SUSTAINABLE DEVELOPMENT GOALS

Guidelines for the use of the SDG logo, including the colour wheel, and 17 icons.
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THESE GUIDELINES MUST BE PROVIDED TO REQUESTERS. WHENEVER THE SDG LOGO AND/OR ICONS ARE UPLOADED ON THE INTERNET, THESE GUIDELINES MUST BE UPLOADED ON THE SAME PAGE.

I. DESCRIPTION

The United Nations has commissioned seventeen (17) icons and the SDG logo, including the colour wheel, to graphically promote awareness of the Sustainable Development Goals adopted by the Member States of the United Nations by resolution A/RES/70/1 of the General Assembly of 25 September 2015.

II. USE OF THE SDG LOGO AND 17 ICONS

Use of the SDG logo [Version 1 with the UN emblem] and 17 icons by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the SDG logo [Version 1 with the UN emblem] and 17 SDG icons without obtaining prior approval from the UN Department of Public Information (DPI), except for when uses other than those described in these guidelines are requested (see page 19). However, for reporting purposes, DPI should be informed of events and information materials for which the SDG logo and the icons are being used including, inter alia, publications, posters, brochures, and videos.

The 17 SDG icons may be used together or as individual icons. Each icon must be used in its entirety, including with the text describing the related SDG (see page 48). Moreover, if the UN office, Fund or Programme or other subsidiary organ or organization of the United Nations System has its own specific logo, the latter should be displayed side by side with the SDG logo and icon(s) (see page 22).

Use of the SDG logo [Version 2 without the UN emblem] and 17 icons by non-UN entities

Entities outside the UN System, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the SDG logo [Version 2 without the UN emblem] and 17 SDG icons in accordance with the requirements outlined below and provided that each entity submits the required documentation.
17 icons
The 17 SDG icons are intended for informational purposes only.

Informational uses are those that are:

• Primarily illustrative;
  and
• Not intended to raise funds.

The icons should not be used for the promotion of products or services or for any fundraising activities.

The 17 SDG icons may be used together or as individual icons. Each icon must be used in its entirety, including with the text describing the related SDG (see page 48). Moreover, the SDG icon(s) cannot be used alone but must be displayed side-by-side with the logo of the entity (see page 41). The logo of the entity must be given preeminence vis-à-vis the icon or icons.

The following sentence must be included below or in the proximity of the entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

SDG logo [Version 2 without the UN emblem], including the colour wheel
The SDG logo [Version 2 without the UN emblem], including the colour wheel, may be used for both informational uses as described above and fundraising purposes.

Fundraising uses of the SDG logo [Version 2 without the UN emblem], including the colour wheel
Fundraising uses of the SDG logo [Version 2 without the UN emblem], including the colour wheel, are those that are:

• Intended to raise resources to cover costs of activities in support of the SDGs.

With respect to fundraising uses, the SDG logo must be used in its entirety.

Alternatively, the colour wheel from the SDG logo may be used alone without the SDG language and additionally as further set forth in Section III, below.

The SDG logo or the colour wheel cannot be used alone but must be displayed side-by-side with the logo of the entity. The logo of the entity must be given preeminence vis-à-vis the SDG logo or the colour wheel.

When using the SDG logo, the following sentence may be included below or in the proximity of the entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The United Nations emblem cannot be used by the entity.

III. USE OF THE SDG COLOUR WHEEL
The SDG colour wheel may be used by UN entities (see page 24) and non-UN entities (see page 39) as illustrated in these guidelines.

The following sentence may be included below or in the proximity of the non-UN entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”
UN and non-UN entities wishing to integrate the SDG colour wheel into a separate logo design (see page 19) must provide the following information for advance written permission by the United Nations Department of Public Information:

- A short statement of identity (nature of the entity and its objectives);
  and
- An explanation of how and where the SDG colour wheel will be used, including the names of countries/territories where the SDG colour wheel will be used, and duration of its use.

IV. LENGTH OF USE OF THE SDG LOGO AND 17 ICONS

Unless otherwise advised by the United Nations by general or specific notice, the SDG logo, including the colour wheel, and 17 icons may be used from 1 January 2016 to 31 December 2030. This period refers to the timeframe within which the Sustainable Development Goals should be met. The SDG logo, including the colour wheel, and 17 icons may be used beyond 31 December 2030 in reference to publications about the SDGs.

V. LIABILITY

All entities wishing to use the SDG logo, including the colour wheel, and 17 icons for the purposes specified herein must agree to the following provisions:

- The entity confirms that it will use the SDG logo, including the colour wheel, and 17 icons only as permitted by these guidelines.
- The United Nations does not assume any responsibility for the activities of the entity.

VI. DISCLAIMER

- The use of the SDG logo, including the colour wheel, and icons by an entity does not imply the endorsement of the United Nations of such entity, its products or services, or of its planned activities.
- The SDG logo, including the colour wheel, and icons may not be reproduced for the purpose of self-promotion, or for obtaining any commercial or personal financial gain.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the SDG icons into non-UN official languages.

VII. INQUIRIES AND PERMISSIONS

Please send inquiries to: United Nations Department of Public Information, United Nations, S-1018, New York, NY 10017, USA.
E-mail: SDGpermissions@un.org
SDG LOGO for entities within UN System*

*USE OF THE SDG LOGO [VERSION 1 WITH THE UN EMBLEM] AND 17 ICONS BY UNITED NATIONS OFFICES, FUNDS AND PROGRAMMES AND OTHER SUBSIDIARY ORGANS AND ORGANIZATIONS OF THE UNITED NATIONS SYSTEM
The COLOUR VERSION of the Sustainable Development Goals logo is ONLY to be used on a white or light grey background. See colour values to the right.
The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a coloured background, ONLY on white.
The COLOUR VERSION of the Sustainable Development Goals logo is ONLY to be used on a white or light grey background. See colour values to the right.
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The BLACK VERSION of the logo should never be used on a coloured background, ONLY on white.
CLEARANCE AREA: VERTICAL LOGO

CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35” square.
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35” square.
SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

DON’TS

These examples of logo treatments are not permitted.

Format, size and colouring of the Sustainable Development Goals logo are detailed within this document.
These examples of treatments are not permitted.
For visual solutions such as these, please send your design for review and approval to sdgpermissions@un.org

If the SDG colour wheel has to be integrated, see pg.18 to avoid misuses of the SDG colour wheel.
For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem.
To avoid duplication of the UN emblem, if the UN entity logo includes the UN emblem, then pairing with the SDG logo is limited to the version sans the UN emblem.
For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem, and the SDG icon(s).
For UN entities, pairing is permitted with the SDG icon(s).
For entities within the UN System, pairing is permitted with the SDG colour wheel.
SDG COLOUR WHEEL FOR ENTITIES WITHIN UN SYSTEM

PAIRING

USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM + SDG COLOUR WHEEL + SDG ICON

For entities within the UN System, pairing is permitted with the SDG colour wheel in combination with the SDG icons.
SDG LOGO
for non-UN entities*

* USE OF THE SDG LOGO [VERSION 2 WITHOUT THE UN EMBLEM] AND 17 ICONS BY ENTITIES OUTSIDE THE UN SYSTEM, INCLUDING GOVERNMENTS, INTERGOVERNMENTAL ORGANIZATIONS, NOT-FOR-PROFIT ORGANIZATIONS, AND PRIVATE SECTOR ENTITIES
The COLOUR VERSION of the Sustainable Development Goals logo is ONLY to be used on a white or light grey background. See colour values to the right.

**COLOUR VALUES**

- **PMS:** Cool Gray 1C
- **CMYK Values:**
  - **C:** 4
  - **M:** 3
  - **Y:** 3
  - **K:** 0

**LIGHT GREY**

- **PMS:**
  - **R:** 241
  - **G:** 241
  - **B:** 241
  - **C:** 4
  - **M:** 3
  - **Y:** 3
  - **K:** 0
The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a coloured background, ONLY on white.
SDG LOGO FOR NON-UN ENTITIES
6 OFFICIAL LANGUAGES

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH
The COLOUR VERSION of the Sustainable Development Goals logo is ONLY to be used on a white or light grey background. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0
The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a coloured background, ONLY on white.
CLEARANCE AREA: VERTICAL LOGO

CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square
CLEARANCE AREA: HORIZONTAL LOGO

CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35” square
For non-UN entities, usage is limited to the SDG logo version without the UN emblem.

The following sentence may be included below or in the proximity of the non-UN entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The logo of the entity must be given preeminence vis-a-vis the SDG logo.
For non-UN entities, usage is limited to the SDG logo version without the UN emblem.

The following sentence must be included below or in the proximity of the non-UN entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The logo of the entity must be given preeminence vis-a-vis the SDG logo and the icon.
For non-UN entities, pairing is permitted with the SDG colour wheel.

The following sentence may be included below or in the proximity of the non-UN entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The logo of the entity must be given preeminence vis-a-vis the SDG colour wheel.
For non-UN entities, pairing is permitted with the SDG colour wheel in combination with the SDG icons.

The following sentence must be included below or in the proximity of the non-UN entity’s logo: 
“[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The logo of the entity must be given preeminence vis-a-vis the SDG colour wheel and the icon.
For non-UN entities, pairing is permitted with the SDG icons.

The following sentence must be included below or in the proximity of the non-UN entity’s logo: “[the name of the entity] supports the Sustainable Development Goals” or: “[the name of the entity] supports the SDGs.”

The logo of the entity must be given preeminence vis-a-vis the SDG icon(s).
These examples of logo treatments are not permitted.

Format, size and colouring of the Sustainable Development Goals logo are detailed within this document.
**SDG COLOUR WHEEL** FOR NON-UN ENTITIES

**DON’TS**

**USAGE LOGO: DON’TS**

- **DO NOT** stretch/squash/distort
- **DO NOT** rearrange elements
- **DO NOT** place colour wheel in a coloured box
- **DO NOT** add drop shadows
- **DO NOT** alter the colours
- **DO NOT** crop
- **DO NOT** extrude or bevel
- **DO NOT** place a color in the middle of SDG colour wheel

These examples of treatments are not permitted.
TYPOGRAPHY
GIORGIO SANS font is usually used for headline and titles.
NEUZEIT S LT STD – BOOK

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*%$#!\1234567890

NEUZEIT S LT STD – BOOK HEAVY

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*%$#!\1234567890

NEUZEIT S LT STD font is usually used for body copy and additional information.
ICONS
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined colour, or black background.

Do not alter the colours of the SDG icons.
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined colour, or black background.
<table>
<thead>
<tr>
<th>No Poverty</th>
<th>Zero Hunger</th>
<th>Good Health and Well-Being</th>
<th>Quality Education</th>
<th>Gender Equality</th>
<th>Clean Water and Sanitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Family Icon]</td>
<td>![Bowl Icon]</td>
<td>![Heartbeat Icon]</td>
<td>![Book Icon]</td>
<td>![Gender Icon]</td>
<td>![Water Drop Icon]</td>
</tr>
<tr>
<td>Affordable and Clean Energy</td>
<td>Decent Work and Economic Growth</td>
<td>Industry, Innovation and Infrastructure</td>
<td>Reduced Inequalities</td>
<td>Sustainable Cities and Communities</td>
<td>Responsible Consumption and Production</td>
</tr>
<tr>
<td>![Light Icon]</td>
<td>![Graph Icon]</td>
<td>![Cube Icon]</td>
<td>![Equal Icon]</td>
<td>![City Icon]</td>
<td>![Infinity Icon]</td>
</tr>
<tr>
<td>Climate Action</td>
<td>Life Below Water</td>
<td>Life On Land</td>
<td>Peace and Justice Strong Institutions</td>
<td>Partnerships for the Goals</td>
<td></td>
</tr>
<tr>
<td>![Earth Icon]</td>
<td>![Fish Icon]</td>
<td>![Tree Icon]</td>
<td>![Bee Icon]</td>
<td>![Flower Icon]</td>
<td></td>
</tr>
</tbody>
</table>

Each icon can ONLY be used inversely over a white background.

The icon may not be used inversely over a black nor a coloured background.

Do not alter the colours of the SDG icons.
ICONS
#1 NO POVERTY

COLOUR & BLACK/WHITE

RED

PMS: 185 C
C 1 M 100 Y 92 K 0
R 229 G 36 B 59
HEX: e5243b
ICONS

#2 ZERO HUNGER

COLOUR & BLACK/WHITE

MUSTARD

PMS: 7555 C
C 18 M 37 Y 100 K 1
R 221 G 166 B 58
HEX: DDA63A
#3 GOOD HEALTH AND WELL-BEING

**ICONS**

**COLOUR & BLACK/WHITE**

**KELLY GREEN**

PMS: 7739 C  
C 81 M 15 Y 100 K 2  
R 76 G 159 B 56  
HEX: 4C9F38
ICONS

#4 QUALITY EDUCATION

COLOUR & BLACK/WHITE

DARK RED

PMS: 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: C5192D
ICONS
#5 GENDER EQUALITY

COLOUR & BLACK/WHITE

RED ORANGE
PMS: BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21
#6 Clean Water and Sanitation

**COLOUR & BLACK/WHITE**

**BRIGHT BLUE**
- **PMS:** 638 C
- **CMYK:** C 82 M 7 Y 9 K 0
- **RGB:** R 38 G 189 B 226
- **HEX:** 26BDE2
#7 AFFORDABLE AND CLEAN ENERGY

YELLOW

**PMS:** 1235 C

**CMYK:** C 0 M 31 Y 100 K 0

**RGB:** R 252 G 195 B 11

**HEX:** FCC30B
#8 DECENT WORK AND ECONOMIC GROWTH

**BURGUNDY RED**

**PMS:** 1955 C  
**C** 29  **M** 100  **Y** 70  **K** 27  
**R** 162  **G** 25  **B** 66  
**HEX:** A21942
ICONS

#9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOUR & BLACK/WHITE

ORANGE
PMS: 1585 C
C 0 M 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD6925
#10 REDUCED INEQUALITIES

**MAGENTA**

PMS: 219 C  
C 6 M 98 Y 9 K 0  
R 221 G 19 B 103  
HEX: DD1367
#11 SUSTAINABLE CITIES AND COMMUNITIES

GOLDEN YELLOW

PMS: 1375 C  
C 0 M 45 Y 96 K 0  
R 253 G 157 B 36  
HEX: FD9D24

COLOUR & BLACK/WHITE

GOLDEN YELLOW

PMS: 1375 C  
C 0 M 45 Y 96 K 0  
R 253 G 157 B 36  
HEX: FD9D24
#12 RESPONSIBLE CONSUMPTION & PRODUCTION

COLOUR & BLACK/WHITE

DARK MUSTARD

PMS: 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E
ICONS

#13 CLIMATE ACTION

COLOUR & BLACK/WHITE

DARK GREEN

PMS: 7742 C
C 74 M 32 Y 95 K 19
R 63 G 126 B 68
HEX: 3F7E44
ICONS

#14 LIFE BELOW WATER

COLOUR & BLACK/WHITE

14 LIFE BELOW WATER

14 LIFE BELOW WATER

BLUE

PMS: 7461C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9
ICONS

#15 LIFE ON LAND

COLOUR & BLACK/WHITE

LIME GREEN

PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B
#16 PEACE AND JUSTICE STRONG INSTITUTIONS

ROYAL BLUE

PMS: 7462 C
C 100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D
#17 Partnerships for the Goals

**Colour & Black/White**

**Navy Blue**
- **PMS:** 294 C
- **CMYK:** C 100, M 86, Y 29, K 23
- **RGB:** R 25, G 72, B 106
- **HEX:** 19486A
Do not alter the colours of the SDG icons.
17 ICONS: COLOUR VERSION

1 无贫穷
2 零饥饿
3 良好健康与福祉
4 优质教育
5 性别平等
6 清洁饮水和卫生设施
7 经济适用的清洁能源
8 体面工作和经济增长
9 产业、创新和基础设施
10 减少不平等
11 可持续城市和社区
12 负责任消费和生产
13 气候行动
14 水下生物
15 陆地生物
16 和平、正义与强大机构
17 促进目标实现的伙伴关系

Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
Para cualquier duda sobre la utilización, por favor comuníquese con: dpicampaigns@un.org

Do not alter the colours of the SDG icons.
These examples of icon treatments are not permitted.

Format, size and colouring of The Sustainable Development Goals icons are detailed within this document.
COLOURS
Do not alter the colours of the SDG icons.