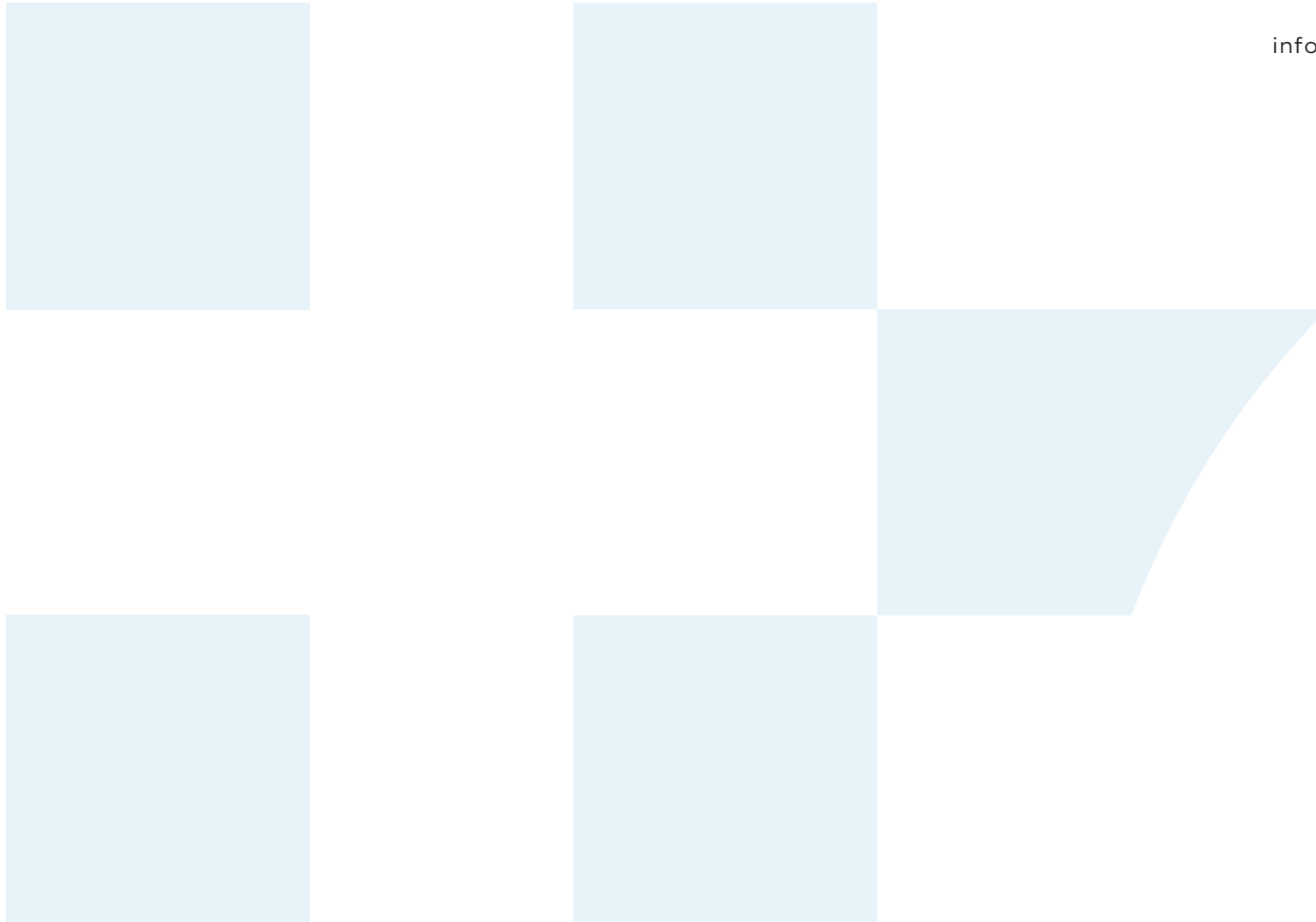


information | innovation | transformation



■ 01. Brand Story

- Importance of Branding
- Mission, Vision & Target Audience
- Brand Personality
- Core Values

■ 02. Logo

- Clear Space & Size
- Logo Placement
- Logo Color & Alternatives
- Logo Background Control
- Improper Use

■ 03. Color Guide

- Primary Palette
- Secondary Palette

■ 04. Typography

- Typeface
- Type Hierarchy

■ 05. Photography

- Unite Photography
- Stock Photography

■ 06. Graphics

- Graphic Elements

■ 07. Brand Collaterals

- Digital
- Printed
- Employee Tools

SCOPE

The Corporate Identity Guidelines will present and guide you through the entire elements and rules that the Unite Brand needs to follow.

On the following pages will be presented rules for the six principal elements of a Brand.

Please always follow them to support the message that UNITE want to communicate and improve recognition of the brand.

ABOUT BRANDING

A brand represents the sum of people's perception of a company's customer service, reputation, advertising and logo.

Beyond just a memorable logo, good branding increases the value of a company, provides employees with direction and motivation, and makes acquiring new customers easier.

Branding

- improves recognition
- creates trust
- supports advertising
- builds financial value
- inspires employees
- generates new customers

Mission, Vision & Target Audience



MISSION

We enable a better, safer, more sustainable future through innovative technology.

“Unite” is Information and Communications Technology (ICT) for a stronger, more effective United Nations. A key component of the strategy is uniting as a global workforce, to deliver enterprise solutions and standards.

AUDIENCE

- Young tech people globally from any culture
- Technology companies globally
- Universities focusing on technology and innovation
- Research centers focusing on technology and innovation
- Public at large
- Media
- UN personnel in every location

VISION

Align technology to the sustainable development goals and tangible ways to improve the lives of everyone, but especially the most vulnerable.

The strategy provided a common vision for ICT delivery in the United Nations through modernization, transformation and innovation. It established a framework for improved governance, strong leadership and optimal use of ICT resources to support effective decision-making.

■ Forward-Thinking

UNITE has an ongoing reshaping and innovation agenda. The brand image suggests both continuity and transformation.

■ Hi-Tech

Using advanced technology, UNITE supports the strategic priorities of the Secretariat.

■ Modern

Supported by modern tools and processes UNITE team is collaborating across boundaries.

■ Innovative

UNITE is always looking for innovative solutions that enable the UN to fulfill its mandates.

■ Simple

With a meaningful, but impactful, simple image of the brand, UNITE is strong and simple.

■ Stable

UNITE focuses on strategic, long-term improvements across the Secretariat. Its image express a seamlessly transformation.

■ Modernize

Modernize - support strategic priorities of the Secretariat through advanced technology.

■ Transform

Transform - restructure ICT globally to provide enhanced services.

■ Innovate

Innovate - foster innovative solutions that enable the UN to fulfill its mandates.

■ Optimize

Optimize - ensure ICT resources support business objectives and bring value for investment.

■ Govern

Govern - strengthen governance and technical authority to ensure compliance and accountability.

CLEAR SPACE

A clear space, known as the control field, must always surround the freestanding logo. The size of the control field is determined by a measure equal to the horizontal 'e.' No graphic elements of any kind should intrude onto this field.



SIZE

The logo must never appear smaller than 96 pixels horizontally for digital usage or 1 inch (25mm) for print.



1 inch wide
(25 mm wide)
(96 pixels)

■ PREFERRED PLACEMENT

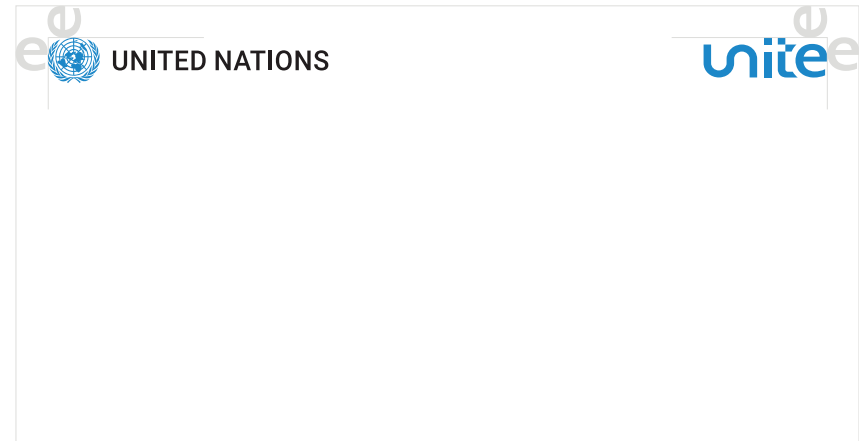
Always use the UNITED NATIONS logo along with the UNITE one on all materials designed.

UNITED NATIONS logo needs to be always the first one, and UNITE logo the second one.

Top left is preferred for UNITED NATIONS logo, and top right for UNITE logo.

The UNITED NATIONS logo needs to be equal or bigger in size than the UNITE logo.

Always observe the minimum clear space and keep the same margins and paddings.

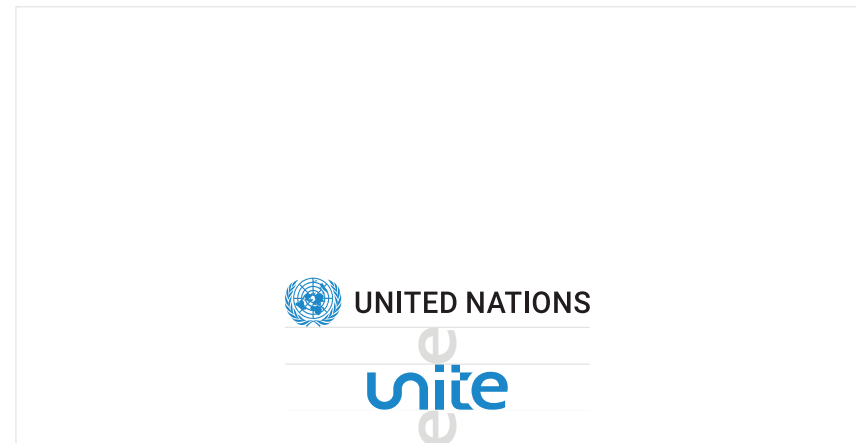
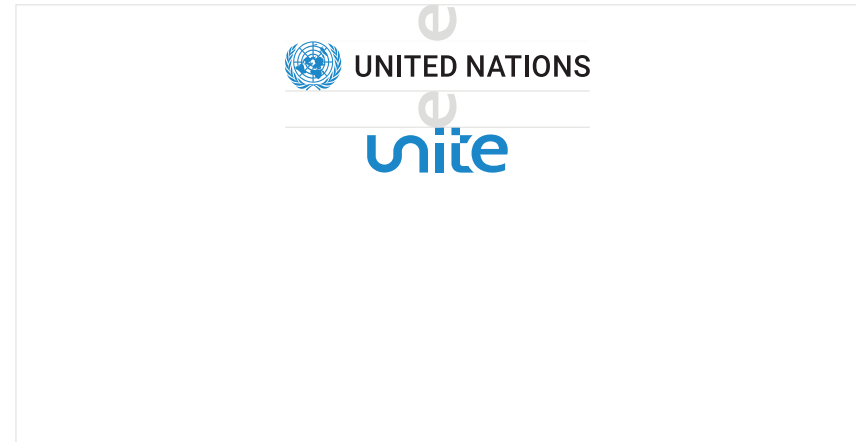


Center (top or bottom) of the layout is acceptable as alternative placement.

UNITED NATIONS logo needs to be always the first one, and UNITE logo the second one.

The UNITED NATIONS logo needs to be equal or bigger in size than the UNITE logo.

Always observe the minimum clear space and keep the same margins and paddings.



SPECIAL INSTANCES

In some specific cases, these placements are acceptable. Absolute center is acceptable in special cases.

UNITED NATIONS logo needs to be always the first one, and UNITE logo the second one.

The UNITED NATIONS logo needs to be equal or bigger in size than the UNITE logo.

Always observe the minimum clear space and keep the same margins and paddings.



COLOR

UNITE blue (HEX 0e87c9) has been selected to represent the UNITE brand. It is essential that it is always reproduced exactly to these guidelines to ensure the strength and stability of the brand.



RGB: 15, 135, 201
CMYK: 81, 37, 0, 0
HEX: 0e87c9
PMS: 2194 CP

ALTERNATIVES

When use of the primary logo is not possible, please refer to these examples for the best alternative.

Background Colors

White background is preferred, if not available choose from the other options shown at right.

See all color codes in "Color Guide" section.






LOGO Logo Background Control



UNITE BLUE

There may be instances where a large UNITE blue background will be utilized. In these cases, always choose the reverse primary logo.



Acceptable



Unacceptable

IMAGES

While it is acceptable to use the primary logo over a photographic background, there are guidelines to ensure that the visibility is clear and conforms to the brand standards. Background is light or dark and uncomplicated, therefore the primary logo is easily readable.



Acceptable



Acceptable



Unacceptable



Unacceptable

MODIFICATIONS ■ We encourage you to become familiar with the correct uses of the UNITE logo. The integrity of the logo must be respected at all times. Don't stretch, condense, alter or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.



Do not recreate or retype the words.



Do not stretch or alter the logo in any way.



Do not change the logo color.



Do not use graphic effects on the logo.



Do not enclose the logo or encroach on the outlined safety area.



Do not rotate the logo at any angle.

Primary Palette



PRIMARY ■ UNITE blue is the core of our brand identity and should appear whenever possible for viewers to immediately identify our brand.



RGB: 15, 135, 201
CMYK: 81, 37, 0, 0
HEX: 0e87c9
PMS: 2194 CP



RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
HEX: 221e1f
PMS: 419 C

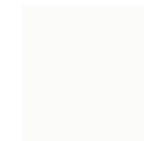


RGB: 127, 127, 127
CMYK: 52, 43, 43, 8
HEX: 7f7f7f
PMS: 8401 C

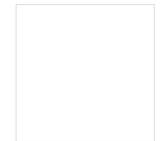
NEUTRALS ■ Various shades of neutral gray can be used to add texture and depth to text, backgrounds and illustrations. This also includes the use of black and white.



RGB: 221, 221, 221
CMYK: 12, 9, 10, 0
HEX: dddddd
PMS: P 179-2 C



RGB: 250, 250, 250
CMYK: 1, 1, 1, 0
HEX: fafafa
PMS: P 1-1 C



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: ffffff
PMS: WHITE

Secondary Palette

■ ACCENT

The UNITE accent palette consists of six bright colors chosen to have high visibility. These colors should be used sparingly for feature design elements, such as charts, graphs, web buttons, etc. Accent colors don't dominate a design, they compliment our corporate color palette.



RGB: 191, 191, 191
CMYK: 25, 20, 20, 0
HEX: bfbfbf
PMS: P 179-4 C



RGB: 15, 135, 201
CMYK: 81, 37, 0, 0
HEX: 0e87c9
PMS: 2194 CP



RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
HEX: 221e1f
PMS: 419 C



RGB: 127, 127, 127
CMYK: 52, 43, 43, 8
HEX: 7f7f7f
PMS: 8401 C



RGB: 159, 160, 160
CMYK: 40, 32, 33, 1
HEX: 9fa0a0
PMS: Cool Gray 7 UP



RGB: 223, 223, 223
CMYK: 11, 8, 9, 0
HEX: dfdfdf
PMS: P 179-2 C

PRIMARY ■ Our primary typeface, Geometria, is simple, innovative and modern. It is a reflection of our brand and our voice. We choose the appropriate typeface weights for specific touch points and to create clear hierarchies of information and messages.
16 weights available

ACCENT ■ In special instances, Lora can be used as a secondary typeface if serif font is desired.
4 weights available

SYSTEM ■ When Geometria is unavailable for web materials, the system default font is Verdana. In order to maintain maximum visual consistency throughout the brand, do not use any other typefaces when using Verdana. Verdana should never be used on any printed consumer materials.
4 weights available

Primary font

Aa

GEOMETRIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !§%&/()=?# @©®™ \$€£¢
•°-_- äöuß æÆ oeOE åÅ øØ çÇ ñÑ

Accent font

Aa

LORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !§%&/()=?# @©®™ \$€£¢
•°-_- äöuß æÆ oeOE åÅ øØ çÇ ñÑ

Example

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam ut volutpat.”
– John Doe

System font

Aa

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !§%&/()=?# @©®™ \$€£¢
•°-_- äöuß æÆ oeOE åÅ øØ çÇ ñÑ

Note

Arial is to be used only for emails, and internal communications and presentations (such as PowerPoint and Word documents).

Header text

Shown are the recommended variations.

Body copy

Use Geometria. It should be no smaller than 8pt for print and 12px for media.

Variations

- Bullet text
- Numbered text
- Pull Quote
- Intro text

Heading 1
GEOMETRIA LIGHT
 SENTENCE CASE

Heading 2
GEOMETRIA BOLD
 ALL CAPS

Heading 3
GEOMETRIA BOLD
 ALL CAPS

Body copy 1
GEOMETRIA LIGHT

Body copy 2
GEOMETRIA REGULAR

Pull quote
LORA ITALIC

Innovation

Innovation

INNOVATION

Sed suscipit mi felis, id consectetur diam rutrum et. Nunc ultricies, metus eget semper blandit, erat leo laoreet ipsum.

Sed suscipit mi felis, id consectetur diam rutrum et. Nunc ultricies, metus eget semper blandit, erat leo laoreet ipsum.

“ Sed suscipit mi felis, id consectetur diam rutrum et. Nunc ultricies, metus eget semper blandit, erat leo laoreet ipsum. “

- John Doe

STYLE ■ Photographing organization's activities and events in a simple, powerful way adds strength to the brand. Treat each photography with the respect it deserves. Using a consistent lighting style will provide a harmonious appearance from photography to photography.

A brand is only as strong as its people. Portraying the people that are part of Unite activities and events in a way of humanizing the organization.

It is essential that the images are:

High resolution (300ppi) at final size for print, (72ppi) for digital uses.





ACCEPTABLE ■ In some instances, when UNITE photography library is not available, stock photography can be an alternative. The trick is to find images that look unusual, spontaneous, and artful. Avoid all images that look posed, unnatural and undramatic. The examples shown are all acceptable. They have beautiful colors, unusual perspectives and do not feel staged.

It is essential that the images are:

High resolution (300ppi) at final size for print, (72ppi) for digital uses.



UNACCEPTABLE ■ When necessary to use stock photography, avoid images similar to those shown here. These are unacceptable because they are very posed and artificial. There is no spontaneity, mediocre lighting and camera angles have no dynamics.



We have two graphic elements that create a unique look and make our communications recognizable. These elements can be combined or used separately, to add visual interest and enhance our storytelling.

When used consistently, these elements create continuity among families of materials. For example, a department could adopt one of these elements to be its primary visual direction, or could use a mix of the two elements for all of its communications.

When using both of them, focus on one element for a campaign, event or initiative.

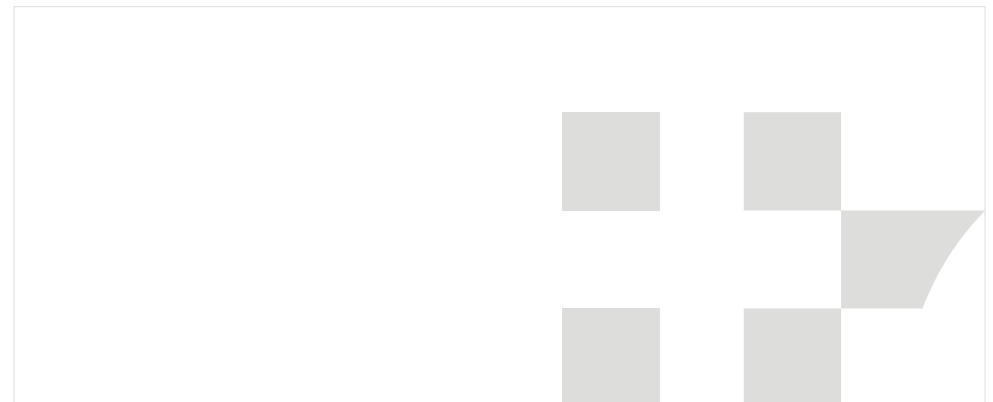
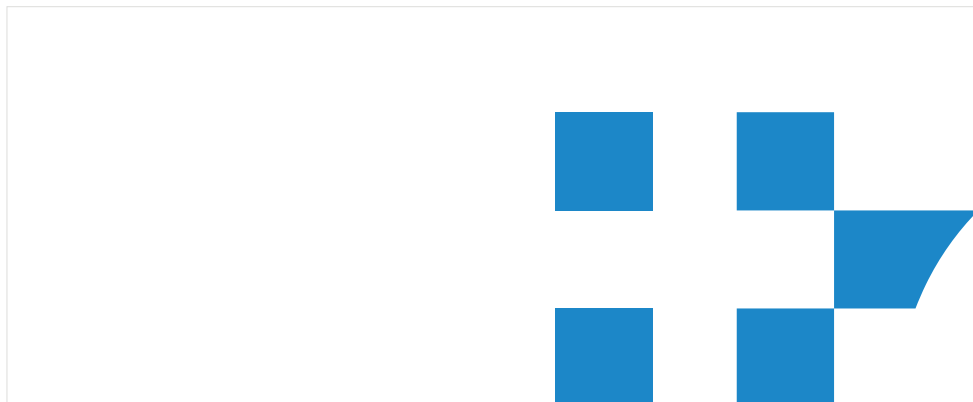
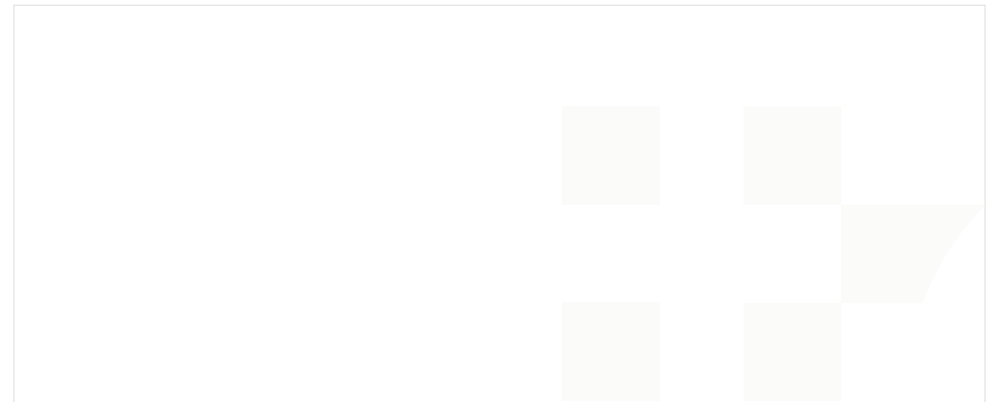
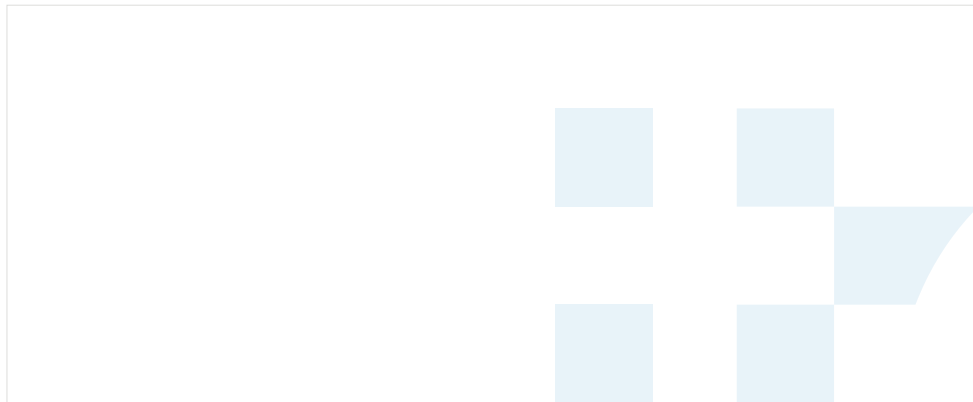
Please see examples in “Brand Materials” chapter.

UNITE graphic element - it will be used in different levels of transparency, never full color.



Graphic elements

Square graphic element - it will be used in different levels of transparency, or full color.



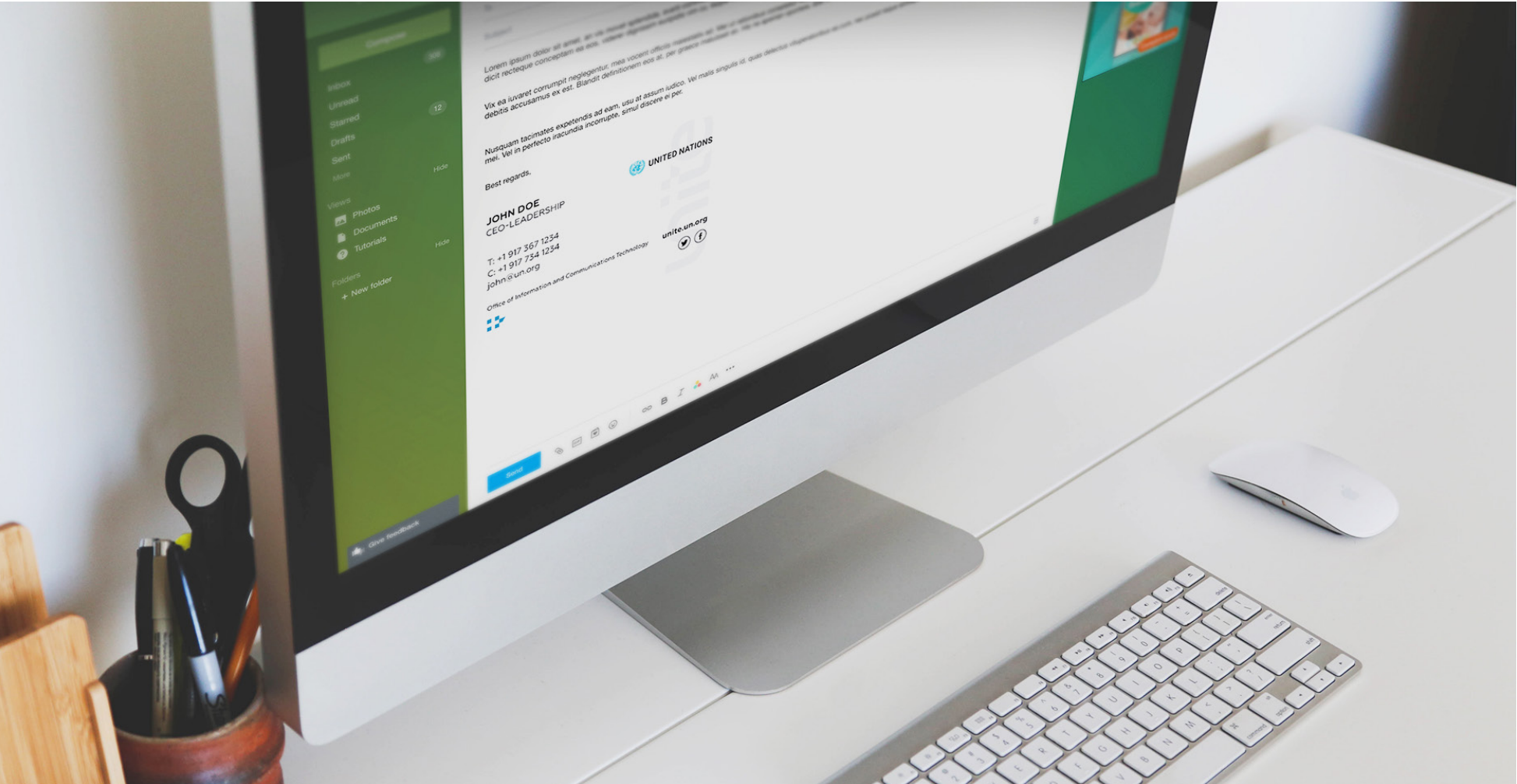
BANNER V1



BANNER V2 ■



E-SIGNATURE ■





BUSINESS CARDS V1 ■

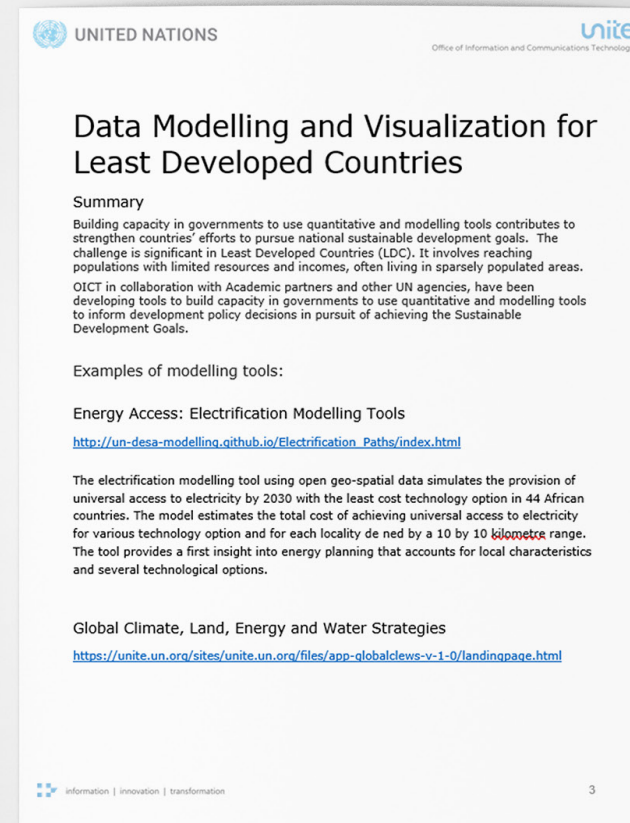






ROLL UP ■






UNITED NATIONS 
Office of Information and Communications Technology



UN Technology | Advisory Board Projects
4 PILLARS

 information | innovation | transformation

UNITED NATIONS 
Office of Information and Communications Technology

Data Modelling and Visualization for Least Developed Countries

Summary


Building capacity in governments to use quantitative and modelling tools contributes to strengthen countries' efforts to pursue national sustainable development goals. The challenge is significant in Least Developed Countries (LDC). It involves reaching populations with limited resources and incomes, often living in sparsely populated areas. OICT in collaboration with Academic partners and other UN agencies, have been developing tools to build capacity in governments to use quantitative and modelling tools to inform development policy decisions in pursuit of achieving the Sustainable Development Goals.

Examples of modelling tools:

Energy Access: Electrification Modelling Tools
http://un-desa-modelling.github.io/Electrification_Paths/index.html

The electrification modelling tool using open geo-spatial data simulates the provision of universal access to electricity by 2030 with the least cost technology option in 44 African countries. The model estimates the total cost of achieving universal access to electricity for various technology option and for each locality de ned by a 10 by 10 kilometre range. The tool provides a first insight into energy planning that accounts for local characteristics and several technological options.

Global Climate, Land, Energy and Water Strategies
<https://unite.un.org/sites/unite.un.org/files/app-globalclews-v-1-0/landingpage.html>

 information | innovation | transformation 3

Employee Tools



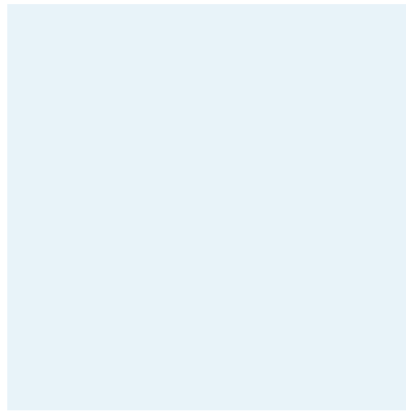
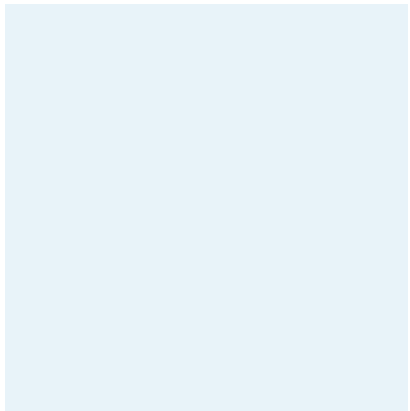
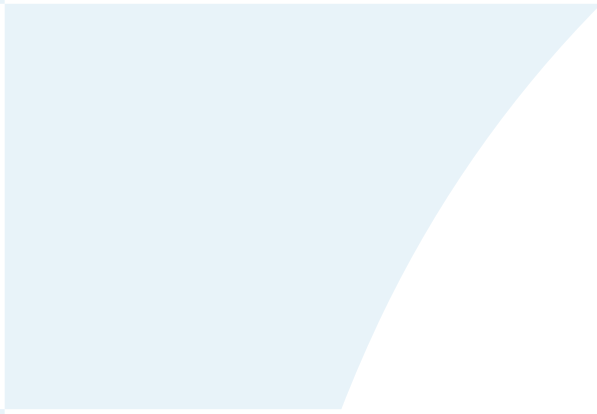
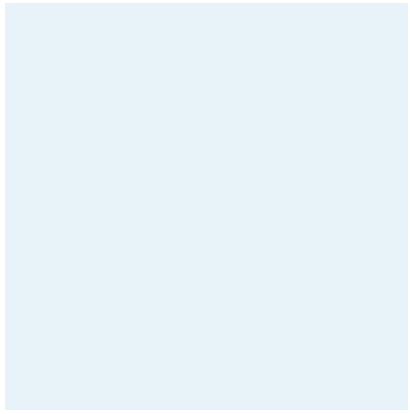
PPT TEMPLATE V1





LETTERHEAD ■





NEED HELP ?

Contact us at: placeholder@unite.un.org