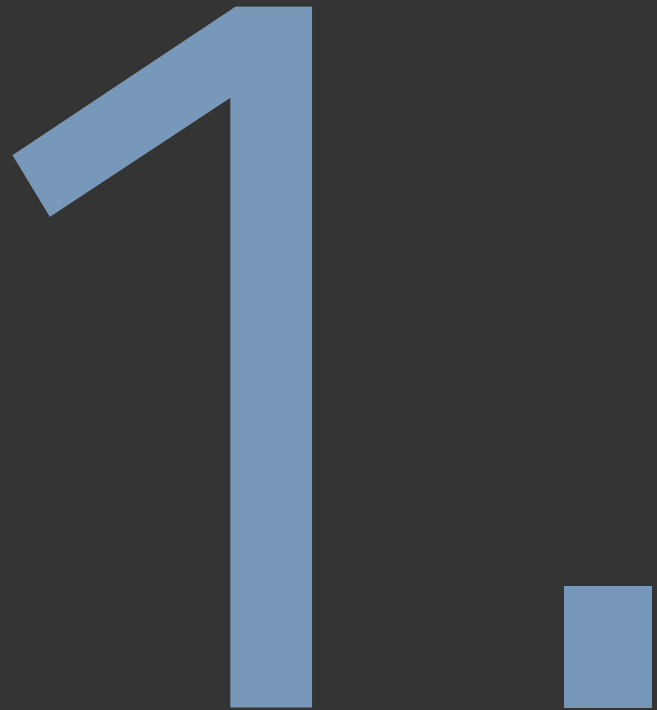


UNCCD  
Brand  
Guidelines





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2.

Introduction



# Note from the Executive Secretary



Dear Colleagues,

The new corporate logo for the United Nations Convention to Combat Desertification (UNCCD) is part of our effort to strengthen the positioning of our convention and better communicate to external audiences the importance and urgency for land protection. As communities progressively face the devastating effects of climate change, the UNCCD is the only legally binding international agreement on land issues dedicated to protecting people from such threats. The new logo is an all-encompassing symbol of our work and devoted endeavours.

Desertification is a colossal aspect of drylands with global impact. By sustainably managing land and striving to achieve land degradation neutrality the UNCCD will reduce the impact of climate change, avoid conflict over natural resources and help communities to thrive.

By applying our logo and branding guidelines correctly, we can help to demonstrate that we are indeed the one global organization offering a consistent level of successful sustained action to protect land and the communities that have made it their home and future.

A handwritten signature in black ink that reads "Monique Barbut". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

**Monique Barbut**  
Executive Secretary  
United Nations Convention  
to Combat Desertification

# Design History



**1994**

The logo immediately established the connection between the brand, the location and environmental theme. The identity for land protection, particularly in Africa.

**2005**

A colour change transformed soil into sand to move away from a colour scheme that connotes a focus on Africa. However, the symbolism of the illustration was still location specific.

**2017**

A logo change which communicates land stewardship for global problems on land degradation and desertification. An identity which utilises the authoritative visual language, colour and style of the United Nations family as a whole.

# Symbolism



The new logo design combines all the key elements of our convention in an elegant and simplistic delivery that can be instantly interpreted by an international audience.

## The Elements:

- **The landscape** representing land stewardship.
- **The hand** showing human presence.
- **Nature** suggesting hope, progress and life.
- **The circle** symbolising an inclusive convention with global reach.
- **The traditional UN laurel wreath** demanding respect and demonstrating authority.

# 3



## Logo Application

United Nations  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification

United Nations  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification



**United Nations**  
Convention to Combat  
Desertification

# The Logo Format

The logo should always be positioned prominently. The Logo can be used in two different versions as follows:

## 1. Horizontal

The primary format for our logo, to be used on official documents and most media outlets.

## 2. Vertical Stack

An alternative lock up has been designed for more flexible formats. This may be more suitable for promotional materials, such as t-shirts and stationary.

1.



**United Nations**

Convention to Combat  
Desertification

2.



**United Nations**

Convention to Combat  
Desertification



# Utilizing Space

## Minimum Scale

The UNCCD logo should not be scaled down smaller than 40mm wide for the preferred horizontal formation or 30 mm tall for the vertical stack version. Any size smaller than this is not legible and compromises the delivery of the brand. To request exceptions from this rule, contact the UNCCD communication team.

## Minimum clear space

Here are the proportions for the absolute minimum amount of clear space that should surround the logo. No graphic or text elements should appear within this clear space.

The width of the 'N' in 'Nations' is used to define the logo clear space area. The logo can sit on imagery, but avoid any busy areas of the image within the designated clear space area.

White space is good, be confident with our logo treatment. Where possible give the emblem space to breath so that our brands message and signature communicates with a bold delivery. Avoid squeezing the logo into cramped corners, give the UNCCD's logo visual purpose.



40mm



# Colour Options

We encourage bold and flexible communications but we will have more collective impact if we are consistent. Therefore, use our UNCCD logo in these colour options only:

## When to use:

If possible try and use the blue design on a white background logo as a first option. The blue is our main brand colour and should be used regularly.

When printing facilities are limited chose the simple black and white format.

Conciser legibility, if the light text "Convention to Combat Desertification" is lost, use a block blue or orange background for contrast.





# Colour Options

There is opportunity to use a white version of the logo as a overlaying graphic on top of a photograph. However, please make sure that the photo provides a sufficient contrast to the white text so that it can be legible. Conciser using an exaggerated measure of empty space around the logo, so that our branding can be clearly identified on the document or designed asset.



# Logo Misuse

Please resist the temptation to alter, add to, or attempt to recreate our UNCCD logo. Always use the approved artwork, available from the UNCCD communication team.

We use the full convention name as part of our logo to avoid any ambiguity with the acronym.

Here are some examples that illustrate inappropriate usage of our logo:

Do not abandon text, never simply use the acronym:



Do not add colours, textures or shadow:



Do not stretch or distort:



Do not alter text placement or size separate to the emblem:





# Language Options

This page demonstrates the protocol to follow for the use of the logo with different translations of the convention name. Please choose the appropriate language version of the logo for your communications and only use this official format.



**Nations Unies**

Convention sur la lutte  
contre la désertification



**Naciones Unidas**

Convención de Lucha contra  
la Desertificación

اتفاقية الأمم المتحدة  
لمكافحة التصحر



**联合国**

防治荒漠化公约



**Организация Объединенных Наций**

Конвенция по борьбе  
с опустыниванием

# Global Mechanism

There is one unified logo to be used by the whole of the UNCCD. However, the Global Mechanism has an alternative typographic lock up to distinguish it as an implementation arm of the convention.

The GM logo has one text format option and can be applied using the same UNCCD colour options of **blue**, **black** or **block orange**, **block blue**, and **white overlay**.

Again, do not allow other graphics or text to enter the minimum clear space indicated on this page. The clear space can be measured using the width of the letter 'N' from 'Mechanism.' Do not scale the logo down to a size smaller than 40mm wide, it will not be legible. To request exceptions from this rule, contact the UNCCD communication team.

This is the official Global Mechanism Logo. The same branding guides used for the overarching UNCCD brand should also be applied to this GM identity.

Preferred Option:



Size Guide:  
40mm



Alternative Colours:



4.

Look and Feel

Light.

Regular

Semi-

Bold.Bo

# Typography

## Fonts:

### Titillium is our main voice.

Where possible use the Titillium font family for communication products. Extensive use of this typeface enhances and strengthens the UNCCD identity and is an integral part of the corporate visual system. This free font can be downloaded at this URL: [www.campivisivi.net/titillium/text](http://www.campivisivi.net/titillium/text)

## Supporting Fonts:

At the UN our main priority is clear communication.

Therefore when you are unable to use Titillium please use :

- Helvetica
- Arial
- Times New Roman

\* Please note: these rules only apply to Latin based languages.

## 4 weights:

Light.

Regular.

Semi-

Bold.Bold



# Additional Typography

The UNCCD brand is Titillium but when creating official documents, reports and letters follow usual UN protocol and use standard legible fonts.

A large, bold, black 'Aa' in the Titillium font, enclosed in a light blue rectangular border.

**Titillium**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+>?<

A large, bold, black 'Aa' in the Arial Regular font.

**Arial Regular**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+>?<

A large, bold, black 'Aa' in the Helvetica Regular font.

**Helvetica Regular**

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+>?<

A large, bold, black 'Aa' in the Times New Roman font.

**Times New Roman**

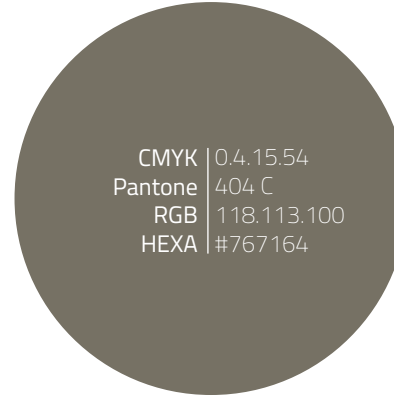
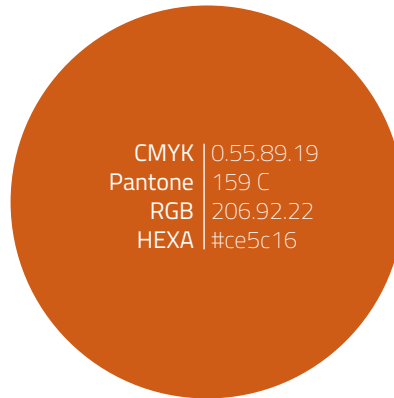
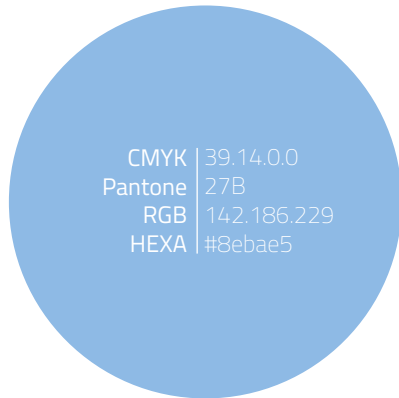
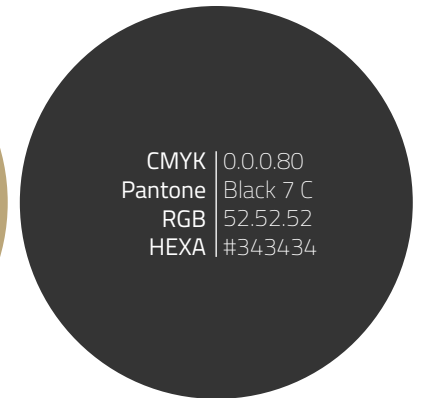
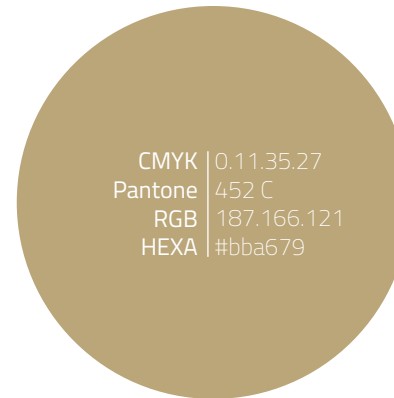
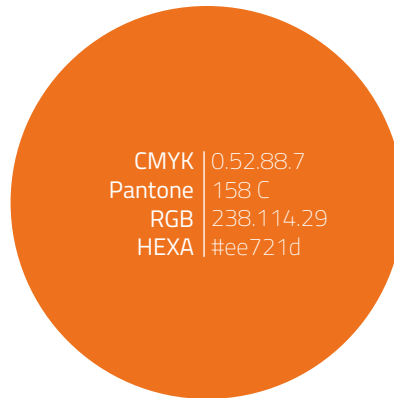
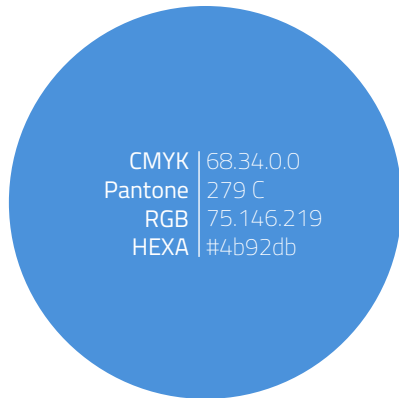
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()\_+>?<

# Colours

The UN blue is our dominant colour.

Our second colour is the orange to represent action.

To compliment these we have a variety of rich earthy tones to symbolise land, earth and soil.



# Use of Photography

## People

The UNCCD is a convention ultimately for people. We care about land because it is our home, it provides food, energy, shelter and is the foundation of our future. Therefore, try to include a human element where possible to show the real impact of the work we do.

- ✱ Remember that dignity and rights of every child, man and woman are to be respected in every circumstance.

Consult with the UNCCD Communication team for the UNCCD photo database access or check the copyright access of personally sourced imagery.





# Use of Photography

## Global Inclusivity

The UNCCD promotes land stewardship at international level therefore it is important that imagery is sometimes location or country neutral. For tasks like this, choose imagery which does not contain people but general symbols of flourishing nature or human interaction with the land, although they could be location specific also.

✱ Consult with the UNCCD Communication team for the UNCCD photo database access or check the copyright access of personally sourced imagery.





# Use of Photography

## Project Specific

When discussing progress that is location specific try to choose photography that highlights the epic landscape and achievement. Select big images which depth to emphasise the size and scale of the UNCCD's work.



Consult with the UNCCD Communication team for the UNCCD photo database access or check the copyright access of personally sourced imagery.

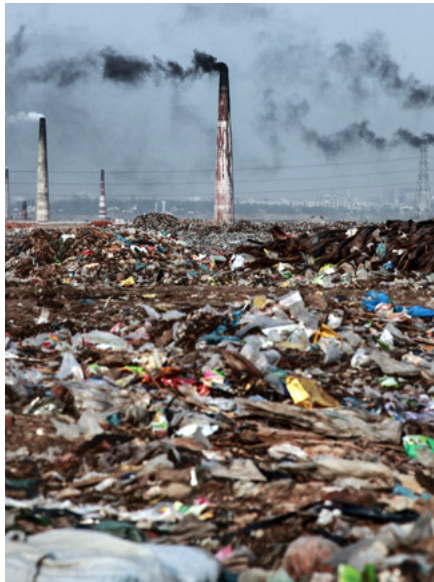


# Use of Photography

## Problems

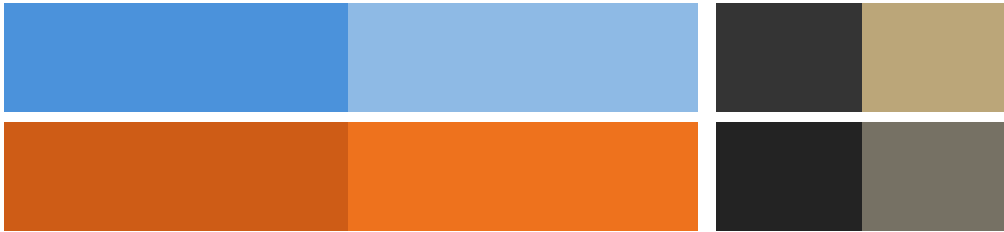
There are times when you need to highlight the issues that we tackle. To represent suffering we use close up photography of people and the devastated land to get up close to the issue and therefore increase empathy. Alternatively, wider angle imagery which shows the scale of the destruction.

- ✦ Consult with the UNCCD Communication team for the UNCCD photo database access or check the copyright access of personally sourced imagery.





# Additional Colours



The following colours may be used in addition to the brand colours for more complex design work or vibrant promotional materials. For example, these colours would be used for infographics and illustration.

CMYK | 100.91.19.3  
Pantone | 2738 C  
RGB | 26.39.132  
HEXA | #1A2784

CMYK | 39.44.0.0  
Pantone | 264 C  
RGB | 174.152.229  
HEXA | #AE98E5

CMYK | 11.75.39.2  
Pantone | 207 C  
RGB | 216. 92. 114  
HEXA | #D85C72

CMYK | 74.10.94.0  
Pantone | 7738 C  
RGB | 71. 161. 65  
HEXA | #47A141

CMYK | 87.40.45.32  
Pantone | 5473 C  
RGB | 10. 93. 102  
HEXA | #0A5D66

CMYK | 4.19.78. 0  
Pantone | 121 C  
RGB | 247.206.77  
HEXA | #F7CE4D

CMYK | 75.79.0.0  
Pantone | 7678 C  
RGB | 104. 69. 173  
HEXA | #6845AD

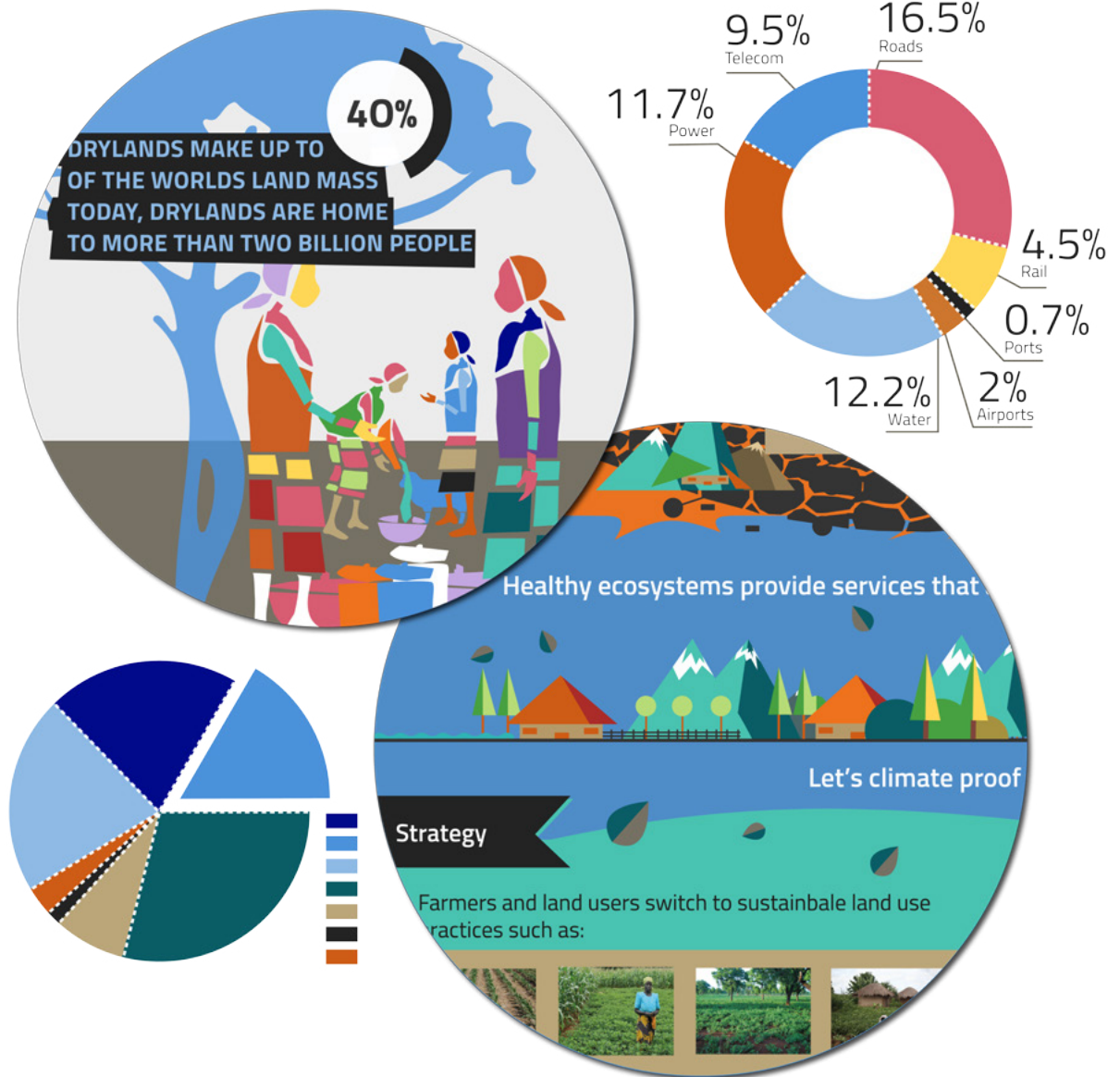
CMYK | 22.93.85.16  
Pantone | 7627 C  
RGB | 171. 44. 41  
HEXA | #AB2C29

CMYK | 36.0.64.0  
Pantone | 366 C  
RGB | 183. 220. 120  
HEXA | #B7DC78

CMYK | 65.0.39.0  
Pantone | 3258 C  
RGB | 73. 195. 177  
HEXA | #49C3B1

# Additional Colours Examples

The UNCCD creates promotional materials for a diverse range of audiences and with very different aims. The additional hues chosen compliment the main branding colour scheme and provide a richer library of options for your designed materials. Here are a few examples of how these colours can be used for illustrations and graphics depicting data.





# Icons

To help you communicate key themes and issues in your work we have a range of icons that can be used to make information more digestible. These icons can be used as an overlay on a photograph or as a solo visual clue for content.



Drought Management



Human Security



Food Security



Climate Change



Sustainable Development Goals



Energy



Gender Issues



Global Issue



Promote Peace



Prevent Forced Migration



Productive Land



Sand + Dust Storms



Create Jobs



Poverty Eradication



Deforestation



Land Degradation Neutrality



Biodiversity

# Icons in Use

The icons can be used as an overlay design, combined with photography. This highlights the topic you are discussing in your communications in a consistent and sophisticated delivery.



# Icons in Use

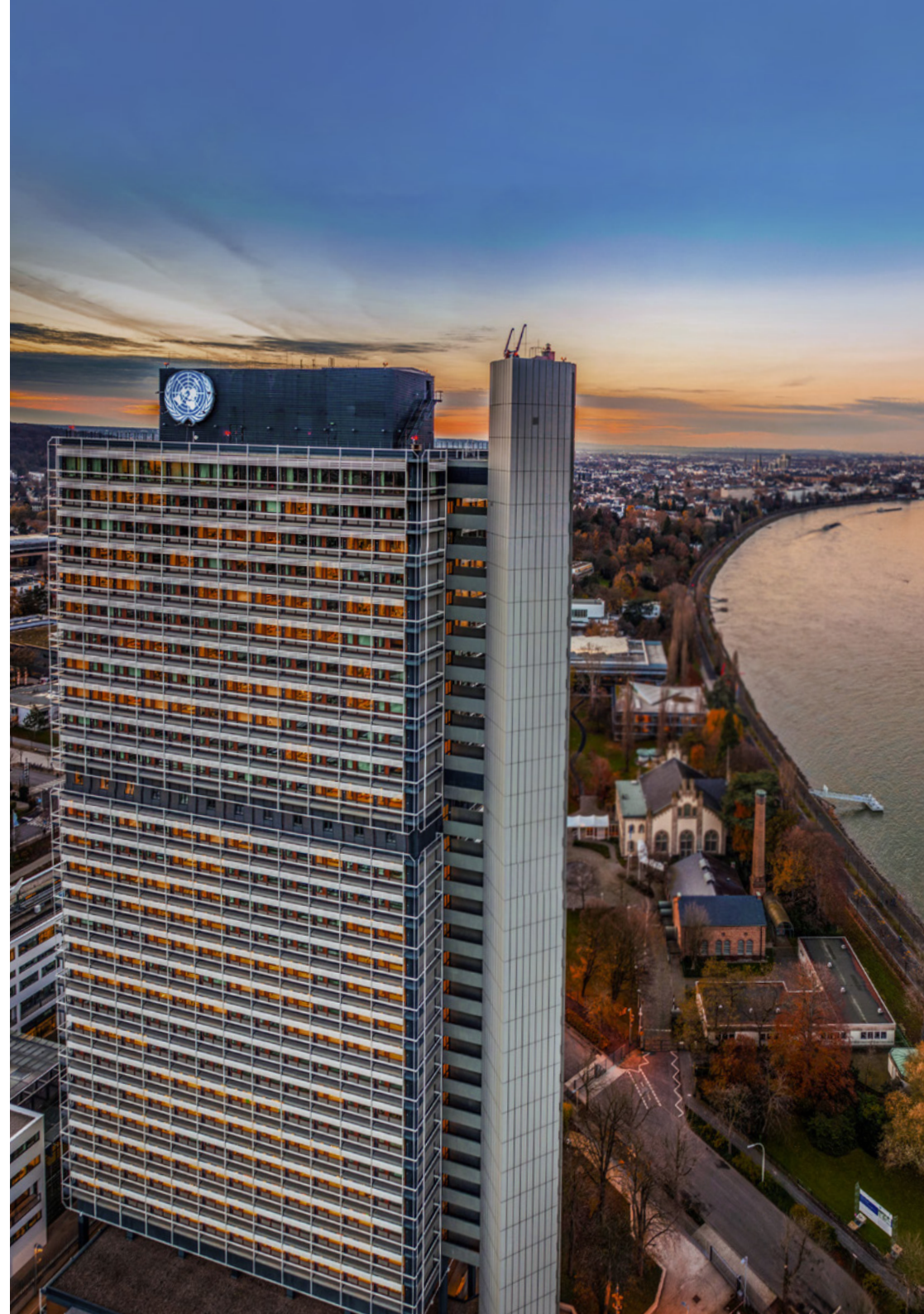
The icons can be used in editorial content as individual button form, like the example provided. These icons use the additional branding colours which supplement our branding colour library.





5.

Language



# Tone of Voice

The new UNCCD visual tools were designed to communicate a certain tone of voice. Consider these terms to be a guide when creating any written content which represents the convention. Communications are most effective

when imagery and words work together to advertise the same message. Choose language which demonstrates our convention's key principles: authority, innovation, action and global inclusivity.

---

## Authoritative

Communicate that the UNCCD has the authority, strategic strength and infrastructure to make positive change.

## Innovative

The UNCCD provides solutions to global complex issues, it cares about creativity, commitment and productivity.

## Action Orientated

Through sustained dedication the UNCCD continues to implement active schemes with achievable results.

## Inclusive

The UNCCD seeks to protect land, our finite source, from desertification, land degradation and the effects of drought, whilst understanding that there are areas needing immediate and intensified attention.

# UNCCD Boilerplate Text

**The new boilerplate text to describe UNCCD is shown below, in a sample of the official UN languages. This one paragraph description should be included in media advisories, press releases and publications.**

---

## English

### About UNCCD

The United Nations Convention to Combat Desertification (UNCCD) is the only legally binding international agreement on land issues. The Convention promotes good land stewardship. Its 195 Parties aim, through partnerships, to implement the Convention and achieve the Sustainable Development Goals. The end goal is to protect our land, from over-use and drought, so it can continue to provide us all with food, water and energy. By sustainably managing land and striving to achieve land degradation neutrality, now and in the future, we will reduce the impact of climate change, avoid conflict over natural resources and help communities to thrive.

## French

### A propos de la CNULCD

La Convention des Nations Unies sur la lutte contre la désertification (CNULCD) est le seul accord international juridiquement contraignant sur la question des terres. Elle promet en particulier leur bonne gestion. Ses 195 Parties ont pour but, à travers des partenariats, de mettre en œuvre la Convention et atteindre les Objectifs de Développement Durable. Le but final est de protéger nos terres, contre

leur surexploitation et la sécheresse afin qu'elle puisse continuer à nous fournir à tous de la nourriture, de l'eau et de l'énergie. Grâce à la gestion durable des terres et à l'atteinte de la neutralité en matière de dégradation des terres, aujourd'hui et à l'avenir, nous réduirons l'impact du changement climatique, éviterons les conflits pour l'accès aux ressources naturelles et aiderons les communautés à prospérer.

## Spanish

### Sobre la CLD

La convención de las Naciones Unidas de lucha contra la desertificación (CLD) es el único acuerdo internacional jurídicamente vinculante en cuestiones relacionadas con las tierras. La convención promueve la buena gestión de la tierra. Sus 195 Partes, a través de la asociación, tienen como fin la aplicación de la Convención y el cumplimiento de los Objetivos de Desarrollo Sostenible. El objetivo final es proteger nuestra tierra de un uso excesivo y de la sequía, para que pueda continuar proporcionándonos comida, agua y energía. Mediante una gestión sostenible de la tierra y el esfuerzo para conseguir la neutralidad en la degradación de las tierras ahora y en el futuro, reduciremos el impacto del cambio climático, evitaremos conflictos sobre los recursos naturales y ayudaremos a las comunidades a prosperar.



# Conclusion

For all questions about the UNCCD branding, access to branding tools and authorization queries please contact the Communication team of the UNCCD Secretariat before publishing your digital or printed assets.

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**Email:** [YHori@unccd.int](mailto:YHori@unccd.int)

**Tel:** + 49 228 815 2829

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53113 Bonn, Germany