

GRAPHIC STANDARDS

INTERNATIONAL DAY OF COMMEMORATION AND DIGNITY OF THE VICTIMS OF THE CRIME OF GENOCIDE AND OF THE PREVENTION OF THIS CRIME



REMEMBER THE VICTIMS
PREVENT GENOCIDE

03 LEGAL

06 BRAND IDENTITY

- 07 Graphic Element
- 08 Special Emblem
- 09 Special Emblem Usage
- 10 Black & White
- 11 Safety Requirements
- 12 Incorrect Usage

13 SUPPORTING ELEMENTS

- 14 Color Specifications
- 15 Typography
- 16 Layout & Photography

17 SAMPLE APPLICATIONS

- 18 Collateral
- 22 Social Media Graphics

23 CONTACT

LEGAL

1. The official special emblem for the International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime (hereinafter referred to as the “Genocide Remembrance Day Special Emblem” or the “Special Emblem”) has been created by the UN for use with Genocide Remembrance Day activities and programmes. Its use is encouraged for educational and public outreach projects advancing the goals laid down in the United Nations Charter, informing the public of the role of the United Nations in the modern world, and promoting informed global debate on concerns vital to the Organization in its seventieth year and the world to which it belongs.

I. Use by UN bodies and Member States

2. Use of the Genocide Remembrance Day Special Emblem for educational and informational purposes as set out in paragraph 1 above by UN departments and offices, UN Funds and Programmes and other subsidiary organs, UN agencies, and Member States is uniformly encouraged and does not require prior written authorization. However, the use of the Genocide Remembrance Day Special Emblem is subject to the Terms of Use set out in section IV below.

II. Use by non-Governmental organizations (NGOs) and members of the United Nations Academic Impact (UNAI) initiative

3. Use of the Genocide Remembrance Day Special Emblem for educational and informational purposes by NGOs, including United Nations Associations (“UNAs”) and National Committees established specifically to support the UN and its Funds and Programmes and other subsidiary organs (“National Committees”), as well as NGOs having consultative status with ECOSOC or being associated with DPI, and members of the United Nations Academic Impact (UNAI) initiative is also encouraged.
4. Use of the Genocide Remembrance Day Special Emblem for educational and informational purposes by UNAs and National Committees does not require prior written authorization. However, the use of the Special Emblem is subject to the Terms of Use set out in section IV below. UNAs and National Committees may be authorized to use the Genocide Remembrance Day Special Emblem in conjunction with the designs reflecting a national identity or the project activity. Requests to use the Genocide Remembrance Day Special Emblem in the above-described manner should be submitted to the UN Department of Public Information at the address set out in section V below.
5. The use of the Genocide Remembrance Day Special Emblem for educational and informational purposes by NGOs other than UNAs and National Committees and by UNAI members is subject to prior written authorization, to be requested to the UN Department of Public Information at the address set out in Section V below.
6. Use of the Genocide Remembrance Day Special Emblem by all NGOs, including UNAs and National Committees, and by UNAI members in fundraising, sponsorship, or events for which admission fees or other payments are solicited is subject to prior written authorization to be requested to the UN Department of Public Information at the address set out in Section V below. If authorisation is given to use the Genocide Remembrance Day Special Emblem for the above-referenced purposes, the use would be subject to the Terms of Use set out in section IV below and, in addition, a waiver of liability including the following provisions must be executed by the entity concerned:
 - the entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities;
 - the United Nations does not assume any responsibility for the activities of such an entity; and
 - the entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the Special Emblem.

III. Use by commercial entities

7. Use of the Genocide Remembrance Day Special Emblem by commercial, for-profit entities requires the prior written authorization from the United Nations and the use, if authorized, would be limited to informational and illustrative purposes in the context of a specific event, programme or project planned for the Genocide Remembrance Day commemoration. If a commercial entity is

authorized to use the Genocide Remembrance Day Special Emblem for the above-referenced purposes, the use would be subject to the Terms of Use set out in section IV below. The use of the Genocide Remembrance Day Special Emblem for commercial purposes, including fundraising, will not be authorized. The Special Emblem may not be used on any product or its packaging, or in any manner that could imply or suggest the endorsement or promotion by the United Nations of the commercial entities concerned, their products or services.

8. Requests to use the Genocide Remembrance Day Special Emblem by commercial entities for informational and illustrative purposes should be submitted to the UN Department of Public Information at the address set out in section V below.

IV. Terms of Use of the Genocide Remembrance Day Special Emblem

9. The Genocide Remembrance Day Special Emblem should be used only in its entirety and in the exact form reproduced at the beginning of the present Guidelines. It should be reproduced only in its official colours and in accordance with the design guidelines annexed to this document.
10. The Genocide Remembrance Day Special Emblem should be used adjacent to text such as "A project of the [name of entity that uses the Special Emblem] in honour of the Genocide Remembrance Day" or "Join Us in Support of the Genocide Remembrance Day". The identity of the user should be clear.
11. As a general rule, the space around the special emblem should be kept clear. Additional symbols and text, including taglines, if any, should be placed at sufficient distance from the Genocide Remembrance Day Special Emblem in order to maintain the distinct appearance of the Genocide Remembrance Day Special Emblem.
12. The authorization to use the Genocide Remembrance Day Special Emblem does not permit the user of the Special Emblem to sublicense or to further authorize the use of the Special Emblem to any other entities.
13. The use of the Genocide Remembrance Day Special Emblem in violation of the provisions set out in the present Guidelines could result in the revocation of the authorization to use the Special Emblem.
14. NGOs, UNAI members and commercial entities authorized to use the Genocide Remembrance Day Special Emblem pursuant to sections II and III of the present Guidelines should submit a copy of the approved prototype displaying the Genocide Remembrance Day Special Emblem to the UN Department of Public Information at the address set out in section V below.

V. Inquiries and requests

15. Inquiries concerning the use of the Genocide Remembrance Day Special Emblem and requests to use the Special Emblem should be addressed to Claudia Diaz, UN Office on Genocide Prevention and the Responsibility to Protect, Two UN Plaza, Room DC2-0622, New York, NY 10017 (email: diazc@un.org, phone: +1 917 367 2061, URL: www.un.org/en/preventgenocide/adviser).

BRAND IDENTITY

On 11 September 2015, the General Assembly adopted unanimously resolution 69/323 in which it proclaimed 9 December as the International Day of Commemoration and Dignity of the Victims of the Crime of Genocide and of the Prevention of this Crime. The resolution encouraged all Member and observer States, all organizations of the United Nations system and other international and regional organizations and individuals to observe the International Day in order to raise awareness of the Convention on the Prevention and Punishment of the Crime of Genocide and its role in combating and preventing the crime of genocide, as well as to commemorate and honor its victims. The 9 December also marks the day the Genocide Convention was adopted in 1948.

The hand is a symbol of identity, existence and the way it is portrayed is suggestive of prevention. The candle is a symbol of remembrance and acknowledgment.



SPECIAL EMBLEM

The special emblem has been prepared in the six United Nations languages.



— تذكروا الضحايا —
امنعوا الإبادة الجماعية



— 勿忘受害者 —
防止灭绝种族罪行



REMEMBER THE VICTIMS
PREVENT GENOCIDE



SOUVENONS-NOUS DES VICTIMES
PRÉVENONS LE GÉNOCIDE



ПОМНИТЬ О ЖЕРТВАХ
ПРЕДОТВРАТИТЬ ГЕНОЦИД



RECORDAR A LAS VÍCTIMAS
PREVENIR EL GENOCIDIO

SPECIAL EMBLEM USAGE

Whatever the application, the visuals should always be reproduced from official artwork. Never try to re-construct or redraw the elements. The emblem should be placed on a purple background unless it overlays a photo. The graphics can be placed on **dark or light** image backgrounds without the purple square if the **contrast** is sufficient.



Placing graphics vertically in a square is the preferred layout



Example of well contrasted background photo

For photocopying, newspaper advertising and other situations where color is not available, the emblem can appear in black and white. In this case, the emblem can appear either as black on a white background or white on a black background.



**REMEMBER THE VICTIMS
PREVENT GENOCIDE**

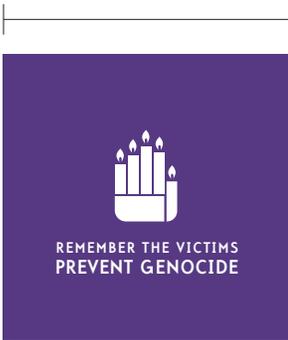


**REMEMBER THE VICTIMS
PREVENT GENOCIDE**

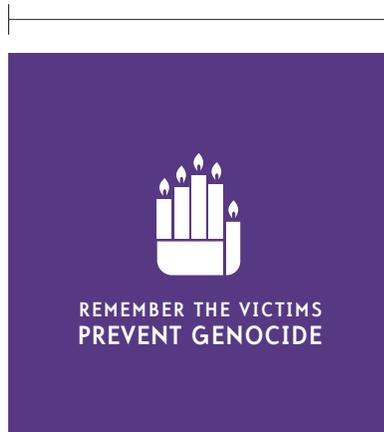
SAFETY REQUIREMENTS

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. The minimum print and screen sizes are described below.

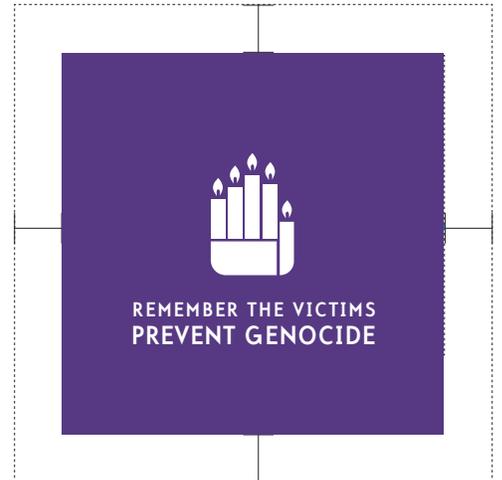
Minimum print size
1.5" W



Minimum screen size
200 pixels

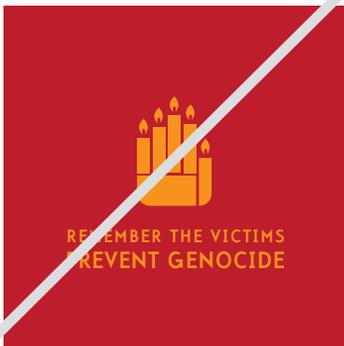


Safety margins
0.25"



The design is a combination of custom typographic treatment and emblem. To ensure a consistent and appropriate brand identity, a general set of guidelines is outlined here. The emblem should never be modified in color, lettering or shape. Altering the emblem in any way will give it a different appearance and alter the brand messaging.

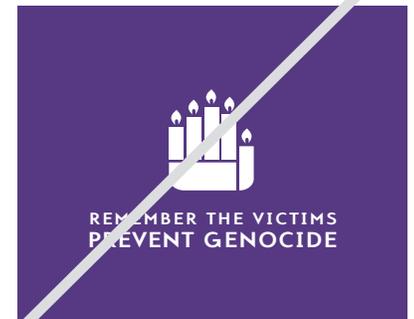
Colour Change



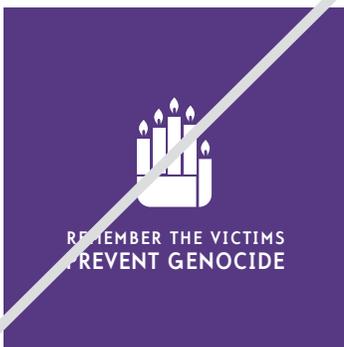
Reassembly



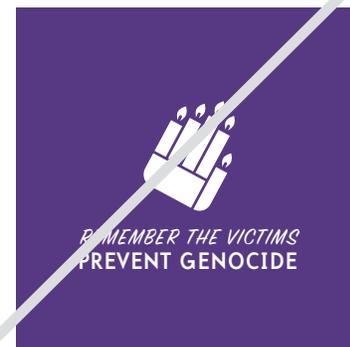
Stretching



Drop shadow



Re-typesetting & rotation



New elements



SUPPORTING ELEMENTS

Purple combines the calm stability of blue and the fierce energy of red. The color purple is often associated with wisdom, dignity, grandeur, devotion and peace.

Primary



Pantone P 97-7 C

CMYK 70/84/0/21
RGB 88/58/131
HEX #583a83

Secondary



Pantone P 96-10 C

CMYK 29/35/0/4
RGB 172/157/199
HEX #ac9dc7



Pantone P 104-5 C

CMYK 60/41/0/0
RGB 109/138/198
HEX #6d8ac6



Pantone P 86-3 C

CMYK 21/29/14/0
RGB 200/178/192
HEX #c8b2c0

Mercury Bold is to be used on all brand materials. It is to be used for Headings in print and social media. For web-optimized text, a similar alternative can be used. For longer print materials that require many weights and uses, please use Avenir.

ABC

defghijk

lmnopqrstuvwxyz

0123456789!

MERCURY BOLD

ABC

defghijk

lmnopqrstuvwxyz

0123456789 !@#&%

Avenir LT Std 35 Light

Avenir LT Std 35 Light Oblique

Avenir LT Std 45 Book

Avenir LT Std 45 Book Oblique

Avenir LT Std 55 Roman

Avenir LT Std 55 Oblique

Avenir LT Std 65 Medium

Avenir LT Std 65 Medium Oblique

Avenir LT Std 85 Heavy

Avenir LT Std 85 Heavy Oblique

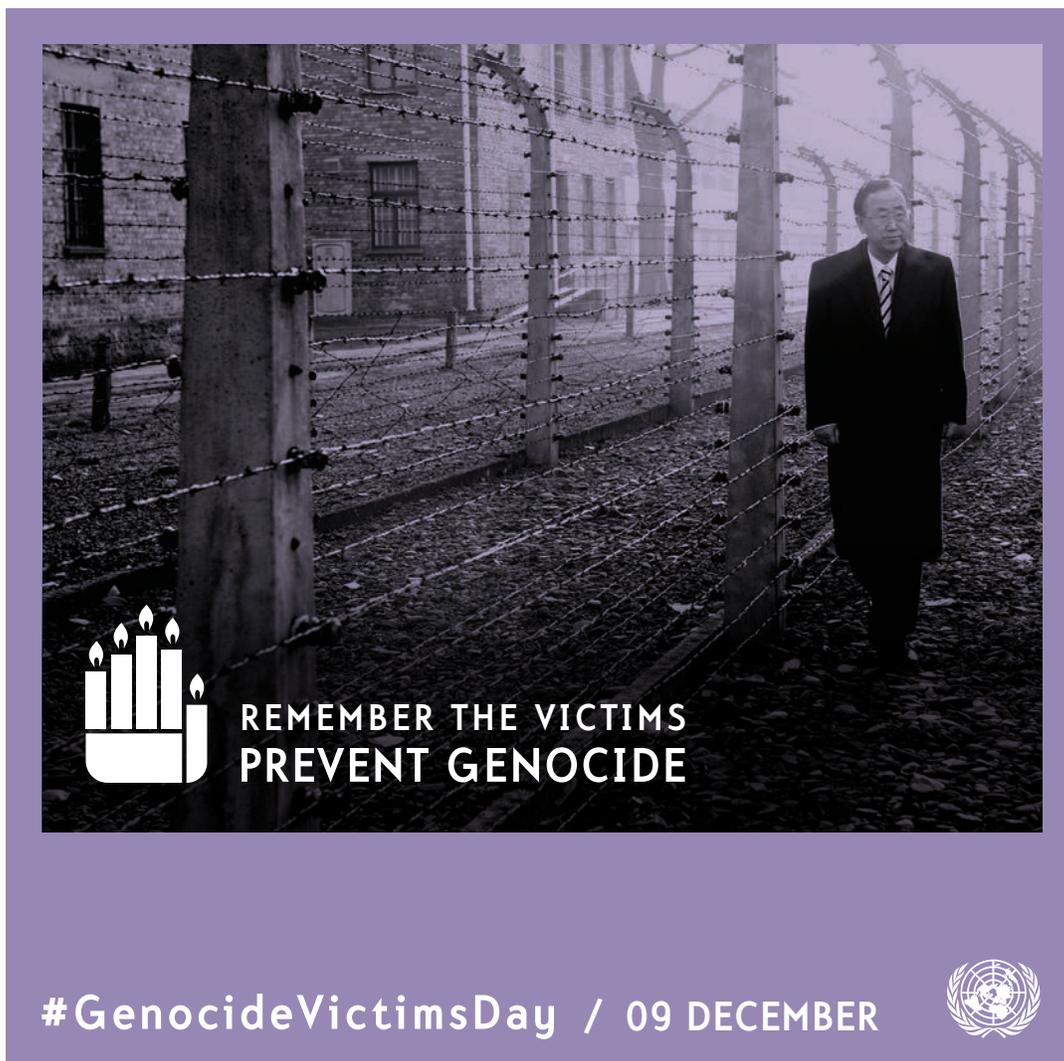
Avenir LT Std 95 Black

Avenir LT Std 95 Black Oblique

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 clean and memorable. The elements of layout are flexible and can be unique to each piece.

Photography choices should convey remembrance and humanity.

A **professional designer** should always be utilized for brand graphics.



SAMPLE APPLICATIONS

Tote Bag



T-shirt



front



back

Lapel Pin



Screen Projection



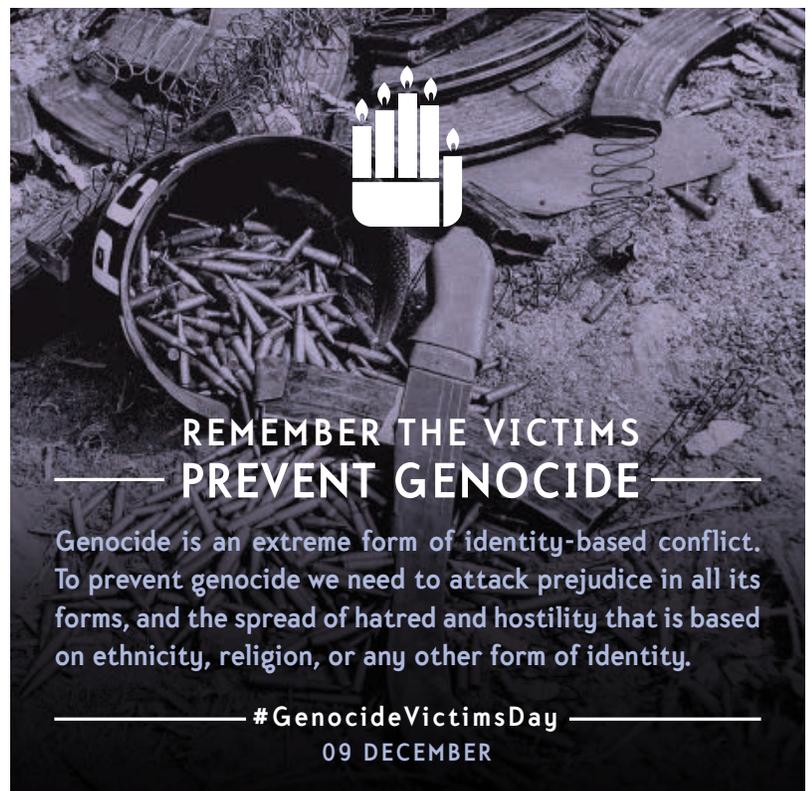
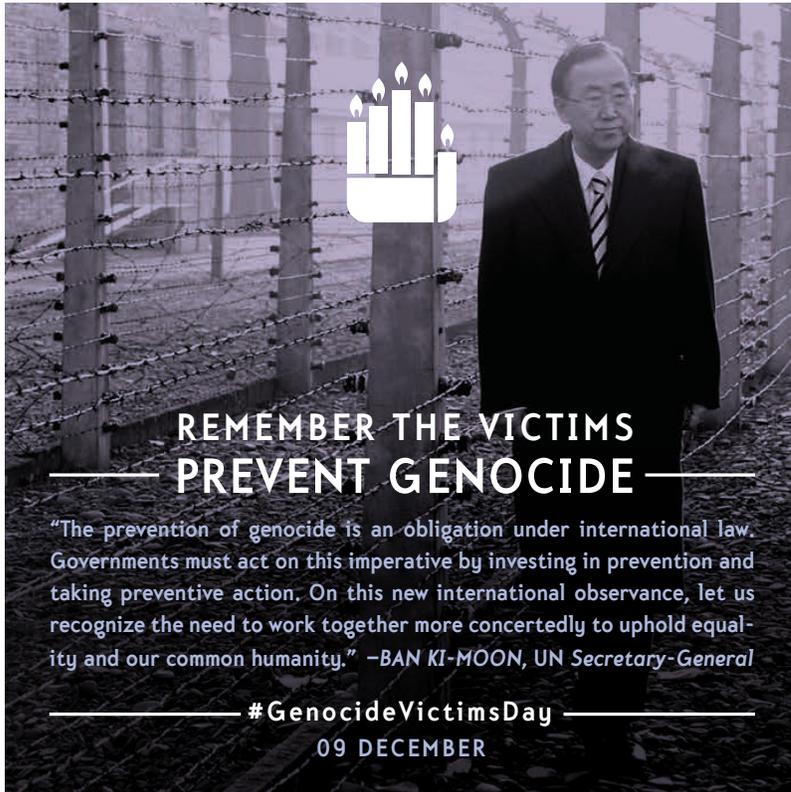
REMEMBER THE VICTIMS
PREVENT GENOCIDE

09 DECEMBER



INTERNATIONAL DAY OF COMMEMORATION AND DIGNITY OF THE VICTIMS
OF THE CRIME OF GENOCIDE AND OF THE PREVENTION OF THIS CRIME

The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.





QUESTIONS? NEED ARTWORK? PERMISSIONS FOR NONSTANDARD USE OF BRANDING ELEMENTS?

All questions regarding the logo usage are to be addressed using the contact information below.

Claudia Diaz

UN Office on Genocide Prevention and the Responsibility to Protect
Two UN Plaza, Room DC2-0622, New York, NY 10017

diazc@un.org

+1 917 367 2061

www.un.org/en/preventgenocide/adviser

UN Graphic Design Team

Department of Public Information

United Nations Headquarters

design@un.org

behance.net/unitednations