

Logo Use Guidelines

The logo and campaign material have been designed and developed by the Graphic Design Unit in the Department of Public Information, in close collaboration with the Department of Economic and Social Affairs, at the United Nations in New York.



FINANCING FOR DEVELOPMENT

13-16 JULY 2015 • ADDIS ABABA • ETHIOPIA

TIME FOR GLOBAL ACTION



Brand Guidelines

Third International Conference on Financing for Development.

These guidelines must be provided to requesters.
Whenever the special logo is uploaded on the internet,
the guidelines must be uploaded on the same page.

All elements have been carefully combined so the logo,
in its entirety or in the following derivatives, can be used
as an effective tool to communicate the ideas and values
of the brand.

For consistency, the logo must always comply with this
Brand Guideline.



**FINANCING FOR
DEVELOPMENT**

13-16 JULY 2015 • ADDIS ABABA • ETHIOPIA

TIME FOR GLOBAL ACTION

The graphic solution for the **Third International Conference
on Financing for Development** logo reveals the many
information pieces coming in and feeding ultimately
into a larger cohesive sustainable solution.



Logo options



**FINANCING FOR
DEVELOPMENT**

13-16 July 2015 • Addis Ababa • Ethiopia
TIME FOR GLOBAL ACTION

Vertical
option



**FINANCING FOR
DEVELOPMENT**

13-16 July 2015 • Addis Ababa • Ethiopia
TIME FOR GLOBAL ACTION

Horizontal
option





FINANCING FOR DEVELOPMENT

13-16 July 2015 • Addis Ababa • Ethiopia

TIME FOR GLOBAL ACTION

Fonts

Font: Duepuntozero bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*{ }

Font: Gotham medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*{ }

Font: Gotham condensed medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*{ }





FINANCING FOR DEVELOPMENT

13-16 July 2015 • Addis Ababa • Ethiopia

TIME FOR GLOBAL ACTION

Colors

CMYK 90 / 67 / 0 / 0
RGB 38 / 94 / 168

CMYK 5 / 23 / 100 / 0
RGB 242 / 193 / 24

CMYK 5 / 95 / 100 / 0
RGB 227 / 43 / 33

CMYK 85 / 15 / 100 / 3
RGB 0 / 150 / 72



Languages > Horizontal versions



**FINANCING FOR
DEVELOPMENT**
13-16 JULY 2015 • ADDIS ABABA • ETHIOPIA
TIME FOR GLOBAL ACTION



**ФИНАНСИРОВАНИЕ
РАЗВИТИЯ**
13-16 ИЮЛЯ 2015 • АДДИС-АБЕБА • ЭФИОПИЯ
ВРЕМЯ ГЛОБАЛЬНЫХ ДЕЙСТВИЙ



**FINANCIACIÓN
PARA EL
DESARROLLO**
13-16 DE JULIO DE 2015 • ADDIS ABABA • ETIOPIA
ES HORA DE LA ACCIÓN MUNDIAL



发展筹资问题
2015年7月13至16日
亚的斯亚贝巴·埃塞俄比亚
现在就采取全球行动



**FINANCEMENT DU
DÉVELOPPEMENT**
13-16 JUILLET 2015 • ADDIS-ABABA • ÉTHIOPIE
ANNÉE D'ACTION MONDIALE



تمويل التنمية
من 13 إلى 16 تموز/يوليه 2015
أديس أبابا - إثيوبيا
أوان العمل العالمي



Languages > Vertical versions



Colors / *Preferred ways to use the logo:*



color version



Black and white version



grayscale version



monotone version



Black and white negative version



monotone negative version



Correct Use



FINANCING FOR
DEVELOPMENT
13-16 July 2015 • Addis Ababa • Ethiopia
TIME FOR GLOBAL ACTION

Misuse



Do not REARRANGE the elements of the logo



Do not REARRANGE the elements of the logo



Do not REFLECT the logo



Do not DISTORT the logo



Do not ROTATE the logo



Do not change the OPACITY of the logo



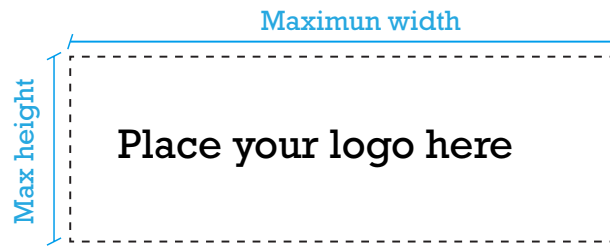
Do not change the FONT of the logo



Do not change COLORS of the logo



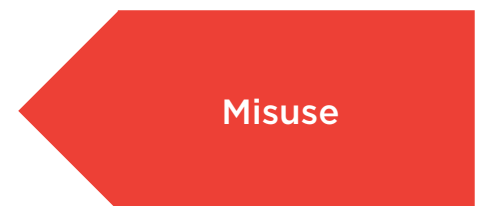
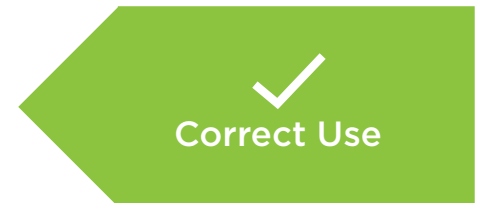
Co-branding



examples of Co-branding



Images > *Use of the logo over images*





FINANCING FOR DEVELOPMENT

13-16 JULY 2015 • ADDIS ABABA • ETHIOPIA
TIME FOR GLOBAL ACTION

