



# **SUSTAINABLE DEVELOPMENT GOALS**

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

**UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATIONS**

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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 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](mailto: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

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# SDG LOGO FOR NON-UN ENTITIES

## VERTICAL LOGO

LOGO

7

### 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

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### USAGE LOGO: WHITE VERSION

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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)

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# 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

LOGO

10

USAGE LOGO: VERTICAL SDG LOGO



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

# SDG LOGO FOR NON-UN ENTITIES

## HORIZONTAL LOGO

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### USAGE LOGO: COLOUR VERSION

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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

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### USAGE LOGO: WHITE VERSION

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The image shows a large black rectangular background. Centered within this background is the text "SUSTAINABLE DEVELOPMENT GOALS" in white, bold, uppercase letters. The word "GOALS" is significantly larger than "SUSTAINABLE DEVELOPMENT". The letter 'O' in "GOALS" is replaced by a circular icon consisting of a black outer ring and a white inner circle with radial lines, resembling a gear or a sun.

**SUSTAINABLE  
DEVELOPMENT GOALS**

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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)

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# SDG LOGO

FOR NON-UN ENTITIES

## HORIZONTAL LOGO

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**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

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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

---

#### 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 LOGO: PAIRING

a.)



[Name of entity/We] support(s) the Sustainable Development Goals



b.)



[Name of entity/We] support(s) the Sustainable Development Goals



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



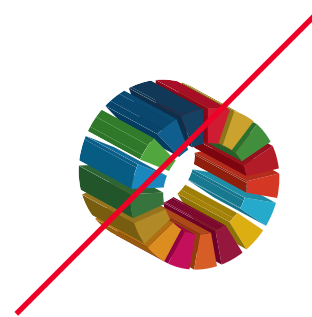
DO NOT add drop shadows



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 ele-  
ments 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

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# SDG LOGO FOR ENTITIES WITHIN UN SYSTEM

## VERTICAL LOGO

LOGO

23

### 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

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### USAGE LOGO: WHITE VERSION

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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)

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# 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.

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# 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

LOGO

27

### 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)

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# SDG LOGO

FOR ENTITIES WITHIN UN SYSTEM

## HORIZONTAL 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 ENTITIES WITHIN UN SYSTEM

## 6 OFFICIAL LANGUAGES

LOGO

30

USAGE LOGO: HORIZONTAL SDG LOGO



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

# 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

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# SDG LOGO PAIRING

## FOR ENTITIES WITHIN UN SYSTEM

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



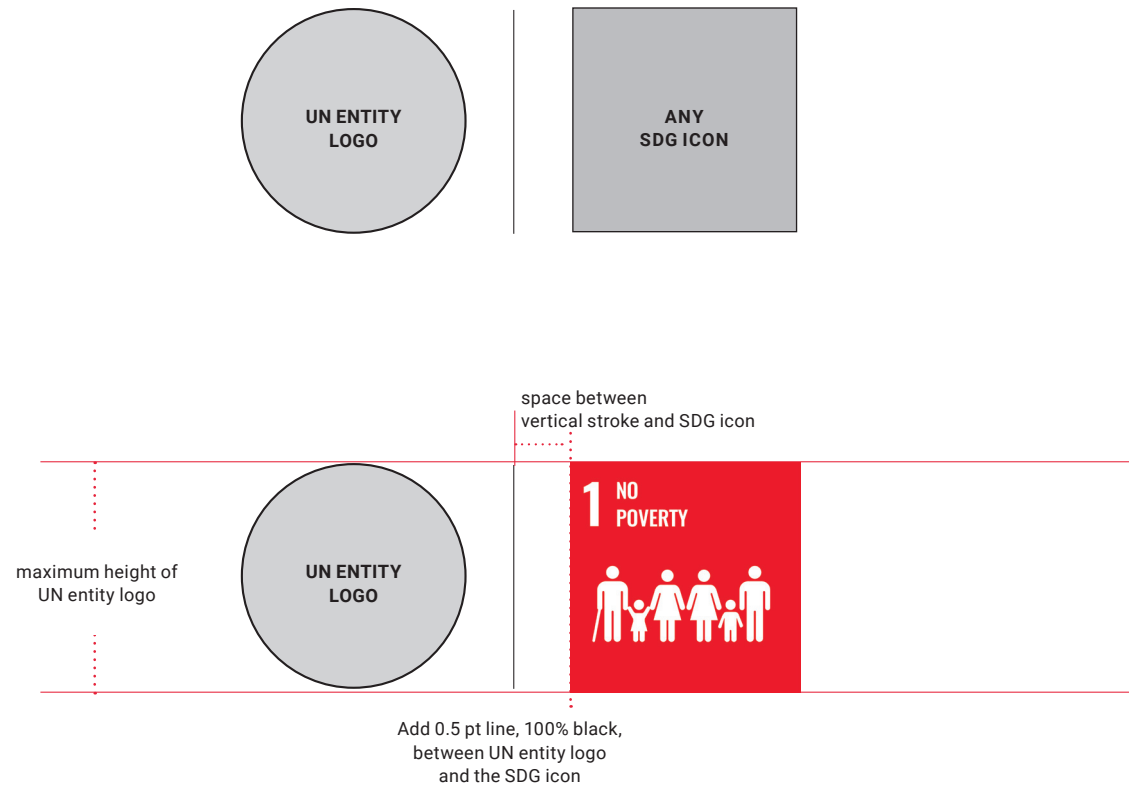
For entities within the UN System, pairing is permitted for the SDG logo which includes the UN emblem, and the SDG icon(s).

# 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

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# TYPOGRAPHY

## FOR ICONS

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### OSWALD

#### OSWALD – MEDIUM

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

#### OSWALD – SEMIBOLD

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

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OSWALD font is usually used for headline and titles.

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# TYPOGRAPHY

## FOR SDG LOGO

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### ROBOTO

#### ROBOTO – BOLD

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

#### ROBOTO – BLACK

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

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ROBOTO 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.

*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



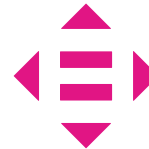
**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



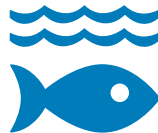
**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**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.

## #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

## #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

## #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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## #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

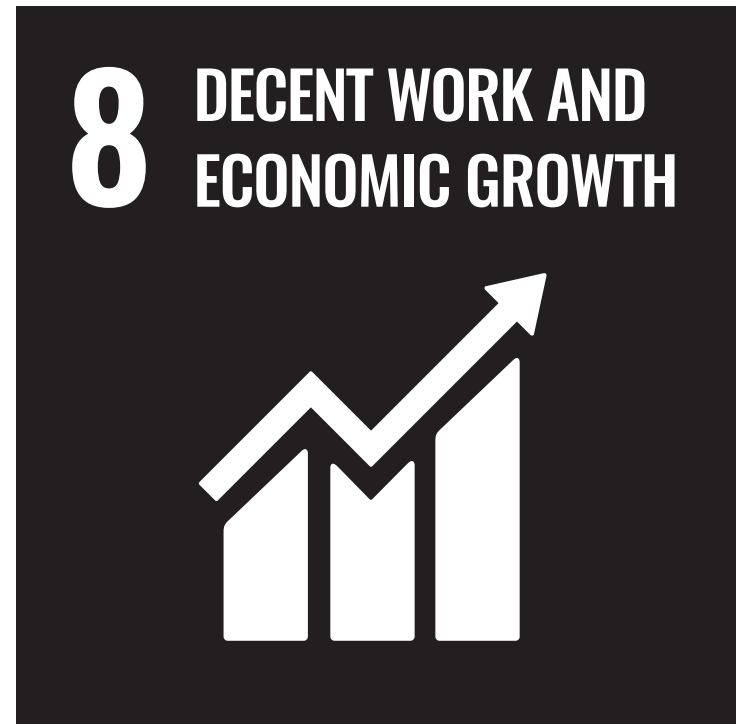
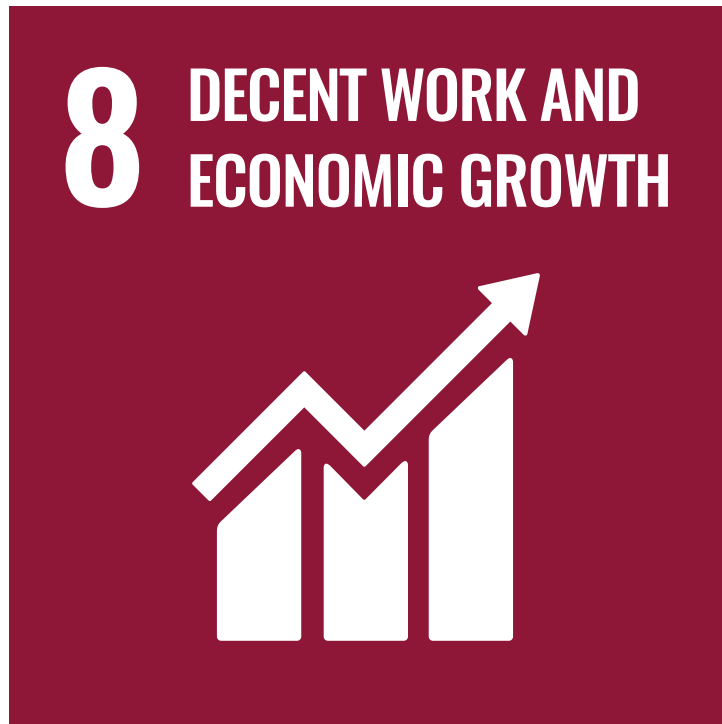
C 0 M 31 Y 100 K 0

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

## #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*

## #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

## #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

## #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

## #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



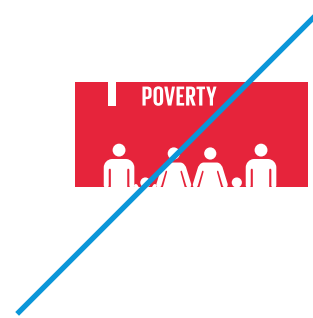
DO NOT stretch/squash/distort



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

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



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

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These additional treatments are not permitted.

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

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# COLOURS

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# COLOURS

## SDG LOGO AND ICONS

### COLOUR DEFINITIONS

 <p><b>1 NO POVERTY</b></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 ZERO HUNGER</b></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 GOOD HEALTH AND WELL-BEING</b></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 QUALITY EDUCATION</b></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 GENDER EQUALITY</b></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 CLEAN WATER AND SANITATION</b></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 AFFORDABLE AND CLEAN ENERGY</b></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 DECENT WORK AND ECONOMIC GROWTH</b></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 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></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 REDUCED INEQUALITIES</b></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 SUSTAINABLE CITIES AND COMMUNITIES</b></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 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></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 CLIMATE ACTION</b></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 LIFE BELOW WATER</b></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 LIFE ON LAND</b></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 PEACE, JUSTICE AND STRONG INSTITUTIONS</b></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 PARTNERSHIPS FOR THE GOALS</b></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>						
 <p><b>SUSTAINABLE DEVELOPMENT GOALS</b></p>									<p><b>LOGO BLUE</b></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.