70TH ANNIVERSARY OF THE UNIVERSAL DECLARATION OF HUMAN RIGHTS
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1. LEGAL
1. DESIGN

The United Nations created this logo for the commemoration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR70), in the six official UN languages. It includes the number 70, in the blue and orange from the colour palette of the Office of the High Commissioner for Human Rights, the words “years” and “Universal Declaration of Human Rights” as well as the tagline #standup4humanrights.

2. USE OF THE LOGO

Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System:

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the UDHR70 logo without obtaining prior authorization.

For reporting purposes, the Office of the United Nations High Commissioner for Human Rights (UDHR70@ohchr.org) should be informed of events, information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The UDHR70 logo must be used only in its entirety. If the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with the UDHR70 logo.

Use of the logo by non-UN entities:

The UDHR70 logo is primarily intended for two kinds of promotional use: a) for information, and b) for fundraising. Information uses of the logo are those which are primarily illustrative and not intended to raise funds. Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of the 70th anniversary of the Universal Declaration of Human Rights.

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo in accordance with the following requirements:

- The UDHR70 logo can only be used to identify information material, events and activities related to the 70th anniversary of the Universal Declaration of Human Rights.
- The UDHR70 logo must be used only in its entirety and may not be altered.
- The UDHR70 logo cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given pre-eminence via-à-vis the UDHR70 logo.
- Using the UDHR70 logo does not allow for the use of the United Nations emblem or OHCHR logo.

For reporting purposes, we invite the entity to share the following with the United Nations:

- A short statement of identity (name, nature of the entity and its objectives)
- An explanation of how and where the UDHR70 logo is used

Please send this information to the Office of the United Nations High Commissioner for Human Rights: UDHR70@ohchr.org

3. LENGTH OF USE OF LOGO

The UDHR70 logo may be used from December 2017 through December 2018, which corresponds to the time frame of the year-long campaign for the 70th anniversary of the Universal Declaration of Human Rights.

The logo may be used beyond December 2018 for reporting purposes and in publications about the 70th anniversary of the Universal Declaration of Human Rights.
4. LIABILITY

All entities wishing to use the UDHR70 logo must agree to the following provisions:

• The entity will use the UDHR70 logo only as permitted by these guidelines.
• The United Nations does not assume any responsibility for the activities of the entity.

5. DISCLAIMER

• The UDHR70 logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
• By using the UDHR70 logo, the entity agrees to provide information to the Office of the United Nations High Commissioner for Human Rights about the events or activities for which the logo is used. This information will be used for reporting on the 70th anniversary campaign.
• The use of the UDHR logo by an entity does not imply the endorsement of the United Nations of such entity, its products or services, or of its planned activities.
• The UDHR70 logo may not be reproduced for self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies United Nations endorsement of the products or activities of a commercial enterprise.
• The United Nations will not assume any responsibility or liability arising from the translation of the UDHR70 logo into languages beyond the six official UN languages.

6. INQUIRIES

Please send inquiries to: Office of the United Nations High Commissioner for Human Rights: UDHR70@ohchr.org
2. BRAND IDENTITY

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.
The United Nations created this logo for the commemoration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR70), in the six official UN languages. It includes the number 70, in the blue and orange from the colour palette of the Office of the High Commissioner for Human Rights, the words “years” and “Universal Declaration of Human Rights” as well as the tagline #standup4humanrights.
THE LOGO

70 YEARS
UNIVERSAL DECLARATION OF HUMAN RIGHTS
#STANDUP4HUMANRIGHTS

UNIVERSAL DECLARATION OF HUMAN RIGHTS
#STANDUP4HUMANRIGHTS
For situations where color is not available or the absence of color is the strongest solution for a product, the emblem can appear either as black on a white background or white on a dark background.
When the hashtag is used separately in content.
<table>
<thead>
<tr>
<th>ARABIC</th>
<th>CHINESE</th>
<th>ENGLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>الإعلان العالمي لحقوق الإنسان 70 عامًا #STANDUP4HUMANRIGHTS</td>
<td>世界人权宣言 70周年 #STANDUP4HUMANRIGHTS</td>
<td>INTERNATIONAL DECLARATION OF HUMAN RIGHTS 70 YEARS #STANDUP4HUMANRIGHTS</td>
</tr>
<tr>
<td>FRANÇAIS 70 ANS DECLARATION UNIVERSELLE DES DROITS DE L'HOMME #STANDUP4HUMANRIGHTS</td>
<td>70 лет ВСЕОБЩАЯ ДЕКЛАРАЦИЯ ПРАВ ЧЕЛОВЕКА #STANDUP4HUMANRIGHTS</td>
<td>70 AÑOS DECLARACIÓN UNIVERSAL DE DERECHOS HUMANOS #STANDUP4HUMANRIGHTS</td>
</tr>
<tr>
<td>ESPAÑOL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**United Nations Social Media Initiative**
3. VISUAL ELEMENTS
Futura Std is the typeface for this brand. It is to be used for Headings in print and social media.

Futura Std Medium
In all caps is the main font for the visuals where the message needs prominence on a simple background.

Futura Std Bold
In all caps is for enforcing legibility for busy areas in moderation.

Futura Std Book
In upper and lowercase is for longer text paragraphs in documents.
FOR WEB
When Futura Std isn’t available for websites then a similar text substitution can be used.

HELVETICA BOLD
IN ALL CAPS MAY BE USED FOR ONLINE HEADINGS WHEN FUTURA STD MEDIUM ISN’T AVAILABLE.

Helvetica Regular in upper and lowercase may be used for text paragraphs online when Futura Std Book isn’t available.
COLORS

<table>
<thead>
<tr>
<th>Primary</th>
<th>PANTONE 2935 C</th>
<th>C100 M52</th>
<th>G87 B184</th>
<th>HEX# 005788</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PANTONE 137 C</td>
<td>M41 Y100</td>
<td>R255 G163</td>
<td>HEX# FFA300</td>
</tr>
</tbody>
</table>
SIZE OF GRAPHIC

Minimum allowed for legibility and any modifications needed for oversized products

ENGLISH
1.75" MINIMUM WIDTH

ENGLISH
1.75" MINIMUM HEIGHT
Clear space must be maintained on all sides of the emblem. This is necessary for it to be perceived as separate from the other elements in the environment in which it appears.
4. APPLICATIONS
To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.
Examples of how to overlay the graphic onto colors and/or photography. For best legibility make sure the graphics have sufficient contrast when overlayed on a background and are not cluttered by busy patterns behind it.
Photography choices should convey human beings. For best legibility make sure the graphics have sufficient contrast and clear space when overlayed on a background.
COLLATERAL

EVENT PRODUCTS (BUTTON, T-SHIRT)
COLLATERAL

LITERATURE (STATIONARY, POCKET CARD, BOOKLETS)

70 YEARS
UNIVERSAL DECLARATION OF HUMAN RIGHTS
#STANDUP4HUMANRIGHTS

The Universal Declaration of Human Rights enshrines all
human rights as relevant to all of us, every day.
Our shared humanity is rooted in these universal values:
Equality, justice and freedom prevent violence and sustain peace.
Wherever and whenever humanity’s values are abandoned,
we all risk great loss.
We need to stand up for our rights and those of others.

#STANDUP4HUMANRIGHTS
Examples of how the logo accompanies the UN emblem or logos from partner organizations.
Examples for other dark background logo & emblem pairings.
CONTACT

Office of the High Commissioner for Human Rights:
udhr70@ohchr.org

*All designs are intellectual property of the Graphic Design Unit (GDU) until client accepts the design. All non-accepted design proposals are property of GDU and can not be used or manipulated without GDU’s permission.
THANK YOU!