



SDG IMPACT ACCELERATOR **LOGO** **BRAND MANUAL**

LOGO DESIGN



SKA
ETKİ HIZLANDIRICI



SDG
IMPACT ACCELERATOR

Meeting point of the Goals

- 17 colours represents 17 goals.
- White in the centre is the light carrying the colours -the goals- forward.

TYPOGRAPHY

GOTHAM / 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

GOTHAM / 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**

LOGO COLOUR GUIDE



C: 0 M: 96 Y: 80 B: 0	C: 4 M: 40 Y: 90 B: 0	C: 0 M: 80 Y: 99 B: 0	C: 0 M: 100 Y: 82 B: 0	C: 0 M: 87 Y: 100 B: 0	C: 73 M: 5 Y: 18 B: 0	C: 0 M: 30 Y: 100 B: 0	C: 19 M: 100 Y: 65 B: 6	C: 0 M: 73 Y: 98 B: 0
C: 8 M: 100 Y: 37 B: 0	C: 8 M: 51 Y: 98 B: 0	C: 18 M: 50 Y: 98 B: 2	C: 88 M: 24 Y: 94 B: 10	C: 74 M: 21 Y: 0 B: 0	C: 77 M: 0 Y: 100 B: 0	C: 90 M: 56 Y: 16 B: 0	C: 100 M: 73 Y: 36 B: 21	

- Official Global Goals colour codes
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LOGO COLOUR USE



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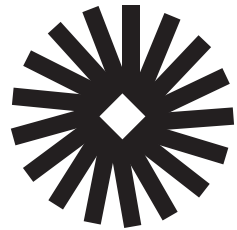
- Colour version of the SDG Logo
- Used only on white or light grey surfaces
- %10 BLACK
- Space around the logo should be minimum 5mm

LOGO ON OTHER COLOURS



- This version can be used on every coloured surface
-

LOGO B&W USE



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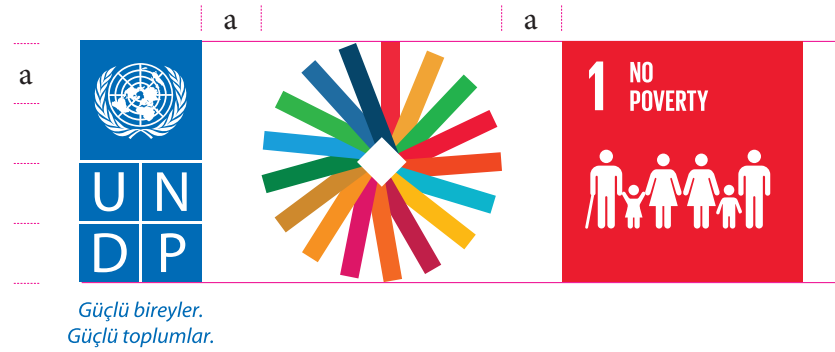
- Black&White logo can be used on any of the 17 colours.
 - This logo can only be used over black when colour is not an option
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LOGO USE: UN SYSTEM + SDG IA LOGO



- SDG IA / other organization logo ratio should be 3/4

LOGO USE: UN SYSTEM + SDG IA LOGO + SDG ICONS



- SDG IA logo should be the same height when matched with SDG icons
- UN logo + SDG IA logo + SDG icon match is allowed as shown

WRONG LOGO USES



Do not distort the logo



Do not rearrange objects



Do not change the fonts



Do not add shadows



Do not change the colors



Do not crop the logo



Do not rotate the logo



Do not use black logo over colour



WRONG LOGO USES



Do not distort the logo



Do not rearrange objects



Do not add shadows



Do not add other colours



Do not crop the logo



Do not rotate the logo



Do not use black logo over colour

