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
Primary logo

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 the logo appears on a darker background the inverted version should be used (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.
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 an UNGEI mark's height around the logo.

To maintain legibility the primary UNGEI mark should never appear smaller that 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.
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

**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: #ededed
- 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

**Dark Blue**
- HEX: #1a1c3e
- RGB: 26, 28, 62
- CMYK: 100, 100, 42, 55
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.

<table>
<thead>
<tr>
<th>Colour</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange 2</td>
<td>#f07920</td>
<td>240, 121, 32</td>
<td>0, 60, 90, 0</td>
</tr>
<tr>
<td>Orange 3</td>
<td>#f05107</td>
<td>240, 81, 70</td>
<td>0, 80, 100, 0</td>
</tr>
<tr>
<td>Blue 2</td>
<td>#4cc2dc</td>
<td>22, 148, 190</td>
<td>78, 25, 15, 2</td>
</tr>
<tr>
<td>Blue 3</td>
<td>#0671a4</td>
<td>6, 113, 164</td>
<td>90, 50, 15, 0</td>
</tr>
<tr>
<td>Pink 2</td>
<td>#b02d64</td>
<td>176, 45, 100</td>
<td>25, 100, 25, 10</td>
</tr>
<tr>
<td>Pink 3</td>
<td>#7a1248</td>
<td>122, 18, 72</td>
<td>40, 100, 33, 40</td>
</tr>
<tr>
<td>Green 2</td>
<td>#005a5a</td>
<td>0, 90, 90</td>
<td>90, 40, 50, 35</td>
</tr>
<tr>
<td>Green 3</td>
<td>#005a5a</td>
<td>2, 40, 37</td>
<td>90, 50, 66, 75</td>
</tr>
<tr>
<td>Purple 2</td>
<td>#7a209e</td>
<td>122, 32, 158</td>
<td>70, 90, 0, 0</td>
</tr>
<tr>
<td>Purple 3</td>
<td>#7a209e</td>
<td>154, 4, 135</td>
<td>50, 100, 0, 0</td>
</tr>
</tbody>
</table>
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 UNGEI 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**
Header 1: Donec nunc nunc, laoreet a dictum

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 lacus ut erat ullamcorper grav

Sed sit amet pharetra ipsum, non pharetra magna. Aliquam pellentesque sapien in sem pellentesque, id hendrerit libero consequat.

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


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

Aenean ipsum velit, elementum eu volutpat at, venenatis id lacus. Curabitur sed ante, aliquam ac, malesuada auctor at, convallis vel mi. Donec nec lectus est.
GENDER EQUALITY IN EDUCATION = MORE JUST AND EQUAL SOCIETIES

“Women belong in all places where decisions are being made.”
Ruth Bader Ginsburg

INCLUSIVE AND EQUITABLE EDUCATION FOR ALL CHILDREN AND YOUTH

Girls are nearly 90% more likely to be out of secondary school than their counterparts in countries not affected by conflict.
GEM Report, 2015
DESIGNING WITH ILLUSTRATION
Illustration, pattern and shape

UNGEI collaborated with artist, Aurélie 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.
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.
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.

"Women belong in all places where decisions are being made."
—Ruth Bader Ginsburg
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