

# BRAND GUIDELINES



**UN  
VOLUNTEERS**

**WELCOME**

Our Brand Guidelines is a 'how-to' document, with details of our visual identity system, layouts, styles and best practice to create strong, consistent materials.

For those of you wishing to create branded materials, this document works together with our Brand Book and the templates available in our Communications Toolkit. These are brought together to give us global clarity and consistency in our conversations about the United Nations Volunteers (UNV) programme.

In our Brand Book are the introductory messages about who we are, what we do, and the added value we provide.

Our Communications Toolkit is our practical set of logo files and templates to support the simple and efficient implementation of our brand materials.

All of these brand tools are designed to help you convey UNV consistently. When we all have a common and more consistent voice, we collectively reinforce and strengthen our brand at every communication opportunity.

► You can find all these brand tools and more at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)



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# INTRODUCTION

**What you'll find in this section:**

Our communication principles

Our boilerplate statement

# OUR COMMUNICATION PRINCIPLES

Our research and review process as part of the brand repositioning exercise showed us that our communication materials were often long, formal in tone and inconsistent in style.

We were sending mixed messages and too often focused on what we wanted to say, rather than meeting the needs of our audiences. To support future improvements, here are a set of Communication Principles. Using these will increase the impact, coherence and success of all communications – internally and externally.

## **Understanding**

### **Clarity**

### **Consistency**

### **Confidence**

### **Pride**



*Askal Tilahun, UN Volunteer Community Services Officer with the office of the United Nations High Commissioner for Refugees, Malawi. (Eldson Chagara, 2015)*

# OUR COMMUNICATION PRINCIPLES

## **Understanding**

First seek to understand the purpose of any piece of communication. Before you decide on a format or the required content, ask: “Who is this for?”. What key messages do you want them to understand? What do you want them to do? What will be most engaging for them, based on their current knowledge of UNV and the context in which they operate?

## **Clarity**

Less is more. Effective communications simplify something that in reality is often complex and nuanced. Ensure communications are as concise as possible. Minimize jargon and repetition. Make the key relevant points and make them easy to act on and relate to. Too much information prevents dialogue and dilutes impact. Clarity helps us to be understood and create further engagement.

## **Consistency**

Use the Brand Book, Guidelines and Communications Toolkit provided. Don’t rewrite or create something new if the content already exists. Consistency helps people become familiar with what to expect and builds trust. It is the key to being professional, recognized and remembered.

## **Confidence**

Short statements and bold images backed with relevant facts and figures, convey confidence. Strong and consistent points present us as an organization that knows what we are good at and the value we provide. Communicating with confidence inspires confidence in others. Gaining the confidence of others is a route to deeper relationships and partnerships.

## **Pride**

Facts and figures are important, but people are at the heart of UNV. Volunteer work can be very serious and harrowing as well as joyful and exciting. Whatever the situation, it is human-centred and it should be celebrated with a proud sense of achievement. Greater use of images and stories bring communications alive. Convey human emotion and a sense of pride in what UNV and its Volunteers achieve.

# OUR BOILERPLATE STATEMENT

When a single statement is required to summarize UNV, this description can be used in print or in response to a general enquiry.

“The United Nations Volunteers (UNV) programme contributes to peace and development through volunteerism worldwide. We work with partners to integrate qualified, highly motivated and well supported UN Volunteers into development programming and promote the value and global recognition of volunteerism.

UNV is active in around 130 countries every year. With Field Presences in over 80 countries, UNV is represented worldwide. UNV is administered by the United Nations Development Programme (UNDP) and reports to the UNDP Executive Board.”

# OUR VISUAL IDENTITY

**What you'll find in this section:**

Our logo

Our tagline

Our typefaces

Our colour palette

Our photos

# OUR LOGO

## **What you'll find in this section:**

Our logo

Our logo 'reversed'

Spacing and sizing

Overlay

Language versions

Do's and Don'ts

Partner and co-branding

Country names

# OUR LOGO

Our logo shows our name and our connection to the United Nations. It is designed to be modern and clear in style and emphasize the Volunteers at the heart of UNV.

## 01 Background

The positive version of our logo can be used on white or very light backgrounds, displayed in blue.

## 02 Transparency

Our logo doesn't have a fixed background colour. The area around it is transparent, allowing the positive logo to be placed on a range of light or neutral colours, including photographs, without being 'boxed' in.

## 03 The UN emblem

Although the logo has no background, the UN emblem must remain consistent whatever background the logo is placed on. For this reason, in the positive version of the logo, the UN emblem is white on a blue square.



▶ You can find the logo files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)



# OUR LOGO 'REVERSED'

The reversed version of our logo can be used on strong colours or very dark backgrounds, displayed in white.

## 01 Background

The reversed version of our logo can be used on a coloured background.

## 01 Transparency

Our logo doesn't have a fixed background colour. The area around it is transparent, allowing the reversed logo to be placed on a range of backgrounds without being 'boxed' in.

## 02 The UN emblem

Although the logo has no background, the UN emblem must remain consistent whatever background the logo is placed on. For this reason, in the reversed version of the logo, the UN emblem is blue on a white square.



► You can find the logo files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)



# UN VOLUNTEERS

# SPACING AND SIZING

Our logo should always be used with consistency and consideration.

## **01 Clear space**

Our logo should always have a minimum amount of clear space left around it on all sides to ensure that it doesn't become cluttered or look cramped. The letter 'N' from the logo, provides adequate spacing if imagined being placed on all sides.

## **02 Minimum size**

Our logo must always be legible, even when used at small sizes. This means that there is a minimum size the logo may be scaled down to on screen and in print. On screen, the width of the logo should be no less than 100px. In printed materials, the width of the logo should be no less than 20mm.

01



02



On screen

No less than 100px wide.



In print

No less than 20mm wide.

# OVERLAY

Our logo can be placed over imagery.

## **01 Dark or strong coloured backgrounds**

Use the reverse version of the logo on areas where there is either a solid colour or quite strong colours.

## **02 Light coloured backgrounds**

If there is a white or very light area, the positive version of the logo may be used. This works best on light, neutral colours.

## **03 Placement**

Don't place the logo over busy or significant areas, such as faces or other lettering. Ensure that you can easily read and recognize the logo when it is in place.

## **04 Positioning**

For guidance on positioning, see the Application section in this document.

01



02



# LANGUAGE VERSIONS

The logo is provided in the six official languages of the United Nations and the name of the organization is written appropriately for each language.

English



French



Spanish



Arabic



Chinese



Russian



► You can find the logo files for all languages at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# LOGO DO'S AND DON'TS

Please take a moment to consider how you use our logo.

01 How our logo should look



02 Please don't stretch the logo



03 Please don't squash the logo



04 Please don't change the colour of the logo  
Even just a little bit.



05 Please don't change the layout of the logo  
There is one exception in the use of social media (see pages 98-103).



06 Please don't place the positive logo on any strong colours  
For these instances you should use the reversed version.



07 Please don't add extra information to the logo  
There is one exception in the use of country names (see page 32).



# PARTNER AND CO-BRANDING

We work in partnership with other UN agencies and private partners and will sometimes need to co-brand documents or materials.

## Keep it balanced

Both logos should be equally balanced in their size, with no element of either dominating the design. This might mean matching just a single element of the logo.

Look at the placement from a distance to check that neither dominates the other. Where possible, line the logos to the same baseline.



### Matching dimensions

Don't try to match the height or width of a partner logo if it means that one of the logos will be significantly larger or smaller than the other.



*Empowered lives.  
Resilient nations.*

# COUNTRY NAMES

Country names can be added to the logo to provide a sense of connection, without ever competing with the logo.

## 01 Logo

Our logo with a country name can be used on white or very light backgrounds, displayed in one single colour.

## 02 Reversed

For strong or dark backgrounds, our logo with country name can be reversed so that it appears only in white.

► To create a logo with a country name, you can find the font for the country (Desyrel), ready to install, and the editable logo files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

01



02



**OUR TAGLINE**

**What you'll find in this section:**

Our tagline

Spacing and sizing

Colour variations

Language versions

Do's and Don'ts

Using the tagline with the logo

# OUR TAGLINE

Our tagline is used alongside, but separately, to our logo, allowing it to be bigger and bolder than it has been before.

## **01 The tagline - stacked**

Where there is space, this is the best way to display the tagline in its fullest form, for example, on the back of a t-shirt (see examples on page 94).

## **02 The tagline - inline**

If there's not enough space for the stacked version, or if it doesn't suit the design, you can use the tagline in one single line.

01

*We are*  
**inspiration  
in action**

02

*We are* **inspiration in action**

► You can find the tagline files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# SPACING AND SIZING

Our tagline should be used with consistency and consideration.

## **01 Clear space**

Our tagline should always have a minimum amount of clear space left around it on all sides to ensure that it doesn't become cluttered or look cramped. The letter 'i' from the logo, provides adequate spacing if imagined being placed on all sides.

## **02 Minimum size**

Our tagline must always be legible, even when used at small sizes. This means that there is a minimum size the tagline may be scaled down to on screen and in print. On screen, the width of the stacked tagline should be no less than 30px and the width of the inline tagline no less than 85px. In printed materials, the width of the stacked tagline should be no less than 10mm and the inline tagline no less than 30mm.

01



02



*We are* inspiration in action

85px



*We are* inspiration in action

30mm

#### On screen

No less than 30px wide for the stacked version and no less than 85px for the inline version.

#### In print

No less than 10mm wide for the stacked version and no less than 30mm for the inline version.

▶ You can find the tagline files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# COLOUR VARIATIONS

Unlike the logo, the tagline is allowed more flexibility and may be used in any of the colour palette options.

Take time to consider the appropriate colour palette option for the format (see page 58).

When being placed on a coloured background, the tagline should always be shown in white.



▶ You can find the tagline files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

*We are*  
**inspiration  
in action**

*We are*  
**inspiration  
in action**

# LANGUAGE VERSIONS

The tagline is provided in the six official languages of the United Nations.

English 'inline'

*We are* inspiration in action

French 'inline'

*Nous sommes* l'inspiration en action

Spanish 'inline'

*Somos* la inspiración en acción

English 'stacked'

*We are*  
inspiration  
in action

French 'stacked'

*Nous sommes*  
l'inspiration  
en action

Spanish 'stacked'

*Somos*  
la inspiración  
en acción

Arabic 'inline'

**نحن نلهم بإنجازنا**

Chinese 'inline'

**激情召唤行动**

Russian 'inline'

**Мы - вдохновение в действии**

Arabic 'stacked'

**نحن  
إلهام وإنجاز**

Russian 'stacked'

**Мы  
вдохновение  
в действии**

► You can find the tagline files for all languages at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# TAGLINE DO'S AND DON'TS

Please take a moment to consider how you use our tagline.

01 How our tagline should look stacked

*We are*  
**inspiration  
in action** ✓

02 How our tagline should look inline

*We are* **inspiration in action** ✓

03 Please don't remove any words from the tagline  
The tagline needs to be used in its entirety

✗ **inspiration in action**

04 Use the white version over colour and darker imagery



05 Please only use our palette colours

 *We are* inspiration in action

06 Please don't squash the tagline

 *We are*  
inspiration  
in action

07 Please don't fix the tagline to the logo

  **UN  
VOLUNTEERS**  
*We are* inspiration in action

08 Please don't place a coloured tagline on any strong colours  
For these instances you should use the white version.



*We are* inspiration in action

# USING THE TAGLINE WITH THE LOGO

The tagline exists to support the logo. In some uses the tagline can be bigger than the logo, but it never overpowers it.

It can be used on promotional items to emphasize volunteer initiatives as 'inspiration in action' or help strengthen a statement.





# OUR TYPEFACES

**What you'll find in this section:**

Primary typeface

Alternative typefaces

Supporting typeface

# PRIMARY TYPEFACE

The primary typeface is to be used by those creating branded printed materials, such as design agencies and the UNV Communications Team.

## **Montserrat Regular**

A clean, balanced and fresh typeface with a modern feel, it is easily read in large and small type. This should be used for blocks of copy and paragraphs in documents.

A large, bold, blue graphic showing the uppercase letter 'A' and the lowercase letter 'a' in the Montserrat Regular typeface. The letters are clean, modern, and well-proportioned.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,,:?!€\$£%&@) 0123456789

### Montserrat Bold

The bold weight of this typeface should be used for subheadings of paragraphs. When used for headings it should be used in all caps.

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**(.,:?!€\$£%&@) 0123456789**

► You can find the typeface files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# ALTERNATIVE TYPEFACES

Our alternative typefaces are readily available as standard system fonts for people working in the field.

## PC

### **Arial Bold**

Strong and clean, this works well in uppercase and lowercase. Use in all caps for headings.

### **Arial Regular**

Modern and readable typeface with a neutral look and feel. This should be used for online communications.

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;:?!€\$%&@) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;:?!€\$%&@) 0123456789

# Mac

## Helvetica bold

Strong and clean, this works well in uppercase and lowercase. Use in all caps for headings.

**Aa**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
(,,:;!€\$£%&@) 0123456789

## Helvetica regular

Modern and readable typeface with a neutral look and feel. This should be used for online communications.

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**st**uvwxyz  
(,,:;!€\$£%&@) 0123456789

# SUPPORTING TYPEFACE

Use this typeface in our tagline and for country names to add an emotional element.

## Desyrel

An approachable typeface, which, when used in moderation, has great impact. It suggests that the messages are hand written by the UN Volunteers themselves.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;:?!€\$£%&@) 0123456789

### In the tagline

Here, the typeface brings in an emotional connection, giving the tagline context, meaning and collective strength.

We are  
inspiration  
in action

### For country names

Country names can be added in this way to provide a sense of connection, without ever competing with the logo.



► You can find the typeface and tagline files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# OUR COLOUR PALETTE

**What you'll find in this section:**

Primary colour palette

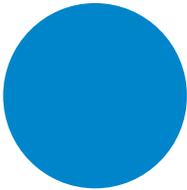
Secondary colour palette

# OUR COLOURS

Our colour palette is optimistic, fresh and confident.

## Primary colour palette

The strong blue colour can be used as a background for blocks of text, headings and pop-out statements. The grey colour should be used for paragraphs of text. It is more approachable than solid black, but is dark enough to remain readable in text at small sizes.



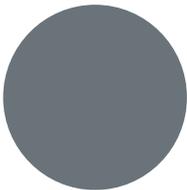
**Blue** *(New UNV blue that should be strictly adhered to at all times)*

PMS 7461C / 3005U

C 95    M 35    Y 00    K 00

R 00    G 127    B 194

Hex #007FC2



**Grey**

PMS 431C / 431U

C 10    M 00    Y 00    K 65

R 113    G 120    B 125

Hex #71787D

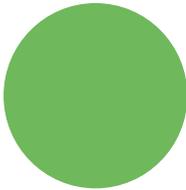
▶ **PRINTING** - When producing promotional goods, please use the **Pantone (PMS) option** as the primary preference. For print materials such as publications, newsletters, reports, postcards, business cards and banners then please use the **Full Colour (CMYK) option**.

▶ **DIGITAL/ ON-SCREEN** - RGB and HEX codes should be used for on-screen and digital applications, such as websites, social media, videos and mobile apps.

*For any other questions about colours please refer to the UNV Communications Team.*

## Secondary colour palette

These help to bring in areas of interest in a design. Secondary colours can be used as background for blocks of text, headings and pop-out statements. The tagline may be written in these secondary colours.



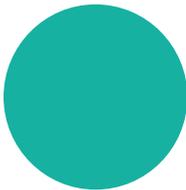
### Green

PMS 7737C / 7737U

C 60    M 5    Y 85    K 00

R 121    G 176    B 76

Hex #79b04A



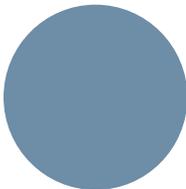
### Turquoise

PMS 7473C / 326U

C 75    M 5    Y 45    K 00

R 37    G 168    B 152

Hex #25A898



### Cool Grey

PMS 5415C / 5415U

C 35    M 10    Y 00    K 37

R 127    G 151    B 171

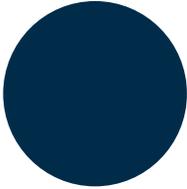
Hex #7F97AB

# OUR COLOURS

Our colour palette is optimistic, fresh and confident.

## Secondary colour palette continued

These help to bring in areas of interest in a design. Secondary colours can be used as background for blocks of text, headings and pop-out statements. The tagline may be written in these secondary colours.



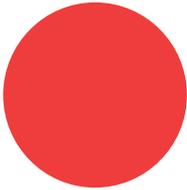
### Navy

PMS 2955C / 2965U

C 80    M 30    Y 0    K 80

R 0    G 47    B 73

Hex #002F49



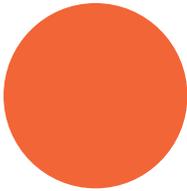
### Red

PMS 186C / 186U

C 0    M 90    Y 80    K 00

R 228    G 52    B 51

Hex #E43433



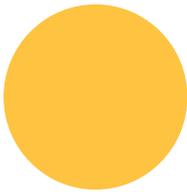
## Orange

PMS 7579C / 7579U

C 0    M 75    Y 85    K 0

R 232    G 93    B 48

Hex #E85D30



## Yellow

PMS 123C / 109U

C 0    M 25    Y 85    K 0

R 251    G 196    B 51

Hex #FBC433

# OUR PHOTOS

**What you'll find in this section:**

Why we use photography

What makes a photo 'on brand'?

Observing ethics

Captions

Do's and Don'ts

# WHY WE USE PHOTOGRAPHY

Photography has a strong role in our visual identity. Careful consideration of its use is important.

## **01 Reinforces the message**

A single image can be worth a thousand words. There is real value in using the right images, they help to educate and inspire people, grab attention and quickly illustrate complex concepts and situations.

## **02 Portrays Volunteers as the heart of our brand**

Our imagery should reflect the central role of our Volunteers in delivering UNV's added-value. Photographs should communicate, in a consistent visual style, that they are the face and voice of our experience.

## **03 Powerfully communicates**

Images transcend language barriers making them a powerful communication tool. Every picture tells a story and acts as an instant visual prompt, helping bring text to life.

## **04 Shows pride and confidence in our actions**

Photography can show the immense pride we have in the contribution of volunteerism worldwide. Bold, striking images showing emotion and 'inspiration in action' will portray our confidence and our added-value. In turn it creates an emotional response from the audience to engage them in the story.

### **05 Draws the reader into our world**

Images grab our attention and we are naturally drawn to them. They create an emotional connection through which an audience can become interested and engaged. In this respect, images can be quicker and more effective as a way of connecting with our audience than text might be.

### **06 Explains complex messages when space is limited**

Images make it possible to convey a complex message where time, space or character limits are restricted. With an image, you can explain tough concepts without taking up too much space or the communication becoming too text-heavy and overwhelming.

# WHAT MAKES A PHOTO ‘ON BRAND’?

For any image to be on brand it needs to align to as many of the following guidelines as possible:

## **01 Capture people in action**

Photographs should look real, never staged, and people should appear positively engaged. Feature Volunteers in ‘live’ situations. Our images don’t need to be polished or posed. Real situations and actions have more personality and demonstrate authenticity.

## **02 Show the UNV or partner’s logo**

This can be on clothing or on scenery.

## **03 Show ‘inspiration in action’**

Our images can show the inspirational effect volunteerism has on the project or the Volunteers themselves. Try to capture what inspires you and shows the added value that Volunteers provide.

## **04 Show purpose and results**

These two elements are essential and inseparable: without the purpose, our actions have no context; and the purpose carries no weight unless we demonstrate how we put it into action. Both should be present in the imagery we choose.

## **05 Show location**

This can be via landscapes, signage or language.

## **06 Show pride**

As outlined in our Communication Principles (see page 8), our images should show Volunteers feeling proud of their actions and represent the pride we have in the contribution of volunteerism worldwide.



Catalino Benitez Jr., National UN Volunteer Field Monitor, UNDP, the Philippines. (UNDP, 2014)

# OBSERVING ETHICS

Showing our subjects with dignity communicates how we view the people we work with.

We need to communicate that even in the toughest situations, people/ children have rights, and the right to preservation of their dignity is one.

When taking photographs, please ask for permission. Ensure you have permission before publishing photographs or mentioning the details of people in the captions. Always check the spelling of names, and ensure all details are correct.

For example, a photograph of a person living with HIV/AIDS should not reveal identity. A photograph of a child should only be used when relevant to the work of UN Volunteers being depicted.



Participants in the Youth Volunteer summer camp held through the Arab Youth Volunteering for a Better Future programme, Jordan. (WupY-PS, 2013)

# CAPTIONS

All photographs must be accompanied by an accurate caption, written in a consistent way.

## 01 Format

All captions should follow the same format. The full name of the UN Volunteer is at the very start of captions, to recognize their contribution at the heart of UNV.

*Full name, title, assignment, country. Description. (Photographer, date)*

Descriptions should be brief, but where longer descriptions are necessary they should still remain in the order above.

## 02 Positioning

To maintain consistency, captions should be styled and applied in the same way.

Ideally captions should be placed over a photograph in the bottom left-hand corner. On dark or strong coloured photographs, the caption may be written in white. On very light photographs, the caption should be written in grey.

If the caption cannot be overlaid on the photograph, it may be placed next to it. If a caption, for example, on a cover page, cannot be placed directly next to it, it should be referenced on another page, and the caption should begin with an indication of its location.



*Catalino Benitez Jr., National UN Volunteer Field Monitor, UNDP, the Philippines. (UNDP, 2014)*

# PHOTOGRAPHY DO'S AND DON'TS

Please take a moment to consider how you use photography.



Do use full colour images



Don't use black and white or tinted images



Do use high quality images. For web use, photos should be 72dpi. For print, photos should be 300dpi



Don't allow an image to become pixelated from expanding its size too much

# PHOTOGRAPHY DO'S AND DON'TS

Please take a moment to consider how you use photography.



Do use natural photos of real Volunteers in action



Don't use stock photography



Do show 'inspiration in action', purpose and results



Do crop photos to focus on the Volunteers, not their surroundings

# APPLICATION OF THE VISUAL IDENTITY

**What you'll find in this section:**

Stationery

E-mail footers

Presentations

Pull-up banners

Event backdrops

Promotional items

# STATIONERY

## Business card



## Business card - co-branded

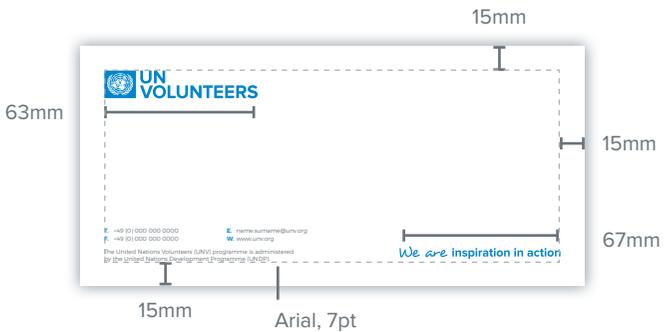


► You can find the stationery templates at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

## Letterhead



## Compliment slip



# E-MAIL FOOTERS

E-mail footers act as a personal business card to accompany your e-mails.

## **01 Layout**

E-mail footers should remain consistent in their design and use the templates provided.

## **02 Placement**

The e-mail footer will be placed as a sign-off on all e-mails. Keeping it concise and with minimal images will assist in the sending of e-mails as it will limit the file size.

01

**FIRSTNAME LASTNAME**

Job Title

**t** +49 (0)777 888 999

**e** [firstname.lastname@unv.org](mailto:firstname.lastname@unv.org)

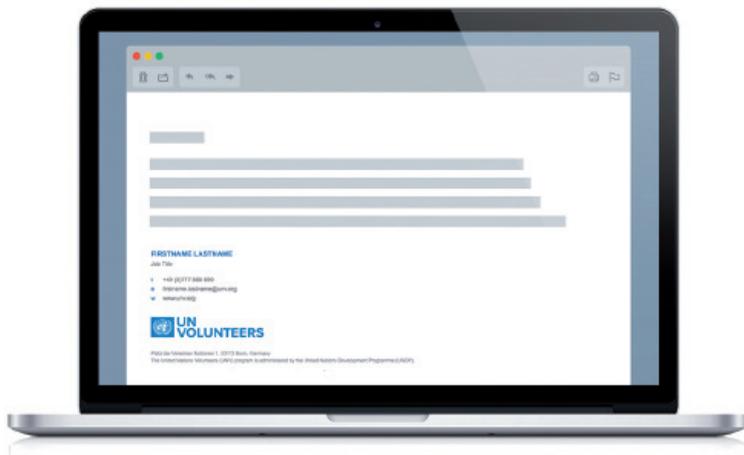
**w** [www.unv.org](http://www.unv.org)



Platz der Vereinten Nationen 1, 53113 Bonn, Germany

The United Nations Volunteers (UNV) program is administered by the United Nations Development Programme (UNDP).

02



► You can find the e-mail signature files at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# PRESENTATIONS

PowerPoint allows information to be presented creatively with the use of easy to update templates.

## **01 Less is more**

During a presentation, you need the room to be listening to you, not reading from the screen. Limit the amount of text to just a few bullet points.

## **02 Photography**

Adding photography creates an important emotional connection.

## **03 Don't overdo animation or slide transitions**

PowerPoint offers a range of transitions between slides, however, overuse of these will overpower your message. The effect should offer a smooth transition between content to help the audience follow your presentation.

## **04 Templates**

The templates offer a range of slide layouts for PowerPoint presentations to ensure they are inspiring and engaging and aligned to the brand. Using a range of slides prevents presentations from becoming repetitive.

## Title pages

Clear headline and logo with optional extra information such as presenter and date.



Title slide



Title slide with alternative layout

## Section pages

Strong blocks of colour, bold statements and high impact photography distinguish sections in the presentation.



Section divider slide

► You can find the presentation templates at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

## Content pages

Balance and structure of text with a heading, introduction and limited amount of text. Limit to five short bullet points to communicate key points.

**LOREM IPSUM DOLOR SIT AMET**

Lorem ipsum dolor sit amet

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
- Lorem ipsum dolor sit amet, con setetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua elit
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

00 / 00 / 15

Normal text content slide

**LOREM IPSUM DOLOR SIT AMET**

Lorem ipsum dolor sit amet

**Lorem ipsum dolor sit amet**  
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**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua dolore magna.

00 / 00 / 15

Normal text slide with two columns

**LOREM IPSUM DOLOR SIT AMET**

Lorem ipsum dolor sit amet

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adpils cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

00 / 00 / 15



Normal text slide with an image

**LOREM IPSUM DOLOR SIT AMET**

Lorem ipsum dolor sit amet

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, conse cteur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua elit, sed doleu smod tempor incididunt ut labore et dolore magna aliqua.

00 / 00 / 15

Normal text slide with a box-out statement

**LOREM IPSUM DOLOR SIT AMET**

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adpils cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, conse cteur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua elit, sed doleu smod tempor incididunt ut labore et dolore magna aliqua.

00 / 00 / 15

Normal text slide with two box-out statements

**LOREM IPSUM DOLOR SIT AMET**

**Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adpils cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.**

00 / 00 / 15

Normal text slide with large box-out statement



Background image slide with three box-out statements



Background image slide with one box-out statement



Text slide with left hand image



Text slide with right hand image



Bullet slide with left hand image



Bullet slide with right hand image

► You can find the presentation templates and additional infographic guidelines at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

## Colour background pages

Key statements and messages can be emphasized with a strong background colour from the UNV secondary colour palette (see page 59).



Blue slide with quotation



Blue page with large tagline



Turquoise page with message and tagline



Green slide with message and tagline



Turquoise slide with two columns of text



Green slide with two columns of text

## Sign-off page

Finish the presentation with a sign-off page, presenting the UNV logo once more.



*Presentation templates - content page examples*

► You can find the presentation templates at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# PULL-UP BANNERS

Pull-up banners should be eye-catching and attention grabbing. Include statistics, statements and compelling imagery that is easy to read and see from a distance so that people are aware of our brand before approaching. Pull-up banners need to be easily read in the time it takes to walk past a stand (about 3 seconds).

## **01 Logo**

The logo should be prominent and clearly visible from a distance. To avoid it being concealed by people and other stands, it is ideal to place this at the top of a pull-up banner.

## **02 Tagline**

The tagline may be less prominent than the logo but should be strong and bold so that it is visible from a distance.

## **03 Statistic/rational message**

If using a key statement, make sure it is concise and very large for impact. Infographics may also be used to add interest for people as they pass.

## **04 Imagery/emotional message**

Strong imagery that supports your statement will help to convey the emotional message behind it.

## **05 Strong blocks of colour**

Use blocks of colour from our colour palette to create impact.

01



03



05

02

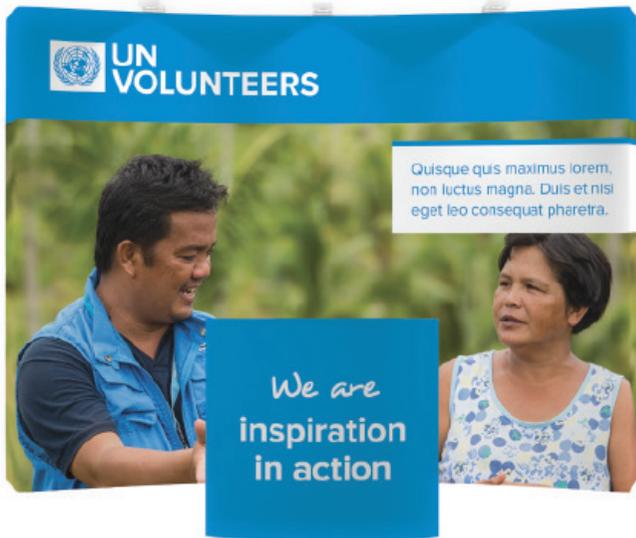
04

► You can find the pull-up banner templates at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# EVENT BACKDROPS

Banners and backdrops can vary in size but should always be eye-catching and attention grabbing, using the same approaches as pull-up banners.





► You can find the event backdrop templates at: [www.unv.org/branding/tools](http://www.unv.org/branding/tools)

# CREATING PROMOTIONAL ITEMS

People in the field can produce branded items that will support their activities, however it is crucial that the brand guidelines are upheld in all instances.

## **Use the correct logo**

Ensure you use the correct version of our logo, which may then be scaled to fit but never edited, stretched or squashed.

## **Consider the colour of the item**

When producing coloured items, select either a neutral colour such as white or grey, or if available, select a colour from the colour palette. When printing the logo onto coloured items ensure you are using the white or 'reversed' version.

## **Positioning the logo**

There are no set rules about the position of the logo. Take time to consider applying it so that it is clear and has the correct space around it (see page 22).

## **Positioning the tagline**

The tagline exists to support the logo. In some uses the tagline can be bigger than the logo, but it never overpowers it.



# T-SHIRTS

T-shirts can be white or coloured. If using a coloured t-shirt, it should ideally be in one of the colours from the colour palette.

## **01 Front**

The front of a t-shirt should feature the logo in a large size so that it is visible from a distance. Align the logo centrally and consider the spacing around it.

## **02 Back**

The back of a t-shirt should feature the stacked version of the tagline. Place the logo in the centre of the back, across the shoulder blades, to avoid it being covered by longer hair. Consider the spacing around the logo.

01



02



# EXAMPLES OF PROMOTIONAL ITEMS









*We are*  
**inspiration  
in action**