



JOINT
SDG
FUND





CONTENTS

Introduction	2
Logo	3
Donor Branding	13
Colors	14
Typography	15
Imagery	19
Icons	20
Logo applications	21
Publication covers	22
Publication templates	23
Notebook	25
Powerpoint Presentation	26
Boilerplate	27



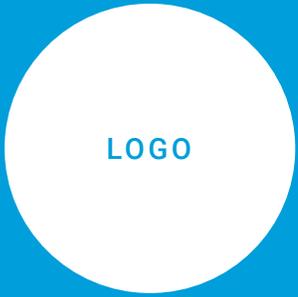
INTRODUCTION

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

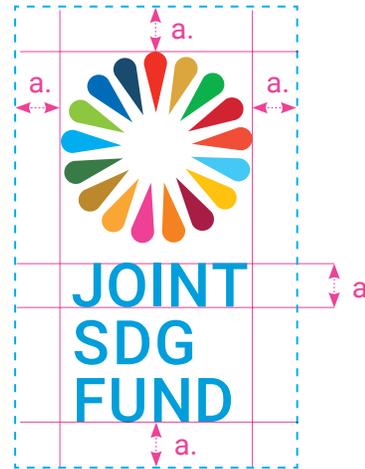
YOU CAN DOWNLOAD THE LOGOS AT THIS [LINK](#).



Horizontal orientation is preferred



Vertical orientation



Minimum size

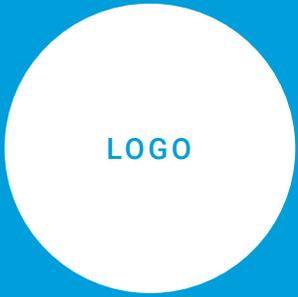


1 inch / 2.5cm



0.5 inch /
1.9cm

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

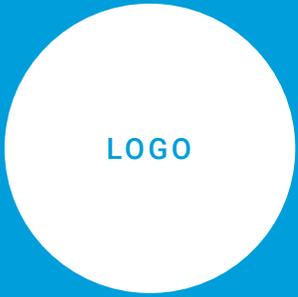


LOGO

Joint SDG Fund Logo / One Color

YOU CAN DOWNLOAD THE LOGOS AT THIS [LINK](#). 





Joint SDG Fund Logo Translation template

YOU CAN DOWNLOAD THE LOGOS AT THIS [LINK](#).



Horizontal orientation is preferred



Vertical orientation



Minimum size



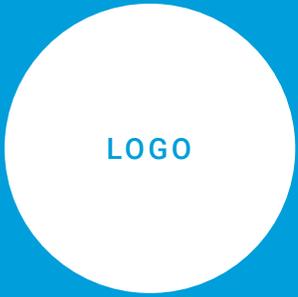
1.75 inch / 4.5cm



1 inch / 2.5cm

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.



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

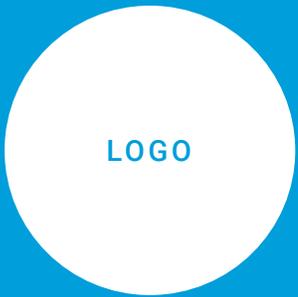


JOINT SDG FUND
صندوق أهداف التنمية المستدامة المشترك



JOINT SDG FUND
Объединенный фонд ЦУР

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

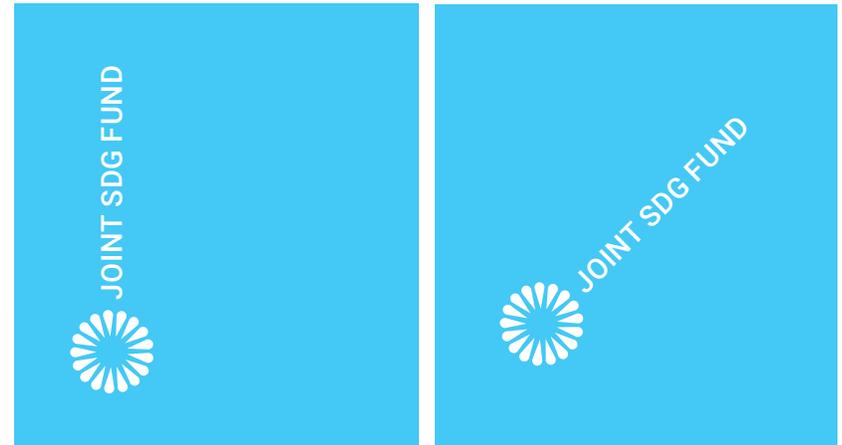
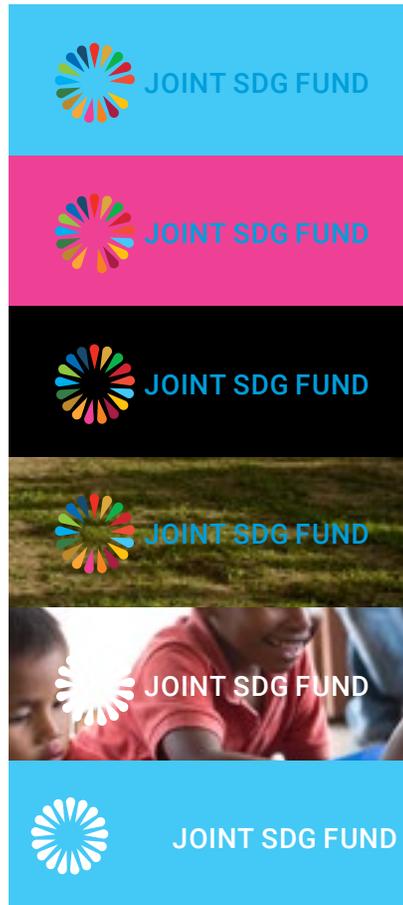


Do's and Don'ts

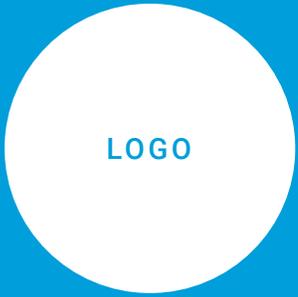
DO's



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](#).

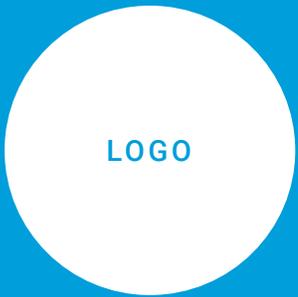


NACIONES UNIDAS
REPÚBLICA DOMINICANA



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.

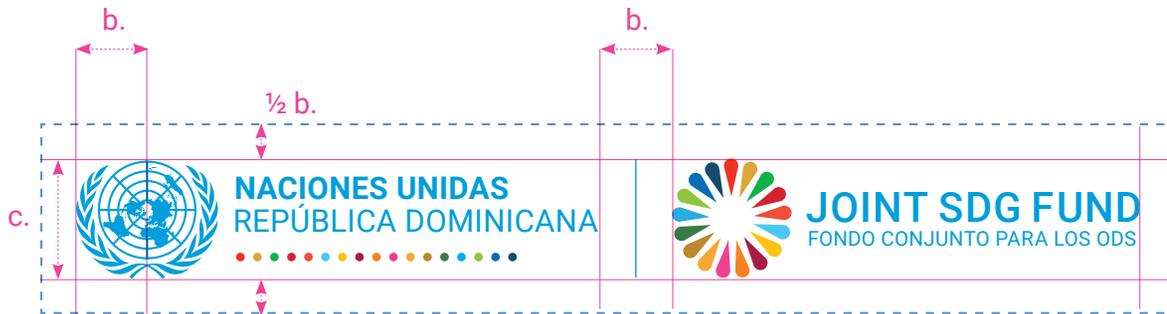


Co-Branding

YOU CAN DOWNLOAD THE TEMPLATE AT THIS [LINK](#).



Horizontal orientation is preferred



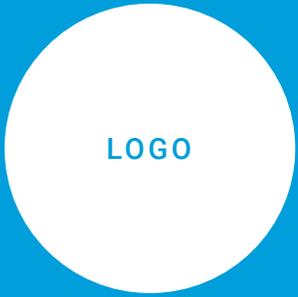
Minimum space around logo
Other elements should not interfere with the indicated space.

- 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.

Vertical orientation



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.



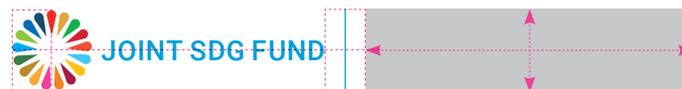
Example



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

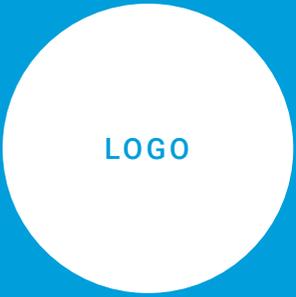
Height and/or width should be the same as the Joint SDG Fund logo. It should optically appear to be the same size. The divider line is the same height as the Joint SDG Fund logo. The line and logos are vertically centered.

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



Example



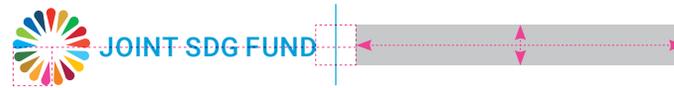


Joint SDG Fund logo in partnership

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 approximately half the height of the flower emblem. 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.



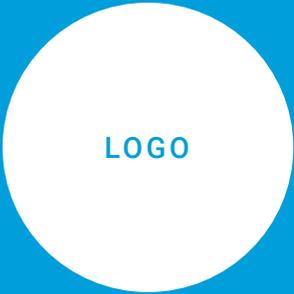
Example



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

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

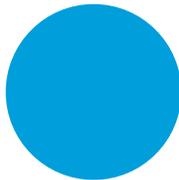


COLORS

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.

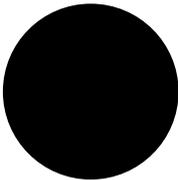
Greys and tints can be used for graphs and infographics.

Logo color

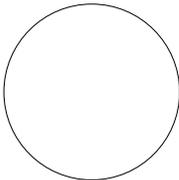


UN BLUE
C80 M20
PMS 2925
R0 G158 B219
009EDB

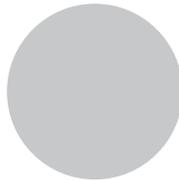
Greyscale / Neutrals



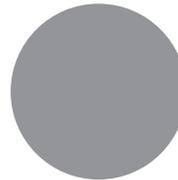
BLACK
K100
R35 G31 B33
000000



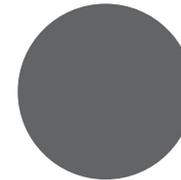
WHITE
C0 M0 Y0 K0
R255 G255 B255
FFFFFF



LIGHT GRAY
K25
R199 G200 B202
C6C8CA

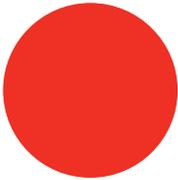


GRAY
K50
R147 G149 B152
939597

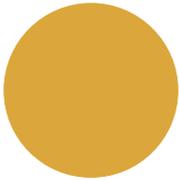


DARK GRAY
K75
R99 G100 B102
626366

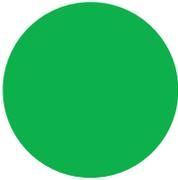
Joint SDG Fund colors



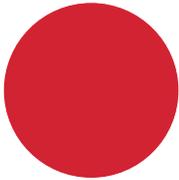
SDG 1
M95 Y100
R238 G49 B36
EE3124



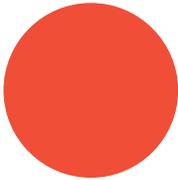
SDG 2
C15 M35 Y90
R219 G166 B60
DBA63C



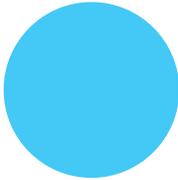
SDG 3
C80 Y100
R12 G177 B75
0DB14B



SDG 4
C15 M100 Y90
R210 G35 B51
D22333



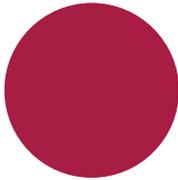
SDG 5
M85 Y85
R240 G78 B55
F04E37



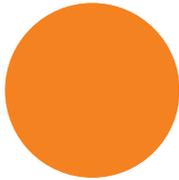
SDG 6
C60
R68 G200 B245
44C8F5



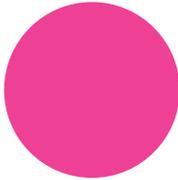
SDG 7
M25 Y100
R255 G194 B68
FFC20E



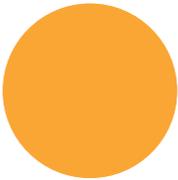
SDG 8
C25 M100 Y65 K15
R167 G29 B68
A71D44



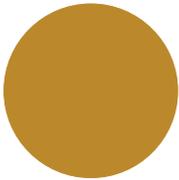
SDG 9
M60 Y100
R245 G130 B32
F58220



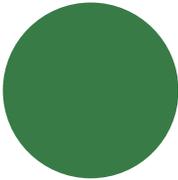
SDG 10
M90
R238 G61 B150
EE4095



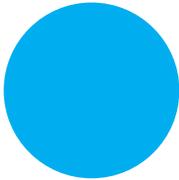
SDG 11
M40 Y90
R250 G166 B52
FAA634



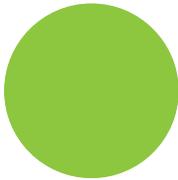
SDG 12
C25 M45 Y100 K5
R187 G137 B44
BB892C



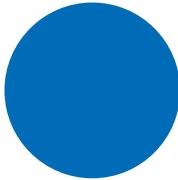
SDG 13
C80 M30 Y90 K15
R56 G123 B70
387B46



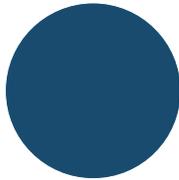
SDG 14
C100
R0 G174 B239
00AEEF



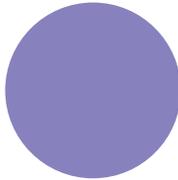
SDG 15
C50 Y100
R141 G198 B63
8DC63F



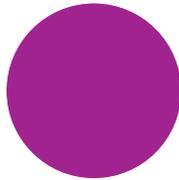
SDG 16
C100 M55
R0 G108 B183
006CB7



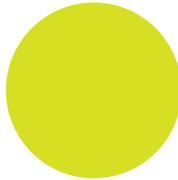
SDG 17
C95 M70 Y35 K20
R24 G75 B110
184B6E



LAVENDER
C50 M50
R135 G129 B189
8781BD



PURPLE
C41 M100
R161 G35 B143
A0238E



BRIGHT GREEN
C20 Y100
R215 G223 B35
D6DF23



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 / ? ! : ; = + @ %



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 / ? ! : ; = + @ %

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 / ? ! : ; = + @ %

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



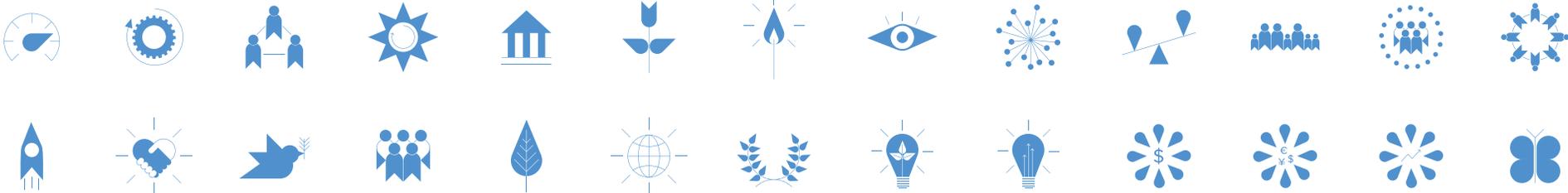
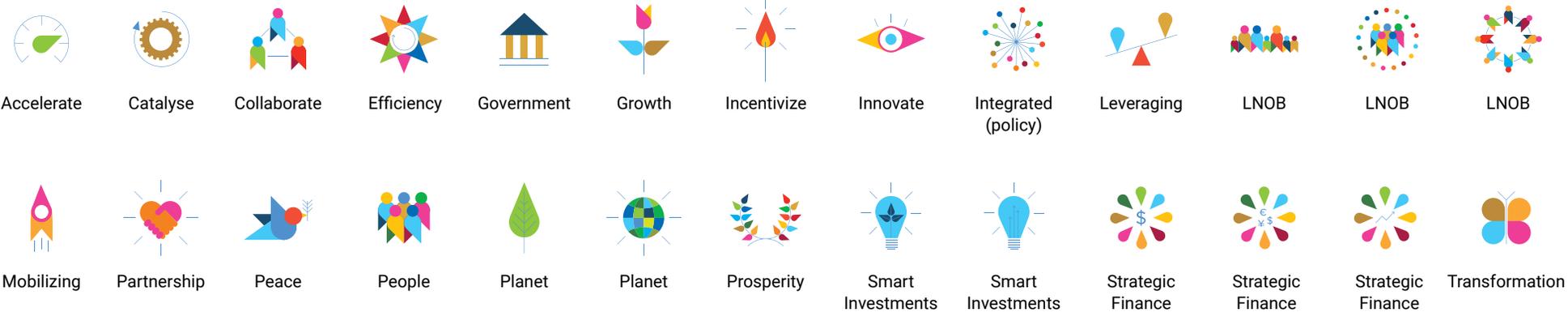
Monochromatic



ICONS

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

YOU CAN DOWNLOAD THE ICONS AT THIS [LINK](#). 





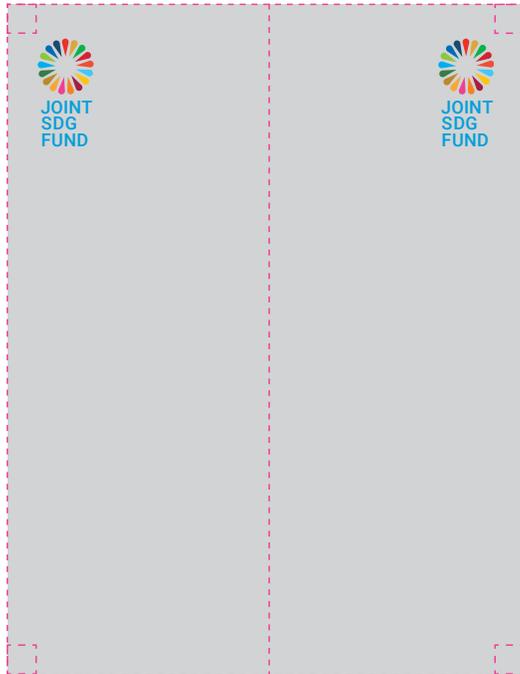
LOGO
APPLICATIONS

BRAND 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

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



Size: US letter

ACKNOWLEDGEMENTS

At the beginning of any project, it is essential to acknowledge the contributions of all those who have supported and assisted you throughout the process. This section provides a structured template for expressing your gratitude to various stakeholders, including sponsors, advisors, and team members.

Key elements of the Acknowledgements section:

- Introduction:** A brief statement of appreciation for the support received.
- Individual Acknowledgements:** Specific mentions of individuals and their contributions.
- Organizational Acknowledgements:** Recognition of the support provided by various departments or organizations.
- Conclusion:** A final statement of thanks and appreciation.

This template is designed to be flexible and adaptable to your specific needs, ensuring that you can effectively communicate your appreciation to all those who have helped you achieve your goals.

CHAPTER 1: INTRODUCTION

This chapter introduces the topic of the document and provides a clear overview of the objectives and scope. It sets the stage for the detailed information presented in the subsequent chapters.

Key elements of the Introduction chapter:

- Background:** A brief history or context of the subject matter.
- Objectives:** A clear statement of the goals and purposes of the document.
- Scope:** A definition of the boundaries and limitations of the study.
- Structure:** An outline of the document's organization and the flow of information.

The Introduction chapter is crucial for providing readers with a comprehensive understanding of the document's content and the reasons for its existence.

THIS IS A CHAPTER WITH LOTS OF TEXT

This chapter contains a large volume of text, providing detailed information and analysis on the subject matter. It is structured to be easy to read and understand, with clear headings and sub-sections.

Key elements of the main text chapter:

- Clear Headings:** Use of descriptive headings to organize the content.
- Consistent Formatting:** Use of consistent fonts, colors, and spacing throughout the text.
- Visual Elements:** Incorporation of icons and graphics to enhance the visual appeal and readability.
- Readable Text:** Use of clear, concise language and appropriate paragraph structure.

This chapter is designed to provide a thorough and engaging reading experience for the audience.

FIGURE 4.1 THIS IS A GRAPH HEAD

This figure includes a graph and associated data, providing visual representation of the information presented in the text. The graph is designed to be clear and easy to interpret, with appropriate labels and legends.

Key elements of the Figure section:

- Graph Description:** A brief explanation of the data presented in the graph.
- Data Table:** A table of data points corresponding to the graph's axes.
- Interpretation:** A brief analysis of the trends and patterns observed in the data.

The Figure section is intended to provide a clear and concise visual summary of the key findings of the study.

APPENDIX

This appendix contains supplementary information and data that supports the main text of the document. It provides additional context and details for the reader's reference.

Key elements of the Appendix section:

- Annex 1:** A list of related documents or resources.
- Annex 2:** A list of related documents or resources.
- Annex 3:** A list of related documents or resources.
- Annex 4:** A list of related documents or resources.
- Annex 5:** A list of related documents or resources.
- Annex 6:** A list of related documents or resources.
- Annex 7:** A list of related documents or resources.
- Annex 8:** A list of related documents or resources.
- Annex 9:** A list of related documents or resources.
- Annex 10:** A list of related documents or resources.
- Annex 11:** A list of related documents or resources.
- Annex 12:** A list of related documents or resources.
- Annex 13:** A list of related documents or resources.
- Annex 14:** A list of related documents or resources.
- Annex 15:** A list of related documents or resources.
- Annex 16:** A list of related documents or resources.
- Annex 17:** A list of related documents or resources.
- Annex 18:** A list of related documents or resources.
- Annex 19:** A list of related documents or resources.
- Annex 20:** A list of related documents or resources.

Sustainable Development Goals

This section provides a detailed overview of the Sustainable Development Goals (SDGs), which are a set of 17 global goals designed to be a blueprint for achieving a better world by the year 2030.

Key elements of the SDG section:

- SDG 1:** No Poverty
- SDG 2:** Zero Hunger
- SDG 3:** Good Health and Well-being
- SDG 4:** Quality Education
- SDG 5:** Gender Equality
- SDG 6:** Clean Water and Sanitation
- SDG 7:** Affordable and Clean Energy
- SDG 8:** Decent Work and Economic Growth
- SDG 9:** Industry, Innovation and Infrastructure
- SDG 10:** Reduced Inequalities
- SDG 11:** Sustainable Cities and Communities
- SDG 12:** Responsible Consumption and Production
- SDG 13:** Climate Action
- SDG 14:** Life Below Water
- SDG 15:** Life on Land
- SDG 16:** Peace, Justice and Strong Institutions
- SDG 17:** Partnerships for the Goals

The SDGs are intended to provide a clear and concise overview of the global challenges we face and the actions we need to take to address them.



Joint SDG Fund
1000 Pennsylvania Avenue, N.W.
Washington, D.C. 20004
Phone: 202-462-1010
www.joint-sdg-fund.org



Notebook

YOU CAN DOWNLOAD THE TEMPLATE AT THIS [LINK](#).



Size: A5 | 5.83x8.27 inch

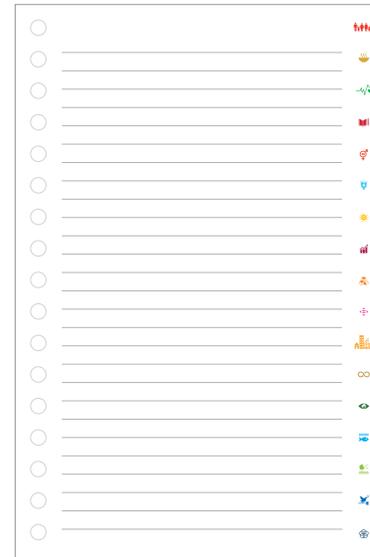
Cover



Inside Cover



Interior



Back



BRAND APPLICATIONS

Powerpoint Presentation

YOU CAN DOWNLOAD THE TEMPLATE AT THIS [LINK](#).



TITLE OF THE PRESENTATION
SUBTITLE GOES HERE

This is an image caption. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

TITLE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

TITLE GOES HERE

- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.

JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

TITLE GOES HERE

This is an image caption.

This is an image caption.

- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.

JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

TITLE GOES HERE

- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.

- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.
- Lorem ipsum dolor sit amet, tur adipiscing elit, sed do eiusmod.

JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

TITLE GOES HERE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

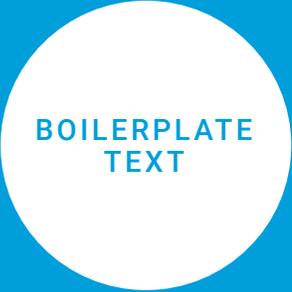
JOINT SDG FUND FONDO CONJUNTO PARA LOS ODS

THANK YOU

FOLLOW US @SOCIAL MEDIA WEBSITE

THANK YOU

FOLLOW US @SOCIAL MEDIA WEBSITE



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.



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

JOINTSDGFUND@UN.ORG
WWW.JOINTSDGFUND.ORG