

2015
TIME FOR
GLOBAL ACTION
FOR PEOPLE AND PLANET

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.



Brand Guidelines

2015 - Time for global action

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 Brand Guideline.



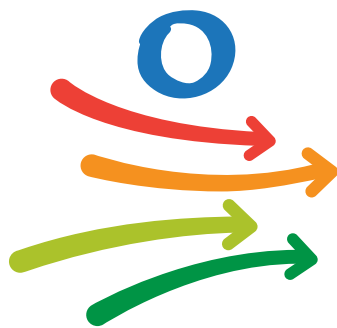
The graphic solution for the **2015 Time for Global Action** reveals the many information pieces coming in and feeding ultimately into a larger cohesive sustainable solution.



Typography

Font: Duepuntozero bold

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



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Colors



CMYK 85 / 50 / 0 / 0
RGB 28 / 117 / 186



CMYK 70 / 14 / 0 / 0
RGB 0 / 173 / 237



CMYK 86 / 17 / 100 / 4
RGB 0 / 148 / 69



CMYK 38 / 8 / 100 / 0
RGB 171 / 194 / 43



CMYK 0 / 50 / 100 / 0
RGB 245 / 145 / 31



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

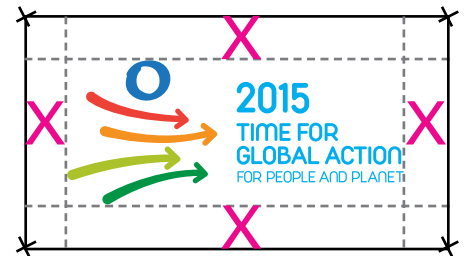
Make sure that the **2015 - Time for global action** logo is not smaller than 3/4 of an inch high to avoid compromising legibility and readability.



CLEAR SPACE

Always maintain the minimum clear space around the **2015 - Time for global action** 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. The clear space for the Logo is X, where $x = \text{width}$, measure the width of the symbol “” in the logotype. The clear space will change depending on scale. There are no maximum size restrictions as long as the clear space requirements are met.



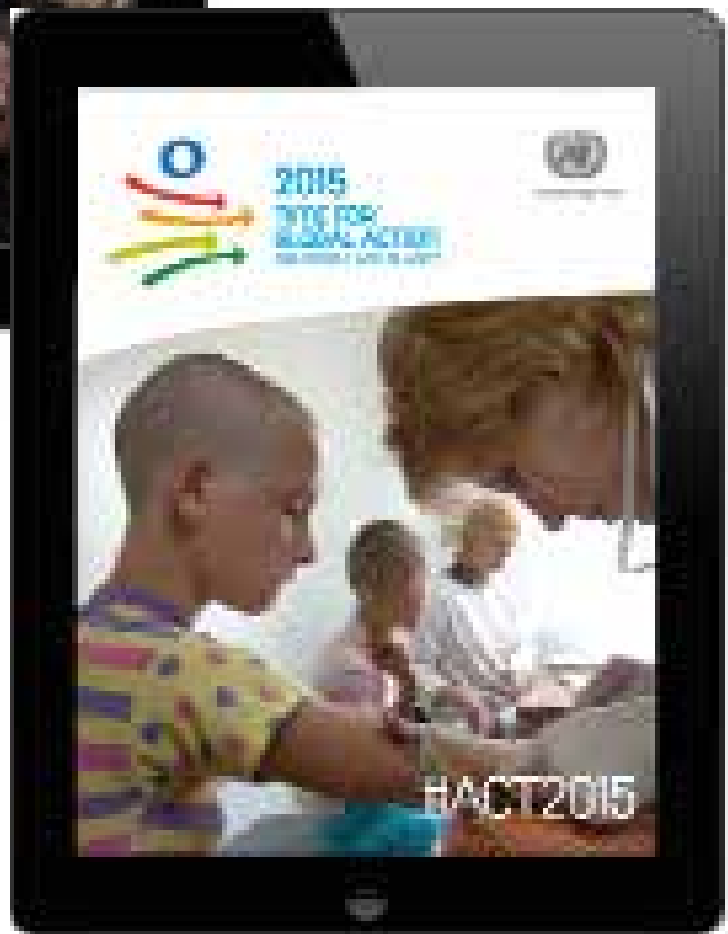
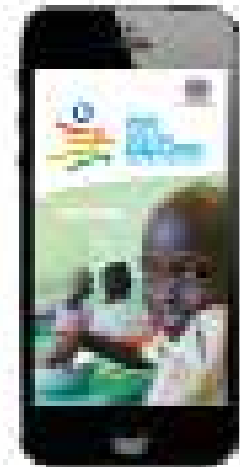
$X = \bigcirc$

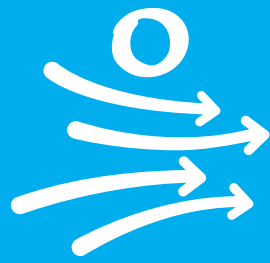


Images / *Use of the logo over images*



Use of the logo on tablets & smartphones / Social media





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