

# VISUAL IDENTITY GUIDELINES

---

Version 1.0 / March 2019

---

[www.un.org/un75](http://www.un.org/un75)



**UN75**  
2020 AND BEYOND

SHAPING  
OUR  
FUTURE  
TOGETHER



# TABLE OF CONTENTS

## ➤ 01 LEGAL GUIDELINES

## ➤ 04 VISUAL IDENTITY GUIDELINES

05 LOGO RATIONALE

06 LOGO ELEMENTS / CLEAR SPACE / SIZE / MISUSE /  
BACKGROUNDS

13 COLOUR AND TYPOGRAPHY

16 LOGO USE BY UN AND NON-UN ENTITIES

17 LOGO CO-BRANDING

18 LANGUAGES

19 PHOTOGRAPHY

21 GRAPHIC ELEMENT

## ➤ 22 PRODUCT APPLICATIONS

23 LETTERHEAD / SLIDE PRESENTATION

25 SOCIAL MEDIA

26 POSTAGE STAMPS



# **1. LEGAL GUIDELINES**

**THESE GUIDELINES MUST BE PROVIDED TO REQUESTERS. WHENEVER THE UN75 LOGO IS UPLOADED ON THE INTERNET, THESE GUIDELINES MUST BE UPLOADED ON THE SAME PAGE.**

## I. INTRODUCTION

The official logo for the 75th Anniversary of the United Nations (see above, hereinafter referred to as the “UN75 Logo”) has been created by the UN for use with activities and programmes which commemorate the 75th anniversary of the Organization. In addition to educational and/or public outreach activities, the United Nations will launch a series of dialogues around the world on how to build a truly global partnership to realize our shared aspirations for a just, peaceful and sustainable future. All such activities are to be branded with the UN75 Logo.

These guidelines are meant to enable information sharing, engagement, and collaboration and address the two versions of the official logo for the 75th Anniversary of the United Nations:

- **UN75 Logo with the UN Emblem**, which displays the United Nations emblem to the left of the UN75 Logo (see page 16); and
- **UN75 Logo without the UN Emblem**, which only contains the UN75 Logo and does not display the United Nations emblem (see page 16).

The UN75 Logo with the UN Emblem may only be used by:

- United Nations offices, Funds, Programmes and other subsidiary organs and organizations of the United Nations System.
- Member States, Observer States, and inter-governmental organizations when engaging in activities to support, promote and/or raise awareness about the 75th Anniversary of the United Nations. Such permitted use, however, does not include the right to authorize third parties to use the UN75 Logo with or without the UN Emblem.

The UN75 Logo without the UN Emblem is for use by entities other than those referred to above.

The use of both versions of the UN75 Logo (with and without the UN emblem) is subject to the terms set forth in the present guidelines. The UN75 Logo should be used only in its entirety and in the exact form as set forth herein, and should be reproduced only in its official colours and in accordance with the design specifications set forth below.

The phrase “**Shaping Our Future Together**” is part of the UN75 Logo and must not be omitted when reproducing the UN75 Logo.

## II. USE OF THE UN75 LOGO WITHOUT THE UN EMBLEM BY ENTITIES OUTSIDE OF THE UN SYSTEM AND BY NON-MEMBER STATES

### 1. General Information

Entities outside of the United Nations System and non-Member States, including not-for-profit organizations and private sector entities, may use the UN75 Logo in accordance with the requirements set out below.

When being displayed with your entity’s logo, the UN75 Logo should be used adjacent to such text as “in support of”, “in observance of”, “a project of the [name of entity that uses the Logo] in honour of the United Nations’ Seventy Fifth Anniversary” or “Join Us in Support of the Seventy Fifth Anniversary of the United Nations”. The identity of the entity using the UN75 Logo should be clear.

The UN75 Logo may not be displayed side-by-side with your entity’s logo without the above accompanying text (see page 17).

The integration or combination of any element of the UN75 Logo into a separate logo design is prohibited.

### 2. Permitted Uses

The UN75 Logo may be used for informational purposes in order to show support for the 75th Anniversary of the United Nations, subject to the conditions set out below.



## INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The UN75 Logo without the UN Emblem may be used for such informational purposes, and its use does not require prior permission from the United Nations.

### III. USE OF THE UN75 LOGO WITH THE UN EMBLEM

#### 1. By UN Entities and Organizations

Subject to their respective mandates, rules and policies, United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System can use the UN75 Logo with the UN Emblem without obtaining prior approval from the UN Department of Global Communications, except for when uses other than those described in these guidelines are being requested.

If the UN Fund or Programme or another subsidiary organ or organization of the United Nations System has its own specific logo, the latter should be displayed side by side with the UN75 Logo (see page 17). The UN75 Logo may be used for either (i) informational or (ii) fundraising purposes in order to show support for the 75th Anniversary of the United Nations, subject to the specific conditions set out below.

#### INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The UN75 Logo with the UN Emblem may be used for such informational purposes, and its use does not require prior permission from the United Nations.

#### FUNDRAISING PURPOSES

Fundraising uses are those that are intended to raise resources to cover the costs of activities<sup>1</sup> in support of the United Nations 75th Anniversary by UN Entities and Organizations. The UN75 Logo with the UN Emblem may be used for such fundraising purposes.

UN75 Logo with the UN Emblem must be used in its entirety for fundraising purposes. Pairing the entity's logo with the UN75 Logo is subject to requirements listed above.

#### 2. By Member States

Member States, including subdivisions and agencies of their respective governments, may use the UN75 Logo with the UN Emblem in activities organized to

support, promote and/or to raise awareness for the 75th Anniversary of the United Nations. This authorization, however, does not include the right to authorize third parties to use the UN75 Logo with the UN Emblem. While no prior approval is required for such usage, information about the activities to be associated with the use of the UN75 Logo and how the UN75 Logo is used must be sent to the Director, Outreach Division, United Nations Department of Global Communications, New York, NY 10017 ([email: un75permissions@un.org](mailto:un75permissions@un.org)).

#### 3. Use of the UN75 Logo in Postal Stamps

The use of the UN75 Logo in postal stamps is subject to the conditions set forth in Section 3, page 26 of the present Guidelines. Only the Postage Stamp Designs set forth on page 26 may be used on stamps.

### IV. DURATION OF PERMITTED USE OF THE UN75 LOGO

Unless otherwise expressly authorized in writing, the use of the UN75 Logo should in all cases cease by 31 December 2020.

### V. LIABILITY

The United Nations does not assume any responsibility or liability for the activities of your entity, related to the use of the UN75 Logo.

### VI. DISCLAIMER

- The use of the UN75 Logo by an entity does not imply the endorsement by the United Nations of such entity, its products or services, or of any of its activities.
- The UN75 Logo may not be used for self-promotional purposes or to obtain any financial gain. Any fundraising use must only be undertaken within the limits of these guidelines and only by UN entities and organizations.
- If an entity decides to translate the text of the UN75 Logo into non-UN official languages, the entity concerned, and not the United Nations, shall assume any responsibility or liability arising from the translation.

<sup>1</sup> Such as UN75 dialogues, seminars, workshops or events; sports activities; art competitions and other similar educational and outreach activities



## **2. VISUAL IDENTITY GUIDELINES**

# LOGO RATIONALE



To mark its 75th anniversary in 2020, the UN75 campaign involves people coming together to discuss how to collectively navigate the gap between the future we need and where the world is heading, if current trends continue.

An arrow is integrated with the numerals 75, to convey a global movement that is about both the present and future.

The UN emblem embedded in a flag is a link to the United Nations' commitment to positive change for the future and now.

# LOGO ELEMENTS

UN emblem



Tagline



**UN75**  
2020 AND BEYOND

**SHAPING  
OUR  
FUTURE  
TOGETHER**



Wordmark





## LOGO

REVERSED OUT ON A DARK BACKGROUND



## LOGO CLEAR SPACE

Clear space must be maintained on all sides of the identifier for it to be perceived as separate from the other elements in the environment in which it appears. This specification applies to all languages.

---



# LOGO MINIMUM SIZE



ARABIC LOGO  
1.75" MINIMUM WIDTH



CHINESE LOGO  
2" MINIMUM WIDTH



ENGLISH LOGO  
1.65" MINIMUM WIDTH



FRENCH LOGO  
1.75" MINIMUM WIDTH



RUSSIAN LOGO  
1.7" MINIMUM WIDTH



SPANISH LOGO  
1.7" MINIMUM WIDTH

# LOGO MISUSE



COLOUR CHANGE



REASSEMBLY



DROP SHADOW



DISTORTION



OPACITY CHANGE



FONT CHANGE



## LOGO OVER BACKGROUNDS

Below are examples of how to overlay the logo onto colours. For best legibility make sure the logo has sufficient contrast when overlaid on a background. Colours as indicated on pg.13 of these guidelines are best for solid backgrounds.



OK ✓



OK ✓



# LOGO OVER IMAGE

Below are examples of how to overlay the logo onto images. For best legibility make sure the logo has sufficient contrast when overlaid on an image and is not cluttered by busy patterns behind it.



OK ✓



OK ✓



OK ✓

# LOGO COLOURS

These are the colours that are approved to use for the UN75 Logo.



PANTONE 540 C    C100 M80 Y45 K48    R3 G41 B68    HEX# 022944

PANTONE 2925 C    C80 M20    R0 G158 B219    HEX# 009EDB

WHITE    C0 M0 Y0 K0    R255 G255 B255    HEX# FFFFFFFF



# TYPOGRAPHY

## RECOMMENDED

Futura LT Pro Extra Bold Condensed is the main typeface for this visual identity. It is to be used for headings and not for body text.

---

### **FUTURA LT PRO EXTRA BOLD CONDENSED**

IN ALL CAPS IS FOR TAGLINES, SLOGANS, AND MAIN HEADINGS.

### **FUTURA LT PRO BOLD CONDENSED**

IS FOR SUBHEADINGS.

### **FUTURA LT PRO MEDIUM CONDENSED**

IS FOR THIRD LEVEL HEADINGS.

### **ROBOTO CONDENSED BOLD**

IS FOR RUSSIAN HEADLINES + SUBHEADINGS.

### **NOTO KUFU ARABIC BOLD**

IS FOR ARABIC HEADLINES + SUBHEADINGS.

### **NOTO SANS CJK SC BLACK**

IS FOR CHINESE HEADLINES + SUBHEADINGS.

Open-  
Source  
fonts





# TYPOGRAPHY

## ALTERNATIVE FONTS

These fonts can be used when Futura LT Pro is not available.

---

### **RALEWAY BLACK**

IN ALL CAPS IS FOR HEADINGS IN LATIN-BASED LANGUAGES.

### **BARLOW REGULAR**

IN UPPER AND LOWERCASE FOR TEXT PARAGRAPHS IN LATIN-BASED LANGUAGES.

(as used in this guideline document)

### **ROBOTO CONDENSED BOLD**

IS FOR RUSSIAN HEADLINES + SUBHEADINGS.

### **NOTO KUFİ ARABIC BOLD**

IS FOR ARABIC HEADLINES + SUBHEADINGS.

### **NOTO SANS CJK SC BLACK**

IS FOR CHINESE HEADLINES + SUBHEADINGS.

Open-  
Source  
fonts



# LOGO USE

## BY UN AND NON-UN ENTITIES

### ➤ FOR NON-UN ENTITIES\*



### ➤ FOR UN ENTITIES\*\*



#### **Important Notice:**

The guidelines in this document are applicable to both versions of the UN75 Logo (with and without the UN Emblem)

---

\* USE OF THE UN75 LOGO (WITHOUT THE UN EMBLEM) BY ENTITIES OUTSIDE THE UN SYSTEM, INCLUDING NON-MEMBER STATES, NOT-FOR-PROFIT ORGANIZATIONS, AND THE PRIVATE SECTOR.

\*\* USE OF THE UN75 LOGO (WITH UN EMBLEM) BY UNITED NATIONS OFFICES, FUNDS AND PROGRAMMES AND OTHER SUBSIDIARY ORGANS AND ORGANIZATIONS OF THE UNITED NATIONS SYSTEM, UNITED NATIONS MEMBER STATES, OBSERVER STATES AND INTERGOVERNMENTAL ORGANIZATIONS WHEN ENGAGING IN ACTIVITIES TO SUPPORT, PROMOTE AND/OR RAISE AWARENESS ABOUT THE UN75.

# LOGO CO-BRANDING

## FOR NON-UN ENTITIES\*



## FOR UN ENTITIES\*\*



### Important Notice:

The guidelines in this document are applicable to both versions of the UN75 Logo (with and without the UN Emblem)

---

\* USE OF THE UN75 LOGO (WITHOUT THE UN EMBLEM) BY ENTITIES OUTSIDE THE UN SYSTEM, INCLUDING NON-MEMBER STATES, NOT-FOR-PROFIT ORGANIZATIONS, AND THE PRIVATE SECTOR.

\*\* USE OF THE UN75 LOGO (WITH UN EMBLEM) BY UNITED NATIONS OFFICES, FUNDS AND PROGRAMMES AND OTHER SUBSIDIARY ORGANS AND ORGANIZATIONS OF THE UNITED NATIONS SYSTEM, UNITED NATIONS MEMBER STATES, OBSERVER STATES AND INTERGOVERNMENTAL ORGANIZATIONS WHEN ENGAGING IN ACTIVITIES TO SUPPORT, PROMOTE AND/OR RAISE AWARENESS ABOUT THE UN75.



# LOGO

## IN THE SIX OFFICIAL UN LANGUAGES



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

# USE OF PHOTOGRAPHY

Photography selections should focus on positive connections between beings, be it humans with other humans, animals, or nature.

---

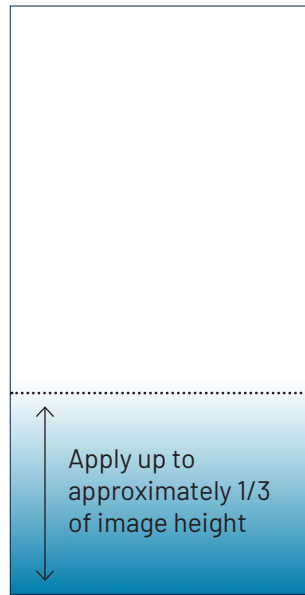




# PHOTOGRAPHY WITH BLUE GRADIENT

For social media products, it is recommended to overlay the blue gradient onto photos, as shown below.



+



-  No color (100% transparency)
-  RGB (30,123,172)  
CMYK (85,45,15,0)

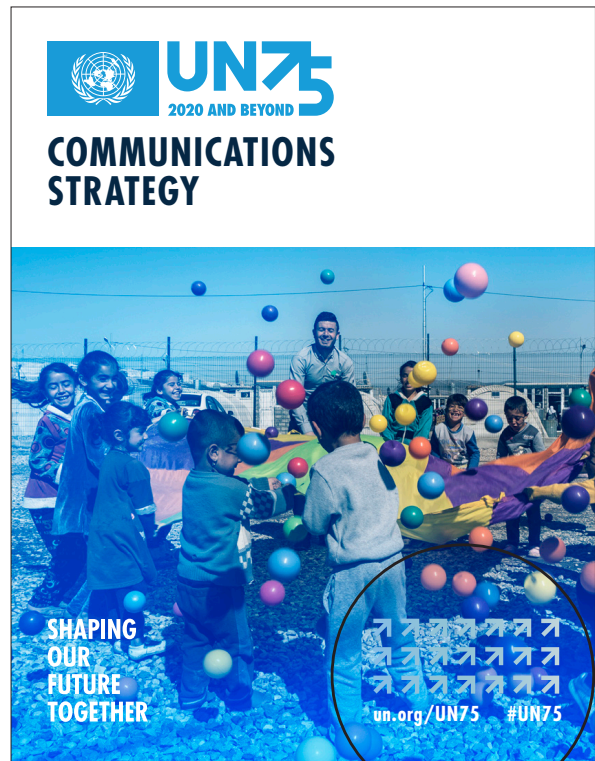


# GRAPHIC ELEMENT

The “arrow” can be used on its own as a supporting graphic element.



Examples:



**LOREM IPSUM DOLOR SIT AMET**

Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat luptat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum



# **3. PRODUCT APPLICATIONS**



# LETTERHEAD TEMPLATE



## SHAPING OUR FUTURE TOGETHER

Lorem ipsum dolor,

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo con Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor,  
Ut wisi enim

[un.org/UN75](http://un.org/UN75)



# POWERPOINT TEMPLATE



# SOCIAL MEDIA IMAGES

Square and horizontal formats



# POSTAGE STAMP DESIGN

## Vertical and horizontal formats

### Important Rules:

- Due to small size constraints, the UN75 Logo versions on this page are designed for postage stamps only.
- Do not use these logos for any other material.
- The logo height to width ratio cannot be modified, stretched or distorted.
- "UN75" is a brand name and must not be translated in any other language.
- The tagline "Shaping our Future Together" can be translated if required (see page 18 for the translations of the tagline in the UN official languages).
- The tagline "Shaping our Future Together" can be removed if space does not permit or when type legibility is compromised (see examples on the right side).
- The logo must not be placed over an image or a photo (see examples below).



## Use of logo over an image



OK ✓



OK ✓



OK ✓



For inquiries and requests related to the UN75 guidelines, please write to: [un75permissions@un.org](mailto:un75permissions@un.org)

DESIGN FILES ARE AVAILABLE [HERE](#)