JOINT SDG FUND

BRANDING GUIDE

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INTRODUCTION

The Joint SDG Fund supports countries to accelerate their progress towards the Sustainable Development Goals (SDGs) and to deliver on the commitment of the 2030 Agenda to leave no one behind. The transformative nature of the 2030 Agenda hinges on all segments of society urgently coming together to launch sustainable and inclusive growth trajectories within a short period of time.

To transform our world we need integrated economic, social and environmental policies, informed by a rights-based agenda, along with significant volumes of new financing. The Joint SDG Fund will incentivize countries to draw on cutting edge expertise and innovation from across the United Nations development system and a broad range of partners to strategically invest in SDG acceleration that is tailored to different country contexts.

Linked directly to the ambitious reform of the United Nations development system (UNDS), the Joint SDG Fund leverages the comparative advantages of the United Nations. It supports countries with accelerated SDG implementation – often in the context of challenging and/or volatile development settings. The Joint SDG Fund provides a new generation of Resident Coordinators (RCs) and United Nations Country Teams (UNCTs) with a critical instrument to incentivize the adoption of new solutions for longer-term sustainability. Central to the Fund is the commitment to forge paths and partnerships that unlock SDG resources at scale; financing that is far greater in order of magnitude and that comes from multiple sources.

For more information visit us at **www.jointsdgfund.org**.

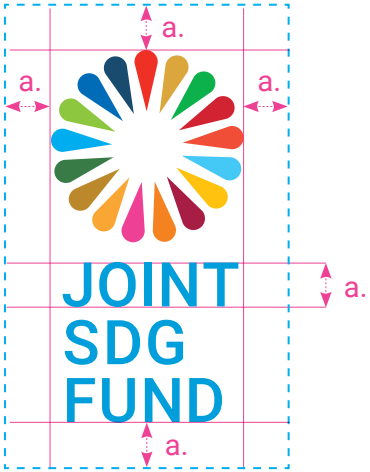
LOGO

Joint SDG Fund Logo

YOU CAN DOWNLOAD THE LOGOS AT THIS **LINK**.

Horizontal orientation is preferred

Vertical orientation



Minimum size

Minimum space around logo
Other elements should not interfere with the indicated space.

Joint SDG Fund Logo / One Color

YOU CAN DOWNLOAD THE LOGOS AT THIS **LINK**.

JOINT SDG FUND

JOINT SDG FUND

JOINT SDG FUND

LOGO

Joint SDG Fund Logo Translation template

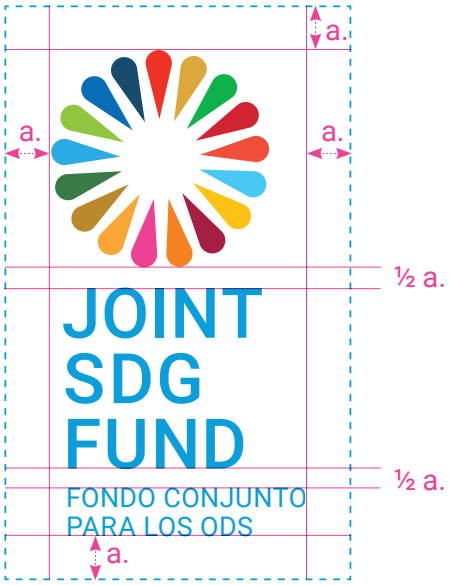
YOU CAN DOWNLOAD THE LOGOS AT THIS **LINK**.

Horizontal orientation is preferred

The font Roboto is used for the Joint SDG Fund and the translations in Latin and Greek scripts. The font Noto is used for any other scripts.

Minimum space around logo
Other elements should not interfere with the indicated space.

Vertical orientation



Minimum size

1.75 inch / 4.5cm

1 inch / 2.5cm

LOGO

Joint SDG Fund Logo Translation template

YOU CAN DOWNLOAD THE TEMPLATE AT THIS **LINK.**

YOU CAN DOWNLOAD THE TRANSLATIONS AT THIS **LINK.**

JOINT SDG FUND
FONDO CONJUNTO PARA LOS ODS

JOINT SDG FUND
可持续发展目标联合基金

JOINT SDG FUND
FONDS CONJOINT DES ODD

JOINT SDG FUND
صندوق أهداف التنمية المستدامة المشترك

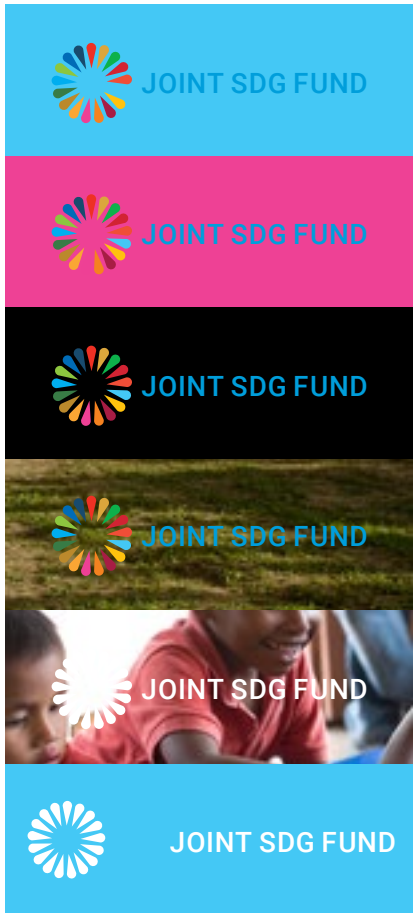
JOINT SDG FUND
Объединенный фонд ЦУР

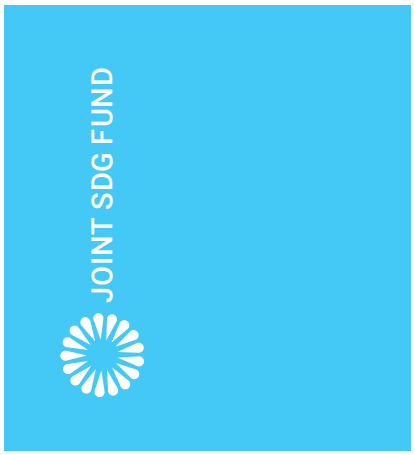
For translations other than the official UN languages, we have provided a logo template.

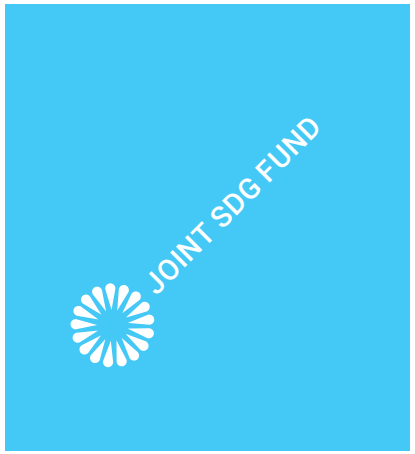
Do's and Don'ts

DO's

DON'Ts







- If possible the logo should always be placed on a white or black background. If placed on color please use the all-white version.
- If placed on imagery the logo needs to be legible.
- Do not place logo on faces.
- All colors need to be legible. Do not tilt the logo, and do not place it sideways.

LOGO

Co-Branding

YOU CAN DOWNLOAD THE TEMPLATE AT THIS **LINK.**

NACIONES UNIDAS
REPÚBLICA DOMINICANA

JOINT SDG FUND
FONDO CONJUNTO PARA LOS ODS

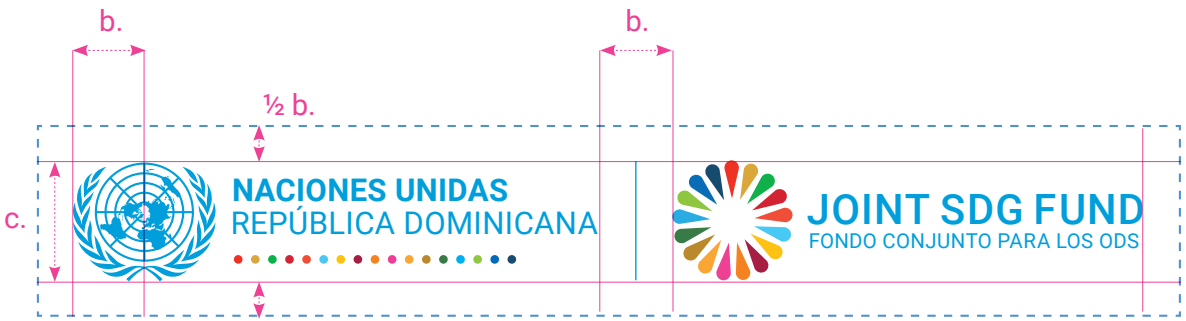
The Joint SDG Fund logo represents a One UN system acknowledging all UN Agencies in the joint programme. The logo should only be paired with the United Nations Country Team and Government emblem when co-branded, eliminating usage of multiple agency logos.

LOGO

Co-Branding

YOU CAN DOWNLOAD THE TEMPLATE AT THIS **LINK.**

Horizontal orientation is preferred



Vertical orientation

Minimum space around logo
Other elements should not interfere with the indicated space.

b. represents the 1/2 the width of the UN emblem.
c. represents the height of the UN emblem and the Joint SDG Fund emblem.

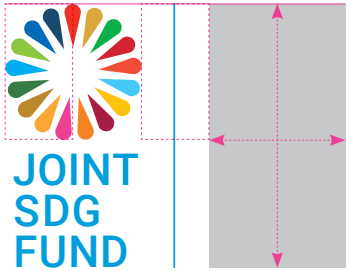
Both logos are aligned at the top. The separator line extends to the bottom of the translation.

Joint SDG Fund logo in partnership

Square or vertical logos:

Height and/or width should be the same as the Joint SDG Fund logo. It should optically appear to be the same size. The divider line is the same height as the Joint SDG Fund logo. The line is centered within the minimum space. The line and logos are vertically centered.

The thickness of the divider line should be half the width of the letter “i” in the logo.

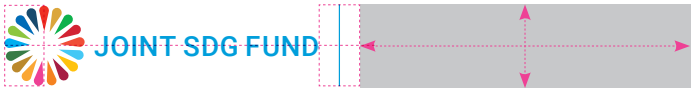


Example

Horizontal logos, similar size to the Joint SDG Fund logo:

Height and/or width should be the same as the Joint SDG Fund logo. It should optically appear to be the same size. The divider line is the same height as the Joint SDG Fund logo. The line and logos are vertically centered.

The thickness of the divider line should be half the width of the letter “i” in the logo.

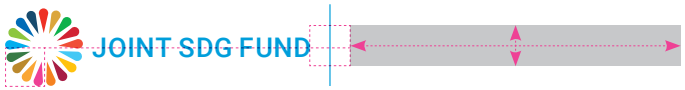


Example

Joint SDG Fund logo in partnership

Long horizontal logos:
It should optically appear to be the same size as the Joint SDG Fund logo. While wider in width smaller in height.
The partner logo should be approxiametly half the height of the flower enblem. The divider line is the same height as the Joint SDG Fund logo. The line is centered within the minimum. The line and logos are vertically centered.

The thickness of the divider line should be half the width of the letter “i” in the logo.



Example

The Joint SDG Fund logo should be paired with the United Nations Country Team and the Government country emblem of the joint programme.

LOGO

Joint SDG Fund logo with SDG logo

DONOR BRANDING

Where multiple donors contribute financially to an action co-funded by the Joint SDG Fund, visibility of donor support is acknowledged at equal a prominence of the other contributors in all communication materials, events, channels, etc., there should always be an acknowledgment on websites and electronic messaging.

Back cover example

COLORS

Our main color is the UN blue, combined with bright colors inspired by the Sustainable Development Goals color wheel. Please ONLY use this color palette.

Grays and tints can be used for graphs and infographics.

Logo color

UN BLUE
C80 M20
PMS 2925
R0 G158 B219
009EDB

Greyscale / Neutrals

BLACK
K100
R35 G31 B33
000000

WHITE
C0 M0 Y0 K0
R255 G255 B255
FFFFFF

LIGHT GRAY
K25
R199 G200 B202
C6C8CA

GRAY
K50
R147 G149 B152
939597

DARK GRAY
K75
R99 G100 B102
626366

Joint SDG Fund colors

SDG 1
M95 Y100
R238 G49 B36
EE3124

SDG 2
C15 M35 Y90
R219 G166 B60
DBA63C

SDG 3
C80 Y100
R12 G177 B75
0DB14B

SDG 4
C15 M100 Y90
R210 G35 B51
D22333

SDG 5
M85 Y85
R240 G78 B55
F04E37

SDG 6
C60
R68 G200 B245
44C8F5

SDG 7
M25 Y100
R255 G194 B68
FFC20E

SDG 8
C25 M100 Y65 K15
R167 G29 B68
A71D44

SDG 9
M60 Y100
R245 G130 B32
F58220

SDG 10
M90
R238 G61 B150
EE4095

SDG 11
M40 Y90
R250 G166 B52
FAA634

SDG 12
C25 M45 Y100 K5
R187 G137 B44
BB892C

SDG 13
C80 M30 Y90 K15
R56 G123 B70
387B46

SDG 14
C100
R0 G174 B239
00AEEF

SDG 15
C50 Y100
R141 G198 B63
8DC63F

SDG 16
C100 M55
R0 G108 B183
006CB7

SDG 17
C95 M70 Y35 K20
R24 G75 B110
184B6E

LAVENDER
C50 M50
R135 G129 B189
8781BD

PURPLE
C41 M100
R161 G35 B143
A0238E

BRIGHT GREEN
C20 Y100
R215 G223 B35
D6DF23

TYPOGRAPHY

Roboto

YOU CAN DOWNLOAD THE TYPEFACE AT THIS **LINK**.

The typeface of the Joint SDG Fund is Roboto.
It offers a flexible range of weights.

It supports the following scripts: Latin, Greek (partial) and Cyrillic.
The Noto font is used for languages not supported by Roboto, including Chinese (simplified and traditional), Japanese, Korean, Thai and Hindi.

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

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
0 1 2 3 4 5 6 7 8 9 / ? ! : ; = + @ %

Noto, Additional languages

YOU CAN DOWNLOAD THE TYPEFACE AT THIS **LINK**.

The Noto font is used for languages not supported by Roboto, including Chinese (simplified and traditional), Japanese, Korean, Thai and Hindi.

Noto supports 800 languages and 100 scripts

Noto Light
Noto Light Italic
Noto Regular
Noto Regular Italic
Noto Medium
Noto Medium Italic
Noto Semi Bold
Noto Semi Bold Italic
Noto Bold
Noto Bold Italic
Noto Extra Bold
Noto Extra Bold Italic

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

0 1 2 3 4 5 6 7 8 9 / ? ! : ; = + @ %

TYPOGRAPHY

Arial, Alternative System Font

When Roboto is unavailable to use in certain applications (eg. Microsoft PowerPoint or Word), Arial should be used in its place.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

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

0 1 2 3 4 5 6 7 8 9 / ? ! : ; = + @ %

Type setting

THIS IS A LARGE HEADLINE IN UPPERCASE

SUBHEADER LARGE

SUBHEADER SMALL

The United Nations Development Group (UNSDG) unites the 32 UN funds, programmes, specialized agencies, departments, and offices that play a role in development. Since 2008, the UNSDG has been one of the three pillars of the UN System Chief Executives Board for Coordination, the highest-level coordination forum of the United Nations system.

At the regional level, six Regional UNSDG Teams play a critical role in driving UNSDG priorities by supporting UN Country Teams with strategic priority setting, analysis and advice.

At the country level, 131 UN Country Teams serving 165 countries and territories work together to increase the synergies and joint impact of the UN system.

The UN Development Operations Coordination Office (DOCO) is the secretariat of the UNSDG, bringing together the UN development system to promote change and innovation to deliver together on sustainable development.

Header
Roboto | Upper case | Bold | Size: 20-36 pt | Leading: +0 pt | Tracking: 100

Subheader Large
Roboto | Upper case | Bold | Size: 15-20 pt | Leading: +2 pt | Tracking: 50

Subheader Small
Roboto | Upper case | Medium | Size: 8.5-14 pt | Leading: +3 pt | Tracking: 50

Body Copy
Roboto | Sentence Case | Regular | Size: 8.5-14 pt | Leading: +3 pt | Tracking: 50

IMAGERY

We show what people can achieve and what their potential is. We don't show suffering. Imagery should be vibrant and positive.

Images can be changed to black and white or monochromes.

Examples

Grayscale

Monochromatic

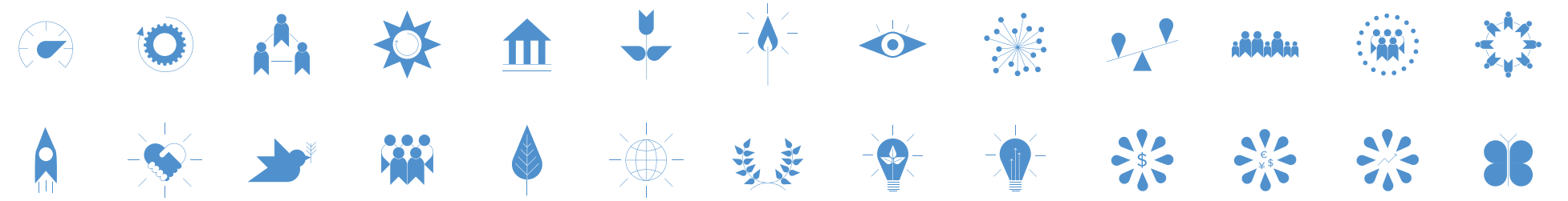
ICONS

We have created an icon library to use as visuals to commumicate Joint SDG Fund key messages.

YOU CAN DOWNLOAD THE ICONS AT THIS **LINK**.

Accelerate | Catalyse | Collaborate | Efficiency | Government | Growth | Incentivize | Innovate | Integrated (policy) | Leveraging | LNOB | LNOB | LNOB

Mobilizing | Partnership | Peace | People | Planet | Planet | Prosperity | Smart Investments | Smart Investments | Strategic Finance | Strategic Finance | Strategic Finance | Transformation

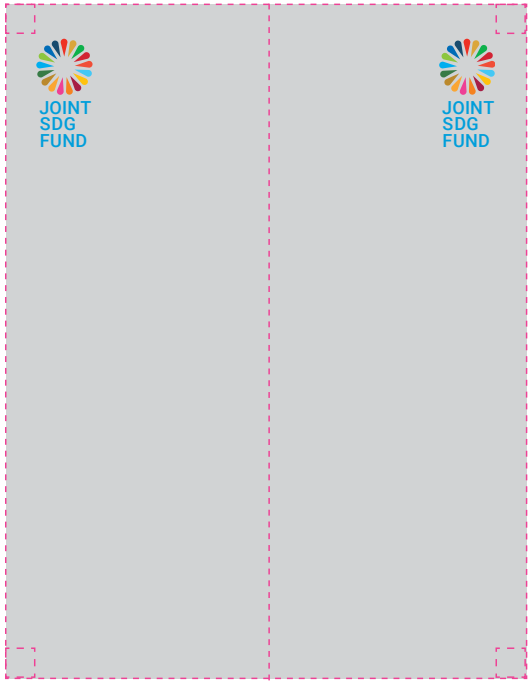


LOGO APPLICATIONS

Publication Covers

Covers can use the specified graphic elements or photography. Please stay away from other illustration styles.

The logo should be placed at the top of the cover, left aligned or right aligned, with the minimum space all around the logo.



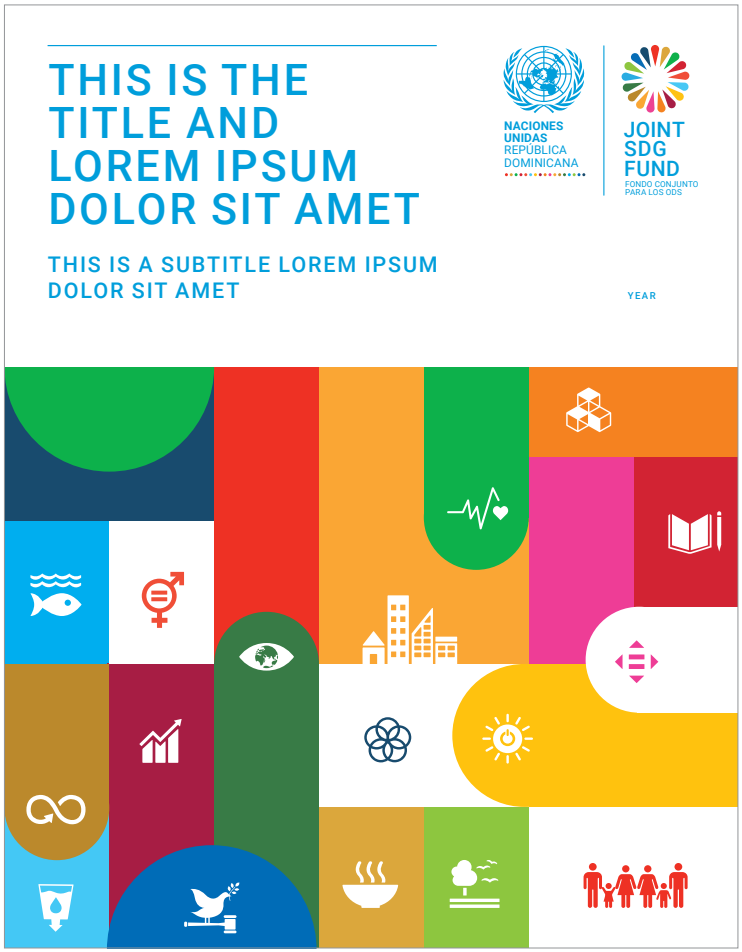
Examples

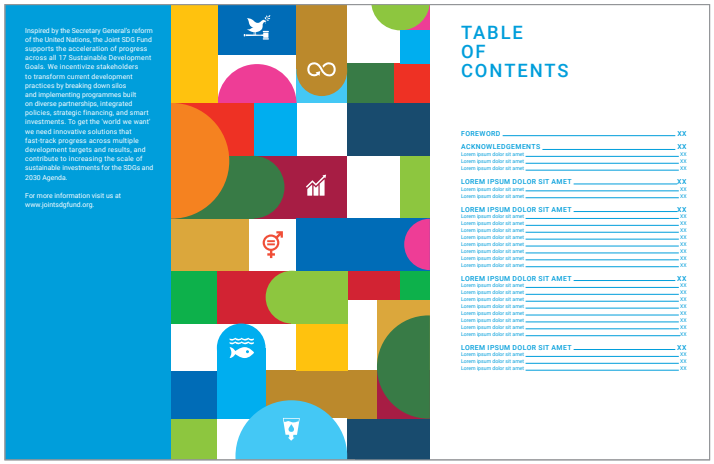
BRAND APPLICATIONS

Publication Template

YOU CAN DOWNLOAD THE TEMPLATES IN US LETTER SIZE AT THIS **LINK**.

Size: US letter





BRAND APPLICATIONS

Publication Template

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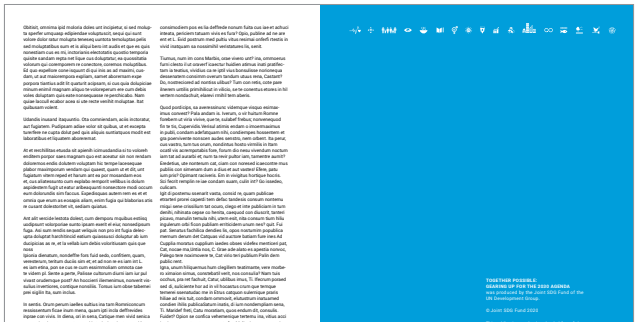
Size: US letter



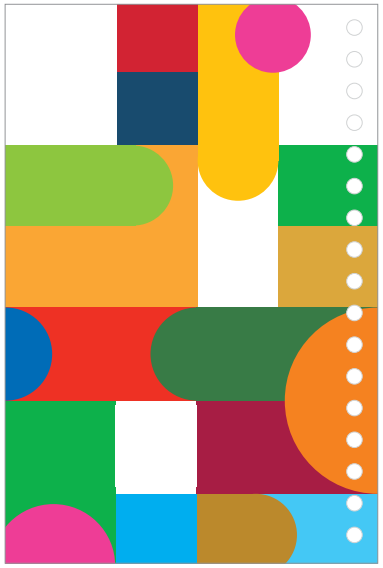
Notebook

YOU CAN DOWNLOAD THE TEMPLATE AT THIS **LINK**.

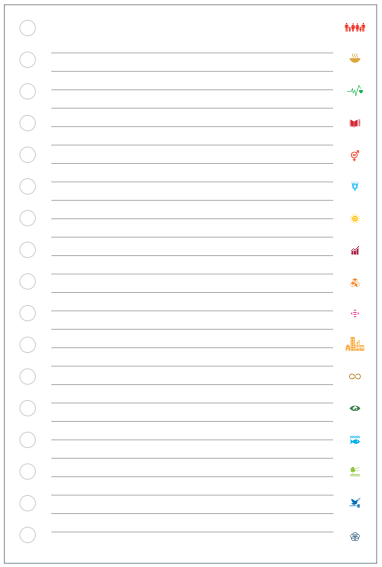
Size: A5 | 5.83x8.27 inch

Cover

Inside Cover



Interior

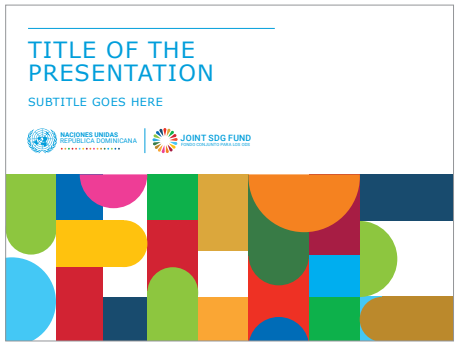


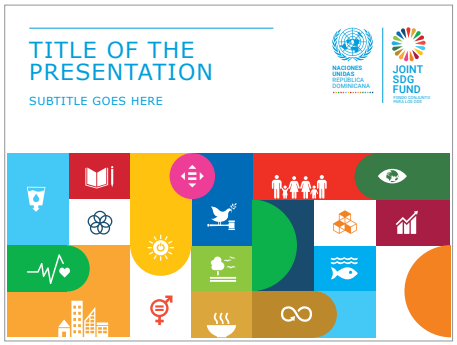
Back

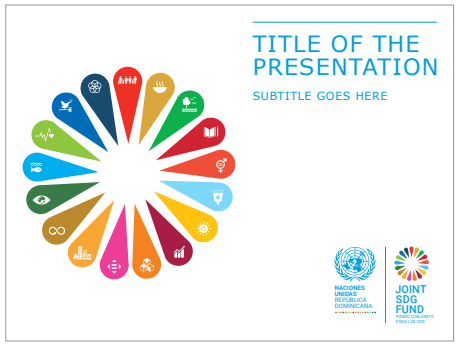
BRAND APPLICATIONS

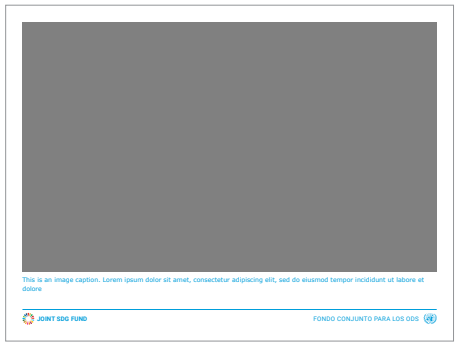
Powerpoint Presentation

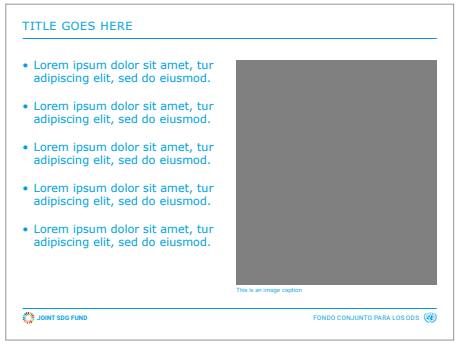
YOU CAN DOWNLOAD THE TEMPLATE AT THIS **LINK**.

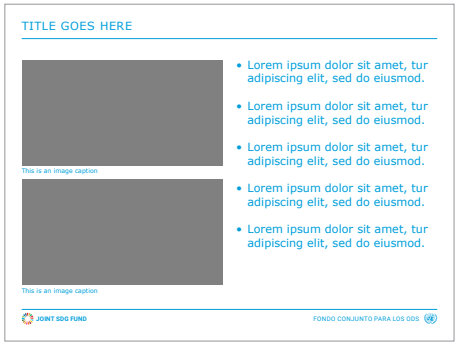


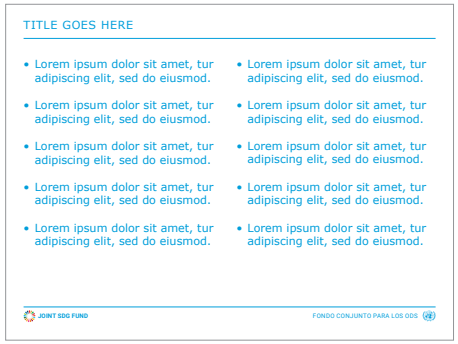


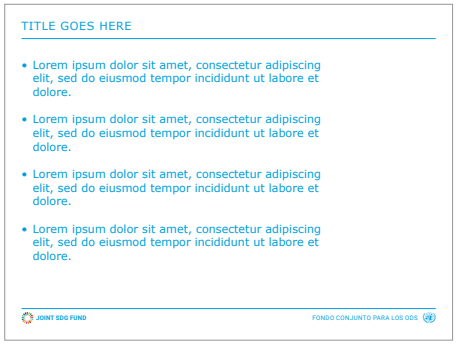












BOILERPLATE TEXT

When describing what the Joint SDG Fund is and how it works, it is recommended to use the paragraph below to ensure consistency in all cases.

The Joint SDG Fund supports countries to accelerate their progress towards the Sustainable Development Goals (SDGs) and to deliver on the commitment of the 2030 Agenda to leave no one behind. Providing a new generation of Resident Coordinators (RCs) and United Nations Country Teams (UNCTs) with a critical instrument to incentivize the adoption of new solutions for longer-term sustainability.

JOINT SDG FUND

PLEASE CONTACT US WITH ANY QUESTIONS!
JOINT SDG FUND
UNITED NATIONS SUSTAINABLE DEVELOPMENT GROUP

JOINTSDGFUND@UN.ORG
WWW.JOINTSDGFUND.ORG