



UNITED NATIONS SUSTAINABLE DEVELOPMENT SUMMIT 2015

25-27 SEPTEMBER

Logo Use Guidelines

The logo and campaign material has been designed and developed by the Graphic Design Unit at the United Nations in New York.

The Graphic Design Unit is part of the Outreach Division at the Department of Public Information.



Logo Use Guidelines

UNITED NATIONS SUSTAINABLE DEVELOPMENT SUMMIT 2015

These guidelines must be provided to requesters. Whenever the special logo is uploaded on the internet, the guidelines must be uploaded on the same page.

All elements have been carefully combined so the logo, in its entirety or in the following derivatives, can be used as an effective tool to communicate the ideas and values of the brand.

For consistency, the logo must always comply with this Logo use Guideline.



The design for the UNITED NATIONS SUSTAINABLE DEVELOPMENT SUMMIT 2015 logo reveals the integration of different themes and active stakeholders collaborating towards a larger cohesive sustainable solution.



Typography

Font: Neutraface Text
bold







ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Font: Neutraface Text
DemiAlt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



Colors

-  **CMYK** 93 / 65 / 20 / 4
RGB 28 / 117 / 186
-  **CMYK** 70 / 14 / 0 / 0
RGB 59 / 184 / 220
-  **CMYK** 81 / 17 / 78 / 0
RGB 0 / 170 / 108
-  **CMYK** 28 / 6 / 83 / 0
RGB 193 / 206 / 85
-  **CMYK** 2 / 35 / 89 / 0
RGB 245 / 174 / 56
-  **CMYK** 0 / 90 / 85 / 0
RGB 237 / 64 / 54



Colors / *Preferred ways to use the logo:*



color version



grayscale version



Black and white version



monotone version

CMYK 85 / 50 / 0 / 0

RGB 28 / 117 / 186



Negative B&W version



Negative monotone version



✓
Correct Use



Misuse



Do not REARRANGE the elements of the logo



Do not REARRANGE the elements of the logo



Do not REFLECT the logo



Do not DISTORT the logo



Do not ROTATE the logo



Do not change the OPACITY of the logo



Do not change the FONT of the logo



Do not change COLORS of the logo

MINIMUM SIZE

Make sure that the **2015 - Time for global action** logo is not smaller than 3/4 of an inch high to avoid compromising legibility and readability.



CLEAR SPACE

Always maintain the minimum clear space around the **UNITED NATIONS SUSTAINABLE DEVELOPMENT SUMMIT 2015** logo to preserve its integrity. To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.



Digital Cards / *Use of the logo on social media posting*

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place the photo here



#GlobalGoals



UNITED NATIONS
SUSTAINABLE
DEVELOPMENT
SUMMIT 2015
25-27 SEPTEMBER

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place the photo here



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Languages / *United Nations official languages*

English



**UNITED NATIONS
SUSTAINABLE
DEVELOPMENT
SUMMIT 2015**
25-27 SEPTEMBER

French



**SOMMET DES
NATIONS UNIES
DE 2015 SUR LE
DÉVELOPPEMENT
DURABLE**
25-27 SEPTEMBRE

Spanish



**CUMBRE DE LAS
NACIONES UNIDAS
SOBRE EL
DESARROLLO
SOSTENIBLE 2015**
25 AL 27 DE SEPTIEMBRE

Russian



**САММИТ ОРГАНИЗАЦИИ
ОБЪЕДИНЕННЫХ НАЦИЙ
по УСТОЙЧИВОМУ
РАЗВИТИЮ 2015 ГОД**
25–27 СЕНТЯБРЯ

Chinese



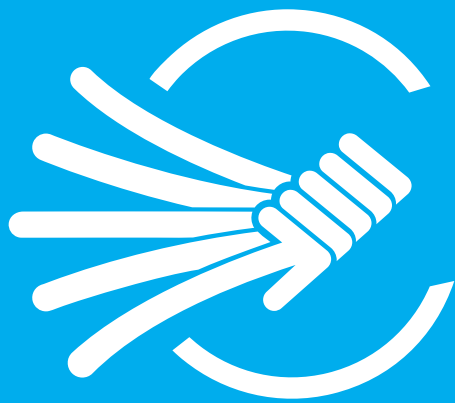
**2015年
联合国
可持续发展
首脑会议**
9月25日至27日

Arabic



**مؤتمر قمة
الأمم المتحدة
للتنمية ٢٠١٥**
٢٥ - ٢٧ أيلول / سبتمبر





**UNITED NATIONS
SUSTAINABLE
DEVELOPMENT
SUMMIT 2015**
25-27 SEPTEMBER

