THE GLOBAL GOALS
For Sustainable Development
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The Global Goals brand is the cornerstone of all communication around the Sustainable Development Goals for 2030. The branded information system is constructed to encourage engagement and collaboration. The basic system includes short names that summarize the focus of the 17 goals together with individual colorful icons, a bright logotype and bold, easily recognizable 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. We hope that the bold and colorful design will inspire and help carry the promise of a better world forward.

The main purpose of the communication system is to spread awareness of the 17 goals, but in order to activate the Goals, it is essential that we understand the all-important 169 targets connected to them. They are the working mechanisms of the goals. They make up a list of our challenges ahead and should inspire to new thinking, creativity and innovation. They also help the educational aspect of the goals by creating a better understanding of the bigger picture. If we let the target drive all our actions, it is fully possible to reach the 17 main goals by 2030.

After a lot of work, we are now happy to include the 169 targets to the communication system. Like with the 17 main goals, we have given them short names and unique icons that makes it easier to get a quick overview of the targets. We encourage everyone to study the targets for each goal. It’s an inspiring read.

About the icons:
Every goal now includes the targets. While it is impossible to cover every aspect of the goal in a single icon, we have worked with a wide range of people and organizations to make sure that they are a good representation of the essence of each goal.

About the palette:
Every Goal has its own color and the targets follow the colors of the main goals. All the 17 colors for the goals 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.
LOGO

The COLOR VERSION of The Global Goal logotype is ONLY to be used on a white or light grey background. See color values to the right.

for Sustainable Development

THE GLOBAL GOALS

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 91 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 Goal logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.
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**COLOR VERSION**

**Light Grey**
PMS: Cool Gray 1C
R 241  G 241  B 241
C 4  M 3  Y 3  K 0
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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 coloring of The Global Goals logo are detailed within this document.
GIORGIO SANS font is usually used for headlines and titles.
APEX NEW font is usually used for body copy and additional information.

PRIMARY FONT: BODY COPY
APEX NEW — BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :

SECONDARY FONT:
HIGHLIGHT / SUBTITLES
APEX NEW — BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :
ICONS: 17 GOALS
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 inverted over a white background.

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

**COLOR & BLACK/WHITE VERSION**

**RED**

PMS: 185 C  
C | M 100 | Y 92 | K 0  
R 229 | G 36 | B 59  
HEX: E5243B
ICONS
#2 ZERO HUNGER

COLOR & BLACK/WHITE VERSION

MUSTARD

PMS: 7555 C
C 18 M 37 Y 100 K 1
R 221 G 166 B 58
HEX: DDA63A
ICONS

#3 GOOD HEALTH AND WELL-BEING

COLOR & BLACK/WHITE VERSION

3 GOOD HEALTH AND WELL-BEING

KELLY GREEN

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

**COLOR & BLACK/WHITE VERSION**

**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

COLOR & BLACK/WHITE VERSION

5 GENDER EQUALITY

5 GENDER EQUALITY

RED ORANGE

PMS: BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21
ICONS

#6 CLEAN WATER AND SANITATION

COLOR & BLACK/WHITE VERSION

6 CLEAN WATER AND SANITATION

BRIGHT BLUE

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

**YELLOW**

PMS: 1235 C  
C 0 M 31 Y 100 K 0  
R 252 G 195 B 11  
HEX: FCC30B
ICONS

#8 DECENT WORK AND ECONOMIC GROWTH

COLOR & BLACK/WHITE VERSION

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 VERSION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

ORANGE

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

**COLOR & BLACK/WHITE VERSION**

**MAGENTA**

**PMS:** 219 C  
C 6 M 98 Y 9 K 0  
**R 221 G 19 B 103**  
**HEX:** DD1367
ICONS

#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE VERSION

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 AND PRODUCTION

**DARK MUSTARD**

**PMS:** C131
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E
ICONS

#13 CLIMATE ACTION

COLOR & BLACK/WHITE VERSION

13 CLIMATE ACTION

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 VERSION

14 LIFE BELOW WATER

BLUE

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

COLOR & BLACK/WHITE VERSION

LIME GREEN

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

COLOR & BLACK/WHITE VERSION

INDIGO

PMS: 7462 C
C 100 M 71 Y 22 K 5
RGB 104 B 157
HEX: 00689D
#17 PARTNERSHIPS FOR THE GOALS

**NAVY BLUE**

**PMS:** 294 C  
C 100  M  86  Y 29  K 23  
R 25  G 72  B 106  
**HEX:** 19486A
These examples of icon treatments are NOT PERMITTED.

Format, size and coloring of The Global Goals logo are detailed within this document.
ICONS: 169 TARGETS
ICONS / TARGETS

**TARGET 1.1**
ERADICATE EXTREME POVERTY

**TARGET 1.2**
REDUCE POVERTY BY AT LEAST 50%

**TARGET 1.3**
IMPLEMENT SOCIAL PROTECTION SYSTEMS

**TARGET 1.4**
EQUAL RIGHTS TO OWNERSHIP BASIC SERVICES, TECHNOLOGY AND ECONOMIC RESOURCES

**RED**

PMS: 185 C
CMYK: C 1 | M 100 | Y 92 | K 0
RGB: R 229 | G 36 | B 59
HEX: E5243B
ICONS / TARGETS

TARGET 1·5
BUILD RESILIENCE TO ENVIRONMENTAL, ECONOMIC AND SOCIAL DISASTERS

TARGET 1·A
MOBILIZE RESOURCES TO IMPLEMENT POLICIES TO END POVERTY

TARGET 1·B
CREATE PRO-POOR AND GENDER-SENSITIVE POLICY FRAMEWORKS

RED
PMS: 185 C
CMYK: C 0, M 100, Y 92, K 0
RGB: 229, 36, 59
HEX: E5243B
ICONS
GOAL 2 / TARGETS

TARGET 2.1
UNIVERSAL ACCESS TO SAFE AND NUTRITIOUS FOOD

TARGET 2.2
END ALL FORMS OF MALNUTRITION

TARGET 2.3
DOUBLE THE PRODUCTIVITY AND INCOMES OF SMALL-SCALE FOOD PRODUCERS

TARGET 2.4
SUSTAINABLE FOOD PRODUCTION AND RESILIENT AGRICULTURAL PRACTICES

MUSTARD
PMS: 7555 C
C 18 M 37 Y 100 K 1
R 221 G 166 B 58
HEX: DDA63A
ICONS / TARGETS

GOAL 2 / TARGETS

**TARGET 2·5**
- **MAINTAIN THE GENETIC DIVERSITY IN FOOD PRODUCTION**

**TARGET 2·A**
- **INVEST IN RURAL INFRASTRUCTURE, AGRICULTURAL RESEARCH, TECHNOLOGY AND GENE BANKS**

**TARGET 2·B**
- **PREVENT AGRICULTURAL TRADE RESTRICTIONS, MARKET DISTORTIONS AND EXPORT SUBSIDIES**

**TARGET 2·C**
- **ENSURE STABLE FOOD COMMODITY MARKETS AND TIMELY ACCESS TO INFORMATION**

**MUSTARD**

- **PMS**: C18 M37 Y100 K1
- **R**: 221 G166 B58
- **HEX**: DDA63A
ICONS / TARGETS

GOAL 3 / TARGETS

TARGET 3·1
REDUCE MATERNAL MORTALITY

TARGET 3·2
END ALL PREVENTABLE DEATHS UNDER 5 YEARS OF AGE

TARGET 3·3
FIGHT COMMUNICABLE DISEASES

TARGET 3·4
REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH

KELLY GREEN

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

GOAL 3 / TARGETS

TARGET 3.5
PREVENT AND TREAT SUBSTANCE ABUSE

TARGET 3.6
REDUCE ROAD INJURIES AND DEATHS

TARGET 3.7
UNIVERSAL ACCESS TO SEXUAL AND REPRODUCTIVE CARE, FAMILY PLANNING AND EDUCATION

TARGET 3.8
ACHIEVE UNIVERSAL HEALTH COVERAGE

KELLY GREEN
PMS: 7739 C
C 81 M 15 Y 100 K 2
R 76 G 159 B 56
HEX: 4C9F38
ICONS
GOAL 3 / TARGETS

TARGET 3·9
REDUCE ILLNESSES AND DEATH FROM HAZARDOUS CHEMICALS AND POLLUTION

TARGET 3·A
IMPLEMENT THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

TARGET 3·B
SUPPORT RESEARCH, DEVELOPMENT AND UNIVERSAL ACCESS TO AFFORDABLE VACCINES AND MEDICINES

TARGET 3·C
INCREASE HEALTH FINANCING AND SUPPORT HEALTH WORKFORCE IN DEVELOPING COUNTRIES

KELLY GREEN

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

GOAL 3 / TARGETS

TARGET 3 • D

IMPROVE EARLY WARNING SYSTEMS FOR GLOBAL HEALTH RISKS

KELLY GREEN

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

TARGET 4·1
FREE PRIMARY AND SECONDARY EDUCATION

TARGET 4·2
EQUAL ACCESS TO QUALITY PRE-PRIMARY EDUCATION

TARGET 4·3
EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION

TARGET 4·4
INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS

DARK RED

PMS: 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: CS192D
ICONS
GOAL 4 / TARGETS

TARGET 4·5
ELIMINATE ALL DISCRIMINATION IN EDUCATION

TARGET 4·6
UNIVERSAL LITERACY AND NUMERACY

TARGET 4·7
EDUCATION FOR SUSTAINABLE DEVELOPMENT AND GLOBAL CITIZENSHIP

TARGET 4·A
BUILD AND UPGRADE INCLUSIVE AND SAFE SCHOOLS

DARK RED
PMS: 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: C5192D
ICONS
GOAL 4 / TARGETS

TARGET 4•B
EXPAND HIGHER EDUCATION SCHOLARSHIPS FOR DEVELOPING COUNTRIES

TARGET 4•C
INCREASE THE SUPPLY OF QUALIFIED TEACHERS IN DEVELOPING COUNTRIES

DARK RED

PMS: 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: C5192D
ICONS
GOAL 5 / TARGETS

TARGET 5·1
END DISCRIMINATION AGAINST WOMEN AND GIRLS

TARGET 5·2
END ALL VIOLENCE AGAINST AND EXPLOITATION OF WOMEN AND GIRLS

TARGET 5·3
ELIMINATE FORCED MARRIAGES AND GENITAL MUTILATION

TARGET 5·4
VALUE UNPAID CARE AND PROMOTE SHARED DOMESTIC RESPONSIBILITIES

RED ORANGE
PMS: BRIGHT RED C
CMYK: C 0 M 90 Y 94 K 0
RGB: R 255 G 58 B 33
HEX: FF3A21
ICONS / TARGETS

GOAL 5 / TARGETS

TARGET 5·5
ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING

TARGET 5·6
UNIVERSAL ACCESS TO REPRODUCTIVE HEALTH AND RIGHTS

TARGET 5·A
EQUAL RIGHTS TO ECONOMIC RESOURCES, PROPERTY OWNERSHIP AND FINANCIAL SERVICES

TARGET 5·B
PROMOTE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY

RED ORANGE

PMS: BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21
ICONS / TARGETS

GOAL 5 / TARGETS

TARGET 5°C

ADOPT AND STRENGTHEN POLICIES AND ENFORCEABLE LEGISLATION FOR GENDER EQUALITY

RED ORANGE

PMS: BRIGHT RED C
CMYK: CM 90 Y 94 K 0
RGB: R 255 G 58 B 33
HEX: FF3A21
**ICONS**

**GOAL 6 / TARGETS**

**TARGET 6·1**
SAFE AND AFFORDABLE DRINKING WATER

**TARGET 6·2**
END OPEN DEFECTION AND PROVIDE ACCESS TO SANITATION AND HYGIENE

**TARGET 6·3**
IMPROVE WATER QUALITY, WASTEWATER TREATMENT AND SAFE REUSE

**TARGET 6·4**
INCREASE WATER-USE EFFICIENCY AND ENSURE FRESHWATER SUPPLIES

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**BRIGHT BLUE**

PMS: 638 C
C 82 M 7 Y 9 K 0
R 38 G 189 B 226
HEX: 26BDE2
ICONS / TARGETS

GOAL 6 / TARGETS

TARGET 6·5
IMPLEMENT INTEGRATED WATER RESOURCES MANAGEMENT

TARGET 6·6
PROTECT AND RESTORE WATER-RELATED ECOSYSTEMS

TARGET 6·A
EXPAND WATER AND SANITATION SUPPORT TO DEVELOPING COUNTRIES

TARGET 6·B
SUPPORT LOCAL ENGAGEMENT IN WATER AND SANITATION MANAGEMENT

BRIGHT BLUE
PMS: 638 C
C 82 M 7 Y 9 K 0
R 38 G 189 B 226
HEX: 26BDE2
ICONS
GOAL 7 / TARGETS

TARGET 7·1
UNIVERSAL ACCESS TO MODERN ENERGY

TARGET 7·2
INCREASE GLOBAL PERCENTAGE OF RENEWABLE ENERGY

TARGET 7·3
DOUBLE THE IMPROVEMENT IN ENERGY EFFICIENCY

TARGET 7·A
PROMOTE ACCESS TO RESEARCH, TECHNOLOGY AND INVESTMENTS IN CLEAN ENERGY

YELLOW
PMS: 1235 C
CMYK: 0 31 100 0
RGB: 252 195 0
HEX: FCC30B
ICONS / TARGETS

GOAL 7 / TARGETS

TARGET 7·B

EXPAND AND UPGRADE ENERGY SERVICES FOR DEVELOPING COUNTRIES

YELLOW

PMS: 1235 C
CMYK 31 100 0 0
RGB 195 11 11
HEX: FCC30B
ICONS
GOAL 8 / TARGETS

TARGET 8·1
SUSTAINABLE ECONOMIC GROWTH

TARGET 8·2
DIVERSIFY, INNOVATE AND UPGRADE FOR ECONOMIC PRODUCTIVITY

TARGET 8·3
PROMOTE POLICIES TO SUPPORT JOB CREATION AND GROWING ENTERPRISES

TARGET 8·4
IMPROVE RESOURCE EFFICIENCY IN CONSUMPTION AND PRODUCTION

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

GOAL 8 / TARGETS

TARGET 8·5
FULL EMPLOYMENT AND DECENT WORK WITH EQUAL PAY

TARGET 8·6
PROMOTE YOUTH EMPLOYMENT, EDUCATION AND TRAINING

TARGET 8·7
END MODERN SLAVERY, TRAFFICKING AND CHILD LABOUR

TARGET 8·8
PROTECT LABOUR RIGHTS AND PROMOTE SAFE WORKING ENVIRONMENTS

BURGUNDY RED

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

TARGET 8·9
PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM

TARGET 8·10
UNIVERSAL ACCESS TO BANKING, INSURANCE AND FINANCIAL SERVICES

TARGET 8·A
INCREASE AID FOR TRADE SUPPORT

TARGET 8·B
DEVELOP A GLOBAL YOUTH EMPLOYMENT STRATEGY

BURGUNDY RED

PMS: 1955 C
C 29 M 100 Y 70 K 27
R 162 G 25 B 66
HEX: A21942
ICONS
GOAL 9 / TARGETS

TARGET 9·1
DEVELOP SUSTAINABLE, RESILIENT AND INCLUSIVE INFRASTRUCTURES

TARGET 9·2
PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION

TARGET 9·3
INCREASE ACCESS TO FINANCIAL SERVICES AND MARKETS

TARGET 9·4
UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY

ORANGE
PMS: 1585 C
CMYK: 0 71 98 0
RGB: 253 105 37
HEX: FD6925
GOAL 9 / TARGETS

TARGET 9•5
ENHANCE RESEARCH AND UPGRADE INDUSTRIAL TECHNOLOGIES

TARGET 9•A
FACILITATE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT FOR DEVELOPING COUNTRIES

TARGET 9•B
SUPPORT DOMESTIC TECHNOLOGY DEVELOPMENT AND INDUSTRIAL DIVERSIFICATION

TARGET 9•C
UNIVERSAL ACCESS TO INFORMATION AND COMMUNICATIONS TECHNOLOGY

ORANGE
PMS: 1585 C
C 0 M 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD6925
ICONS / TARGETS

GOAL 10 / TARGETS

TARGET 10.1
REDUCE INCOME INEQUALITIES

TARGET 10.2
PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION

TARGET 10.3
ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

TARGET 10.4
ADOPT FISCAL AND SOCIAL POLICIES THAT PROMOTES EQUALITY

MAGENTA

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367
ICONS / TARGETS

GOAL 10 / TARGETS

TARGET 10·5
IMPROVED REGULATION OF GLOBAL FINANCIAL MARKETS AND INSTITUTIONS

TARGET 10·6
ENHANCED REPRESENTATION FOR DEVELOPING COUNTRIES IN FINANCIAL INSTITUTIONS

TARGET 10·7
RESPONSIBLE AND WELL-MANAGED MIGRATION POLICIES

TARGET 10·A
SPECIAL AND DIFFERENTIAL TREATMENT FOR DEVELOPING COUNTRIES

MAGENTA

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: D01367
ICONS
GOAL 10 / TARGETS

TARGET 10.B
ENCOURAGE DEVELOPMENT ASSISTANCE AND INVESTMENT IN LEAST DEVELOPED COUNTRIES

TARGET 10.C
REDUCE TRANSACTION COSTS FOR MIGRANT REMITTANCES

MAGENTA
PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367
ICONS / TARGETS

GOAL 11 / TARGETS

TARGET 11•1
SAFE AND AFFORDABLE HOUSING

TARGET 11•2
AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

TARGET 11•3
INCLUSIVE AND SUSTAINABLE URBANIZATION

TARGET 11•4
PROTECT THE WORLD'S CULTURAL AND NATURAL HERITAGE

GOLDEN YELLOW

PMS: 1375 C
CMYK: C 0 M 45 Y 96 K 0
RGB: R 253 G 157 B 36
HEX: FD9D24
ICONS / TARGETS

TARGET 11-5
REDUCE THE ADVERSE EFFECTS OF NATURAL DISASTERS

TARGET 11-6
REDUCE THE ENVIRONMENTAL IMPACT OF CITIES

TARGET 11-7
PROVIDE ACCESS TO SAFE AND INCLUSIVE GREEN AND PUBLIC SPACES

TARGET 11-A
STRONG NATIONAL AND REGIONAL DEVELOPMENT PLANNING

GOLDEN YELLOW
PMS: 1375 C
CMYK: C 0 M 45 Y 96 K 0
RGB: R 253 G 157 B 36
HEX: FD9D24
ICONS
GOAL 11 / TARGETS

TARGET 11·B
IMPLEMENT POLICIES FOR INCLUSION, RESOURCE EFFICIENCY AND DISASTER RISK REDUCTION

TARGET 11·C
SUPPORT LEAST DEVELOPED COUNTRIES IN SUSTAINABLE AND RESILIENT BUILDING

GOLDEN YELLOW
PMS: 1375 C
CMYK: 45 Y 96 K 0
RGB: 253 G 157 B 36
HEX: FD9D24
ICONS
GOAL 12 / TARGETS

TARGET 12·1
IMPLEMENT THE 10-YEAR SUSTAINABLE CONSUMPTION AND PRODUCTION FRAMEWORK

TARGET 12·2
SUSTAINABLE MANAGEMENT AND USE OF NATURAL RESOURCES

TARGET 12·3
HALVE GLOBAL PER CAPITA FOOD WASTE

TARGET 12·4
RESPONSIBLE MANAGEMENT OF CHEMICALS AND WASTE

DARK MUSTARD

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

GOAL 12 / TARGETS

TARGET 12·5
SUBSTANTIALLY REDUCE WASTE GENERATION

TARGET 12·6
ENCOURAGE COMPANIES TO ADOPT SUSTAINABLE PRACTICES AND SUSTAINABILITY REPORTING

TARGET 12·7
PROMOTE SUSTAINABLE PUBLIC PROCUREMENT PRACTICES

TARGET 12·8
PROMOTE UNIVERSAL UNDERSTANDING OF SUSTAINABLE LIFESTYLES

DARK MUSTARD

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

GOAL 12 / TARGETS

TARGET 12•A
SUPPORT DEVELOPING COUNTRIES’ SCIENTIFIC AND TECHNOLOGICAL CAPACITY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

TARGET 12•B
DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM

TARGET 12•C
REMOVE MARKET DISTORTIONS THAT ENCOURAGE WASTEFUL CONSUMPTION

DARK MUSTARD

PMS: 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E
ICONS
GOAL 13 / TARGETS

TARGET 13.1
STRENGTHEN RESILIENCE AND ADAPTIVE CAPACITY TO CLIMATE RELATED DISASTERS

TARGET 13.2
INTEGRATE CLIMATE CHANGE MEASURES INTO POLICIES AND PLANNING

TARGET 13.3
BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

TARGET 13.4
IMPLEMENT THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE

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

GOAL 13 / TARGETS

TARGET 13·B

PROMOTE MECHANISMS TO RAISE CAPACITY FOR CLIMATE PLANNING AND MANAGEMENT

DARK GREEN

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

GOAL 14 / TARGETS

**TARGET 14.1**
REDUCE MARINE POLLUTION

**TARGET 14.2**
PROTECT AND RESTORE ECOSYSTEMS

**TARGET 14.3**
REDUCE OCEAN ACIDIFICATION

**TARGET 14.4**
SUSTAINABLE FISHING

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**BLUE**

PMS: 7461 C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9
ICONS
GOAL 14 / TARGETS

TARGET 14·5
CONSERVE COASTAL AND MARINE AREAS

TARGET 14·6
END SUBSIDIES CONTRIBUTING TO OVERFISHING

TARGET 14·7
INCREASE THE ECONOMIC BENEFITS FROM SUSTAINABLE USE OF MARINE RESOURCES

TARGET 14·A
INCREASE SCIENTIFIC KNOWLEDGE, RESEARCH AND TECHNOLOGY FOR OCEAN HEALTH

BLUE
PMS: 7461 C
C 96 M 41 Y 6 K 0
R 191 G 151 B 217
HEX: 0A97D9
ICONS / TARGETS

GOAL 14 / TARGETS

**TARGET 14 › B**
SUPPORT SMALL SCALE FISHERS

**TARGET 14 › C**
IMPLEMENT AND ENFORCE INTERNATIONAL SEA LAW

**BLUE**

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

GOAL 15 / TARGETS

TARGET 15·1
CONSERVE AND RESTORE TERRESTRIAL AND FRESHWATER ECOSYSTEMS

TARGET 15·2
END DEFORESTATION AND RESTORE DEGRADED FORESTS

TARGET 15·3
END DESERTIFICATION AND RESTORE DEGRADED LAND

TARGET 15·4
ENSURE CONSERVATION OF MOUNTAIN ECOSYSTEMS

LIME GREEN
PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B
ICONS
GOAL 15 / TARGETS

TARGET 15.5
PROTECT BIODIVERSITY AND NATURAL HABITATS

TARGET 15.6
PROMOTE ACCESS TO GENETIC RESOURCES AND FAIR SHARING OF THE BENEFITS

TARGET 15.7
ELIMINATE POACHING AND TRAFFICKING OF PROTECTED SPECIES

TARGET 15.8
PREVENT INVASIVE ALIEN SPECIES ON LAND AND IN WATER ECOSYSTEMS

LIME GREEN
PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B
ICONS / TARGETS

GOAL 15 / TARGETS

TARGET 15.9
INTEGRATE ECOSYSTEM AND BIODIVERSITY IN GOVERNMENTAL PLANNING

TARGET 15.10
INCREASE FINANCIAL RESOURCES TO CONSERVE AND SUSTAINABLY USE ECOSYSTEMS AND BIODIVERSITY

TARGET 15.11
FINANCE AND INCENTIVIZE SUSTAINABLE FOREST MANAGEMENT

TARGET 15.12
COMBAT GLOBAL POACHING AND TRAFFICKING

LIME GREEN

PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B
ICONS / TARGETS

GOAL 16 / TARGETS

TARGET 16·1
REDUCE VIOLENCE EVERYWHERE

TARGET 16·2
PROTECT CHILDREN FROM ABUSE, EXPLOITATION, TRAFFICKING AND VIOLENCE

TARGET 16·3
PROMOTE THE RULE OF LAW AND ENSURE EQUAL ACCESS TO JUSTICE

TARGET 16·4
COMBAT ORGANIZED CRIME AND ILLICIT FINANCIAL AND ARMS FLOWS

INDIGO

PMS: 7462 C
C 100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D
ICONS / TARGETS

GOAL 16 / TARGETS

TARGET 16·5
SUBSTANTIALLY REDUCE CORRUPTION AND BRIBERY

TARGET 16·6
DEVELOP EFFECTIVE, ACCOUNTABLE AND TRANSPARENT INSTITUTIONS

TARGET 16·7
ENSURE RESPONSIVE, INCLUSIVE AND REPRESENTATIVE DECISION-MAKING

TARGET 16·8
STRENGTHEN THE PARTICIPATION IN GLOBAL GOVERNANCE

INDIGO

PMS: 7462 C
C 100 M 71 Y 22 K 5
RGB 104 B 157
HEX: 00689D
ICONS
GOAL 16 / TARGETS

TARGET 16·9

PROVIDE UNIVERSAL LEGAL IDENTITY

TARGET 16·10

ENSURE PUBLIC ACCESS TO INFORMATION AND PROTECT FUNDAMENTAL FREEDOMS

TARGET 16·A

STRENGTHEN NATIONAL INSTITUTIONS TO PREVENT VIOLENCE AND COMBAT TERRORISM AND CRIME

TARGET 16·B

PROMOTE AND ENFORCE NON-DISCRIMINATORY LAWS AND POLICIES

INDIGO

PMS: 7462 C
C 100 M 71 Y 22 K 5
RGB: 104 B 157
HEX: 00689D
ICONS

GOAL 17 / TARGETS

TARGET 17·1
MOBILIZE RESOURCES TO IMPROVE DOMESTIC REVENUE COLLECTION

TARGET 17·2
IMPLEMENT ALL DEVELOPMENT ASSISTANCE COMMITMENTS

TARGET 17·3
MOBILIZE FINANCIAL RESOURCES FOR DEVELOPING COUNTRIES

TARGET 17·4
ASSIST DEVELOPING COUNTRIES IN ATTAINING DEBT SUSTAINABILITY

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A
ICONS / TARGETS

GOAL 17 / TARGETS

**TARGET 17.5**
INVEST IN LEAST DEVELOPED COUNTRIES

**TARGET 17.6**
KNOWLEDGE SHARING AND COOPERATION FOR ACCESS TO SCIENCE, TECHNOLOGY AND INNOVATION

**TARGET 17.7**
PROMOTE SUSTAINABLE TECHNOLOGIES TO DEVELOPING COUNTRIES

**TARGET 17.8**
STRENGTHEN THE SCIENCE, TECHNOLOGY AND INNOVATION CAPACITY FOR LEAST DEVELOPED COUNTRIES

NAVY BLUE

**PMS:** 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
**HEX:** #19486A
ICONS / TARGETS

GOAL 17 / TARGETS

TARGET 17·9
ENHANCE SDG CAPACITY IN DEVELOPING COUNTRIES

TARGET 17·10
PROMOTE A UNIVERSAL TRADING SYSTEM UNDER THE WTO

TARGET 17·11
INCREASE THE EXPORTS OF DEVELOPING COUNTRIES

TARGET 17·12
REMOVE TRADE BARRIERS FOR LEAST DEVELOPED COUNTRIES

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A
ICONS / TARGETS

GOAL 17 / TARGETS

TARGET 17·13
ENHANCE GLOBAL MACROECONOMIC STABILITY

TARGET 17·14
ENHANCE POLICY COHERENCE FOR SUSTAINABLE DEVELOPMENT

TARGET 17·15
RESPECT NATIONAL LEADERSHIP TO IMPLEMENT POLICIES FOR THE SUSTAINABLE DEVELOPMENT GOALS

TARGET 17·16
ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A
ICONS / TARGETS

GOAL 17 / TARGETS

TARGET 17·17
ENCOURAGE EFFECTIVE PARTNERSHIPS

TARGET 17·18
ENHANCE AVAILABILITY OF RELIABLE DATA

TARGET 17·19
FURTHER DEVELOP MEASUREMENTS OF PROGRESS

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A
COLORS
Each goal has an assigned color. This defined color is used for the 17 main icons as well as the target icons.