



THE GLOBAL GOALS

For Sustainable Development

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THE GLOBAL GOALS

The Global Goals brand is the cornerstone for all communication about the Sustainable Development Goals for 2030. The branding system is constructed as an enabler for information, engagement and collaboration. The basic system includes short names for the 17 goals, individual, colorful icons, a bright logotype, and bold typography. Our goal has been to create a positive, hopeful language that will be a constant thread through all the efforts to support the goals, strengthening the sense that we are all in this together and are working toward the same goal. Our hope is that it will inspire and help carry the promise of a better world forward.

To make the goals easy to refer to, each one has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal; it's an inspiring read.

The design for The Global Goals is crisp, bold, colorful and timeless. It is designed to last for 15 years.

The main effort was to create iconography for the 17 UN goals that creates a wider understanding of the initiative. The educational aspect of The Global Goals is instrumental. We want people to know their rights, and understand that it is possible to make a better world for everyone.

In this spirit, each of the UN goals has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal.

About the icons:

Every goal is very inclusive and has a subset of targets. While it is impossible to cover every aspect of the goal in a single icon, a wide range of people and organizations have agreed that they are a good representation of the essence of the goal.

About the Palette:

We are using 17 colors for the goals, and all of them are featured in the main logo for The Global Goals.

No other colors should be used for the goals, and they should preferably be shown on a white background.

LOGO

LOGO

VERTICAL LOGO

USAGE LOGO: COLOR VERSION



THE GLOBAL GOALS
For Sustainable Development



THE GLOBAL GOALS
For Sustainable Development

The COLOR VERSION of The Global Goals logotype is ONLY to be used on a white or light grey background. See color values to the right.

LIGHT GREY

PMS: Cool Gray 1C

R 241 **G** 241 **B** 241

C 4 **M** 3 **Y** 3 **K** 0

LOGO

VERTICAL LOGO

USAGE LOGO: WHITE VERSION



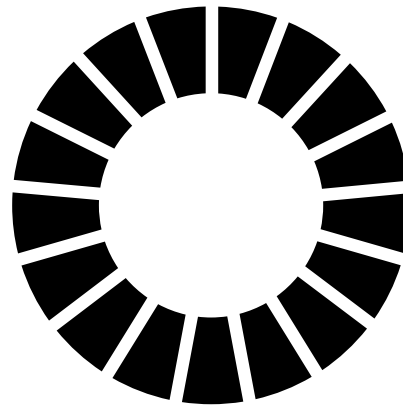
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 43 for color scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

LOGO

VERTICAL LOGO

USAGE LOGO: BLACK VERSION



THE GLOBAL GOALS

For Sustainable Development

The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a colored background, ONLY on white.

LOGO

VERTICAL LOGO - CONTAINED

USAGE LOGO: COLOR VERSION



The CONTAINED VERSION of The Global Goals logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

LOGO

VERTICAL LOGO - CONTAINED

USAGE LOGO: BLACK/WHITE VERSION



The CONTAINED VERSION of The Global Goals logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

LOGO

HORIZONTAL LOGO

USAGE LOGO: COLOR VERSION



THE GLOBAL GOALS
For Sustainable Development



THE GLOBAL GOALS
For Sustainable Development

The COLOR VERSION of The Global Goals logotype is ONLY to be used on a white or light grey background. See color values to the right.

LIGHT GREY

PMS: Cool Gray 1C

R 241 **G** 241 **B** 241

C 4 **M** 3 **Y** 3 **K** 0

LOGO

HORIZONTAL LOGO

USAGE LOGO: WHITE VERSION



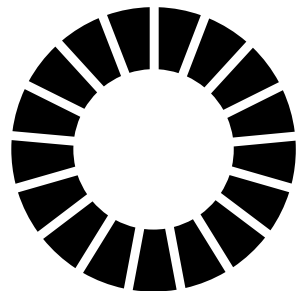
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 43 for color scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

LOGO

HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION



THE GLOBAL GOALS
For Sustainable Development

The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a colored background, ONLY on white.

CLEARANCE AREA: VERTICAL LOGO



CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case "F".

CLEARANCE AREA: HORIZONTAL LOGO



CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case "F".

LOGO DON'TS

USAGE LOGO: DON'T S



THE GLOBAL GOALS
For Sustainable Development

DO NOT stretch/squash/distort

THE GLOBAL GOALS



For Sustainable Development

DO NOT rearrange elements



THE GLOBAL GOALS
For Sustainable Development

DO NOT alter the typeface



THE GLOBAL GOALS
For Sustainable Development

DO NOT add drop shadows



THE GLOBAL GOALS
For Sustainable Development

DO NOT mix with other colors



THE GLOBAL GOALS

DO NOT crop



THE GLOBAL GOALS
For Sustainable Development

DO NOT extrude or bevel



THE GLOBAL GOALS
For Sustainable Development

DO NOT use black logo over colors

These examples of logo treatments are not permitted.

Format, size and colouring of The Global Goals logo are detailed within this document.

TYPOGRAPHY

GIORGIO SANS

GIORGIO SANS - EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*&%\$#!\1234567890

GIORGIO SANS - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

***&%\$#!\1234567890**

GIORGIO SANS font is usually used for headline and titles.

APEX NEW

APEX NEW - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%\$#!\1234567890

APEX NEW - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
***&%\$#!\1234567890**

APEX NEW font is usually used for body copy and additional information.

ICONS

17 ICONS: COLOR VERSION



When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

17 ICONS: BLACK/WHITE VERSION



When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

17 ICONS: COLOR VERSION INVERSED

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



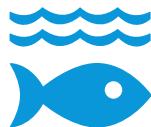
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



16 PEACE AND JUSTICE
STRONG INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



Each icon can ONLY be used inversely over a white background.

The icon may not be used inversely over a black nor a colored background.

ICONS

#1 NO POVERTY

COLOR & BLACK/WHITE



RED

PMS: 185 C

C1M100Y92K0

R229G36B59

HEX: E5243B

ICONS

#2 ZERO HUNGER

COLOR & BLACK/WHITE



MUSTARD

PMS: 7555 C

C18 **M**37 **Y**100 **K**1

R221 **G**166 **B**58

HEX: DDA63A

ICONS

#3 GOOD HEALTH AND WELL-BEING

COLOR & BLACK/WHITE



KELLY GREEN

PMS: 7739 C

C 81 **M** 15 **Y** 100 **K** 2

R 76 **G** 159 **B** 56

HEX: 4C9F38

ICONS

#4 QUALITY EDUCATION

COLOR & BLACK/WHITE



DARK RED

PMS: 200 C

C16 **M**100 **Y**86 **K**7

R197 **G**25 **B**45

HEX: C5192D

ICONS

#5 GENDER EQUALITY

COLOR & BLACK/WHITE



RED ORANGE

PMS: BRIGHT RED C

C 0 M 90 Y 94 K 0

R 255 G 58 B 33

HEX: FF3A21

ICONS

#6 CLEAN WATER AND SANITATION

COLOR & BLACK/WHITE



BRIGHT BLUE

PMS: 638 C

C82 **M**7 **Y**9 **K**0

R38 **G**189 **B**226

HEX: 26BDE2

ICONS

#7 AFFORDABLE AND CLEAN ENERGY

COLOR & BLACK/WHITE



YELLOW

PMS: 1235 C

CMY 31 Y 100 K 0

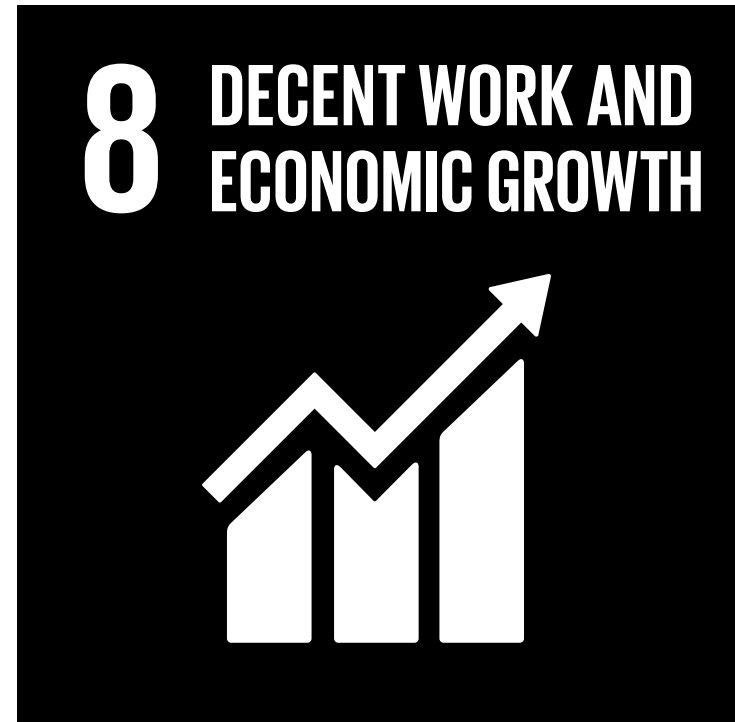
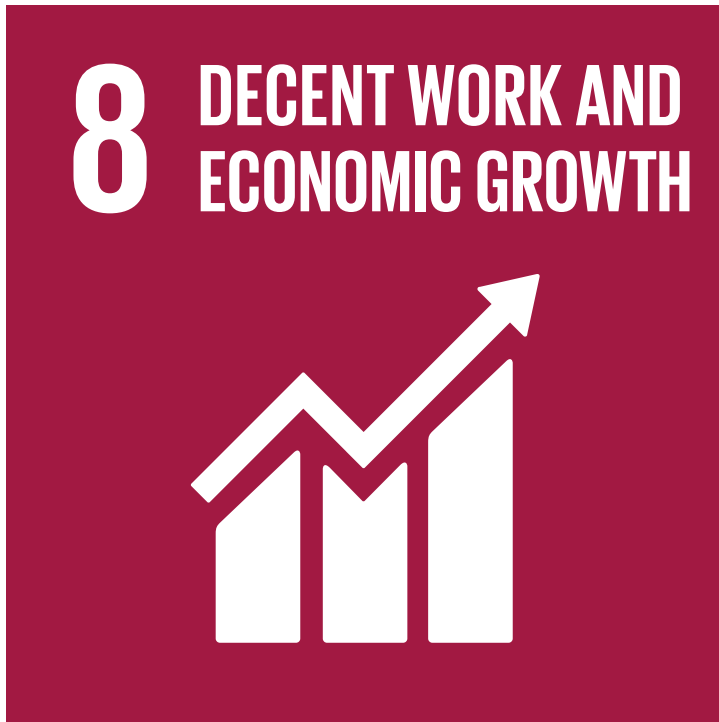
R 252 G 195 B 11

HEX: FCC30B

ICONS

#8 DECENT WORK AND ECONOMIC GROWTH

COLOR & BLACK/WHITE



BURGUNDY RED

PMS: 1955 C

C 29 **M** 100 **Y** 70 **K** 27

R 162 **G** 25 **B** 66

HEX: A21942

ICONS

#9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOR & BLACK/WHITE



ORANGE

PMS: 1585 C

C 0 **M** 71 **Y** 98 **K** 0

R 253 **G** 105 **B** 37

HEX: FD6925

ICONS

#10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE



MAGENTA

PMS: 219 C

C 6 **M** 98 **Y** 9 **K** 0

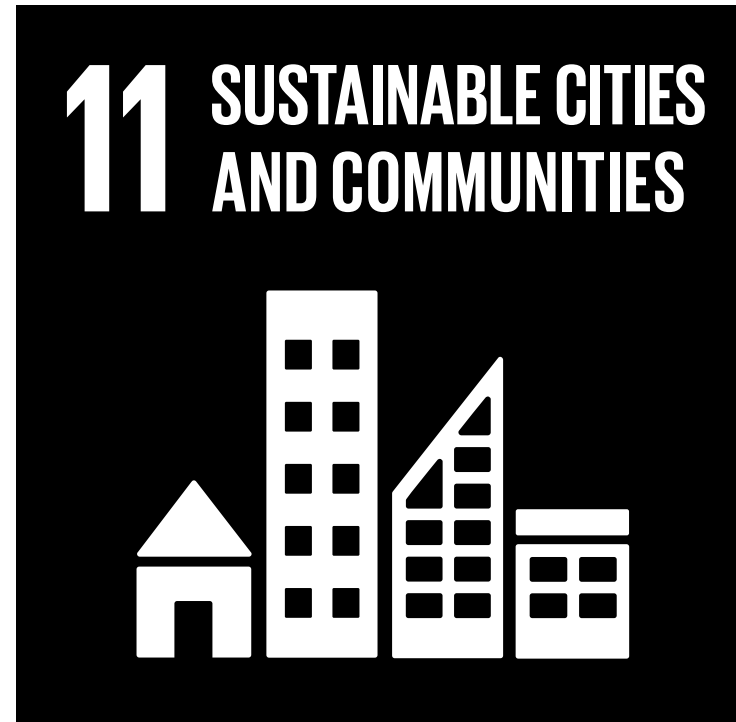
R 221 **G** 19 **B** 103

HEX: DD1367

ICONS

#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE



GOLDEN YELLOW

PMS: 1375 C

C 0 **M** 45 **Y** 96 **K** 0

R 253 **G** 157 **B** 36

HEX: FD9D24

ICONS

#12 RESPONSIBLE CONSUMPTION & PRODUCTION

COLOR & BLACK/WHITE



DARK MUSTARD

PMS: 131 C

C18 **M**48 **Y**100 **K**2

R191 **G**139 **B**46

HEX: BF8B2E

ICONS

#13 CLIMATE ACTION

COLOR & BLACK/WHITE



DARK GREEN

PMS: 7742 C

C 74 **M** 32 **Y** 95 **K** 19

R 63 **G** 126 **B** 68

HEX: 3F7E44

ICONS

#14 LIFE BELOW WATER

COLOR & BLACK/WHITE



BLUE

PMS: 7461C

C96 **M**41 **Y**6 **K**0

R10 **G**151 **B**217

HEX: 0A97D9

ICONS

#15 LIFE ON LAND

COLOR & BLACK/WHITE



LIME GREEN

PMS: 361 C

C 75 **M** 4 **Y** 100 **K** 0

R 86 **G** 192 **B** 43

HEX: 56C02B

ICONS

#16 PEACE AND JUSTICE STRONG INSTITUTIONS

COLOR & BLACK/WHITE



ROYAL BLUE

PMS: 7462 C

C100 **M**71 **Y**22 **K**5

R0 **G**104 **B**157

HEX: 00689D

ICONS

#17 PARTNERSHIPS FOR THE GOALS

COLOR & BLACK/WHITE



NAVY BLUE

PMS: 294 C

C100 **M**86 **Y**29 **K**23

R25 **G**72 **B**106

HEX: 19486A

ICONS

DON'TS

ICON USAGE: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT add drop shadows



DO NOT crop



DO NOT swap colors between icons



DO NOT change icon color



DO NOT extrude or bevel



DO NOT alter the typeface

These examples of icon treatments are not permitted.

Format, size and colouring of The Global Goals icons are detailed within this document.

COLORS

COLORS

THE 17 COLORS

COLOR DEFINITIONS



RED
PMS: 185 C
C1M100Y92K0
R229G36B59
HEX: E5243B



MUSTARD
PMS: 7555 C
C18M37Y100K1
R221G166B58
HEX: DDA63A



KELLY GREEN
PMS: 7739 C
C81M15Y100K2
R76G159B56
HEX: 4C9F38



DARK RED
PMS: 200 C
C16M100Y86K7
R197G25B45
HEX: C5192D



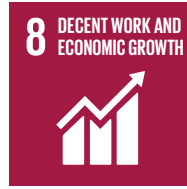
RED ORANGE
PMS: BRIGHT RED C
C0M90Y94K0
R255G58B33
HEX: FF3A21



BRIGHT BLUE
PMS: 638 C
C82M7Y9K0
R38G189B226
HEX: 26BDE2



YELLOW
PMS: 1235 C
C0M31Y100K0
R252G195B11
HEX: FCC30B



BURGUNDY RED
PMS: 1955 C
C29M100Y70K27
R162G25B66
HEX: A21942



ORANGE
PMS: 1585 C
C0M71Y98K0
R253G105B37
HEX: FD6925



MAGENTA
PMS: 219 C
C6M98Y9K0
R221G19B103
HEX: DD1367



GOLDEN YELLOW
PMS: 1375 C
C0M45Y96K0
R253G157B36
HEX: FD9D24



DARK MUSTARD
PMS: 131 C
C18M48Y100K2
R191G139B46
HEX: BF8B2E



DARK GREEN
PMS: 7742 C
C74M32Y95K19
R63G126B68
HEX: 3F7E44



BLUE
PMS: 7461 C
C96M41Y6K0
R10G151B217
HEX: 0A97D9



LIME GREEN
PMS: 361 C
C75M4Y100K0
R86G192B43
HEX: 56C02B



ROYAL BLUE
PMS: 7462 C
C100M71Y22K5
R0G104B157
HEX: 00689D



NAVY BLUE
PMS: 294 C
C100M86Y29K23
R25G72B106
HEX: 19486A

