



# Graphic Standards

United Nations Development Programme

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Dear Colleagues,

The new UNDP brand embodies all the progress we have made over the last few years. By redefining ourselves and by communicating with new messages and a new logo, we are helping people to understand our unique role in the world of development. We are also giving ourselves a powerful tool to facilitate further progress.

*UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources, to help people build a better life.* We need to communicate this idea in all that we say and do. Our brand is much more than our logo: it is how we define what makes UNDP unique in its field.

The Graphic Standards were produced to help you apply the new brand in a correct manner. I urge you to use this manual as a guide in your own work, and to share it with design consultants and printers who work with UNDP. We also recommend that you familiarize yourself with the core branding messages (see page 15), the *Policy on Logo and Name Usage* (see p. 4) and key policy instruments, such as the *UNDP Publications Policy*, at <http://intra.undp.org/coa/publicationspolicy.html> and the Web manual at <http://intra.undp.org/coa/webmanual/webmanual.htm>.

By applying our new logo, correctly and consistently, you can help to demonstrate that we are indeed one network offering a consistent level of quality and best practice around the world.



Mark Malloch Brown  
Administrator, UNDP  
December 2002



## 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, the UNDP logo should always be reproduced from official artwork. Because the proportions, shape and position of the letters are critical to its effectiveness, only authorized copies of the logo should be used for reproduction. Never try to re-construct or redraw the logo.

### ■ About the new UNDP logo

The new UNDP logo closely connects UNDP with the United Nations while giving us a unique identity of our own. While not meant to be taken literally, our logo does suggest some important aspects of our organization. The “building blocks” of our initials, together with the well-known UN emblem, suggest how the different parts of UNDP form one worldwide organization supporting the UN values. Each country office can add its own country name—in standardized form—on its own materials, reinforcing the value we place on our local presence and partnerships around the world.

## Correct logo usage

### Preferred versions



On light backgrounds

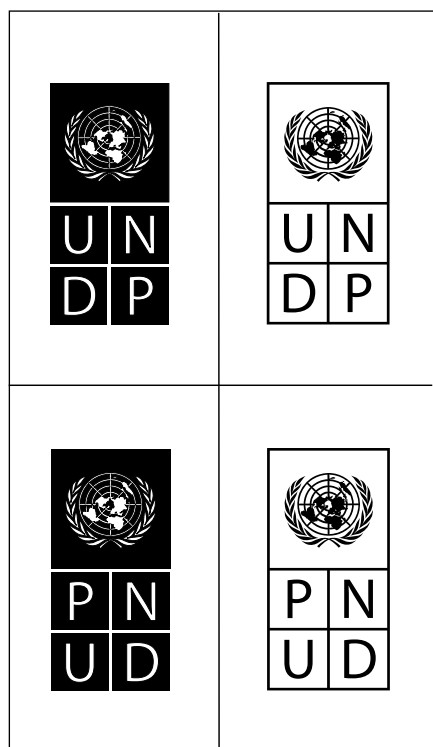


On dark backgrounds



On photographs

### Black and white version



When colour is not an option

### Optional outline version



On UNDP Blue

On photographs

## Policy on logo and name usage

1. There are only two versions of the logo: UNDP (English) and PNUD (French/Spanish).
2. Each country office will decide for itself which version of the logo to use, based on country-specific circumstances.
3. As described in the Graphic Standards, the only exception is a special configuration of the logo for country offices, which includes below the logo, the country name in English, French and Spanish, and the Cyrillic and Arabic scripts. Please refer to p. 7, which shows how to use the logo with country names. It also shows how not to use the new logo. Nothing but the country name can be added underneath the logo.
4. All HQ produced reports and material will be printed with the language equivalent logo. Country offices decide what language version of the logo to use on any nationally produced report, document and/or material. The logo is for use by country offices on publications and other materials for use in that country. This version has been developed to reinforce the field-driven nature of UNDP.
5. HQ bureaux and units (including any UNDP Internet forum, the RR Net, etc.) will use the new UNDP logo as their only logo. There should not be any separate or stand-alone logos used. There are no exceptions to this rule.
6. **a)** On all print magazines, reports, books, brochures and flyers—except for the *Human Development Report* (HDR) and the Administrator's Illustrated Annual Report (IAR)—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, the logos would be placed on the upper left corner).

The HDR and the IAR are exempt from this rule for the following reasons: the HDR is an independent publication although sponsored by UNDP; hence it is important for the credibility of the publication that it not look like a UNDP "corporate" product and that it has its own identity. The IAR is a publication about the organization. Its design changes every year, depending on the theme.

**b)** When producing a publication with other partners, all logos should 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. See p. 21.

**c)** Logos of commercial publishing houses should be placed discreetly on the back cover of the publication, on the spine or on the inside pages of the publication e.g. the HDR.

7. SURFs will use the new UNDP logo as their only logo, with the name of the relevant region with Sub-Regional Resource Facility spelled out in full. There should not be any separate or stand-alone logos used. There are no exceptions to this rule.
8. The UNDP Thematic Centres: i.e. Oslo Governance Centre, Rio and the Drylands Development Centre will use the UNDP logo as its only logo, with i.e. the Oslo Governance Centre spelled out in full, placed under "United Nations Development Programme." See example on p. 11.

9. Any initiative or programme that is part of or directly managed by UNDP should carry the new UNDP logo as its logo. There should not be any separate or stand-alone logos used. There are no exceptions to this rule (i.e. The Equator Initiative, Capacity 21, etc.).
10. For partnerships such as Global Environment Facility (GEF), the Montreal Protocol (MP), the new UNDP logo should be used in conjunction with the appropriate partners.
11. Any UNDP field project should carry the new UNDP logo as its only logo. If required the name of the project should be spelled out in full and placed next to the logo (not under it). There should not be any separate or stand-alone logos used. There are no exceptions to this rule. In case the project is managed with a partner, which needs to be acknowledged visually, the new UNDP logo should be used in conjunction with the logo of the other partner(s) only. See p. 27.
12. On Regional Bureau letterheads, the UNDP logo is always on the right hand side of the page as shown on p. 11. The name of the bureau should be spelled out in full and placed on the top left hand side under "United Nations Development Programme." This is to be applied on relevant documents and reports.
13. Country offices servicing more than one country, such as the country office of Fiji or Trinidad and Tobago, etc. should add under the logo only the country name of the country where the country office is located.
14. All Liaison Offices, UNDP Bureaux and units (BOM, BRSP, BDP etc) should use the standard UNDP logo—they do not add their departmental name to the logo.
15. Country offices may write out the full name, "United Nations Development Programme," in any appropriate local language, on stationery, signs, publications, or elsewhere, regardless of whether they use the "PNUD" or "UNDP" logo.
16. For stationery, the Graphic Standards prescribe standard typefaces for the name, and standard layouts with a fixed relationship between the name and logo elements. See p. 6.
17. The name "United Nations Development Programme" (or translation) should not be placed directly beneath the logo as the country office names are. In general, please avoid crowding the name or any other element too closely around the logo: leaving "clear space" around the logo increases its impact. See p. 7 bottom.
18. RR stationery will change in accordance with the Graphic Standards including the logo, font and set-up. This has no bearing on the RC stationery—which will remain the same.
19. RR/RC business cards will be printed on the same card using both sides. One side includes the RR information printed in accordance with the Graphic Standards, the other side with the RC information (p. 12). If you have two-language cards, you will need to produce each two-sided card as described above in two languages.

**Any exceptions to these rules should be made directly to Anne-Birgitte Albrectsen, Director, Office of the Administrator.**

## Typography

The typeface family “Myriad” 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](http://www.adobe.com/type) and is available for PC and Mac.

OIST has purchased Myriad font licenses for UNDP use. See UNDP Help Desk for information (<http://intra.undp.org/bom/helpdesk/>) on downloading the fonts. When Myriad font does not have the characters required for your local language please use either Arial or Helvetica.

### Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### *Myriad Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### *Myriad Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Samples of “Myriad” typeface family

#### 20 Point Arial

سيصدر تقرير التنمية البشرية لعام ٢٠٠٢ يوم ٢٤ تموز/يوليه. والتقارير  
والملف الصحفي محظور نشرهما حتى الساعة الواحدة بتوقيت غرينتش من  
صباح ذلك اليوم.

#### 20 Point Traditional

سيصدر تقرير التنمية البشرية لعام ٢٠٠٢ يوم ٢٤ تموز/يوليه. والتقارير  
محظور نشرهما حتى الساعة الواحدة بتوقيت غرينتش من صباح ذلك اليوم.

Sample of recommended Arabic scripts

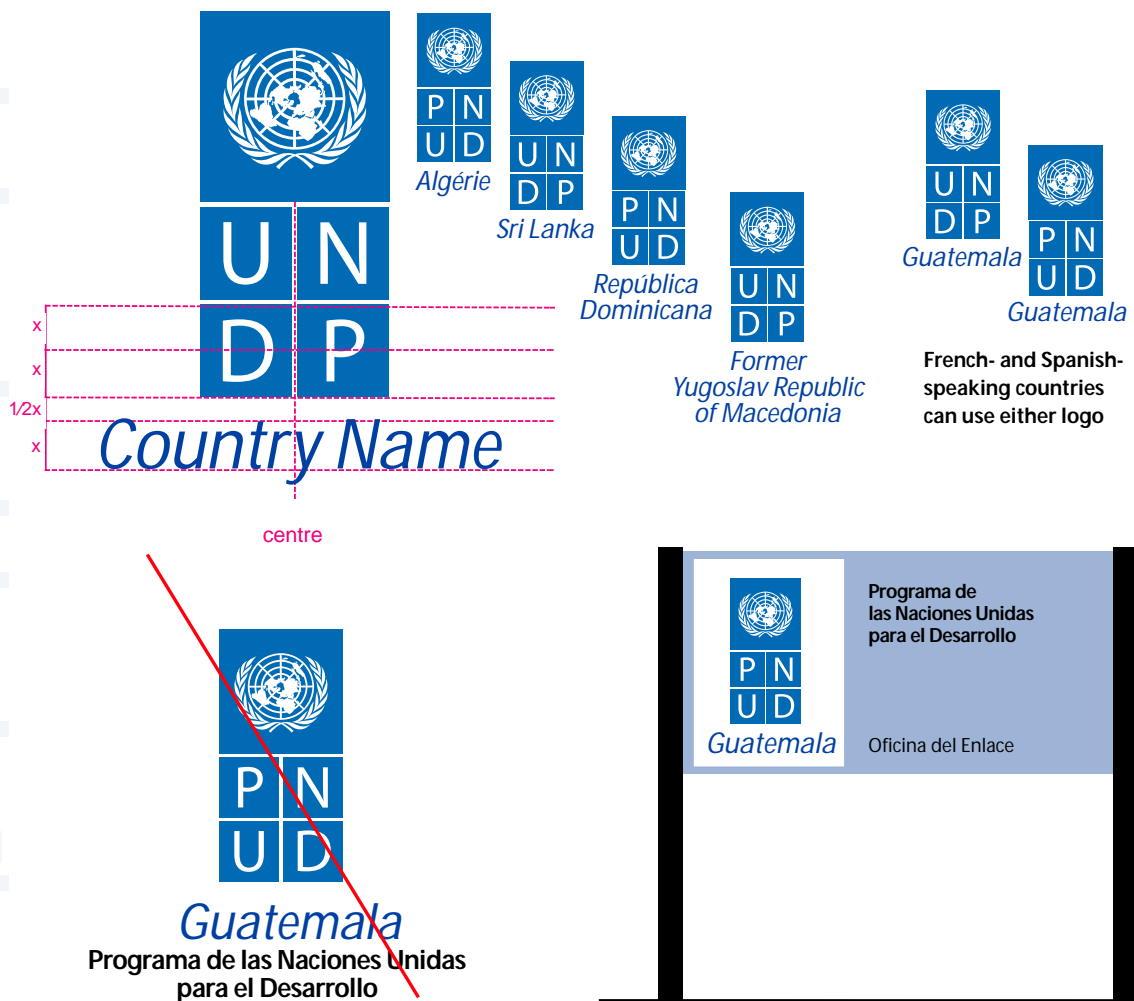


## The logo with country names

A special configuration of the UNDP logo that incorporates the country name has been developed to reinforce the field driven nature of UNDP. This is for use by country offices on publications, letterheads, signage and other materials intended for use in that country. The country name is set in Myriad Italic and centres below the logo.

When incorporating the country name with the logo, French- and Spanish-speaking countries have the option of using either the PNUD or the UNDP version of the logo in the UN languages (Arabic, English, French, Russian and Spanish) or in the local languages but not both. Only the country name can be added to the logo. Other words or slogans, including the name of the programme, should be placed in a position that allows sufficient "clear space" around the logo.

The WORD Macros have been set up to allow a country name to be set between 12 and 18 points, depending on the length of the country name.



Do not attach anything to the country name

Sufficient clear space should surround the logo when adding text

# 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 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

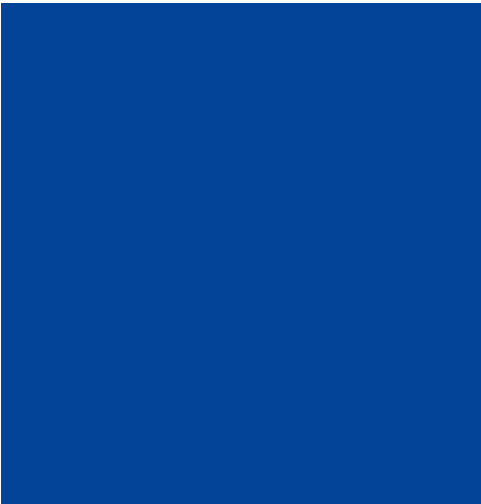
All by-products of the printing process adversely affect the environment.

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

Sample swatch:  
Pantone 293



Sample swatch:  
Four colour process printing = C100 M57 Y0 K2



## Logo applications

### ■ Stationery

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 on the Branding Web site on the UNDP intranet.

### ■ Business card



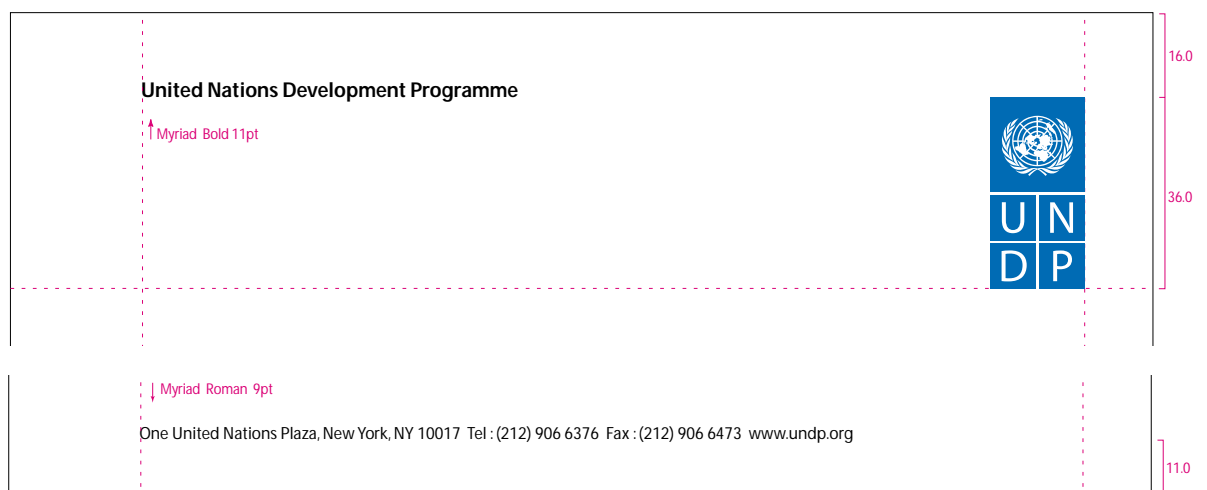
Business card specifications are for 3.5" x 2" (89.0 x 51.0)

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

It is not necessary to print the country name on the business card under the logo. 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 letterhead



Country office letterhead

Letterhead specifications are for standards of A4 or 8.5 x 11" (shown here at 70% of actual size, all measurements in millimetres)

*Example of letterhead with typing format*

Date



*Brazil*

Salutation,

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

The date is centred 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,

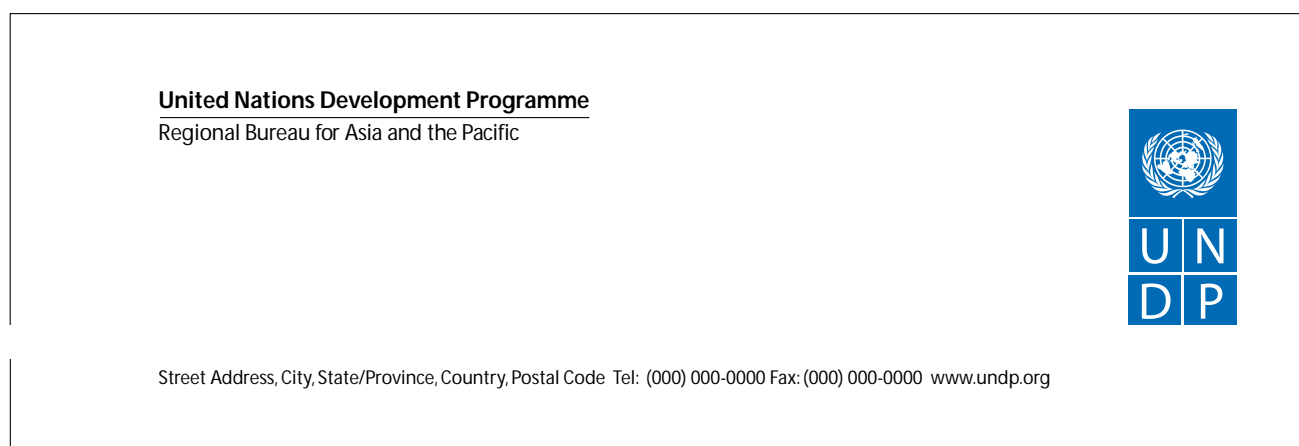
Name of sender  
Title of sender

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

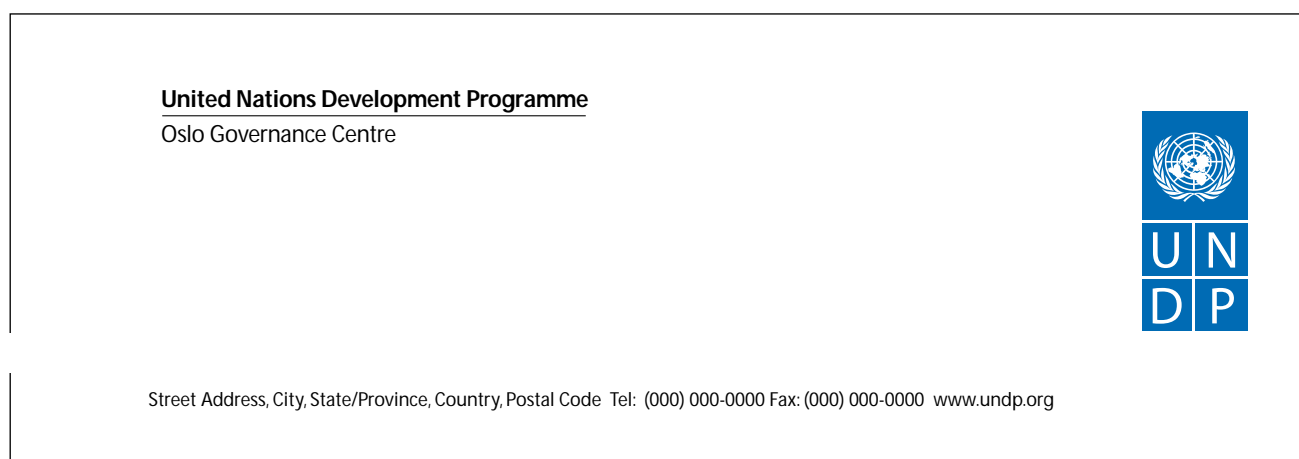
## ■ Other office letterheads



Country office letterhead



Regional Bureau letterhead



Oslo Governance Centre letterhead

## ■ Envelopes: sample #10 envelope and 9 x12" Kraft envelope

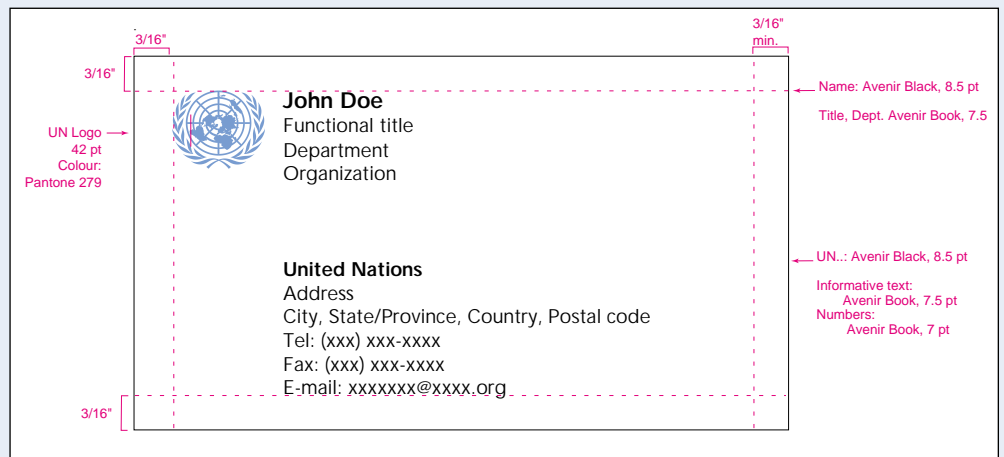


On envelopes other than white, logo and text should print black.

## ■ RC stationery

RR/RC business cards will be printed on the same card using both sides. One side includes the RR information printed in accordance with the Graphic Standards, the other side with the RC information as before. RC stationery will remain the same.

- Logo prints 100% PMS 279
- Text prints 100% black
- Magenta guides do not print



UN business card for Resident Coordinator

United Nations  Nations Unies

POSTAL ADDRESS

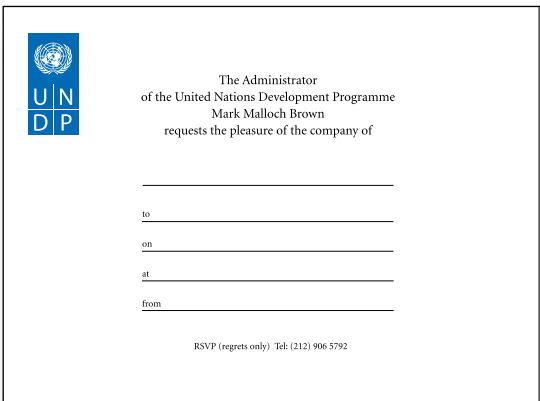
COUNTRY NAME

TEL: (XX) XXX XXXX • FAX: (XX) XXX XXXX

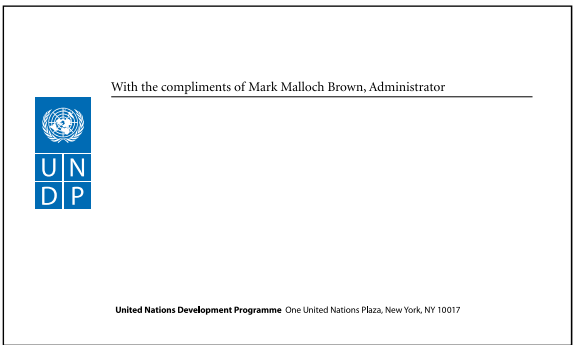
■ Additional stationery items



Note pad  
One half size of letterhead  
5.5" x 8.5"



Invitation card  
6.25" x 4.5"

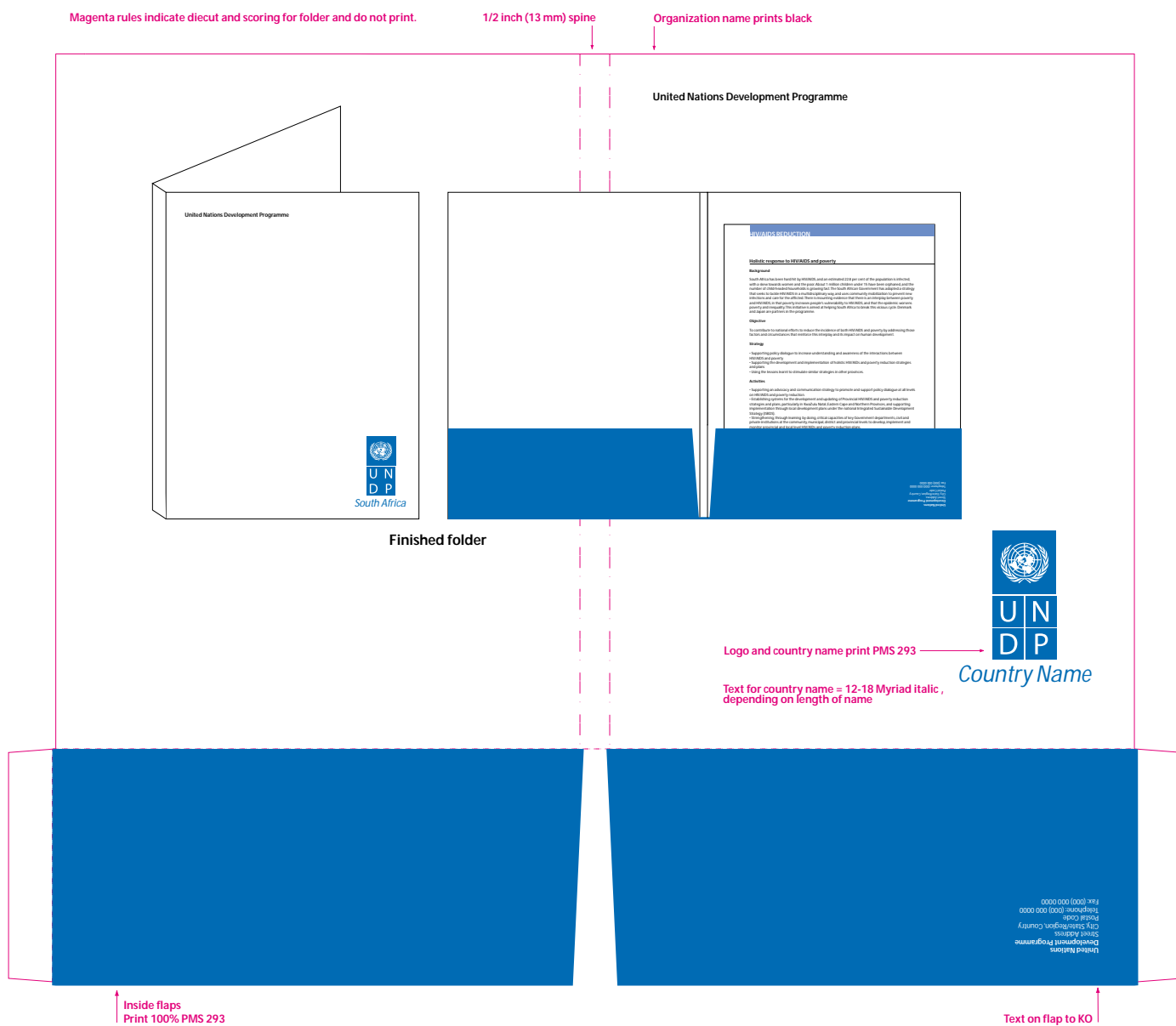


Complimentary slip  
6.5" x 4"



Name tag fits 4 x2.5" badge holder  
Actual size

## ■ Corporate folders



■ UNDP ink and embossing stamp



Shown at 100%

**Magenta rule not part of stamp**  
**Live art is in Black**



## ■ Core branding messages

### Core Concept

UNDP is the UN's global development network.

### One Sentence Version:

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life.

### One Paragraph Version:

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

### Three Paragraph Version:

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

World leaders have pledged to achieve the Millennium Development Goals, including the overarching goal of cutting poverty in half by 2015. UNDP's network links and coordinates global and national efforts to reach these Goals. Our focus is helping countries build and share solutions to the challenges of:

- Democratic Governance
- Poverty Reduction
- Crisis Prevention and Recovery
- Energy and Environment
- Information and Communications Technology
- HIV/AIDS

UNDP helps developing countries attract and use aid effectively. In all our activities, we encourage the protection of human rights and the empowerment of women.

## ■ Media needs

The core branding message, at left, and available on the Branding Web site, 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

United Nations Development Programme  
Tel: (212) 906 6606 Fax: (212) 906 5364



**President Fernando Henrique Cardoso of the Federative Republic of Brazil and six National and Regional Human Development Reports are honoured by UNDP in New York**

**WHERE:** Morgan Library, 29 East 36th Street, New York

**WHEN:** Monday, 9 December 2002, 6:30pm–8:00pm

You are invited to a special event on the occasion of the United Nations Development Programme (UNDP) National Human Development Awards Ceremony.

# PRESS RELEASE

United Nations Development Programme  
Tel: (212) 906 6606 Fax: (212) 906 5364



## World summit in Johannesburg to stake out course for practical, realistic development gains

Align  
at left

**Johannesburg, 26 August 2002**—World leaders, United Nations officials, citizen's groups and business representatives are meeting in Johannesburg this week to agree on a practical and clear agenda that will offer access to clean water, sanitation facilities, electricity and other services, with a focus on preserving the environment.

Nearly 100 Heads of State and Government will attend the World Summit for Sustainable Development (WSSD), to be held from 26 August to 4 September in Johannesburg.

The Summit will conclude with the adoption of a political declaration reaffirming the commitment to sustainable development and a plan of action with specific targets. Another important outcome will be initiatives between governments, civil society, the private sector and international organizations, such as the Global Village Energy, which will help address specific problems. The overall goal will be to improve living conditions worldwide while protecting natural resources and ecosystems.

At the United Nations Millennium Summit, 189 countries endorsed the Millennium Declaration, which includes eight concrete development goals from halving extreme poverty by 2015 to providing universal primary education and halting the spread of HIV/AIDS.

Last year in Doha, a new process aiming at creating fair global trade mechanisms was launched. At the Conference on Financing for Development, in Monterrey, Mexico, rich countries agreed to provide more aid, improve trade relations, increase the transfer of technology, as well as investment in poor countries committed to serious political and economic reforms.

"The World Summit for Sustainable Development represents an historic opportunity to build on all this progress, and map out practical plans of action for a sustainable future," said UNDP Administrator Mark Malloch Brown. "The leaders of the world must come up with an agreement that show their citizens, particularly the poor, that they are truly committed to helping provide prosperity to all the world's people while protecting the planet for future generations."

\* \* \*

For more information, please contact Ana Gerez in Johannesburg at 27 (0) 72 536 85 81 or Hilda Paqui at 27 (0) 82 858 83 91. You can also contact Cassandra Waldon in New York at (212) 906-6499.

\* \* \*

Contact Info

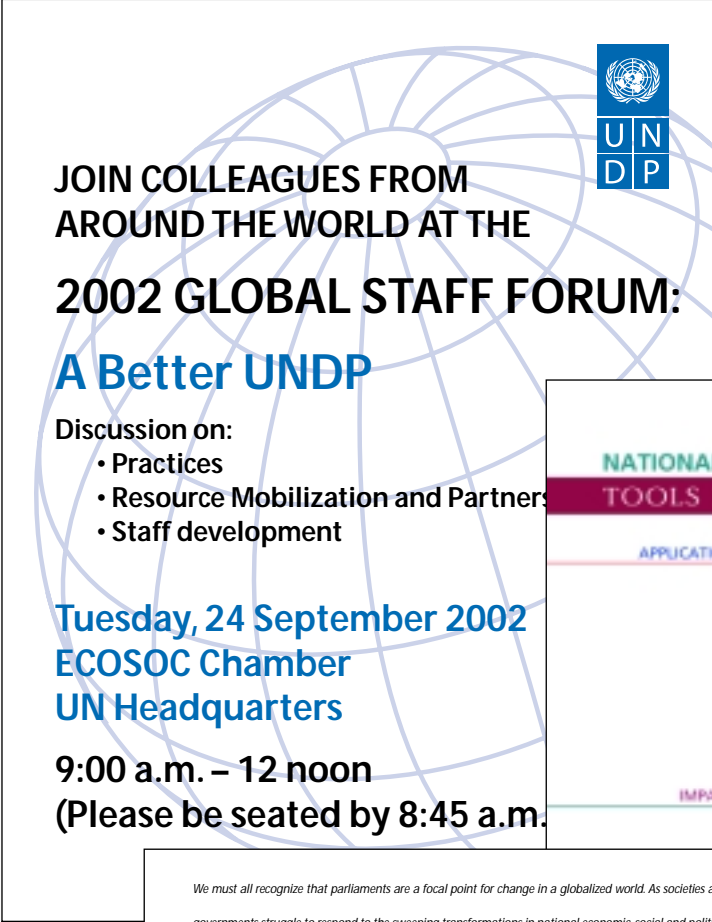
UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

Core Message

- Logo prints 100% PMS 293
- Text prints 100% black
- Black and white versions of these documents may also be used.

## ■ Flyers

It is best to have the UNDP logo appear once, in a prominent position, in an advertisement or on printed materials. The typeface "Myriad" should be used for titles and headlines.




**JOIN COLLEAGUES FROM  
AROUND THE WORLD AT THE  
2002 GLOBAL STAFF FORUM:  
A Better UNDP**

Discussion on:

- Practices
- Resource Mobilization and Partners
- Staff development

**Tuesday, 24 September 2002  
ECOSOC Chamber  
UN Headquarters**

**9:00 a.m. – 12 noon  
(Please be seated by 8:45 a.m.)**




**NATIONAL HUMAN DEVELOPMENT REPORTS  
TOOLS FOR NATIONAL POLICY DEBATE**

APPLICATION: HOW ARE THE NHDRs USED?

IMPACT: DO THE NHDRs MAKE A DIFFERENCE?

**NHDRs**

- Build custom and resource integration
- Offer data that is not published elsewhere
- Track national performance and emerging trends
- Build consensus and help create anti-corruption
- Reach a wide audience



*We must all recognize that parliaments are a focal point for change in a globalized world. As societies and governments struggle to respond to the sweeping transformations in national economic, social and political life, they can draw on a unique legitimacy to reach beyond the walls that hold back government and other actors to confront the central challenges of our time.*

—Mark Malloch Brown, Administrator of UNDP

### HOW UNDP SUPPORTS PARLIAMENTS IN AFRICA

The last two decades of the 20th Century saw a historic shift in the global spread of democracy. Some 81 countries, 29 in sub-Saharan Africa (more than in any other region), took steps towards democratization<sup>1</sup>. Within that context, parliamentary development and elected parliamentarians are making a vital contribution to sustaining and deepening Africa's democratic achievements. In 2001, the United Nations Development Programme (UNDP) supported over 22 parliamentary development projects in Africa, building capacity and sharing regional and global best practices. Parliamentary support includes:

**Constitutional Reform:** UNDP assists in drafting constitutions and parliamentary, basic and organic laws, and it supports consultations with civil society on reform of legal frameworks. In the **Republic of Congo**, for example, UNDP support to the National Transitional Council (NTC) included the organization of seminars on constitutional reform and electoral processes for the members of the NTC. Following parliamentary elections in early 2002, UNDP has been providing ongoing technical assistance to strengthen the capacity of members of parliament, to ensure that they can fulfill their duties as democratic leaders in this emerging democracy.

**Electoral Assistance:** Electoral assistance is in many instances the entry point for support to parliaments. In 2001, UNDP provided electoral assistance to 12 African countries. In **Lesotho**, for example, UNDP's electoral assistance included the brokering of meetings amongst party leaders, prior to and following the May 2002 elections. Complemented by an intense voter and civic education campaign, this assistance contributed to the peaceful acceptance of electoral results. In **Sierra Leone**, UNDP played a significant role in the May 2002 parliamentary and presidential elections, which were a major step towards the consolidation of peace in that country. UNDP helped organize the National Consultative Conference that charted the way forward for national elections and aided the National Electoral Commission in organizing them.

**Strengthening the Internal Organization of Legislatures:** UNDP assists in drafting rules of procedure, developing law making processes, improving parliamentary libraries and information systems, and professionalizing the parliamentary civil service. In countries such as **Mozambique**, UNDP's assistance focuses on improving parliamentary oversight, internal organization and strengthening the committee system. The financial oversight capacity development effort supporting the National Assembly of **Benin** has resulted in the creation of a Budgetary Analysis and Control Unit with the Parliamentary administration. This assistance has strengthened parliamentarians' involvement in the budget process and in overseeing public expenditure.

**Training for Legislators and Staff:** UNDP provides orientation programmes for newly elected parliamentarians and targeted training on topics such as legislative drafting. UNDP and the Inter-Parliamentary Union (IPU) have been conducting national and regional seminars in **Kenya** and **Mali**, for example, for parliamentarians and their staff on the budget process. In **Rwanda**, UNDP, in collaboration with the IPU, has provided leadership training for women parliamentarians and in **Gabon**, UNDP in cooperation with the French Senate has strengthened the

**FAST FACTS**

## ■ Advertisements in print publications

The UNDP logo and one paragraph core message should appear in all job advertisements.

The United Nations Development Programme (UNDP) is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.



### Senior Field Economists

The UNDP's Regional Bureau for Africa is seeking to employ four experienced professionals (three francophone and one anglophone) as Senior Field Economists to head Economic Units in country offices in Africa. Under the direct supervision of the Resident Representative/Resident Coordinator, Senior Field Economists are responsible for the following:

- Advise the programme country on issues related to sustainable human development contributing to the articulation of a long-term national vision, and the formulation of strategies, policies and actions to attain it.
- Analyze the country's assets to identify constraints on development based on socio-political and economic trends and their impact on the people.
- Evaluate on-going macro-economic policies and their particular impact on poverty and the environment.
- Identify ways of strengthening national capacity, for negotiations and policy dialogue with the international community and development stakeholders including UN system partners.


#### Requirements:

- Post-graduate degree in Economics. Ph.D. desirable. Excellent oral and writing skills in French and/or English.
- Demonstrated mastery of macroeconomic aspects in the African region and at least 10 years of increasingly responsible professional experience in the field of economic development.
- Strong managerial and communication skills. Experience in the development of strategic partnerships.

For further requirements and full job descriptions, qualified candidates are invited to visit UNDP's Web site at [www.undp.org](http://www.undp.org) and submit applications by 7 October 2002 at the latest. CV could also be submitted electronically to [leena.dsouza@undp.org](mailto:leena.dsouza@undp.org) or by fax to UNDP Headquarters in New York: (212) 906-XXXX.

## ■ PowerPoint presentations

Templates are available on the Branding Web site.



**Human Development Report 2002:  
Deepening Democracy  
in a Fragmented World  
(Use Myriad Bold 32 pt)  
(Align left)**

United Nations Development Programme

Title Slide




**Slide topic title here, Myriad bold  
Align at left**

Slide text starts here and can extend across to edge of UNDP logo

- Myriad regular
- Align left
- Recommended text colours are yellow and white for readability and contrast


Subject slide



**Diapositive de titre de  
la présentation  
(en Myriad 32 points gras aligné  
sur la gauche)  
(Le logo du PNUD doit figurer  
sur toutes les diapos)**

Programme des Nations Unies pour le développement

Title Slide




**Titre de la diapo indiquant le sujet,  
en Myriad gras, aligné sur la gauche**

Le texte de la diapo commence ici et peut aller jusqu'au bord du logo du PNUD

- composé en Myriad normal
- aligné sur la gauche
- couleurs recommandées pour le texte : jaune et blanc pour faciliter la lecture (contraste)


Subject slide



**Diapositiva del título  
(Utilice Myriad negrita 32 pt)  
(Alineado a la izquierda)  
(El logotipo del PNUD debe  
aparecer en todas las diapositivas)**

Programa de las Naciones Unidas para el Desarrollo

Title Slide



**Coloque aquí el título del tema, en  
Myriad negrita, alineado a la izquierda**

El texto debe comenzar aquí y puede extenderse hasta el borde externo del logotipo del PNUD

- Myriad normal
- Alineado a la izquierda
- Se recomienda utilizar los colores amarillo y blanco para el texto, por su legibilidad y contraste

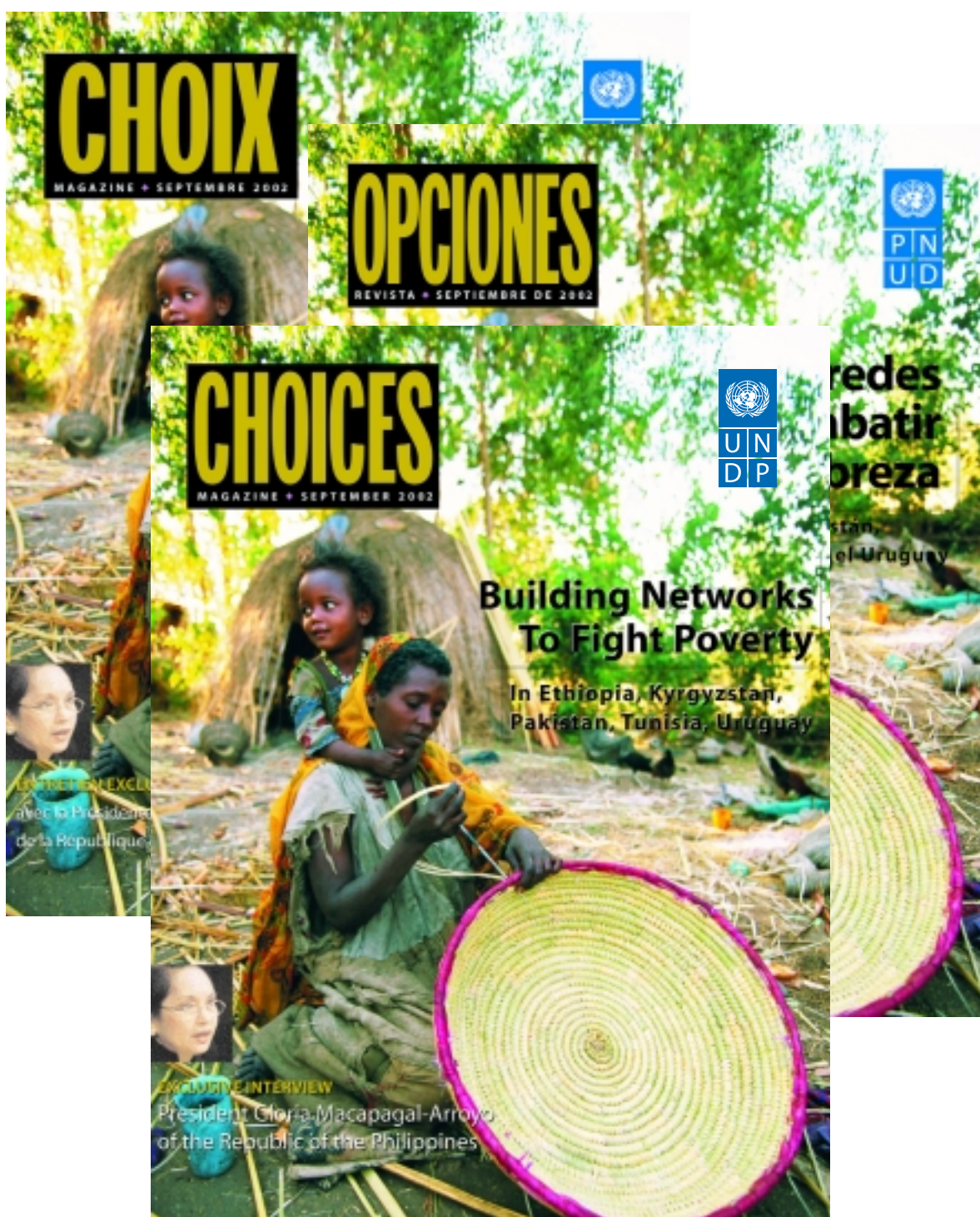
Subject slide



## 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 p. 15).

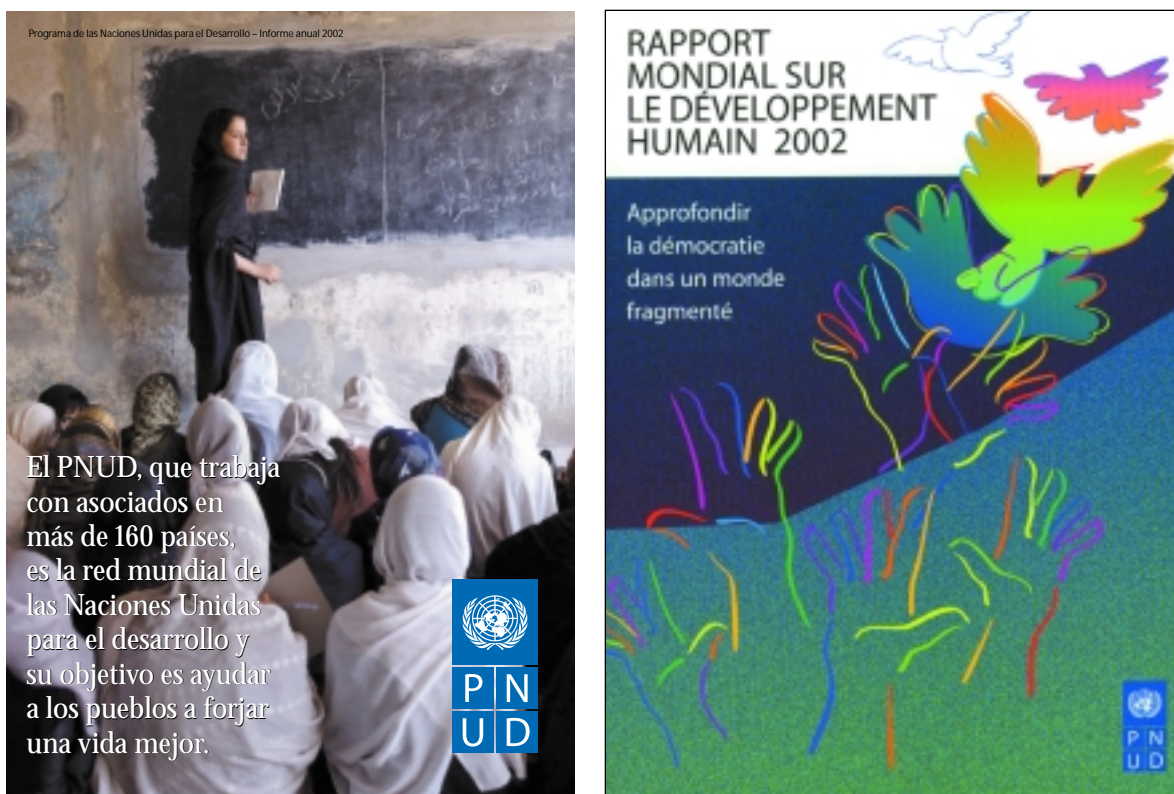


## ■ Additional publications with correct logo placement



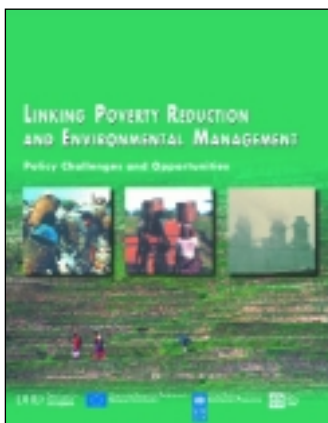
## ■ Publication exceptions

There are two publications that are exceptions to this rule. For marketing purposes and to maintain a consistent identity, the *Human Development Report* cover layout has always remained the same. The best place for the logo to appear on the front cover is the lower right where it does not interfere with the text or illustration. The second exception is the Administrator's Illustrated Annual Report. For maximum flexibility of design, this report is exempt from the logo placement rule.





## ■ Joint publications



When producing a publication with other partners, all logos should 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 other logos of partnering agencies. (See policy on logo use on pp. 4-5.)



## ■ Incorrect logo usage



Do not place logo on the bottom centre



Do not place logo on lower left



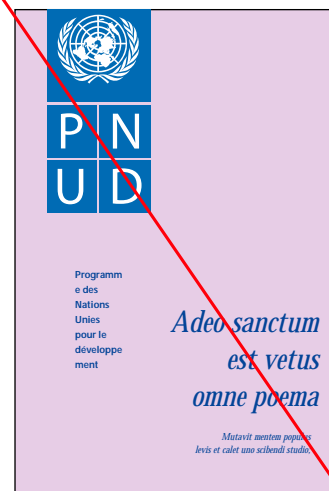
Do not use screened logo or more than one logo



Do not place logo on the top centre



Do not place logo on lower right or on top of another logo

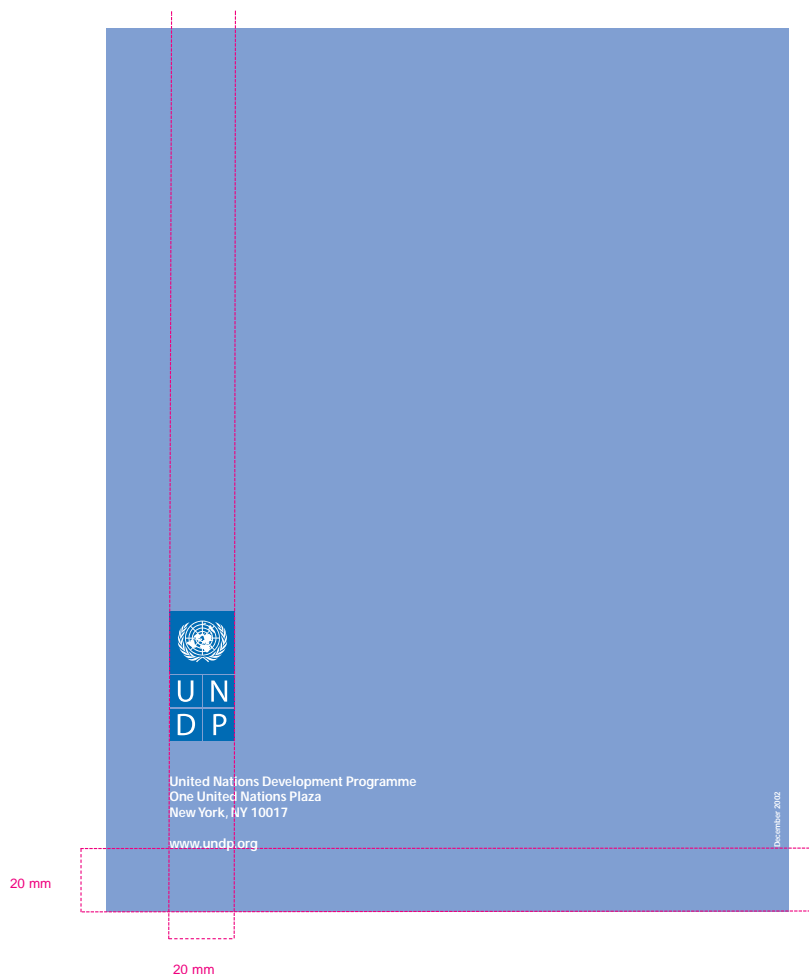


Do not place logo on upper left or enlarge  
Do not hang from edge of paper

## ■ Logo position and contact information on back cover of publications

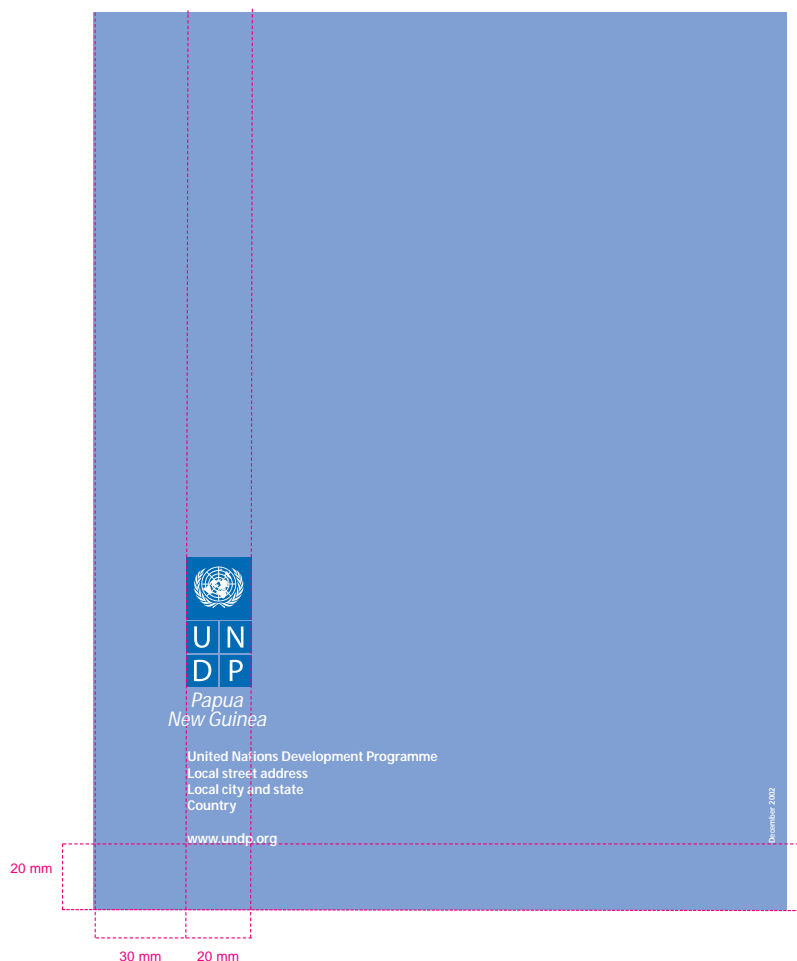
### Headquarters

- 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 offices

- Logo and address should be placed 30 mm from the edge of the cover
- Country offices have the option of placing their country name below the logo. This type would be sized from 12 pt Myriad to 18 pt Myriad depending on the length of the country name. The country name is centred under the logo. Some country names may extend beyond the logo. Others may use two or three lines.
- 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
- Date of the publication should be placed close to the spine





## Web site

A template with the new logo unifies the look and feel of UNDP Web sites. Please choose the correct version of the template: there is one for country office use and another for all sites except country offices.

Also, use the template with the large logo for the home page. On lower level Web pages, the logo is reduced and placed in the blue masthead. Please note that the logo is in outline form, reversed out of a field of UNDP blue. Please follow strictly the instructions contained in the template.

All versions of the Web template are available on the Branding site at <http://intra.undp.org/branding/webTemplates.html>.

The UNDP Web manual entitled *UNDP on the Net: Mission and Manual* is available on the intranet at <http://intra.undp.org/coa/webmanual/webmanual.html>.

### ■ UNDP Home Page



## ■ UNDP second page



## ■ Screensaver

Download the UNDP screensaver and install it according to instructions at <http://intra.undp.org/branding/screensaverE.html>



## Country office Home Page

160pix

54pix

116pix

United Nations Development Programme

UNDP in Brazil

Country Office Websites

Strategic Results Frameworks

Programme des Nations Unies pour le développement

Le PNUD au Brésil

Programa de las Naciones Unidas para el Desarrollo

PNUD en la República Dominicana

Información General

Gobernabilidad democrática

Erradicación de la pobreza

Gestión del medio ambiente

Documentos publicaciones

Noticias locales

PNUD en la República Dominicana

Embed vertical photo or graphic above - width 160 pixels. Cut and paste title or caption here, in Paragraph, 27 lines.

Insérez une photo ou un objet graphique de format vertical - largeur 160 pixels. Coupez-collez le légende ou le titre entre tags P.

Insérez una fotografía o un gráfico vertical, de un ancho de 160 píxeles. Corte y pegue aquí el epígrafe o el título en itálica, entre directivas P.

Faites des liens en gras

Country Office Websites

Strategic Results Frameworks

Programme des Nations Unies pour le développement

Le PNUD au Brésil

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PNUD en la República Dominicana

## Country office second page

160pix

54pix

United Nations Development Programme

UNDP in Brazil

Country Office Websites

Strategic Results Frameworks

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Insérez una fotografía o un gráfico vertical, de un ancho de 160 píxeles. Corte y pegue aquí el epígrafe o el título en itálica, entre directivas P.

Insérez una fotografía o un gráfico vertical, de un ancho de 160 píxeles. Corte y pegue aquí el epígrafe o el título en itálica, entre directivas P.

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## 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.



Etched, brushed aluminium



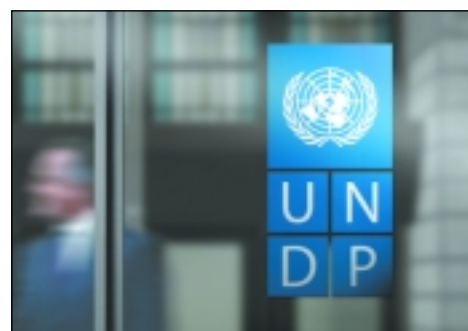
Background etched, colour-filled



Sandblasted



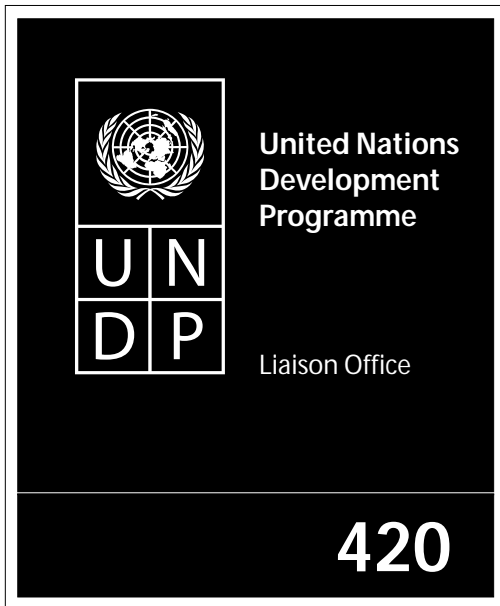
Individual enamel plaques



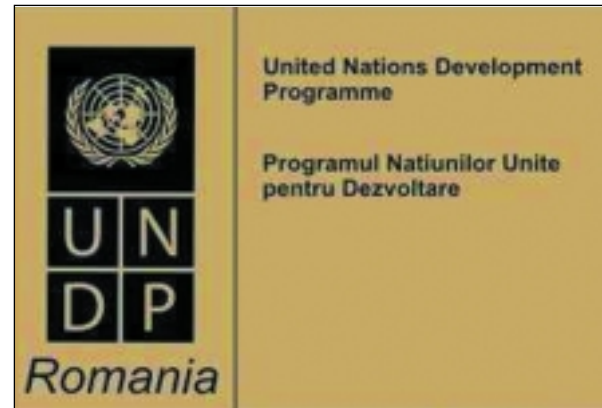
Decal on glass door



Decal on vehicle



Indoor liaison office sign



Outdoor country office sign



Event banner



Directional sign

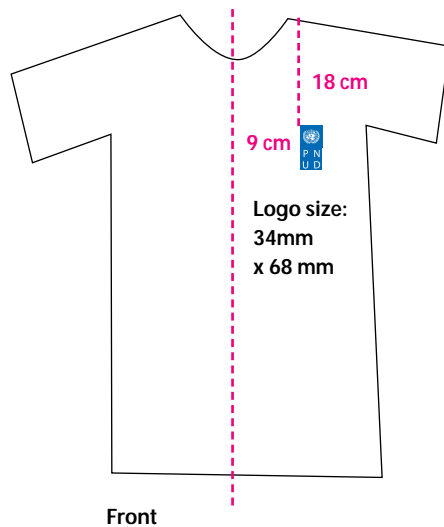


Partnership project sign

UNDP logo and partner logo should be visually equal.

## Promotional items

The logo should be discreetly 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.







## Incorrect forms

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 change the colour of the boxes



Do not change style or colour of the letters



Do not add borders around the logo



Do not add an outline to the logo



Do not rearrange the logo horizontally



Do not add other elements to the logo



Do not distort the shape of the logo



Do not place the logo in other shapes



### ■ Incorrect signage example



Name should not be in all caps

Wrong font, should be Myriad

Sufficient clear space should surround the logo when adding text

## Contact information

### If you need help...

Please try to be specific in your queries and direct it to the appropriate person. Your primary contacts are the regional focal points. If you need help with branding language, logo and design, troubleshooting for the Web and Intranet, please direct your questions to the contacts listed below.

#### Branding language

[justin.leites@undp.org](mailto:justin.leites@undp.org)

[richard.leonard@undp.org](mailto:richard.leonard@undp.org)

#### Logo and design

[maureen.lynch@undp.org](mailto:maureen.lynch@undp.org)

#### Web content issues

[edgar.koh@undp.org](mailto:edgar.koh@undp.org)

#### Regional information manager (RIM) or

[anthony.wood@undp.org](mailto:anthony.wood@undp.org)

#### Intranet

[mitchell.toomey@undp.org](mailto:mitchell.toomey@undp.org)

#### Publications

[rajeswary.iruthayanathan@undp.org](mailto:rajeswary.iruthayanathan@undp.org)

## Sample PMS 293

Sample of new colour for  
colour matching purposes

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.



United Nations Development Programme  
Communications Office  
Office of the Administrator  
One United Nations Plaza  
New York, NY 10017

[www.undp.org](http://www.undp.org)