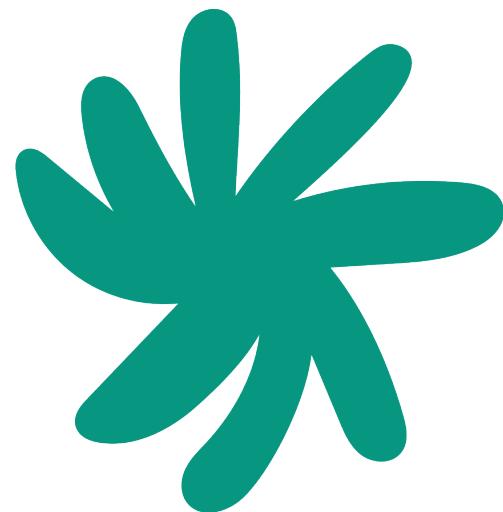


BRAND GUIDELINES

Version 1.0 | March 2022



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About these guidelines

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:
contact@ungei.org

LOGOS



Primary logo

Our logo is made up of two elements, the UNGEI mark and our tagline which explains our acronymn “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 the logo appears on a darker background the inverted version should be used (2).

1.



2.



Secondary and tertiary logos

Wherever possible the primary logo should be used but in instances when space is limited the UNGEI mark can be used with the tagline below (1) or alone (2).

Please contact contact@ungei.org to obtain these alternate versions of the logo.

Again, there are inverted versions (3) of these logos for darker backgrounds.

1.



2.



3.



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 stretch or distort
-  

Do not change the position or size of the tagline
-  

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

Never recreate any element of the logo
-  

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 primary UNGEI mark should never appear smaller than 60mm/200px in width.

Wherever possible the primary logo (1) should be used but in instances when space is limited the UNGEI mark can be used with the tagline below (2) or alone (3). Please contact contact@ungei.org to obtain these alternate versions of the logo.

The secondary and tertiary logos should never appear smaller than 30mm/100px in width.

1. Primary logo



2. Secondary logo



3. Tertiary logo



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



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

The core UNGEI colours are orange and dark blue.

In addition to the primary colours we also have a secondary and tertiary colour palette to allow for flexibility and vibrancy in any UNGEI designs.

Orange

HEX: #f59d24

RGB: 245, 157, 36

CMYK: 0, 45, 90, 0

Dark Blue

HEX: #1a1c3e

RGB: 26, 28, 62

CMYK: 100, 100, 42, 55

Navy blue

HEX: #2b255c

RGB: 43, 37, 92

CMYK: 100, 100, 30, 20

Blue

HEX: #4cc2dc

RGB: 76, 194, 220

CMYK: 60, 0, 14, 0

Pink

HEX: #e55a84

RGB: 232, 89, 132

CMYK: 2, 77, 24, 0

Light grey

HEX: #eddede

RGB: 237, 237, 237

CMYK: 8, 6, 7, 0

Green

HEX: #20ab80

RGB: 32, 171, 128

CMYK: 75, 0, 60, 0

Purple

HEX: #52428e

RGB: 82, 66, 142

CMYK: 82, 82, 5, 0

Our tertiary brand colours

In most cases the primary colours, in combination with the secondary palette should be sufficient. However, in instances where more colour flexibility is required a tertiary palette is available.

This palette should be used sparingly and permission is required for its use. If you wish to use these colours in an UNGEI design or layout then please contact us at contact@ungei.org.

Orange 2

HEX: #f07920

RGB: 240, 121, 32

CMYK: 0, 60, 90, 0

Orange 3

HEX: #f05107

RGB: 240, 81, 70

CMYK: 0, 80, 100, 0

Blue 2

HEX: #4cc2dc

RGB: 22, 148, 190

CMYK: 78, 25, 15, 2

Blue 3

HEX: #0671a4

RGB: 6, 113, 164

CMYK: 90, 50, 15, 0

Pink 2

HEX: #b02d64

RGB: 176, 45, 100

CMYK: 25, 100, 25, 10

Pink 3

HEX: #7a1248

RGB: 122, 18, 72

CMYK: 40, 100, 33, 40

Green 2

HEX: #005a5a

RGB: 0, 90, 90

CMYK: 90, 40, 50, 35

Green 3

HEX: #005a5a

RGB: 2, 40, 37

CMYK: 90, 50, 66, 75

Purple 2

HEX: #7a209e

RGB: 122, 32, 158

CMYK: 70, 90, 0, 0

Purple 3

HEX: #7a209e

RGB: 154, 4, 135

CMYK: 50, 100, 0, 0

TYPOGRAPHY



Our fonts

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

for headers we use **Nunito Sans Black** available on Google Fonts [here](#). Letter spacing is set to 0 and line height should be set to 1.1.

For body copy we use **Open Sans Regular** (2) with bolding in **Open Sans Bold** (3) and emphasis in **Open Sans Italic** (4) all available on Google fonts [here](#). Letter spacing is set to 0 and line height should be set to 1.3.

Examples of typography for documents can be seen on page 14.

For more design orientated contexts we also use a title style set in **Nunito Sans Extra Bold**, formatted in uppercase and coloured with white text on a coloured background from the UGEI colour palette (6). Letter spacing is set to 0 and line height should be set to 2. The font is available on Google Fonts [here](#).

Examples of typography for design can be seen on page 15.

1. **Nunito Sans Black for headers -**
The quick black fox jumped over the lazy dog
2. Open Sans for body copy - *the quick black fox jumped over the lazy dog*
3. **the quick black fox jumped over the lazy dog**
4. *the quick black fox jumped over the lazy dog*

6.

**NUNITO SANS BLACK
UPPERCASE WITH
A HIGHLIGHT BG FOR
DESIGNED TITLES**

PINK EXAMPLE

GREEN EXAMPLE

BLUE EXAMPLE

PURPLE EXAMPLE

① Header 1: Donec nunc nunc, laoreet a dictum

- ② Duis enim quam, sollicitudin nec venenatis ac, fermentum nec elit. Maecenas maximus leo eu arcu posuere elementum. Aliquam id convallis est. Fusce orci ante, tincidunt sed mi varius, imperdiet aliquet enim. Aliquam pretium tellus sed faucibus finibus. Phasellus sollicitudin lacinia ut erat ullamcorper grav ③ **Sed sit amet pharetra ipsum**, non pharetra magna. Aliquam pellentesque sapien in sem pellentesque, id hendrerit libero consequi ④ *Suspendisse iaculis blandit lobortis*. Ut non lacus ut tortor porta lobortis a at nibh. Aliquam erat volutpat. Maecenas tristique ante nibh, sit amet finibus massa sagittis a.

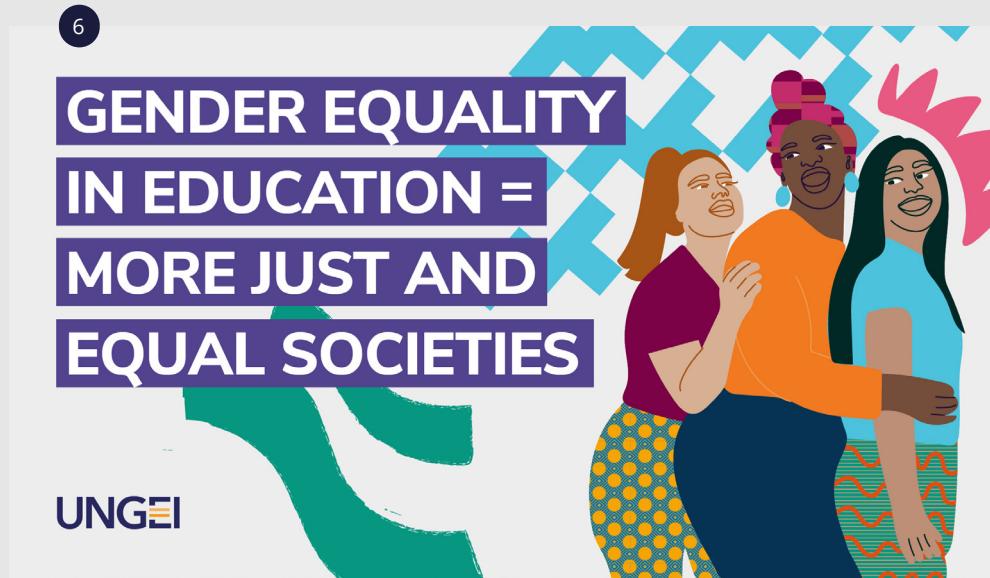
① Header 2: Nulla fringilla neque at est laoreet, at justo viverra

Ut suscipit justo € ⑤ diam egestas, in maximus mi placerat. Nunc sit amet sollicitudin risus, condimentum pulvinar nibh. Donec consequat fringilla metus, sit amet blandit velit egestas vitae. Curabitur venenatis lacinia eu condimentum molestie. Donec convallis suscipit lectus ut eleifend. Ut porttitor tellus a tincidunt imperdiet.

① Header 3: Nulla fringilla neque at est laoreet, at justo viverra

Aenean ipsum velit, elementum eu volutpat at, venenatis id lacinia.





DESIGNING WITH ILLUSTRATION



Illustration, pattern and shape

UNGEI collaborated with artist, Aurélia Durand, to create a suite of illustrations that are available to be used on all UNGEI branded assets.

In some scenarios the patterns and shapes used in these illustrations are extracted from the figurative elements to create dynamic backgrounds for our designs.

If you wish to include these illustrations or the patterns and shapes within them in your design work please email contact@ungei.org for access.



TEMPLATES



Documents

There are two templates available for creating simple branded documents.

A Word template can be found [here](#).

There is a file containing different illustrations that can be used for the title page image [here](#). They are all sized to fit the available space.

The template features a central illustration of a woman with dark hair, wearing a purple tank top and patterned leggings, flexing her biceps. She is standing next to a blue and white checkered pattern. To the right of the illustration is a large text block with a bold title and several paragraphs of placeholder text. Below the main text block is a smaller image of people sitting around a table. The UNGEI logo is at the top left, and the footer contains the UNGEI logo and page numbers.

UNGEI | UNITED NATIONS GIRLS' EDUCATION INITIATIVE

Lorem ipsum dolor sit amet, consectetur

Donec nunc nunc laoreet a dictum ac

By Daniel Pomlett

fermentum accumsan nunc. Aliquam viverra odio quis mi pharetra, non dapibus tellus varius. Maecenas a blandit lectus, dictum mattis lectus. venenatis tellus blandit id. In sed egestas massa. Quisque vehicula sagittis ante, suscipit feugiat mauris rhoncus eu. Curabitur id porta nibh. Aliquam diam lorem, sollicitudin ac erat quis, fermentum accumsan nunc. Aliquam viverra odio quis mi pharetra, non dapibus tellus varius.

- Maecenas a blandit lectus, dictum mattis lectus.
- semper ac purus. Fusce sagittis lorem felis, id rhoncus massa lacinia sit amet.
- Ut eget vestibulum magna, vitae lacinia nisi.
- Maecenas id facilisis magna. Sed ac consectetur tellus.
- Curabitur posuere enim sem, quis aliquet purus semper vel.

Maecenas a blandit lectus, dictum mattis lectus semper ac purus. Fusce sagittis lorem felis, id rhoncus massa lacinia nisi. Maecenas id facilisis magna. Sed ac consectetur tellus. Curabitur posuere enim sem, quis aliquet purus semper vel.

laoreet a dictum

itum nec elit. Maecenas maximus leo eu arcu rci ante, tincidunt sed mi varius, imperdiet bus. Phasellus sollicitudin lacus ut erat non pharetra magna. Aliquam pellenesque quat. *Suspendisse taculis blandit lobortis. Ut rat volutpat. Maecenas tristique ante nibh, sit*

street, at justo viverra

acerat. Nunc sit amet sollicitudin risus, a metus, sit amet blandit velit egestas vitae. Donec convallis suscipit lectus ut eleifend. Ut

it, at ullamcorper justo viverra

urus rhoncus eu. Curabitur id porta nibh. Aliquam accumsan nunc. Aliquam viverra odio quis mi blandit lectus, dictum mattis lectus. Aliquam massa lacinia sit amet. Ut eget vestibulum magna. Sed ac consectetur tellus. Curabitur posuere enim sem, quis aliquet purus semper vel.

Header 04: Nulla fringilla neque at est laoreet, at ullamcorper justo viverra
Proin gravida est a nisi faucibus convallis. Pellentesque ac mattis nibh. Aenean porttitor congue odio, ut venenatis tellus blandit id. In sed egestas massa. Quisque vehicula sagittis ante, suscipit feugiat mauris rhoncus eu.

Header 05: Nulla fringilla neque at est laoreet, at ullamcorper justo viverra
Proin gravida est a nisi faucibus convallis. Pellentesque ac mattis nibh. Aenean porttitor congue odio, ut venenatis tellus blandit id. In sed egestas massa. Quisque vehicula sagittis ante, suscipit feugiat mauris rhoncus eu. Curabitur id porta nibh. Aliquam diam lorem, sollicitudin ac erat quis,

UNGEI

1

Presentation

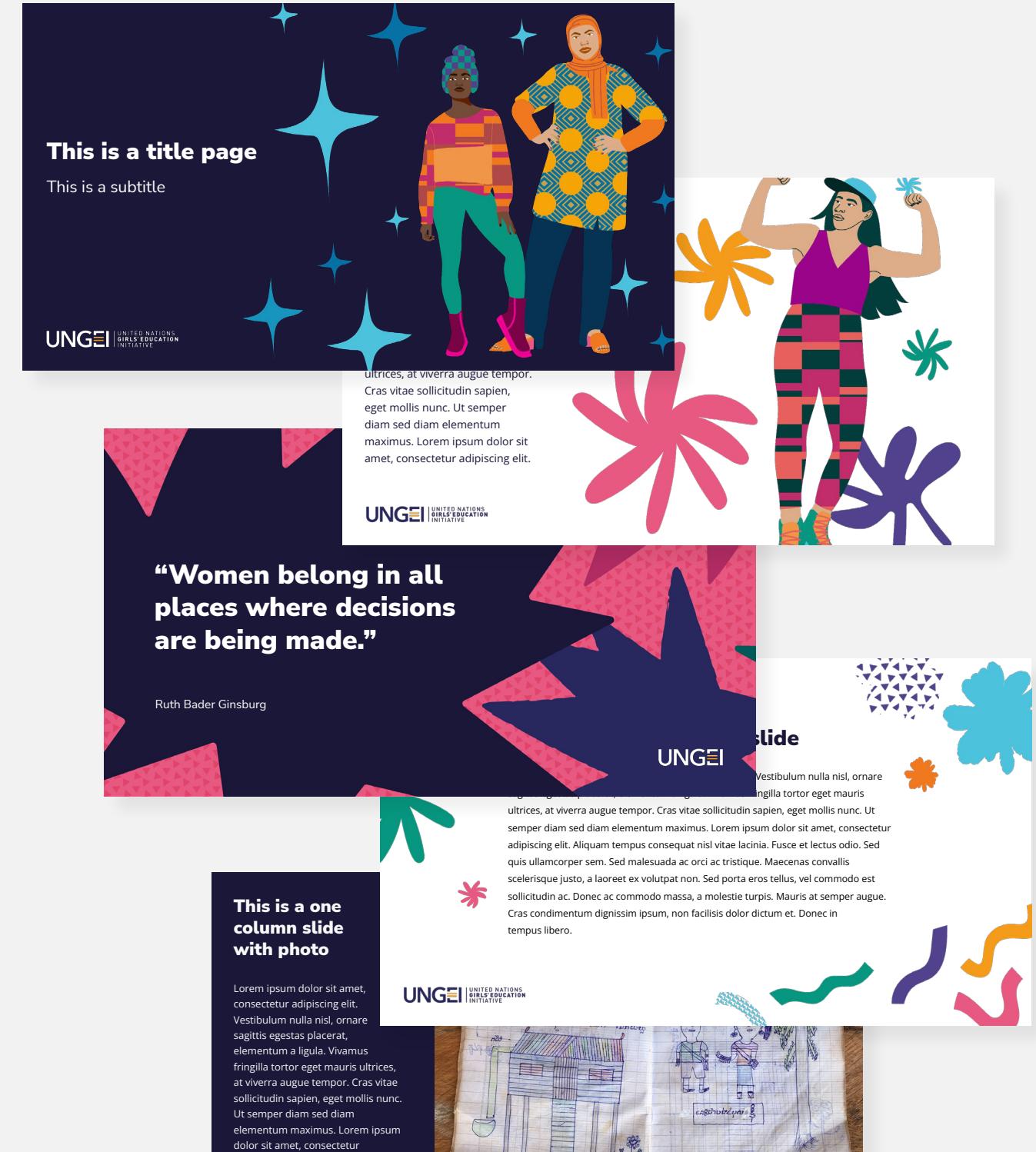
There are two templates available for creating simple presentations.

A Google Slides template can be found [here](#).

A PowerPoint template can be found [here](#).

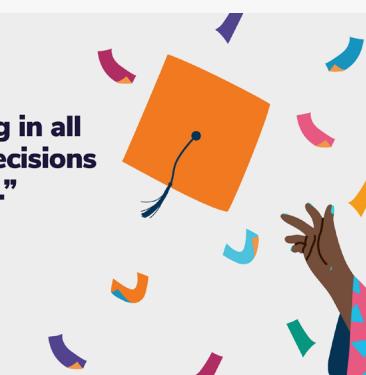
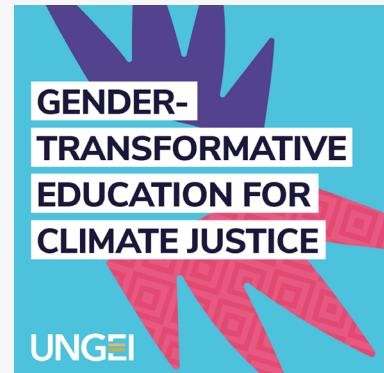
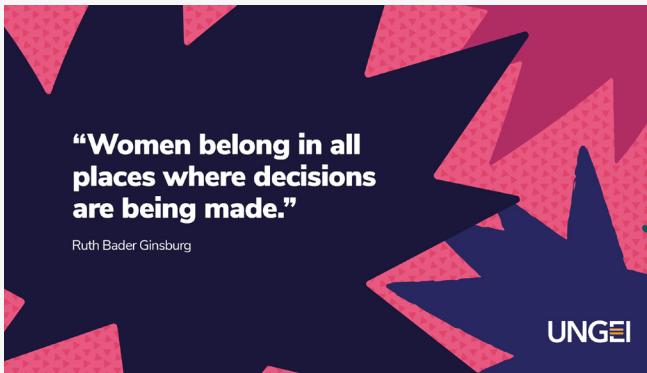
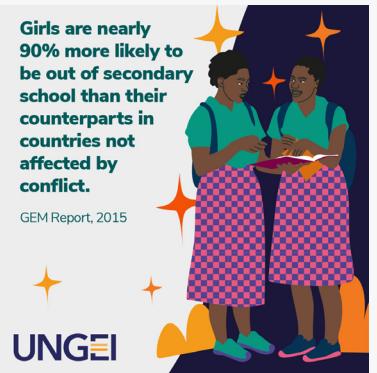
There is a file containing different illustrations and, on brand, background styles that can be used on different slides [here](#).

They are all sized for use within the presentations.



Social Media

There are several social media templates available for quotes, statements, data points and more. Please email contact@ungei.org for access.



If you have any questions please get in touch with:

contact@ungei.org