

COVER PAGE

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Title: United Nations Sustainable Development Goals

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https://www.un.org/sustainabledevelopment/wp-content/uploads/2023/09/E_SDG_Guidelines_Sep20238.pdf.



SUSTAINABLE DEVELOPMENT GOALS

**GUIDELINES FOR THE USE OF THE SDG LOGO
INCLUDING THE COLOUR WHEEL, AND 17 ICONS.**

UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATIONS

CONTENT

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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. 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 **submitted using the online [Permission Request Form](#)**. 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 **submitted using the online [Permission Request Form](#)**.

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 submit any requests for commercial and fundraising use as per the instructions above, **using the online [Permission Request Form](#)**.

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

**SUSTAINABLE
DEVELOPMENT
GOALS**

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

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



**SUSTAINABLE
DEVELOPMENT GOALS**

The image shows the horizontal logo for Sustainable Development Goals in white on a black background. The text is arranged in two lines: "SUSTAINABLE" and "DEVELOPMENT" on the first line, and "GOALS" on the second line. The letter "O" in "GOALS" is replaced by a stylized gear or sun icon with a central circle and radiating lines.

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**

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

USAGE LOGO: HORIZONTAL SDG LOGO



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



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



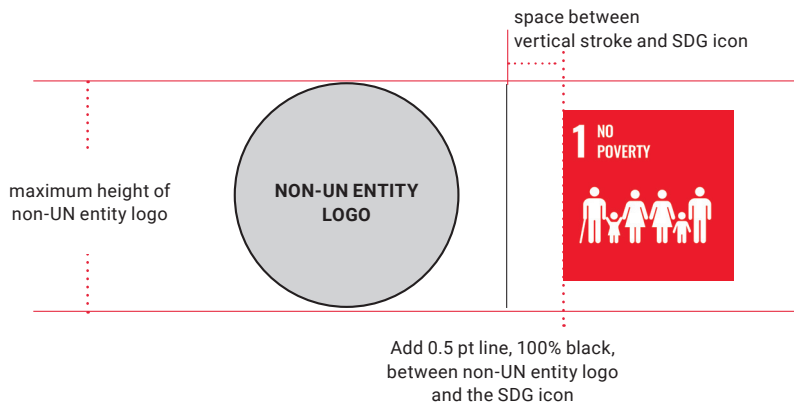
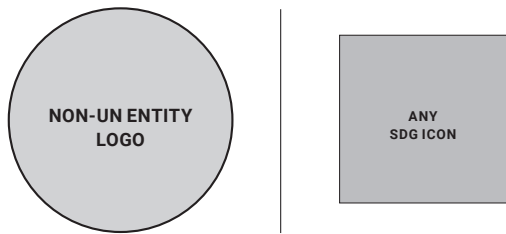
CLEARANCE AREA around the vertical as well as the horizontal logo should allow for breathing room all around the logo, approx. 0.35" square

SDG LOGO FOR NON-UN ENTITIES PAIRING

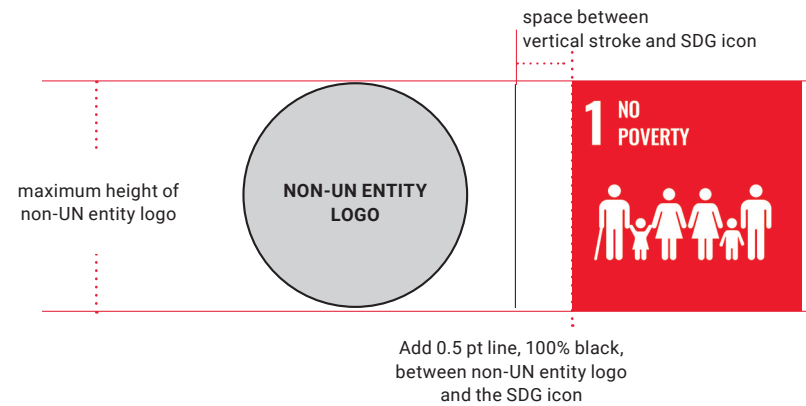
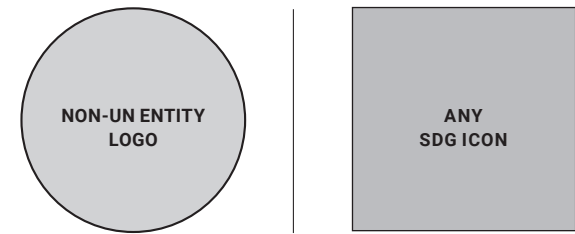
USAGE LOGOS: NON-UN ENTITY LOGO + SDG ICON

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

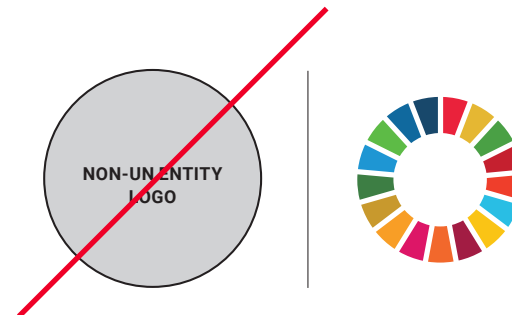
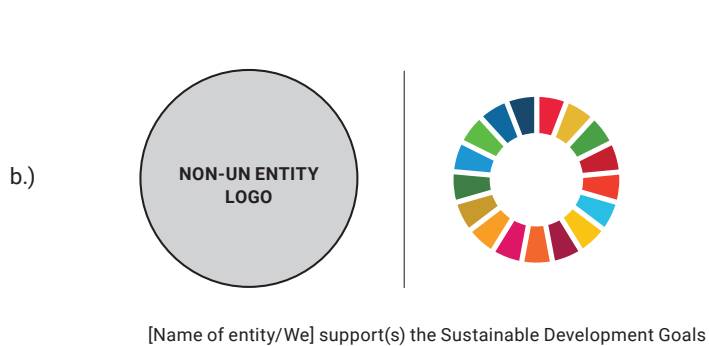


FOR COMMERCIAL PURPOSES



SDG LOGO FOR NON-UN ENTITIES PAIRING

USAGE LOGO: PAIRING



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: Version2 and/or SDG colour wheel and the logo of the non-UN entity allowed without the requisite text as per example

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

DON'TS

USAGE LOGO: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT place colour wheel in a coloured box



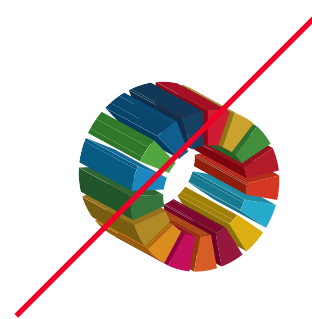
DO NOT add drop shadows



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.

SDG COLOUR WHEEL

DON'TS

USAGE LOGO: DON'TS



DO NOT place the icons on the colour wheel



DO NOT place the icon inside the colour wheel



DO NOT place the SDG logo inside the colour wheel



DO NOT reposition/rearrange elements of the colour wheel



DO NOT place entity's logo inside the colour wheel

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

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 PAIRING

FOR ENTITIES WITHIN UN SYSTEM

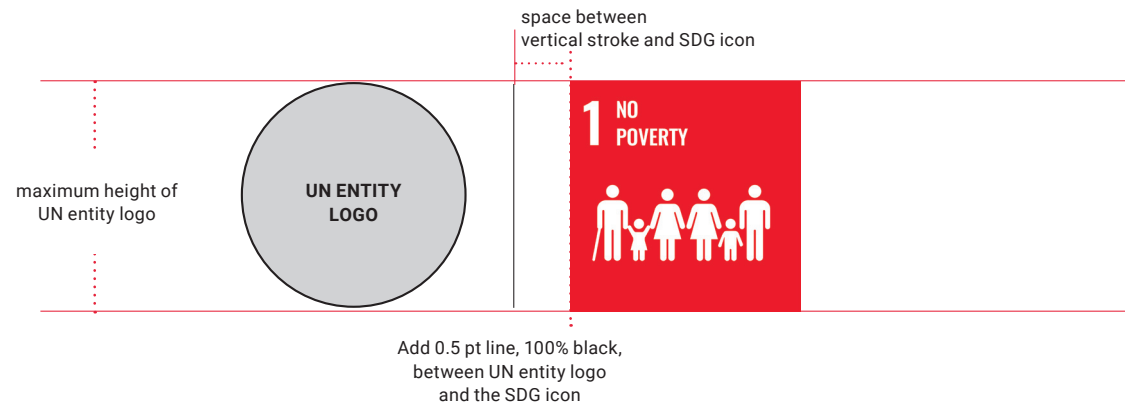
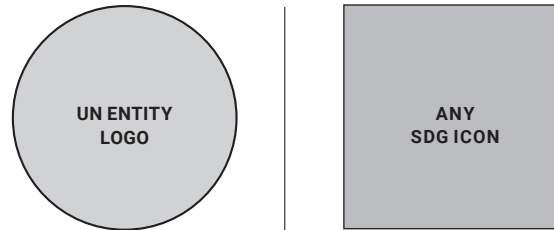
USAGE LOGOS: ENTITY WITHIN THE UN SYSTEM + VERTICAL SDG LOGO WITH UN EMBLEM + SDG ICON(S)



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



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

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.

TYPOGRAPHY

TYPOGRAPHY

FOR ICONS

OSWALD

OSWALD – MEDIUM

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

OSWALD – SEMIBOLD

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

OSWALD font is usually used for headline and titles.

TYPOGRAPHY

FOR SDG LOGO

ROBOTO

ROBOTO – BOLD

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

ROBOTO – BLACK

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

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

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.

In January 2018, the United Nations launched 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

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



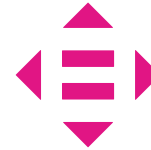
8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



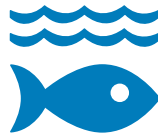
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND 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

#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

#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

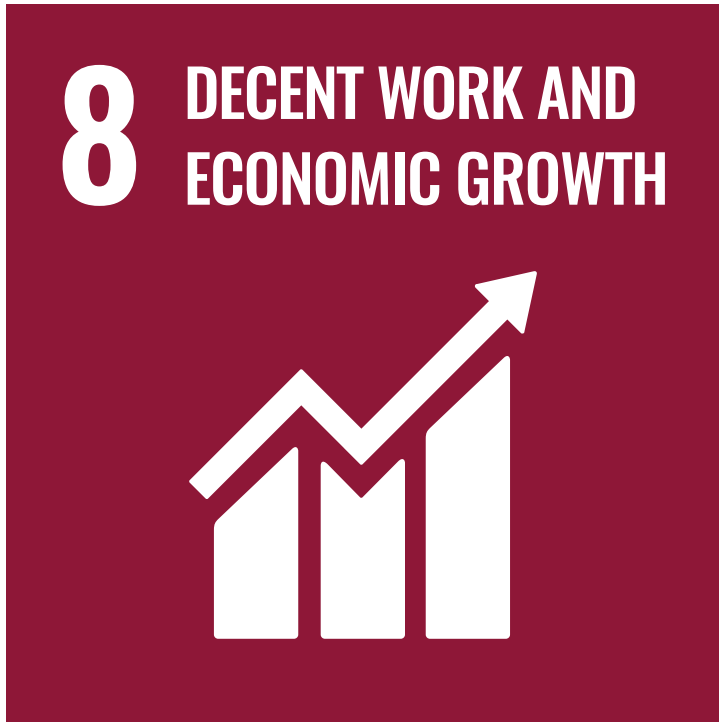
C O M 31 **Y** 100 **K O**

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

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

In January 2018, the United Nations launched 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



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, 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

#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 USAGE: DON'TS



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.

ICONS DON'TS

ICON USAGE: DON'TS



**DO NOT mix, match or group select
SDG icons into arbitrary clusters***



**DO NOT use SDG icon graphic
outside of the icon**

These additional treatments are not permitted.

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

COLOURS

COLOURS

SDG LOGO AND ICONS

COLOUR DEFINITIONS

 <p>1 NO POVERTY</p>	<p>RED</p> <p>PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B</p>	 <p>2 ZERO HUNGER</p>	<p>MUSTARD</p> <p>PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A</p>	 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>KELLY GREEN</p> <p>PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38</p>	 <p>4 QUALITY EDUCATION</p>	<p>DARK RED</p> <p>PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D</p>	 <p>5 GENDER EQUALITY</p>	<p>RED ORANGE</p> <p>PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21</p>
 <p>6 CLEAN WATER AND SANITATION</p>	<p>BRIGHT BLUE</p> <p>PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2</p>	 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>YELLOW</p> <p>PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>BURGUNDY RED</p> <p>PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942</p>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>ORANGE</p> <p>PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925</p>	 <p>10 REDUCED INEQUALITIES</p>	<p>MAGENTA</p> <p>PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367</p>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>GOLDEN YELLOW</p> <p>PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>DARK MUSTARD</p> <p>PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E</p>	 <p>13 CLIMATE ACTION</p>	<p>DARK GREEN</p> <p>PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44</p>	 <p>14 LIFE BELOW WATER</p>	<p>BLUE</p> <p>PMS: 7461C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9</p>	 <p>15 LIFE ON LAND</p>	<p>LIME GREEN</p> <p>PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B</p>
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>ROYAL BLUE</p> <p>PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>NAVY BLUE</p> <p>PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A</p>	 <p>LOGO BLUE</p> <p>PMS: 2925 C C 80 M 20 Y 0 K 0 R 0 G 158 B 219 HEX: 009EDB</p>					

Do not alter the colours of the SDG icons.