



Football for the Goals

LOGO USAGE GUIDELINES

Content

TABLE OF CONTENTS

| | |
|------------------|----|
| LEGAL GUIDELINES | 3 |
| WAIVER | 6 |
| LOGO | 7 |
| SPECS | 12 |
| PAIRING | 13 |
| MISUSE | 15 |
| COLOURS | 16 |
| TYPOGRAPHY | 17 |

Football for the Goals logo

LEGAL GUIDELINES FOR USE

I. DESIGN

Football for the Goals (FFTG) is an initiative to advance and support the implementation and achievement of the Sustainable Development Goals (SDGs) through collaboration with the football stakeholders around the world. The FFTG logo consists of the SDG wheel encircling a football with the words "Football for the Goals." Set in the Sustainable Development Goals (SDGs) colour palette, the main visual conveys the message that the United Nations is convening an initiative to explore major structural transformations and common shared solutions that are anchored in the SDGs. The ball within the SDG wheel makes the linkage to football and the initiative's objective to bring the global football community into the SDG movement. The words, "Football for the Goals" appear under or to the side of the visual images, depending on whether it is for vertical or horizontal space, and the text "Football" is slightly larger than the words, "for the Goals" indicating that the global football community is the main target for this initiative.

The Football for the Goals logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Translations in Hindi, Kiswahili, Greek, Portuguese, Norwegian, Italian, and Dutch are also available.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

This logo is designed to be used across all platforms and media for the FFTG Initiative, from the website and social media to merchandise.

2. USE OF THE FOOTBALL FOR THE GOALS LOGO

I. 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 Football for the Goals (FFTG) logo without obtaining prior approval from the UN Department of Global Communications. However, for reporting purposes, the Department of Global

Communications should be informed of events and informational or promotional materials and items for which the logo is used.

The FFTG logo must be used in its entirety, including title and graphic element. Moreover, 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 FFTG logo.

II. Use of the logo by FFTG Members

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities that are members of the Football for the Goals (FFTG) initiative may use the logo without obtaining additional approval from the UN Department of Global Communications.

The authorization for a FFTG member to use the FFTG logo does not permit the user of the logo to sub-license or to further authorise the use of the logo to any other entities.

The FFTG logo must be used in its entirety, including title and graphic element. The FFTG logo may be displayed with a FFTG member's logo.

When being displayed side-by-side with a FFTG member's logo, the FFTG logo must be accompanied by the text, "[the name of the entity] supports Football for the Goals." The FFTG logo may not be displayed side-by-side with a non-UN entity's logo without the above respective text.

III. Use of the logo by non-UN entities that are not FFTG Members

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, that are NOT members of the Football for the Goals (FFTG) initiative must obtain approval from the UN Department of Global Communications to use the FFTG logo. Requests to use the FFTG logo must be addressed to FootballForTheGoals@un.org with the subject line "FOOTBALL FOR THE GOALS LOGO REQUEST" in all capital letters.

When requesting approval, the entity must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (please see the form on page 6) signed by the entity requesting to use the logo.

The authorization to use the FFTG logo does not permit the user of the logo to sub-license or to further authorise the use of the logo to any other entities.

The FFTG logo must be used in its entirety, including title and graphic element. The FFTG logo may be displayed with a non-UN entity's logo.

When being displayed side-by-side with a non-UN entity's logo, the FFTG logo must be accompanied by the text, "**[the name of the entity] supports Football for the Goals.**" The FFTG logo may not be displayed side-by-side with a non-UN entity's logo without the above respective text.

Additional conditions apply to all entities for fundraising and commercial use (see below).

The integration or combination of any element of the FFTG Logo into a separate logo design by any UN or non-UN entity is prohibited.

All entities wishing to use the FFTG logo for the purposes specified herein must agree to use them only as permitted by these guidelines.

INFORMATIONAL PURPOSES

The Football for the Goals (FFTG) logo is primarily intended for information. Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The FFTG logo may be used for informational purposes, such as in presentations, internal newsletters, non-financial or annual reports, and other corporate materials to communicate the organization's FFTG-related activities and support for FFTG. Use of the logo for these purposes is permitted to all UN entities and FFTG members. Non-UN entities that are not FFTG members must obtain approval from the UN Department of Global Communications, as per the instructions above. Informational use of the FFTG logo does not require the conclusion of a licensing agreement.

FUNDRAISING PURPOSES

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of the Football for the Goals (FFTG) initiative. The FFTG logo may be used for such fundraising purposes, but only with the prior permission of the United Nations and with the conclusion of an appropriate licensing agreement.

Requests to use the Football for the Goals logo for fundraising purposes must be addressed to FootballForTheGoals@un.org with the subject line "FOOTBALL FOR THE GOALS LOGO REQUEST" in all capital letters.

Requests should explain how the proposed use would align with the spirit and objectives of the initiative and the requirements set out in these guidelines. Sustainable business practices and the use of sustainable materials must also be clearly demonstrated in the request. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the FFTG logo for fundraising purposes.

COMMERCIAL USE

Commercial uses are those by for-profit entities or use on commercial or promotional merchandise and/or products in order to promote the Football for the Goals (FFTG) to a wider audience and may be permitted, on a very limited basis, with prior permission of the United Nations and with the conclusion of an appropriate licensing agreement.

Requests to use the FFTG logo for commercial purposes must be addressed to FootballForTheGoals@un.org with the subject line "FOOTBALL FOR THE GOALS LOGO REQUEST" in all capital letters.

The request should explain how the proposed use would align with the spirit and objectives of the FFTG initiative and the requirements set out in these guidelines. Sustainable business practices and the use of sustainable materials must also be clearly demonstrated in the request. Any requests to use the FFTG logo on promotional merchandise and/or products must be submitted to the UN Department of Communication and must stipulate specifically how such merchandise or products are aligned with the SDGs. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the FFTF logo for commercial purposes.

3. DURATION OF PERMITTED USE OF THE FOOTBALL FOR THE GOALS LOGO

Unless otherwise advised by the United Nations by general or specific notice, the Football for the Goals (FFTG) logo may be used from 6 July 2022 until **31 December 2030**, which is the targeted date by which to meet the Sustainable Development Goals. The FFTG logo may be used beyond 31 December 2030 for reporting and in reference to publications about the Football for the Goals initiative.

4. LIABILITY

All entities whose request to use the Football for the Goals logo has been approved for the purposes specified herein must agree to the following provisions on waiver of liability.

- **The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the 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 the entity.**
- **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 logo by the entity.**
- **The waiver of liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by the United Nations Department of Global Communications.**

5. DISCLAIMER

- The Football for the Goals logo is property of the United Nations.
- The Football for the Goals logo can only be used to identify events and activities related to the Football for the Goals initiative.
- The Football for the Goals logo may only be used after a Waiver of Liability for the use of the logo of Football for the Goals has been received by the United Nations Department of Global Communications and the request to use the logo has been approved.
- By using the Football for the Goals logo, the entity agrees to provide information to the United Nations Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on the Football for the Goals initiative
- The authorization to use the FFTG logo by an outside entity does not imply United Nations' endorsement of the outside entity, its products, or services, or of its planned activities.
- The Football for the Goals logo may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain. Any fundraising and commercial use must only be undertaken with the explicit prior written permission of the United Nations as per section II above and subject to the conclusion of an appropriate licensing agreement.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.

7. INQUIRIES AND PERMISSIONS

Please send any inquiries or requests for commercial and fundraising use to:

UN Department of Global Communications, Advocacy and Special Events Section, United Nations Secretariat, 9 Floor, New York, NY 10017, USA

Email: FootballForTheGoals@un.org

Please address requests for commercial and fundraising use with the subject line **"FOOTBALL FOR THE GOALS LOGO REQUEST"** in all capital letters, as per the instructions above.

Waiver

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF "FOOTBALL FOR THE GOALS"

The undersigned acknowledges that, in using the logo for Football for the Goals as explained in its submission dated to the UN Department of Global Communications:

- a. The undersigned is responsible for ensuring that the activities of the undersigned are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations does not assume any responsibility for the activities of the undersigned.
- c. The entity named below will 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 logo.
- d. If the entity translates the text of the logo into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text.
- e. The entity will use the logo only after this Waiver of Liability has been received by the United Nations Department of Global Communications and the request to use the logo has been approved.

SIGNED _____

**FULL NAME
(BLOCK LETTERS)** _____

**AFFILIATION
(BLOCK LETTERS)** _____

**NAME OF
ORGANIZATION** _____

EMAIL _____

DATE _____

PLEASE EMAIL THE SIGNED FORM TO:

UN Department of Global Communications,
Advocacy and Special Events Section,
United Nations Secretariat,

405 E42 Street, 9th Floor, New York, NY 10017, USA

Email: FootballForTheGoals@un.org

Football for the Goals

LOGO

USAGE LOGO: COLOUR VERSION



**FOOTBALL
FOR THE GOALS**



**FOOTBALL
FOR THE GOALS**

The COLOUR VERSION of the Football for Goal logo is ONLY to be used on a white or light grey background. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C

R 241 G 241 B 241

C 4 M 3 Y 3 K 0

Football for the Goals

LOGO

USAGE LOGO: WHITE VERSION



The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme, as long as there is sufficient contrast.

The logo should ONLY be used on black if necessary due to a black/white application.

Football for the Goals

LOGO

USAGE LOGO: BLACK VERSION



**FOOTBALL
FOR THE GOALS**



**FOOTBALL
FOR THE GOALS**

The **BLACK VERSION** of the logo is ONLY to be used if necessary due to a black/white application.

LIGHT GREY

The **BLACK VERSION** of the logo should never be used on a dark coloured background,
ONLY on white or light grey tint. See colour values to the right.

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

Football for the Goals

LOGO

USAGE LOGO: OFFICIAL LANGUAGES

كرة القدم
للاهداف



ARABIC

足球
促进目标达成



CHINESE

FOOTBALL
FOR THE GOALS



ENGLISH

LE FOOTBALL
POUR LES OBJECTIFS



FRENCH

ФУТБОЛ
ЗА ГЛОБАЛЬНЫЕ ЦЕЛИ



RUSSIAN

FÚTBOL
POR LOS OBJETIVOS



SPANISH

Football for the Goals

LOGO

USAGE LOGO: ALTERNATIVE VERSION



**FOOTBALL
FOR THE GOALS**

* For situations where the logo needs to be placed in a vertical area.

Football for the Goals

SPECS

CLEARANCE AREA: LOGO



CLEARANCE AREA around the logo should allow for breathing room all around the logo,
approx. 1/2 of the SDG Wheel diameter.

Football for the Goals

PAIRING FOR NON-UN ENTITIES*

USAGE LOGO: PAIRING



[the name of the entity] supports Football for the Goals

*Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

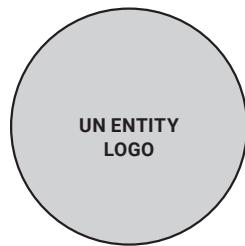
- Football for the Goals logo must be accompanied by the text: **[the name of the entity] supports Football for the Goals**
- No side-by-side display of the Football for the Goals logo and the logo of the non-UN entity allowed without the requisite text as per example.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).

Football for the Goals

PAIRING FOR UN ENTITIES*

USAGE LOGO: PAIRING



**FOOTBALL
FOR THE GOALS**

*United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).

Football for the Goals

MISUSE

USAGE LOGO: DON'TS



**FOOTBALL
FOR THE GOALS**

DO NOT stretch/squash/distort



**FOOTBALL
FOR THE GOALS**

DO NOT rearrange elements



**FOOTBALL
FOR THE GOALS**

DO NOT alter the typeface



**FOOTBALL
FOR THE GOALS**

DO NOT add effects
such as drop shadows



**FOOTBALL
FOR THE GOALS**

DO NOT mix with other colours



**FOOTBALL
FOR THE GOALS**

DO NOT change the opacity



**FOOTBALL
FOR THE GOALS**

DO NOT use logo atop colours
providing low contrast



**FOOTBALL
FOR THE GOALS**

DO NOT remove elements

These examples of logo treatments are not permitted.

Formats, size and colouring of the Football for the Goals logo are detailed within this document.

Football for the Goals

COLOURS

COLOUR DEFINITIONS

| | | | | | | | | | |
|---|---|--|---|--|--|---|--|---|---|
| 1 NO POVERTY  | RED PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B | 2 ZERO HUNGER  | MUSTARD PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A | 3 GOOD HEALTH AND WELL-BEING  | KELLY GREEN PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38 | 4 QUALITY EDUCATION  | DARK RED PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D | 5 GENDER EQUALITY  | RED ORANGE PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21 |
| 6 CLEAN WATER AND SANITATION  | BRIGHT BLUE PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2 | 7 AFFORDABLE AND CLEAN ENERGY  | YELLOW PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B | 8 DECENT WORK AND ECONOMIC GROWTH  | BURGUNDY RED PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942 | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  | ORANGE PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925 | 10 REDUCED INEQUALITIES  | MAGENTA PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367 |
| 11 SUSTAINABLE CITIES AND COMMUNITIES  | GOLDEN YELLOW PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24 | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION  | DARK MUSTARD PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E | 13 CLIMATE ACTION  | DARK GREEN PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44 | 14 LIFE BELOW WATER  | BLUE PMS: 7461 C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9 | 15 LIFE ON LAND  | LIME GREEN PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B |
| 16 PEACE, JUSTICE AND STRONG INSTITUTIONS  | ROYAL BLUE PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D | 17 PARTNERSHIPS FOR THE GOALS  | NAVY BLUE PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A | | | | | | |

These are the same colours used for the SDG wheel.

For the Football for the Goals logo, the main text, graphic inside the wheel and date box use black colour.

These colours can not be changed within the Football for the Goals logo.

Football for the Goals

TYPOGRAPHY

ROBOTO

ROBOTO – BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ROBOTO font is most often used for body copy and additional information.