



BRAND GUIDELINES

Version 1.0 | March 2021

Contents

About these guidelines	2
Vision, mission and value	4
Logos	3
Logo versions	4
Maintaining logo integrity	5
Logo size and clear space	6
Colours	7
Our core brand colours	8
Our secondary colours	9
Typography	10
Our fonts	11
Main headers	12
Sub headers and body copy	13
Secondary colours and typography	14

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

LOGOS

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).

1.



2.



3.



1.



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 alter the colours



Do not change the position or size of the tagline



Never recreate any element of the logo



Do not stretch or distort



Make sure the logo is clearly visible on the chosen background. If it's too dark use the inverted version.



Do not rotate

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, 4, 52, 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

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

Nunito Sans Bold

Nunito Sans Extra Bold

Open Sans Regular

Open Sans Regular Bold

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.

**LOREM IPSUM CONSECTETUR
ADIPISCING ELIT PROIN MOLLIS**

**LOREM IPSUM CONSECTETUR
ADIPISCING ELIT PROIN MOLLIS**

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 page 14 for more information).

Body copy should be in **Open Sans Regular** with **Opens Sans Bold** and **Open Sans Regular Italic** used for bold and italic text 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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit interdum molestie. Sed tristique nisi eu elit vulputate mollis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis interdum molestie. **Sed tristique** nisi eu elit vulputate mollis. Nam a **pellentesque** odio, ac rhoncus ex. Donec justo justo, *imperdiet quis pulvinar a*, sodales sit amet sem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit interdum molestie. Sed tristique nisi eu elit vulputate mollis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis. Nam a pellentesque odio, ac rhoncus ex. Donec justo justo, imperdiet quis pulvinar a, sodales sit amet sem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit interdum molestie. Sed tristique nisi eu elit vulputate mollis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis interdum molestie. **Sed tristique** nisi eu elit vulputate mollis. Nam a **pellentesque** odio, ac rhoncus ex. Donec justo justo, *imperdiet quis pulvinar a*, sodales sit amet sem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit interdum molestie. Sed tristique nisi eu elit vulputate mollis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis. Nam a pellentesque odio, ac rhoncus ex. Donec justo justo, imperdiet quis pulvinar a, sodales sit amet sem.

Secondary colours and typography

Instead of using the UNGEI orange as the main emphasis colour it is also permissible 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

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.

LOREM IPSUM DOLOR SIT

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.

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

LOREM IPSUM DOLOR SIT

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.

LOREM IPSUM DOLOR SIT

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.

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

LOREM IPSUM DOLOR SIT

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.

LOREM IPSUM DOLOR SIT

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, consectetur adipiscing elit. Proin mollis interdum molestie. Sed tristique nisi eu elit vulputate mollis.



If you have any questions please get in touch with:
communications@unegi.org