SUSTAINABLE DEVELOPMENT GOALS
GUIDELINES FOR THE USE OF THE SDG LOGO INCLUDING THE COLOUR WHEEL, AND 17 ICONS.

UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATIONS

August 2019
### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDG LOGO FOR NON-UN ENTITIES</td>
<td>6</td>
</tr>
<tr>
<td>VERTICAL LOGO</td>
<td>7</td>
</tr>
<tr>
<td>HORIZONTAL LOGO</td>
<td>11</td>
</tr>
<tr>
<td>SDG LOGO SPECS</td>
<td>15</td>
</tr>
<tr>
<td>SDG ICON PAIRING</td>
<td>17</td>
</tr>
<tr>
<td>SDG LOGO DON’TS</td>
<td>19</td>
</tr>
<tr>
<td>SDG COLOUR WHEEL DON’TS</td>
<td>20</td>
</tr>
<tr>
<td>SDG LOGO FOR UN ENTITIES</td>
<td>22</td>
</tr>
<tr>
<td>VERTICAL LOGO</td>
<td>23</td>
</tr>
<tr>
<td>HORIZONTAL LOGO</td>
<td>27</td>
</tr>
<tr>
<td>SDG LOGO SPECS</td>
<td>31</td>
</tr>
<tr>
<td>SDG ICON PAIRING</td>
<td>33</td>
</tr>
<tr>
<td>SDG LOGO DON’TS</td>
<td>35</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>36</td>
</tr>
<tr>
<td>OSWALD</td>
<td>37</td>
</tr>
<tr>
<td>ROBOTO</td>
<td>38</td>
</tr>
<tr>
<td>ICONS</td>
<td>39</td>
</tr>
<tr>
<td>ICONS ENGLISH</td>
<td>40</td>
</tr>
<tr>
<td>ICONS DON’TS</td>
<td>65</td>
</tr>
<tr>
<td>COLOURS</td>
<td>67</td>
</tr>
<tr>
<td>COLOUR DEFINITIONS</td>
<td>68</td>
</tr>
</tbody>
</table>
I. INTRODUCTION

The Member States of the United Nations adopted the Sustainable Development Goals (SDGs) by General Assembly resolution A/RES/70/1 of 25 September 2015. The aim of this resolution is to achieve these 17 goals by 2030 with a view towards ending all forms of poverty, fighting inequalities and tackling climate change while ensuring that no one is left behind.

The United Nations’ objective has been to create positive and hopeful language that will be a constant thread through all efforts to support the SDGs, strengthening the sense that we are all in this together and are working toward the same objective. The United Nations’ aim is that this will inspire and help carry the promise of a better world forward.

In order to promote awareness of the SDG (sometimes referred to as the Global Goals), a general logo and 17 individual icons have been developed. These guidelines are meant to enable information sharing, engagement, and collaboration and addresses three main components:

1. The words “Sustainable Development Goals”,
2. A colour wheel visual identifier, and
3. Names for each of the 17 Sustainable Development Goals with corresponding individual icons for each goal.

The words “Sustainable Development Goals” coupled together with the SDG colour wheel constitutes the SDG Logo. There are two versions of the SDG Logo:

- SDG Logo: Version 1, which displays the United Nations emblem above or to the left of the SDG Logo (see page 23 and 27); and
- SDG Logo: Version 2, which only contains the SDG Logo and does not display the United Nations emblem (see page 7).

The SDG Logo: Version 1 may only be used by United Nations offices, Funds, Programmes and other subsidiary organs and organizations of the United Nations System. The SDG Logo: Version 2 is for use by entities outside of the United Nations System. The use of the SDG Logo: Version 1, the SDG Logo: Version 2, and the 17 SDG icons is subject to the terms set forth in the present guidelines.

II. USE OF THE SDG LOGO: VERSION 2, THE SDG COLOUR WHEEL, AND THE 17 SDG ICONS BY ENTITIES OUTSIDE OF THE UN SYSTEM

1. General Information

Entities outside of the United Nations System, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the SDG logo: Version 2, the SDG colour wheel, and the 17 SDG icons in accordance with the requirements set out below.
The 17 SDG icons may be used together or as individual icons. Each icon must be used in its entirety, including the number, title and graphic element (see page 40). One or more of the 17 SDG icons may be displayed with your entity’s logo (see page 17).

When being displayed side-by-side with your entity’s logo, the SDG Logo: Version 2 must be accompanied by the text, “[Name of your entity/We] support(s) the Sustainable Development Goals”.

When being displayed side-by-side with your entity’s logo, the SDG colour wheel must be accompanied by the text, “[Name of your entity/We] support(s) the Sustainable Development Goals”.

Neither the SDG Logo: Version 2 nor the SDG colour wheel may be displayed side-by-side with your entity’s logo without the above respective texts (see page 18).

Additional conditions apply for fundraising use (please see below).

The integration or combination of any element of the SDG Logo and/or any of the 17 SDG icons into a separate logo design is prohibited.

All entities wishing to use the SDG Logo, the SDG colour wheel, and 17 icons for the purposes specified herein must agree to use them only as permitted by these guidelines.

2. Use of the SDG Logo: Version 2, the SDG colour wheel and the SDG 17 icons

The SDG Logo: Version 2, the SDG colour wheel and the 17 SDG icons may be used for (i) informational, (ii) fundraising, and/or (iii) commercial purposes in order to show support for the SDGs, subject to the conditions set out below.

INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The SDG Logo: Version 2, the SDG colour wheel and the 17 SDG icons may be used for such informational purposes, and their use does not require prior permission from the United Nations nor the conclusion of a licensing agreement.

FUNDRAISING PURPOSES

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of the SDGs. The SDG Logo: Version 2, the SDG colour wheel and the SDG 17 icons may be used for such fundraising purposes, but only with the prior permission of the United Nations and with the conclusion of an appropriate licensing agreement.

The SDG Logo: Version 2, the SDG colour wheel and the 17 SDG icons must be used in their entirety for fundraising purposes. When pairing your entity’s logo with the SDG Logo: Version 2, the SDG colour wheel, or one or more of the 17 SDG icons, in addition to the requirements under “General Information”, your entity’s logo must be given preeminence vis-à-vis the SDG Logo: Version 2, the SDG colour wheel, or the 17 SDG icons (see page 17).

Requests to use the SDG Logo: Version 2, the SDG colour wheel and/or the SDG 17 icons for fundraising purposes must be addressed to SDGpermissions@un.org, with the subject line “SDG LOGO/ICON REQUEST” in all capital letters. Request should explain how the proposed use would align with the spirit and objectives of the SDGs and the requirements set out in these guidelines. Sustainable business practices and the use of sustainable materials must also be clearly demonstrated in the request. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the SDG Logo: Version 2, the SDG colour wheel and/or the SDG 17 icons for fundraising purposes.

COMMERCIAL USE

Commercial uses are those by for-profit entities or on commercial or promotional merchandise and/or products in order to promote the SDGs to a wider audience, and may be permitted with prior permission of the United Nations and with the conclusion of an appropriate licensing agreement. Requests to use the SDG Logo: Version 2, the SDG colour wheel, and/or the SDG 17 icons for commercial purposes must be addressed to SDGpermissions@un.org, with the subject line “SDG LOGO/ICON REQUEST” in all capital letters.

Request should explain how the proposed use would align with the spirit and objectives of the SDGs and the requirements set out in these guidelines. Sustainable business practices and the use of sustainable materials must also be clearly demonstrated in the request. Any requests to use the SDG Logo: Version 2, the SDG colour wheel and/or the SDG 17 icons on promotional merchandise and/or products must stipulate specifically how such merchandise or products are aligned with the SDGs. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the SDG Logo: Version 2, the SDG colour wheel and/or the SDG 17 icons for commercial purposes.

III. USE OF THE SDG LOGO: VERSION 1, THE SDG COLOR WHEEL AND THE 17 SDG ICONS BY UN ENTITIES

Subject to their respective mandates, rules and policies, United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System can use the SDG Logo: Version 1, the SDG colour wheel and the 17 icons without obtaining prior approval from the UN Department of Global Communications, except for when uses other than those described in these guidelines are being requested.

The 17 SDG icons may be used together or as individual icons. Each icon must be used in its entirety, including the number, title and graphic element (see page 40). If the UN Fund or Programme or another 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 33).
IV. DURATION OF PERMITTED 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 SDG icons may be used until 31 December 2030, which is the targeted date by which to meet the Sustainable Development Goals. The SDG logo, including the colour wheel, and 17 SDG icons may be used beyond 31 December 2030 in reference to publications about the SDGs.

V. LIABILITY

The United Nations does not assume any responsibility or liability for the activities of your entity, including with respect to any fundraising or commercial use of the SDG Logo, the SDG wheel or any of the 17 SDG icons.

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 personal financial gain. Any fundraising and commercial use must only be undertaken with the explicit prior written permission of the United Nations as per section II above and subject to the conclusion of an appropriate licensing agreement.
- 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. PERMISSIONS

Please send any requests for commercial and fundraising use as per the instructions above, with the subject line "SDG LOGO/ICON REQUEST" in all capital letters, to:

United Nations
Department of Global Communications
Permissions, S-09 FWS,
New York, NY 10017, USA
E-mail: sdgpermissions@un.org
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
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.

COLOUR VALUES:
- 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 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)
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 NON-UN ENTITIES
6 OFFICIAL LANGUAGES

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH
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.

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 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)
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.
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square.
FOR FUNDRAISING PURPOSES:
The logo of the non-UN entity must be given preeminence vis-à-vis the SDG Logo: Version2; the SDG color wheel, or the 17 SDG icon(s) for fundraising use only.

FOR COMMERCIAL PURPOSES:

- Add 0.5 pt line, 100% black, between non-UN entity logo and the SDG icon.
a) The SDG Logo: Version 2 must be accompanied by the text: [Name of your entity/We] support(s) the Sustainable Development Goals

b) The SDG colour wheel must be accompanied by the text: [Name of your entity/We] support(s) the Sustainable Development Goals

No side-by-side display of the SDG Logo: Version 2 and/or SDG colour wheel and the logo of the non-UN entity allowed without the requisite text as per example.
These examples of logo treatments are not permitted.

Format, size and colouring of the Sustainable Development Goals logo are detailed within this document.
These examples of treatments are not permitted.
These additional treatments are not permitted.
SDG LOGO
FOR ENTITIES WITHIN UN SYSTEM*

* USE OF THE SDG LOGO: VERSION 1 (WITH UN EMBLEM) AND 17 ICONS BY UNITED NATIONS OFFICES, FUNDS AND PROGRAMMES AND OTHER SUBSIDIARY ORGANS AND ORGANIZATIONS OF THE UNITED NATIONS SYSTEM
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
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)
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: أهداف التنمية المستدامة
Chinese: 可持续发展 目标
English: Sustainable Development Goals
French: Objectifs de développement durable
Russian: Цели в области устойчивого развития
Spanish: Objetivos de desarrollo sostenible
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.

**COLOUR VERSION**

- **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 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)
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.
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square.
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square
For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem, and the SDG icon(s).
For UN entities, pairing is permitted with the SDG icon(s).
These examples of logo treatments are not permitted.

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

OSWALD – MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*%$#!\1234567890

OSWALD – SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*%$#!\1234567890

OSWALD font is usually used for headline and titles.
ROBOTO font is usually used for body copy and additional information.
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.

In January 2018, the United Nations launched a revised design of Icon 10, as seen on this page.
When an icon is on a square, that square must be proportional $1 \times 1$.

The white icon should be contained by its defined colour, or black background.
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
#2 ZERO HUNGER

**MUSTARD**

PMS: 7555 C  
C 18 M 37 Y 100 K 1  
R 221 G 166 B 58  
HEX: DDA63A
#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
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
CMY 90 94 K 0
RGB 255 58 33
HEX: FF3A21
#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
#7 AFFORDABLE AND CLEAN ENERGY

**COLOUR & BLACK/WHITE**

**YELLOW**

PMS: 1235 C  
CMYK: C 0 M 31 Y 100 K 0  
RGB: 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
In January 2018, the United Nations launched a revised design of Icon 10, as seen on this page.

**MAGENTA**

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367
#11 SUSTAINABLE CITIES AND COMMUNITIES

**GOLDEN YELLOW**

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

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

COLOUR & BLACK/WHITE

BLUE

PMS: 7461C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9
#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, JUSTICE AND 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
Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
Do not alter the colours of the SDG icons.
These examples of icon treatments are not permitted.

Format, size and colouring of The Sustainable Development Goals icons are detailed within this document.
These additional treatments are not permitted.

*SDG icons may be displayed in a group in one line or aligned to the left
COLOURS
COLOUR DEFINITIONS

1. RED
   - SDG: 1 No Poverty
   - PMS: 185 C
     - C 1 M 100 Y 92 K 0
     - R 229 G 36 B 59
     - HEX: E5243B
   - RGB: R 229, G 36, B 59
   - HEX: E5243B

2. MUSTARD
   - SDG: 9 Industry, Innovation and Infrastructure
   - PMS: 7555 C
     - C 18 M 37 Y 100 K 1
     - R 221 G 166 B 58
     - HEX: DDA63A
   - RGB: R 221, G 166, B 58
   - HEX: DDA63A

3. KELLY GREEN
   - SDG: 6 Clean Water and Sanitation
   - PMS: 7739 C
     - C 81 M 15 Y 100 K 2
     - R 76 G 159 B 56
     - HEX: 4C9F38
   - RGB: R 76, G 159, B 56
   - HEX: 4C9F38

4. DARK RED
   - SDG: 7 Good Health and Well-being
   - PMS: 7739 C
     - C 81 M 15 Y 100 K 2
     - R 76 G 159 B 56
     - HEX: 4C9F38
   - RGB: R 76, G 159, B 56
   - HEX: 4C9F38

5. RED ORANGE
   - SDG: 8 Decent Work and Economic Growth
   - PMS: 1585 C
     - C 16 M 100 Y 86 K 7
     - R 197 G 25 B 45
     - HEX: C5192D
   - RGB: R 197, G 25, B 45
   - HEX: C5192D

6. BRIGHT BLUE
   - SDG: 10 Reduced Inequalities
   - PMS: 74825 C
     - C 100 M 71 Y 22 K 5
     - R 104 G 157 B 157
     - HEX: 00689D
   - RGB: R 104, G 157, B 157
   - HEX: 00689D

7. YELLOW
   - SDG: 13 Climate Action
   - PMS: 1235 C
     - C 0 M 31 Y 100 K 0
     - R 252 G 195 B 11
     - HEX: FCC30B
   - RGB: R 252, G 195, B 11
   - HEX: FCC30B

8. BURGUNDY RED
   - SDG: 11 Sustainable Cities and Communities
   - PMS: 1955 C
     - C 29 M 100 Y 70 K 27
     - R 162 G 25 B 66
     - HEX: A21942
   - RGB: R 162, G 25, B 66
   - HEX: A21942

9. ORANGE
   - SDG: 5 Gender Equality
   - PMS: 1585 C
     - C 16 M 100 Y 86 K 7
     - R 197 G 25 B 45
     - HEX: C5192D
   - RGB: R 197, G 25, B 45
   - HEX: C5192D

10. MAGENTA
    - SDG: 10 Reduced Inequalities
    - PMS: 219 C
      - C 6 M 98 Y 9 K 0
      - R 221 G 19 B 103
      - HEX: DD1367
    - RGB: R 221, G 19, B 103
    - HEX: DD1367

11. GOLDEN YELLOW
    - SDG: 16 Peace, Justice and Strong Institutions
    - PMS: 1375 C
      - C 0 M 45 Y 96 K 0
      - R 253 G 157 B 36
      - HEX: FD9D24
    - RGB: R 253, G 157, B 36
    - HEX: FD9D24

12. NAVY BLUE
    - SDG: 17 Partnerships for the Goals
    - PMS: 294 C
      - C 100 M 86 Y 29 K 23
      - R 25 G 72 B 106
      - HEX: 19486A
    - RGB: R 25, G 72, B 106
    - HEX: 19486A

Do not alter the colours of the SDG icons.