

Global Compact for Migration

BRAND GUIDELINES

VERSION 1.2



Initiated by the United Nations

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Use of the Logo

These guidelines establish the new identity of the Global Compact for Safe, Orderly and Regular Migration (GCM) and provide guidelines for designers and communicators working with the brand. THESE GUIDELINES MUST BE PROVIDED TO REQUESTERS.

I. DESCRIPTION

The United Nations has commissioned a GCM logo to graphically promote awareness of the global compact for migration to be adopted by the Member States of the United Nations at the Intergovernmental Conference to adopt a Global Compact for Safe, Orderly and Regular Migration in the fall/autumn of 2018.

II. USE OF THE GCM LOGO

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System, and Member States, may use the logo 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. However, for reporting purposes, DPI should be informed of events and information materials for which the GCM logo is being used including, inter alia, publications, posters, brochures, and videos. 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 GCM logo. Non-UN entities, including intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the GCM logo in accordance with the requirements outlined below and provided that each entity submits the required documentation.

Use of the Logo

The GCM logo is intended for informational purposes only. Informational uses are those that are primarily illustrative and not intended to raise funds. The logo should not be used for the promotion of products or services or for any fundraising activities.

III. LENGTH OF USE OF THE GCM LOGO

Unless otherwise advised by the United Nations by general or specific notice, the GCM logo may be used from 1 November 2017 to 31 December 2018. This period refers to the timeframe for the development of the GCM.

IV. LIABILITY

All entities wishing to use the GCM logo must agree to the following provisions:

- The entity confirms that it will use the GCM logo as permitted by these guidelines.
- The United Nations does not assume any responsibility for the activities of the entity.

V. DISCLAIMER

The use of the GCM logo 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 GCM logo 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 GCM logo into non-UN official languages.

VI. INQUIRIES AND PERMISSIONS

Please send inquiries to: gcmigration@un.org

Masterbrand

Set in the colours of the Sustainable Development Goals, the GCM logo is composed of human figures set in a circular shape. The logo concept represents a movement of people standing together in an orderly fashion and in solidarity.



Global Compact
FOR **Migration**

Logo Variations

VERTICAL

For use where horizontal space is limited
(centered and left justified)



Global Compact
FOR **Migration**



Global Compact
FOR **Migration**

100% Black

For use only in highly restricted formats, where only grayscale or one-colour reproduction is available



Global Compact
FOR **Migration**

100% White

For use only in highly restricted formats, where only grayscale or one-colour reproduction is available



Global Compact
FOR **Migration**

Translations

Logo is available in the
United Nations official languages

English



Global Compact
FOR Migration

Arabic



الاتفاق العالمي
بشأن الهجرة

French



Pacte mondial
pour les migrations

Chinese



移民问题
全球契约

Spanish



Pacto Mundial
PARA LA Migración

Russian



Глобальный договор
о миграции

Logo Pairing

The GCM logo should always appear, wherever possible, with supporting or partner logos.

For every brand use, given the close link with the United Nations and the Sustainable Development Goals, the UN Emblem and the SDG logo and where possible the SDG#10 icon should be paired with the GCM logo.



Logo Misuse

Some sensible things to avoid when using the GCM logo.



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Correct usage of the logo



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Don't re-color the logo



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Don't re-arrange elements of the logo



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Don't distort the logo



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Don't rotate the logo

Logo Colours and Font



BRIGHT BLUE
PMS: 638 C
C 82 M 7 Y 0 K 0
R 38 G 189 B 226
HEX: 26BDE2



YELLOW
PMS: 1235 C
C 0 M 31 Y 100 K 0
R 252 G 195 B 11
HEX: FCC30B



MAGENTA
PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367



ROYAL BLUE
PMS: 7461 C
C 96 M 41 Y 6 K 0
R 0 G 124 B 187
HEX: 007DBB



ORANGE
PMS: 1375 C
C 0 M 45 Y 96 K 0
R 253 G 157 B 36
HEX: FD9D24



GREEN
PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B



NAVY BLUE
PMS: 294 C
C 100 M 86 Y 29 K
R 25 G 72 B 106
HEX: 19486A



RED
PMS: BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21

Global Compact FOR Migration



NAVY BLUE
PMS: 294 C
C 100 M 86 Y 29
R 25 G 72 B 106
HEX: 19486A

Font

Semplicita Pro / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*&%\$#!\1234567890

Elements

The logo itself has created several graphic elements which can be used as supporting graphics for sign systems and products.



Products

Some examples of the brand in use across various applications.



Branding and Graphic Design Unit

Department of Public Information
United Nations (New York)

