



*Empowered lives.
Resilient nations.*

United Nations Development Programme

GRAPHIC STANDARDS 2011

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Dear colleagues,

The **new corporate tagline** is part of our effort to strengthen the positioning of UNDP and better explain to external audiences our drive for transformational change, aimed at helping to build better lives for those we serve.

The new **tagline** of UNDP, which we unveiled earlier this year, is "Empowered lives. Resilient nations."

A tagline is not an all-encompassing explanation of our work. It is, however, a useful framework to explain UNDP's approach in working with people to build their skills and expand the knowledge they need to improve their own lives, as well as helping nations withstand crisis, and drive and sustain the kind of growth which improves the quality of life for each and every one.

By applying our logo and tagline correctly, we can help to demonstrate that we are indeed one organization offering a consistent level of quality and best practices around the world. And we are all committed to empowering lives and building more resilient nations.

A handwritten signature in blue ink that reads "Helen Clark". The signature is fluid and cursive.

Helen Clark
Administrator
December 2011



*Empowered lives.
Resilient nations.*

The UNDP Logo

The UNDP logo is the combination, in one fixed-size relationship, of the United Nations emblem and the letters “UNDP/PNUD”. The UNDP logo is the keystone element of the identity programme and should be used to represent the entire organization.

In practical terms, the deep blue colour and solid rectangular shape make the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent UNDP and its world of development experience.

The examples on p. 3 show appropriate versions of the logo on different colour backgrounds.

See p. 8 for colour specifications.

Note that the UN emblem and the UNDP letters appear in white in almost all uses. For photocopying, newspaper advertising and other situations where colour is not available, the logo can appear in black.

An outlined version is provided for use when a lighter, more delicate version is appropriate, and when the logo is placed on a UNDP blue background.

Whatever the application of the logo, the UNDP logo should always be reproduced from official artwork and should always incorporate the new tagline.

■ About the new UNDP tagline

The UNDP’s new tagline is:

Empowered lives. Resilient nations.

■ Core branding messages

Core Concept

UNDP helps empower lives and build resilient nations.

Boilerplate description of UNDP:

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Rationale for this tagline:

- Delivers a concrete, and emotionally resonant description of “human development.”
- Focuses on the inspiring outcome of our work instead of the process.
- Underscores UNDP’s brand differentiator: the sheer scale of the work, which has the power to create national-level transformation.
- Builds a bridge between individual, personal outcomes (empowered lives) and systems change required (resilient nations) for sustained improvements.
- “Empowered” means enlarging people’s choices in life, including the range of all they can achieve.
- “Resilient” means the strength to resist shock, manage crisis and grow stronger.

Logo and Tagline



*Empowered lives.
Resilient nations.*

In different languages (French, Spanish, Arabic, Russian, Chinese)



Preferred versions



On dark backgrounds



On photographs

Black and white version



When colour is not an option

Optional white outline version can only be used over the UNDP blue or black.



On photographs

Incorrect Usage of the Logo and Tagline

A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The incorrect examples on this page illustrate some common errors that should be avoided. Such misuses will undermine UNDP's efforts to project a unified image.



Do not distort
the shape of
the logo



Do not
change the
font of the
tagline



Do not rearrange
the logo
horizontally



Do not change
the style or
colour of the
letters



Do not use the
outline version
over a photo.
Instead use a
blue or black
logo version



Do not add
an outline to
the logo

Policy on UNDP Logo and Tagline Use

1. There are **only two versions of the UNDP logo**: UNDP (English) and PNUD (French/ Spanish). However, the tagline of "Empowered lives. Resilient nations." is available in all UN languages (French, Spanish, Russian, Arabic, Chinese) as well as Japanese for use by all UNDP offices. The UNDP tagline portal can be found here: <https://intranet.undp.org/unit/pb/communicate/tagline/SitePages/Home.aspx>
2. The UNDP logo and tagline must always appear together in the appropriate language.
3. Each UNDP Country Office will decide for itself which language version of the logo (UNDP or PNUD) and tagline to use, based on the country-specific circumstances.
4. UNDP Country Offices should no longer place the name of the individual country under the logo. That space is now reserved for the new tagline.
5. All Headquarters bureaux and units will use the UNDP logo and new tagline as their only logo. There should not be any separate or stand-alone logos used. The new tagline reinforces what UNDP stands for. There are no exceptions to this rule.

PUBLICATIONS AND OTHER PRODUCTS:

6. On all print publications, including brochures and flyers, the UNDP logo and tagline should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, the logo would be placed on the upper left corner). The name of the organization must be spelled out in full in the appropriate languages (for e.g. United Nations Development Programme) and placed on the front cover of the publication/product.
7. UNDP Country Offices must write out the full name, "United Nations Development Programme," in any appropriate local language, on publications, stationery, signs or elsewhere, regardless of whether they use the "PNUD" or "UNDP" logo.
8. When producing a publication with other partners, all logos must be placed on the same line either at the bottom or at the top of the front cover of the publication. All logos should be visually equal; no one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule.
9. Logos of commercial publishing houses should be placed discreetly on the back cover of a publication, on the spine or on the inside pages of the publication e.g. the global Human Development Report. The use of commercial publishing houses is normally related to publications for sale.
10. For partnerships such as the Global Environment Facility and the Montreal Protocol, the UNDP logo and new tagline must be used with partner logos.

11. Any UNDP field project must carry the UNDP logo and new tagline as its only logo; use of any other logo will dilute the UNDP brand. If required, the name of the project should be spelled out in full and placed next to the logo (not under it because that space is reserved for the new tagline). If the project is managed with a partner, which needs to be acknowledged visually, the UNDP logo and new tagline should be used in conjunction with the logo of the other partner(s) only.

STATIONERY:

12. On UNDP Regional and Policy Bureau letterheads, the UNDP logo and tagline must always be on the right hand side of the page. The name of the bureau, regional office is spelled out in full and placed on the top left-hand side under the name of the organization, in the appropriate language. This protocol also applies to specialized offices such as the Oslo Governance Centre, Brazil's International Policy Centre for Inclusive Growth and UNDP Regional Centres. The branding font – Myriad Pro – is available for download in the tagline portal. The related templates can be downloaded also from the same portal.

In general, avoid crowding the name or any other element too closely around the logo and tagline: leave clear space around the logo and tagline to increase its impact.

Any request for exceptions to these rules should be made directly to the UNDP Brand Manager, Abdel-Rahman Ghandour (abdel-rahman.ghandour@undp.org) in the Office of Communications, Bureau for External Relations and Advocacy, New York.

Typography

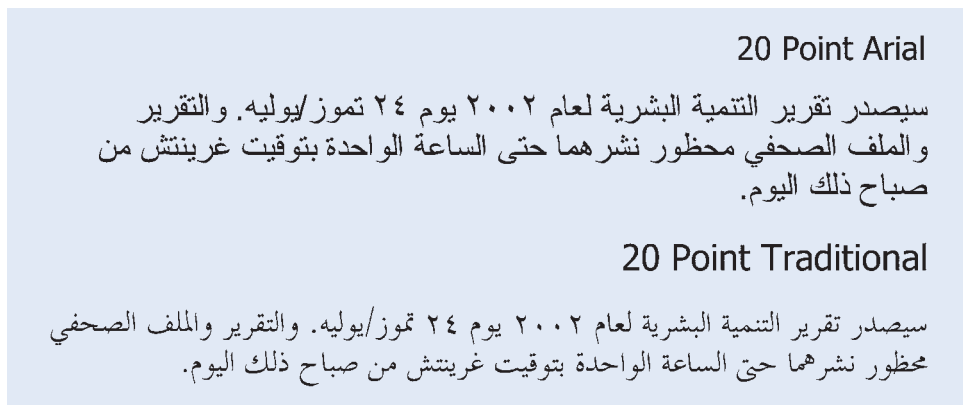
The typeface family “Myriad Pro” has been selected for the lettering of the logo and the country name, and is also the typeface for all stationery and for headlines and titles on printed materials such as covers and posters. “Myriad” is available in a range of weights and works well in text and display sizes.

Extensive use of this typeface enhances and strengthens the UNDP identity and is an integral part of the corporate visual system. The “Myriad” family can be purchased online from the Adobe Type Library at www.adobe.com/type and is available for PC and Mac.

The Bureau of Management has purchased Myriad font licenses for UNDP use. See the UNDP Tagline portal on Sharepoint to download the fonts required. When Myriad font does not have the characters required for your local language please use either Arial or Helvetica.



Samples of “Myriad” typeface family



Sample of recommended Arabic scripts

Colour Specifications

Please refer to the chart for the colour specifications for UNDP blue when reproducing the logo.

Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used.

While the formulas on this page serve as an important guide, whenever possible the printer should be given a colour sample to match.

JPEG and PNG files are typically specified RGB and are recommended for use in presentations including PowerPoint.

Printing inks	
Match colour	Pantone PMS (Pantone Matching System 293)
Match colour	Toyo Ink CF 0414
Four colour process printing	C100 M57 Y0 K2
Electronic	
RGB	R0 G51 B153
Websafe hexadecimal	#003399

■ Environmental impact of printing

All by-products of the printing process adversely affect the environment.

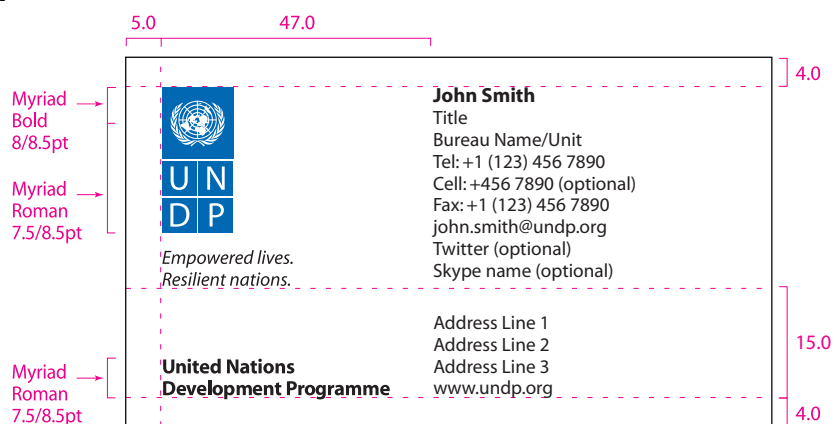
It is recommended that, when available and economically feasible, recycled papers and vegetable inks be used to lessen that impact.

Logo Applications

The basic stationery items shown were carefully developed into a system. The typing format is an integral part of the total design and, when followed, complements and completes the design of the stationery items. Templates for all stationery items are available in the UNDP Tagline Portal on Sharepoint.

■ Business card

In English



In French



Business card specifications are for 3.5" x 2" (89.0 x 51.0)

(shown here at 100% of actual size, all measurements in millimetres)

The country name will appear in the address block. No other logos should be added to the card.

- Logo prints 100% PMS 293
- Text prints 100% black
- Printing process: offset printing, not thermography or engraving
- Magenta guides do not print

■ Letterhead: Headquarters



	United Nations Development Programme ↑ Myriad Bold 11pt	 Empowered lives. Resilient nations.	16.0 44.0
	↓ Myriad Roman 9pt One United Nations Plaza, New York, NY 10017 Tel: (212) 906 5000 www.undp.org ← Editable		11.0



The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website.

Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.

■ Letterhead: Regional and Policy Bureaux

United Nations Development Programme Regional Bureau for Asia and the Pacific ← Editable	
United Nations Development Programme Oslo Governance Centre ← Editable	 Empowered lives. Resilient nations.
Street Address, City, State/Province, Country, Postal Code Tel: (000) 000-0000 Fax: (000) 000-0000 www.undp.org ← Editable	

■ Letterhead: Country Office

Preferred version



The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website.

Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.

Acceptable version



Example of letterhead with typing format

Date

Salutation,

This A4 letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is centered above the sender's signature at 52 millimetres from the top edge of the page and 135 millimetres from the left.

The body of the letter begins one line space below the salutation, using regular spacing between lines and one line space between paragraphs. There are indentations at the beginning of each paragraph.

12 point Myriad or Times Roman fonts should be used for the body text.

The maximum line length should not exceed the allotted space situated between the dotted lines at the right and left.

A two-line space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title of sender

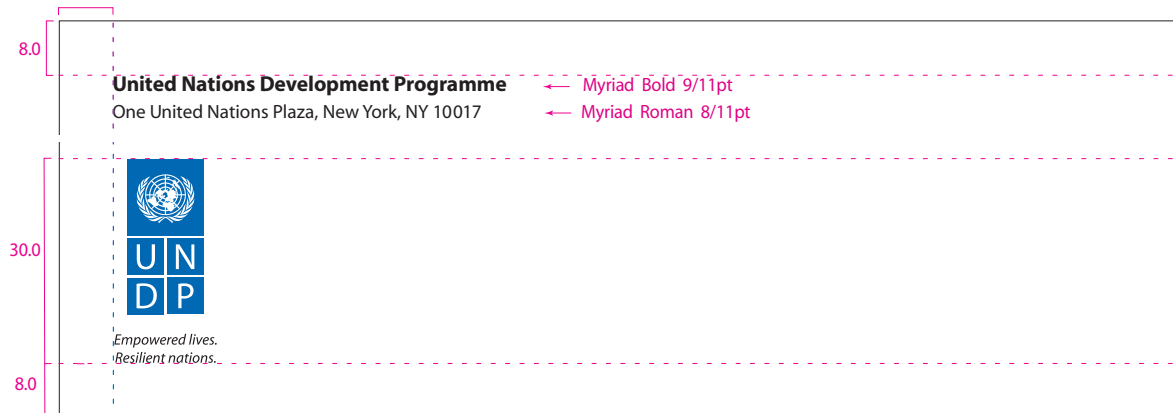
Addressee's Name
Addressee's Title
Company or Office
Address
City, State, Zip
Country



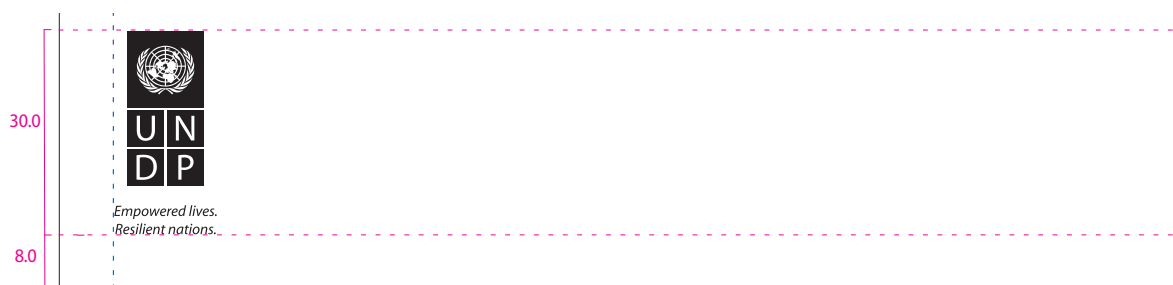
*Empowered lives.
Resilient nations.*

Various envelope sizes are available in the UNDP Tagline Portal.

■ Envelopes: sample #10 envelope and 6 x9 envelope - Blue



■ Envelopes: sample #10 envelope and 6 x9 envelope - Black

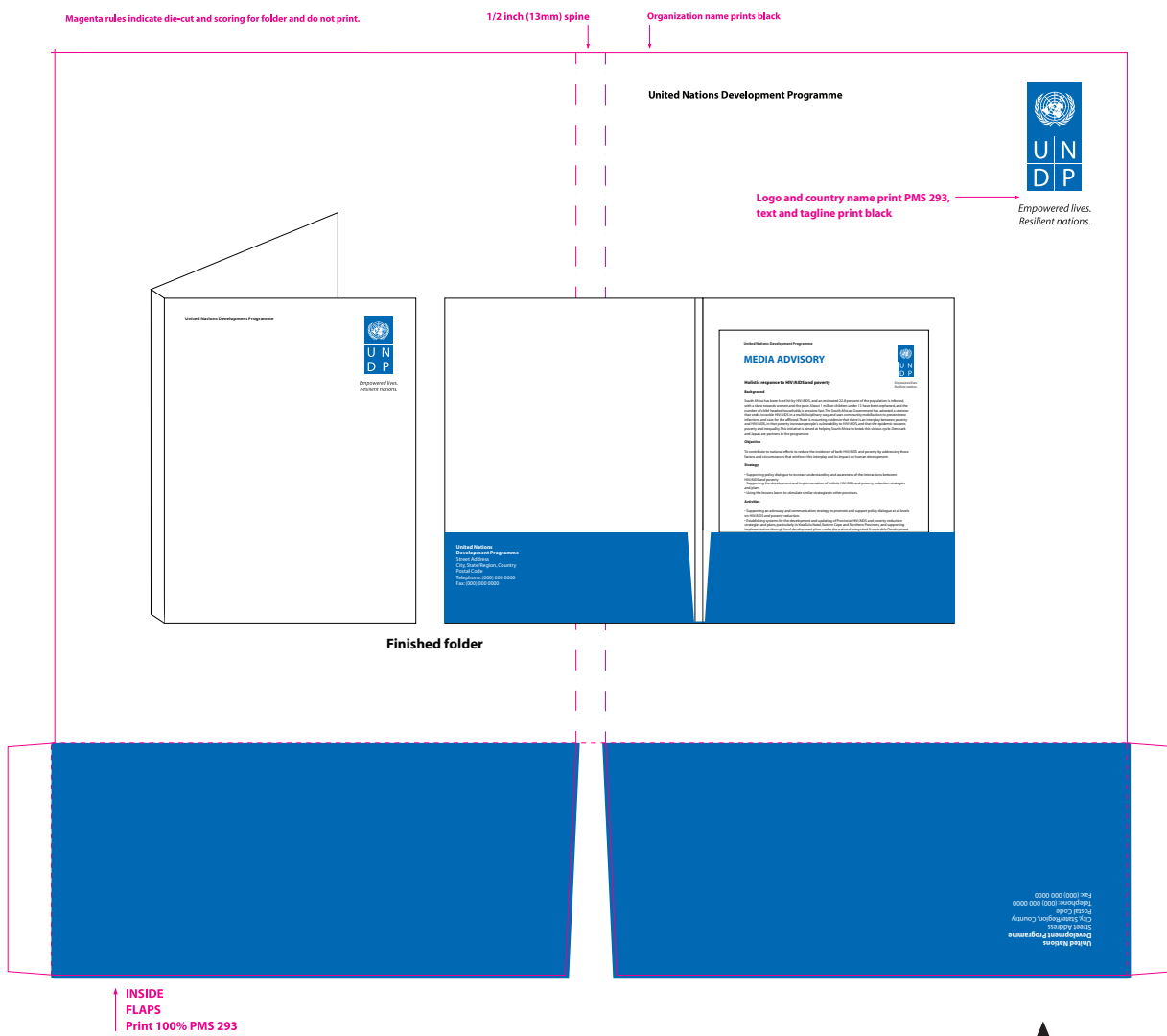


■ Envelopes: sample 12 x 15 Kraft envelope - Black



On envelopes other than white, logo and text should print black.

■ Corporate folders

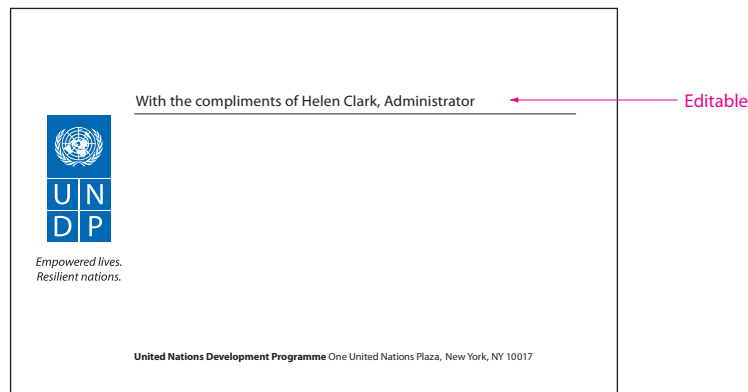


Since individual Country Offices are no longer listed underneath the logo, Country Offices can use the address section to highlight the country as well as the local address.

■ Sticky Note



■ Compliment Slips



■ Job Ad

United Nations Development Programme


Management for Development

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

An opportunity in UNDP's multi-cultural and dynamic headquarters in New York is that of Deputy Director of the Office of Finance and Administration (OFA). OFA is a dynamic and results-driven office which contributes to the global development agenda of UNDP by being a strong partner with other parts of UNDP, promoting clear and strong financial accountability, and monitoring compliance with UNDP's financial and administrative regulatory framework. OFA has made strides reengineering financial processes and continues to seek opportunities for further alignment with best practices in the financial arena. The Deputy Director must be experienced, energetic and highly motivated to oversee UNDP's global financial operations with more than US\$5 billion in annual income, provide oversight and support to financial accounting, budgetary, treasury and administrative operations, as well as being responsible for monitoring the management and automation of the financial and administrative resources of the organization and reengineering financial processes.

Interested candidates must have 12 years of managerial experience at a senior level and possess a Masters Degree in Business or Public Administration, Finance/Accounting or have an internationally recognized accounting designation (CPA or equivalent). Candidates with an internationally recognized accounting certification and audit experience in a large public auditing firm will have a distinct advantage.

To learn more and apply for this and other positions please visit our site at:
<http://jobs.undp.org/management>



*Empowered lives.
Resilient nations.*

UNDP Boilerplate Text

The new boilerplate text to describe UNDP is shown below, in the official UN languages. This one paragraph description should be included in media advisories, press releases and publications. Please check the UNDP Tagline Portal for any updates to this text.

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Texte standard du PNUD

- À utiliser dans les communiqués de presse, les avis aux médias et les publications

Le PNUD forge des partenariats à tous les niveaux de la société pour aider à construire des nations résilientes, afin de mener à bien une croissance qui améliore la qualité de vie de chacun. Présents dans 177 pays et territoires, nous offrons une perspective mondiale et des connaissances locales au service des peuples et des nations.

Texto estándar del PNUD

- Para utilizar en los boletines de prensa, avisos a los medios y las publicaciones

El PNUD forja alianzas con todos los niveles de la sociedad para ayudar a construir naciones que puedan resistir las crisis; promueve y sostiene un tipo de crecimiento que mejora la calidad de vida de todos. Presentes sobre el terreno, en 177 países y territorios, ofrecemos una perspectiva global y un conocimiento local al servicio de las personas y las naciones.

Описанием ПРООН

ПРООН сотрудничает с представителями всех слоев общества, оказывая помощь в государственном строительстве стран, с тем чтобы они могли противостоять кризису, и поощряя и поддерживая рост, ведущий к улучшению качества жизни каждого человека. Работая на местах в 177 странах и территориях, мы предлагаем глобальное видение и локальные решения, содействующие более полноценной жизни людей и повышающие жизнестойкость государств.

Boilerplate text in Chinese

联合国开发计划署(UNDP)与社会各阶层人士结成伙伴，协助世界各国应对危机，推动改善全民生活品质的可持续增长。我们立足于全球 177 个国家和地区，提供全球视野和当地洞察，协助实现“民强国安”之理想。

Boilerplate text in Arabic

يعقد برنامج الأمم المتحدة شراكات مع مختلف الشعوب وعلى جميع مستويات المجتمع من أجل تعزيز قدرتها لمواجهة الأزمات والتكيف معها، ويدفع ويحافظ على النمو بهدف تحسين نوعية الحياة للجميع.

نحن موجودون في 177 بلداً وإقليماً، ونعمل على توفير منظور عالمي ورؤية محلية ثابتة لتمكين الشعوب وبناء أمم صامدة.


Media Needs

The new boilerplate text to describe UNDP, at left, must be included at the bottom of all media advisories and press releases, in addition to the contact information of the respective office(s). As a general rule, media advisories should be different from press releases as shown below.

■ Media Advisory (with new boilerplate description)

United Nations Development Programme

MEDIA ADVISORY



*Empowered lives.
Resilient nations.*

**Join the Online Press Briefing on the 2011 African Economic Conference:
Towards a Green Economy**

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent.

This year, the Conference takes place in Addis Ababa, Ethiopia, during 25-28 October, in the run up to next month's UN climate change talks in Durban, South Africa and the 2012 Rio+20 Conference on sustainable development.

What: Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

When: Friday 14 October 2011, 10:00am EST

Who: Mthuli Ncube, Chief Economist, African Development Bank (ADB)
Pedro Conceição, Chief Economist, Regional Bureau for Africa, United Nations Development Programme (UNDP)
Emmanuel Nnadozie, Director, Economic Development and NEPAD Division, United Nations Economic Commission for Africa (UNECA)

During the online press briefing the hosts will discuss the aims of the conference, specifically the continent's prospects for advancing sustainable development and boosting economic productivity by adopting greener growth paths.

To join the press briefing, participants are invited to register here: <http://www.apo-opa.org/en/application?vc=AfDB>; this service is FREE and only requires a computer connected to the internet.

Languages: English, French

Media contacts:
ADB: Penelope Pontet: Tel: +216 71 10 12 50; +216 24 66 36 96; p.pontetdefouquieres@afdb.org
UNECA: Sophia Denekew: Tel: +251 11 54450 98; denekews@uneca.org
UNDP: Nicolas Douillet: Tel +1.212.906.5937; nicolas.douillet@undp.org

*** ***

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org

United Nations Development Programme

PRESS RELEASE



Empowered lives.
Resilient nations.

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Media contacts:

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UNECA: Sophia Deneke: Tel: +251 11 54450 98; deneke@sunece.org
UNDP: Nicolas Douillet: Tel +1.212.906.5937; nicolas.douillet@undp.org

###

The United Nations Development Programme, partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. With offices in more than 160 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org

■ Joint Press Release



PRESS RELEASE

Empowered lives.
Resilient nations.

###

The United Nations Development Programme, partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. With offices in more than 160 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

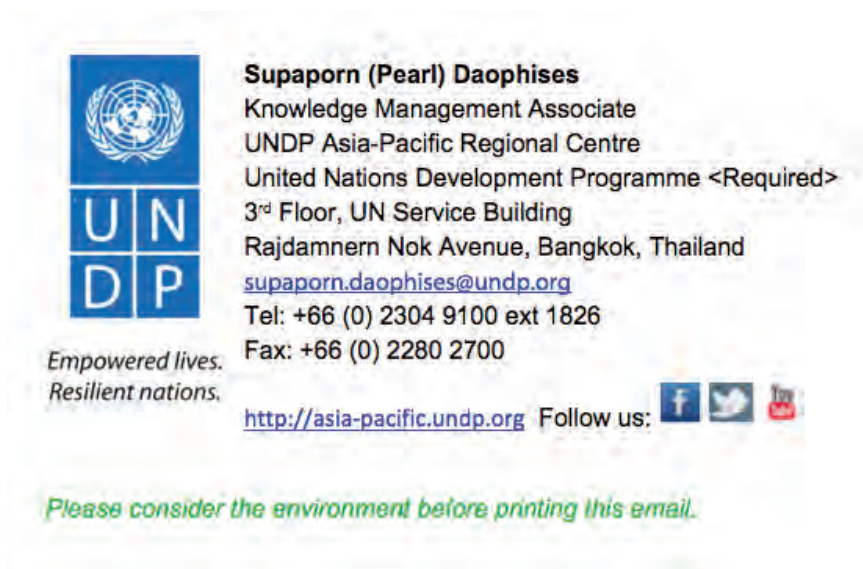
One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org

Email Signature

■ Headquarters

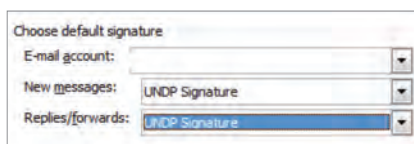
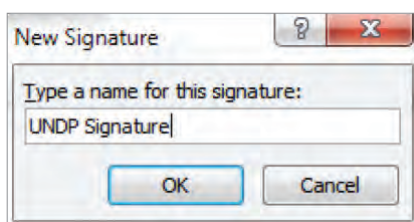
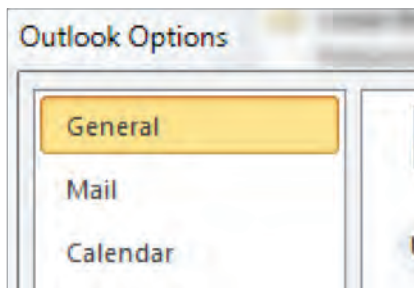
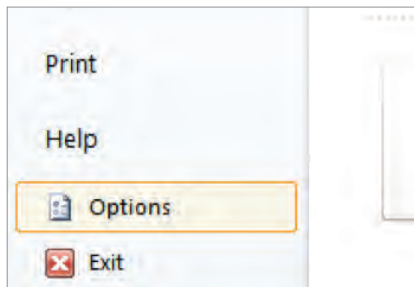


■ Country Office



Please note: The electronic signature currently includes the corporate twitter, Facebook and YouTube accounts. Individual Country Offices, regional offices and bureaus may use their local twitter and Facebook pages only if these pages are updated regularly and meet the standards of the corporate accounts.

■ Creating an email signature for UNDP (Outlook 2010)



1. Edit the UNDP Email Signature Template file with your information using Microsoft Word.
2. When you are done making changes to the document hold down the CTRL button and press A to select all, then hold down the CTRL button and press C to copy the selected text.
3. Now open Outlook.
4. Click on the "File" tab in the upper left hand corner of outlook.
5. Click on "Options" on the left hand side of the window.
6. A new window will pop up.
7. Click on "Mail" in the upper left.
8. Click on the "Signatures" button on the right.
9. A new window will pop up. Click the "New" button and name your new signature "UNDP Signature", click "OK."
10. Click anywhere inside the empty box below "Edit Signature." Hold down the <CTRL> button and press V. Your signature should appear in the box. Check to make sure the information is accurate and click on the "Save" button.
11. Under "Default Signature", select "UNDP Signature" for both "New Messages" and "Replies/forwards."
12. Click the "OK" button to close the window. Click on the "OK" button to close the next window.
13. Your new email signature is now ready.

Applying the Logo

■ Publications

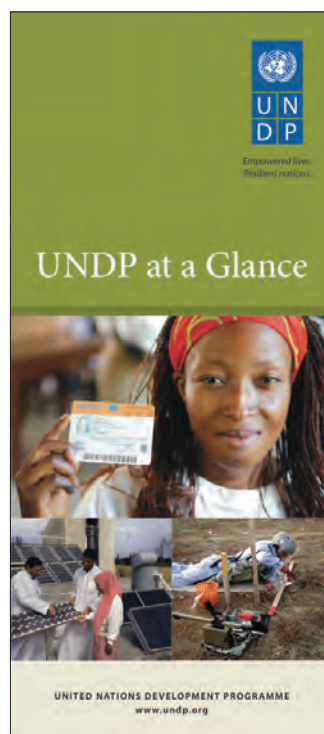
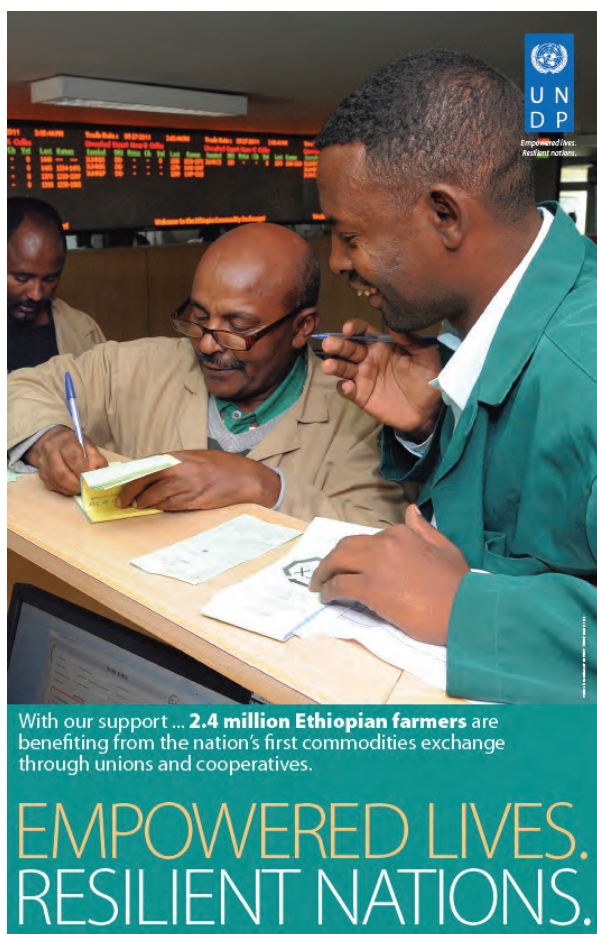
On magazines, reports, books, brochures and other publications, the UNDP logo should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, logos would be placed on the upper left corner.) Placing the logo consistently in this position gives visibility to the logo; the publication will be easily identified as belonging to UNDP when placed on a rack; it will also be in keeping with the format adopted for press releases, media advisories and letterheads. (See examples on pages 17 & 18).



The layout of the sample publication above is based on the template developed by the Bureau for Development Policy for Knowledge products. More information on these templates and their use can be found at:

<http://intra.undp.org/corporate-templates/>

■ Additional products with correct logo placement

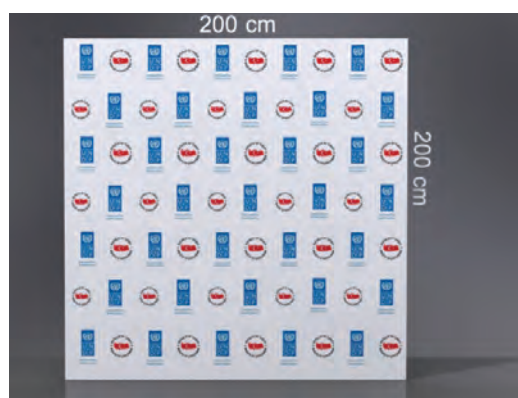


Corporate brochure

Poster



Stage backdrop with partner logo



Backdrop with partner logo

■ Examples of incorrect logo placement



Do not place logo on the bottom centre



Do not place logo on lower left




Do not place logo on the top centre

Results Sheet

This template/product is for use with donors and the quality control rests with the Office of Communications in NY

UNDP Results

Iraq



Empowered lives.
Resilient nations.

Approach

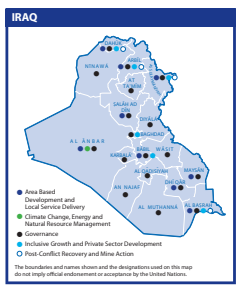
The United Nations Development Programme (UNDP) has worked to support the Government and people of Iraq in their transition towards reconciliation, peace and stability since 1976 in the areas of democratic governance; poverty reduction; crisis prevention and recovery, and energy and environment. Since 2003, UNDP has also been supporting emergency physical rehabilitation projects and has been enhancing the quality of basic services, including water and electricity.

Most recently, UNDP contributed to strengthening the democratic process in Iraq, primarily through its support to the 2010 national elections. Meanwhile, UNDP continues its work on anti-corruption, rule of law, justice, human rights, public sector reform, disaster risk reduction, environment and climate change.

RESULTS

Governance

- UNDP is building the capacity of the Independent High Electoral Commission to carry out free and fair elections, providing staff training on procurement, drafting of regulations, data management and the use of social media to communicate and encourage voter registration.
- To develop the capacity of the Iraqi judicial system and provide for greater transparency and accountability, UNDP:
 - Established legal aid desks that promote and facilitate access to justice for Iraqis, particularly victims of gender-based violence.
 - Provided advisory and physical support to provide web enabled automation of legal services.
 - Worked closely with the Kurdistan Regional Government to pass a Domestic Violence Bill with a focus on prevention, protection and reintegration of survivors of violence.
 - Set up model courts in Baghdad, Basra and Erbil; trained over 45 Iraqi judges; and assisted in the revision of the curricula at Iraq's Judicial Training Institute and Judicial Development Institute so that it conforms to international standards.
 - Developed the Iraqi Legal Database in Arabic. To date, 36,600 legal articles have been entered into the database and work completed on six indices.
- UNDP led a multi-UN agency programme to support the Government in developing and implementing a public sector strategy aiming to reform and bring gender parity to three key sectors: health, education, and water and sanitation.
- UNDP, in partnership with the UN Office on Drugs and Crime and the Government, created an Iraqi Anti-Corruption Strategy for 2010-2014 and supported the roll-out of the Strategy throughout Iraq. In the last year, more than 34,000 government and civil society representatives were trained in this area throughout the country.



Fast Facts

FAST FACTS

United Nations Development Programme

DEMOCRATIC GOVERNANCE



Empowered lives.
Resilient nations.

Democratic Governance

The response to the recent global economic crisis by many countries around the world, particularly developed nations, has demonstrated that the State has an important role to play in addressing critical challenges. This is also an important lesson for developing countries as public institutions must have the capacity to address these difficulties while at the same time delivering the benefits of human development.

In response to these demands, UNDP is focusing on enhancing the capacity of the state to make it more responsive, capable, and inclusive. UNDP's Democratic Governance Global Community of Practice meeting, held in Dakar in February 2010, brought together former heads of states and practitioners and corroborated this approach: UNDP is supporting this agenda by fostering inclusive participation and promoting responsive institutions, underpinned by internationally agreed gender, human rights and anti-corruption principles.

MATTERS OF FACT

- Over one third of UNDP's budget is committed to furthering democratic governance initiatives in the field.
- Over half of the Democratic Governance programme targets assistance to Least Developed Countries.
- Jointly with six regional centers spread across all five continents, we support 177 countries and territories in their efforts to strengthen democratic governance.



Locally elected officials take history classes in Burkina Faso. Photo: Giacomo Pinna/UNDP Burkina Faso.

Our integrated approach

UNDP is the lead UN agency on democratic governance, serving 177 countries and territories worldwide – responding to country specific requests and concerns – while providing support for countries to achieve their Millennium Development Goals.

In addition, UNDP launched a number of flagship global programmes and initiatives from helping enhance access to justice in Kazakhstan; to helping women in the Arab States become confident participants in the political process. UNDP delivers on the ground, in every region, often under trying circumstances.

We aim to build and enhance the national capacity of each country by concentrating our efforts on **three main areas**:

1. **Expanding people's opportunity to participate in decision-making processes, particularly women, marginalized groups and the poor.**
UNDP supports an election somewhere in the world every three weeks; encourages women to engage in the political process; fosters a free and informed media; and promotes the use of new technologies to give voice to those who previously had none.
2. **Making democratic institutions more accountable.**
UNDP supports one in three national parliaments around the world; helps national and local administrators deliver basic services; fosters open dialogue between communities and local governments, and legal systems that work for all.
3. **Promoting international principles of democratic governance.**
UNDP furthers anti-corruption and human rights principles; women's empowerment; and equal opportunity for all.

Working with scarce public resources to target people in need means that governments need to improve the delivery of services while ensuring equity and inclusion at the economic, social, and political levels. Similarly, charting a sustainable course out of crisis without abandoning human development targets requires increased stakeholder participation in governance processes and strong public institutions that can effectively respond to any challenge. It also requires a civil society that can hold their governments to account. Together, these elements set the agenda for UNDP's work in Democratic Governance.

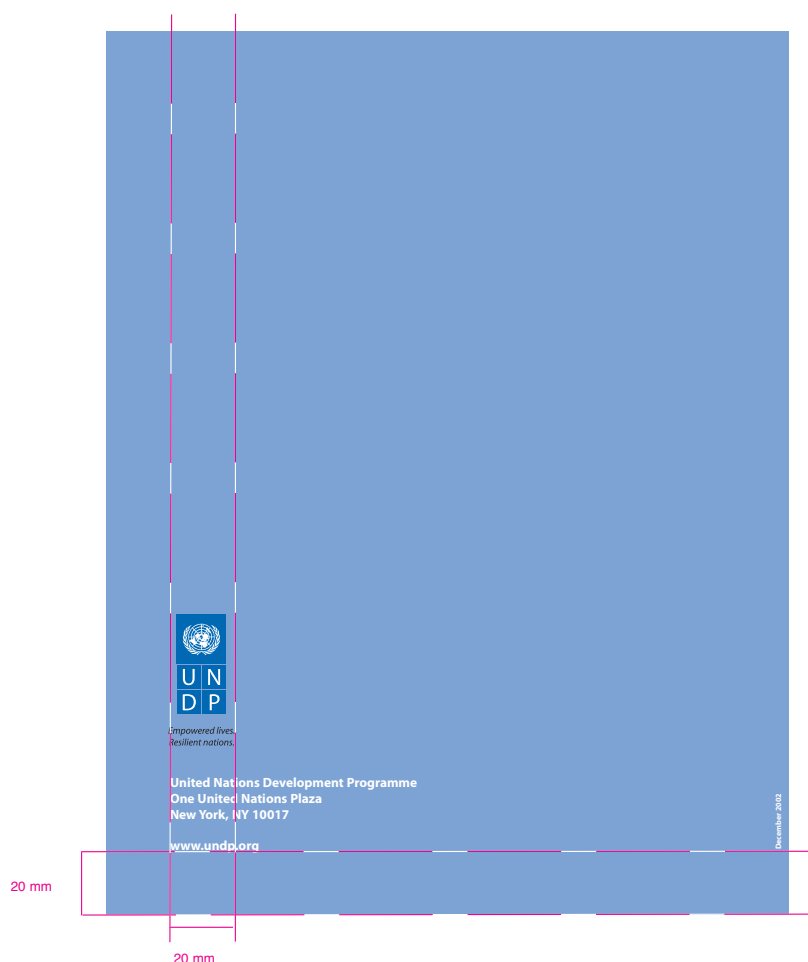
■ Spine of publications

	NAME OF THE PUBLICATION	Publisher
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In recognition of the limited space presented by a publication's spine, it is not necessary to use the tagline in conjunction with the logo. If the spine is 40mm or larger it will accommodate the logo and tagline. If smaller, do not use the tagline.

■ Logo position and contact information on back cover of publications

- Logo and address should be placed 20 mm from the edge of the cover
- The URL should be placed no lower than 20 mm from the bottom of the page.
- Logo should be 20 mm wide
- Font = Myriad 12 pt
- Background can be any colour
- Text can appear as black, white or any colour
- Date of the publication should be placed close to the spine
- Country office names should no longer be placed below the logo (that space is now reserved for the tagline). As such, please use the address section to highlight the country office or regional bureau.



■ PowerPoint presentations

Templates are available on the UNDP Tagline portal on Sharepoint.



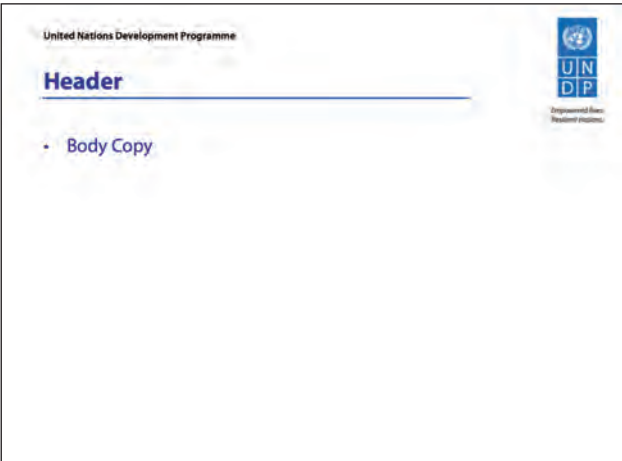
Title Slide



Slide with text and images



Slide with table



Slide with text

Sample presentation

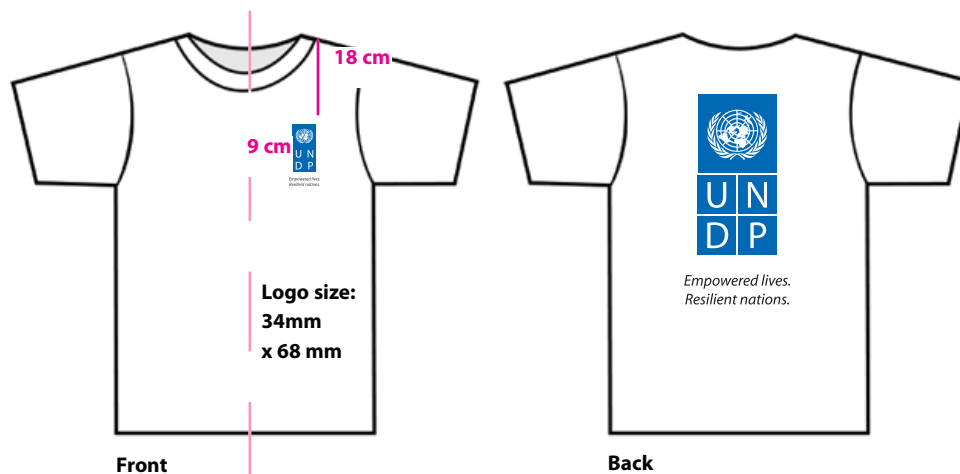


Subject slide

Promotional Items

The logo should be discretely placed on promotional items.

Not all items shown here have been produced.



For stand alone or partnership advocacy events, it is recommended to produce T-shirts with a large logo on the back.

Note: Check with your local vendor as to size limits on the font for the tagline on the front as small text may not be possible, especially for embroidery.



When an item is too small to accommodate the logo + tagline because the text would not be legible, you may apply the tagline text elsewhere, i.e. on the back.

Signage

Using the UNDP logo in an attractive way at building and office entrances reinforces the UNDP identification.

The solid version of the logo should be used for signs and banners. The outlined version is an option for etching on glass and aluminium.

Signs should reflect the exact logo design, but can be made in materials appropriate to the architectural setting. Sample applications are shown here.



Individual enamel plaques



Background etched, colour-filled

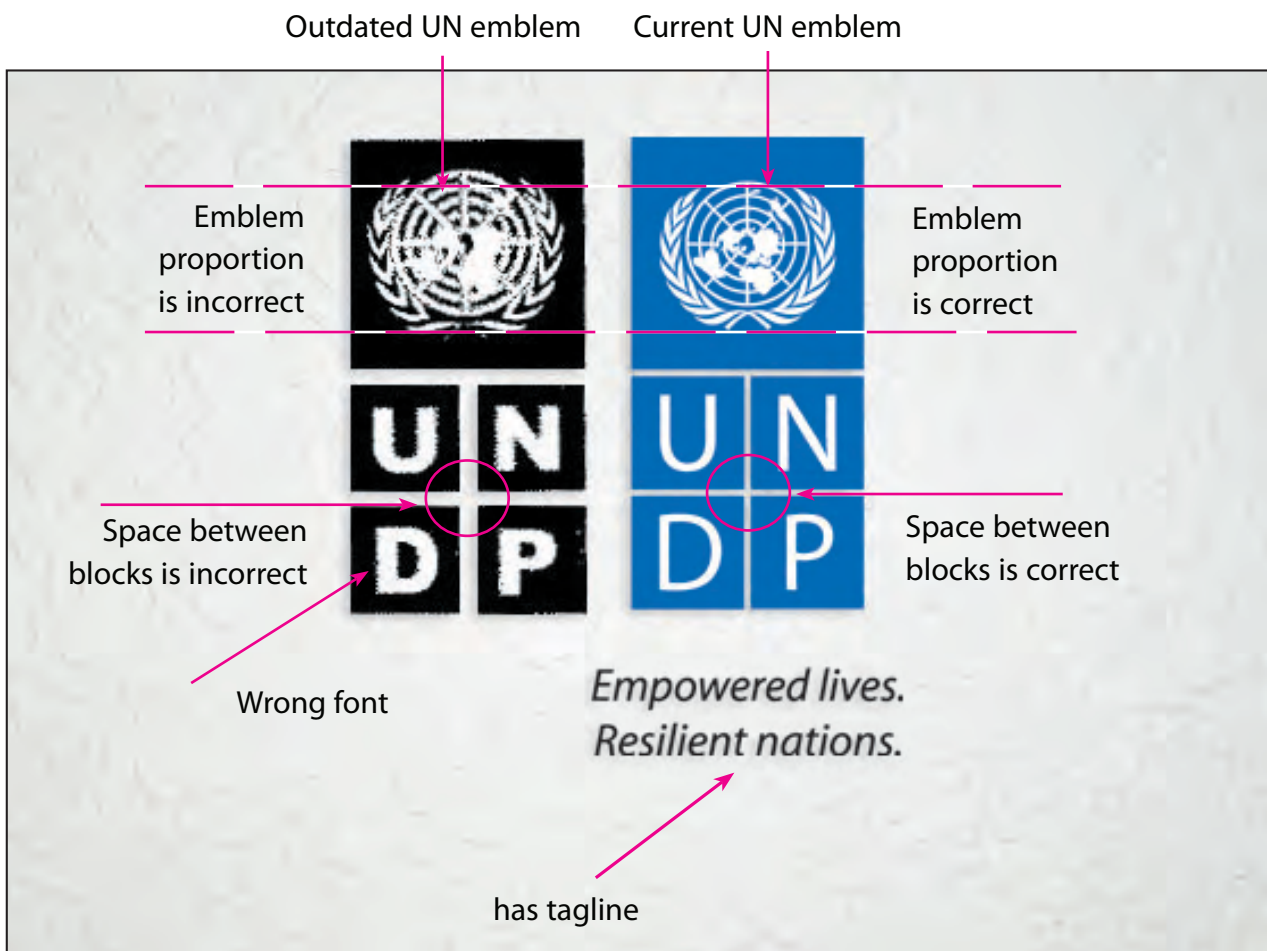


Sandblasted



Decal on vehicle

■ Incorrect signage example



■ UN Emblem

The UN blue official color is PMS 279, though the UN Emblem may be produced in any color. A variety of colors and formats are available on the UNDP Tagline Portal.



UN blue
(PMS 279)



QR codes

A Quick Response Code (QR Code) is a type of barcode that is scanable by smart phones. They are widely used in advertising in many countries. In UNDP we are using the QR Code to link to our corporate or country office websites.

To create the QR code for your office, go to: <http://qrcode.kaywa.com/>

You will be asked to insert the URL which you want the QR Code to link to. Choose the size for the code and hit "Generate." Save the code to your desktop folder.



Links to www.undp.org



Links to www.undp.org/french



Links to www.undp.org/spanish

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

For templates and other resources please visit:

<https://intranet.undp.org/unit/pb/communicate/tagline>



*Empowered lives.
Resilient nations.*

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Communications Office
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