

# SUSTAINABLE DEVELOPMENT GOALS

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

UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION

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# SUSTAINABLE DEVELOPMENT GOALS (SDG)

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



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 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). 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).

## 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 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](mailto:SDGpermissions@un.org)

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# 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**

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# 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

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### USAGE LOGO: BLACK VERSION

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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**

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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

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ARABIC



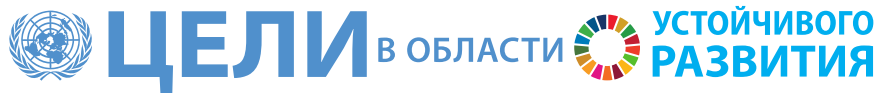
CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

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# SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

## SPECS

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### CLEARANCE AREA: VERTICAL LOGO

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

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# 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

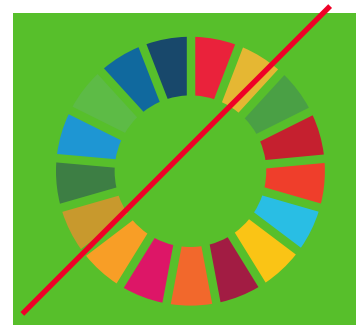
### USAGE LOGO: DON'TS



**DO NOT stretch/squash/distort**



**DO NOT rearrange elements**



**DO NOT place colour wheel in coloured box**



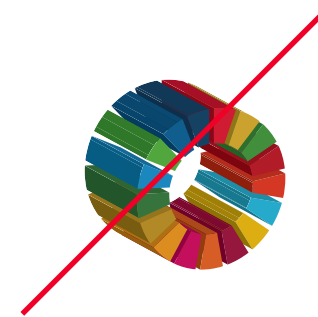
**DO NOT add drop shadows**



**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



For visual solutions such as these, please send your design for review and approval to [sdgpermissions@un.org](mailto: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 PAIRING

## FOR ENTITIES WITHIN UN SYSTEM

### 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 PAIRING

FOR ENTITIES WITHIN UN SYSTEM

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

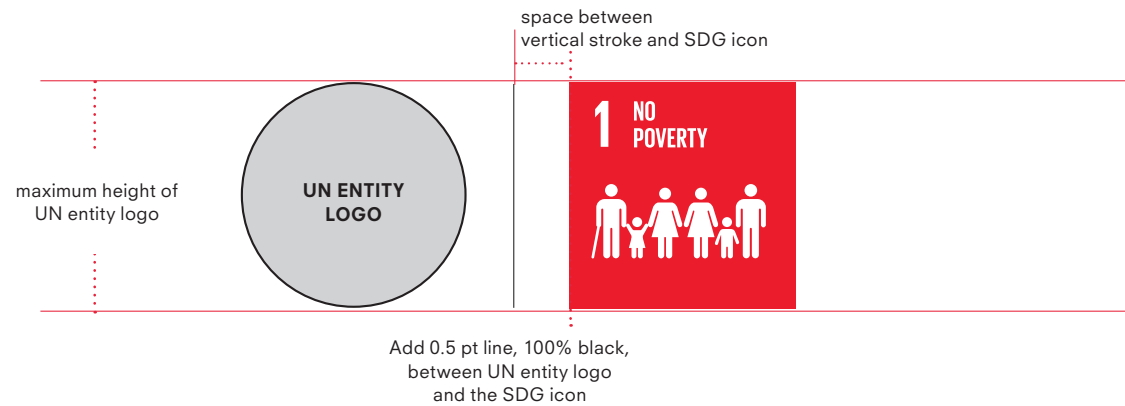
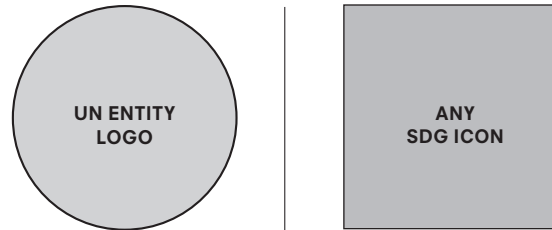


For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem, and the SDG icon(s).

# SDG LOGO FOR UN ENTITIES PAIRING

## USAGE LOGOS: UN ENTITY LOGO + SDG ICON

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

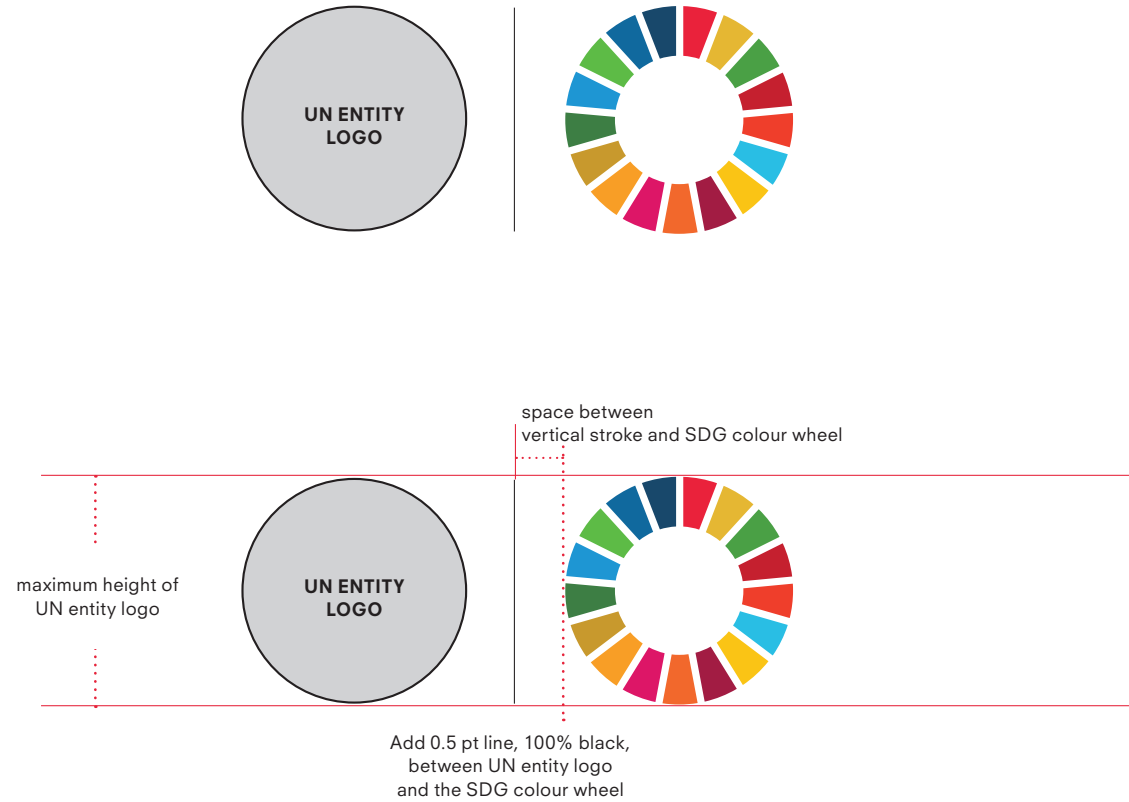
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# SDG COLOUR WHEEL

## 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.

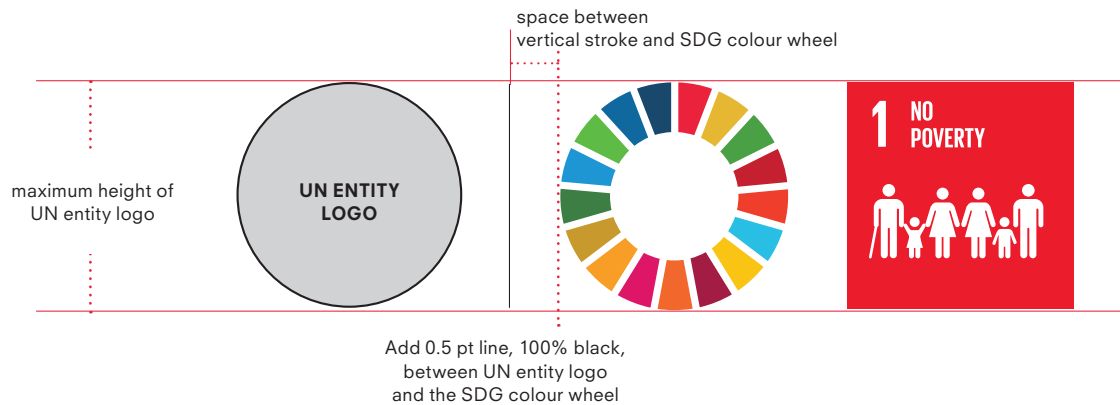


# SDG COLOUR WHEEL

## 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

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# 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

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**USAGE LOGO: BLACK VERSION**

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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.

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# SDG LOGO FOR NON-UN ENTITIES

## 6 OFFICIAL LANGUAGES

USAGE LOGO: VERTICAL SDG LOGO



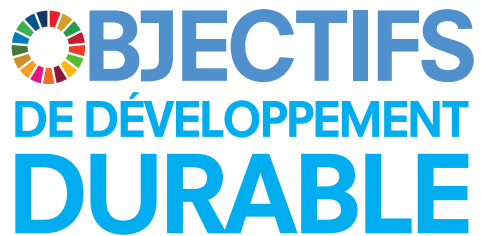
ARABIC



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**

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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.

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# SDG LOGO FOR NON-UN ENTITIES

## 6 OFFICIAL LANGUAGES

USAGE LOGO: HORIZONTAL SDG LOGO

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ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

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# SDG LOGO FOR NON-UN ENTITIES

## SPECS

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### CLEARANCE AREA: VERTICAL LOGO

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

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# SDG LOGO FOR NON-UN ENTITIES

## SPECS

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**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 PAIRING

## FOR NON-UN ENTITIES

### 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 PAIRING

## FOR NON-UN ENTITIES

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

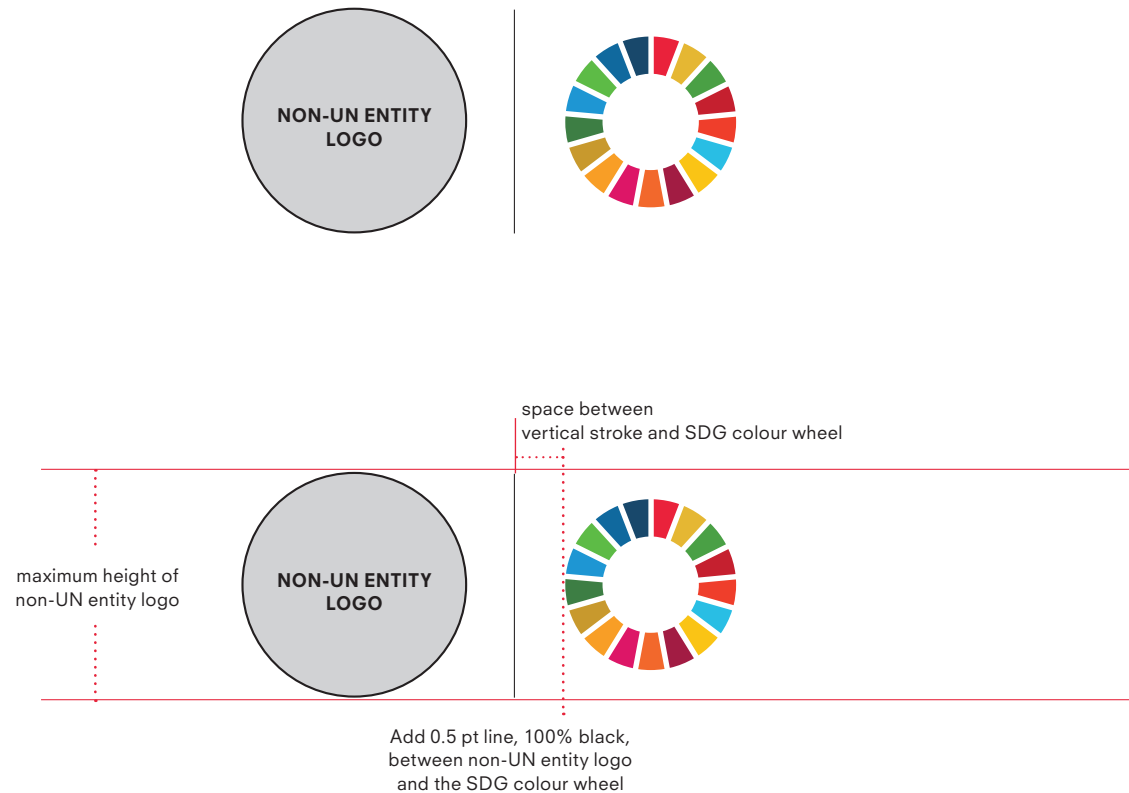


For non-UN entities, usage is limited to the SDG logo version without the UN emblem.

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.

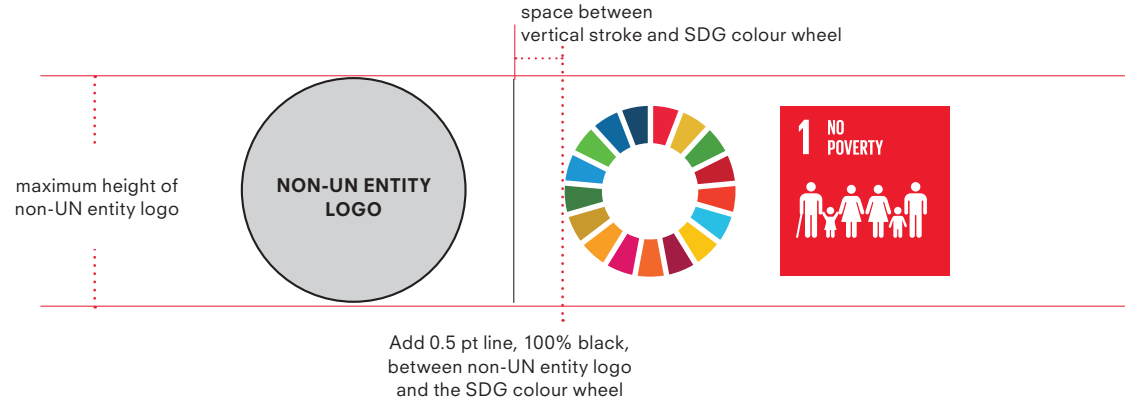
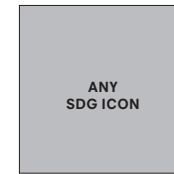
# SDG LOGO PAIRING

## FOR NON-UN ENTITIES

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



[the name of the entity]  
supports the SDGs



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

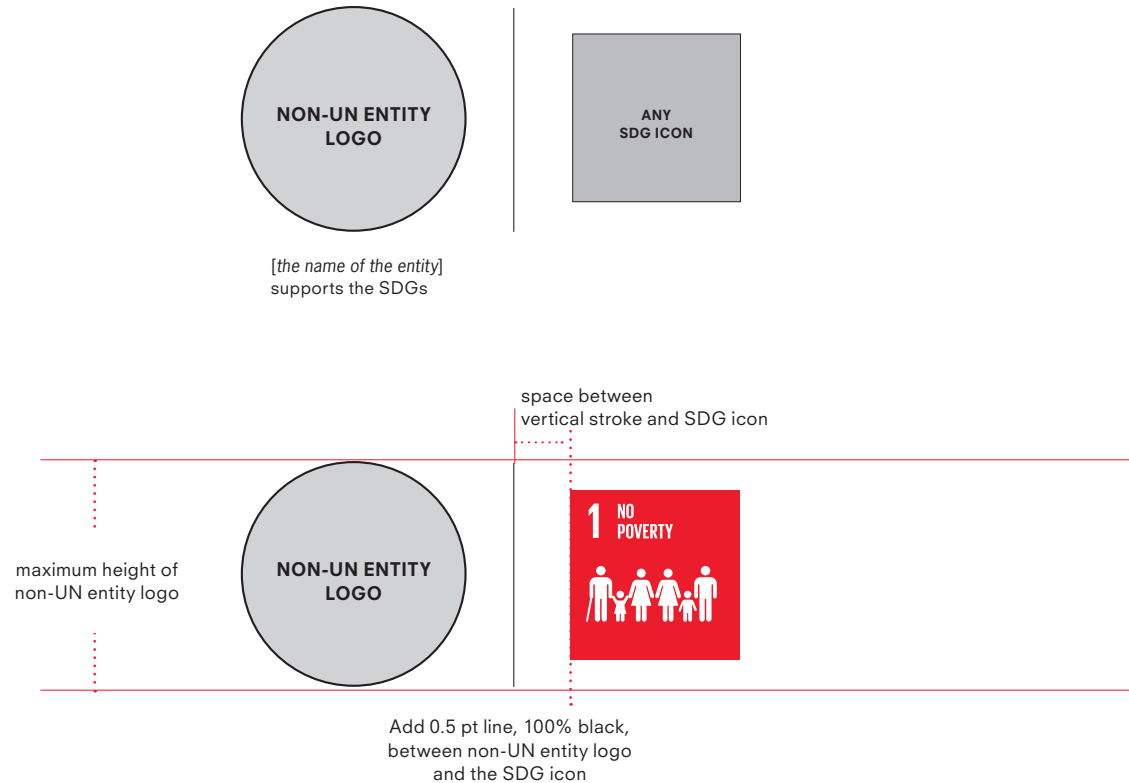
The logo of the entity must be given preeminence vis-a-vis the SDG colour wheel and the icon.



# SDG LOGO PAIRING

## FOR NON-UN ENTITIES

### 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**



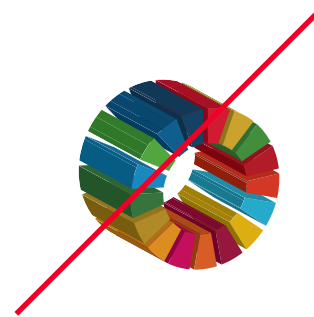
**DO NOT add drop shadows**



**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.

# TYPOGRAPHY

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# TYPOGRAPHY

## FOR ICONS

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**GIORGIO SANS**

**GIORGIO SANS – EXTRA LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

\*&%\$#!\1234567890

**GIORGIO SANS – BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**\*&%\$#!\1234567890**

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GIORGIO SANS font is usually used for headline and titles.

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# TYPOGRAPHY

## FOR SDG LOGO

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NEUZEIT S LT STD

NEUZEIT S LT STD – BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\*&%\$#!\1234567890

NEUZEIT S LT STD – BOOK HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**\*&%\$#!\1234567890**

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NEUZEIT S LT STD font is usually used for body copy and additional information.

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# ICONS

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## 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



## 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.

---

## 17 ICONS: COLOUR VERSION INVERSED

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**1** NO  
POVERTY



**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



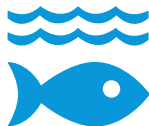
**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**14** LIFE BELOW  
WATER



**15** LIFE  
ON LAND



**16** PEACE AND JUSTICE  
STRONG INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



---

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

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**DARK RED**

**PMS:** 200 C

**C** 16 **M** 100 **Y** 86 **K** 7

**R** 197 **G** 25 **B** 45

**HEX:** C5192D

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# 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

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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

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# ICONS

## #7 AFFORDABLE AND CLEAN ENERGY

COLOUR & BLACK/WHITE



**YELLOW**

**PMS:** 1235 C

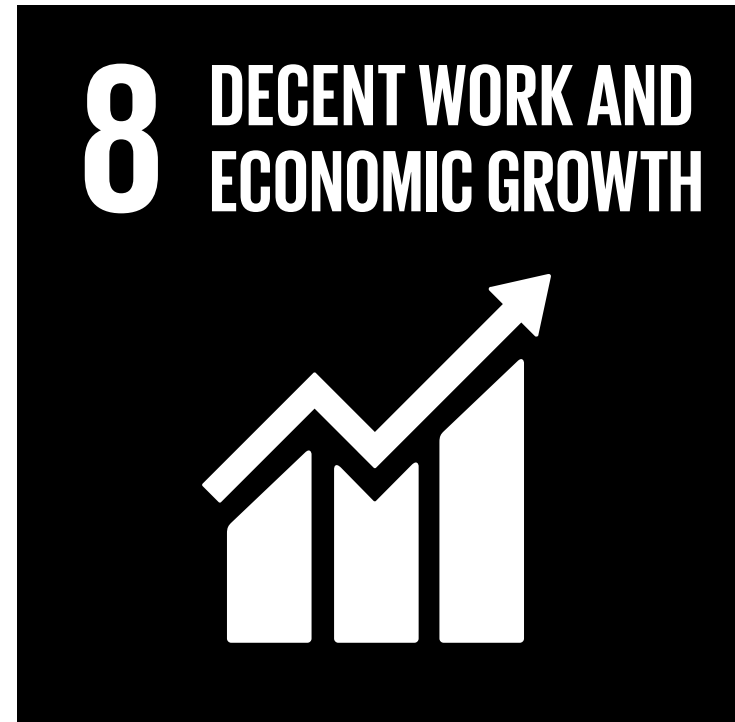
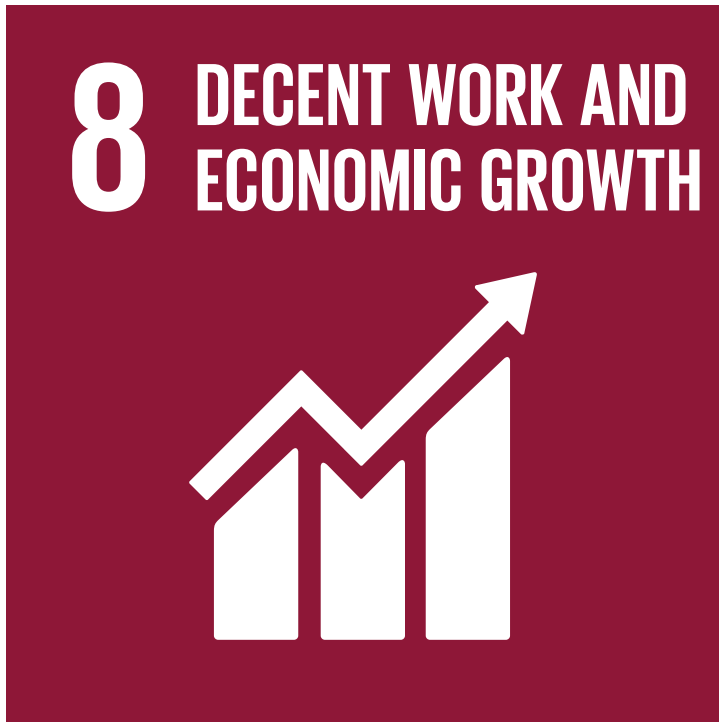
**C** 0 **M** 31 **Y** 100 **K** 0

**R** 252 **G** 195 **B** 11

**HEX:** FCC30B

## #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

## #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

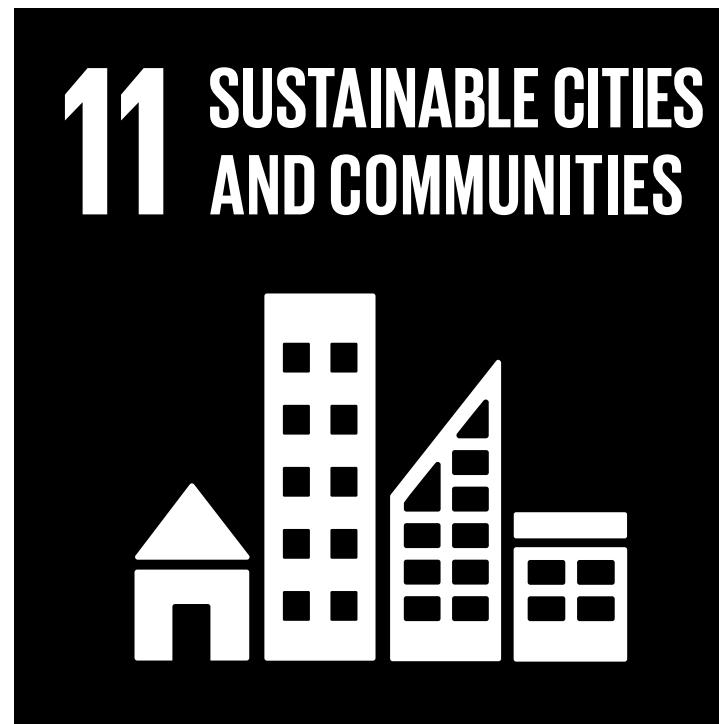
**HEX:** DD1367

*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

## #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

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**DARK GREEN**

**PMS:** 7742 C

**C** 74 **M** 32 **Y** 95 **K** 19

**R** 63 **G** 126 **B** 68

**HEX:** 3F7E44

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# 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

## #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

## 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.

## 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 USAGE: 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**

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# COLOURS

## THE 17 COLOURS

### COLOUR DEFINITIONS

 <p><b>1</b> NO POVERTY</p>	<p><b>RED</b></p> <p>PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B</p>	 <p><b>2</b> ZERO HUNGER</p>	<p><b>MUSTARD</b></p> <p>PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A</p>	 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<p><b>KELLY GREEN</b></p> <p>PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38</p>	 <p><b>4</b> QUALITY EDUCATION</p>	<p><b>DARK RED</b></p> <p>PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D</p>	 <p><b>5</b> GENDER EQUALITY</p>	<p><b>RED ORANGE</b></p> <p>PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21</p>
 <p><b>6</b> CLEAN WATER AND SANITATION</p>	<p><b>BRIGHT BLUE</b></p> <p>PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2</p>	 <p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p>	<p><b>YELLOW</b></p> <p>PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B</p>	 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>BURGUNDY RED</b></p> <p>PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942</p>	 <p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p><b>ORANGE</b></p> <p>PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925</p>	 <p><b>10</b> REDUCED INEQUALITIES</p>	<p><b>MAGENTA</b></p> <p>PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367</p>
 <p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<p><b>GOLDEN YELLOW</b></p> <p>PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24</p>	 <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p><b>DARK MUSTARD</b></p> <p>PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E</p>	 <p><b>13</b> CLIMATE ACTION</p>	<p><b>DARK GREEN</b></p> <p>PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44</p>	 <p><b>14</b> LIFE BELOW WATER</p>	<p><b>BLUE</b></p> <p>PMS: 7461C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9</p>	 <p><b>15</b> LIFE ON LAND</p>	<p><b>LIME GREEN</b></p> <p>PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B</p>
 <p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p><b>ROYAL BLUE</b></p> <p>PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D</p>	 <p><b>17</b> PARTNERSHIPS FOR THE GOALS</p>	<p><b>NAVY BLUE</b></p> <p>PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A</p>						

Do not alter the colours of the SDG icons.