UNDP
Brand Manual

Contents

Introduction

UNDP is evolving. Naturally, its brand must evolve with it. As we reshape our organization for the future, we need to update how we communicate our core brand positioning, both visually and verbally.

This document represents the first step in this process; a revision of the current brand guidelines to address immediate needs.

The main alteration is the phasing out of the previous tagline. In addition, the revised guidelines demonstrate the various ways the logo is applied, presents new typefaces (fonts) for print and digital executions, and introduces the 17 SDG colours as secondary "accent colours" used in conjunction with the UNDP Blue.

———————

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.

Note that the UN emblem and the UNDP letters appear in white in almost all uses.

Whatever the application of the logo, the UNDP logo should always be reproduced from official artwork. DO NOT RE-DRAW THE LOGO.

All language versions are available on the UNDP Brand Portal.

1. The Logo

1.1 MAIN VERSION

1.2 FRENCH/SPANISH VERSION

1.3 ALTERNATE VERSIONS

All white version to be used against a dark background.

All black version, for applications where colour is not available, such as photocopying and in newspapers.

1.4 CLEAR SPACE

To achieve maximum recognition of the logo, it is important that it is never obscured or crowded by other elements. Leave an area of isolation around it, or clear space, as is indicated below with the grey rectangle. Only where space is very limited should the clear space be reduced.

1.5 PREFERRED SIZE

The preferred logo size for placing on A4/Letter paper is 15mm width. To ensure visibility, and the clarity of the UN emblem, the logo should be reproduced with a minimum width of 8mm. *On exceptionally small or large applications, size to fit as appropriate.*

15mm
(A4/LETTER)

8mm
(MIN. SIZE)

1.6 INCORRECT USAGE

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 examples on this page illustrate some common errors that should be avoided. Such misuses will undermine UNDP's efforts to project a unified image.

Do not distort the shape
of the logo

Do not change the style or
colour of the elements

Do not add an outline
to the logo

Do not rearrange
the elements

1.7 UNDP – SDGs LOCK UP

As we enter the Decade of Action, UNDP has to increase its efforts to engage audiences for the Sustainable Development Goals. To support communications around the Goals and strengthen brand association between UNDP and the SDGs in a consistent way, a logo "lock up" has been created. The lock up in all languages can be downloaded at the brand portal. We encourage its use in all relevant events and communications.

1.8 POLICY ON UNDP LOGO USE

1. There are **only two versions of the UNDP logo**: UNDP (English) and PNUD (French/Spanish).

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

3. UNDP Country Offices should no longer place the name of the individual country under the logo.

4. All Headquarters, bureaux, and units will use the UNDP logo as their only logo. There should not be any separate or stand-alone logos used. There are no exceptions to this rule.

APPLICATIONS:

5. On print publications, including brochures and flyers, 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, 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.

6. 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.

7. **All logos should be visually equal** when used with other partners. All logos must be placed on the same line. No one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule.

8. 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.

9. For partnerships such as the Global Environment Facility and the Montreal Protocol, the UNDP logo must be used with partner logos.

10. Any UNDP field project must carry the UNDP logo 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. If the project is managed with a partner, which needs to be acknowledged visually, the UNDP logo should be used in conjunction with the logo of the other partner(s) only.

2. Color

2.1 MAIN COLOURS

Please refer to the colour specifications below 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.

UNDP BLUE

PMS 300 C

CYMK 91/60/1/0
RGB 4/104/177
Hex #0468B1

WHITE

CYMK 0/0/0/0
RGB 255/255/255
Hex #FFFFFF

2.2 ACCENT COLOURS

Accent colours may be used to complement, but never overpower, the logo design. Below are some colour suggestions, based on the Sustainable Development Goals (SDGs), that have been used in conjunction with the UNDP logo. 100% tint colors give the UNDP brand a bold and daring aesthetic, and are preferred.

PMS 185 C

CYMK 1/100/92/0
RGB 229/36/59
Hex #E5243B

PMS 7555 C

CYMK 18/37/100/1
RGB 221/166/58
Hex #DDA63A

PMS 7739 C

CYMK 81/15/100/2
RGB 76/159/56
Hex #4C9F38

PMS 200 C

CYMK 16/100/86/7
RGB 197/25/45
Hex #C5192D

PMS BRIGHT RED C

CYMK 0/90/94/0
RGB 255/58/33
Hex #FF3A21

PMS 638 C

CYMK 82/7/9/0
RGB 38/189/226
Hex #E5243B

PMS 1235 C

CYMK 0/31/100/0
RGB 252/195/11
Hex #FCC30B

PMS 1955 C

CYMK 29/100/70/27
RGB 162/25/66
Hex #A21942

PMS 1585 C

CYMK 0/71/98/0
RGB 253/105/37
Hex #FD6925

PMS 219 C

CYMK 6/98/9/0
RGB 221/19/103
Hex #DD1367

PMS 1375 C

CYMK 0/45/96/0
RGB 253/157/36
Hex #FD9D24

PMS 131 C

CYMK 18/48/100/2
RGB 191/139/46
Hex #BF8B2E

PMS 7742 C

CYMK 74/32/95/19
RGB 63/126/19
Hex #3F7E44

PMS 7461 C

CYMK 96/41/6/0
RGB 10/151/217
Hex #0A97D9

PMS 361 C

CYMK 75/4/100/0
RGB 86/192/43
Hex #56C02B

PMS 7462 C

CYMK 100/71/22/5
RGB 0/104/157
Hex #00689D

PMS 294 C

CYMK 100/86/29/23
RGB 25/72/106
Hex #19486A

3. Typography

Starting with the redesign of the UNDP website in 2017, a combination of two typeface families are being used. "Proxima Nova" has been selected as the main font for all body text, while "Lora Bold" is to be used for titles or accent text only. Consistency in the use of typeface enhances and strengthens the UNDP identity and is an integral part of the corporate visual system.

* When the typeface does not have the characters required for your local language please use either Arial or Helvetica.

3.1 MAIN FONT: PROXIMA NOVA

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

3.3 ACCENT FONT: LORA BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

3.2 WEIGHT VARIATIONS

Proxima Nova Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Bold
Proxima Nova Bold Italic

4. Boilerplate text

This one paragraph description should be included in media advisories, press releases and publications. Please check the UNDP Brand Portal for any updates to this text.

ENGLISH

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet.

Learn more at undp.org or follow at @UNDP.

FRENCH

Le PNUD est le principal organisme des Nations Unies qui lutte contre l'injustice de la pauvreté, les inégalités et le changement climatique. Travaillant avec un vaste réseau d'experts et de partenaires dans 170 pays, nous aidons les pays à développer des solutions intégrées et durables pour les peuples et la planète.

Pour en savoir plus, rendez-vous sur undp.org ou suivez-nous sur le compte @UNDP.

SPANISH

El Programa de las Naciones Unidas para el Desarrollo es el principal organismo de las Naciones Unidas dedicado a poner fin a la injusticia de la pobreza, la desigualdad y el cambio climático. Trabajamos con nuestra extensa red de expertos y aliados en 170 países para ayudar a las naciones a construir soluciones integradas y duraderas para las personas y el planeta.

Pueden obtener más información en undp.org o seguirnos en @PNUD.

RUSSIAN

Программа развития Организации Объединенных Наций (ПРООН) является ведущей организацией ООН, борющейся с несправедливостью, вызванной нищетой, с неравенством и изменением климата.

Работая с широкой сетью экспертов и партнеров в 170 странах, мы помогаем создавать интегрированные, долгосрочные решения для людей и планеты.

Узнайте о нас больше на сайте undp.org или присоединяйтесь на @UNDP.

CHINESE

联合国开发计划署是联合国的主要组织，致力于终结贫穷、不平等和气候变化相关的不公正现象。我们与170个国家的专家和合作伙伴广泛合作，帮助各国为人类和地球构建综合、持久的解决方案。

更多信息请访问undp.org 或关注@UNDP，了解更多信息。

ARABIC

برنامج الأمم المتحدة الإنمائي هو المنظمة الرائدة داخل الأمم المتحدة التي تكافح من أجل القضاء على الفقر وعدم المساواة وتغير المناخ. من خلال العمل مع شبكتنا الواسعة من الخبراء والشركاء في 170 بلداً، نساعد الأمم على بناء حلول متكاملة ودائمة من أجل الناس والكوكب.

تعرفوا على المزيد من خلال موقعنا.undp.org أو تابعونا على @UNDP.

5. Applying the Logo

When possible, the UNDP logo should be placed in the upper-right corner. Consistent placement gives visibility to the logo. Products will be easily identified as belonging to UNDP. It will also be in keeping with the format adopted for press releases, media advisories and letterheads.

5.1 PUBLICATIONS

On magazines, reports, books, brochures and other publications, the UNDP logo should be placed at the **top right-hand corner of the front cover**. In the case of Arabic language publications, logos would be placed on the upper left corner.

5.2 SIGNAGE

Using the UNDP logo in an attractive way at building and office entrances is important. The solid version of the logo should be used for signs and banners. Signs should reflect the exact logo design, but can be made in materials appropriate to the architectural setting.

Individual enamel plaques

Vinyl decal

Sandblasted

5.3 VISIBILITY ITEMS

Using the UNDP logo in the field reinforces UNDP identification. Items should reflect the exact logo design, but can be made in materials appropriate to the setting.

5.4 PROMOTIONAL ITEMS

The logo should be displayed tastefully, yet prominently, on all promotional items. Visibility and legibility are crucial.

Minimum printing sizes will vary by surface. *Check with your local vendor as to size limits, as small details in the UN emblem may not be possible, especially for embroidery.*

For ready-to-use promotional items, please visit shop.undp.org or contact shop@undp.org for bulk orders.

5.5 EMAIL SIGNATURE

Name
Title
Office/Bureau
United Nations Development Programme
Street/Mailing Address
City, Country Mail Code
Tel: +1 (000) 000 0000
Fax: +1 (000) 000 0000

5.6 STATIONERY

UNDP stationery items were carefully developed into a system.
The preset format is an integral part of the design and, when followed,
complements and completes the image of the organization as a whole.

6. Media Needs

The boilerplate text to describe UNDP 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.

6.1 MEDIA ADVISORY

United Nations Development Programme

MEDIA ADVISORY

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Learn more at www.undp.org or follow at @UNDP.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org

6.2 UNDP PRESS RELEASE

United Nations Development Programme

PRESS RELEASE

###

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Learn more at www.undp.org or follow at @UNDP.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org

6.3 JOINT PRESS RELEASE

PRESS RELEASE

###

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Learn more at www.undp.org or follow at @UNDP.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org