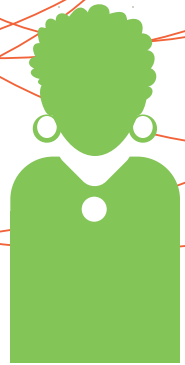


INFOGRAPHIC GUIDELINES



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Simplicity, Diversity, Clarity

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

Simplicity

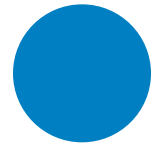
A simple infographic makes your message stand strong and easy to understand.

Diversity

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

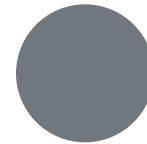
Clarity

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



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

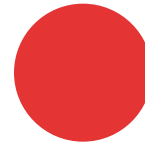
Primary Colours

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.



Green

C 60 M 5 Y 85 K 00
R 121 G 176 B 76
PMS 376C/376U
Hex #79b04a



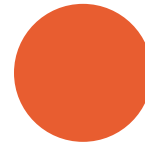
Red

C 0 M 90 Y 80 K 00
R 228 G 52 B 51
PMS 185C/185U
Hex #e43433



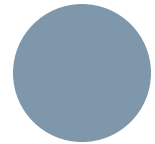
Turquoise

C 75 M 5 Y 45 K 00
R 37 G 168 B 152
PMS 326C/326U
Hex #25a898



Orange

C 0 M 75 Y 85 K 00
R 232 G 93 B 48
PMS 1655C/1655U
Hex #e85d30



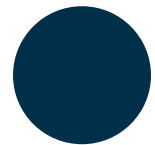
Cool Grey

C 35 M 10 Y 00 K 37
R 127 G 151 B 171
PMS 5425C/5425U
Hex #7f97ab



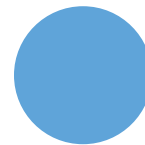
Yellow

C 0 M 25 Y 85 K 00
R 251 G 196 B 51
PMS 123C/109U
Hex #fbc433



Navy

C 80 M 30 Y 0 K 80
R 0 G 47 B 73
PMS 2955C/2955U
Hex #002f49



Light blue

C 60 M 23 Y 0 K 0
R 95 G 164 B 217
PANTONE 279 C
Hex #5FA4D9

Our colours

Secondary colours

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



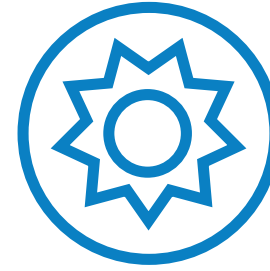
Our colours

Colour gradients

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



Volunteer abroad



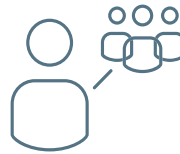
Volunteer in your country



Volunteer from home



Host volunteers



Join projects



Sponsor volunteers

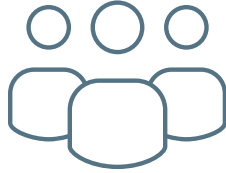


**Find online
volunteers**



Support UNV

Web Icons



94%

statistic people
lorem ipsum



94%

statistic location
lorem ipsum



94%

statistic topic
lorem ipsum



Promote Volunteerism



Mobilise Volunteers

Web Icons



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.

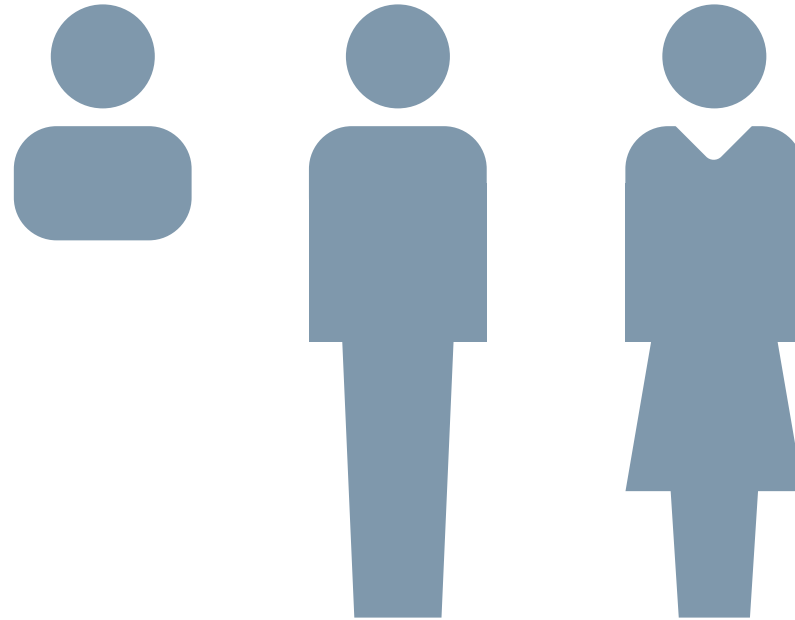


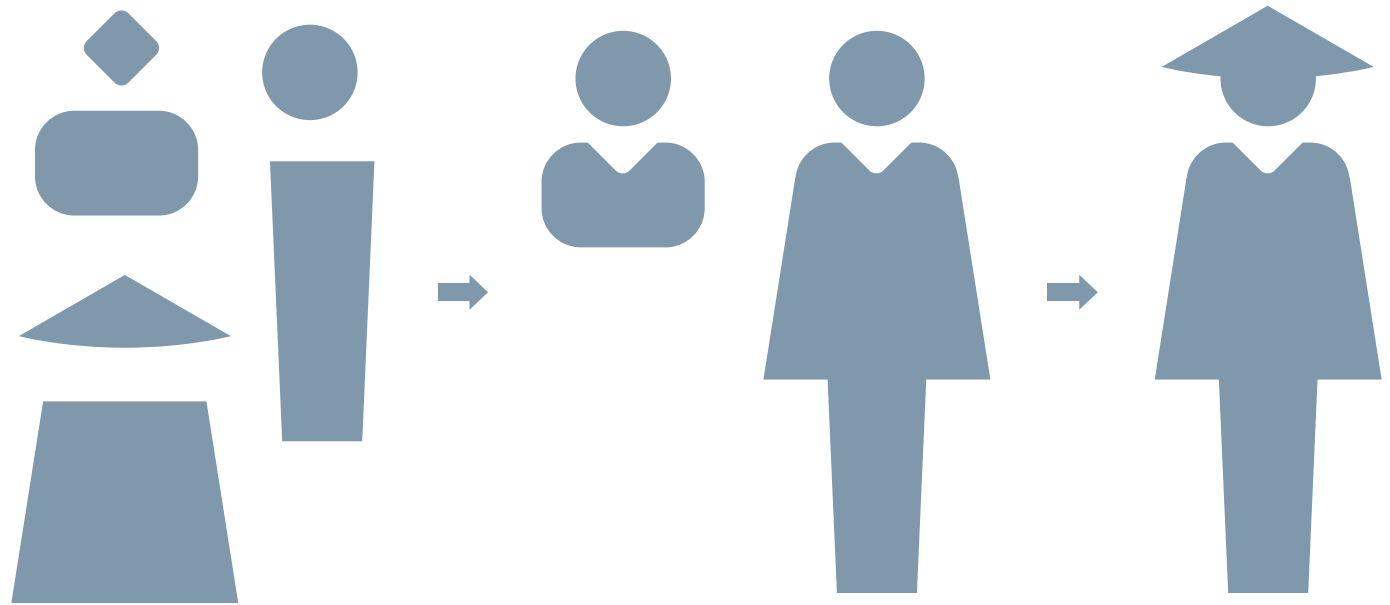
“People of the World”

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.

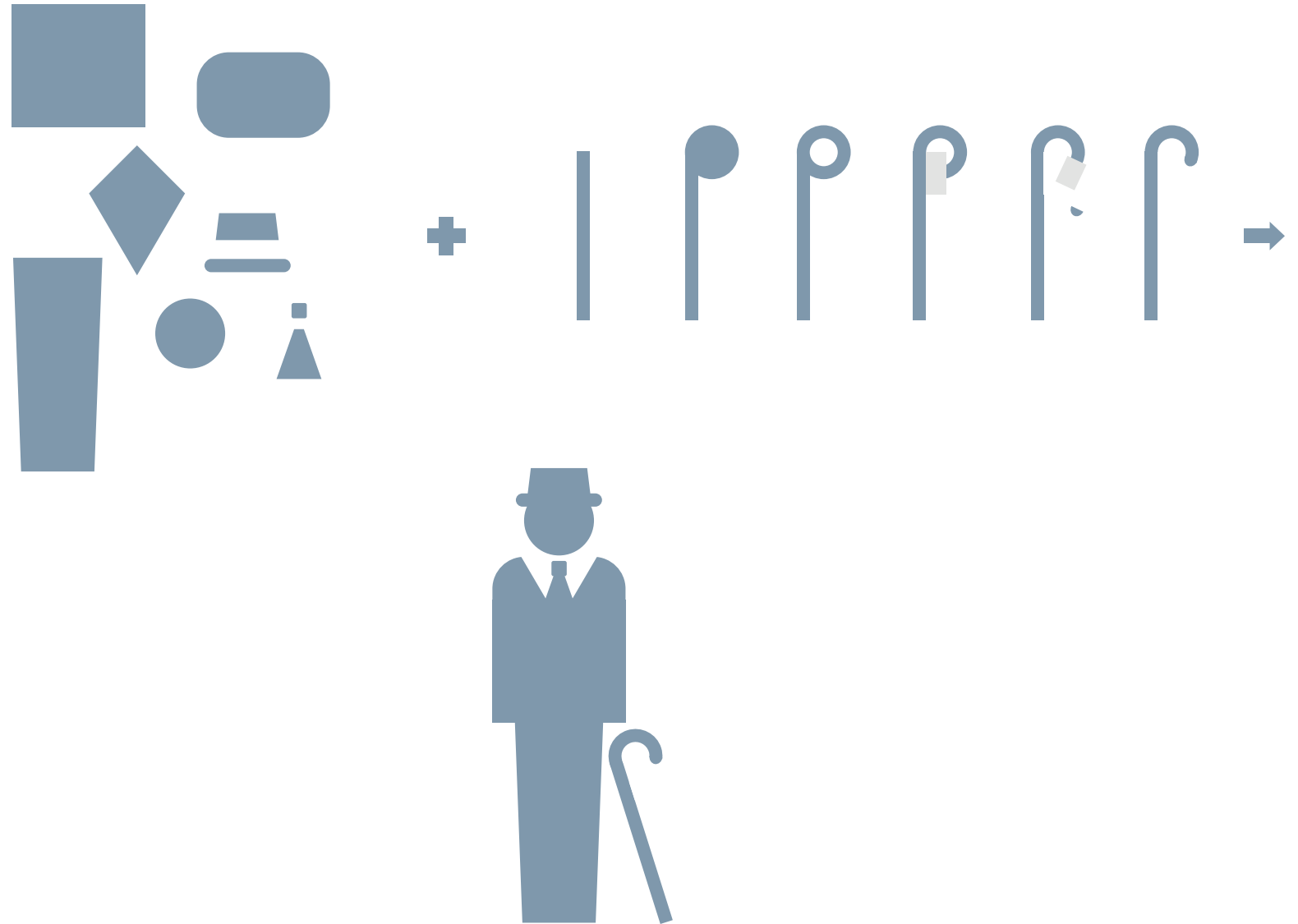




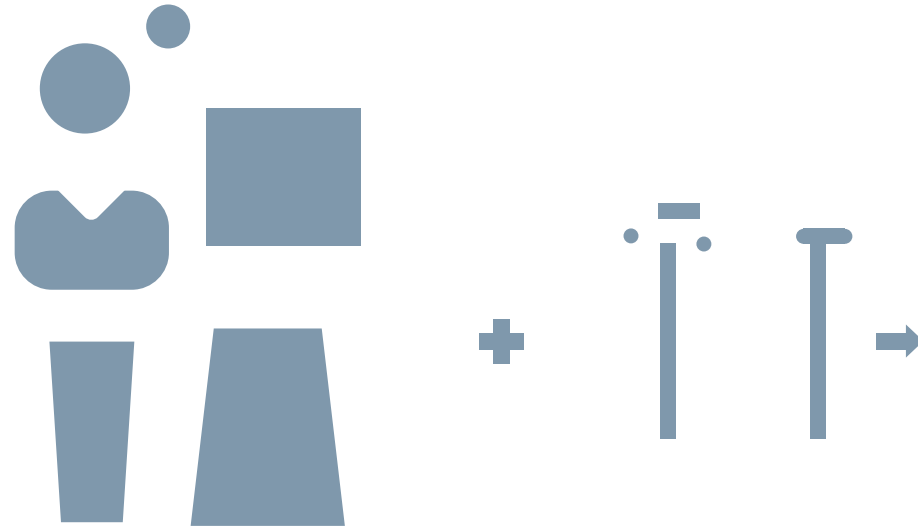
“Asian”



Building Blocks “African”

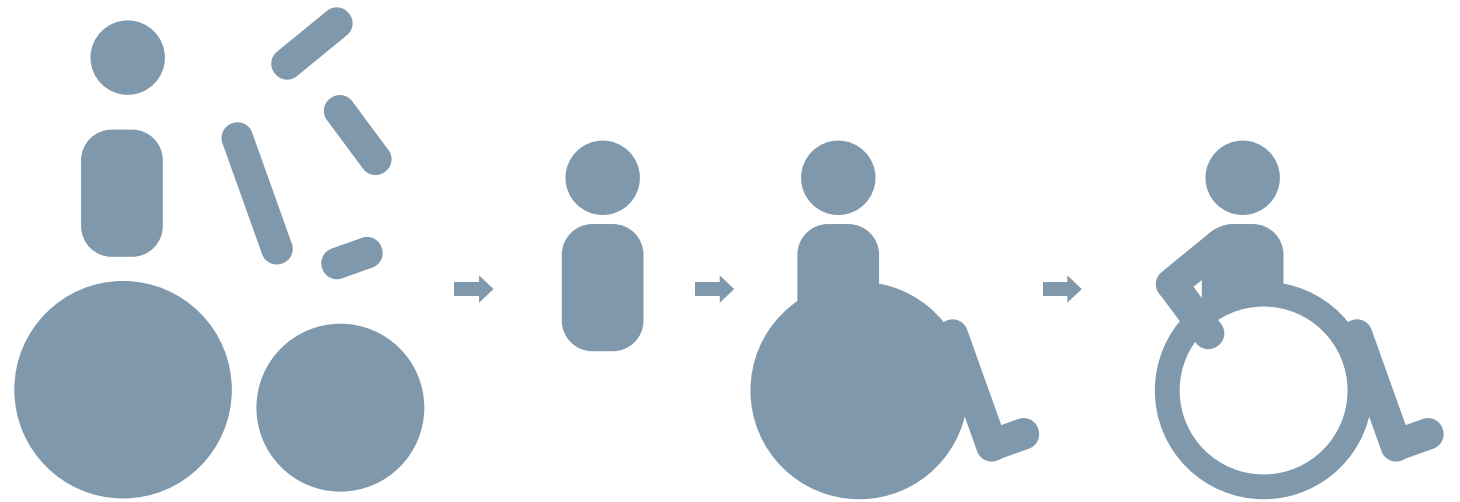


“Senior Citizen” male



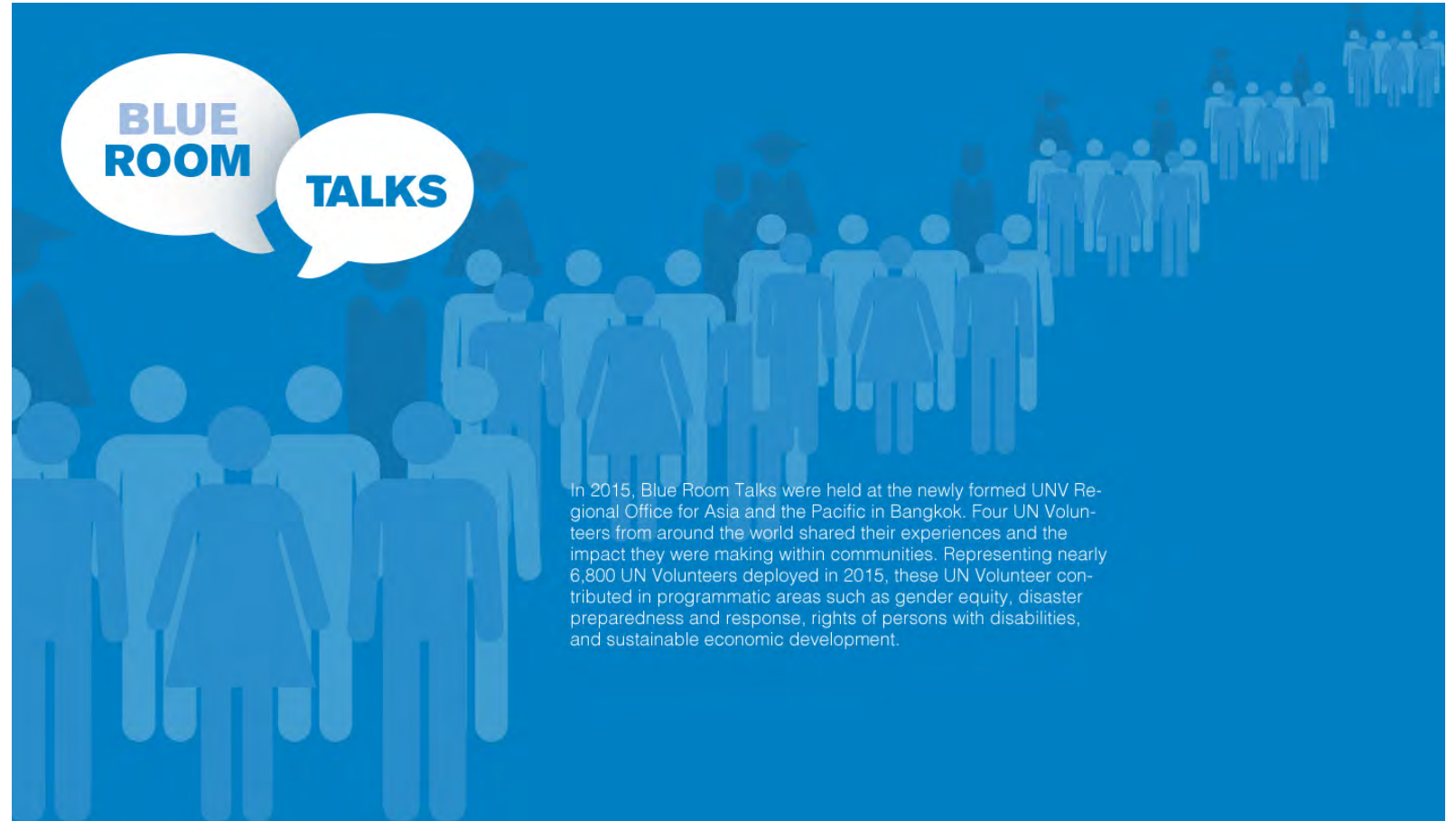
“Senior Citizen” female





“Person in Wheelchair”

Example; as a backdrop



In 2015, Blue Room Talks were held at the newly formed UNV Regional Office for Asia and the Pacific in Bangkok. Four UN Volunteers from around the world shared their experiences and the impact they were making within communities. Representing nearly 6,800 UN Volunteers deployed in 2015, these UN Volunteer contributed in programmatic areas such as gender equity, disaster preparedness and response, rights of persons with disabilities, and sustainable economic development.

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

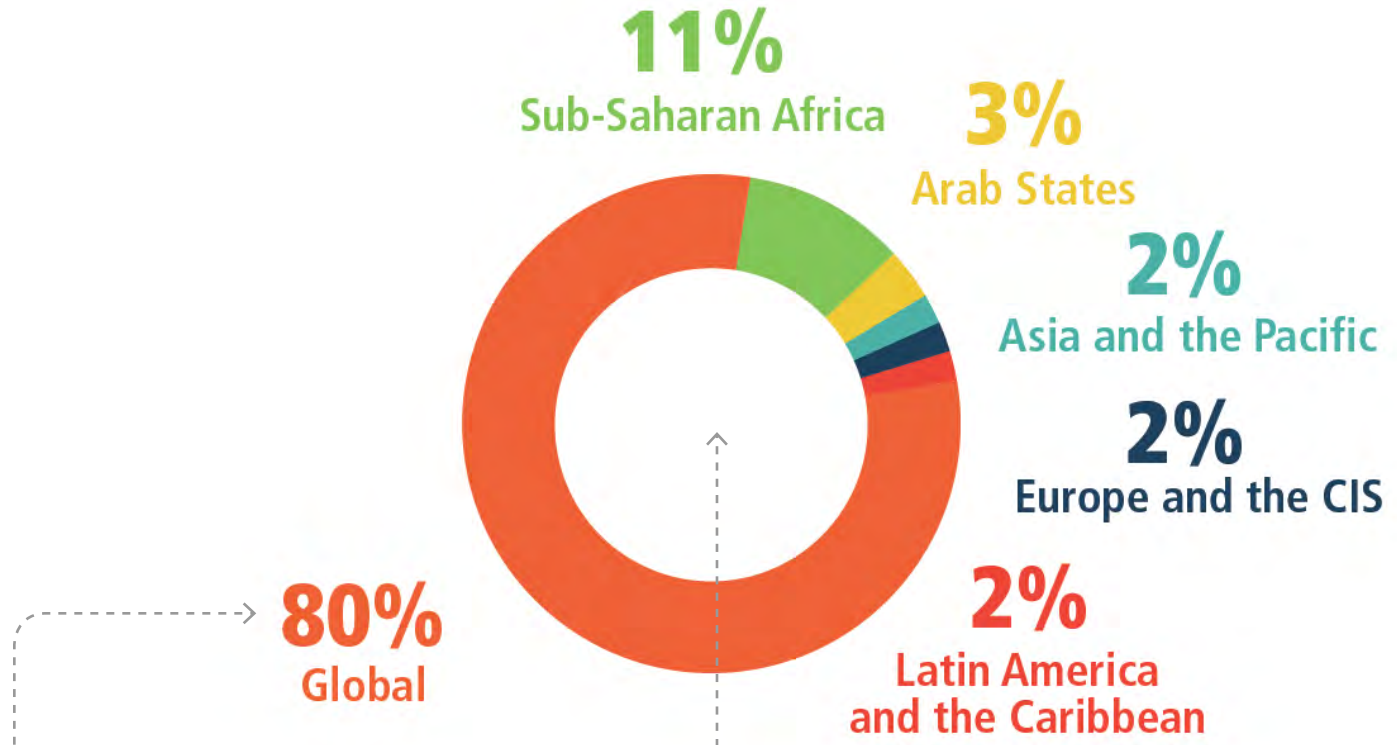
// What has turned the tide on Ebola is the community engagement, is peer educators, is volunteers, is young people, is the women.

Helen Clark, UNDP Administrator

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

• The quote itself should be bold and colorful.

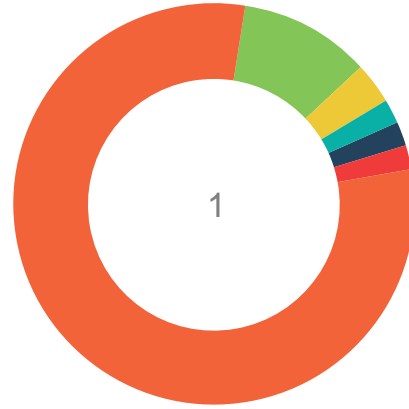
• The Name should be in *italics*



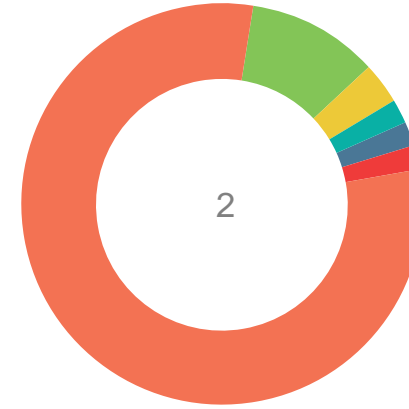
• Be bold! - use big strong numbers, and keep the labels simple, and easy to read.

• Piecharts or "Donut Charts" look nicer with an empty circle in the middle. It also gives you an opportunity to put text and numbers inside them.

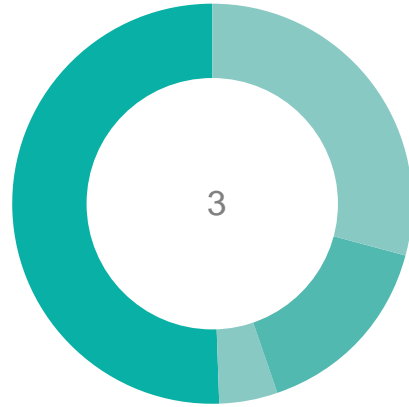
Pie charts



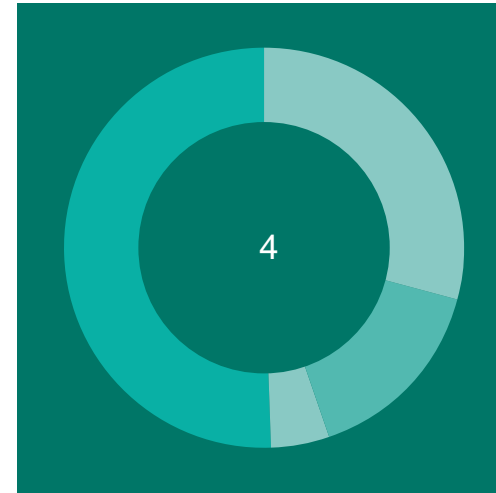
1



2



3



4

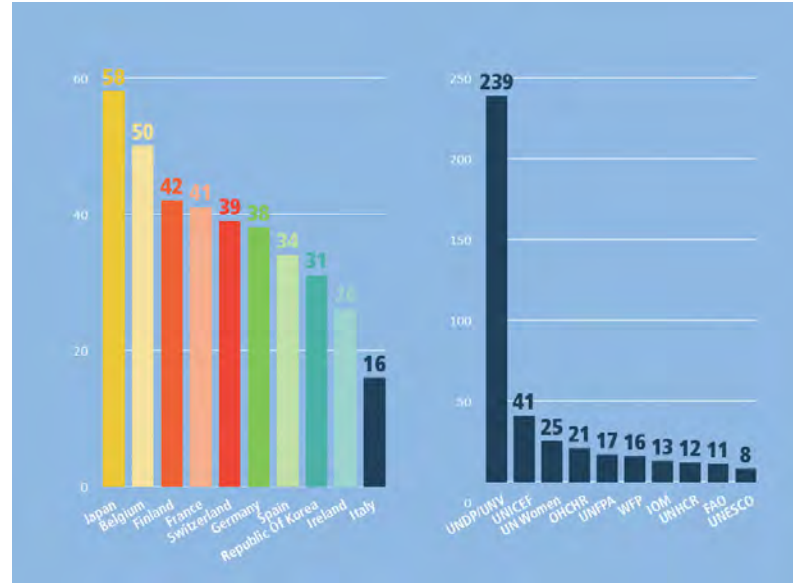
Colors and Piecharts

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

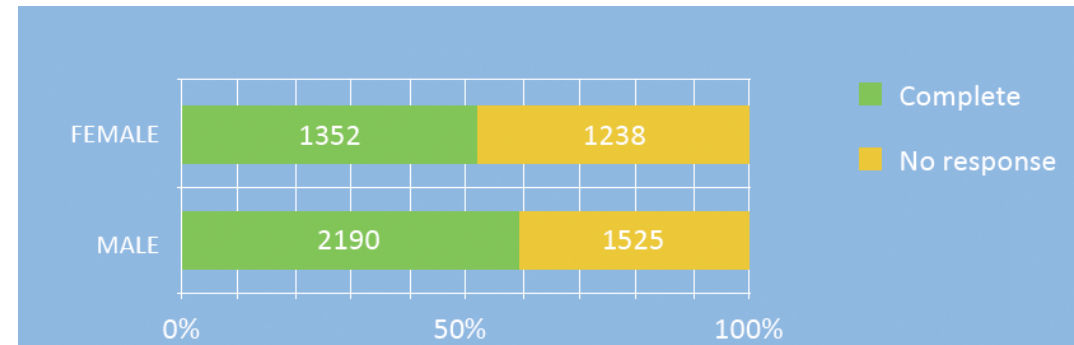
3) Example of a chart with color gradients

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

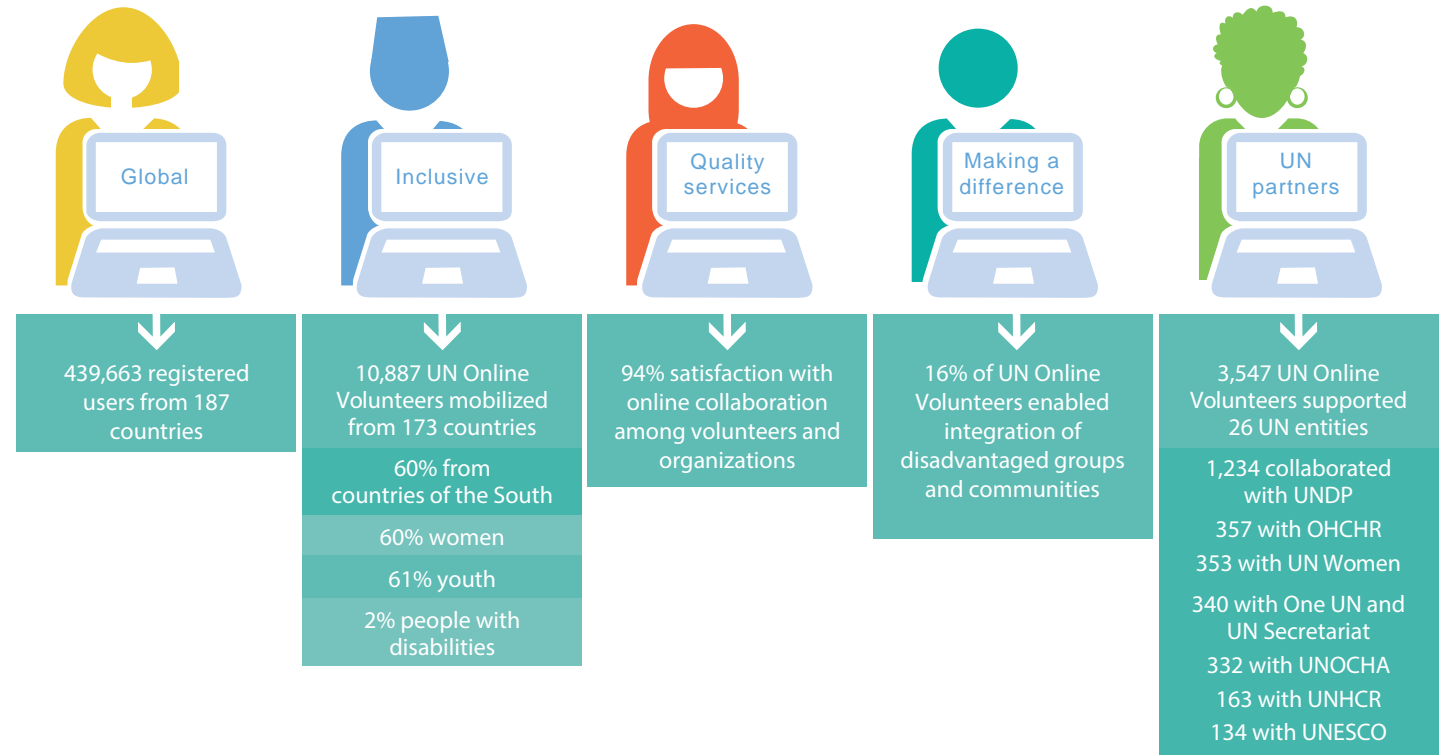




● Use greyed out and light colors when coloring your map. Simplify borders and country outlines. Make countries and continents look recognizable but not precise.

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

Maps

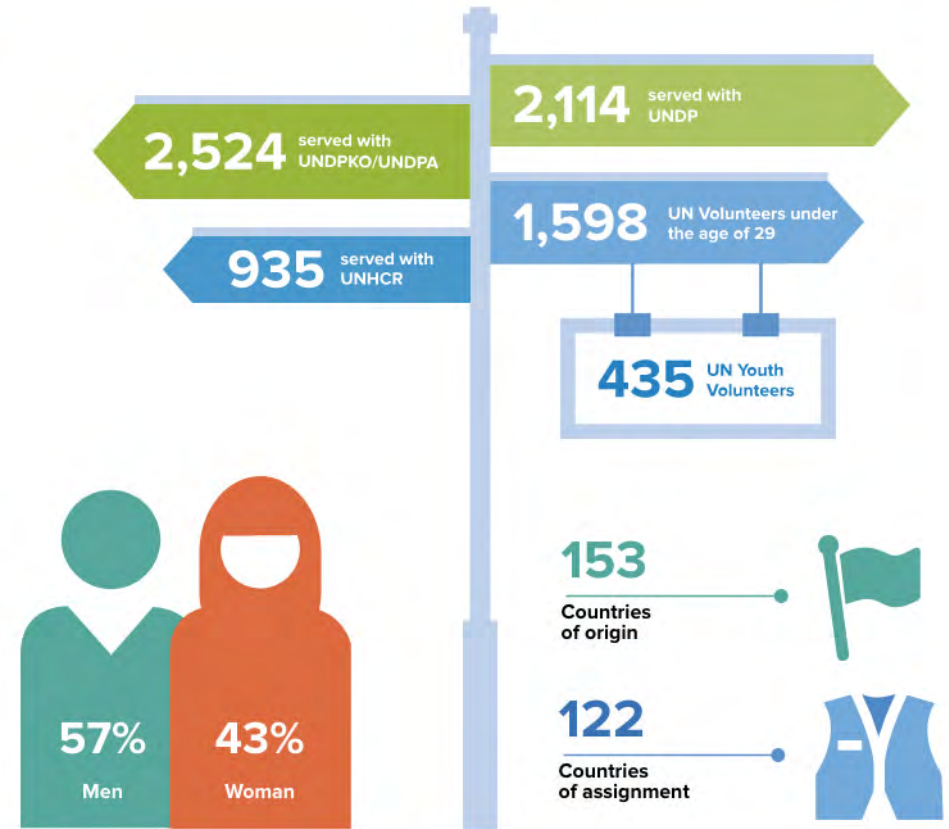


Combining elements

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).

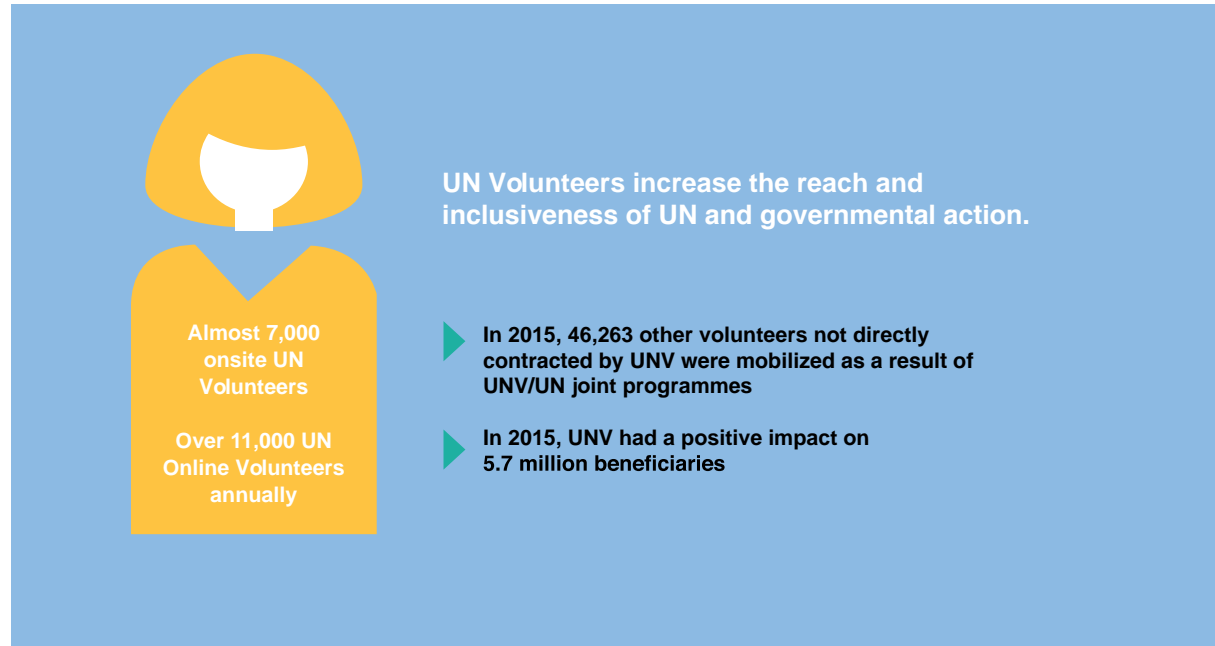
OUR VOLUNTEER NUMBERS



Combining elements

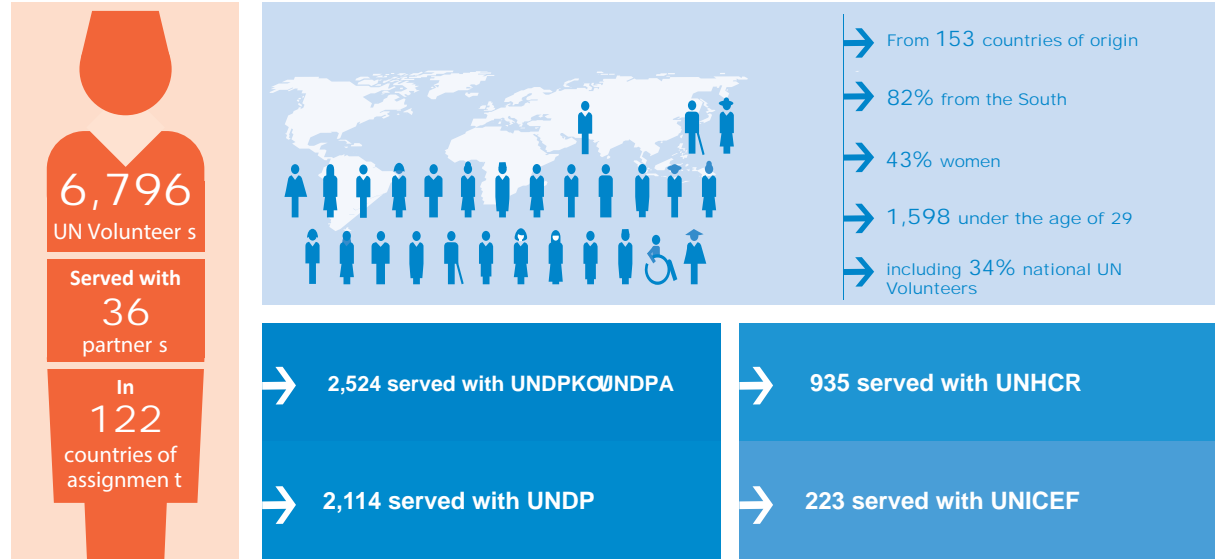
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Example from UNV Annual report 2015
<http://www.unv.org/annual-report-2015/>



Combining elements

Example from UNV Annual report 2015



Combining elements

Example from UNV Annual report 2015