



**UN**  
**Volunteers**

inspiration in action

## A GUIDE TO ... EMBLEMS AND PAGE LAYOUT

To successfully identify UNV and raise awareness of its work and results, we need clear and consistent branding. The UNV emblem should be used with the tagline, as shown here:



This is how the UNV emblem should appear on UNV letterhead, stationery, websites and other materials. Refer to 'Express' (UNV brand communications user guide) for further details.

Any use of the UNV emblem should be cleared with the Communications Unit at Bonn HQ before materials are published. UNV will respond as quickly as possible, generally within one to two working days.

### Colours and size

The emblem should not be re-coloured. If the colour does not work with your piece, contact us to discuss your needs. Alternatives include black-and-white versions.

Pantone (Print): 279 (bars) with black initial letters (U, N, V)

The emblem may be used at any size required, there are no fixed scaling steps. However, beware that the emblem should not be stretched or distorted.

Colours within the emblem:

- Pantone (Print): 279 (bars) with black initial letters
- RGB: 102 (R), 137 (G), 204 (B)
- #6689CC (in hexadecimal)

The light blue stripes or band of colour that runs across the page is an integral part of the design. The stripe runs across the whole width of the page (or other format) – regardless of the print area. There are two colour variations possible:

- CMYK: C40 M40 Y0 B60 / RGB: 102 (R), 137 (G), 204 (B) (#6689CC in hexadecimal)
- Alternatively: 30 percent tint of PANTONE® 279

The use of these colours will depend on the background or technical circumstances.

Under no circumstances should the 'UN Volunteers' part of the emblem be used independently or modified in any way (i.e. it should always sit beside the square UN logo and the underlying stripes).



## Formats

If our emblem is not suitable for your publication, please contact us to discuss your requirements. The emblem is available in black and white, and in reverse (white on black). Only use these versions when the original (colour) version will not reproduce properly.

The following formats are available from the Communications Unit in Bonn:

- Vector eps with colour type (for professional design and printing)
- Vector eps with reverse type (for professional design and printing)
- High resolution jpeg with colour type (for desktop printing from office programs)
- Low resolution gif with colour type (for use in e-mails, onscreen presentations and websites)

## Languages

The UNV emblem is available in:

- English
- French
- Spanish
- Arabic
- Chinese
- Russian and
- Portuguese

## Publicity Materials

The UNV emblem should be displayed prominently on all publicity materials, e.g. posters, flyers, banners, folders. All materials should be referred to UNV before printing.

## Print Materials

For any published material, the UNV emblem should be included on the front page of the publication. The preferred version is 'full width', when the stripes run across the entire page, and the emblem sits in the centre. Alternatively, you can use the 'stand alone' version. Placement at the centre is preferred, though top left and top right are suitable alternatives. The UNV address and website URL should also be mentioned:

- Website URL: <http://www.unvolunteers.org>
- HQ address: UN Campus, PO Box 260 111, 53153 Bonn, Germany

## Co-branding

UNV works in partnership with many individuals, departments, and organizations. We recognise the importance of these partnerships and the branding needs of these partners. These guidelines state our preferred branding



presence, but we are open and responsive to the needs of our partners on issues of co-branding. etc. When you need to use more than one emblem, use the 'stand alone' version of the UNV emblem. It can be re-sized, but be careful not to stretch or otherwise distort the emblem.

## URLs

UNV staff and other affiliates may wish to include the UNV website address (URL) in their email signatures. For clarity (especially in text-only email), use the full URL, i.e. <http://www.unvolunteers.org>

In the body of text (e.g. in a media release) use the short-form URL, i.e. (unvolunteers.org) or ([www.unvolunteers.org](http://www.unvolunteers.org)).

Always keep the full URL on one single line (i.e. do not let it break over two lines).

## International Volunteer Day (IVD)

The logo of IVD is available in six languages from World Volunteer Web (<http://www.worldvolunteerweb.org/int-l-volunteer-day/how-to-plan/planning-for-ivd/ivd-logos.html>). ([www.worldvolunteerweb.org](http://www.worldvolunteerweb.org)). Any organization can use the emblem to promote IVD, subject to the following rules:



1. The IVD logo is property of the United Nations Volunteers (UNV) programme and UNV owns all rights to its use.
2. The IVD logo can only be used to identify events and activities related to IVD.
3. The use of the IVD logo does not imply United Nations or UNV endorsement of the planned activities.
4. The IVD logo may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner which implies UN endorsement of the products or activities of a commercial enterprise.
5. Anyone wishing to use the IVD logo for fundraising or commercial purposes should send a proposal to UNV (Email: [information@unvolunteers.org](mailto:information@unvolunteers.org)).
6. Credit should be given to UN Volunteers when using the IVD logo.