**United Nations
Global Compact**

UNITED NATIONS GLOBAL COMPACT
BRAND GUIDELINES

CONTENTS

TO ENSURE CONTINUED GROWTH AND STRENGTHENING OF THE UNITED NATIONS GLOBAL COMPACT BRAND ACROSS THE GLOBE, A STRONG BRAND AND VISUAL IDENTITY IS IMPERATIVE.

These brand guidelines reflect our evolving approach to mobilizing responsible business in the era of the 2030 Agenda and its 17 Sustainable Development Goals. This document also provides guidance for consistent expression of the UN Global Compact brand everywhere it has a presence.

Please contact the UN Global Compact Brand & Communications team with any questions at **communications@unglobalcompact.org**.

INTRODUCTION TO BRAND GUIDELINES

WHY DO WE NEED A BRAND?

For some, it may seem strange to think of the UN Global Compact as a "brand" given our status as an initiative of the United Nations. While we do not have consumers in the traditional sense, the importance of projecting and protecting our identity through branding and communications still applies to us. This is particularly important when our values, mission and positioning need to be aligned across countries, helping our audiences understand exactly what we do and what we stand for.

A strong brand is one that has a uniform identity. With Global Compact Country Networks around the world and a need to emphasize our unique rooting in the UN, it is imperative that we communicate using one voice and one visual identity. It is also important that we distinguish ourselves from other global sustainability initiatives by establishing one UN Global Compact brand.

Through enhanced brand awareness and cohesion across the globe and through developing materials that are consistent and of high-quality, the UN Global Compact is positioned to generate greater impact.

WHY DO WE HAVE BRAND GUIDELINES?

Consistently branded communications create a point of difference with competitors, inspire and unite employees and attract new business participants. Having a unified, professional brand and visual identity will enable us to build deeper relationships between the UN, businesses and other key actors to achieve the impact that multi-stakeholder partnerships can create. Put simply, strong communications are fundamental to achieving our mission.

The biggest advantage to having brand guidelines is organizational recognition. With recognition comes familiarity. With familiarity comes trust and confidence. If done correctly, consistency brings a clarity and purpose that audiences recognize.

By keeping our visual identity and branding consistent, we are able to effectively develop and strengthen our brand, ensuring we make a strong, positive and long-lasting impression.

While communications can — and should — be tailored according to channels, audiences and markets, it is imperative that all communications sit within the parameters of these global brand guidelines as part of our One Global Compact strategy.

WHO ARE THESE GUIDELINES FOR?

These brand guidelines are designed for use by the UN Global Compact office in New York as well as our Country Netwroks around the world. The UN Global Compact brand should not be imitated by any other entity, including participants and partners of the organization.

WHAT DOES THIS DOCUMENT PROVIDE?

These brand guidelines provide a framework for consistently expressing the UN Global Compact brand across both visual and written communications. It is important that both of these mediums are given appropriate attention to achieve maximum brand impact.

This document provides both direction and practical tips for application. Although our brand values are enduring, this document will evolve over time.

INTRODUCTION TO THE UNITED NATIONS GLOBAL COMPACT

The United Nations Global Compact was launched in 2000 by UN Secretary-General Kofi Annan with the explicit mandate to "advance United Nations values and responsible business practices within the United Nations system and among the global business community."

As a UN entity, the UN Global Compact is officially chaired by the UN Secretary-General. The Assistant Secretary-General and CEO of the UN Global Compact reports to the Secretary-General through the Deputy Secretary-General.

The Ten Principles of the UN Global Compact are all derived from core inter-governmentally negotiated UN Conventions and Declarations and have been recognized and endorsed in numerous UN General Assembly Resolutions, most

notably the biennial "Towards Global Partnerships" resolution.

The UN Global Compact is also referenced in intergovernmentally agreed frameworks central to the 2030 Agenda, such as the Addis Ababa Action Agenda and the Sendai Framework for Disaster Risk Reduction.

Today, the UN Global Compact is being called upon to deliver even greater ambition and impact. The initiative is uniquely equipped to help companies anywhere along their sustainability journey meaning that we must speak the language of business while still representing the values and principles of the United Nations.

@globalcompact
unglobalcompact.org

AMBITION:

TO ACCELERATE AND SCALE THE GLOBAL COLLECTIVE IMPACT OF BUSINESS BY UPHOLDING THE TEN PRINCIPLES AND DELIVERING THE SUSTAINABLE DEVELOPMENT GOALS THROUGH ACCOUNTABLE COMPANIES AND ECOSYSTEMS THAT ENABLE CHANGE

TAGLINE:

UNITING BUSINESS FOR A BETTER WORLD

OFFICIAL BOILERPLATE TEXT

Boilerplate text briefly summarizes an organization or company and can be repurposed in multiple contexts without change.

The UN Global Compact boilerplate text is often added to the end of press releases or the back cover of publications. Global Compact Country Networks are encouraged to develop boilerplate text that is unique to their Network.

When possible, it is recommended to use the full boilerplate text, however a medium-length and one-line version have also been provided when space does not allow for a longer version.

Full boilerplate text (132 words)

ABOUT THE UNITED NATIONS GLOBAL COMPACT

As a special initiative of the United Nations Secretary-General, the **UN Global Compact** is a call to companies worldwide to align their operations and strategies with Ten Principles in the areas of human rights, labour, environment and anti-corruption. Our ambition is to accelerate and scale the global collective impact of business by upholding the Ten Principles and delivering the Sustainable Development Goals through accountable companies and ecosystems that enable change. With more than 20,000 participating companies, 5 Regional Hubs, 62 Global Compact Country Networks covering 73 countries and 15 Country Managers establishing Networks in 34 other countries, the UN Global Compact is the world's largest corporate sustainability initiative — one Global Compact uniting business for a better world.

For more information, follow **@globalcompact** on social media and visit our website at **unglobalcompact.org**.

Medium-length boilerplate text (77 words)

ABOUT THE UNITED NATIONS GLOBAL COMPACT

As a special initiative of the UN Secretary-General, the **United Nations Global Compact** is a call to companies everywhere to align their operations and strategies with ten universal principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals. With more than 20,000 companies based in over 160 countries, and more than 60 Global Compact Country Networks, it is the largest corporate sustainability initiative in the world.

One-line boilerplate text (49 words)

ABOUT THE UNITED NATIONS GLOBAL COMPACT

As a special initiative of the UN Secretary-General, the **United Nations Global Compact** is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals.

PART I

HOW WE TALK

1.1
TONE OF VOICE

While voice determines what you say, tone determines how you say it. Tone reflects our style and attitude; it affects how information is presented and how it is received. Tone of voice is crucial for differentiating ourselves among other organizations. It needs to be consistent — while we can adapt our voice for different channels and audiences, it should remain true to the brand.

Ultimately, we represent the UN and are tasked with embedding its values throughout the global business community. At the same time, we also represent the voice of business at the UN, so our tone of voice needs to carefully balance these two groups and create a shared understanding.

BRAND CHARACTERISTICS

Our values and behaviours underpin everything we do and are reflected in everything we say. These in turn inform our brand characteristics — a set of human characteristics that are attributed to the UN Global Compact brand name and to which audiences can relate.

Our brand characteristics are:

BUSINESS-FRIENDLY
Speak the language of business and emphasize our role as the UN-business liaison

COLLABORATIVE
Reflect the inclusive, multi-stakeholder nature of our initiative and encourage others to partner to solve complex challenges

CLEAR AND CONCISE
Keep language simple and direct, with straightforward calls-to-action

ASPIRATIONAL
Challenge others to raise their ambition and play a key role in creating the world we want

AUTHORITATIVE
Demonstrate the utility of our unique, normative and principles-based approach

TONE OF VOICE SPECTRUM

Like all good communicators, we adapt how we speak depending on who we are talking to, why we are talking to them and through which channel. From personal and sociable to composed and formal, the tone of the voice spectrum provides the flexibility to tailor your message to achieve the best results.

While our brand characteristics are not channel-specific, the tone of voice spectrum demonstrates how these characteristics should be executed across various channels.

PERSONAL/SOCIABLE

Channel:
Social media and blogs

INSTRUCTIONAL/DIRECT

Channel:
Press releases, participant toolkits, email campaigns and infographics

COMPOSED/FORMAL

Channel:
UN correspondence, publications and reports, Executive Updates

1.2
WRITING GUIDE

GETTING STARTED

We all need to influence and persuade, and words are a central tool for communicating a strong message. The tips and guidance outlined here should be thought of less as a set of rules and more as a gateway to purposeful, powerful language that is as enjoyable to read as it is to write.

Remember: how you choose to approach communications depends on the audience and what you are trying to achieve.

Ask yourself:

"WHO AM I WRITING FOR?"

"WHAT DO THEY WANT TO KNOW?"

"WHAT DO I WANT THEM TO DO?"

"WHY SHOULD THEY CARE?"

For full details on editorial guidelines, refer to the online United Nations Editorial Manual.

TIPS FOR GOOD WRITING

1. USE PRE-APPROVED LANGUAGE WHERE POSSIBLE
Look to pre-existing materials (website, letters, emails, bulletin, etc.) and pull key phrases and language where possible. As this material has already been reviewed, referring to it in your own writing ensures that we are able to consistently articulate our core messages.

2. KEEP IT SIMPLE
Avoid long paragraphs, complex sentence structures and obscure words. Write using short sentences and simple words while emphasizing the action the reader can take.

3. GET TO THE POINT
Open with your conclusion or the most important point first. Provide the most relevant and compelling supporting information next and end with background information.

4. MAKE SURE YOUR FOCUS IS CLEAR
Each section and paragraph should also have a clear, singular focus.

5. STRUCTURE TEXT SO THAT IT IS EASY TO READ
Avoid heavy blocks of text and use bullet points, subheadings and other visual cues to make information more manageable. Write for the allotted space.

6. USE THE ACTIVE VOICE
Use the active voice as a general rule. The active voice is more direct and concise and makes your writing stronger and more confident. Use the passive voice only if there is a specific reason.

7. AVOID JARGON AND INDUSTRY-SPEAK
Jargon often confuses users and impedes clarity. Avoid using it in most cases. When industry-specific terms are the best way to communicate an idea, try to use them in a way that non-experts can understand as well.

8. BE SUPPORTIVE AND SOLUTIONS-ORIENTED
Good writing should address a reader's problem or answer a question they have.

9. THINK BEYOND WORDS
Add a graphic, video/animation or chart where appropriate to bring data to life and better tell a story.

REVIEWING YOUR WORK

- Document/article meets its intended purpose
- Document/article written for target audience(s)
- Document/article focuses on the main message
- Writing is scannable
  - Get to the point
  - Paragraphs and sentences are short
  - Bulleted lists used where needed
  - Bold formatting used to highlight key words
  - Text is broken up using subheadings, graphics, call-outs, etc.
- No spelling, punctuation or grammar errors
- No double space between sentences
- Content is useful and easy to understand
  - No buzzwords, jargon or industry-speak
  - Active, conversational tone
  - Titles that are meaningful, not unnecessarily clever or vague
  - Clear, descriptive headings and subheadings
- Double-check that all hyperlinks work
- Writing complies with the online United Nations Editorial Manual

1.3 ADDITIONAL GUIDANCE

1.3.1
WRITING IN THE UN GLOBAL COMPACT WAY

AS PART OF THE BROADER UN SYSTEM, THE UNITED NATIONS GLOBAL COMPACT FOLLOWS THE WRITING STYLE AND GRAMMAR RULES AS LAID OUT IN THE UNITED NATIONS EDITORIAL MANUAL. THIS SHOULD ALWAYS BE YOUR FIRST STOP FOR GRAMMAR AND STYLE-RELATED QUESTIONS.

COMMON RULES:

- Avoid referring to the organization as "UNGC" — it is ideal to use "**United Nations Global Compact**" (in full) the first time it is written out, followed by "**UN Global Compact**" elsewhere; if absolutely necessary, just the "**Compact**" is also acceptable.

- "**The Ten Principles of the UN Global Compact**" is correct, while "10 Principles" and "The UN Global Compact's Ten Principles" are not.

- Whenever possible and appropriate, we should **refer to the Sustainable Development Goals (SDGs) as the Global Goals**.

- DDates should always be written out in the format "**Day/Month/Year**" (for example, 12 December 2024 rather than December 12, 2024 or 12 December, 2024);

- **Government should always be capitalized when referring to Member States**, either individually or in aggregate (for example, "...actors from business, Government, civil society and academia"). However, when referring to local, municipal and provincial governments, or when referring to non-governmental entities, the term is not capitalized.

- The terms **"Heads of State" and "Chief Executive" should always be capitalized**.

- The correct punctuation is **"a principles based approach"** not **"principle based-approach."**

- UN Agencies, Funds and Programmes should never be used in the possessive (e.g. you should not say "the UN Global Compact's staff" but rather "**staff of the UN Global Compact**").

- **Acronyms should always be spelled out in full the first time**, and then only written as the acronym (in all caps) each subsequent time.

- In general, do not use an Oxford comma unless there are several "and" phrases.

- Know your dashes! The widest stroke, the **em dash (—)**, should be used when dividing parts of a sentence to create emphasis. The mid-length stroke, the **en dash (–)**, is typically used between dates and number ranges. The **hyphen (-)** should only be used when hyphenating words.

- **Most words follow the British spelling with "ou" instead of just "o" (humour vs. humor); contrarily, most words use the American "z" instead of the "s" (organization vs. organisation)**. As a general rule, most spellings closely resemble spellings in Canadian English (it may be helpful to set your spell check accordingly).

- **"Programme" is spelled with the extra "-me"** on the end (as opposed to "program"), unless referring to a computer program.

1.3.2
HOW WE TALK ABOUT OURSELVES

UNITED NATIONS GLOBAL COMPACT

The name "United Nations Global Compact" communicates the origin and significance of the initiative to participants and stakeholders around the world.

Try to avoid abbreviations and use the full name of the initiative whenever space allows it. The first time our organization is mentioned, the full name should be used. Thereafter, "UN Global Compact" is recommended. The "Global Compact" is an outdated version of our name and should not be used, as it omits the role of the UN in our initiative. In speech or informal correspondence, the "Compact" can be used as an abbreviation in subsequent mentions. "Compact" is also a more appropriate abbreviation as compared with "Global Compact", as it is not likely be confused to be the full name of our initiative.

Do not use the acronym "UNGC" or combined-acronyms like "United Nations GC." The term "Global Compact Office (GCO)" colloquially refers to the UN Global Compact headquarters in New York and should only be used internally when delineating between Global Compact Country Networks and the UN Global Compact headquarters.

The UN Global Compact name should never be used in the possessive, i.e. "the UN Global Compact's staff" is incorrect, whereas "the staff of the UN Global Compact" is correct.

GLOBAL COMPACT COUNTRY NETWORKS

Global Compact Country Networks advance corporate sustainability at the national and regional level, helping companies understand local opportunities, challenges and expectations. Organized and run locally, Country Networks offer a venue for both local firms and subsidiaries of foreign corporations to improve their ability to put sustainability commitments into action and build local partnerships. Global Compact Country Networks should each be referred to by their country- or region-specific name (as expressed in each Country Network Memorandum of Understanding) — for example, "Global Compact Network Tanzania." While the full Network name (Global Compact Network Canada) should always be used in the first instance, other shorthand versions that are acceptable in subsequent instances include "Network Canada" and the "Canadian Country Network." Some Country Networks choose to use an acronym, such as "GCNT," however we recommend avoiding this when possible and choosing from one of the recommended shorthand abbreviations noted above. The words "United Nations" and the "UN" acronym should not be placed before the Country Network name anywhere it appears.

SISTER INITIATIVES

The UN Global Compact has a number of sister initiatives, including the UN-supported Principles for Responsible Investment (PRI) and Principles for Responsible Management Education (PRME). These initiatives should always be referred to independently by their own names, ideally with reference made to the fact that they are sister initiatives of the UN Global Compact.

COMMUNICATION ON PROGRESS

The Communication on Progress (CoP) is the most visible expression of a participant's commitment to the Ten Principles of the UN Global Compact. Failure to issue a CoP may change a participant's status to non-communicating and can eventually lead to the expulsion of the participant from the initiative.

CoPs are made publicly available on the website of the UN Global Compact at the moment they are submitted by the participant. By serving as a report to key stakeholders, CoPs provide investors, civil society, Governments and consumers with information to make informed choices about the companies they interact with.

1.3.3

HOW WE TALK ABOUT OUR STAKEHOLDERS

Although it is a business initiative at its core, the UN Global Compact is built on a fundamental understanding that multi-stakeholder collaboration is necessary to successfully achieve shared objectives. As such, we are committed to engaging a wide range of stakeholders in our work, including business, investor groups, Governments, civil society, academia and UN Funds, Agencies and Programmes.

Some common guidelines to keep in mind when talking about our business stakeholders are:

▪ The UN Global Compact is a voluntary initiative. Companies "sign on" to the initiative, pledging their support to uphold the Ten Principles of the UN Global Compact and to report annually on progress made in support of the initiative through the mandated Communication on Progress (CoP). Therefore, the phrases "our members" and "our companies" are both incorrect ways of referring to those organizations that are part of the initiative.

1.3.4
HOW WE TALK ABOUT THE TEN PRINCIPLES

The Ten Principles of the United Nations Global Compact take into account the fundamental responsibilities of business in the areas of human rights, labour, environment and anti-corruption. Drawn from landmark UN Declarations and Conventions, they act as a normative authority for responsible business. By incorporating the Ten Principles into strategies, policies and procedures and establishing a culture of integrity, companies are not only upholding their basic responsibilities to people and the planet but also setting the stage for long-term success.

The Ten Principles in action may be referred to as our "principles-based approach."

HUMAN RIGHTS
The Universal Declaration of Human Rights

LABOUR
The International Labour Organization Declaration on Fundamental Principles and Rights at Work

ENVIRONMENT
The Rio Declaration on Environment and Development

ANTI-CORRUPTION
The United Nations Convention against Corruption

When referred to in their proper sense, the Ten Principles should always be written with the number "ten" spelled out, with the first letter of each word capitalized and with no interruption between the words. Otherwise, they can be referred to in a more general sense, such as "ten universal principles for responsible business."

When the Ten Principles are referred to frequently in a single paragraph, and not in conjunction with other principles (such as the UN Guiding Principles or the Women's Empowerment Principles), subsequent references can be made to the "Principles." For example, "The Ten Principles of the UN Global Compact are foundational to sustainable business. These Principles…"

INCORRECT USAGE TO AVOID:

- The 10 principles
- The ten principles
- The UN Global Compact's Ten Principles
- The Ten UN Global Compact Principles
- The Ten sustainability Principles

DOWNLOAD THE TEN PRINCIPLES HERE

1.3.5
HOW WE TALK ABOUT THE GLOBAL GOALS

The **Sustainable Development Goals (SDGs)** and the **Global Goals** are one and the same. While both are acceptable terms, to determine which one to use, first consider your audience. If your audience is largely Government representatives, then "SDGs" may be most appropriate, as this is the terminology that Member States specifically adopted. "Global Goals" is a phrase that is considered friendly to the business community and the general public. However, usage of both terms continues to evolve and shift in popularity, and some businesses are more familiar with "SDGs." In an effort to reduce, where possible, the number of acronyms and instead use more approachable language and phrasing, "Global Goals" is commonly used by the UN Global Compact.

The SDGs were unanimously adopted by the 193 Member States of the UN in 2015, but they belong to everyone and should never be referred to as the "Sustainable Development Goals of the United Nations."

The UN Department of Global Communications (DGC) has also recommended that Global Goals be used when speaking to a more general audience, with an emphasis on social media through the **#GlobalGoals** hashtag.

You can use both in one document, but we recommend not frequently switching back and forth between the two. For example: "The 17 Sustainable Development Goals of the 2030 Agenda are an ambitious plan of action for people, planet and prosperity. These Global Goals belong to everyone, and the business community has an important role to play."

For more information on use of the SDGs logos, please visit here.

HOW WE TALK ABOUT CORPORATE SUSTAINABILITY

The UN Global Compact aims to be a learning platform for corporate sustainability best practices around the world. Corporate sustainability starts with a company's value system and a principles-based approach to doing business and should not be confused with corporate social responsibility (CSR). While often used interchangeably, corporate sustainability and CSR have several key distinctions. CSR is typically more focused on the present and the recent past, from managing current stakeholder interests to analyzing the last 12 months of a company's activities to assess its impacts on communities and the environment. Corporate sustainability goes much further and examines how business activities should be executed over time to preserve resources and uphold human dignity for future generations. For this reason, the UN Global Compact is a corporate sustainability — rather than CSR — initiative and, as such, the term CSR should be avoided when referencing its work.

1.3.6
TRANSLATIONS
TRANSLATED TERMS IN OFFICIAL UN LANGUAGES

We accept translations of UN Global Compact publications on the condition that they have been reviewed by the appropriate Global Compact Country Network (if done by a participating company), and that no additions or subtractions are made to the text or any of the content within. **Only one line of text may be added to acknowledge the party responsible for providing the translation.**

ENGLISH	ARABIC	CHINESE	FRENCH	PORTUGUESE	RUSSIAN	SPANISH
United Nations (UN)	الأمم المتحدة	联合国	Nations Unies (ONU)	Nações Unidas (ONU)	Организация Объединенных Наций (ООН)	Naciones Unidas (ONU)
United Nations Global Compact	المتحدة لألمم العالمي التفاق	联合国全球契约组织	Le Pacte Mondial des Nations Unies	Pacto Global das Nações Unidas	Глобальный договор Организации Объединенных Наций	Pacto Global de las Naciones Unidas
UN Global Compact	الاتفاق العالمي للأمم المتحدة	联合国全球契约组织	Le Pacte Mondial de l'ONU	Pacto Global da ONU	Глобальный договор ООН	Pacto Global de la ONU
Global Compact Country Networks	الشبكات المحلية للإتفاق العالمي	全球契约国家网络	Les Réseaux nationaux du Pacte mondial	Redes Nacionais do Pacto Global	Локальные сети Глобального договора	Redes Nacionales del Pacto Global
Ten Principles	المبادئ العشر	十项原则	Dix principes	Dez Princípios	Десять принципов	Diez Principios
Human Rights	حقوق الإنسان	人权	Droits de l'Homme	Direitos Humanos	Права человека	Derechos Humanos
Labour	لعمل	劳工标准	Normes internationales du travail/Main-d'Oeuvre	Práticas Laborais/Trabalho	Трудовые отношения	Normas Laborales
Environment	البيئة	环境	Environnement	Proteção ambiental/Meio Ambiente	Окружающая среда	Medio Ambiente
Anti-Corruption	مكافحة الفساد	反腐败	Lutte contre la corruption	Anticorrupção	Противодействие коррупции	Anticorrupción
Forward Faster	أسرع إلى الأمام	加速前进	Plus vite. Plus Loin.	Avançar mais rápido	Быстрее к целям	¡Avancemos!
It's time to move forward faster for 2030	حان الوقت للتقدم بشكل اسرع لعام 2030	向着2030年目标跨厉前行	Accélérons nos efforts pour mettre en œuvre l'Agenda 2030	É hora de acelerar para 2030	Настало время ускориться на пути к 2030	Es tiempo de avanzar mas rapido hacia 2030
2030 Agenda for Sustainable Development	أجندة ٢٠٣٠ للتنمية المستدامة / أجندة التنمية المستدامة للعام ٢٠٣٠	2030可持续发展议程	Programme ambitieux de développement durable à l'horizon 2030	Agenda 2030 para o Desenvolvimento Sustentável	Повестка дня в области устойчивого развития на период до 2030 года	Agenda 2030 para el Desarrollo Sostenible
Sustainable Development Goals (SDGs)	أهداف التنمية المستدامة	可持续发展目标	Objectifs de développement durable (ODD)	Objetivos de Desenvolvimento Sustentável (ODS)	Цели в области устойчивого развития	Objetivos de Desarrollo Sostenible (ODS)
Global Goals	أهداف عالمية	全球目标	Objectifs Mondiaux	Objetivos Globais	Глобальные цели	Objetivos Mundiales
Paris Agreement	تفاق باريس	巴黎协定	l'Accord de Paris	Acordo de Paris	Парижское соглашение	Acuerdo de París
Paris Climate Agreement	اتفاق باريس للمناخ	巴黎气候协定	l'Accord de Paris d'climat	Acordo de Paris sobre o clima	Парижское соглашение по климату	Acuerdo de París sobre cambio climático
Secretary-General António Guterres	الأمين العام	秘书长	Secrétaire général António Guterres	Secretário-geral António Guterres	Генеральный секретарь Антониу Гутерриш	El Secretario General António Guterres
Sanda Ojiambo, Assistant Secretary-General and CEO of the United Nations Global Compact	سندا أوجمبو مساعدة الأمين العام والمديرة التنفيذية للإتفاق العالمي للأمم المتحدة	桑达 奥佳博，联合国助理秘书长、联合国全球契约组织总干事	Sanda Ojiambo, Sous-Secrétaire générale et Directrice générale du Pacte mondial des Nations Unies	Sanda Ojiambo, Secretária-geral Adjunta e Diretora Executiva do Pacto Global das Nações Unidas	Санда Оджиамбо, помощник Генерального секретаря и исполнительный директор Глобального договора Организации Объединённых Наций	Sanda Ojiambo, Secretaria General Adjunta y Directora General del Pacto Global de las Naciones Unidas
Participant	مشارك	会员企业	Participant	Participante	Участник	Participante

HOW WE LOOK

2.1 LOGOS

2.1.1
LOGOTYPES

TO ENSURE THE IDENTITY AUTHORITY AND LEGITIMACY, IT IS IMPORTANT TO FOLLOW THE GUIDELINES FOR PROPER USAGE OF THE LOGO ON ALL LEVELS. DEPENDING ON THE CONTEXT, THE LOGOS AND LOGOTYPES CAN BE USED IN THREE WAYS:

MASTERBRAND

United Nations
Global Compact

NETWORK

Global Compact
Network Tanzania

Network Tanzania

ENDORSER

WE SUPPORT

The following pages provide design guidance on using each logo and logotype.

For proper use guidance, please refer to our Logo Policy.

2.1.2
MASTERBRAND LOGO AND LOGOTYPE

The UN Global Compact always uses either the complete logotype (consisting of the globe logo and the words "United Nations Global Compact") or the globe logo on its own.

The masterbrand globe logo represents the UN Global Compact in its purest and most condensed form. The globe logo makes up the foundation for the rest of the logo levels and must never be altered in any form.

These logos are strictly for use by the UN Global Compact.

Usage in partnerships alongside other partner logos is to be permitted by the UN Global Compact on a case-by-case basis (see page 23 for guidance on partnerships and logo placements).

Please note that this type of usage always requires the approval of the UN Global Compact.

LOGO

The masterbrand logo (see above) consists of a globe with the lettering "UN GLOBAL COMPACT" in an arch above the globe and a customized version of the United Nations olive branches below the globe. The logo has a distinctive mark form signaling the heritage of the United Nations and the world of modern business.

The design of the logo is in line with the family of other United Nations logos (see below).

Translation of the "UN Global Compact" lettering arching above the globe is not permitted under any circumstances.

LOGOTYPE

The logotype (see above) combines the globe logo and the lettering "United Nations Global Compact" in two lines. The ratio between the logo and lettering is fixed and cannot be varied in size, weight or number of lines.

The logo and the two lines must always be written in the same colour. The entire lettering of the logotype must always fall in two lines, with "United Nations" on line 1 and "Global Compact" on line 2.

"United Nations" is written in **Flama Medium.**

"Global Compact" is written in Flama Light.

Translation of the "United Nations Global Compact" lettering is not permitted under any circumstances.

2.1.3
COUNTRY NETWORK LOGO AND LOGOTYPE

Network Tanzania

Global Compact
Network Tanzania

Global Compact Country Networks use a similar customized logotype consisting of the globe logo and two lines of text, with "Global Compact" on line 1 and the Network name, for example, "Network Australia,"on line 2.

As a general rule, "Global Compact" should not be translated into local languages, but exceptions from the rule can be decided on a case-by-case basis by the UN Global Compact.

The name of the Country Network can be translated into relevant local languages.

All translations of Country Network logos and logotypes are to be designed and approved by the UN Global Compact.

Country Networks should only use logos provided by the UN Global Compact. Altering the provided logo files is not permitted.

LOGO

The Country Network logo (see above) follows the masterbrand logo with the addition of the Country Network name placed in one line below the UN olive branches.

The ratio between the logo and lettering is fixed and cannot be varied in size, weight or number of lines.

The logo and Country Network name must be the same colour — either Global Compact Blue, white or black. The Global Compact Network name should never exceed one line of text.

The name of the Country Network is written in Flama Light.

Only authorized Global Compact Country Networks may use this logo.

This logo is the recommended version for use on Country Network social media profile pictures, provided there is clear space around the margins (see page 24 for more information).

LOGOTYPE

The Country Network name may be translated into relevant local languages. Network logotype (see above) combines the UN Global Compact logo and the lettering "Global Compact Network [Country]" in two lines. The ratio between the logo and lettering is fixed and cannot be varied in size, weight or number of lines.

The logo and two lines must always be written in the same colour. The entire lettering of the logotype must always fall in two lines, with "Global Compact" on line 1 and the name of the Network country on line 2.

Global Compact is written in

Flama Medium.

Network and country is written in Flama Light.

Only authorized Country Networks may use this logotype.

The Country Network name may be translated into relevant local languages.

Translation of the "UN Global Compact" lettering in the logo is not permitted under any circumstances.

Country Networks are advised to only use logos provided by the UN Global Compact office. Altering of the provided logo files is not permitted.

لاتفاق العالمي
شبكة لبنان

All translations of Global Compact Country Network logos and logotypes are to be designed and approved by the UN Global Compact.

2.1.4
ENDORSER LOGO

"Participants in the UN Global Compact are encouraged to widely advocate and express their support for the UN Global Compact and its principles. For such activities, the UN Global Compact may authorize participants to use the "We Support the UN Global Compact" ("Endorser") logo.

The UN Global Compact Endorser logo may be used by request only. More information on eligibility to use this logo is available in our Logo Policy.

The Endoser logo follows the masterbrand logo with the addition of "WE SUPPORT" placed one line above the logo.

The ratio between the logo and lettering is fixed and cannot be varied in neither size, weight nor number of lines.

The logo and "WE SUPPORT" lettering must be presented in the same colour.

"WE SUPPORT" is written in capital letters in **Flama Medium**.

"WE SUPPORT" can be translated into relevant local languages. All translations are to be designed and approved by the UN Global Compact.

Participants may only use logos provided by the UN Global Compact. Altering of the logo files is not permitted.

This is the only logo that Participants of the UN Global Compact may use.

2.1.5
UN PARTNERSHIPS

LOGO GUIDANCE FOR UN PARTNERING WITH ANOTHER INITIATIVE

Depending on the context and design style, logos may be placed next to each other or as a stacked lockup. Logo order may vary depending on the partnership or event; otherwise, they should be listed alphabetically.

PARTNERSHIP BETWEEN THE UNITED NATIONS GLOBAL COMPACT, PRI AND UN WOMEN
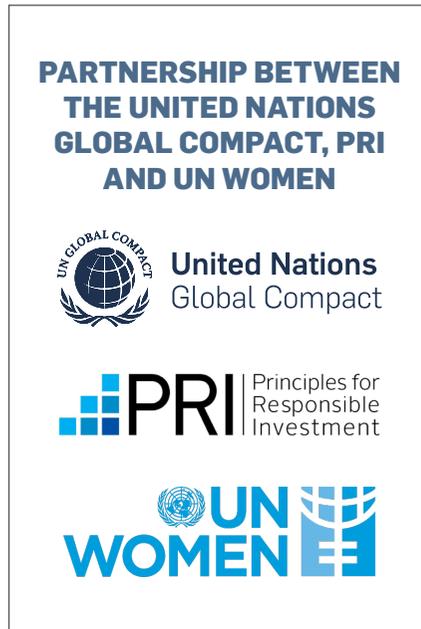
PARTNERSHIP LOGO ARRANGEMENT

✕ **TOO TIGHT**

These logos are sitting too close together.

There is not enough clear space around the logotype.

✓ **CORRECT SPACING**

Both logos are the same width and are positioned correctly.

There is adequate clear space around the logotype.

2.1.6
LOGO SIZING

CLEAR SPACE AND MINIMUM SIZE

The logotype must always be presented in a clear and readable manner.

To enhance the presentation of the logotype, it is necessary to keep a minimum distance of respect.

The logotype must always be surrounded by a clear space zone to ensure a unified and consistent presentation in all communication contexts and on all media platforms.

The minimum size ensures that the logotype always presents itself in a clear and readable manner in print and digital media.

The following specifications apply to all UN Global Compact and Global Compact Network logos.

CLEAR SPACE

The clear space around the logo must always equal to 50 per cent or more of the width and height of the globe.

SIZING DIGITAL LOGOS

The minimum size for digital Masterbrand logo, logotype and Global Compact Network logotype is **24 mm (height)**.

Endorser logo: **29 mm (height)**

SIZING PRINTED LOGOS

The minimum size for digital Masterbrand logo, logotype and Global Compact Network logotype is **15 mm (height)**.

Endorser logo: **18 mm (height)**

2.1.7
LOGO COLOURWAYS

THE FOLLOWING COLOURWAYS APPLY TO ALL BRAND LOGOS, INCLUDING MASTERBRAND, GLOBAL COMPACT COUNTRY NETWORK AND ENDORSER.

The logotype must only be reproduced in Global Compact Blue, black or white.

COLOURWAY EXAMPLES:

Blue solid colour

The blue design is the primary colourway and should be used whenever possible.

Black solid colour

The black and white colourways may be used as an alternative where appropriate.

White solid colour

The white version of the logo should only be placed on a solid colour (preferably Global Compact Blue, black or a colour from the secondary palette [see page 32]), or a section of an image which appears calm to ensure the logo is legible.

2.2 ICONOGRAPHY

2.2.1
ICONS: THE TEN PRINCIPLES

The Ten Principles and their issue area icons appear regularly across communications channels, both in print and digital.

There are several ways to represent the Ten Principles and their icons. The icons are shown here in both the full version with a standard introductory paragraph (see right), which is ideal for reports, and a general overview version (see below) that can be used in a variety of placements.

The Ten Principles and their icons should either appear on a white background in Global Compact Blue or in white on a Blue Background. Alternatively, they can be used in the secondary colors if more color is needed, i.e. social media content or in content that needs differentiation between the icons.

HUMAN RIGHTS

CMYK 22 24 81 5
RGB 204 177 70
HEX #CCB146

LABOUR

CMYK 67 82 22 7
RGB 110 65 122
HEX #6E417A

ENVIRONMENT

CMYK 81 28 59 14
RGB 41 125 109
HEX #297D6D

ANTI-CORRUPTION

CMYK 0 88 69 0
RGB 236 55 64
HEX #EC3740

DOWNLOAD THE TEN PRINCIPLES HERE

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

HUMAN RIGHTS

1 Businesses should support and respect the protection of internationally proclaimed human rights; and

2 make sure that they are not complicit in human rights abuses.

LABOUR

3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

4 the elimination of all forms of forced and compulsory labour;

5 the effective abolition of child labour; and

6 the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

7 Businesses should support a precautionary approach to environmental challenges;

8 undertake initiatives to promote greater environmental responsibility; and

9 encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

10 Businesses should work against corruption in all its forms, including extortion and bribery.

2.2.2

ICONS: SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development and its 17 Global Goals will continue to be a priority for the UN Global Compact — and indeed the world — until their 2030 deadline.

The 17 Global Goals icons may be used together or as individual icons. Each icon must be used in its entirety, including with the text describing the related Goal. Additional ways to represent the Global Goals include the SDG colour wheel and SDG colour stripe as shown here.

Importantly, as the official logo for the Global Goals, and as each colour represents a specific Goal, the SDG colour wheel and stripe should be shown in their entirety, without cutting any section off.

The SDG logo, including the colour wheel and 17 icons are available for download here in the six official languages of the UN (Arabic, Chinese, English, French, Russian, Spanish).

Please read the guidelines for their use.

Inquiries may be sent to: SDGpermissions@un.org.
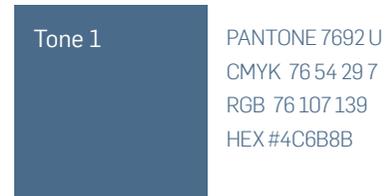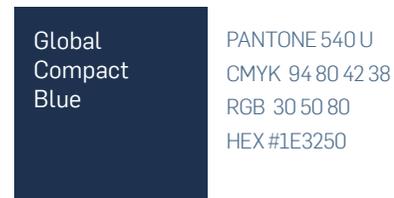
2.3 BRAND STYLE

2.3.1
BRAND PALETTE
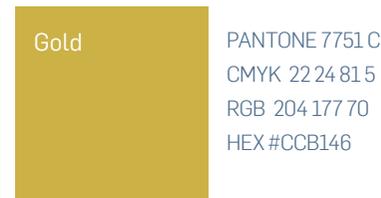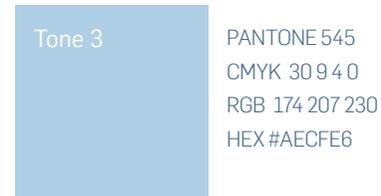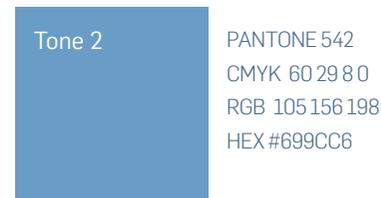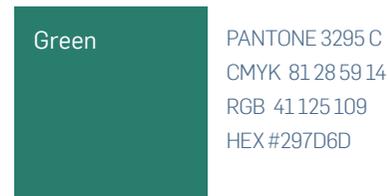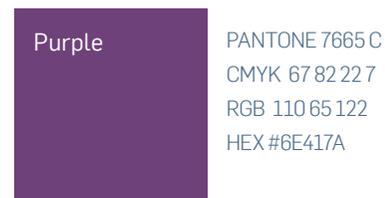
PRIMARY AND SECONDARY PALETTE

A key component of the UN Global Compact is its colour palette. It is important to maintain a sense of hierarchy, balance and harmony when using the palette. The primary palette is led by our official colour, known as "Global Compact Blue," and three associated tones. This palette should be used with the greatest frequency and may be used for both large areas of colour or as an accent colour.

Screens or tints of the primary colours may also be used to achieve a desired effect. The colours in the secondary palette were selected to complement the primary palette and provide additional range to the brand experience. They should be used with less frequency, but can work well as accent colours.

PRIMARY

Global Compact Blue	PANTONE 540 U CMYK 94 80 42 38 RGB 30 50 80 HEX #1E3250	Tone 2	PANTONE 542 CMYK 60 29 8 0 RGB 105 156 198 HEX #699CC6
Tone 1	PANTONE 7692 U CMYK 76 54 29 7 RGB 76 107 139 HEX #4C6B8B	Tone 3	PANTONE 545 CMYK 30 9 4 0 RGB 174 207 230 HEX #AECFE6

SECONDARY

Purple	PANTONE 7665 C CMYK 67 82 22 7 RGB 110 65 122 HEX #6E417A	Gold	PANTONE 7751 C CMYK 22 24 81 5 RGB 204 177 70 HEX #CCB146
Green	PANTONE 3295 C CMYK 81 28 59 14 RGB 41 125 109 HEX #297D6D	Red	PANTONE 032 C CMYK 0 88 69 0 RGB 236 55 64 HEX #EC3740

BRAND COLOURS

It is essential that identity colours are always reproduced accurately. To get the closest colour match, please ensure that the special Pantone colours are always used for visual matching.

Please keep in mind that a printed colour will vary in hue and density according to the surface it is printed on. Global Compact Blue is the overarching colour that relates the UN Global Compact to the UN system.

To accompany the Global Compact Blue and its associated tones, secondary colours have also been defined.

Specifications and recommendations for use are described on the following pages.

All colours are defined as Pantone, CMYK, RGB and HEX.

Note that the secondary colours are not limited for use by any specific issue area or theme, but can be used freely as long as the use is in line with the pairing guidelines on .

2.3.2
COLOUR PAIRINGS

OUR PRIMARY PALETTE PAIRED WITH THE SECONDARY COLOURS

The primary and secondary colour palettes work well together. The four secondary colours have been designed to sit with any of the four primary tones. The palettes can work together as follows:

- Select one secondary colour to add emphasis or to highlight key information in an otherwise blue-dominant asset.
- Select two secondary colours to identify chapters in a longer document.
- Select multiple colours to bring statistics to life on an infographic.

THE THREE PALETTES

1. PRIMARY
2. SECONDARY
3. GLOBAL GOALS

You may pair:

- The primary palette with the Global Goals colours
- The primary and secondary palettes

Avoid pairing all three palettes into one asset.

❌ UNCOMPLEMENTARY PAIRINGS
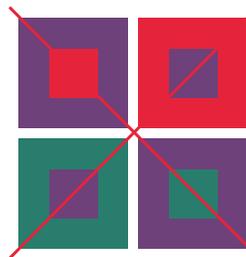
Avoid pairing uncomplementary or clashing secondary colours.

✓ COMPLEMENTARY PAIRINGS
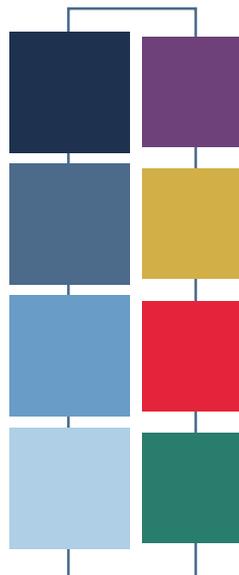
All secondary colours pair well with all four primary blues.

PANTONE (SPOT COLOUR)

The Pantone Colour Matching System is a standardized colour reproduction system. Different manufacturers in different locations can all refer to the Pantone system to ensure colours match.

CMYK

The CMYK process is a method of printing colour by using four inks — cyan, magenta, yellow and black. A majority of the world's printed material is produced using the CMYK process. Pantone and CMYK cannot match 100% due to the different production methods.

RGB AND HEX

RGB and HEX colour codes are used in digital media. RGB and HEX are two different ways of describing the same colour. RGB and HEX are device-dependent colour models: different devices detect or reproduce a given RGB or HEX value differently.

OUR PRIMARY PALETTE PAIRED WITH THE GLOBAL GOALS

✕ Never pair the Global Goals with the secondary palette.

✓ The Global Goals should be paired with one of the primary blues.

The SDG logo, including the colour wheel and 17 icons are available for download here in the six official languages of the UN (Arabic, Chinese, English, French, Russian, Spanish).

Please read the guidelines for their use.

Inquiries may be sent to: SDGpermissions@un.org.

THE GLOBAL GOALS HAVE THEIR OWN DEFINED PALETTE

✕ Do not edit the icons or adapt their colours, as shown below:

✓ The Global Goals can be presented in their original coloured boxes (collectively shown on the left), inverted or in black and white:

2.3.3
TYPOGRAPHY

The UN Global Compact uses three primary typefaces: **Flama, Roboto** and **Lora**.

Flama is the main font of the UN Global Compact. It is used in social media graphics, captions, body text, body text headings, notes, etc. Global Compact Country Networks can download the Flama font family on the Country Network Hub.

Roboto is used for most digital copy throughout the website.

Lora can be used in print, but may also be used for highlighting text (i.e. quotes and subheadings).

Roboto and Lora are websafe fonts and can be found on fonts.google.com.

All weights of Flama, Roboto and Lora can be used.

Noto Sans is used for Arabic, Chinese, Georgian, Japanese, Korean and other languages that Flama and Roboto do not support.

It is recommended that strictly legal documents, such as a Memorandum of Understanding (MoU), use the **Times New Roman** typeface, which comes standard with all word processing programs.

Slide deck presentations may use the standard **Verdana** font if Flama is not available.

Flama
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lora
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

RULES:

- Do not use any additional font families
- Do not use more than three variations of fonts
- Do not skew, stretch, or warp fonts
- Do not manipulate the integrity of typefaces
- Do not manually bold Flama Light
- Do not use excessive line lengths
- Do not use double-spacing after sentences

2.4 IMAGERY

2.4.1
IMAGE SOURCING

THE OBJECTIVE IS TO USE HIGH-QUALITY IMAGERY THAT FEELS AUTHENTIC, REPRESENTS A DIVERSE AND GLOBAL AUDIENCE AND COMMUNICATES THE BRAND OF THE UN GLOBAL COMPACT.

Photo: UN Women/Ryan Brown

Photo: Zef Nikolla/UN Global Compact

Photo: UN Photo/Mark Garten

1. ORIGINAL PHOTOS ARE BEST

The most ideal photo is one that is original and not sourced from a stock photo website. Using images of real people when possible is highly advisable as it generates trust and humanizes our brand. No matter how good the stock photo is, your audience will be able to tell the difference.

Original photos go a long way in establishing a unique visual identity to communicate the unique offerings of our global organization. Explore hiring a professional photographer to cover your next big event or workshop.

2. AUTHENTIC AND UNPOSED

The best photos appear natural and candid, representing a snapshot of real life rather than an artificial or posed set-up. look for photos that convey authentic situations, especially those that have a human element to them.

Avoid photos that are overly generic, look like stock photos or are used too frequently (use a reverse image search tool to see if your chosen photo has been over-used).

3. OPT FOR HIGH-QUALITY

High-resolution imagery that is clear and in focus goes a long way in communicating professionalism. Factors to take into account include clarity, brightness, resolution, strong contrast between foreground and background as well as a clean and uniform background.

Photo: UN Photo/Shareef Sarhan

Photo: UN Women/Amanda Voisard

4. VIBRANT COLOURS

Vibrant and bright subject matter will give the imagery a positive feeling and help anchor the eye.

5. AVOID OVEREDITING

Photo editing software can turn ordinary photos into extraordinary ones, but don't get carried away with photo manipulation.

DO NOT: Edit photos to change someone's skin or eye colour, add vintage camera effects (such as film marks, lens flares or light leaks) or anything that dramatically alters the photo from its original, unedited composition.

DO: Use photo editing software to improve the clarity and vividness of photos, cropping, or to occasionally add a colour tint to create a monochromatic effect.

6. DIVERSITY AND INCLUSION

A balanced and inclusive portrayal of people from all backgrounds and all walks of life is critical to selecting good photos. Differences/commonalities to look for include, but are not limited to: ethnicity, gender, age, culture, socio-economic status, and sexual orientation.

Ensuring representation in terms of quantity is a good first step, but diversity and inclusion is about more than simply the number of women, for example, in the photo.

Also take into consideration whether minority groups are shown in non-traditional roles and whether they are presented as experts or figures of authority. As a final checklist before you finish your photo selection, ask yourself these two questions:

1) Is the photo inclusive, diverse and balanced?

2) Does it position the UN Global Compact as a leader in the global conversation on diversity and inclusion?

7. TREAT SUBJECTS WITH RESPECT

It is important to avoid photos that exploit the vulnerabilities of the subject matter. Selecting photos where children appear to be in distress, for example, is strongly discouraged. Think of how you would want to be portrayed: do you want to be shown as a victim, or as a survivor or change agent?

Critically reflect on each photo and ask yourself if it contributes to an oversaturation of poverty images. Stereotypes should also be avoided, including overly traditional dress or subject matter.

Photo: UN Photo/Kibae Park

Photo: UN Photo/Kibae Park

Photo: UN Photo/Mark Garten

Photo: UN Photo/Kibae Park

8. INTENTION AND CONTEXT

When choosing a photo, think about the objective your project is trying to achieve and how imagery can help you get there. More than a visually appealing image is required.

Think of imagery as an extension of written text, not just a complement. What story are you trying to tell with each photo?"

9. REFLECT THE UN GLOBAL COMPACT BRAND

Photos should convey the unique role of the UN Global Compact and keep our primary audience — the international business community — in mind at all times. Remember, too, that our business stakeholders come from companies of all sizes and from all sectors and regions of the world — something that your photo selection should endeavour to reflect.

10. PROPERLY ATTRIBUTE PHOTOS

Give credit where credit is due. Particularly when using Creative Commons-licensed materials, attributing photographers where required is not only courteous, it often comes with a legal requirement.

Familiarize yourself with the different types of licenses, photography uses and restrictions and read each license carefully to determine if it is suitable to your project and if it requires attribution. When in doubt, try including the following on a photo caption: title, author, source and license.

11. FINDING PHOTOS

Photos are often seen as the last step to a project; something that can just be thrown in quickly at the end. On the contrary, adequate time to find quality photos should be built into your project timeline.

Good photos may take time to find, but they are well worth the time investment.

Photo libraries:

- UN Global Compact: flickr.com/photos/ungc
- United Nations:
  flickr.com/photos/un_photo*
  unmultimedia.org/photo*
  unenvironment.widencollective.com**
- World Bank: flickr.com/photos/worldbank*

- UN Women: flickr.com/photos/unwomen/*
- UN Human Rights:
  flickr.com/photos/unhumanrights*
- UN Development Programme:
  flickr.com/photos/unitednationsdevelop-
  mentprogramme *

- UN High Commissioner for Refugees:
  flickr.com/photos/unhcr/*
- International Labour Organization:
  flickr.com/photos/ilopictures/*

* Must attribute credit unless otherwise stated. Check each photo's specific license before use.

**Must create/request account and check each photo's specific license before use.

2.4.2
PATCHWORK LAYOUT

THESE SQUARE PATCHWORK DESIGNS PROVIDE BOLD AND DYNAMIC ARRANGEMENTS WHICH CAN BE USED TO CREATE IMPACT IN A VARIETY OF ASSETS.

The layout is particularly helpful when used in conjunction with the Global Goals, which are also set within square tiles.

Image squares can be used with the primary blue palette (see right), or with the Global Goals icons.

The square patchwork style may also be applied to infographics.

Note the size of the squares are relative to the size of the figure (i.e. the 69% statistic sits on a square which is larger than the 50% statistics, and the 47% box is smaller still, etc.).

Similarly, colour choice can reflect dominance, with the darker tones applied to the larger statistics and lighter tones reflecting smaller figures.
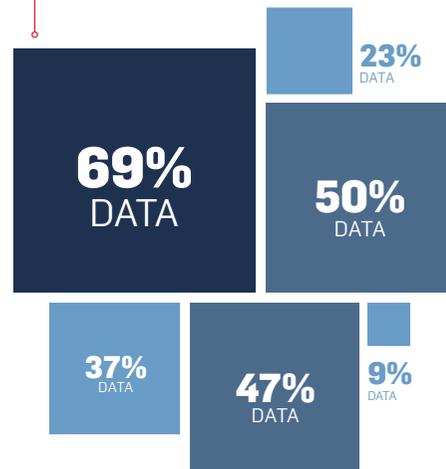
The spacing between the squares must have its own "clear space" rule.

The spacing can vary based on page size. For example: on a PowerPoint, or an A4 page size, a 2 mm gap suits. However, on an A3 size, the gap should be larger, as the scale in general will be larger.

This example has a gap of 2 mm on all sides.

2 mm

Photo: World Bank/Dominic Chavez

23%
DATA

69%
DATA

50%
DATA

37%
DATA

47%
DATA

9%
DATA

2.4.3
GRADIENT LAYOUT

THE GRADIENT DESIGNS PROVIDE A CLEAN COLOR BLOCK WHICH CAN BE USED TO PLACE COPY AND MESSAGING ON A CLEAN VISIBLE AREA FOR A VARIETY OF ASSETS.

The layout is particularly helpful when used for combining images and copy/messaging. The purpose is to make sure the copy placed with an image remains clear and visible; not placing copy directly onto an image.

Gradient can be used with the primary blue palette (see right).

Start by using the Global Compact Blue as the main background color, then place the image on top and align to the right.

The Gradient effect should be placed over the edge of the image. The image should remain visible and clear with the gradient only being 60% of the canvas.

Copy/Messaging should be applied on the gradient area of the visual. Adjust copy size accordingly so it is visible and legible.

United Nations
Global Compact

IMPACT STORY

Guided by the Ten Principles, Kenya's Sasini PLC sets ambitious sustainability goals

READ MORE ▶

2.4.4
SIMPLE LAYOUTS

THESE ARE EXAMPLES OF ALTERNATIVE LAYOUTS THAT CAN BE USED IN VARIOUS ASSETS.

Layout 2: SDG Bar

United Nations
Global Compact

At the intersection of advancing ESG & the SDGs

Women At Work:
Chinese companies taking action on gender equality

READ MORE

The SDG Bar can be used to separate text and images.

A blue overlay of 65% opacity can be used on top of images.

Layout 1: Blue overlay + SDG Bar

white background can be used as an alternative.

Layout 3: White background

SDG bar can be used on any side of the asset as an anchor.

United Nations
Global Compact

OUR IMPACT

Norwegian Company Improves Steel Recycling and Champions Circular Economy

READ NOW

Academy

E-LEARNING COURSE

HOW TO BE A MALE ALLY FOR GENDER EQUALITY

LEARN MORE ▶

2.5 TEMPLATES

2.5.1
POWERPOINT

THE POWERPOINT TEMPLATE PROVIDES A SELECTION OF PRE-DESIGNED MASTER PAGES WHICH CAN BE USED TO BUILD A PRESENTATION.

The template holds all brand fonts and colour palettes alongside a number of suggested layouts and design tips.

There are two front cover options:
1. Full bleed imagery
2. White footer

The white footer provides space to insert external logos such as partner logos.
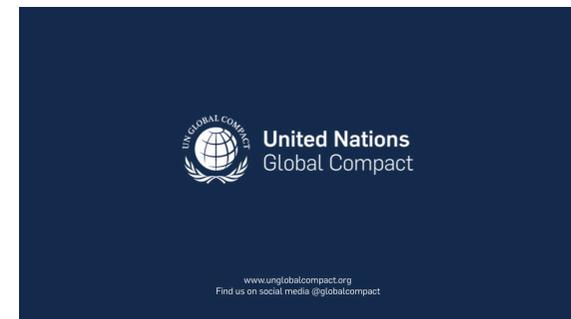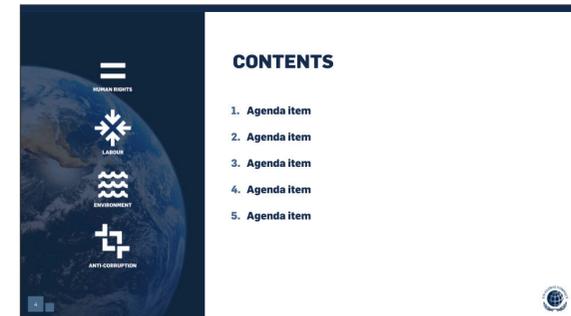
2.5.2
VIDEO AND ANIMATION

HOW TO LAY OUT VIDEO CONTENT

- Videos should open and close with a similar sequence to maintain consistency

- Only the Flama font family should be used, although font size will vary based on content

- Imagery, footage or a solid colour can be used as a background to text or voiceover

- Transitions should have a premium feel. Soft fades, slides and wipes of elements are better than bouncy, poppy animations

- Use music that suits the mood of the video

LOWER THIRDS:

- Discretion should be used to allow for text to remain legible, but still show the footage behind

- The length of the ribbon should slightly extend to the length of the copy

- The opacity of the ribbon depends on the visual used behind

EXAMPLE TEXT:

Different sizing and weighting of text can be used to emphasize a point or highlight a key fact.

To accelerate and scale the global collective impact of business by upholding the **Ten Principles** and delivering the **Sustainable Development Goals** through accountable companies and ecosystems that enable change

SANDA OJIAMBO
Assistant Secretary-General;
Executive Director & CEO, UN Global Compact

2.5.3
EMAIL SIGNATURE

GUIDELINES:

▪ Ensure that the correct clear space is used around the logo

▪ The name should be represented using Global Compact Blue in the Flama Book typeface or the sans serif default option in your email provider

▪ Hyperlinks should also be in Global Compact Blue

▪ Ensure you have double-checked all links

Name *(she/her)*
Job Title, Team Name
United Nations Global Compact
O: +1 000-000-0000 | **M:** +1 000-000-0000
email@unglobalcompact.org | unglobalcompact.org
Facebook | Instagram | LinkedIn | Twitter

To: Ediciend itassunt

Subject: Ediciend itassunt

To whom it may concern,

Ediciend itassunt, temque nis il mos incipsandit liam se resteturit ra velit a destemque pos et ius doluptur maximincim aut aut fugit, et exerum fugia cuptae exerum aliquia temolup tatem. Nam quo cumque nonsequibus maximil iquam, quo beari cuscipiet, offiction necabo. Nam veribus quas mosam a volutat atemod quidunt es delluptatur asperiae volorrovid mo doloriaes autaepe ratio. Dicipsam, te num aut quia core preri coremqu isintiat earum.
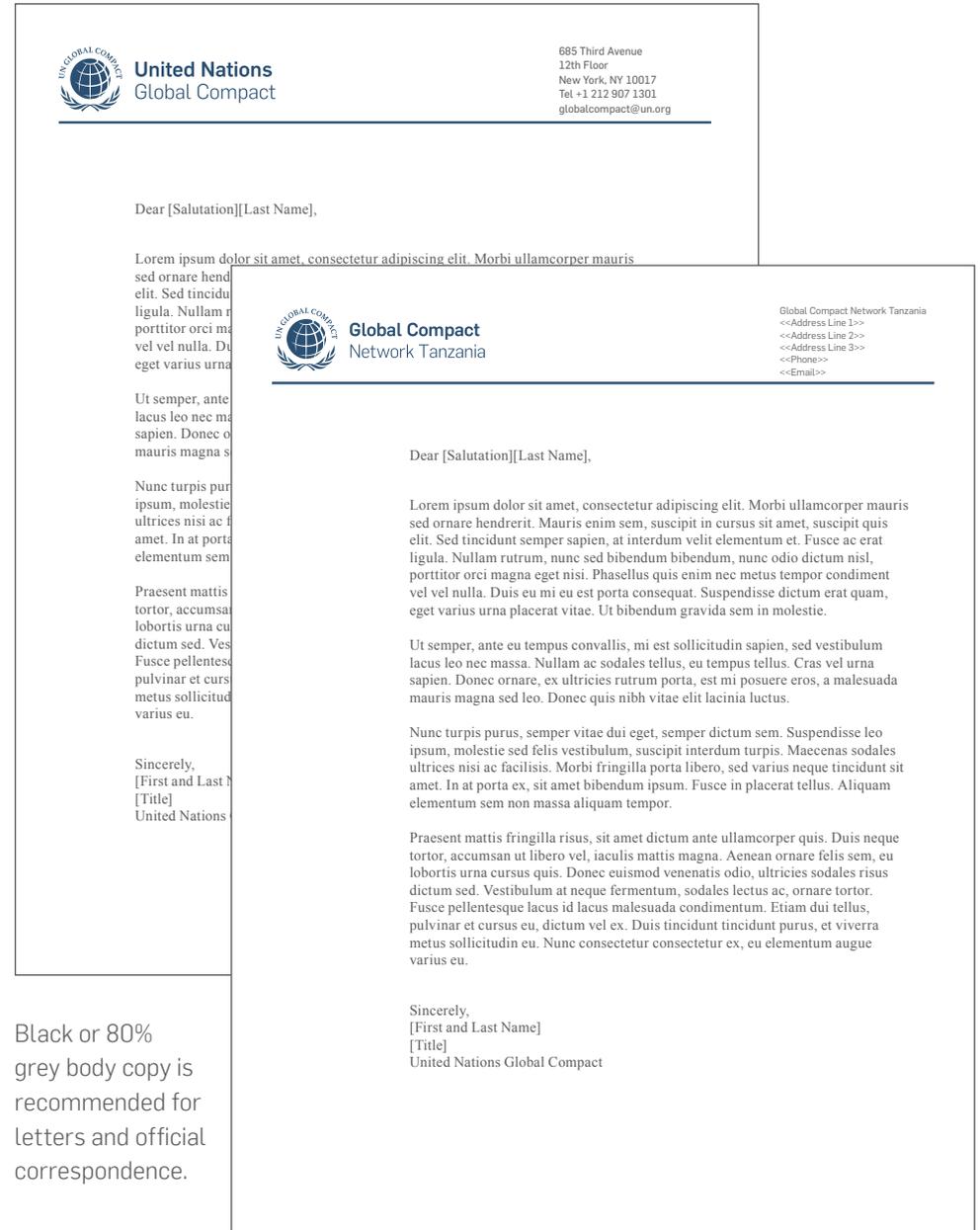
Kind regards,
Name

Name *(she/her)*
Job Title, Team Name
United Nations Global Compact
O: +1 000-000-0000 | **M:** +1 000-000-0000
email@unglobalcompact.org | unglobalcompact.org
Facebook | Instagram | LinkedIn | Twitter

2.5.4
STATIONERY

BUSINESS CARD AND LETTERHEAD

The business card and letterhead templates are set up so that each Global Compact Country Network can simply replace the logomark and address as needed.

Global Compact
Network Tanzania

<<Name>>
<<Title>>

Network Tanzania

<<Address Line>>
+<<Phone>> |+<<Mobile>>
<<email>>

www.unglobalcompact.or.tz   @globalcompacttz

United Nations
Global Compact

<<Name>>
<<Title>>

685 Third Avenue, 12th Floor, New York, NY 10017
+<<Phone>> |+<<Mobile>>
<<email>>

www.unglobalcompact.org   @globalcompact

United Nations
Global Compact

685 Third Avenue
12th Floor
New York, NY 10017
Tel +1 212 907 1301
globalcompact@un.org

Dear [Salutation][Last Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper mauris
sed ornare hend
elit. Sed tincidu
ligula. Nullam r
porttitor orci ma
vel vel nulla. Du
eget varius urna

Ut semper, ante
lacus leo nec ma
sapien. Donec o
mauris magna s

Nunc turpis pur
ipsum, molestie
ultrices nisi ac f
amet. In at porta
elementum sem

Praesent mattis
tortor, accumsa
lobortis urna cu
dictum sed. Ves
Fusce pellentes
pulvinar et curs
metus sollicitud
varius eu.

Sincerely,
[First and Last N
[Title]
United Nations

Global Compact
Network Tanzania

Global Compact Network Tanzania
<<Address Line 1>>
<<Address Line 2>>
<<Address Line 3>>
<<Phone>>
<<Email>>

Dear [Salutation][Last Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi ullamcorper mauris
sed ornare hendrerit. Mauris enim sem, suscipit in cursus sit amet, suscipit quis
elit. Sed tincidunt semper sapien, at interdum velit elementum et. Fusce ac erat
ligula. Nullam rutrum, nunc sed bibendum bibendum, nunc odio dictum nisl,
porttitor orci magna eget nisi. Phasellus quis enim nec metus tempor condiment
vel vel nulla. Duis eu mi eu est porta consequat. Suspendisse dictum erat quam,
eget varius urna placerat vitae. Ut bibendum gravida sem in molestie.

Ut semper, ante eu tempus convallis, mi est sollicitudin sapien, sed vestibulum
lacus leo nec massa. Nullam ac sodales tellus, eu tempus tellus. Cras vel urna
sapien. Donec ornare, ex ultricies rutrum porta, est mi posuere eros, a malesuada
mauris magna sed leo. Donec quis nibh vitae elit lacinia luctus.

Nunc turpis purus, semper vitae dui eget, semper dictum sem. Suspendisse leo
ipsum, molestie sed felis vestibulum, suscipit interdum turpis. Maecenas sodales
ultrices nisi ac facilisis. Morbi fringilla porta libero, sed varius neque tincidunt sit
amet. In at porta ex, sit amet bibendum ipsum. Fusce in placerat tellus. Aliquam
elementum sem non massa aliquam tempor.

Praesent mattis fringilla risus, sit amet dictum ante ullamcorper quis. Duis neque
tortor, accumsan ut libero vel, iaculis mattis magna. Aenean ornare felis sem, eu
lobortis urna cursus quis. Donec euismod venenatis odio, ultricies sodales risus
dictum sed. Vestibulum at neque fermentum, sodales lectus ac, ornare tortor.
Fusce pellentesque lacus id lacus malesuada condimentum. Etiam dui tellus,
pulvinar et cursus eu, dictum vel ex. Duis tincidunt tincidunt purus, et viverra
metus sollicitudin eu. Nunc consectetur consectetur ex, eu elementum augue
varius eu.

Sincerely,
[First and Last Name]
[Title]
United Nations Global Compact

Black or 80%
grey body copy is
recommended for
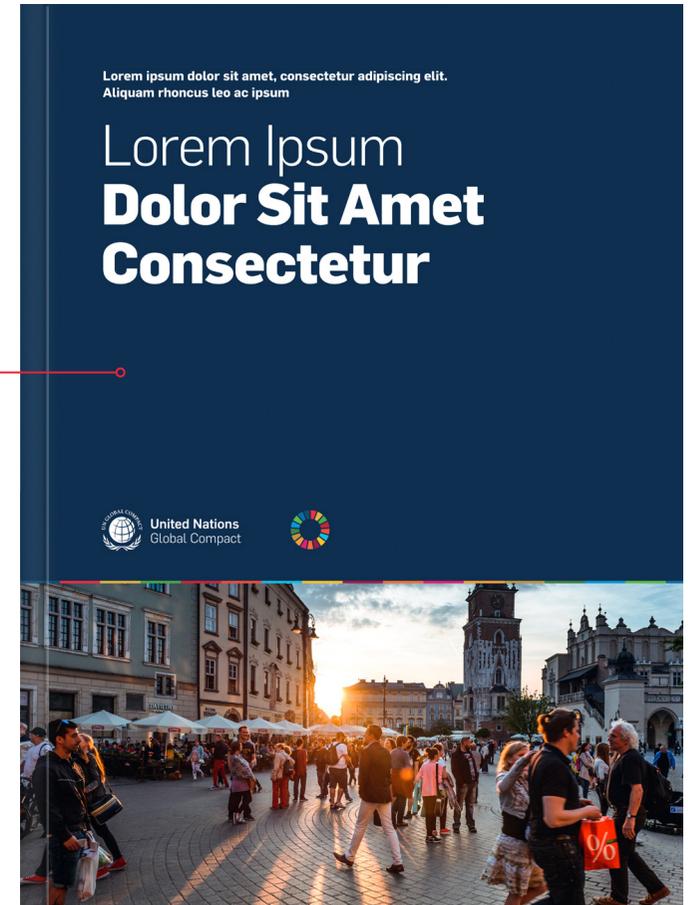letters and official
correspondence.

2.5.5
PUBLICATIONS

HOW WE CREATE AN IMPACTFUL FRONT COVER

The golden ratio describes the perfectly symmetrical relationship between two proportions.

As shown on the right, using the golden ratio helps draw the reader's eye through the logo and title, around the page, landing on the desired focal point on the cover.

Example of a printed publication. SDG banner runs horizontally two thirds down the page. A carefully selected image enhances the overall design; in this example, the vertical red strips in the graphic create a dynamic strength.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam rhoncus leo ac ipsum

Lorem Ipsum
Dolor Sit Amet Consectetur

United Nations
Global Compact

UN GLOBAL COMPACT
PARTICIPANT
Media Toolkit
Tools for telling your story as a
Participant of the United Nations Global Compact

UN GLOBAL COMPACT
PARTICIPANT
Media Toolkit
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2.5.6
PRINTING

RECOMMENDATIONS

The following print specification is a suggestion for the print production of marketing brochures, but may change based on bespoke or custom project work:

- Recommended brochure format:
  A4, US Letter or Square

- Crop markings: 3 mm bleed

- CMYK colourways

- Suggested paper finishes:
  Matte laminate on cover
  Matte finish paper

- Paper weightings:
  280gsm cover page
  180gsm internal pages

- Binding:
  Perfect bind (thicker document)
  Saddle stitch (thinner document)

- Sustainable paper:
  FSC-certified paper is the international standard for responsibly sourced paper. Learn more here.

2.6 SOCIAL MEDIA

2.6.1
SOCIAL MEDIA PRESENCE

THE UN GLOBAL COMPACT USES VARIOUS SOCIAL MEDIA PLATFORMS TO COMMUNICATE TO AUDIENCES ONLINE. BY ALIGNING OUR SOCIAL MEDIA PROFILES WITH THESE GUIDELINES, OUR VISUAL MESSAGING IS NOT DILUTED.

TAGGING AND HASHTAGS

When tagging or mentioning the UN Global Compact on Instagram and/or X, the preferred format is: **UN @globalcompact**
not @UN @globalcompact @GlobalCompact

Recommended hashtags include:
#UnitingBusiness
#TenPrinciples
#ForwardFaster
#MovingBusinessFF (Podcast)
#GlobalGoalsLocalBusiness
#GlobalGoals
#Goal1, **#Goal7**
not #SDG1, #SDG7

UN GLOBAL COMPACT

X: @globalcompact

Instagram: @globalcompact

Facebook: @UNGlobalCompact

LinkedIn: @united-nations-global-compact

YouTube: @United Nations Global Compact

TikTok: @globalcompact
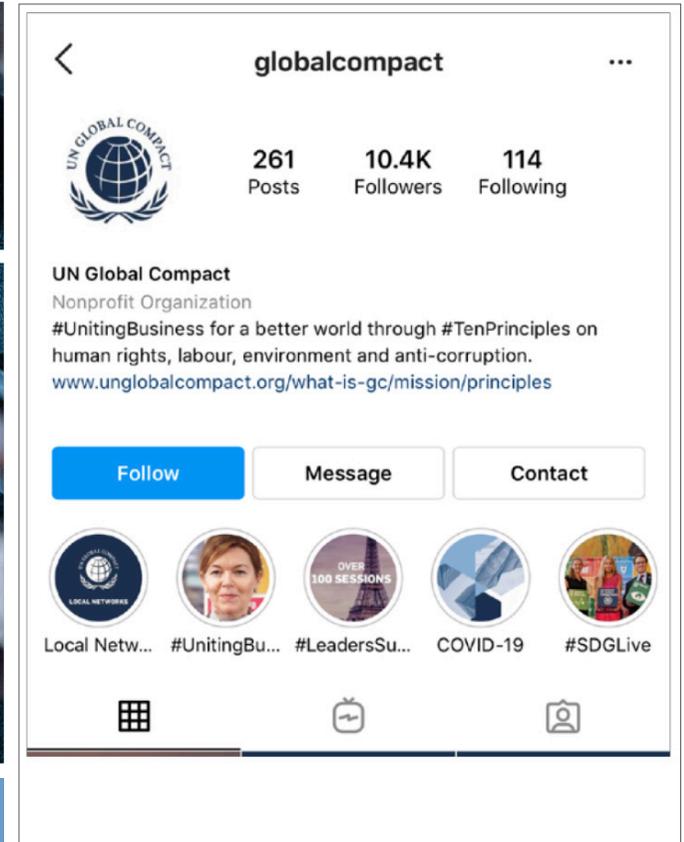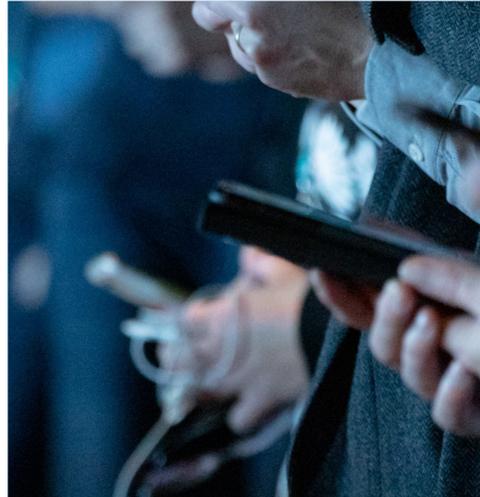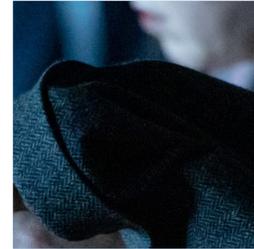
2.6.2
SOCIAL MEDIA GUIDANCE

GENERAL GUIDELINES

- When writing for social media, refer to Part I: How We Talk for guidance.

- Each platform has different audiences, formatting rules and character limits. Write for Twitter (the most restrictive platform), then revise and adapt for other platforms.

- If promoting a report, event or specific programme, link to the relevant resource.

- Try to include a Call To Action. Examples include: "Download the report" or "Register now" "Learn more" and "Access now" are effective CTAs.

- Add a visual asset to social media posts whenever possible. In addition to making your content more interesting to the viewer, it also increases the amount of space it takes on an individual's feed.

- Prioritize video content across all platforms, using 9:16 aspect ratio when appropriate for Instagram stories, reels and TikToks.

- Use simpler, less technical language for Instagram, Facebook and Twitter. Business language and terminology is acceptable on LinkedIn, but copy for regular posts should still be very minimal, with an emphasis on urgency and calls to action.

- Use "stoppable" imagery when posting visual content across social channels – this means content that fits into the landscape of the given social channel, while capturing the viewers' attention.

LOGOS:

- The logo needs to meet the minimum size and clear space requirements (see section 2.1.6 Logo Sizing).

- The UN Global Compact logo and Ten Principles icons must be in solid blue or white.

UN GLOBAL COMPACT

United Nations Global Compact

We support all efforts to develop legislation on mandatory human rights due diligence

#StandUp4HumanRights

Photo: UN Photo/Amanda Voisard

- Use converged media or POEM (Paid, Owned, Earned Model) to create a unified narrative across all aspects of a social media channel. Earned media (mentions, use of our hashtags by third parties) can help improve brand trust among new audiences.

- Be sure to include relevant hashtags and links in the "bio" space of every official social channel, pointing users to the latest initiatives and resources.

To access more specific guidance on social media strategy, content capture, and best industry practices, please click here.

IMAGE:

A suitable image can be selected for the background with optional filter and/or text overlaid.

- Use a high-quality image that feels authentic, represents a diverse and global audience and communicates the brand (see page 36 for more information).

- The tone of the background image should complement the post content and provide enough negative space to include text so nothing feels crowded.

DIMENSIONS:

Ensure that the visuals meet the proper dimension requirements for each platform.

COPY:

- Ensure that the copy is legible for mobile viewing

- Use short sentences

- Use Flama Extrabold, Flama Medium and Flama Book. Avoid using Flama Light, as it can be hard to read

- If a filter is used (i.e. white text on a blue filter), the font colour should contrast with the filter colour

- Alignment should be balanced between logo, text and hashtags

- Limit the length of hashtags to 20 characters

2.6.3

SOCIAL MEDIA LAYOUT EXAMPLES:

THESE ARE EXAMPLES OF DIFFERENT LAYOUTS CAN BE APPLIED TO SOCIAL MEDIA CARDS. PLEASE REFER TO OTHER EXAMPLES ON PAGE 40 FOR MORE LAYOUT GUIDANCE.

X/LinkedIn Size (1600px by 900px)

Story Size (1080px by 1920px)

Square Size (1080px by 1080px)

2.6.4
LOGO ON SOCIAL MEDIA PLATFORMS

Each social media profile requires our logo. This should be inserted as either blue or white, never black. The logo can sit within a circle or square, so long as clear space is applied.

Note: Some Global Compact Country Network names are long and may extend beyond the clear space circle. This is acceptable as long as the logo aligns with the top of the clear space circle. See below for an example.

CORRECT USE:

This text can extend beyond the clear space circle.

CLEAR SPACE

CLEAR SPACE

INCORRECT USE:
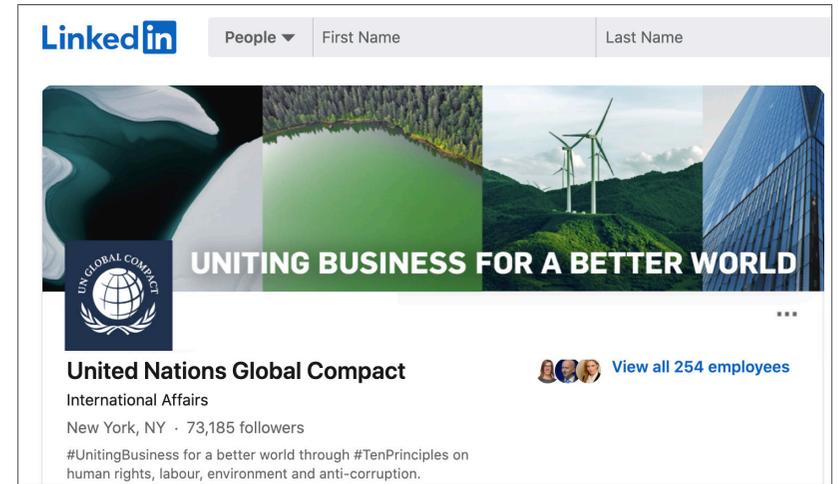
OUR SUB-BRANDS

3.1 FLAGSHIP EVENTS

3.1.1
FLAGSHIP EVENTS

UN Global Compact events are built to convene, inspire, educate and mobilize global stakeholders to take bold action on sustainability and the SDGs. Being the leading voice on corporate sustainability, UN Global Compact is offering a *platform of platforms* for all its stakeholders from across business, Government, UN, civil society and academia.

These flagship events:

- connect stakeholders by building a strong community of loyal UN Global Compact participants, and allies;
- provide a platform for a global conversation on corporate sustainability;
- showcase the latest thought leadership through engaging programming;
- provide opportunities for leaders to be recognized and celebrated.

LEADERS SUMMIT (SEPTEMBER)

The annual Leaders Summit is the premier business event, convening leaders from the United Nations, Governments, business and civil society to take stock of SDGs and feature innovative examples of how multi-stakeholder partnerships are unlocking new business opportunities and capital, while also driving impact on the ground.

THESE SUPPLEMENTARY GUIDELINES PROVIDE A FRAMEWORK FOR CONSISTENTLY EXPRESSING THE FLAGSHIP EVENTS BRANDING THAT ARE PART OF THE UN GLOBAL COMPACT BRAND. **THESE GUIDELINES SERVE AS A SUPPLEMENT TO THE MAIN UN GLOBAL COMPACT BRAND GUIDELINES.** FOR FULL GUIDANCE REFER TO THE PREVIOUS SECTIONS OF THIS DOCUMENT.

3.1.2
UN GLOBAL COMPACT LEADERS SUMMIT: LOGO AND COLOURS

The UN Global Compact Leaders Summit lockup is a pairing of the UN Global Compact logo and the title and year of the Leaders Summit, set in Flama Extrabold. When used in application, the full lockup should always be either white or black. Each year, a new colour set may be applied to the Leaders Summit branding; choose three SDG colours, plus black and white.

LOCKUPS

LOGO AND TYPOGRAPHY COLOURS

BLACK
C 100 M 60 Y 60 K 60
R 0 G 0 B 0
HEX: 000000

WHITE
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX: FFFFFF

SDG COLOURS

RED
PANTONE 185 C
C 1 M 100 Y 92 K 0
R 229 G 36 B 59
HEX: E5243B

YELLOW
PANTONE 1235 C
C 0 M 31 Y 100 K 0
R 252 G 195 B 11
HEX: FCC30B

DARK GREEN
PANTONE 7742 C
C 74 M 32 Y 95 K 19
R 63 G 126 B 68
HEX: 3F7E44

MUSTARD
PANTONE 7555 C
C 18 M 37 Y 100 K 1
R 221 G 166 B 58
HEX: DDA63A

BURGUNDY RED
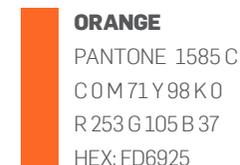PANTONE 1955 C
C 29 M 100 Y 70 K 27
R 162 G 25 B 66
HEX: A21942

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

KELLY GREEN
PANTONE 7739 C
C 81 M 15 Y 100 K 2
R 76 G 159 B 56
HEX: 4C9F38

ORANGE
PANTONE 1585 C
C 0 M 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD6925

LIME GREEN
PANTONE 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B

DARK RED
PANTONE 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: C5192D

MAGENTA
PANTONE 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367

ROYAL BLUE
PANTONE 7462 C
C 100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D

RED ORANGE
PANTONE BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21

GOLDEN YELLOW
PANTONE 1375 C
C 0 M 45 Y 96 K 0
R 253 G 157 B 36
HEX: FD9D24

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

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

DARK MUSTARD
PANTONE 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E

3.1.3
UN GLOBAL COMPACT LEADERS SUMMIT: FLAG SYSTEM

A representation of the diversity of the UN Global Compact, the flag system is the core of the Leaders Summit identity. Each flag is a unique, 3-colour abstraction of a letter, and they may be combined in a variety of ways to either spell out words (e.g. "LEADERS" or "FORWARD") or form an abstract geometric pattern that can be applied to event branding. The UN Global Compact logo should most often be set in white, with supporting typography in black.

LETTER ABSTRACTION
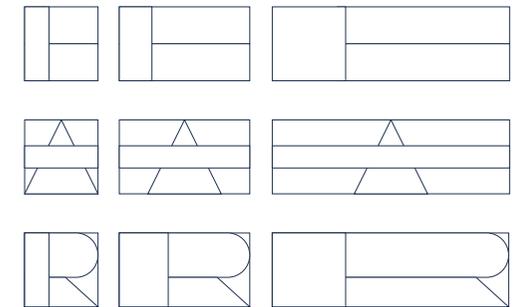

L E A D E R S
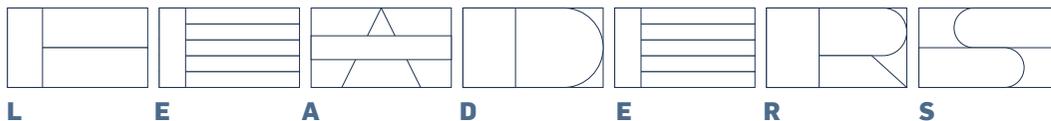
SAMPLE CONFIGURATIONS

When setting type into flags, always ensure equal margins within the shape.

FLAG FLEXING

The flags are modular and can be "stretched" to different lengths to accomodate varying sizes of screens and applications. The square configuration is the minimum size for the flags. When flexing the flags, never warp circles or triangles.

COMBINING FLAGS

The flags can also be combined to form modular expressions. The colours may be rearranged to avoid joining shapes of the same colour.
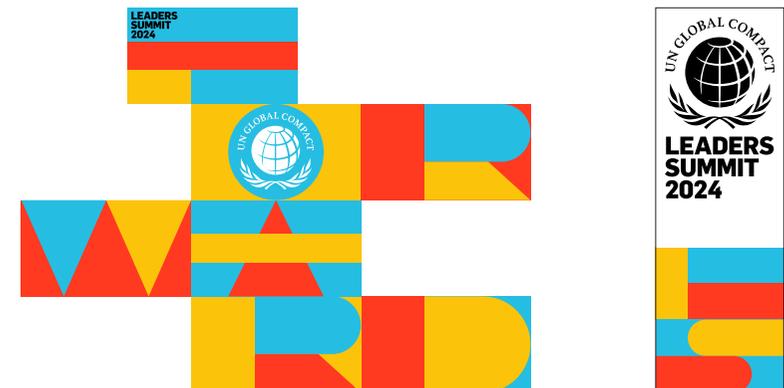
Registration Desk

Mainstage Screens

Banners

Booths

3.2 CAMPAIGNS

3.2.1
UN GLOBAL COMPACT FORWARD FASTER

We're halfway to 2030, but there's not nearly enough action happening at the pace and scale needed to deliver on the 17 Sustainable Development Goals and meet the 2030 Agenda. Forward Faster is a new UN Global Compact initiative, here to help companies accelerate progress towards all 17 Sustainable Development Goals, by focusing on where they can make the biggest fastest impact for 2030.

LOCKUP

United Nations Global Compact 2023

Forward Faster Initiative Brand & Messaging Toolkit

To access more specific guidance on Forward Faster Initiative, Brand & Messaging Toolkit, please click here.

United Nations
Global Compact

Uniting Business For A Better World.