THE GLOBAL GOALS
For Sustainable Development
# CONTENT

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THE GLOBAL GOALS

The Global Goals brand is the cornerstone for all communication about the Sustainable Development Goals for 2030. The branding system is constructed as an enabler for information, engagement and collaboration. The basic system includes short names for the 17 goals, individual, colorful icons, a bright logotype, and bold typography. Our goal has been to create a positive, hopeful language that will be a constant thread through all the efforts to support the goals, strengthening the sense that we are all in this together and are working toward the same goal. Our hope is that it will inspire and help carry the promise of a better world forward.

To make the goals easy to refer to, each one has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal; it’s an inspiring read.

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The design for The Global Goals is crisp, bold, colorful and timeless. It is designed to last for 15 years.

The main effort was to create iconography for the 17 UN goals that creates a wider understanding of the initiative. The educational aspect of The Global Goals is instrumental. We want people to know their rights, and understand that it is possible to make a better world for everyone.

In this spirit, each of the UN goals has been given a short name that summarizes the main thrust of the goals. Still, we encourage everyone to read more about the targets for each goal.

About the icons:
Every goal is very inclusive and has a subset of targets. While it is impossible to cover every aspect of the goal in a single icon, a wide range of people and organizations have agreed that they are a good representation of the essence of the goal.

About the Palette:
We are using 17 colors for the goals, and all of them are featured in the main logo for The Global Goals. No other colors should be used for the goals, and they should preferably be shown on a white background.
The color version of The Global Goals logotype is ONLY to be used on a white or light grey background. See color 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 colors of
The Global Goals color scheme. See page 43 for color 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 colored background, ONLY on white.
The CONTAINED VERSION of The Global Goals logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.
The CONTAINED VERSION of The Global Goals logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
The COLOR VERSION of The Global Goals logotype is ONLY to be used on a white or light grey background. See color values to the right.

**Usage Logo: Color Version**

**Light Grey**

PMS: Cool Gray 1C

**C** 241 **M** 241 **Y** 241 **K** 0
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 43 for color scheme.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)
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The BLACK VERSION of the logo should never be used on a colored background, ONLY on white.
CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case "F".
CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case “F”.
These examples of logo treatments are not permitted.

Format, size and colouring of The Global Goals logo are detailed within this document.
GIORGIO SANS font is usually used for headline and titles.
APEX NEW font is usually used for body copy and additional information.
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.
When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.
Each icon can ONLY be used inversely over a white background.

The icon may not be used inversely over a black nor a colored background.
ICONS
#1 NO POVERTY

COLOR & BLACK/WHITE

1 NO POVERTY

RED
PMS: 185 C
C1M 100 Y 92 K 0
R 229 G 36 B 59
HEX: E5243B
ICONS

#2 ZERO HUNGER

COLOR & BLACK/WHITE

MUSTARD

PMS: 7555 C  
C18 M 37 Y 100 K 1  
R 221 G 166 B 58  
HEX: DDA63A
#3 GOOD HEALTH AND WELL-BEING

**KELLY GREEN**

**PMS:** 7739 C  
**C81 M15 Y100 K2**  
**R76 G159 B56**  
**HEX:** 4C9F38
ICONS

#4 QUALITY EDUCATION

COLOR & BLACK/WHITE

4 QUALITY EDUCATION

4 QUALITY EDUCATION

DARK RED

PMS: 200 C
C16 M100 Y86 K7
R197 G25 B45
HEX: C5192D
#5 GENDER EQUALITY

**COLOR & BLACK/WHITE**

**RED ORANGE**

**PMS:** BRIGHT RED C 255 58 33
**CMYK:** C 0 M 90 Y 94 K 0
**HEX:** FF3A21
#6 Clean Water and Sanitation

**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

COLOR & BLACK/WHITE

INDUSTRY, INNOVATION AND INFRASTRUCTURE

ORANGE
PMS: 1585 C
C 0 M 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD925
ICONS

#10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE

![Magenta Icon](hex: #DC1367)

**MAGENTA**

PMS: 219 C
CMYK: C6 M98 Y9 K0
RGB: R221 G19 B103
HEX: #DD1367
ICONs

#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE

11 SUSTAINABLE CITIES AND COMMUNITIES

GOLDEN YELLOW

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

COLOR & 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

COLOR & 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

COLOR & BLACK/WHITE

BLUE

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

#15 LIFE ON LAND

COLOR & BLACK/WHITE

15 LIFE ON LAND

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
ICONS

#17 PARTNERSHIPS FOR THE GOALS

COLOR & BLACK/WHITE

17 PARTNERSHIPS FOR THE GOALS

NAVY BLUE

PMS: 294 C
C100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: #9486A
These examples of icon treatments are not permitted.

Format, size and colouring of The Global Goals icons are detailed within this document.
COLORS
THE 17 COLORS

COLOR DEFINITIONS

1 NO POVERTY
PMS: 185 C
CMYK: C1 M100 Y92 K0
RGB: R229 G36 B59
HEX: E5243B

2 ZERO HUNGER
PMS: 7555 C
CMYK: C18 M37 Y100 K1
RGB: R221 G166 B58
HEX: DDA63A

3 GOOD HEALTH AND WELL-BEING
PMS: 7739 C
CMYK: C81 M15 Y100 K2
RGB: R76 G159 B56
HEX: 4C9F38

4 QUALITY EDUCATION
PMS: 200 C
CMYK: C16 M100 Y86 K7
RGB: R197 G25 B45
HEX: C5192D

5 GENDER EQUALITY
PMS: BRIGHT RED C
CMYK: C90 M94 Y9 K0
RGB: R255 G58 B33
HEX: FF3A21

6 CLEAN WATER AND SANITATION
PMS: 638 C
CMYK: C62 M7 Y9 K0
RGB: R38 G189 B226
HEX: 26BD2E

7 AFFORDABLE AND CLEAN ENERGY
PMS: 1235 C
CMYK: C0 M31 Y100 K0
RGB: R252 G195 B11
HEX: A21942

8 DECENT WORK AND ECONOMIC GROWTH
PMS: 1955 C
CMYK: C29 M100 Y70 K27
RGB: R162 G25 B66
HEX: 6D9D24

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
PMS: 1585 C
CMYK: C15 M71 Y98 K0
RGB: R253 G105 B37
HEX: FF9D25

10 REDUCED INEQUALITIES
PMS: 219 C
CMYK: C6 M98 Y9 K0
RGB: R221 G19 B103
HEX: DD1367

11 SUSTAINABLE CITIES AND COMMUNITIES
PMS: 1375 C
CMYK: C45 M45 Y96 K0
RGB: R253 G157 B36
HEX: FD9024

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
PMS: 131 C
CMYK: C18 M48 Y100 K2
RGB: R191 G139 B46
HEX: BF882E

13 CLIMATE ACTION
PMS: 7742 C
CMYK: C74 M32 Y95 K19
RGB: R63 G126 B68
HEX: 3F7E44

14 LIFE BELOW WATER
PMS: 7461 C
CMYK: C96 M41 Y6 K0
RGB: R10 G151 B217
HEX: 0A97D9

15 LIFE ON LAND
PMS: 361 C
CMYK: C79 M4 Y100 K0
RGB: R86 G192 B43
HEX: 56C02B

16 PEACE AND JUSTICE STRONG INSTITUTIONS
PMS: 7462 C
CMYK: C100 M71 Y22 K5
RGB: R0 G104 B157
HEX: 006890

17 PARTNERSHIPS FOR THE GOALS
PMS: 294 C
CMYK: C100 M86 Y29 K23
RGB: R25 G72 B106
HEX: 19486A