to the elaborations leading up to the September 2010 MDG High-Level Primary Meeting of the United Nations.

Document Highlights
- Create a shared vision and raise national ownership.
- Increase accountability of actors at all levels.
- Mobilize the whole of government and work across sectors.
- Improve health and reduce disease and malnutrition.
- Control and arrest population growth.
- Control and arrest population growth.
- Improve education and reduce illiteracy.
- Increase access to water and sanitation.
- Protect the environment.
- Increase access to health care.
- Increase access to financial services.
- Increase access to food security.
- Increase access to ICTs.

Purchase a Hard Copy
USA - English Version available from the Global Fund to Fight AIDS, Tuberculosis and Malaria. Other versions: Spanish

Our Work
- Poverty Reduction
  - Gender Equality and Women's Empowerment
  - Human Development
  - Millennium Development Goals
  - Human Development Report 2010
    - 20th Anniversary Edition
- Environment & Energy
  - Disaster Risk Management
  - Water & Sanitation
- Women's Empowerment
  - Health & Social Protection

Our Perspective
- Thoughts on Poverty in Zimbabwe
  - 2-9-2010
  - Lord De Mauley, Minister of State, Department for International Development
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
About India

1.19
Billion people

27.5%
live in poverty

42%
below poverty line

134
ranked 74th out of 183 countries on UNDP’s Human Development Index

49%
of people are literate

9.24%
at risk of malaria and other vector-borne diseases

2.27
millions estimated

1.2
million children are underweight

66%
literacy rate

Challenges

Introduction

UNDP’s goal is to help India reduce poverty and improve the quality of life for all citizens.

History

India is a vast and diverse country with a rich cultural heritage. India is a democracy and has a federal structure with 28 states and one union territory.

Population

2013
640.6 million

GDP

7.5%

Government

The government of India is a federal union of 28 states and one union territory.

Economy

India is the world's sixth largest economy by nominal GDP and the third largest by purchasing power parity.

Human Development

India is classified as a lower middle-income country by the World Bank.

Millennium Development Goals

India has made significant progress towards achieving the Millennium Development Goals.

Successes

India has made tremendous progress in reducing poverty and improving education and health outcomes.

Our Work

UNDP’s work in India is focused on poverty reduction, governance and rule of law, and capacity development.

Millennium Development Goals

India is committed to achieving the Millennium Development Goals by 2015.

Human Development

India is working to improve human development outcomes across the country.

About India

India is a country rich in diversity and culture. It is a land of contrasts, where tradition meets modernity.

UNDP Style Guide / November 4, 2010  Page 51
Search Results

Searched for: "India"

Similair sites: search.un.org

New results at search.un.org

Results for: "India"

1. UNDP India Country Office
   - http://www.undp.org/india
   - UNDP India Country Office

2. UNDP India
   - http://www.undp.org/india
   - UNDP India

3. UNDP India
   - http://www.undp.org/india
   - UNDP India

4. UNDP India
   - http://www.undp.org/india
   - UNDP India

5. UNDP India
   - http://www.undp.org/india
   - UNDP India

6. UNDP India
   - http://www.undp.org/india
   - UNDP India

7. UNDP India
   - http://www.undp.org/india
   - UNDP India

End by site - Density: relevance

Previous 1 2 3 4 5 6 7 Next

Our Work

Millennium Development Goals

Our Perspective

Huge

© Copyright 2010 United Nations Development Programme

UNDP Style Guide / November 4, 2010 Page 55
Welcome to United Nations in Pakistan

Latest News

The Deputy Secretary General meets with Speaker of Parliament
Set of participatory urban renewal tools to address inter-sectoral linkages, 2023. Sanaa, Iraq. (Press release) Published on the UN website.

The Deputy Secretary General meets with Speaker of Parliament
Set of participatory urban renewal tools to address inter-sectoral linkages, 2023. Sanaa, Iraq. (Press release) Published on the UN website.

Upcoming UN Days

International Day for the Preservation of the Ozone Layer
This event commemorates the day of the signing of the Montreal Protocol, which has been in place since 1989.

International Day of Peace
This International day of peace is a global call for cross-cultural and non-violence. The year the Secretary-General is urging all parties to work together and stop to focus on nuclear disarmament and non-proliferation, in commemoration.

World Maritime Day
World Maritime Day is used to focus attention on the importance of shipping, safety, maritime security, and the role of women in the maritime sector.

UN Partner Agencies

© COPYRIGHT 2010 UNITED NATIONS
UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

For templates and other resources please visit: https://intranet.undp.org/unit/pb/communicate/tagline