THE GLOBAL GOALS
For Sustainable Development
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INTRODUCTION

THE GLOBAL GOALS

The Global Goals brand is the cornerstone for all communication about the Sustainable Development Goals for 2030. The branding system is constructed as an enabler for information, engagement and collaboration. The basic system includes short names for the 17 goals, individual, colorful icons, a bright logotype, and bold typography. Our goal has been to create a positive, hopeful language that will be a constant thread through all the efforts to support the goals, strengthening the sense that we are all in this together and are working toward the same goal. Our hope is that it will inspire and help carry the promise of a better world forward.

To make the goals easy to refer to, each one has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal; it’s an inspiring read.

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The design for The Global Goals is crisp, bold, colorful and timeless. It is designed to last for 15 years.

The main effort was to create iconography for the 17 UN goals that creates a wider understanding of the initiative. The educational aspect of The Global Goals is instrumental. We want people to know their rights, and understand that it is possible to make a better world for everyone.

In this spirit, each of the UN goals has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal.

About the icons:
Every goal is very inclusive and has a subset of targets. While it is impossible to cover every aspect of the goal in a single icon, a wide range of people and organizations have agreed that they are a good representation of the essence of the goal.

About the Palette:
We are using 17 colors for the goals, and all of them are featured in the main logo for The Global Goals. No other colors should be used for the goals, and they should preferably be shown on a white background.
The COLOR VERSION of The Global Goals logotype is ONLY to be used on a white or light grey background. See color values to the right.

**LIGHT GREY**

PMS: Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 43 for color scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a colored background, ONLY on white.
The CONTAINED VERSION of The Global Goals logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.
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CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case “F”.
CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case “F”.

THE GLOBAL GOALS
For Sustainable Development
These examples of logo treatments are not permitted.

Format, size and colouring of The Global Goals logo are detailed within this document.
TYPOGRAPHY
GIORGIO SANS font is usually used for headline and titles.
APEX NEW

APEX NEW - BOOK

ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%$#!\1234567890

APEX NEW - BOLD

ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*&%$#!\1234567890

APEX NEW font is usually used for body copy and additional information.
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.
Each icon can ONLY be used inversely over a white background.

The icon may not be used inversely over a black nor a colored background.
ICONS

#1 NO POVERTY

COLOR & BLACK/WHITE

1 NO POVERTY

RED
PMS: 185 C
CMYK: C 1 M 100 Y 92 K 0
RGB: R 229 G 36 B 59
HEX: E5243B
ICONS

#2 ZERO HUNGER

COLOR & BLACK/WHITE

2 ZERO HUNGER

2 ZERO HUNGER

MUSTARD

PMS: 7555 C
C 18, M 37, Y 100, K 1
R 221, G 166, B 58
HEX: DDA63A
ICONS

#3 GOOD HEALTH AND WELL-BEING

COLOR & BLACK/WHITE

KELLY GREEN

PMS: 7739 C
C 81 M 15 Y 100 K 2
R 76 G 159 B 56
HEX: 4C9F38
#4 QUALITY EDUCATION
#5 GENDER EQUALITY

**COLOR & BLACK/WHITE**

**RED ORANGE**

- **PMS**: BRIGHT RED C 90 Y 94 K 0
- **CMYK**: C 255 G 58 B 33
- **HEX**: FF3A21
#6 Clean Water and Sanitation

**Bright Blue**

PMS: 638 C  
C 82 M 7 Y 9 K 0  
R 38 G 189 B 226  
HEX: 26BDE2
#7 AFFORDABLE AND CLEAN ENERGY

**YELLOW**

PMS: 1235 C
C 0 M 31 Y 100 K 0
R 252 G 195 B 11
HEX: FCC30B
ICONS

#8 DECENT WORK AND ECONOMIC GROWTH

COLOR & BLACK/WHITE

BURGUNDY RED

PMS: 1955 C
C 29 M 100 Y 70 K 27
R 162 G 25 B 66
HEX: A21942
ICONS

#9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOR & BLACK/WHITE

ORANGE

PMS: 1585 C
CMYK: C 0 M 71 Y 78 K 0
RGB: R 253 G 105 B 37
HEX: FD6925
ICONS

#10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE

10 REDUCED INEQUALITIES

MAGENTA

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367
#11 SUSTAINABLE CITIES AND COMMUNITIES

**GOLDEN YELLOW**

**PMS:** 1375 C  
**CMYK:** C 0 M 45 Y 96 K 0  
**RGB:** R 253 G 157 B 36  
**HEX:** FD9D24
#12 RESPONSIBLE CONSUMPTION & PRODUCTION

**COLOR & BLACK/WHITE**

DARK MUSTARD

- **PMS:** 131 C
- **C 18 M 48 Y 100 K 2
- **R 191 G 139 B 46
- **HEX:** BF8B2E
ICONS

#13 CLIMATE ACTION

COLOR & BLACK/WHITE

13 CLIMATE ACTION

DARK GREEN

PMS: 7742 C
C 74 M 32 Y 95 K 19
R 63 G 126 B 68
HEX: 3F7E44
ICONS

#14 LIFE BELOW WATER

COLOR & BLACK/WHITE

BLUE

PMS: 7461C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9
ICONS

#15 LIFE ON LAND

COLOR & BLACK/WHITE

15 LIFE ON LAND

15 LIFE ON LAND

LIME GREEN

PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B
ICONS

#16 PEACE AND JUSTICE STRONG INSTITUTIONS

COLOR & BLACK/WHITE

ROYAL BLUE

PMS: 7462 C
C 100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D
#17 PARTNERSHIPS FOR THE GOALS

**NAVY BLUE**

- **PMS:** 294 C
- **CMYK:** C100 M86 Y29 K23
- **RGB:** R25 G72 B106
- **HEX:** #19486A
These examples of icon treatments are not permitted.

Format, size and colouring of The Global Goals icons are detailed within this document.
COLORS
# Colors

## The 17 Colors

### Color Definitions

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Red</strong></td>
<td>PMS: 185 C</td>
<td>No Poverty (C100 M 100 Y 92 K 0)</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Red Orange</strong></td>
<td>PMS: Bright Red C</td>
<td>Gender Equality (C100 M 90 Y 94 K 0)</td>
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<tr>
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<td></td>
</tr>
<tr>
<td><strong>Bright Blue</strong></td>
<td>PMS: 638 C</td>
<td>Clean Water and Sanitation (C62 M 7 Y 9 K 0)</td>
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</tr>
<tr>
<td><strong>Yellow</strong></td>
<td>PMS: 1235 C</td>
<td>Affordable and Clean Energy (C31 M 31 Y 100 K 0)</td>
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<tr>
<td><strong>Golden Yellow</strong></td>
<td>PMS: 1375 C</td>
<td>Sustainable Cities and Communities (C45 M 45 Y 96 K 0)</td>
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<tr>
<td><strong>Dark Mustard</strong></td>
<td>PMS: 131 C</td>
<td>Responsible Consumption and Production (C18 M 48 Y 100 K 2)</td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>Dark Green</strong></td>
<td>PMS: 7742 C</td>
<td>Climate Action (C74 M 32 Y 95 K 19)</td>
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<tr>
<td><strong>Blue</strong></td>
<td>PMS: 7461 C</td>
<td>Life Below Water (C96 M 41 Y 6 K 0)</td>
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<tr>
<td><strong>Lime Green</strong></td>
<td>PMS: 361 C</td>
<td>Life on Land (C79 M 4 Y 100 K 0)</td>
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<tr>
<td><strong>Peace and Justice</strong></td>
<td>PMS: 7462 C</td>
<td>Partnerships for the Goals (C100 M 71 Y 22 K 5)</td>
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<tr>
<td><strong>Royal Blue</strong></td>
<td>PMS: 7462 C</td>
<td>Peace and Justice Strong Institutions (C100 M 71 Y 22 K 5)</td>
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