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This guide provides an overview of the UNGEI brand and how it should be implemented for consistency and professionalism across all documents and artwork.

If you have any questions about anything in this guide please contact:
communications@ungei.org
Logo versions

Our logo is made up of two elements, the UNGEI mark and our tagline which explains our acronym “United Nations Girls’ Education Initiative”.

Our primary logo (1) has the tagline to the right of the UNGEI mark and should be used whenever possible.

In instances when space is limited the UNGEI mark can be used alone (2) or with the tagline below (3). Please contact communications@ungei.org to obtain these alternate versions of the logo.

If the logo needs to appear on a darker background an inverted version of the logo should be used (4).
Maintaining logo integrity

The integrity and consistency of the logo should be maintained at all times. There will always be an approved version of the logo to suit any use case.

Here are some examples of things that should never be done with the logo.

- **Do not stretch or distort**
  ![Example of a stretched logo]

- **Do not alter the colours**
  ![Example of a logo with altered colours]

- **Do not change the position or size of the tagline**
  ![Example of a logo with changed tagline]

- **Never recreate any element of the logo**
  ![Example of a recreated logo]

- **Make sure the logo is clearly visible on the chosen background. If it's too dark use the inverted version.**
  ![Example of a logo on a dark background with and without inverted version]
Logo size and clear space

To avoid crowding there should always be an UNGEI mark’s height around the logo.

To maintain legibility the UNGEI mark should never appear smaller than 30mm/100px in width.

The UNGEI mark with the tagline to the right should be at least 60mm or 200px wide.

Leave at least the height of the UNGEI mark around the logo.

The UNGEI mark either on its own or with the tagline below should be at least 30mm or 100px wide.
COLOURS
Our core brand colours

Our core brand colours are the orange and blue from our logo.

Orange
HEX: #f59d24  
RGB: 245, 157, 36  
CMYK: 0, 45, 90, 0

Blue
HEX: #262461  
RGB: 38, 36, 97  
CMYK: 100, 100, 30, 20
Our secondary colours

To give us more flexibility and variation in our designs we also use these secondary colours.

- **Dark Blue**
  - HEX: #251d32
  - RGB: 37, 29, 50
  - CMYK: 80, 80, 50, 60

- **Light Grey**
  - HEX: #ededed
  - RGB: 237, 237, 237
  - CMYK: 0, 0, 0, 10

- **Blue**
  - HEX: #3da9e1
  - RGB: 61, 169, 225
  - CMYK: 67, 17, 0, 0

- **Purple**
  - HEX: #9664b9
  - RGB: 150, 100, 185
  - CMYK: 46, 70, 0, 0

- **Pink**
  - HEX: #d25889
  - RGB: 210, 88, 137
  - CMYK: 15, 80, 20, 0

- **Green**
  - HEX: #35b498
  - RGB: 53, 180, 152
  - CMYK: 73, 452, 0
TYPOGRAPHY
Our fonts

For our typography we use two different font families in combination.

For main headers we use **Nunito Sans Bold** and **Extra Bold** available on Google Fonts here: [fonts.google.com/specimen/Nunito+Sans](fonts.google.com/specimen/Nunito+Sans)

For all other headers we use **Open Sans Bold** and for general body copy we use **Open Sans Regular** also available on Google fonts here: [fonts.google.com/specimen/Open+Sans](fonts.google.com/specimen/Open+Sans)
Main headers

Main headers should be set in **Nunito Sans Extra Bold**, formatted in uppercase and coloured UNGEI Blue (or white on dark backgrounds).

Emphasised parts of the header can be coloured UNGEI Orange.
Sub headers and body copy

All sub headers should be set in Open Sans Bold.

Sub header should be coloured UNGEI Dark Blue (white on dark backgrounds) or UNGEI Orange (Purple, Pink or Green in certain circumstances. See pXX for more information).

Body copy should be in Open Sans Regular with Opens Sans Bold and Open Sans Regular Italic used for bolding and italics respectively.

All body copy should be coloured UNGEI Dark Blue (white on dark backgrounds) with the occasional use of UNGEI Orange. Blue, Purple, Pink or Green are also acceptable in certain circumstances, but should not be used in combination.
Secondary colours and typography

Instead of using the UNGEI orange as the main emphasis colour it is also permissable to use one of the three secondary colours, purple, pink or green in it's place. The colours should not be mixed in together.

This page shows examples of typography using the purple secondary colour as emphasis.

The following pages show pink and green examples.
Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, interdum molestie. Sed tristique nisi eu elit vulputate mollis. Nam a pellentesque odio, justo, imperdiet quis pulvinar a, sodales sit amet

Lorem ipsum dolor sit amet


Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, interdum molestie. Sed tristique nisi eu elit vulputate mollis. Nam a pellentesque odio, justo, imperdiet quis pulvinar a, sodales sit amet

Lorem ipsum dolor sit amet

This page shows examples of typography using the green secondary colour as emphasis.

Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, interdum molestie. Sed tristique nisi eu elit vulputate mollis. Nam a pellentesque odio, justo, imperdiet quis pulvinar a, sodales sit amet

Lorem ipsum dolor sit amet
If you have any questions please get in touch with: communications@ungei.org