SUSTAINABLE DEVELOPMENT GOALS

Guidelines for the use of the SDG logo, including the colour wheel, and 17 icons.

UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATIONS

Effective 1 January 2018, the United Nations launched a revised design of Icon 10

SUSTAINABLE DEVELOPMENT GOALS (SDG)

SDG LOGO, INCLUDING THE COLOUR WHEEL, PLUS 17 SDG ICONS • GUIDELINES FOR USE

SDG LOGO WITH UN EMBLEM FOR UN ENTITIES [VERSION 1]

SDG LOGO WITHOUT UN EMBLEM FOR NON-UN ENTITIES [VERSION 2]

17 SDG ICONS

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 BY UN ENTITIES

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 Global Communications (DGC), except for when uses other than those described in these guidelines are requested (see page 19). However, for reporting purposes, DGC 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). If the UN office, Fund and 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).

Effective 1 January 2018, the United Nations launched a revised design of Icon 10, as seen on this page

USE BY NON-UN ENTITIES

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.

The SDG logo and 17 SDG icons may be used for both informational (primarily illustrative) and fundraising purposes.

Fundraising purposes

Fundraising uses of the SDG logo [Version 2 without the UN emblem], including the colour wheel, as well as the 17 icons, 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.

The United Nations emblem cannot be used by the entity.

17 icons

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). 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.

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.

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 Global Communications: 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

E-mail: **SDGpermissions@un.org**

Only questions pertaining to the use of the **SDG logo or icons for commercial purposes**, or any use that includes the **UN Emblem** (which is only permissible for UN associated agencies) will be answered.

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

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM
VERTICAL LOGO

USAGE LOGO: COLOUR VERSION

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

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM
VERTICAL LOGO

USAGE LOGO: WHITE VERSION

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)

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM
VERTICAL LOGO

USAGE LOGO: BLACK VERSION

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 ENTITIES WITHIN UN SYSTEM
6 OFFICIAL LANGUAGES

USAGE LOGO: VERTICAL SDG LOGO

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

HORIZONTAL LOGO

USAGE LOGO: COLOUR VERSION

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

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM
HORIZONTAL LOGO

USAGE LOGO: WHITE VERSION

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)

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION

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 ENTITIES WITHIN UN SYSTEM
6 OFFICIAL LANGUAGES

USAGE LOGO: HORIZONTAL SDG LOGO

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM SPECS

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

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM SPECS

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

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM
DON'TS

USAGE LOGO: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT alter the typeface

DO NOT add drop shadows

DO NOT mix with other colours

DO NOT crop

DO NOT extrude or bevel

DO NOT use black logo over colours

These examples of logo treatments are not permitted.

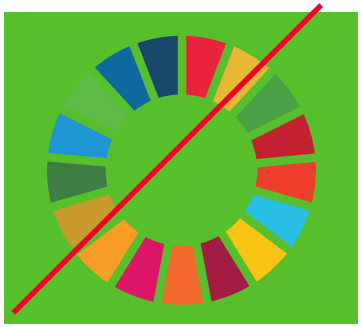
Format, size and colouring of the Sustainable Development Goals logo are detailed within this document.

SDG COLOUR WHEEL FOR ENTITIES WITHIN UN SYSTEM
DON'TS

USAGE LOGO: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

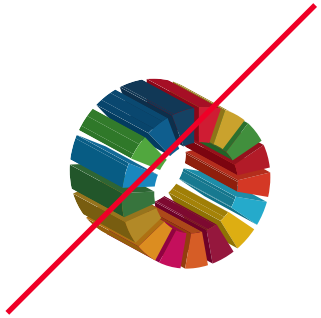


DO NOT place colour wheel in coloured box

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.

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

INTEGRATING THE SDG COLOUR WHEEL WITH OTHER UN ENTITIES

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

2016 HIGH-LEVEL MEETING
ON ENDING AIDS

UNITED NATIONS GENERAL ASSEMBLY
NEW YORK | 8–10 JUNE 2016

UN Women and the
Sustainable Development Goals

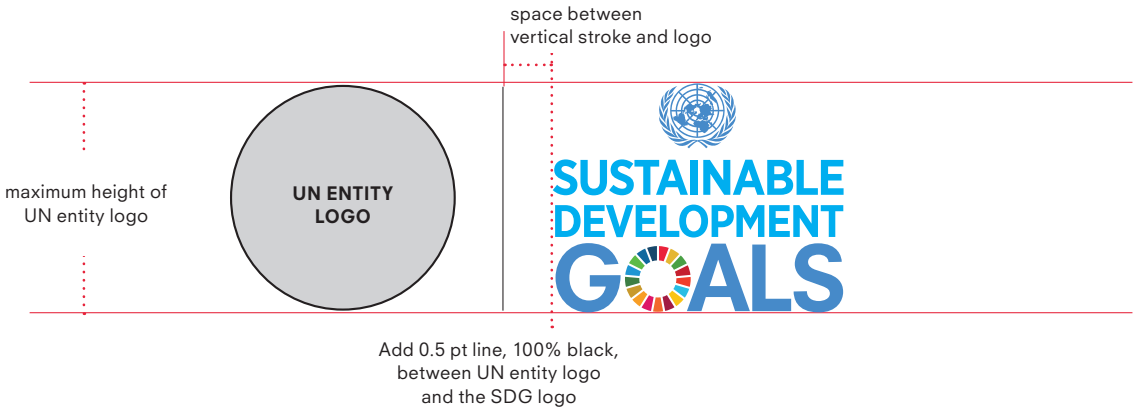
SDG MEDIA ZONE

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.

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM PAIRING

USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM + VERTICAL SDG LOGO WITH UN EMBLEM



For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem.

SDG LOGO FOR ENTITIES WITHIN UN SYSTEM PAIRING

USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM WHICH INCLUDES UN EMBLEM + VERTICAL SDG LOGO SANS 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.

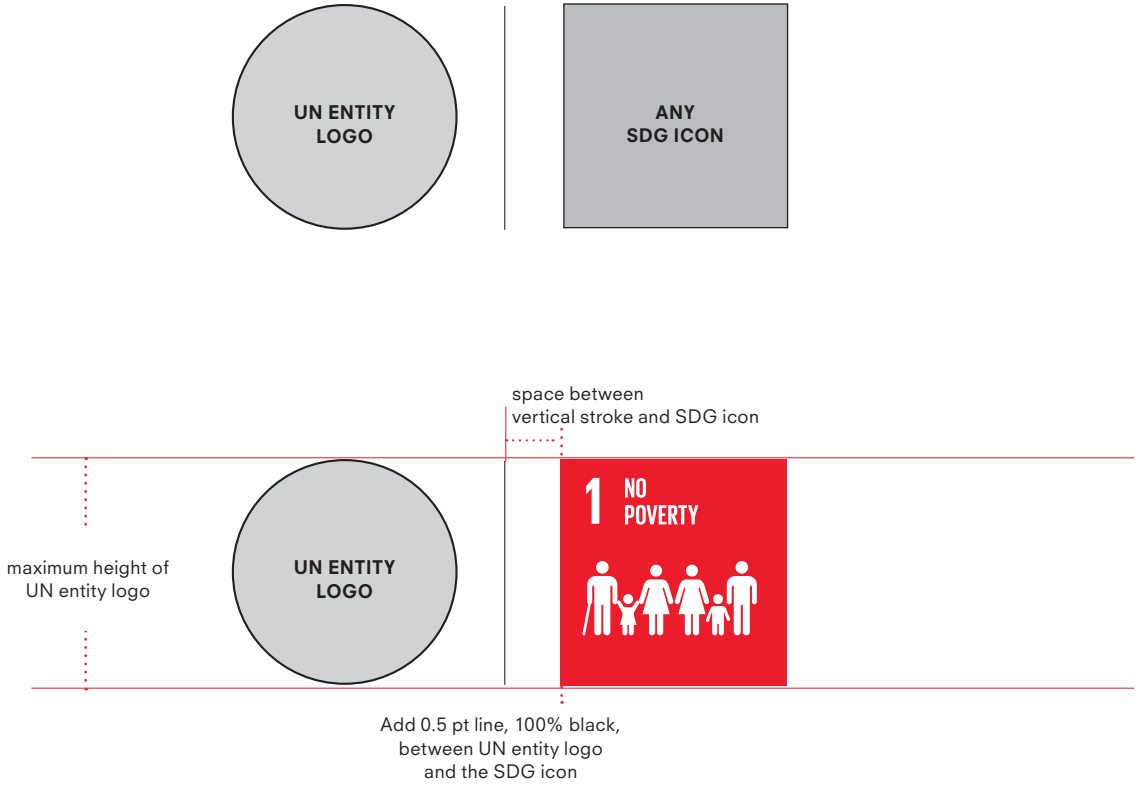
SDG LOGO FOR ENTITIES WITHIN UN SYSTEM PAIRING

USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM + VERTICAL SDG LOGO WITH UN EMBLEM + SDG ICON(S)

For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem, and the SDG icon(s).

SDG LOGO FOR UN ENTITIES PAIRING

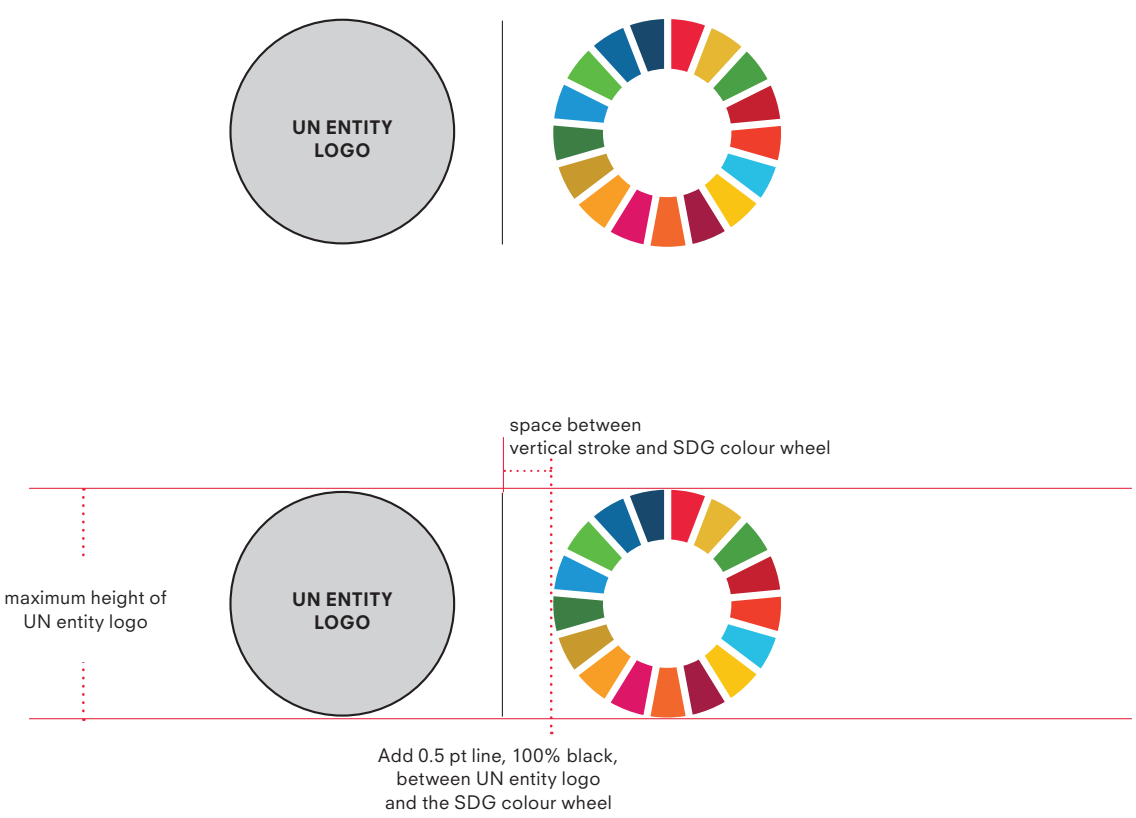
USAGE LOGOS: UN ENTITY LOGO + SDG ICON



For UN entities, pairing is permitted with the SDG icon(s).

SDG COLOUR WHEEL FOR ENTITIES WITHIN UN SYSTEM PAIRING

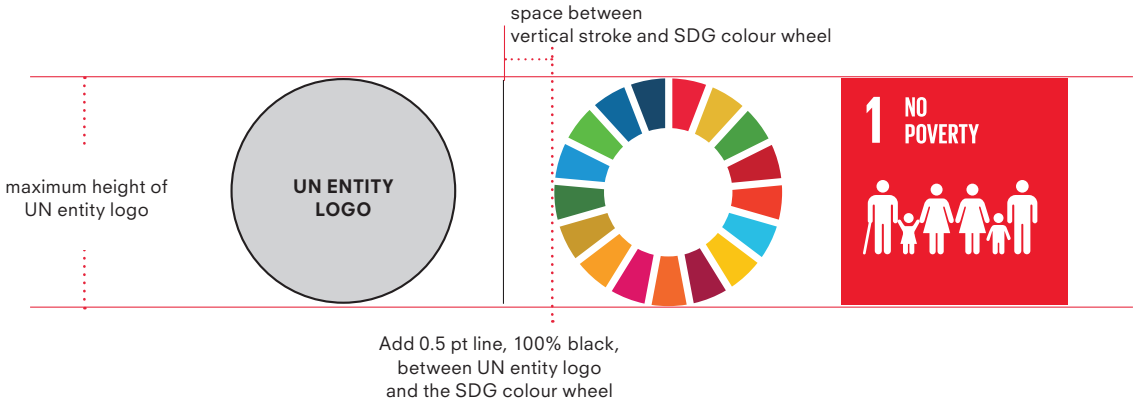
USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM + SDG COLOUR WHEEL



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**

SDG LOGO FOR NON-UN ENTITIES
VERTICAL LOGO

USAGE LOGO: COLOUR VERSION

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

SDG LOGO FOR NON-UN ENTITIES
VERTICAL LOGO

USAGE LOGO: WHITE VERSION

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)

SDG LOGO FOR NON-UN ENTITIES
VERTICAL LOGO

USAGE LOGO: BLACK VERSION

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SDG LOGO FOR NON-UN ENTITIES
6 OFFICIAL LANGUAGES

USAGE LOGO: VERTICAL SDG LOGO

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH

SDG LOGO FOR NON-UN ENTITIES
HORIZONTAL LOGO

USAGE LOGO: COLOUR VERSION

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

SDG LOGO FOR NON-UN ENTITIES
HORIZONTAL LOGO

USAGE LOGO: WHITE VERSION

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)

SDG LOGO FOR NON-UN ENTITIES
HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION

SUSTAINABLE DEVELOPMENT GOALS

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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

USAGE LOGO: HORIZONTAL SDG LOGO

أهداف التنمية المستدامة

ARABIC

可持续发展目标

CHINESE

SUSTAINABLE DEVELOPMENT GOALS

ENGLISH

OBJECTIFS DE DÉVELOPPEMENT DURABLE

FRENCH

ЦЕЛИ В ОБЛАСТИ УСТОЙЧИВОГО РАЗВИТИЯ

RUSSIAN

OBJETIVOS DE DESARROLLO SOSTENIBLE

SPANISH

SDG LOGO FOR NON-UN ENTITIES SPECS

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

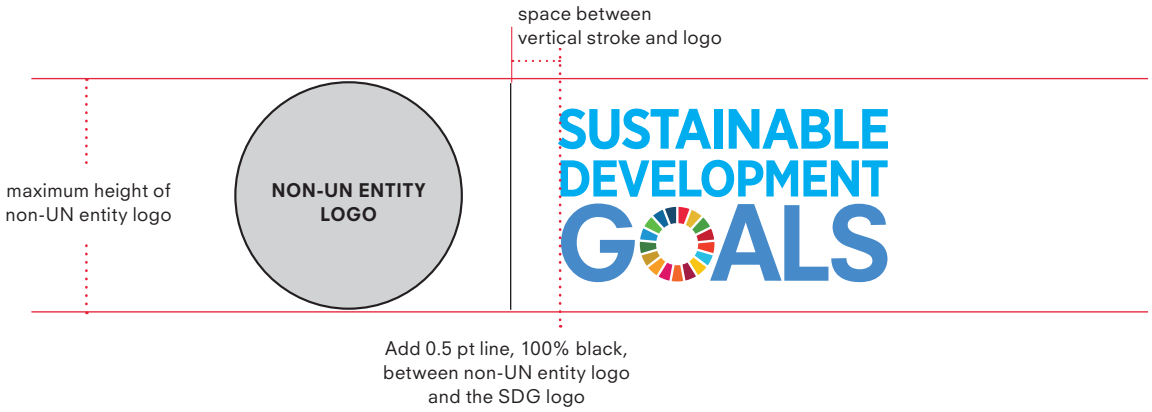
SDG LOGO FOR NON-UN ENTITIES SPECS

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

SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGOS: NON-UN ENTITY LOGO + VERTICAL SDG WITHOUT UN EMBLEM

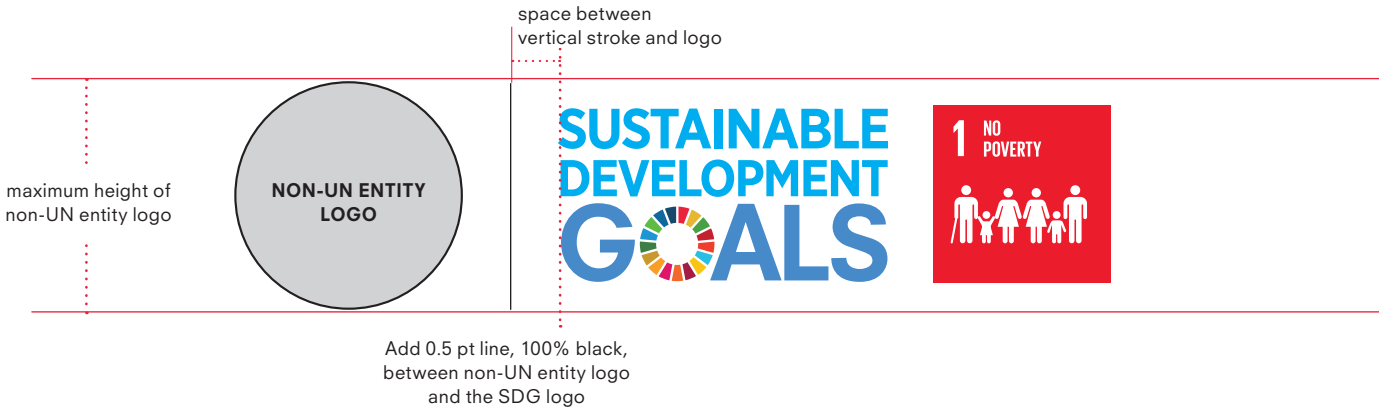


For non-UN entities, usage is limited to the SDG logo version without the UN emblem.

The logo of the entity must be given preeminence vis-a-vis the SDG logo.

SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGOS: NON-UN ENTITY LOGO + VERTICAL SDG WITHOUT UN EMBLEM + SDG ICON(S)

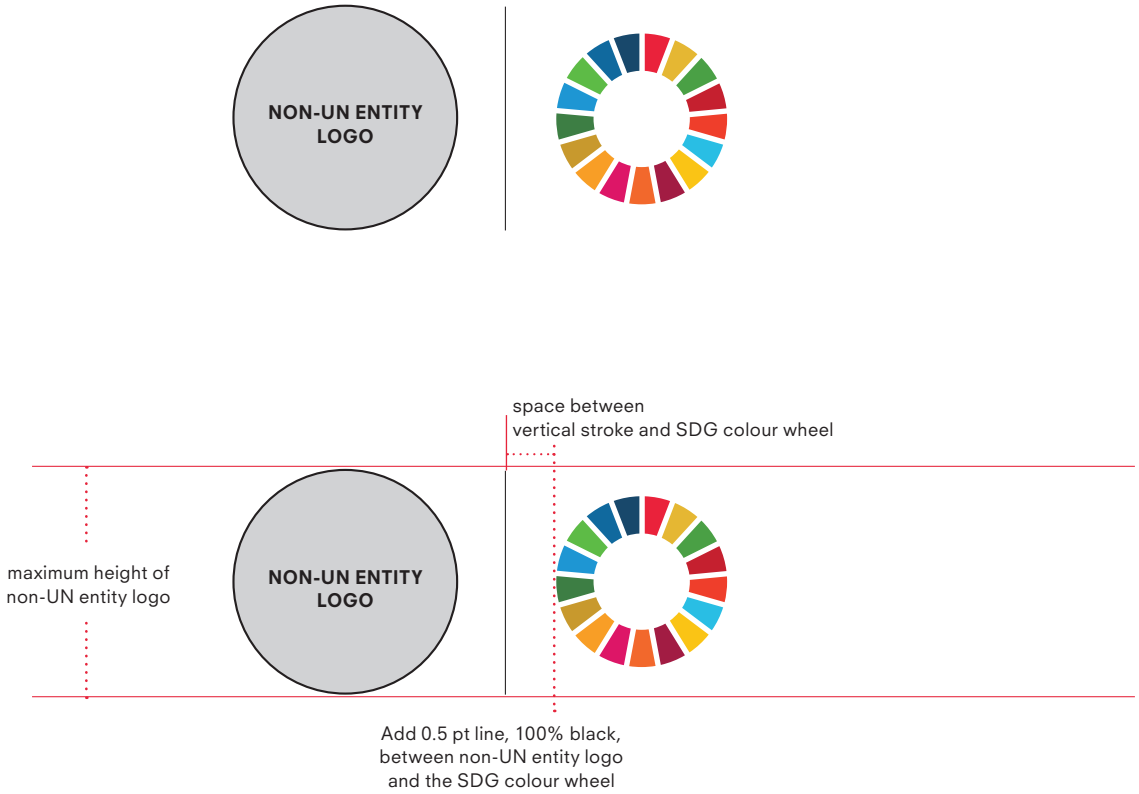


For non-UN entities, usage is limited to the SDG logo version without the UN emblem.

The logo of the entity must be given preeminence vis-a-vis the SDG logo and the icon.

SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGOS: NON-UN ENTITY LOGO + SDG COLOUR WHEEL

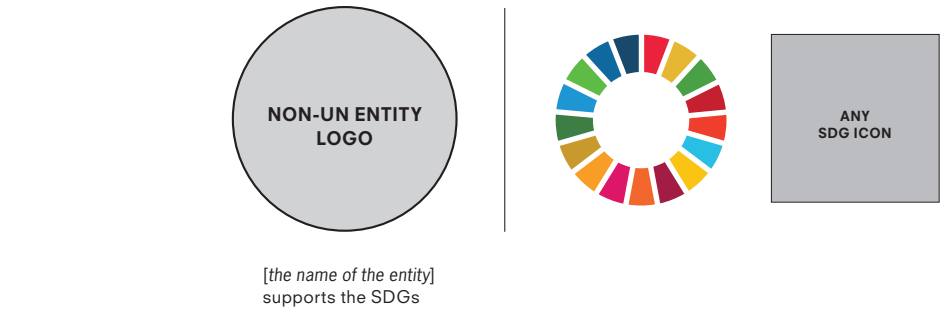


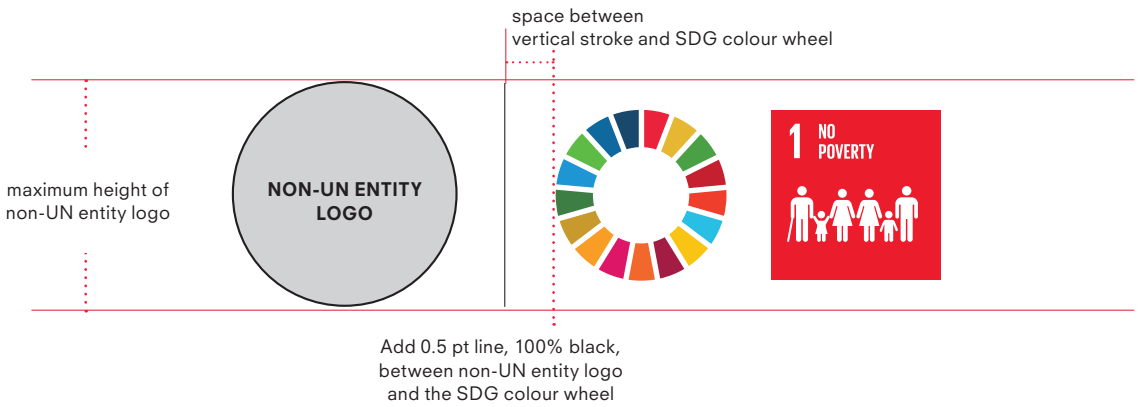
For non-UN entities, pairing is permitted with the SDG colour wheel.

The logo of the entity must be given preeminence vis-a-vis the SDG colour wheel.

SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGOS: NON-UN ENTITY LOGO + SDG COLOUR WHEEL + SDG ICON



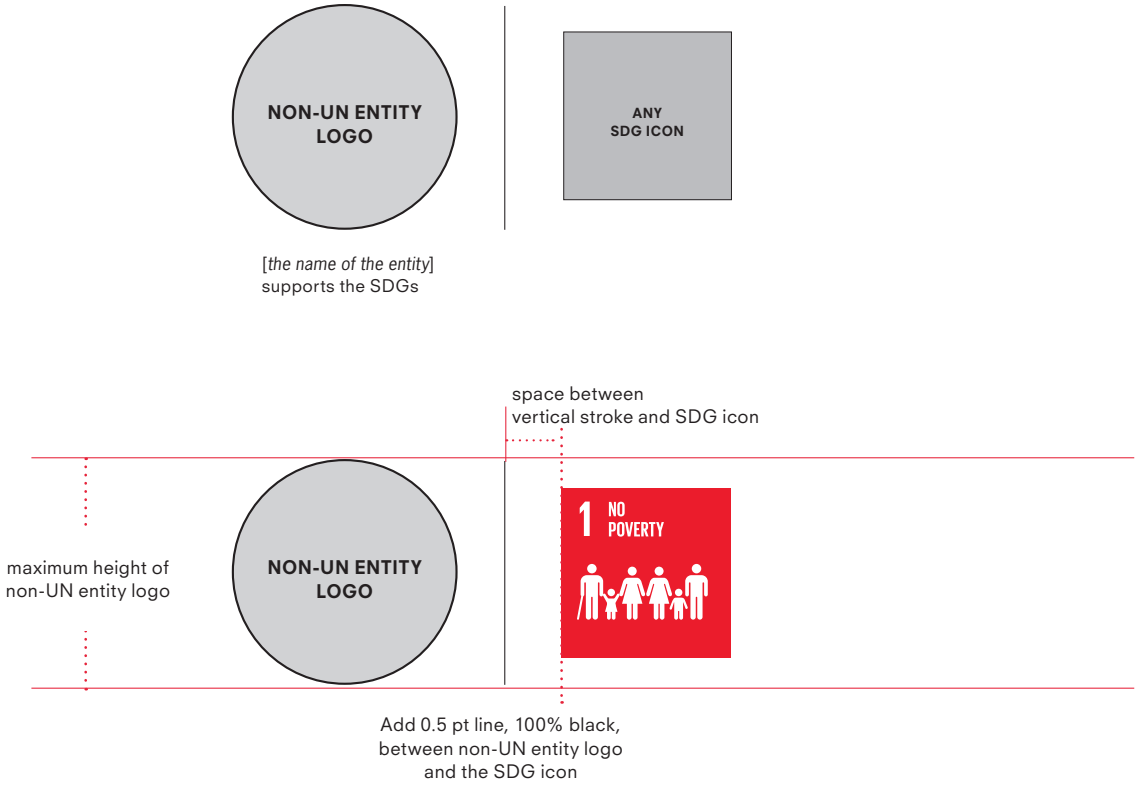


For non-UN entities, pairing is permitted with the SDG colour wheel in combination with the SDG icons.

The logo of the entity must be given preeminence vis-a-vis the SDG colour wheel and the icon.

SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGOS: NON-UN ENTITY LOGO + SDG ICON



For non-UN entities, pairing is permitted with the SDG icons.

The logo of the entity must be given preeminence vis-a-vis the SDG icon(s).

SDG LOGO FOR NON-UN ENTITIES
DON'TS

USAGE LOGO: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT alter the typeface

DO NOT add drop shadows

DO NOT mix with other colours

DO NOT move colour wheel to the "O" of "DEVELOPMENT"

DO NOT extrude or bevel

DO NOT use black logo over colours

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.

ICONS

ICONS

17 ICONS: COLOUR VERSION

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.

Effective 1 January 2018, the United Nations is launching a revised design of Icon 10, as seen on this page

ICONS

17 ICONS: BLACK/WHITE VERSION

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.

ICONS

17 ICONS: COLOUR VERSION INVERSED

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

ICONS
#3 GOOD HEALTH AND WELL-BEING

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

ICONS
#6 CLEAN WATER AND SANITATION

COLOUR & BLACK/WHITE

BRIGHT BLUE

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

ICONS
#7 AFFORDABLE AND CLEAN ENERGY

COLOUR & BLACK/WHITE

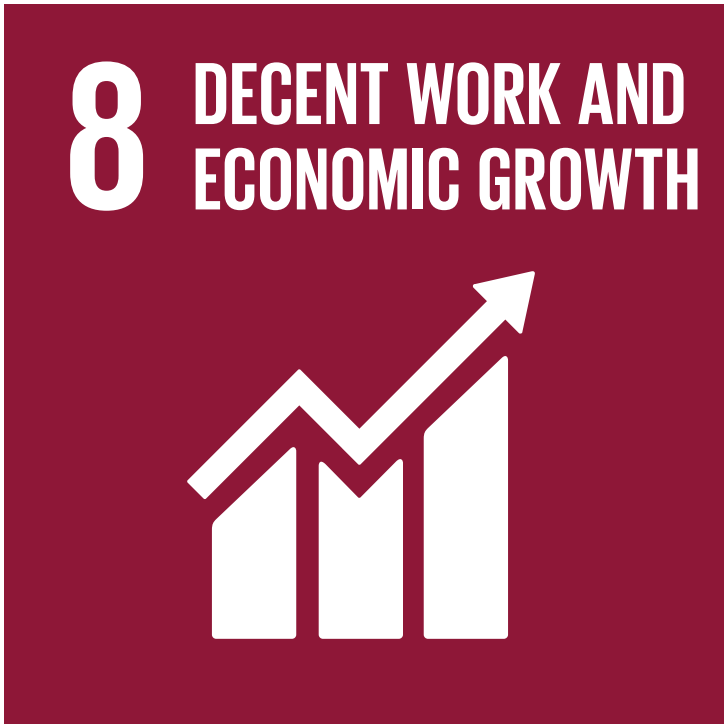
YELLOW

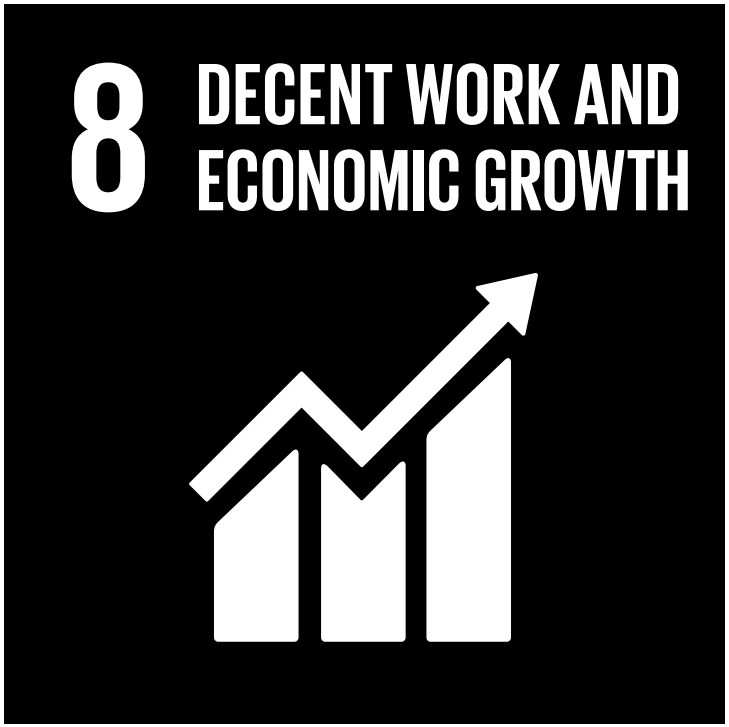
PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

ICONS

#8 DECENT WORK AND ECONOMIC GROWTH

COLOUR & BLACK/WHITE





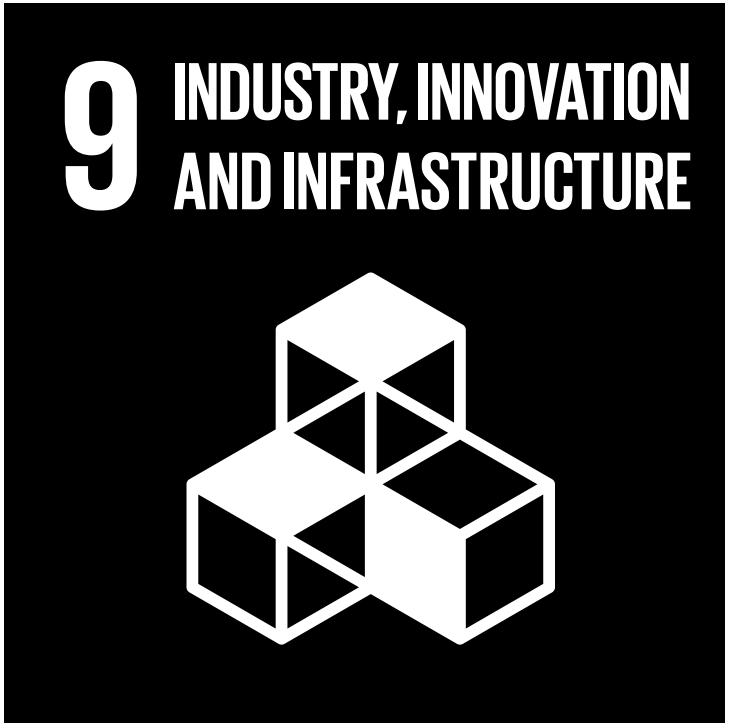
BURGUNDY RED

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

ICONS
#10 REDUCED INEQUALITIES

COLOUR & BLACK/WHITE

MAGENTA

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

Effective 1 January 2018, the United Nations is launching a revised design of Icon 10, as seen on this page

ICONS
#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOUR & BLACK/WHITE

GOLDEN YELLOW

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

ICONS

#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

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

ICONS

#16 PEACE AND JUSTICE STRONG INSTITUTIONS

COLOUR & BLACK/WHITE

ROYAL BLUE

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

ICONS
#17 PARTNERSHIPS FOR THE GOALS

COLOUR & BLACK/WHITE

NAVY BLUE

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

ICONS
ARABIC

17 ICONS: COLOUR VERSION

Do not alter the colours of the SDG icons.

ICONS
CHINESE

17 ICONS: COLOUR VERSION

Do not alter the colours of the SDG icons.

ICONS
FRENCH

17 ICONS: COLOUR VERSION

Do not alter the colours of the SDG icons.

ICONS
RUSSIAN

17 ICONS: COLOUR VERSION

Do not alter the colours of the SDG icons.

ICONS
SPANISH

17 ICONS: COLOUR VERSION

Do not alter the colours of the SDG icons.

ICONS
DON'TS

ICON USUAGE: DON'T S

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT add drop shadows

DO NOT crop

DO NOT place in shape other than a square

DO NOT swap colours between icons

DO NOT change icon colour

DO NOT extrude or bevel

DO NOT alter the typeface

These examples of icon treatments are not permitted.

Format, size and colouring of The Sustainable Development Goals icons are detailed within this document.

COLOURS

COLOURS

THE 17 COLOURS

COLOUR DEFINITIONS

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

MUSTARD

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

KELLY GREEN

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

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

RED ORANGE

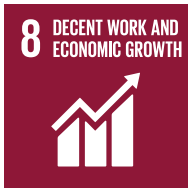
PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

BRIGHT BLUE

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

YELLOW

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



BURGUNDY RED

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

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

MAGENTA

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

GOLDEN YELLOW

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

DARK MUSTARD

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

DARK GREEN

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

BLUE

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

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
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HEX: 56C02B

ROYAL BLUE

PMS: 7462 C
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NAVY BLUE

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

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