



United Nations
Global Compact

UNITED NATIONS GLOBAL COMPACT **DESIGN MANUAL**

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INTRODUCTION

In order to ensure continued growth and strengthening of the United Nations Global Compact brand across the globe, a strong brand and visual identity is imperative.

This updated design manual reflects the Agenda 2030 and the Sustainable Development Goals, and the need for easier brand governance to consistently express the essence of the UN Global Compact brand.

To ensure that the UN Global Compact brand achieves a consistent expression and coherence in the various uses of logos as well as colors is crucial.

In this design manual you will find updated logos, a refreshed color palette as well as structured guidelines and tools for correct usage when working with the UN Global Compact brand.

Should you have any questions, please contact the UN Global Compact Communications team.

THE UN GLOBAL COMPACT LOGOS

To ensure that the identity preserves its authority and legitimacy, it is important to follow the guidelines for proper usage of the logo on all levels. Depending on the context and sender, the logos and logotypes can be used in three ways where the following rules apply:

1. Masterbrand Logo and Logotype

The United Nations Global Compact organization always uses either the complete logotype (consisting of the globe logo and the words "United Nations Global Compact") or the globe logo on its own.

The masterbrand globe logo represents the Global Compact in its purest and most condensed form. The globe logo makes up the foundation for the rest of the logo levels and must never be altered in any form. Translation of the "UN Global Compact" lettering arching above the globe is not permitted under any circumstances.

Only the UN Global Compact may use these two logo variations.

Usage in partnerships alongside other partner logos to be permitted by the UN Global Compact on a case-by-case basis (see page 13 for guidance on partnerships and logo placements). Please note that this type of usage always requires approval by the UN Global Compact.

2. Network Logo and Logotype

The local networks use a customized logotype consisting of the globe logo and two lines of text. "Global Compact" in line 1, and the network name, i.e. "Network Australia" in line 2.

As a general rule, "Global Compact" should not be translated into local languages, but exceptions from the rule can be decided on a case-by-case basis by the UN Global Compact.

The name of the Local Network can be translated into relevant local languages.

All translations of network logos and logotypes are to be designed and approved by the UN Global Compact.

Local Networks are advised to only use logos provided by the UN Global Compact. Altering the provided logo files is not allowed.

3. Endorser Logos

There are two variants of endorser logos to be used by endorsing companies, corporations or organizations. One logo is for endorsers of Local Networks, the other is to be used by endorsers of the UN Global Compact in general. The Global Compact Endorser logo may be used by request only. More information is available at: <https://www.unglobalcompact.org/participation/getting-started/brand-guidelines>

At this level, the wording "We support" is placed below the logo. Translation of "we support" and Local Network name is allowed. All translation work is to be designed and approved by the UN Global Compact.

Please note that these two logos are the only ones allowed for endorser usage. Endorsers may only use logos provided by the UN Global Compact. Altering the provided logo files is not allowed.

Brand hierarchy overview



1



2

United Nations
Global Compact

Masterbrand: Logo (1) and Logotype (2)



3

Network Australia



4

Global Compact
Network Australia

Network: Logo (3) and Logotype (4)



5

WE SUPPORT



6

Network Australia
WE SUPPORT

Global Compact Endorser logo (5) and Network Endorser Logo (6)

Masterbrand logo

The masterbrand logo consists of a globe with the lettering "UN GLOBAL COMPACT" in an arch above the globe and a customized version of the United Nations olive branches below the globe. The logo has a distinctive mark form signaling the United Nations' heritage and the world of modern business. The design of the logo is in line with the family of United Nations' logos as seen below.

Translation of the "UN Global Compact" lettering arching above the globe is not permitted under any circumstances.



Masterbrand logotype

The logotype combines the United Nations Global Compact logo and the lettering "United Nations Global Compact" in two lines. The ratio between the logo and lettering is fixed and cannot be varied in neither size, weight nor number of lines.

The logo and the two lines must always be written in the same color. The entire lettering of the logotype must always fall in two lines, "United Nations" in line 1 and "Global Compact" in line 2.

United Nations is written in Flama Medium.
Global Compact is written in Flama Light.

Translation of the "United Nations Global Compact" lettering is not permitted under any circumstances.



United Nations
Global Compact

Network logo

The Network logo follows the masterbrand logo with the addition of the network name placed in one line below the UN olive branches.

The ratio between the logo and lettering is fixed and cannot be varied in neither size, weight nor number of lines.

The logo and network name must always be written in the same color. The local network name can never exceed one line of text.

The name of the network is written in Flama Light.

Only authorized Global Compact networks may use the Network logo.

All translations of network logos and logotypes are to be designed and approved by the UN Global Compact.

Local Networks are advised to only use logos provided by the UN Global Compact. Altering of the provided logo files is not permitted.

This logo is the recommended version to use for Local Network social media profile pictures.



Network Australia



Mreže Bosnia-Herzegovina



Réseau France



Netzwerk Deutschland

Examples of Local Network logos

Network logotype

The network logotype combines the United Nations Global Compact logo and the lettering "Global Compact Network [Country]" in two lines. The ratio between the logo and lettering is fixed and cannot be varied in neither size, weight nor number of lines.

The logo and two lines must always be written in the same color. The entire lettering of the logotype must always fall in two lines, "Global Compact" in line 1 and the name of the Network Country in line 2.

Global Compact is written in Flama Medium.
Network and Country is written in Flama Light.

Only authorized Global Compact networks may use the Network logotype.

The name of the local network can be translated into relevant local languages, and should always be written in Flama Light and positioned below Global Compact as shown here.

Translation of the "Global Compact" lettering is not permitted under any circumstances.

All translations of network logos and logotypes are to be designed and approved by the Global Compact office.

Local networks are advised to only use logos provided by the Global Compact office. Altering of the provided logo files is not permitted.



Global Compact Network Australia



Global Compact
Mreže Bosnia-Herzegovina



Global Compact
Réseau France



Global Compact
Netzwerk Deutschland

Examples of Local Network logotypes

Endorser logos

The Endorser logos follow the masterbrand logo with the addition of WE SUPPORT placed one line below the UN olive branches (1), and the network name and WE SUPPORT placed two lines below the UN olive branches (2).

The ratio between the logo and lettering is fixed and cannot be varied in neither size, weight nor number of lines.

The logo, WE SUPPORT lettering and network name must be presented in the same color. The local network name must never exceed one line of text.

The name of the network is written in Flama Light. WE SUPPORT is written in capital letters in Flama Medium.

WE SUPPORT can be translated into relevant local languages.

All translations of Endorser logos are to be designed and approved by the UN Global Compact.

Endorsers may only use logos provided by the UN Global Compact. Altering of the provided logo files is not permitted.

Note that these are the only logos that endorsers of the Global Compact and/or Local Networks may use.



WE SUPPORT

1



Network Australia
WE SUPPORT

2



Mreže Bosnia-Herzegovina
PODRŽAVAMO



Réseau Francea
NOUS SOUTENONS



Netzwerk Deutschland
WIR UNTERSTÜTZEN

Examples of local endorser logos

Clear space and minimum size

The logotype must always be presented in a clear and readable manner.

To enhance the presentation of the logotype, it is necessary to keep a minimum distance of respect.

To ensure a unified and consistent presentation in all communication contexts and on all media platforms, the logotype must always be surrounded by a clear space zone. The clear space zone must always equal 50 percent or more of the globe's height and width (a).

The minimum size ensures that the logotype always presents itself in a clear and readable manner in print and digital media.

The above specifications apply to all Global Compact logos.

Digital Logos

a / The Clear Space is 50% width and height of the globe.

The Minimum Size for digital media is (height) :

b/ Masterbrand logo, logotype and Network logotype: 24mm or 68pixels.

c / Endorser logos: 29mm or 82pixels

d / Local endorser logos: 34mm or 96pixels

Print Logos

a / The Clear Space is 50% width and height of the globe.

The Minimum Size for print media is (height):

b / Masterbrand logo, logotype and Network logotype: 15mm (height).

c / Endorser logos: 18mm

d / Local endorser logos: 21mm



Digital logos: Clear space and minimum size



Print logos: Clear space and minimum size

Clear space and minimum size



Don'ts
1 / Not enough clear space around logo. Masterbrand logo used by local network
2 / Not enough clear space around logotype

Do's
1 / Correct clear space (50% of logo globe height). Masterbrand logo used by United Nations Global Compact.
2 / Correct clear space (50% of logo globe height (a))

Colorways

The logotype must only be reproduced in Global Compact blue, black or negative.

The blue gradient is the primary colorway, and to be used whenever possible.

The positive version of the logotype is always preferred. The negative version should only be used as a last option.

The negative (white) version of the logo should when possible be placed on a solid color (preferably Global Compact blue, black or one of the Secondary Colors), or a section of an image which appears calm – to ensure the logo is legible.

The colorways apply to all brand logos.

Colorways:

Blue gradient (1) - the primary colorway

Black gradient (2)

Blue solid color (3)

Black solid color (4)

White solid color (5)



1

United Nations
Global Compact

Blue gradient (primary colorway)



2

United Nations
Global Compact

Black gradient



3

United Nations
Global Compact

Blue solid color



4

United Nations
Global Compact

Black solid color



5

United Nations
Global Compact

White

United Nations Global Compact in writing

As the world's largest corporate sustainability initiative, the United Nations Global Compact supports companies to do business responsibly by aligning their strategies and operations with universal principles; and take strategic actions to advance broader societal goals.

The name "United Nations Global Compact" communicates the origin and the depth of the initiative to participants and stakeholders around the world.

To ensure that the message and its sender are in accordance with the logo and logotype, try to avoid abbreviations and use the full name of the initiative whenever space allows it. When space is limited (i.e. on social media profiles or masterbrand globe logo), or to avoid repetition, use of "UN Global Compact" and "the Global Compact" is allowed.

Do not use the acronym UNGC or combined-acronyms like United Nations GC.

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals.

COLORS

Introduction

Identity colors

It is essential that identity colors are always reproduced accurately. To get the closest color match, please ensure that the special Pantone® colors are always used for visual matching.

Please bear in mind that a printed color will vary in hue and density according to the surface it is printed on.

Global Compact Corporate Blue is the overarching color that relates UN Global Compact to the UN system.

To accompany the Global Compact Corporate Blue secondary colors and tones have been defined. Specifications and recommendations for use are described on the following pages.

All colors are defined as Pantone, CMYK, RGB and HEX.

Note that the secondary colors are not limited for use by any specific area or theme, but can be used freely, as long as the use is in line with the recommended color combinations on page 20.

Colors

PANTONE (SPOT COLOR)

The Pantone Color Matching System is a standardized color reproduction system. Different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.

CMYK

The CMYK process is a method of printing color by using four inks—cyan, magenta, yellow and black. A majority of the world's printed material is produced using the CMYK process. Pantone and CMYK cannot match 100% due to the different production methods.

RGB and HEX

RGB and HEX color codes are used in digital media. RGB and HEX are two different ways of describing the same color. RGB/HEX are device-dependent color models: different devices detect or reproduce a given RGB/HEX value differently.

Global Compact Corporate Blue

Global Compact Corporate Blue	Tone 1	Tone 2	Tone 3
Global Compact Corporate Blue Pantone: 540 U C90, M70, Y35, K15 R30 G50, B80 #1e3250	Tone 3 Pantone: 7692 U C100, M38, Y0, K27 R76, G107, B139 #4c6b8b	Tone 2 Pantone: 542 C60, M15, Y7, K3 R105, G156, B198 #699cc6	Tone 3 Pantone: 545 C26 M3, Y4, K0 R174, G207, B230 #aecfe6

Overreaching color (shown in RGB colorspace)

Global Compact

Secondary Colors

1	Global Compact Purple	80% tint R169, G133, B176	60% tint R191, G164, B195	40% tint R210, G193, B215
2	Global Compact Red	80% tint R242, G114, B121	60% tint R244, G148, B154	40% tint R248, G184, B187
3	Global Compact Orange	80% tint R253, G190, B97	60% tint R254, G205, B138	40% tint R255, G222, B177
4	Global Compact Yellow	80% tint R254, G227, B93	60% tint R254, G254, B133	40% tint R255, G242, B174
5	Global Compact Grey	80% tint R195, G190, B184	60% tint R210, G206, B203	40% tint R224, G223, B220
6	Global Compact Green	80% tint R63, G184, B132	60% tint R109, G197, B159	40% tint R158, G214, B190

1 Purple
Pantone: 259 U
C40, M64, Y0, K0
R148, G103, B156
#94679c

2 Red
Pantone: 032 U
C0, M78, Y73, K0
R246, G80, B88
#f65058

3 Orange
Pantone: 1235 U
C0, M32, Y77, K0
R255, G174, B59
#ffae3b

4 Yellow
Pantone: 108 U
C0, M7, Y95, K0
R255, G221, B53
#ffdd35

5 Grey
Pantone: 401 U
C5, M7, Y13, K25
R180, G174, B167
#b4aea7

6 Green
Pantone: 3405 U
C88, M0, Y68, K0
R0, G175, B102
#00af66

Secondary colors and recommended tints

Recommended color combinations

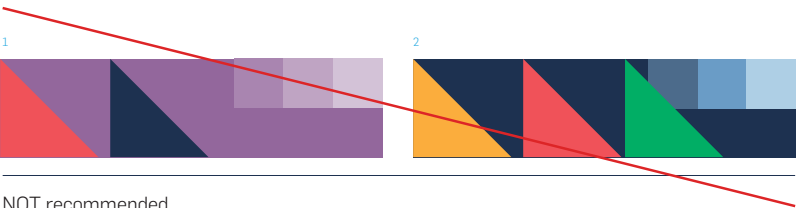


Corporate Blues with 1 secondary color (100%) + tint (40%)



Corporate Blues with 2 secondary colors:
Red (100%) + Green tint (40%)

Corporate Blues with 2 secondary colors:
Grey (100%) + Orange (100% + tint 40%)



NOT recommended

¹ Secondary color (eg. purple) as main color (tint 100%)

² Too many secondary colors in use (tint 100%)

Recommendations

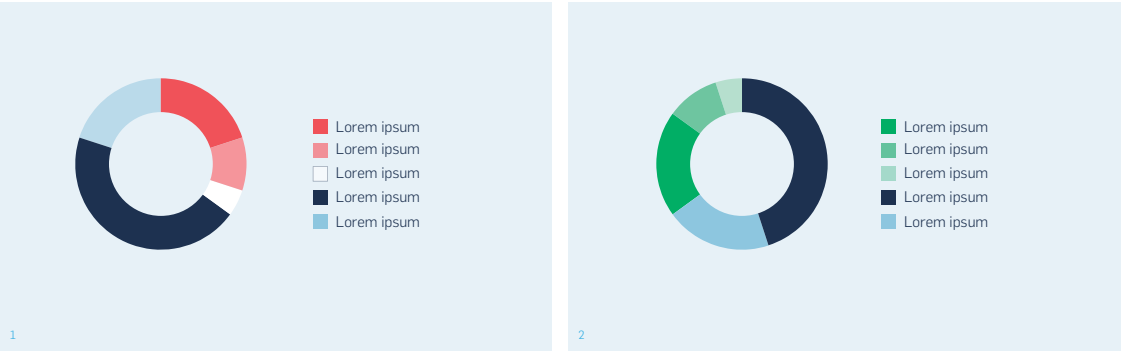
To ensure a strong and recognizable visual language for the Global Compact brand, please follow the recommended color combinations.

It is recommended to combine the Corporate Blue with a maximum of 1 to 2 secondary colors.

All tints of the secondary colors can be used. Shown here are only 100% and 40%.

See examples of designs on the following pages.

Color combination examples



Graphs

- ¹ Corporate Blue (100%) and Tone 2 (100%). Red (100%) and tint (60%). White (100%)
- ² Corporate Blue (100%) and Tone 2 (100%). Green (100%) and tints (60% and 30%)



Infographic

- ¹ Background: Green (100%). Text: Yellow (tint 60%)
- ² Background: Corporate Blue Tone 2 (100%). Text: Corporate Blue (tint 60%)
- ³ Background: Orange (100%). Text: Yellow (tint 70%)

The Case for Corporate Sustainability Leadership

The past ten years have witnessed enormous development in the field of corporate sustainability. Thousands of companies around the world have established commitments and policies to integrate and diffuse universal principles within the areas of human rights, labour, the environment, and anti-corruption.

A new level of performance is needed in order to address key global challenges and deliver on the sustainability promise

The growth of the UN Global Compact certainly reflects the ever-increasing adoption of corporate sustainability principles and tenets by companies of all sizes, sectors, and geographies.

Reinforcing this trend has been the upward movement of corporate sustainability oversight and execution within organizations – many more chief executive officers and boards of directors are leading the agenda.

Highlighted text: Green (100%)

Color combination examples



1



2

Layout

¹ Text: Corporate Blue (100%). Corporate Blue Tone 2 (100%). Green (tint 30%)

² Text: Red and tints of red. Image: Corporate Blue (100%)

TYPOGRAPHY

Typography

The Global Compact uses three different typefaces: Flama, Swift and Roboto.

Flama is the UN Global Compact's main typography and is used in display typography, captions, body text, body text headings, notes, etc.

Swift is used for highlighting text i.e. quotes and subheadings.

Roboto is used for most copy throughout the website. Roboto is a websafe font and can be found on [google.com/fonts](https://www.google.com/fonts).

All weights of Flama, Swift and Roboto can be used (except condensed versions of the typefaces).

Do NOT

- use any additional font families
- manipulate the integrity of typefaces
- skew, stretch, or warp type
- use condensed versions of the typefaces

¹ Flama Light

² Swift Light

³ Roboto Regular

¹ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

² ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

³ ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789