UNITED NATIONS GLOBAL COMPACT DESIGN MANUAL

Endorser

United Nations Global Compact

INTRODUCING A NEW VISUAL IDENTITY:

THE LOGO

THE GLOBAL COMPACT

THE LOGOTYPE

United Nations Global Compact

THE NETWORK LOGOTYPE

Global Compact Network France

THE ENDORSER LOGO

THE GLOBAL COMPACT

WE SUPPORT

THE PRINCIPLE AREA COLOURS

HUMAN RIGHTS
LABOUR
ENVIRONMENT
ANTI-CORRUPTION
PARTNERSHIPS
FOR DEVELOPMENT

In order to ensure continued growth, a pre-condition is to build more awareness and establish a better understanding throughout the world of what the Global Compact is about.

The Global Compact Office has therefore been engaged in a branding process to identify and consistently express the essence of the Compact. This is achieved by positioning the new visual identity more closely to the well-known UN emblem and its heritage through characteristic elements like the sphere shape and the olive branches.
Coherence in the various uses of the logo is crucial for achieving a consistent expression of the Global Compact brand.
Proper use and implementation are therefore imperative – especially at the beginning of a re-branding process.

In this design manual you will find the tools and information you need when working with the Endorser Logo.

Contents

United Nations Global Compact

Global Compact Network
France

WE SUPPORT

Brand Hierarchy Overview

The new identity is being used by three senders:
1) The United Nations Global Compact itself,
2) The Global Compact Networks for each country,
and 3) The Endorsers themselves. To ensure that
the identity preserves its authority and legitimacy,
it is important to follow the guidelines for a prober
usage of the logo on all the levels used by the
senders above. Depending on the communication
act, the logos and logotypes can be used in three
ways where the following rules apply:

1. Corporate Logo and Logotype
The United Nations Global Compact organization
always uses either the complete logotype (consisting
of the globe logo and the words "United Nations
Global Compact") or the logo. The complete Logotype
should be used when possible.

2. Network Logotype
The local networks use a customized logotype
consisting of the globe logo and two lines of text,
the first being "Global Compact Network", the
second being the country name, i.e. "France".
The words "United Nations" cannot be used.

3. Endorser Logo
The identity is mostly used and seen by the public
through the endorsing companies, corporations
or organizations. At this level, the wording "We
support" is placed below the logo. This exact
constellation is the only one allowed for Endorser
usage. The logo is easily applicable in endorsement
usage where only the logo appears. This makes it
more flexible and therefore better suited for most
communication applications.

[1] Corporate Logo and Logotype
[2] Network Logotype
[3] Endorser Logo

THE GLOBAL COMPACT

WE SUPPORT

The Endorser Logo

The Endorser Logo consist of a globe with the arch shaped lettering "THE GLOBAL COMPACT", a customized version of the United Nations' olive branches and the lettering "We support".

The logo has a distinctive mark form signaling both the United Nations' heritage and the world of modern business. The design of the logo fits perfectly with the remaining family of United Nations' endorsed logos as seen below.

The words "We support" should never be amended, removed or changed in size or colour.

The graphic shown on this page is the gradient version, primarily to be used in screen presentations such as this PDF. The flat version without a gradient should be used in all printed material.

1

a

b

28mm
80px

a

THE GLOBAL COMPACT

a

WE SUPPORT

a

2

a

c

18mm

a

THE GLOBAL COMPACT

a

WE SUPPORT

a
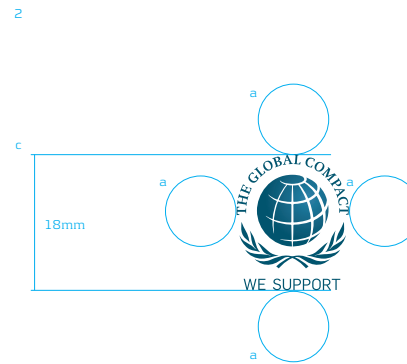
The Endorser Logo
Clear Space & Minimum Size

The logo must always be presented in a clear and readable fashion.

To enhance the presentation of the logo, it is necessary to keep a minimum distance of respect. If other elements like text or visuals get too close to, the logo the perception can get blurred. Thereby confusing the affiliation and ownership of the visual elements.

To ensure a unified and consistent presentation in all communication contexts and on all media platforms, the logo must always be accompanied by the used of clear space. The clear space surrounding the logo must always equal 100 percent or more of the globe's height and width.

The minimum size ensures that the logo always presents itself in a clear and readable manner in both print and digital media. The minimum size of the logo is 28 mm or 80 pixels for digital and 18 mm for print.
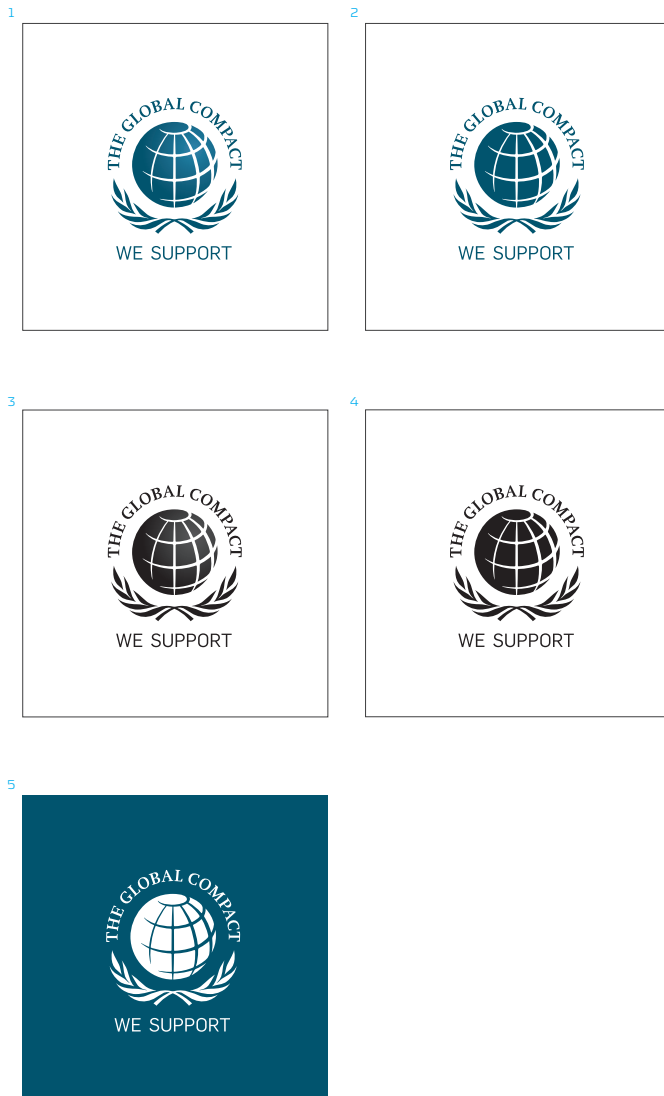
[1] Digital Logo
[a] The Clear Space is the exact width and height of the globe.
[b] The Minimum Size for digital media is 28mm or 80 pixels.

[1] Print Logo
[a] The Clear Space is the exact width and height of the globe.
[c] The Minimum Size for print media is 18mm.

1

2

3

4

5

The Endorser Logo Colourways

The logo must only be reproduced in UNGC blue, black or negative. Gradient versions of the UNGC blue and black are available for digital media and web.

The positive version of the logo is always the preferred. The negative version should only be used as a last option.

The negative (white) version of the Logo should when possible be placed on a solid colour (preferably UNGC Blue, black or one of the Principle Area Colours), or a section of an image which appears calm - so the logo is legible.

The Logo Files:

[1] GC_ENDORSER_BLUE_SPOT_GRADIENT.eps
GC_ENDORSER_BLUE_CMYK_GRADIENT.eps
GC_ENDORSER_BLUE_RGB_GRADIENT.eps

[2] GC_ENDORSER_BLUE_SPOT.eps
GC_ENDORSER_BLUE_CMYK.eps
GC_ENDORSER_BLUE_RGB.eps

[3] GC_ENDORSER_BLACK_GRADIENT.eps

[4] GC_ENDORSER_BLACK.eps

[5] GC_ENDORSER_WHITE.eps

United Nations Global Compact