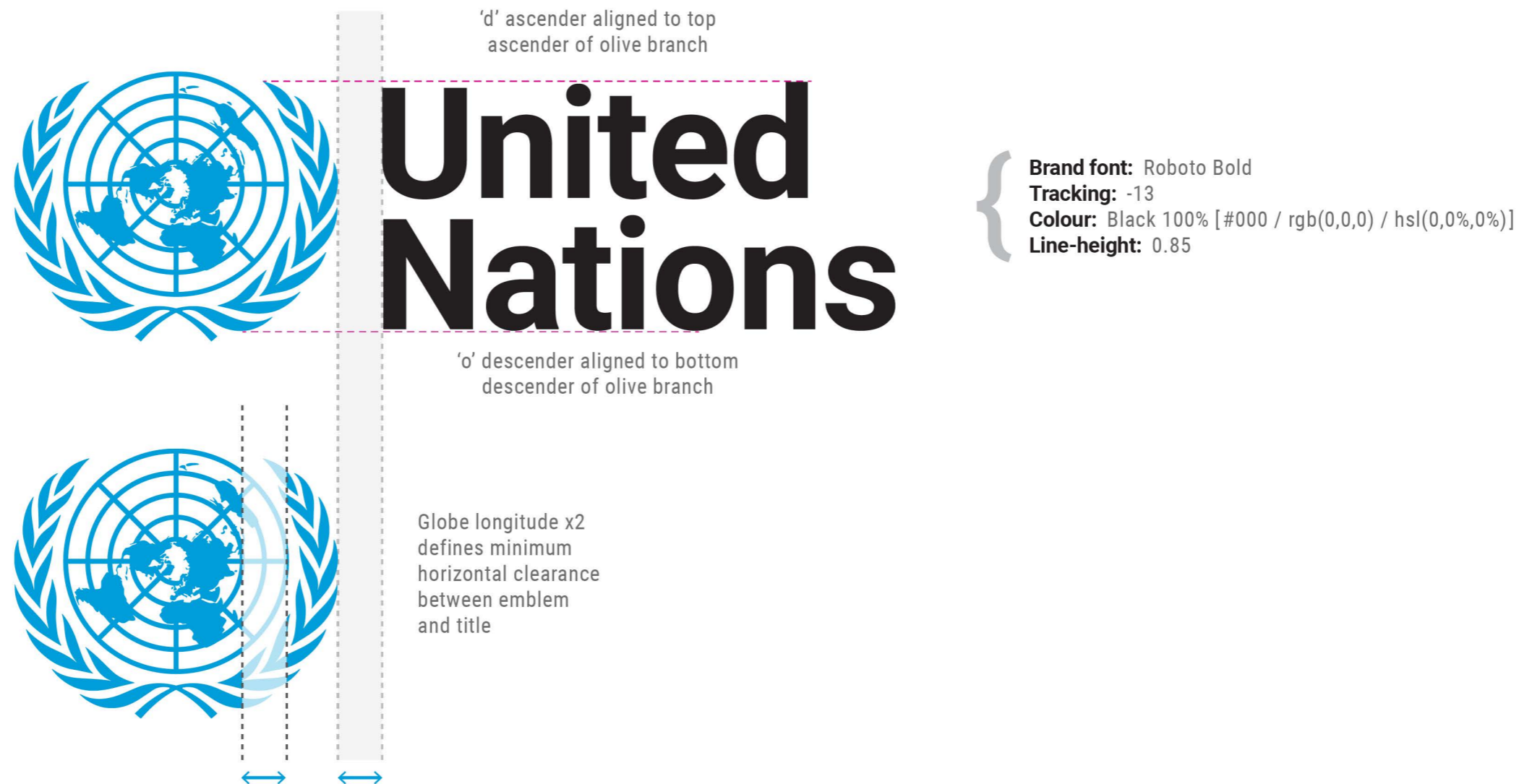


# Pairing the emblem and name

Rules for pairing the updated emblem  
and new stacked name treatment



# Final UN Web identity in languages

Updated emblem with stacked name of organization in 6 languages:



**United  
Nations**

English



**联合国**

Chinese



**Nations  
Unies**

French

**الأمم  
المتحدة** 

Arabic



**Naciones  
Unidas**

Spanish

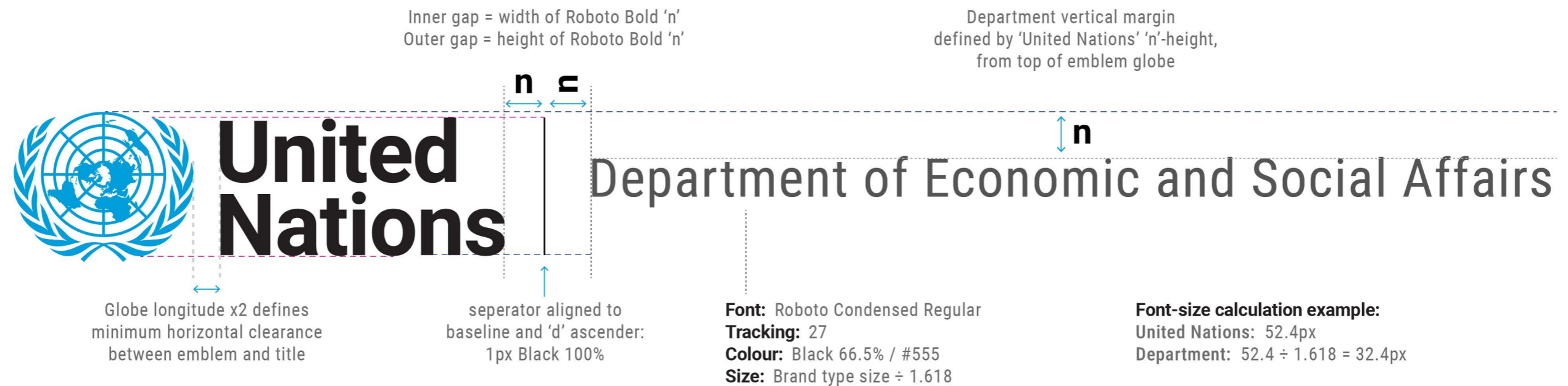


**Организация  
Объединенных  
Наций**

Russian

# Pairing the logo with property titles (1 line)

## Guidelines for the use of the logo with a single line property





# Pairing the logo with longer property titles (3 lines)

## Guidelines for using the logo with lengthy official titles

Three-line title align to top of 'U' in 'United'

3.5%

3.5% top & bottom margins (empty space) create visual balance between the longer 3-line property title and the emblem + org lockup

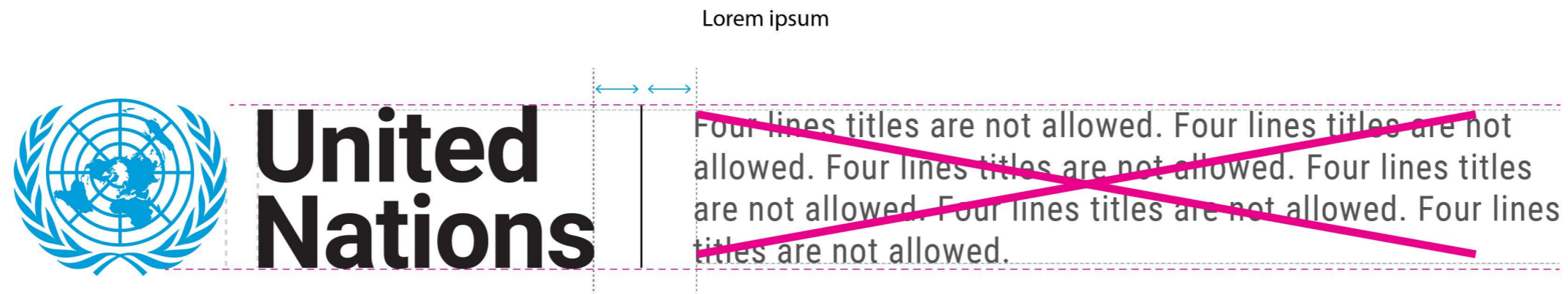
3.5%

2nd line aligns top of lower case characters in Logo and Title, ie 'a' and 'a'

**Font:** Roboto Condensed Regular  
**Tracking:** 27  
**Colour:** Black 66.5% / #555  
**Size:** Brand type size ÷ 2.379  
**Line-height:** 1.378

# Pairing the logo with even longer property titles (4 lines)

4 lines titles are not allowed



# Pairing the logo with a slogan

Using the header for information other than Organization titles and structure



**Font:** Roboto Condensed Bold  
**Tracking:** 27  
**Colour:** Black 60% / #666  
**Size:** Brand type size ÷ 1.618

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**French**

**Use case 1:** Single-line length property title

---



**Nations  
Unies**

Département des affaires économiques et sociales

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**French**

**Use case 2:** Double-line length property title

---



**Nations  
Unies**

Département de l'Assemblée générale  
et de la gestion des conférences

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**French**

**Use case 3:** Triple-line length property title

---



**Nations  
Unies**

Bureau du Haut-Représentant pour les pays les moins avancés, les pays en développement sans littoral et les petits États insulaires en développement

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Spanish**

**Use case 1:** Single-line length property title

---



**Naciones  
Unidas**

Departamento de Asuntos Económicos y Sociales

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Spanish**

**Use case 2:** Double-line length property title

---



**Naciones  
Unidas**

Departamento de la Asamblea General  
y de Gestión de Conferencias

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Spanish**

**Use case 3:** Triple-line length property title

---



**Naciones  
Unidas**

Oficina del Alto Representante para los Países Menos Adelantados, los Países en Desarrollo Sin Litoral y los Pequeños Estados Insulares en Desarrollo

All size, space, and font units and attributes remain consistent across the majority of languages. Refer to EN examples for specific details.

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Russian**

**Use case 1:** Single-line length property title



Организация  
Объединенных  
Наций

Совет Безопасности ООН

Font: Roboto Condensed Regular  
Tracking: 13  
Line-height: 1.147

Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Russian**

**Use case 2:** Double-line length property title



**Организация  
Объединенных  
Наций**

Департамент по делам Генеральной Ассамблеи  
и конференционному управлению

**Font:** Roboto Condensed Regular  
**Tracking:** 13  
**Line-height:** 1.045

Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

**Russian**

**Use case 3:** Triple-line length property title



**Организация  
Объединенных  
Наций**

Канцелярия Высокого представителя Организации Объединенных Наций по наименее развитым странам, развивающимся странам, не имеющим выхода к морю, и малым островным развивающимся государствам

**Font:** Roboto Condensed Regular  
**Tracking:** 13  
**Line-height:** 1.25

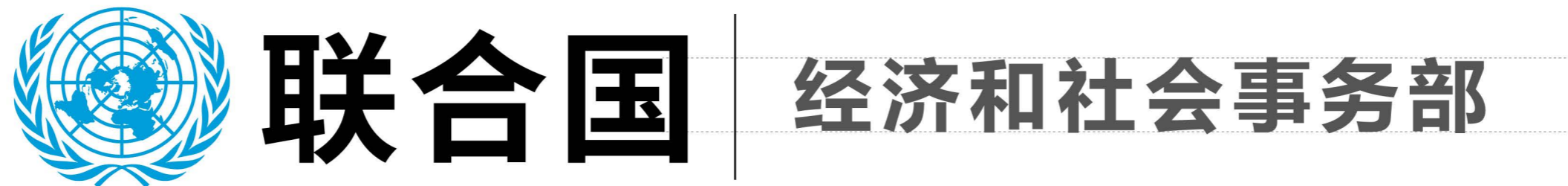
Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

Chinese

Use case 1: Single-line length property title



Font: Microsoft YaHei  
Tracking: 117

Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:  
**Chinese**

**Use case 2:** Double-line length property title



**联合国**

**公共机构和数字政府司  
联合国经济和社会事务部**

**Font:** Microsoft YaHei  
**Tracking:** 117  
**Line-height:** 1.27

Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings

Guidelines for the application of the logo with properties in languages:

Arabic

Use case 1: Single-line length property title



Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts

# Multilingual logo and property pairings


Guidelines for the application of the logo with properties in languages:

Arabic

Use case 2: Double-line length property title

شعبة المؤسسات العامة والحكومة الرقمية  
إدارة الشؤون الاقتصادية والاجتماعية

الأمم المتحدة



Font: Noto Kufi Arabic Regular  
Tracking: 0  
Line-height: 1.4

Note some size, space, and font units and attributes differ in non-Latin languages from their Latin counterparts