



LOGO GUIDELINES

For Graphic Designers

Prepared by the Office for Corporate Communication
Food and Agriculture Organization of the United Nations

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025



LOGO GUIDELINES

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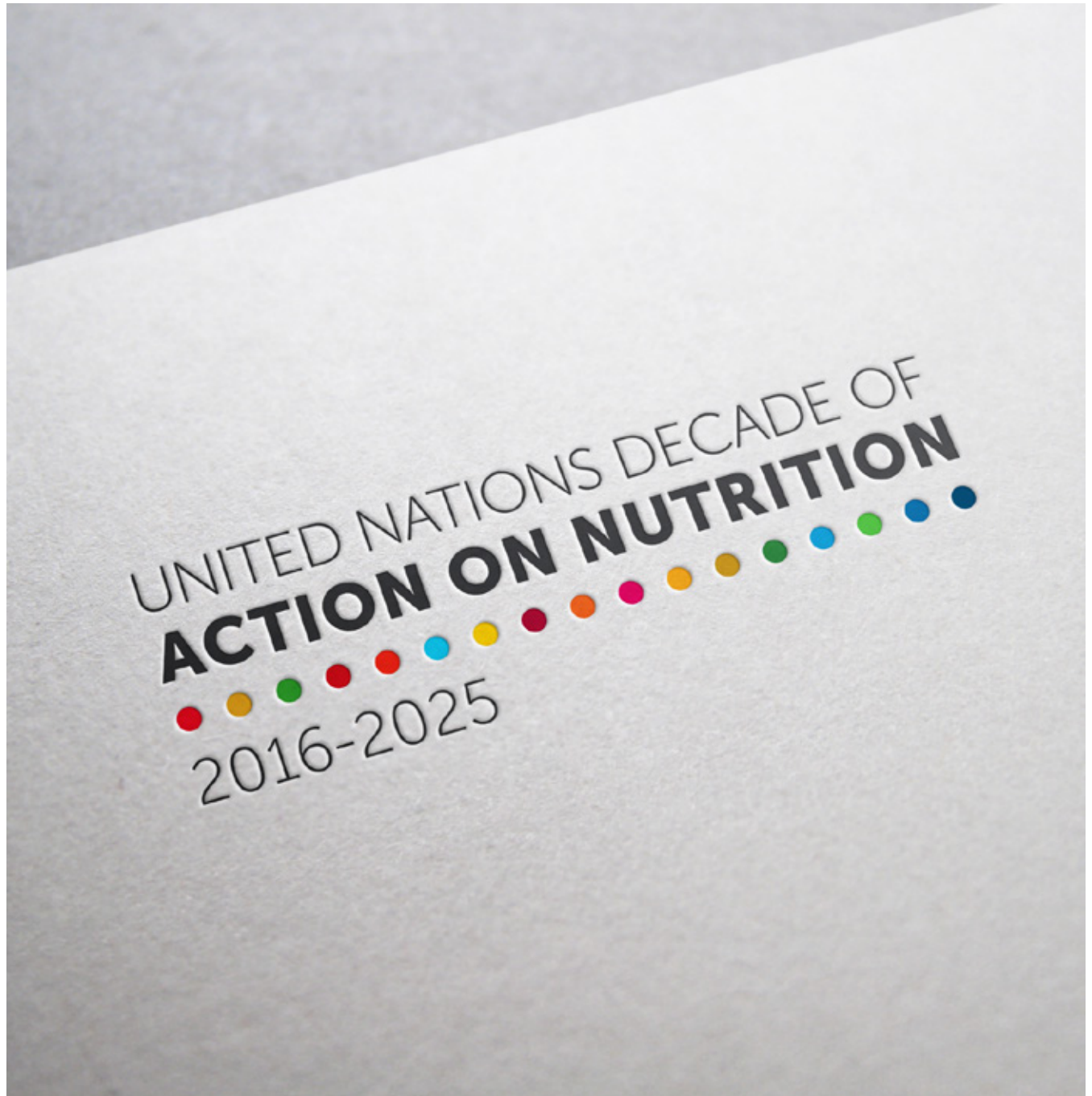
Introduction

1. Introduction

1.1 Rational

The logo displayed on this page has been designed for the "United Nations (UN) Decade of Action on Nutrition" (2016-2025), hereafter "Nutrition Decade".

The font (Museo Sans) is the backbone of the logo, used in capital letters, underlining concepts of simplicity and modernity. The use of different layers and font styles (bold and not bold) highlight the word "ACTION" and thus the operational and practical objectives of the Nutrition Decade, which is literally "based" upon action on nutrition. The 17 coloured round elements running across the logo, right under the second line, represent the 17 Sustainable Development Goals (SDGs) to which the Nutrition Decade contributes directly or indirectly. These 17 coloured round elements are the strong visual element of the logo that ties the identity of the Nutrition Decade to that of the SDGs, just as their objectives and nature are interlinked. The double date (beginning and end of the Nutrition Decade) serve as a memento of this window of opportunity proclaimed by the UN General Assembly in April 2016 that urges action. Finally, the choice to frame all graphic elements in an orderly rectangle is both a symbolic and practical choice: the Nutrition Decade comes within a context of existing and thriving other entities, initiatives and programmes, and must fit among and with them.

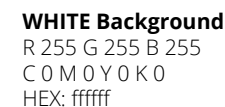


2

Logo

2.1 Primary version

As this is the primary logo, it should be used for the most important products such as publications, events and communication materials.



2. Logo

2.2 Secondary version

The Nutrition Decade logo in white is the secondary logo version.

It is used when photography or set coloured backgrounds are required as well as mono-printed materials.

It should only be used on the SDGs Pantone® 17 colours backgrounds, to guarantee maximum prominence and legibility.



2. Logo

2.3 Special usage

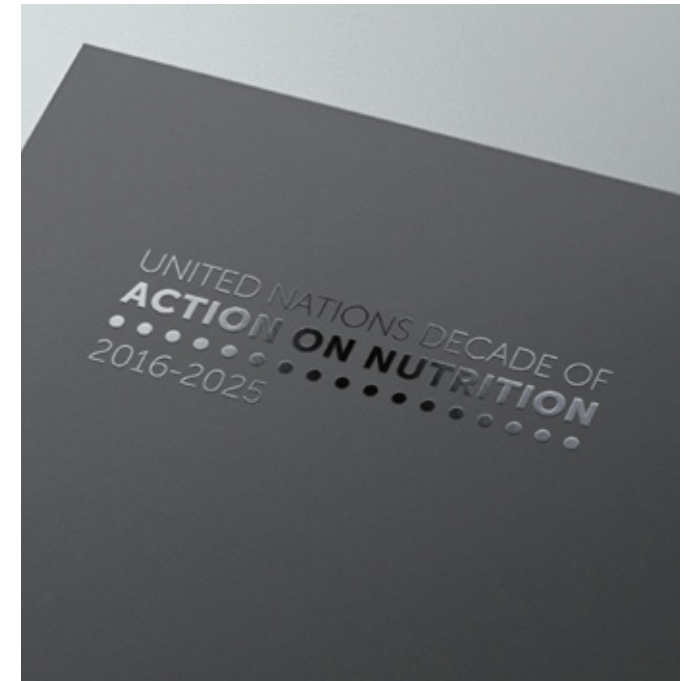
2. Logo

2.3 Special usage

The solid version logo should only be used on products that don't allow any colours (e.g. when the logo needs to be embossed, engraved).

Remember to use this logo version only in exceptional circumstances.

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ●
2016-2025



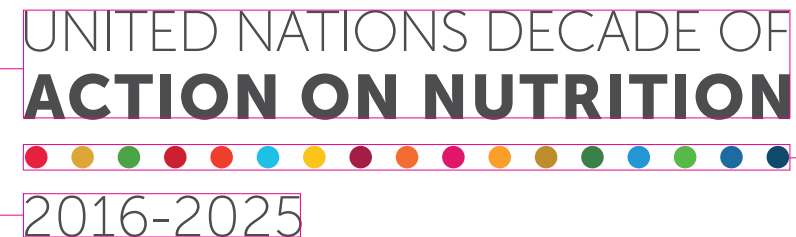
2. Logo

2.4 Composition

The logo is composed of two elements:

- 1) The letters element is made with "Museo Sans" Family Fonts.
- 2) The "round elements" made with the colours of the 17 SDGs.

- 1) "Museo Sans" Family Fonts
Colour: Black 85%



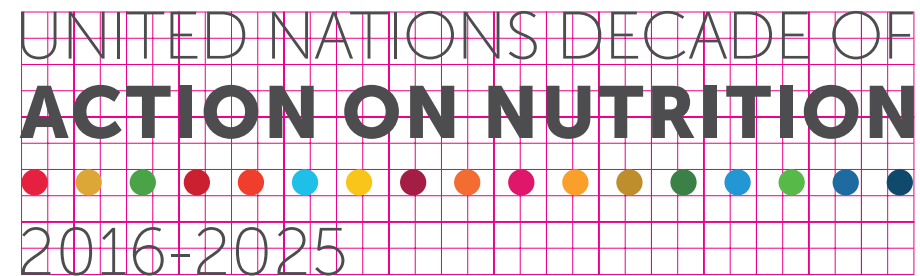
- 2) Colours of the Sustainable Development Goals



2. Logo

2.5 Structure

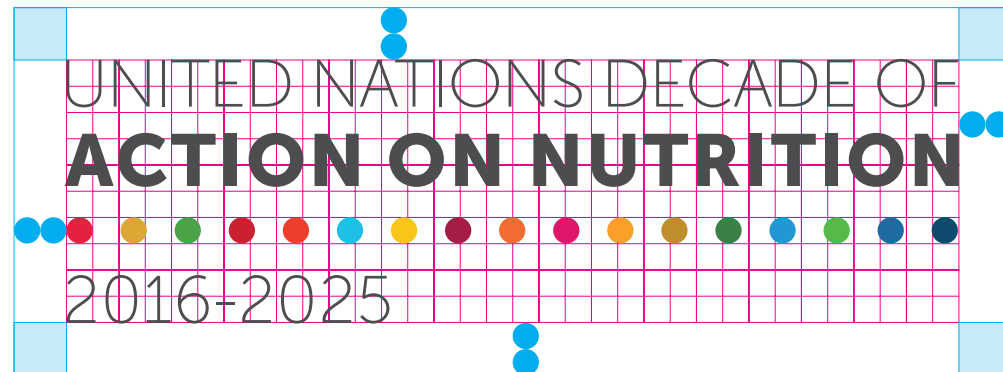
The construction of the logo has the round element as the basic unit. The proportion is built on the repetition of this element.



2. Logo

2.6 Logo usage

All versions of the logo have exclusion zones around them to help them stand out. The minimum exclusion zone is equal to the width of two round elements.



2. Logo

2.7 Languages

The logo is developed in the 6 official United Nations languages. In order:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

عقد الأمم المتحدة
للعمل من أجل التغذية
2025-2016

联合国
营养问题行动十年
2016-2025

UNITED NATIONS DECADE OF
ACTION ON NUTRITION
2016-2025

DÉCENNIE DES NATIONS UNIES
ACTION POUR LA NUTRITION
2016-2025

Десятилетие действий Организации Объединенных Наций
по проблемам питания
2016-2025

DECENIO DE LAS NACIONES UNIDAS DE
ACCIÓN SOBRE LA NUTRICIÓN
2016-2025

2. Logo

2.8 Size

To maintain clarity and legibility, a minimum size for the smallest version of the logo has been set in each of the six languages.

Minimum logo size

Height= 15 mm

Height= 43 pixels



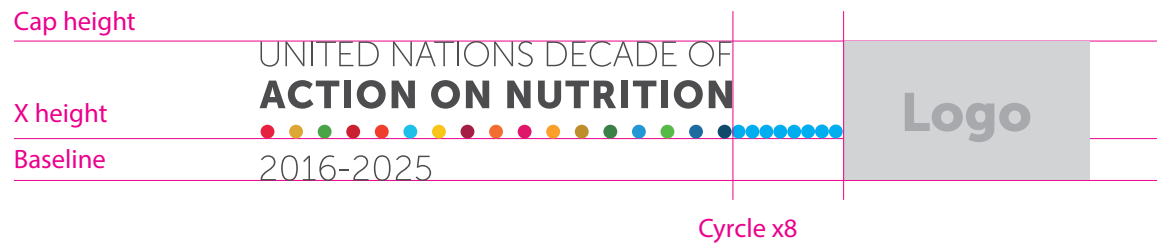
2. Logo

2.9 Co-branding

When displaying the Nutrition Decade logo alongside other brand logos, alignment and clear space principles apply to maintain hierarchy and legibility. The brand logo goes always to the right of the Nutrition Decade logo.

With only one logo:

In the examples you can see the Nutrition Decade logo with one other brand logo on its right, showing the correct distance between the two elements.



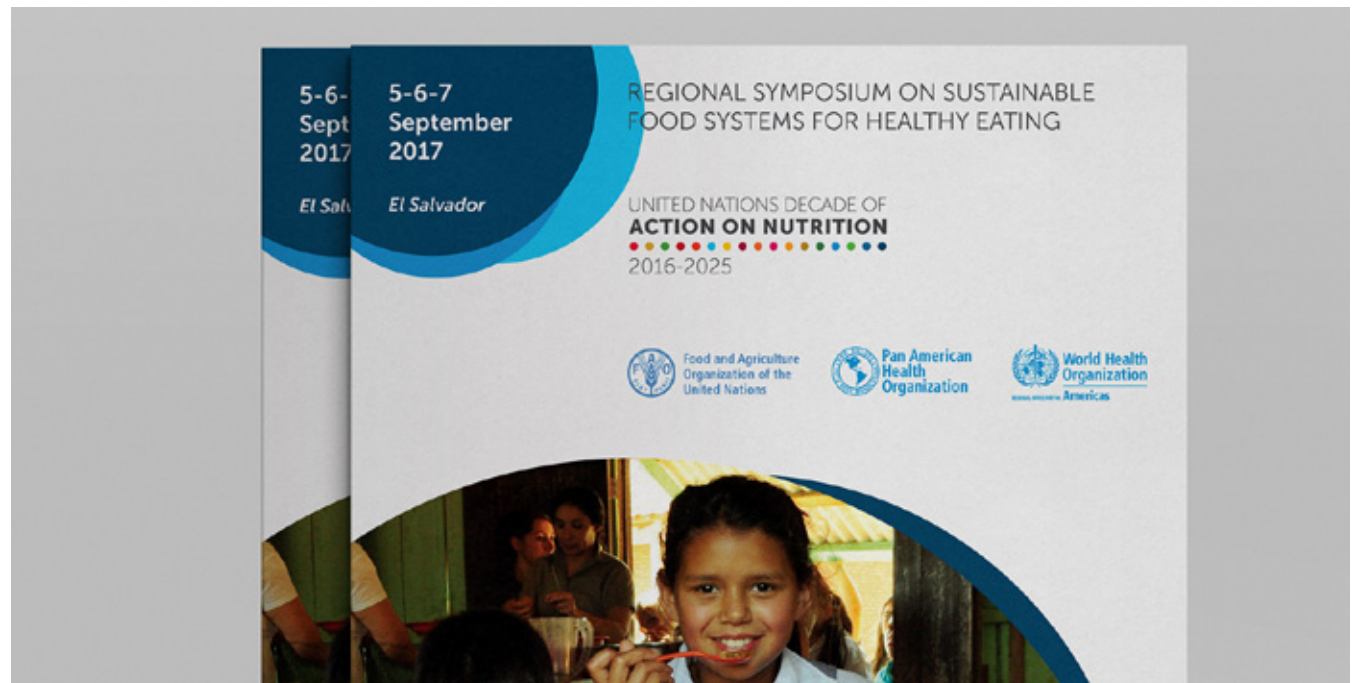
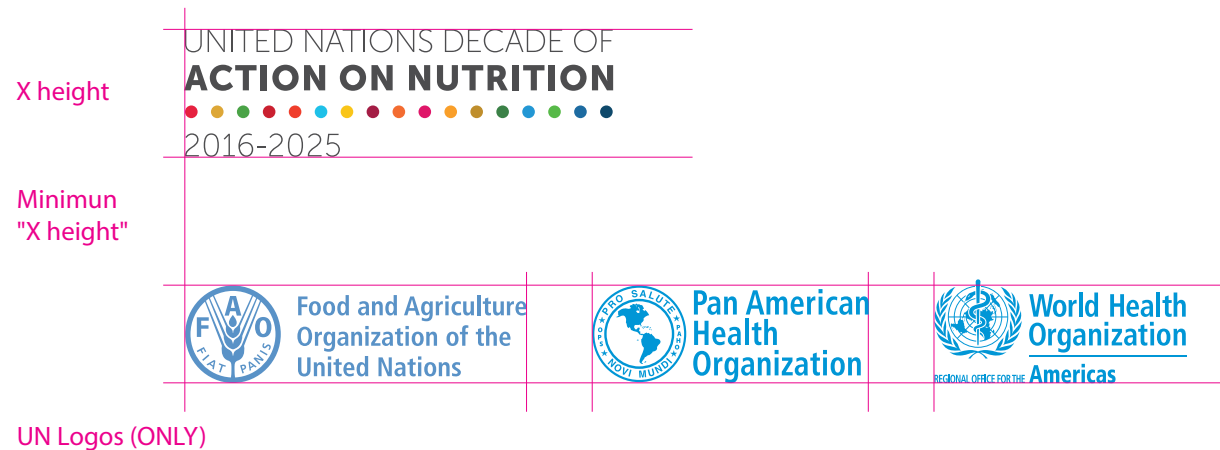
2. Logo

2.10 UN logo branding

When displaying the Nutrition Decade logo alongside more than one other brand logos, alignment and clear space principles apply to maintain hierarchy and legibility.

With more than one UN logo:

In the examples you can see here, the Nutrition Decade logo is at the top and all the UN logos aligned are in the correct distance below the Nutrition Decade logo.



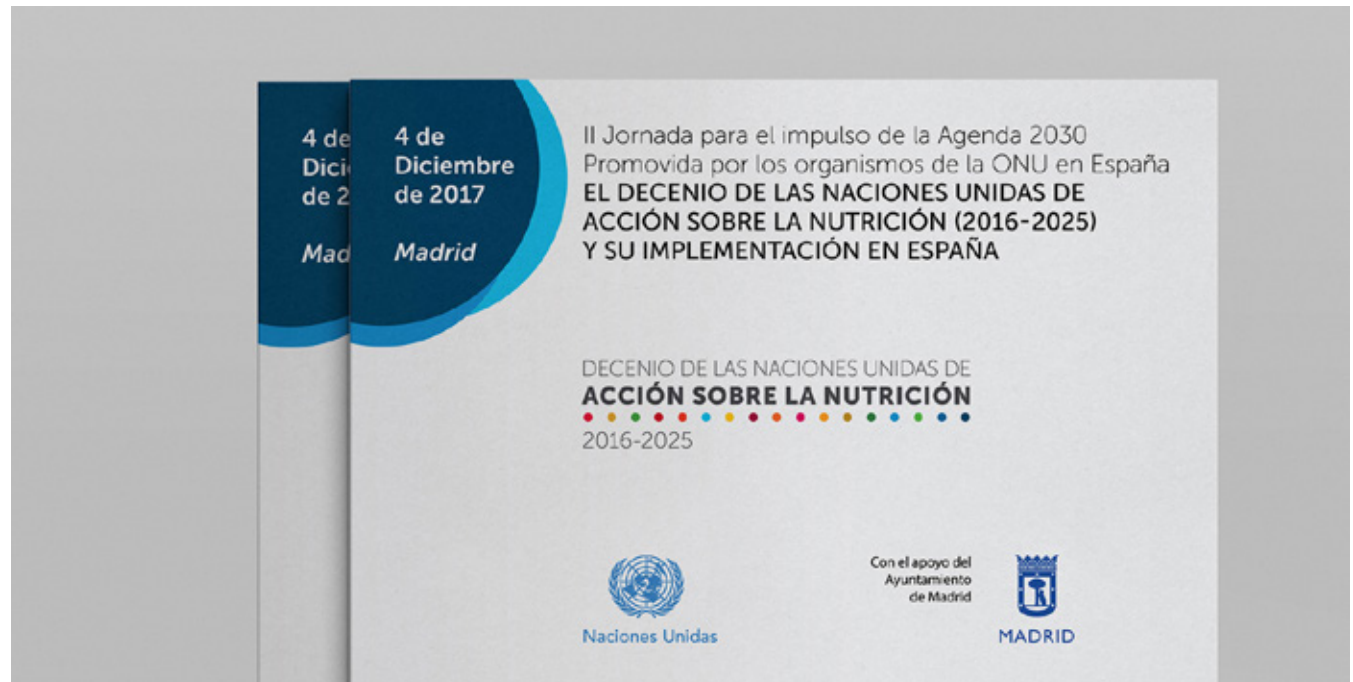
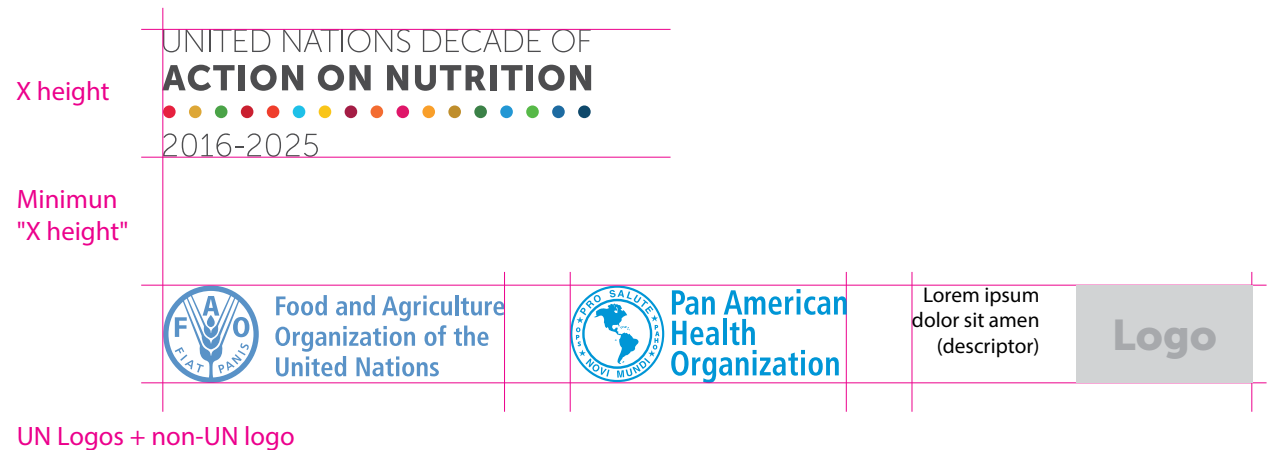
2. Logo

2.11 Logo branding

When displaying the Nutrition Decade logo alongside other brand logos, alignment and clear space principles apply to maintain hierarchy and legibility.

With more than one UN and non-UN logos:

In the examples you can see here, the Nutrition Decade logo is at the top and all the UN and non-UN logos aligned are at the bottom with the correct distance between the former and the group of the other logos. Put always a descriptor before the non-UN logo like the example.



2. Logo

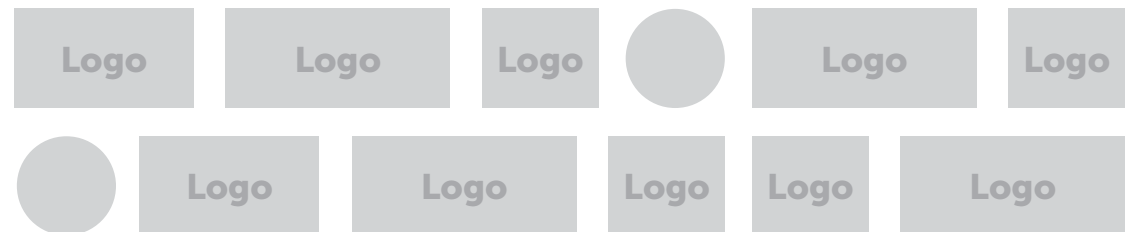
2.11 Partnership

The partnership should be used only when all agencies or brands involved in the visual are not leading voices in the communication project.

All the logo partners go at the bottom, below the Nutrition Decade logo and a technical description, like the example.



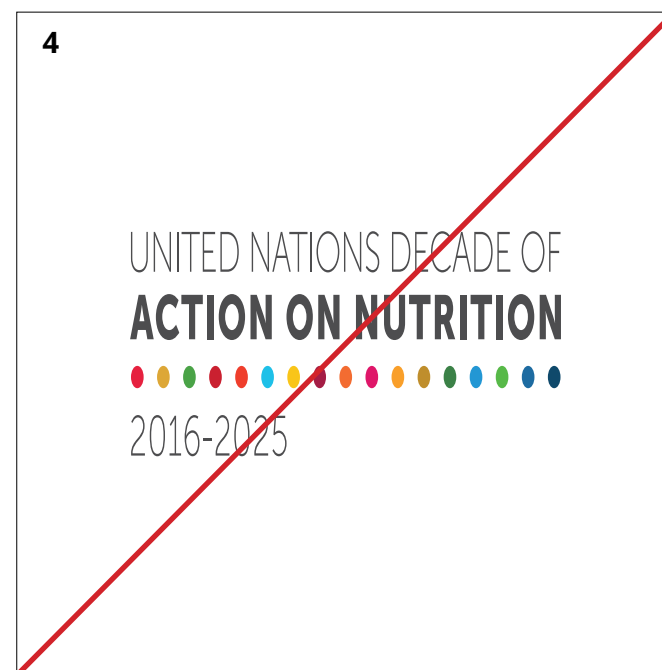
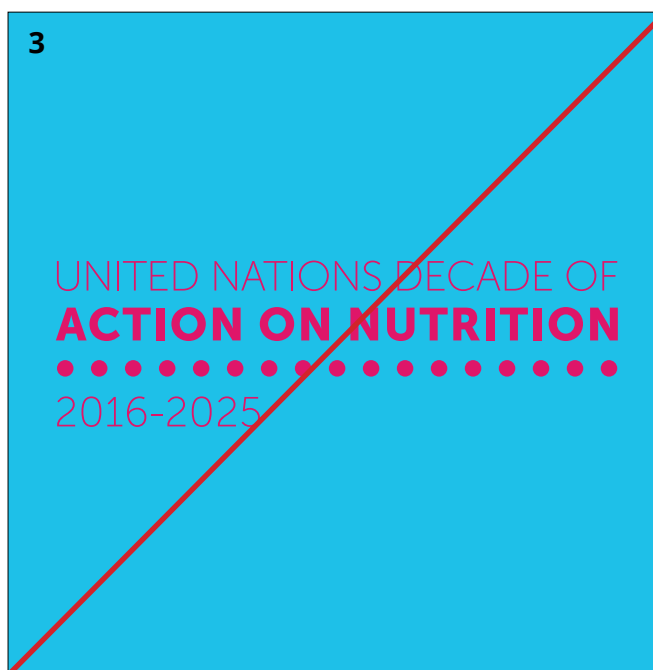
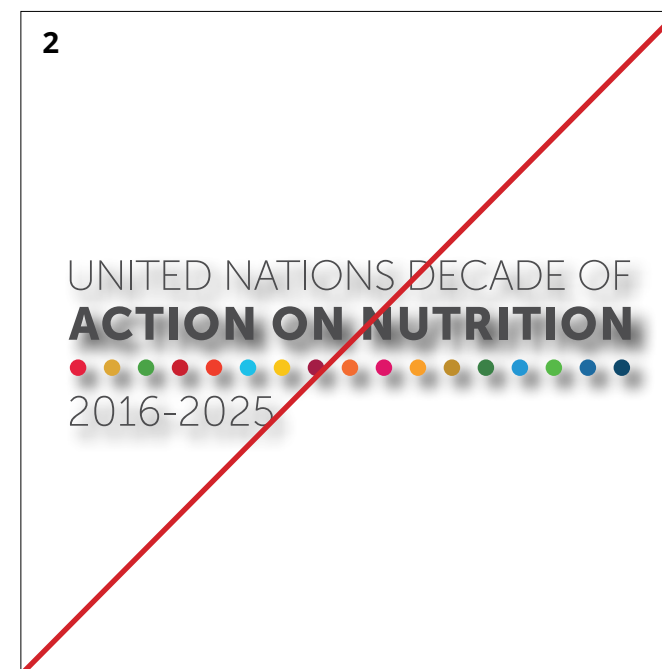
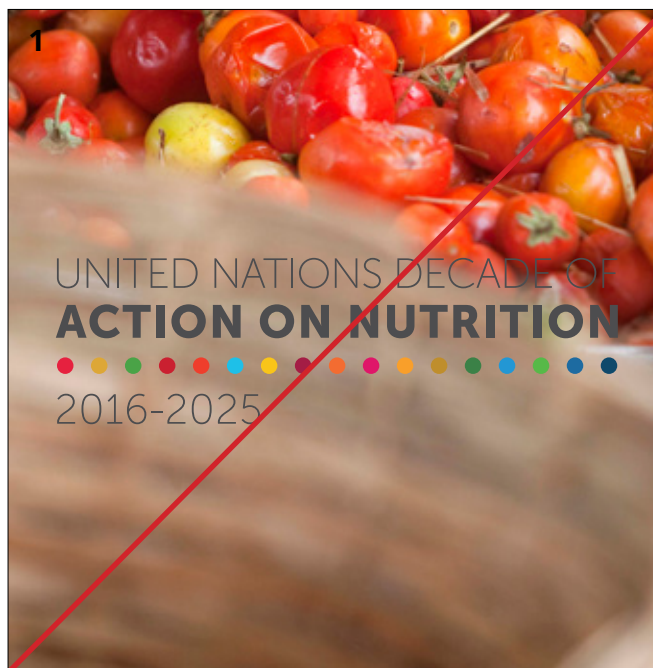
Technical Partners (descriptor)



2. Logo

2.13 Don'ts

1. Don't use the primary logo on colour backgrounds or photography.
2. Don't recreate, add effects or change the colours of the logo.
3. Don't use the secondary logo in any other colour than white.
4. Don't alter or distort the logo in any way; always make sure you are using the correct artwork.



2. Logo

2.13 Don'ts

These don'ts apply to all versions of the Nutrition Decade logo with other UN Logos or non-UN entities logos.

1. Don't invert the correct order between the Nutrition Decade logo and one other logo.
2. Don't alter or distort the correct proportion of the Nutrition Decade logo and the other logo to each other.
3. Don't invert the correct order/placement between the Nutrition Decade logo and the UN Logos.
4. Don't alter or distort the correct proportion of the Nutrition Decade logo and the UN logos to each other.



3

Colours

3. Colours

3.1 Palettes

The colour palette consists of 3 different Blue colours and 1 Light Gray used for the background. These 3 Blue colours come from the 17 SDGs colours and the 1 Light Grey is used as background in the SDGs guidelines as well.

This color palette is strictly related to the Nutrition Decade identity; remember to use this only when the leading voice of your materials is the Nutrition Decade brand.

BRIGHT BLUE

PMS: 638 C
C 82 M 7 Y 9 K 0
R 38 G 189 B 226
HEX: 26BDE2

BLUE

PMS: 7461C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A

LIGHT GREY

PMS: Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0
HEX: f1f1f1

BLACK

R 000 G 000 B 000
C 0 M 0 Y 0 K 100
HEX: 000000



3. Colours

3.2 SDG

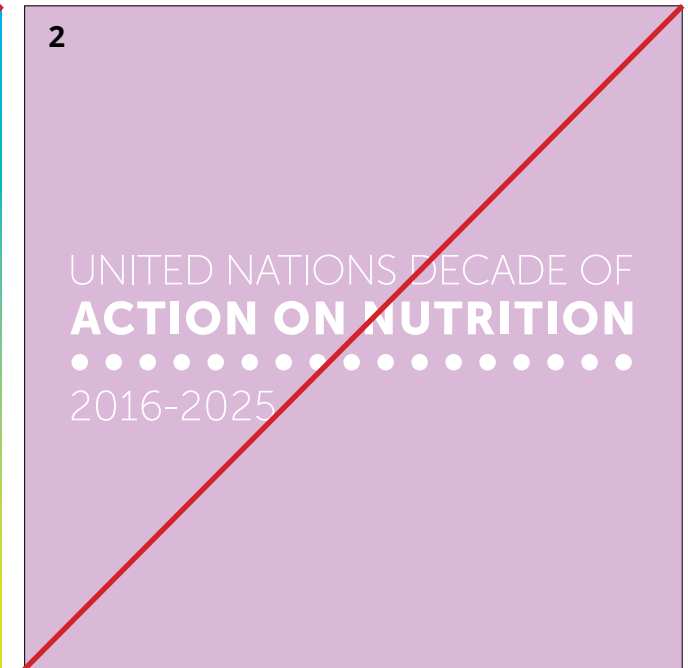
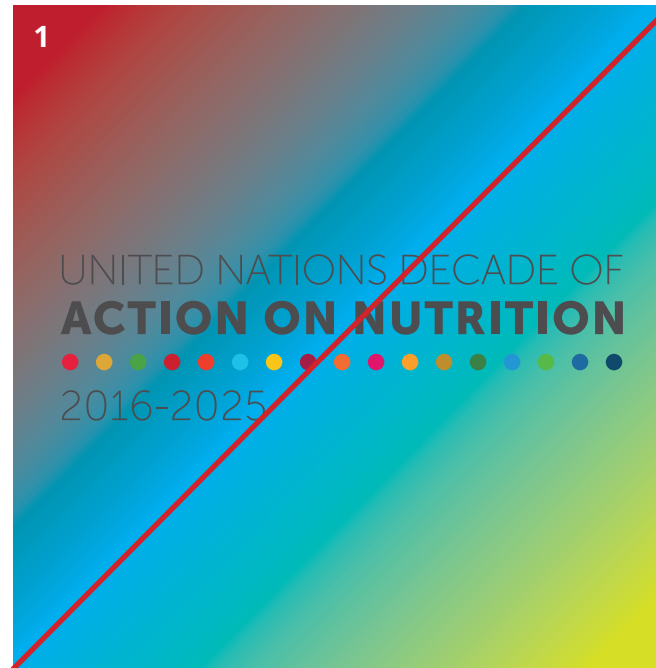
The round elements in the primary logo version are made with the 17 SDGs colour palette. This colour palette is also used for the secondary logo version background.

RED PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B	MUSTARD PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A	KELLY GREEN PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38
DARK RED PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D	RED ORANGE PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21	BRIGHT BLUE PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2
YELLOW PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B	BURGUNDY RED PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942	ORANGE PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925
MAGENTA PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367	GOLDEN YELLOW PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24	DARK MUSTARD PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E
DARK GREEN PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44	BLUE PMS: 7461C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9	LIME GREEN PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B
ROYAL BLUE PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D	NAVY BLUE PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A	

3 Colours

3.3 Don'ts

1. Don't use the primary logo on a different colour backgrounds, gradients or photography.
2. Don't use the secondary logo on any other color background than the ones used for the 17 SDGs.



4

Typography

4. Typography

4.1 Primary typeface

Museo Sans is the primary typeface. It is recommendable that the same typeface be used for all communications, digital and print.

Museo Sans - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Museo Sans - 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4. Typography

4.2 Secondary typeface

Open Sans is the secondary typeface (Google free font). It should only be used for communications when the primary typeface cannot be used.

Open Sans - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

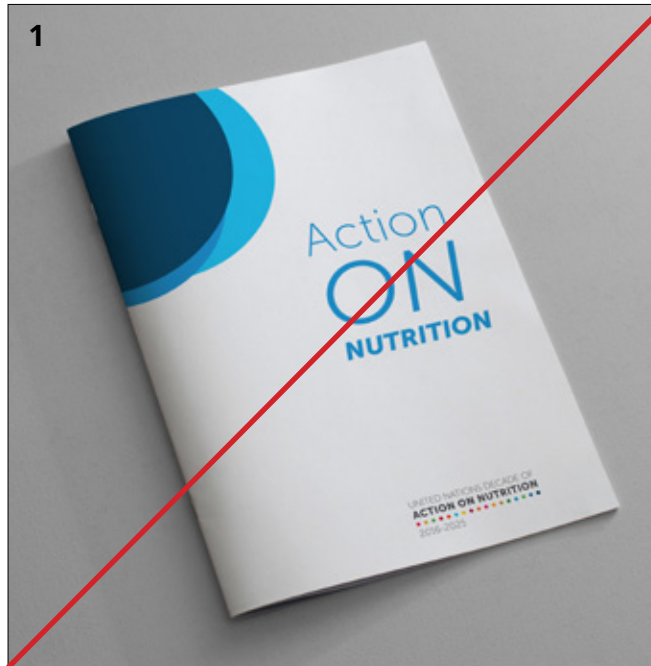
Open Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4. Typography

4.3 Don'ts

1. Don't use too many font sizes or weights. Leave the hierarchy simple.
2. Don't use coloured text on coloured backgrounds.
3. Don't use any fonts other than the Nutrition Decade brand fonts.



5

Examples

5. Examples

5.1 Save the date (print)

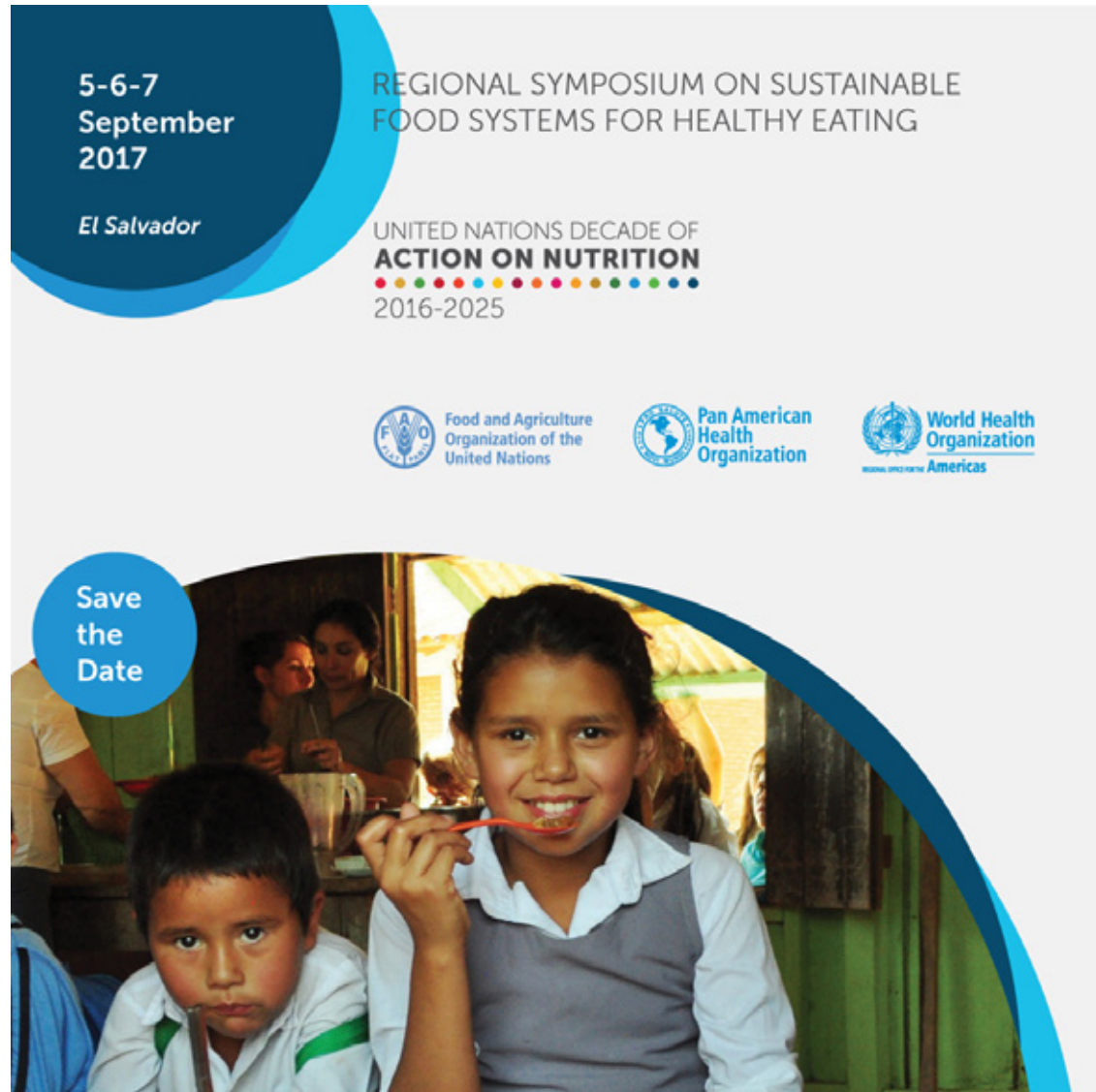
"Save the Date" developed for the 4 December 2017 Symposium organized in Madrid.



5. Examples

5.1 Save the Date (web)

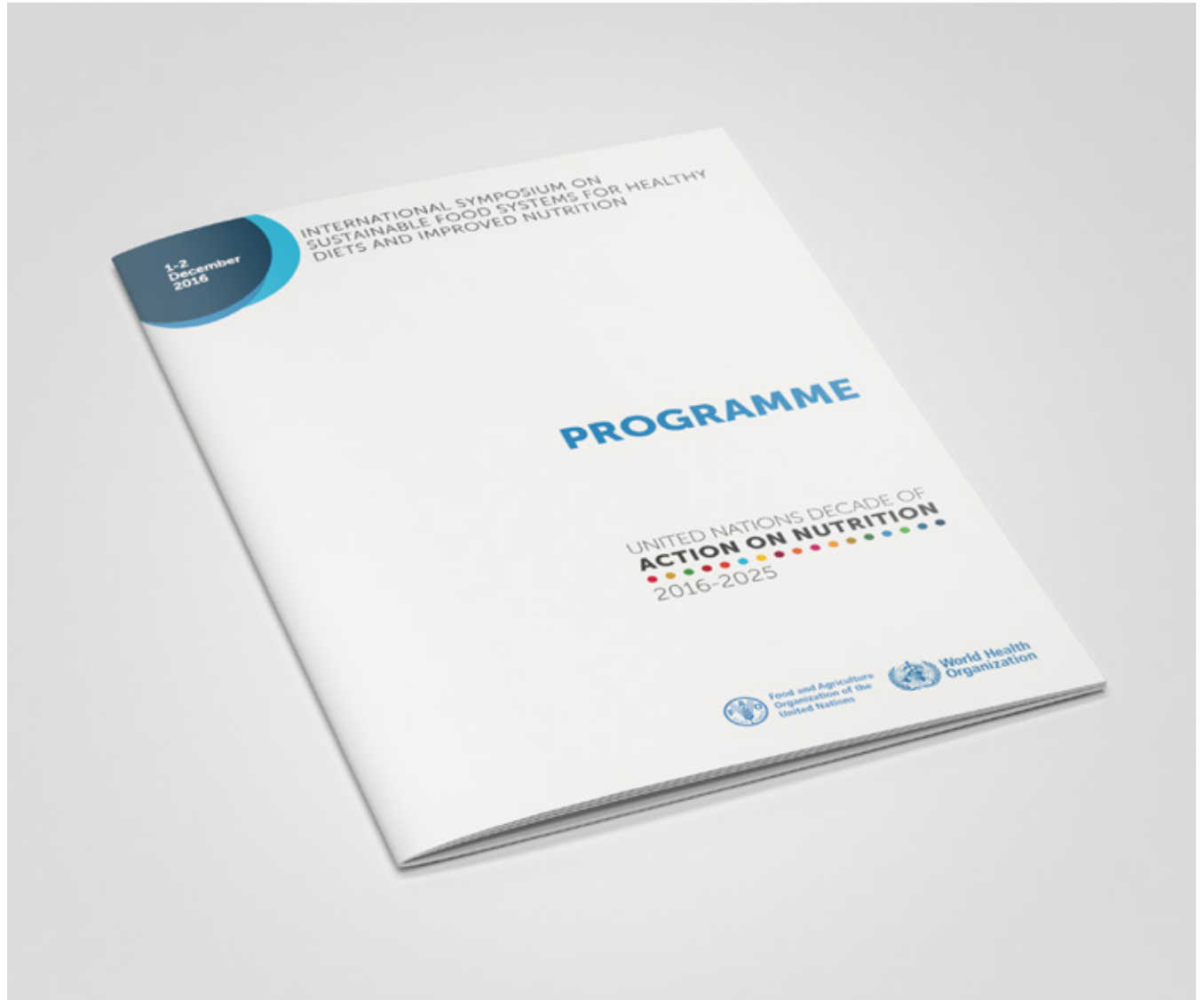
"Save the Date" developed for the 5-6-7 September 2017 Regional Symposium organized in El Salvador.



5. Examples

5.2 Symposium Programme

"Programme" developed for the 1-2 December 2016 FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.2 Symposium Programme

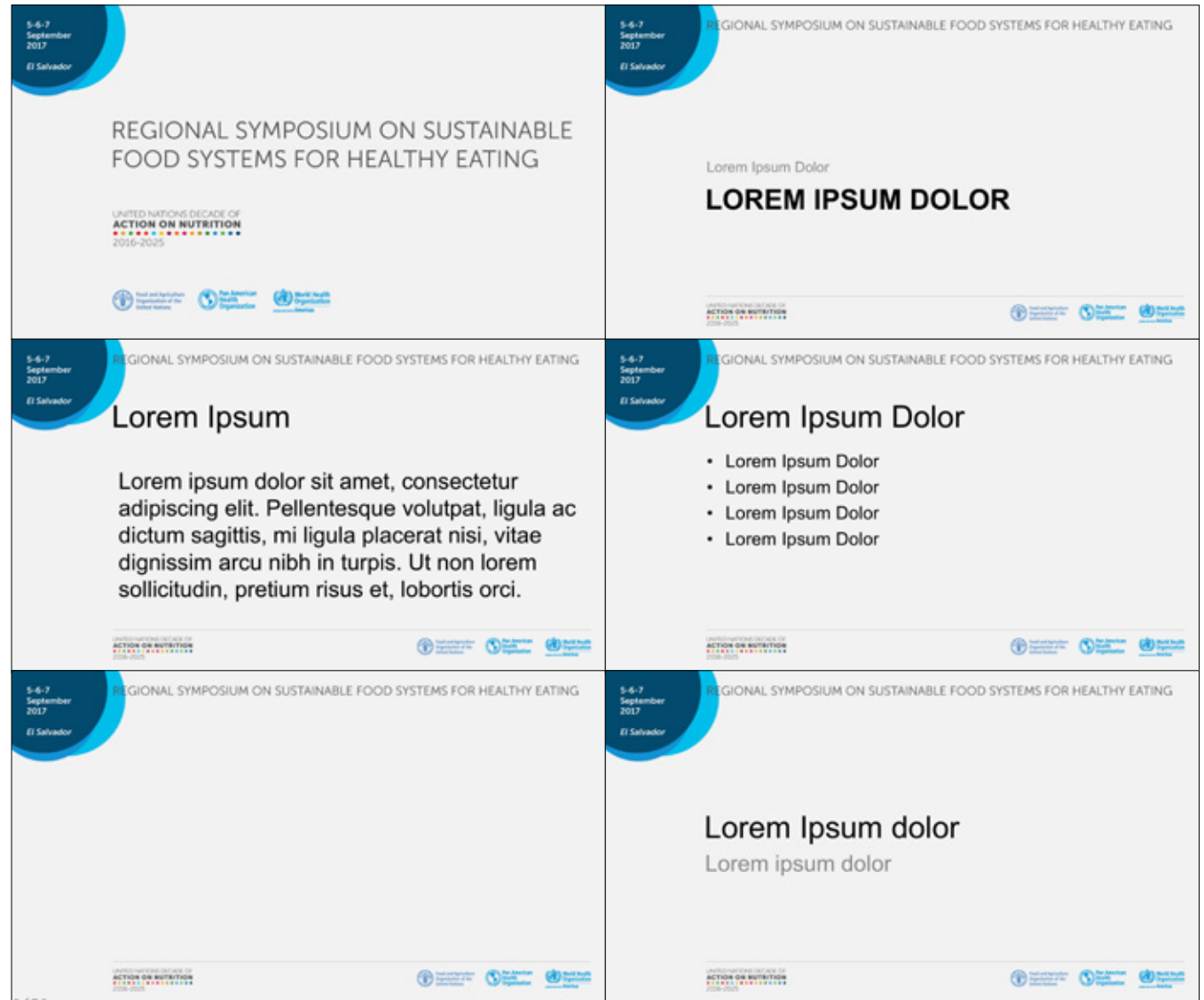
"Programme" developed for the 1-2 December 2016 FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.3 Power Point

"Power Point" master developed for the 1-2 December 2016 FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.4 Exhibition

1-2 December 2016 Exhibition for the FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.4 Exhibition

1-2 December 2016 Exhibition for the FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.4 Exhibition

1-2 December 2016 Exhibition for the FAO/WHO International Symposium organized at FAO Headquarters in Rome.



5. Examples

5.5 Concept Note

"Concept Note" developed for the 5-6-7 September 2017 Regional Symposium organized in El Salvador.



5. Examples

5.6 Brochure

"Brochure" in A4 developed for the FAO/WHO International Symposium of December 2016 organized at FAO Headquarters in Rome.



5. Examples

5.7 Backdrop and Poster

"Backdrop and Poster" developed for the 5-6-7 September 2017 Regional Symposium organized in El Salvador.

