

May 2020

 **UNO HABITAT**
FOR A BETTER URBAN FUTURE

BRAND MANUAL

Version 2.0

A better quality of life for all in an urbanizing world

Our Vision

The UN-Habitat's vision of "a better quality of life for all in an urbanizing world" is bold and ambitious. UN-Habitat works with partners to build inclusive, safe, resilient and sustainable cities and communities.

UN-Habitat promotes urbanization as a positive transformative force for people and communities, reducing inequality, discrimination and poverty.

Our Mission

UN-Habitat promotes transformative change in cities and human settlements through knowledge, policy advice, technical assistance and collaborative action to leave no one and no place behind. Strengthening UN-Habitat's brand is critical to deliver on our mission, in pursuit of our shared vision of a world where no one and no place is left behind.

One UN-Habitat, One Brand

Divisions, branches, sections, regional and country offices, projects and programmes are not allowed to have their own sub-brands or logos.

The UN-Habitat logo should be used on invites, videos, presentations, websites, social media, publications, business cards, folders, press releases, t-shirts and other publicity products as presented in this guide.

The following exceptions apply:

1. Networks bringing together many partners such as GLTN or Habitat UNI.

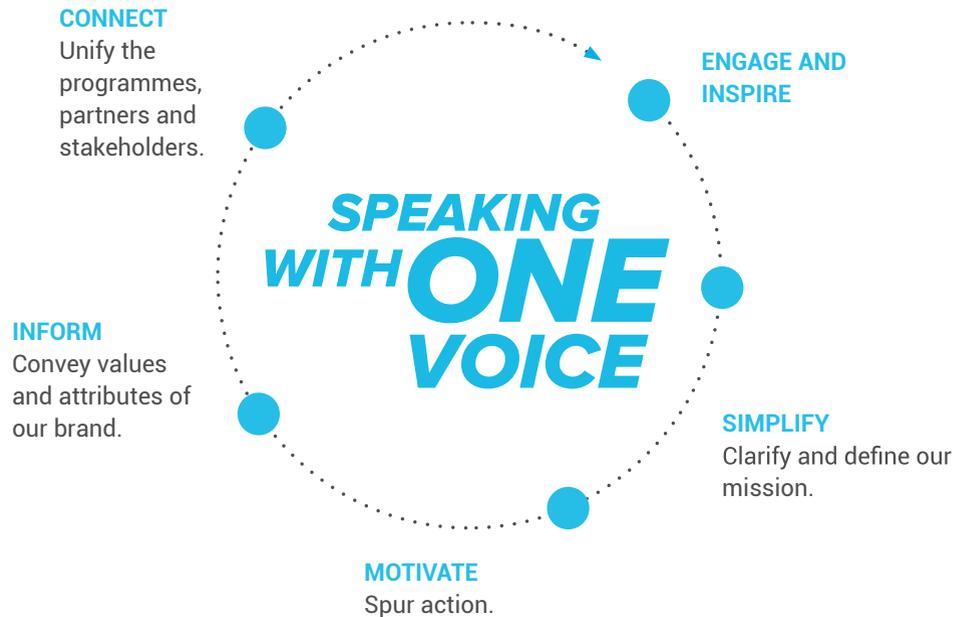
2. Special events and campaigns that require a unique identity for promotion and advocacy by partners and the general public without legal permission. Use of such logos does not imply endorsement by UN-Habitat.
3. In rare circumstances, interagency programmes, projects or initiatives may have a timebound logo.

The Communications Section must approve all such special logos and their accompanying style guide.

01

Brand Promise

The experience people get walking through our doors should be the same as when they visit our website, communicate to our staff, read our publications and interact with us on social media.



UN-Habitat's brand is more than a logo or a tagline, it is what people say, think and feel about us. Our brand plays an important part in building support for our mission. A strong, consistent and recognisable brand builds trust in UN-Habitat ability to deliver evidence-based solutions and strong results in countries.

02

Our Visual Identity

The brand manual provides direction on the key visual elements of the UN-Habitat brand. Our visual identity comprises of the following elements:

OUR LOGO

The UN-Habitat logo and tag line (logo signature) must remain consistent and have a strong presence in all communications. The logo is the most recognisable visual element of our brand. It should appear on all communications and be applied to all UN-Habitat branded items.

OUR BRAND COLOUR

Our brand colour is the UN-Habitat blue, it is used in all our communications.

OUR FONT

UN-Habitat's official font is Roboto, it should be used in all web, social media and print communications.

LOGO SIGNATURE

The combination of the UN-Habitat logo and tag line makes up the complete logo signature. The logo signature must be applied consistently to all communications and branded items for recognition.

UN  **HABITAT**
FOR A BETTER URBAN FUTURE

OUR BRAND STATEMENT
'FOR A BETTER URBAN FUTURE'

OUR LOGO SIGNATURE

Our logo and tag line must remain consistent and have a strong presence.

LOGO VARIATIONS

The blue logo should be used as the primary option whenever possible. Black and white versions are available for situations when the full colour version is illegible or cannot be produced, such as in black and white printing.

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CLEAR SPACE AND SCALE

Always maintain the minimum clear space around the logo to preserve its integrity. The minimum clear space is determined by the height of the letter 'U' in 'UN-Habitat' and should be maintained on all four sides of the logo. The logo should not be placed too close to the edge of the page or be crowded by copy, photographs or graphical elements.



MINIMUM SIZE

Scale should always be considered when using the UN-Habitat logo. For the sake of legibility, the logo should never appear smaller than the minimum size shown on this page.



INCORRECT LOGO USAGE

The examples on this page demonstrate how the logo must never be used.

- **DO NOT** use old logo versions
- **DO NOT** rotate or distort the logo.
- **DO NOT** use a colour other than UN-Habitat blue, black or white for the logo.
- **DO NOT** disassemble the logo.
- **DO NOT** reposition or resize the elements of the logo.
- **DO NOT** use low resolution versions of the logo.
- **DO NOT** place the logo over an image that will make it illegible.
- **DO NOT** change or alter the text or typeface of the logo.
- **DO NOT** alter the tag line



LANGUAGE VERSIONS

Only officially approved language versions of the logo should be used.

These logos are available for download on
HABNET: <https://intranet.unhabitat.org/> and
Trello: <https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines>

For more information contact victor.mgendi@un.org

برنامج الموئل
لمستقبل حضري أفضل

Arabic

UN HABITAT
FOR A BETTER URBAN FUTURE

English

ООН ХАБИТАТ
ЗА ЛУЧШЕЕ БУДУЩЕЕ ГОРОДОВ

Russian

联合国人居署
实现城市建设更美好的前景

Chinese

ONU HABITAT
POUR UN MEILLEUR AVENIR URBAIN

French

ONU HABITAT
POR UN MEJOR FUTURO URBANO

Spanish

Co-Branding

UN-Habitat works with a wide variety of partners to help develop socially and environmentally sustainable cities and communities. Co-branding is an important part of representing these partnerships.

The following guidelines should be followed when producing co-branded materials.

- When UN-Habitat is the lead agency, our visual identity should be dominant. Our logo should be placed in the most visible space within a document, banner or signboard. For example, the left-hand side followed by partner logos. Partner logos should be accompanied by the words: 'In collaboration with.'

- If UN-Habitat is co-leading, for example with the UN Environment Programme (UNEP), the logos should be placed in alphabetical order in equal size.
- When there are too many entities to include all of them on the front cover of a report, all logos should be placed on the inside title page or back page of the report.
- As a general rule when listing partners, government should come first, followed by UN and other agencies, then NGOs in alphabetical order.

For more details on partner visibility, please refer to the donor visibility guidelines.

UN-Habitat is the lead agency



UN-Habitat is co-leading



UN-Habitat is partnering



03

Colour Palette

Colour is an important element of UN-Habitat's visual identity. Consistent use of the UN-Habitat colour palette plays a key role in reinforcing the organisation's image.

PRIMARY COLOURS

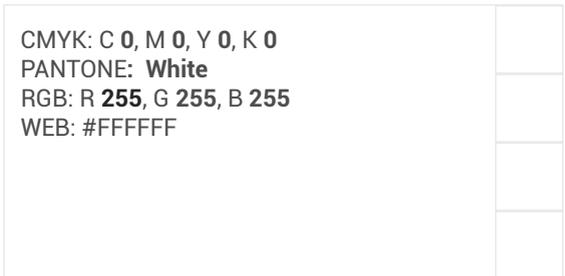
UN-Habitat's main brand color is the blue. It should be used as the main colour in most corporate communication materials and channels, from websites, social media, collaterals, key publications and office branding. Black and white are the alternative primary colours.



CMYK: C 72, M 5, Y 4, K 0
 PANTONE: 306C
 RGB: R 0, G 178, B 227
 WEB: #00B2E3



CMYK: C 0, M 0, Y 0, K 100
 PANTONE: Black
 RGB: R 0, G 0, B 0
 WEB: #000000



CMYK: C 0, M 0, Y 0, K 0
 PANTONE: White
 RGB: R 255, G 255, B 255
 WEB: #FFFFFF

SECONDARY COLOURS

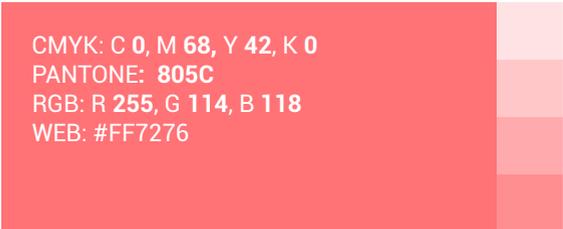
The secondary accent colours may be used in some circumstances to support UN-Habitat's design and messaging. They are useful for campaigns, event branding, calls to action, infographics, boxes and text boxes in publications and presentations, and as background containers around statements in social media and digital posts.



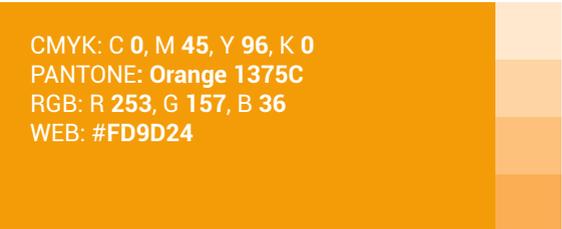
CMYK: C 62, M 0, Y 86, K 0
PANTONE: 360C
RGB: R 106, G 191, B 75
WEB: #6ABF4B



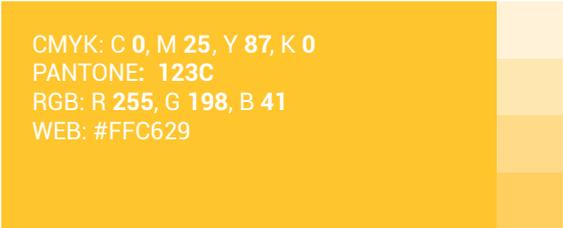
CMYK: C 100, M 64, Y 21, K 6
PANTONE: 7462C
RGB: R 0, G 83, B 139
WEB: #00538B



CMYK: C 0, M 68, Y 42, K 0
PANTONE: 805C
RGB: R 255, G 114, B 118
WEB: #FF7276



CMYK: C 0, M 45, Y 96, K 0
PANTONE: Orange 1375C
RGB: R 253, G 157, B 36
WEB: #FD9D24



CMYK: C 0, M 25, Y 87, K 0
PANTONE: 123C
RGB: R 255, G 198, B 41
WEB: #FFC629



CMYK: C 75, M 1, Y 39, K 0
PANTONE: 326C
RGB: R 0, G 175, B 170
WEB: #00AFAA



CMYK: C 75, M 32, Y 90, K 19
PANTONE: 7742C
RGB: R 71, G 118, B 59
WEB: #47763B

04

Typography

Consistency in the use of a typeface plays an important role in reinforcing UN-Habitat's brand. Maintaining rules of type layout will help ensure a unified visual identity.

PRIMARY TYPEFACE

Roboto is UN-habitat's primary font for all communication products. It is an open source Google font and thus readily available for download. Roboto works well on web, print and mobile, is available in several weights. It also supports French, Spanish and Russian languages.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. It allows letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto does not support Arabic and Chinese languages hence **Noto Kufi Arabic** is selected for Arabic communication and **Noto Sans CJK** is selected for Chinese.

Aa
Roboto

Light
Light Italic
Regular
Regular Italic
Semibold
Semibold
Bold
Bold Italic
Extrabold
Extrabold Italic

SYSTEM TYPEFACE

In certain situations, Roboto may be unavailable, it is acceptable to use an approved cross-platform system typeface, generally available on most computers. **Calibri** is UN-habitat's system font. It may be used on desktop applications, including but not limited to Microsoft Word and PowerPoint such as letters, memos, project documents, email, etc. Calibri is also recommended for users without professional design software.

Aa
Calibri

Regular
Italic
Bold
Bold Italic

05

Stationery

This section covers official communications including letters, business cards, email signatures and presentations.

LETTERHEAD

20mm

20mm

20mm

20mm

7mm

Stroke: 14mm long, 7pt thick

14th November, 2008

Dear Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vestibulum arcu a arcu. In nec elit. Maecenas nunc velit, sagittis nec, hendrerit a, egestas vel, neque. Vestibulum vel velit. Duis porttitor felis ac lacus. Nam pretium. Quisque varius nunc suscipit enim. Suspendisse libero ligula, aliquam et, malesuada non, convallis non, purus. Vestibulum lobortis interdum quam. Fusce bibendum, ligula sit amet faucibus interdum, lectus ipsum nonummy dui, et feugiat est tellus quis lacus. Praesent dignissim nonummy enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vestibulum arcu a arcu. In nec elit. Maecenas nunc velit, sagittis nec, hendrerit a, egestas vel, neque. Vestibulum vel velit. Duis porttitor felis ac lacus. Nam pretium. Quisque varius nunc suscipit enim. Suspendisse libero ligula, aliquam et, malesuada non, convallis non, purus. Vestibulum lobortis interdum quam. Fusce bibendum, ligula sit amet faucibus interdum, lectus ipsum nonummy dui, et feugiat est tellus quis lacus. Praesent dignissim nonummy enim. Nam pretium. Quisque varius nunc suscipit enim. Suspendisse libero ligula, aliquam et, malesuada non, convallis non, purus. Vestibulum lobortis interdum quam. Fusce bibendum, ligula sit amet faucibus interdum, lectus ipsum nonummy dui, et feugiat est tellus quis lacus. Praesent dignissim nonummy enim.

Maecenas nunc velit, sagittis nec, hendrerit a, egestas vel, neque. Vestibulum vel velit. Duis porttitor felis ac lacus. Nam pretium. Quisque varius nunc suscipit enim. Suspendisse libero ligula, aliquam et, malesuada non, convallis non, purus. Vestibulum lobortis interdum quam. Fusce bibendum, ligula sit amet faucibus interdum, lectus ipsum nonummy dui, et feugiat est tellus quis lacus. Praesent dignissim nonummy enim. Nam pretium. Quisque varius nunc suscipit enim. Suspendisse libero ligula, aliquam et, malesuada non, convallis non, purus. Vestibulum lobortis interdum quam. Fusce bibendum, ligula sit amet faucibus interdum, lectus ipsum nonummy dui, et feugiat est tellus quis lacus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vestibulum arcu a arcu. In nec elit. Maecenas nunc velit, sagittis nec, hendrerit a, egestas vel, neque. Vestibulum vel velit.

Yours sincerely,
Name,

Font: Roboto or Calibri 75% Black

UNITED NATIONS' HUMAN SETTLEMENTS PROGRAMME
P.O. Box 30030, Nairobi 00100, Kenya

unhabitat-info@un.org
www.unhabitat.org

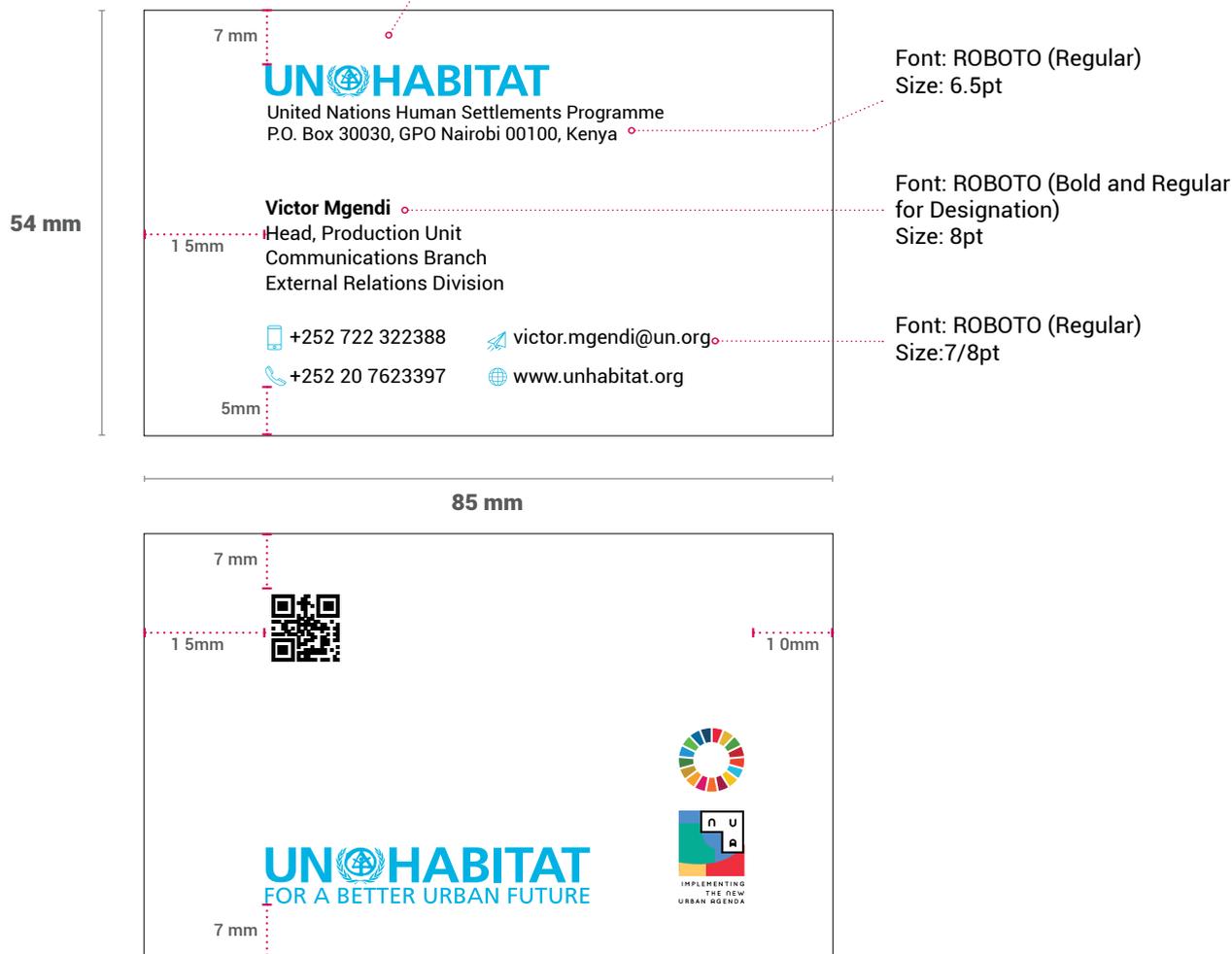
@UNHABITAT

20mm

20mm

BUSINESS CARD

UN-Habitat Logo width: 35mm
Colour: Pantone 306C



EMAIL SIGNATURE

To ensure consistency and adherence to the brand guidelines, all email signatures should follow this template format.

Template

[Name]

[Job title], [Unit or Section, if applicable]

Division

Office: [Office number] | Mobile: [Mobile number]

Email Address

[Optional: Skype ID | Twitter | Facebook | Instagram]

UN-Habitat

City, Country | Building/Desk/Office

[UN-Habitat local office address]

www.unhabitat.org

Preferred width
300px

Maximum width
600px



Preferred Height
70px

Maximum Height
120px

POWERPOINT TEMPLATE

PowerPoint presentations are often the first way external and internal audiences come into contact with our brand. The following best practices apply to presentations:

- Use corporate system font, Calibri fonts
- Follow brand guidelines for logo visibility
- Don't go less than 18 in font size (except for source at bottom)
- Use legible figures only

- Use brand blue for titles, black for bullet points to represent UN-Habitat in a consistent way, and to maximize visibility on screen
- Be consistent throughout presentation with your fonts, color schemes, bullet schemes, etc.

A template has been created to ensure consistent creation of presentations.

Download template here
<https://trello.com/b/mN7BtTh/un-habitat-brand-guidelines>

**Title goes here
(max 3 decks)**

Sub title goes here
(Maximum 2 decks)

UN HABITAT
FOR A BETTER URBAN FUTURE

**Title goes here
(max 2 decks)**

- Level 1 bullet goes here
 - Level 2 bullet goes here

UN HABITAT
FOR A BETTER URBAN FUTURE

Branded materials and signage

Programme materials target beneficiaries with specific messages. They also promote or inform donors, partners and other stakeholders about UN-Habitat programmes. They include roll-up banners, posters, stickers, signs and field visibility merchandise.

All branded materials must follow the brand guidelines in this manual, including using UN-Habitat typefaces and colors where UN-Habitat is the lead implementor. Our logo should be used on programme materials together with

donor logos to acknowledge support and funding in accordance with the co-branding guidelines.

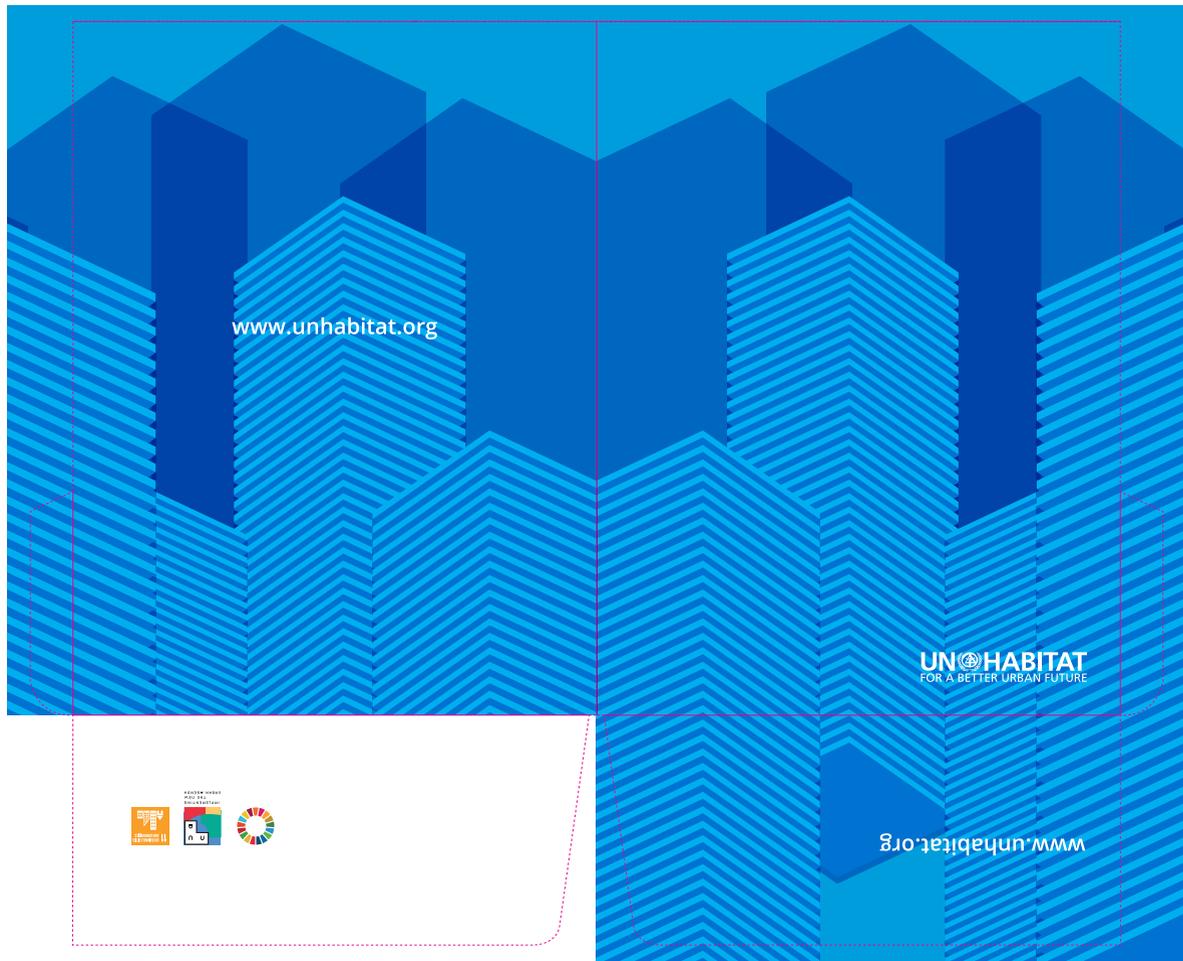
Office branding and signage is also important in promoting UN-Habitat's brand at country level. Guidelines on office branding are under development.

For more details on donors and partners, see donor visibility guidelines

<https://habnet.unhabitat.org/sites/default/files/documents/Donor%20Visibility%20Guideline.pdf>







Stickers

Generic stickers

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UN HABITAT
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Project specific stickers

**Improving Water Supply
and Promoting Sanitation**

Mzuzu City, Malawi

UN HABITAT
FOR A BETTER URBAN FUTURE



Funded by European
Union



Rollup Banners

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**A better quality
of life for all in an
urbanizing world**



www.unhabitat.org



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settlements. Leave no one and
no place behind.

www.unhabitat.org

Rollups banners: Logos should be placed strategically – either at the top or bottom of the rollup – and a clear area maintained around them, free of competing visual elements.

Margins: Do not place any visual elements beyond 5cm mark from the edges of the banner. Only photos can bleed off the edges.

Minimum print size on rollup banner

12cm
 **UN-HABITAT**
 FOR A BETTER URBAN FUTURE



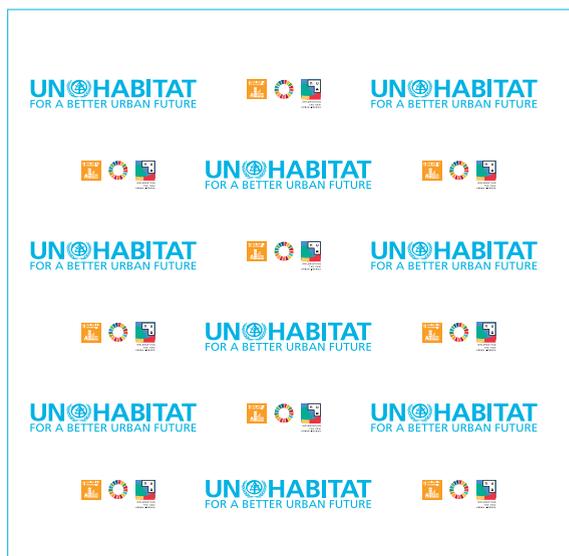
Minimum distance from the base: Do not place the logos below the 40 cm mark from the base of the banner.

Press banners

Blue



White



On-site project visibility



06

Iconography

Icons are easily recognizable and easy to remember. They make reading quicker, more recognizable, engaging, and universal. A range of icons has been produced to bring consistency to UN-Habitat's visual language when representing the organization's thematic work.



07

Photography

Photography is a key element in UN-Habitat's brand and can be used in a variety of communications tools. A single image can help humanize the UN-Habitat's brand while conveying the impact our projects have on the beneficiaries we serve.

Photographs should focus on the human aspect of our work. Human interaction should be portrayed positively and authentically – avoid staged photos.

Focus on local qualities, landscape and culture is important to convey a realistic impression as clearly as possible.

It is best practice to accompany every photo with a caption that tells the viewer who, what, where, when and why of the subject matter. All photos must be properly credited.

See UN-Habitat photography guidelines.



Education is a way out of poverty for the young generation in slums. Lost in her thoughts, a girl stands on the tracks in Bijoy Sarani Railway slum in Dhaka, Bangladesh. Every 15 minutes a train rolls by at full speed. 17 July 2019, Bangladesh, Dhaka. [UN-Habitat/Kirsten Milhahn]



Publications

UN-Habitat's publications are unified by the consistent use of our logo, fonts, colour palette and images. Applying our brand guidelines when developing covers, layouts, images and infographics ensures publications project a recognisable brand identity.

Covers

Covers create the first impression of UN-Habitat's visual identity on potential readers. Publication covers should feature a single, compelling photograph in full bleed. Use of multiple images is discouraged.

A good cover conveys a strong message through concise titles, sub-titles may be used to expound on the title. The UN-Habitat logo should always be positioned in the top left corner or the bottom left with the clear space and the minimum size recommendations.

In co-publications, the UN-Habitat logo should be placed on the bottom left in equal prominence and size with the partner logo. When UN-Habitat is not the lead publisher, the position of our logo should follow the visibility requirements of the partner leading the project.

For publications with multiple partners, logos should be aligned to the UN-Habitat logo and added from the bottom right to left in alphabetical order, separated by an equal space between them. See co-branding section for more details. In cases where there are more than four partners, logos of partners with secondary roles should appear on the back page.

Back covers

Back covers should have a brief abstract (maximum 100 words) on what the publication is about and its target audience, the vision statement, the logo, official name of the organization, HS and ISBN numbers as appropriate as well as contact information including the website and social media handles.

Interior pages

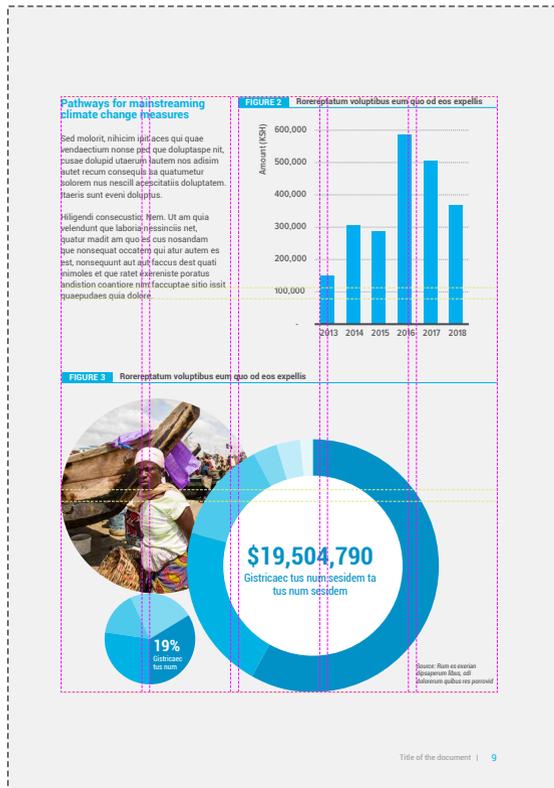
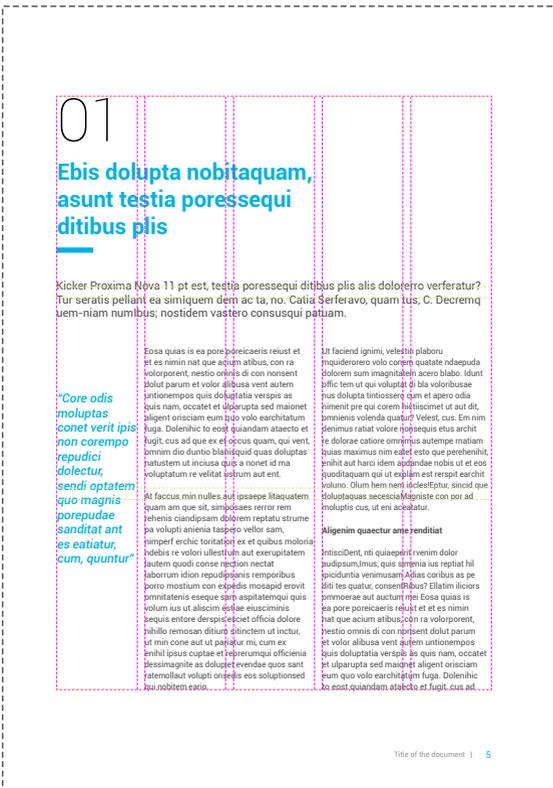
With the exception of working papers and draft documents, all publications should be designed graphic designers using Roboto for body text, headings and captions as defined in the templates. The UN-Habitat blue should be used in all publications for covers and key visual elements. Secondary colours may be used in some circumstances on graphic elements or on covers of publications that belong to certain programmes.

Copyright page

All substantive publications have a copyright page that follows the title page. The page contains a copyright notice with the publication year, a disclaimer, acknowledgments (for example, for a financial contribution or contributors), ISBN numbers and credits for the cover image.

This is an example of a publication that complies with the brand guidelines. The templates for creating publications can be downloaded here.

<https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines>





UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME
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