

# INFOGRAPHIC GUIDELINES



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## Simplicity, Diversity, Clarity

*The 3 pillars in working with  
infographics in the UNV universe*

### **Simplicity**

A simple infographic makes your message stand strong and easy to understand.

### **Diversity**

Using many different colors and shapes helps convey that the UNV is an organization celebrating universal diversity.

### **Clarity**

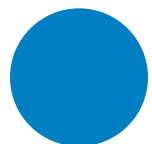
When using and combining elements and colors, always remember to aim for a clear message

## Our colours

### Primary Colours

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The strong blue color 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

C 95    M 35    Y 00    K 00  
R 00    G 127    B 194  
PMS 2995C/2995U  
Hex #007fc2



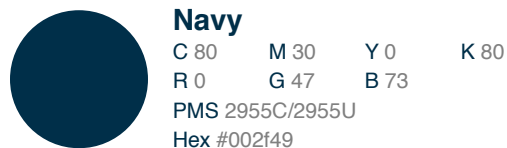
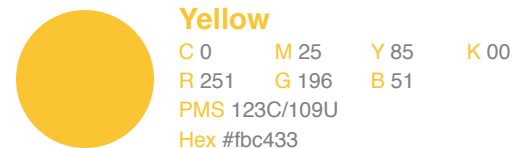
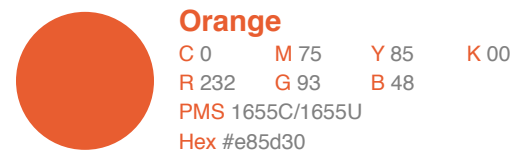
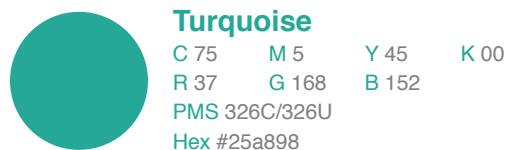
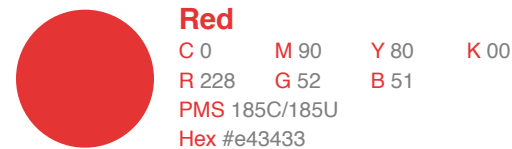
#### Grey

C 10    M 00    Y 00    K 65  
R 113    G 120    B 125  
PMS 431C/431U  
Hex #71787d

## Our colours

### Secondary colours

These help to bring in areas of interest in a design.

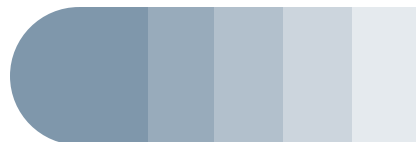


## Our colours

### Colour gradients

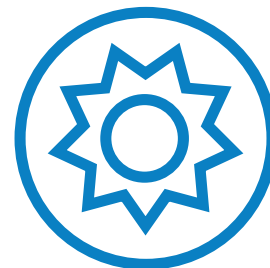
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All colors, including the primary colours can be used as gradients.

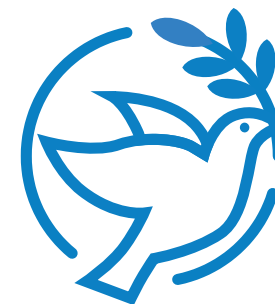




Securing access  
to basic social services



Community resilience  
to environment  
and disaster risk reduction



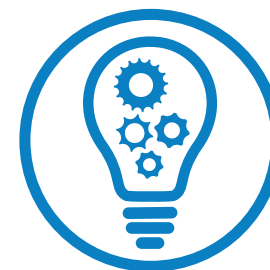
Peacebuilding



Youth



National capacity development  
through volunteer schemes



Innovation and  
knowledge

## UNV icons

The UNV icons are designed to be very easy to understand and very easy to use in publications. They mainly consist of lineart with a few exceptions.

The UNV icons can be used in any of the primary and secondary colors.



## Other UNV Icons

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**Volunteer abroad**



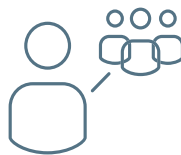
**Volunteer in your country**



**Volunteer from home**



**Host volunteers**



**Join projects**



**Sponsor volunteers**



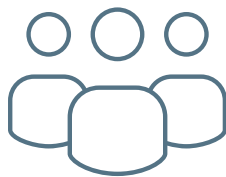
**Find online  
volunteers**



**Support UNV**

## Web Icons

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**94%**

statistic people  
lorem ipsum



**94%**

statistic location  
lorem ipsum



**94%**

statistic topic  
lorem ipsum



**Promote Volunteerism**



**Mobilise Volunteers**

## Web Icons

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Securing access to  
basic social services



Community resilience  
for environment and  
disaster risk reduction



Peacebuilding



Youth



National capacity  
development through  
volunteer schemes



## Web Icons

## Diversity

The UNVs characteristics include openness, flexibility, knowledge and **diversity**. UNV promotes the catalytic role that volunteerism plays to **engage people** from all walks of life in national, regional and international development and peace.

**Communications recognize the benefits of diversity among volunteers** and personnel, and acknowledge the role and contributions of UNV's partners.

**Clear language and simple terms keep audiences interested and engaged.** Jargon should be avoided and acronyms used sparingly and, if used, always explained.



## “People of the World”

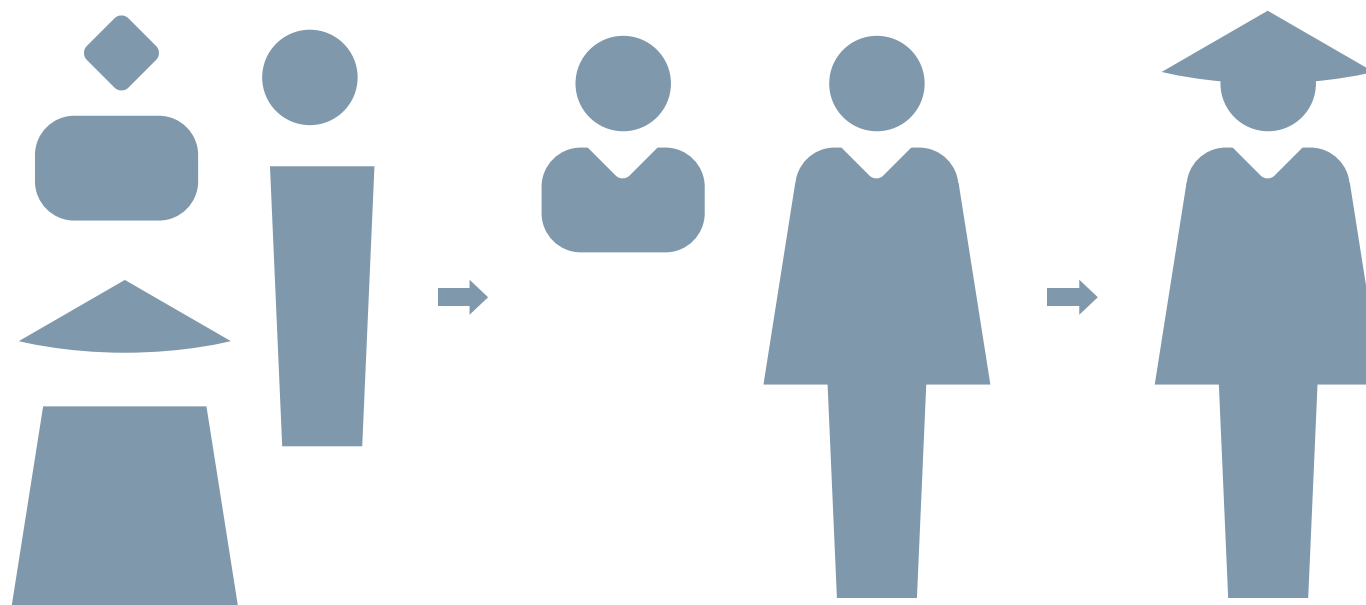
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### BASICS

The UNV Infographic “Iconized Humans” are constructed out of very simple objects.

Circles, boxes and triangles make up the bodys, and combined with very subtle and simple objects, they can convey the diversity of cultural and regional differences in an easy to understand infographic.



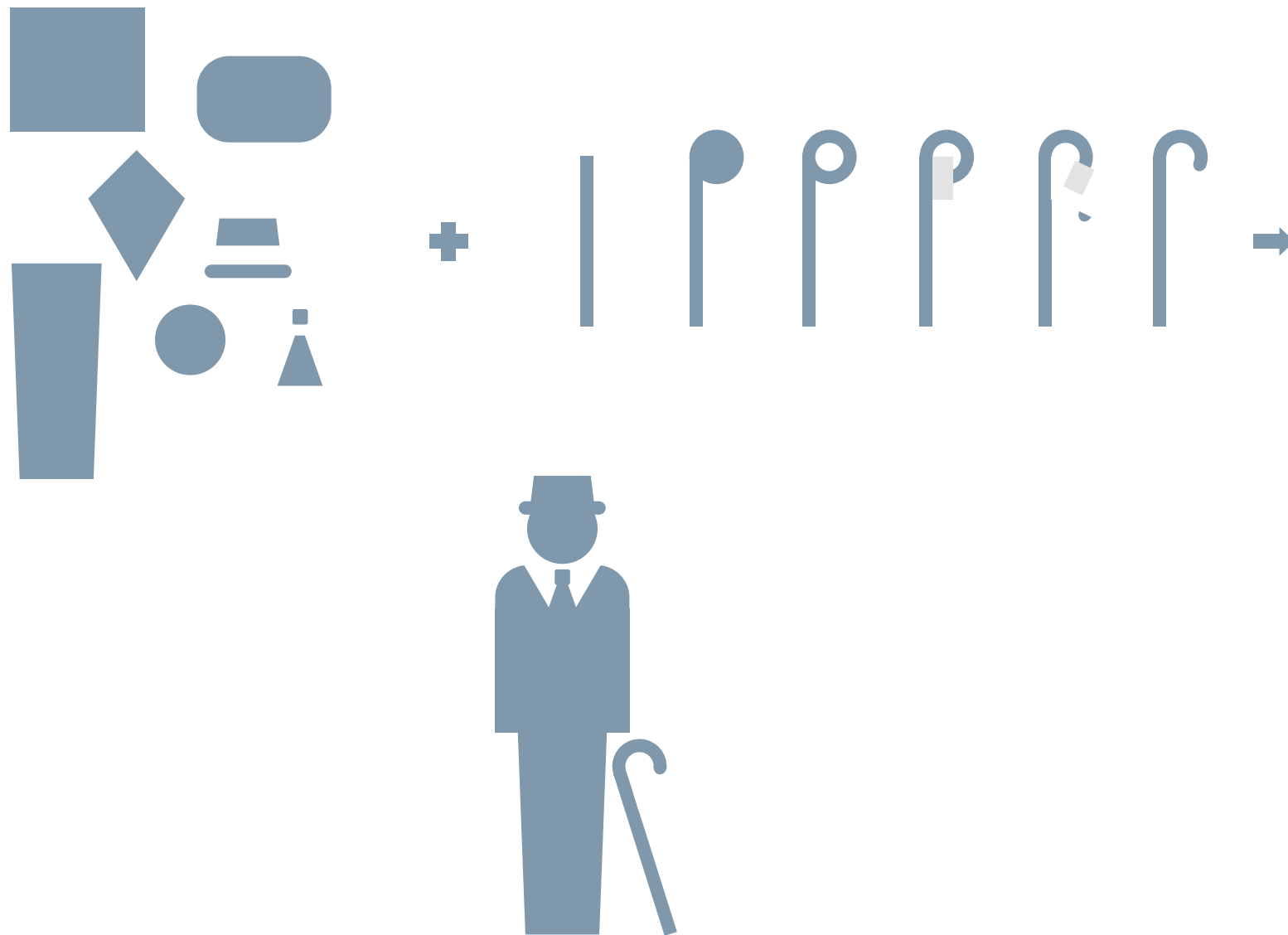


**“Asian”**

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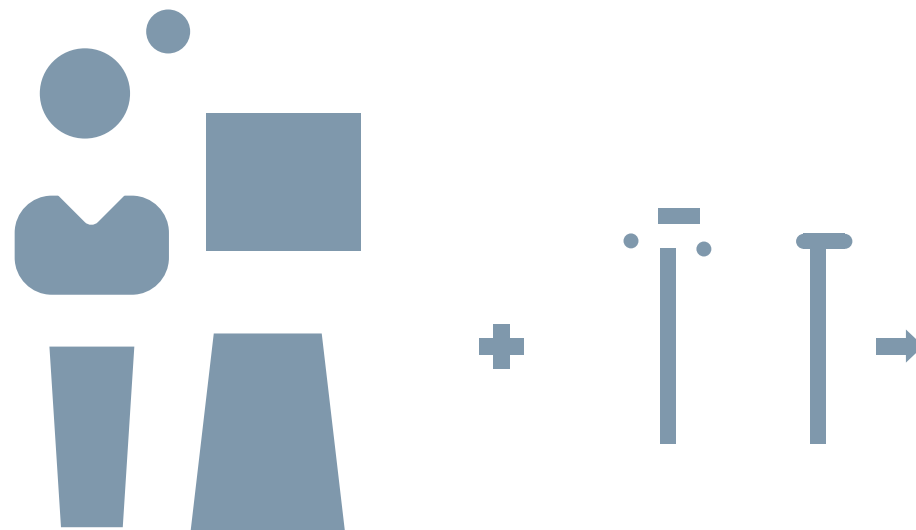
Building Blocks “African”

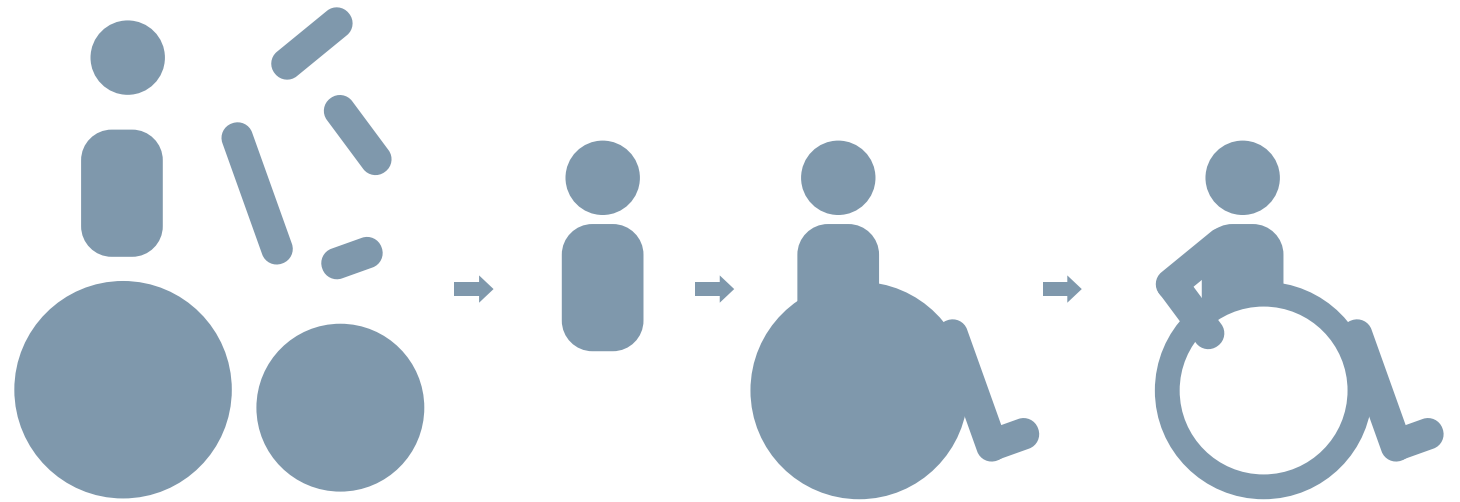


“Senior Citizen” male



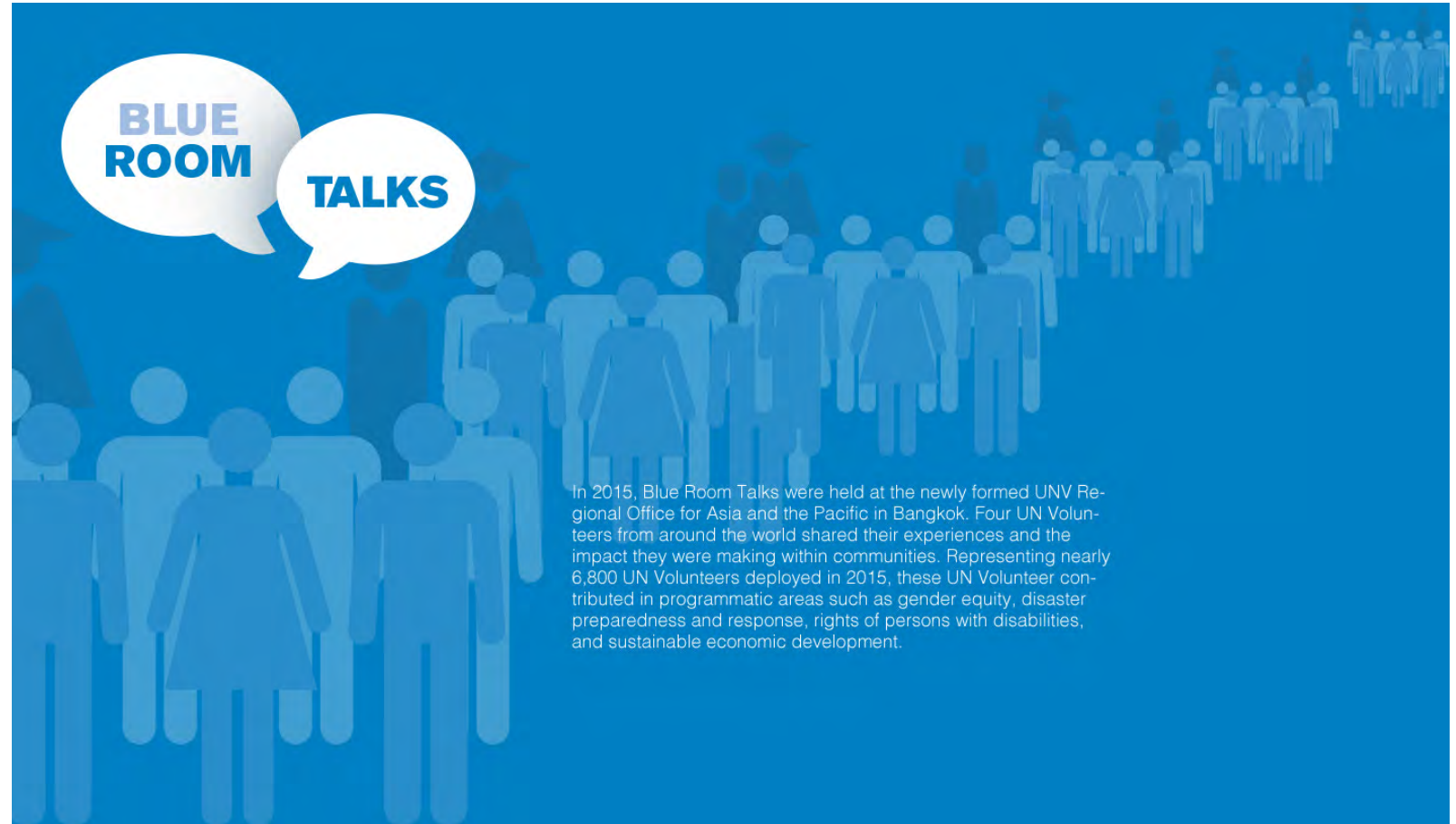
“Senior Citizen” female





“Person in Wheelchair”

## Example; as a backdrop



Example from UNV Annual report 2015  
<http://www.unv.org/annual-report-2015/>

// We all share a moral responsibility to ensure that the most vulnerable can adapt to global climate change impacts in a timely manner. We each have a personal responsibility to adapt our consumer behaviour so as to minimize our individual impact. Adapt to the impacts of climate change.

*Christiana Figueres, Executive Secretary, United Nations Framework Convention on Climate Change*

// We all share a moral responsibility to ensure that the most vulnerable can adapt to global climate change impacts in a timely manner. We each have a personal responsibility to adapt our consumer behaviour so as to minimize our individual impact. Adapt to the impacts of climate change.

*Christiana Figueres, Executive Secretary, United Nations Framework Convention on Climate Change*

// What has turned the tide on Ebola is the community engagement, is peer educators, is volunteers, is young people, is the women.

*Helen Clark, UNDP Administrator*

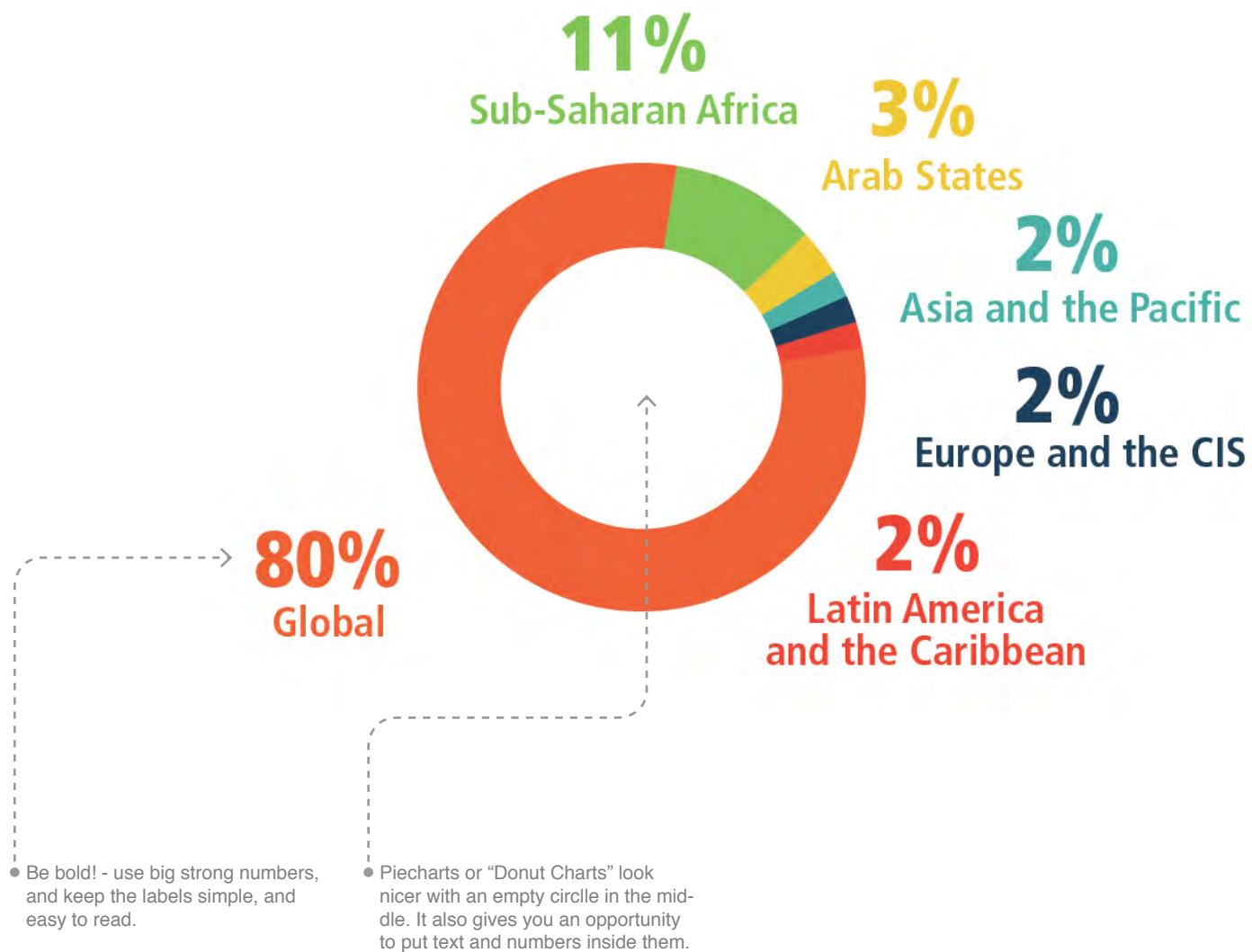
// What has turned the tide on Ebola is the community engagement, is peer educators, is volunteers, is young people, is the women.

*Helen Clark, UNDP Administrator*

- remember 2 slashes // top left of the first word

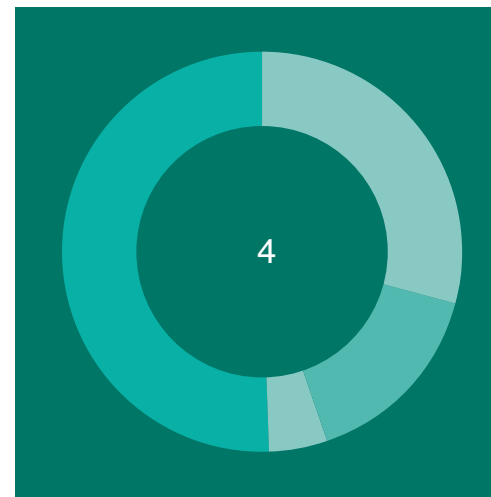
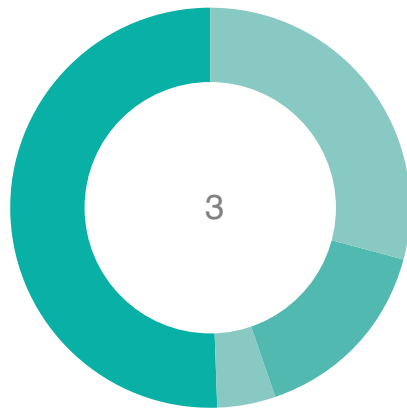
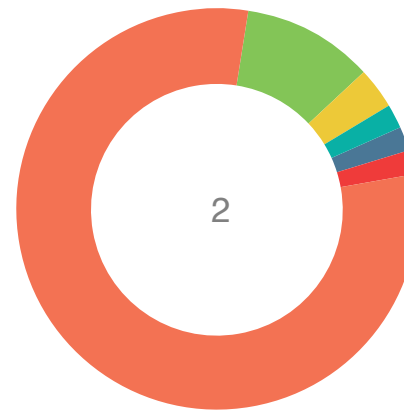
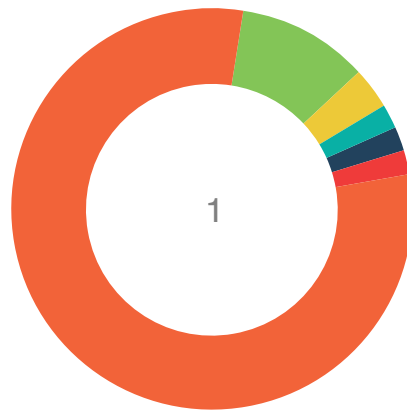
- The quote itself should be bold and colorful.
- The Name should be in *italics*

## Quotes



## Pie charts

## Colors and Piecharts

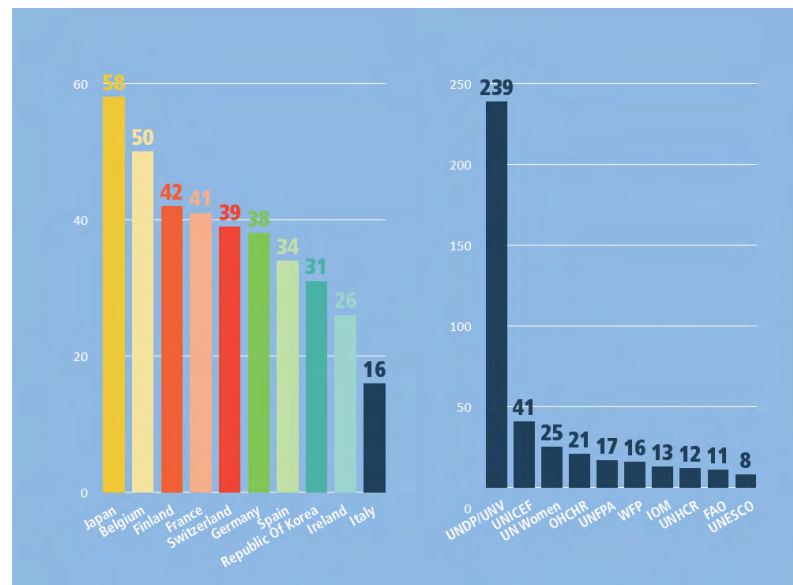


**1)** You can use all the colors from the primary and secondary colors in your charts. Be careful to set the color values so that one segment doesn't stand out, except when you want it to.

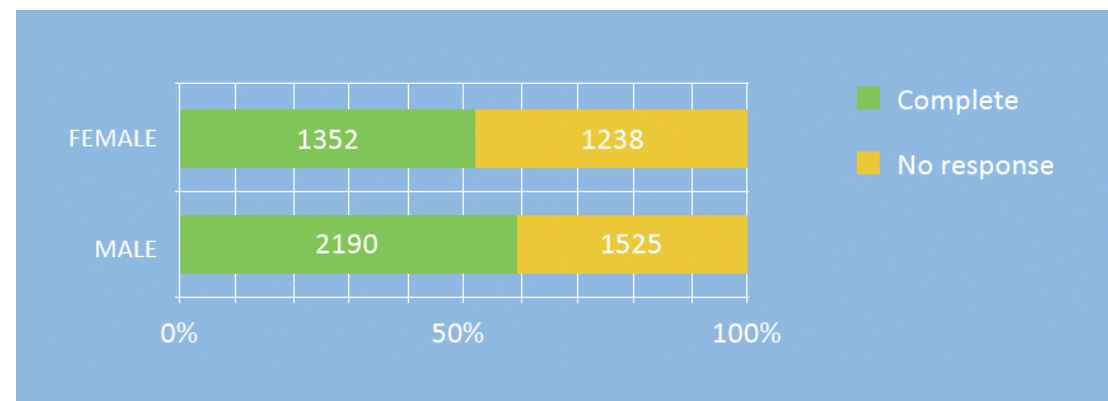
**2)** Example of colors with the same value

**3)** Example of a chart with color gradients

**4)** Example of a chart with color gradients on a dark background



- Be careful when choosing colors. Try to choose colors with the same color intensity, unless (as in this example) you want to make a single column to stand out.



## Other Charts

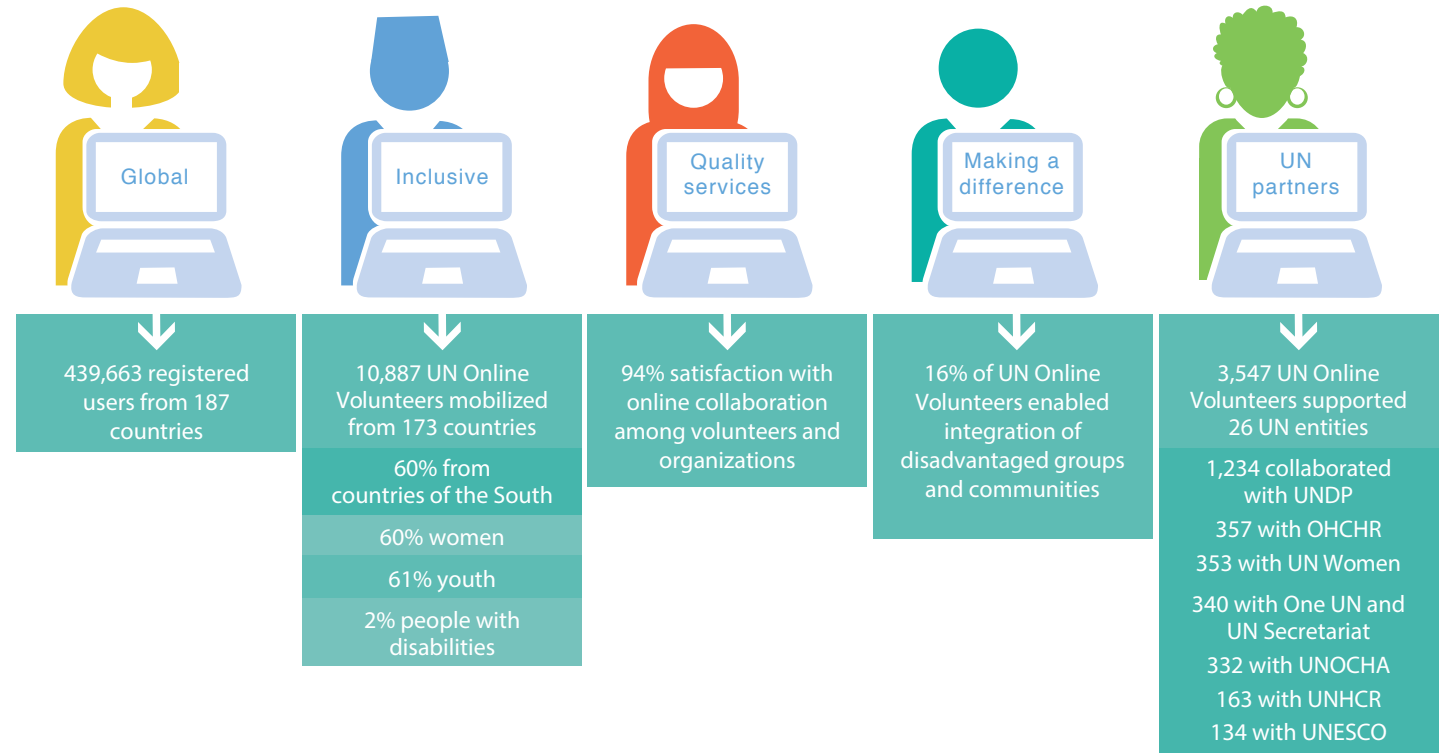
## Maps



- Use greyed out and light colors when coloring your map. Simplify borders and country outlines. Make countries and continents look recognizable but not precise.

- Use darker and stronger colors for your text and numbers.



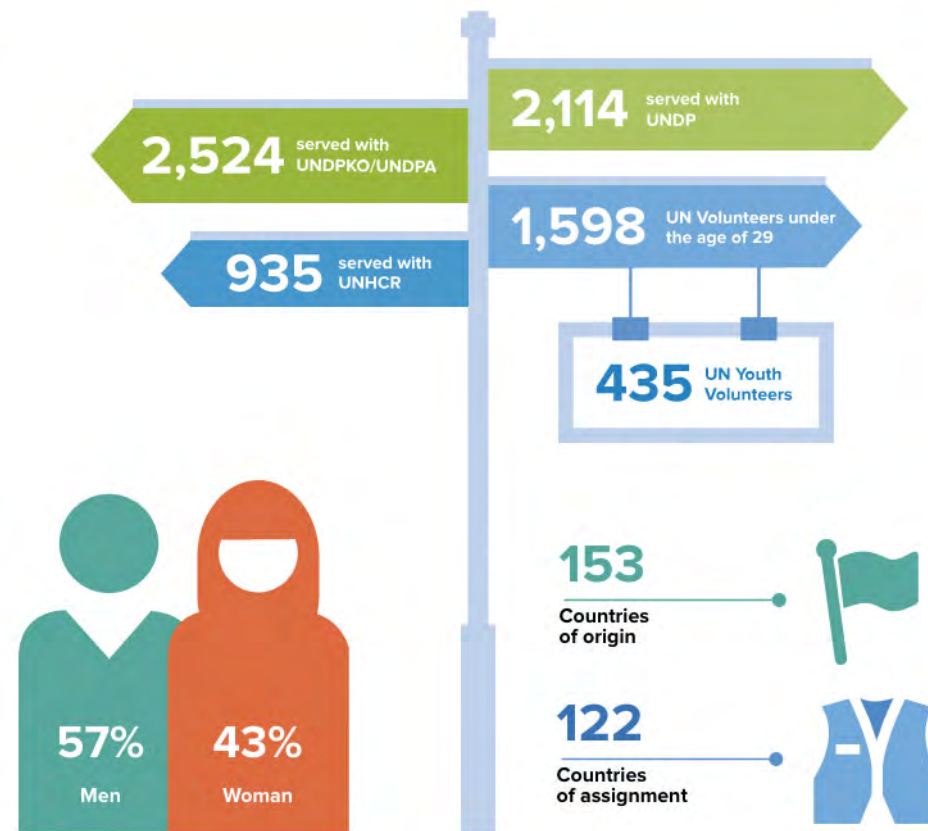


## Combining elements

Feel free to combine elements as long as you keep it simple and clear.

Example from UNV Annual report 2014 centrefold  
([http://www.unv.org/annual-report-2014/pdf/Partnering\\_Through\\_UNV.pdf](http://www.unv.org/annual-report-2014/pdf/Partnering_Through_UNV.pdf)).

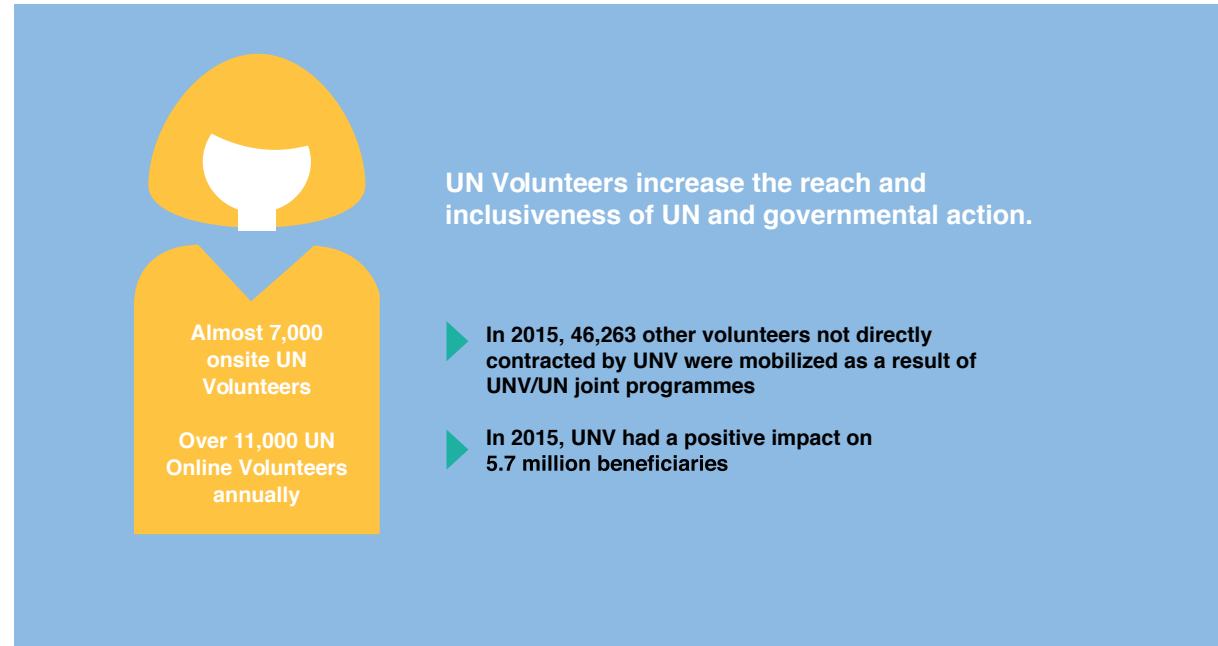
## OUR VOLUNTEER NUMBERS



### Combining elements

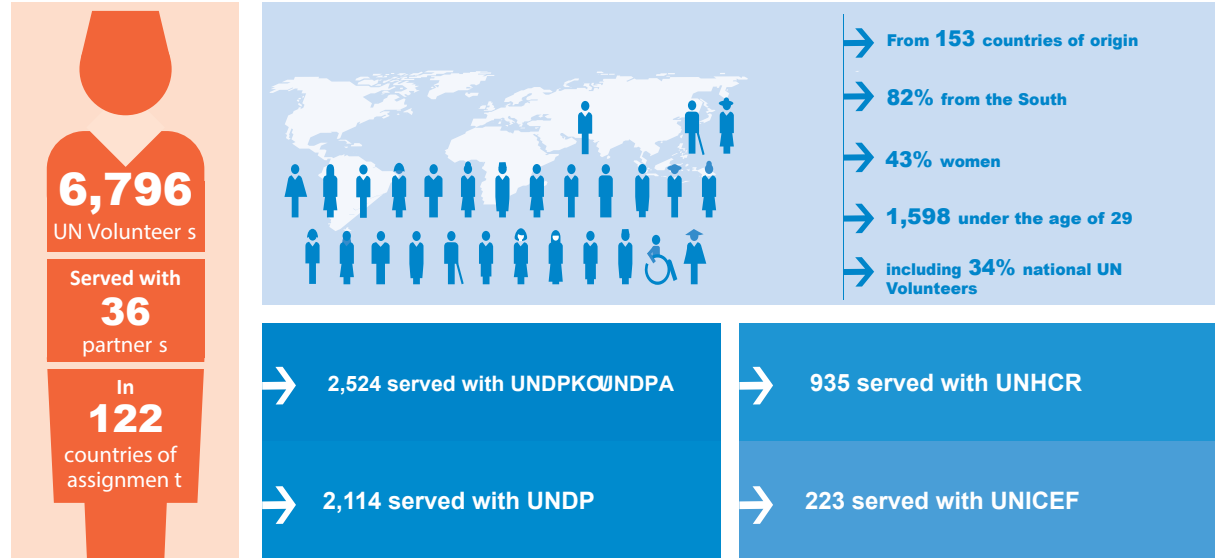
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Example from UNV Annual report 2015  
<http://www.unv.org/annual-report-2015/>



## Combining elements

Example from UNV Annual report 2015



## Combining elements

Example from UNV Annual report 2015