



In the Global Compact for Safe, Orderly and Regular Migration, Member States decided that the International Migration Review Forum will serve as the primary intergovernmental global platform to discuss and share progress on the implementation of all aspects of the Global Compact, including as it relates to the 2030 Agenda for Sustainable Development, and with the participation of all relevant stakeholders.

Concept

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.



In July 2021, UN Network members were asked to vote for their preferred IMRF logo. Two thirds of participants voted in favor of the logo below. Inspired by that of the GCM, the logo symbolizes the movement of people and puts the GCM in motion.



Official Logo



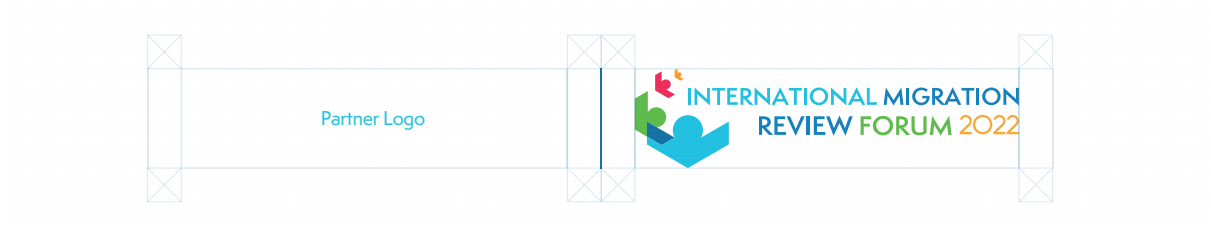
Secondary Logos



Logo Variations



Logo Pairing



Example



Double logo with partner logo



Example



Font / Semplicita Pro

AbCdEfGhIj

0123@#&\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890
abcdefghijklmnopqrstuvwxyz!"\$%&/'()=?

Color Palette



C 000 R 245
M 045 G 157
Y 096 B 008
K 000

Hex Code
#f59d08



C 075 R 062
M 004 G 166
Y 100 B 053
K 000

Hex Code
#3ea635



C 096 R 000
M 041 G 118
Y 006 B 184
K 000

Hex Code
#0076b8



C 006 R 221
M 098 G 009
Y 009 B 121
K 000

Hex Code
#dd0979



C 000 R 251
M 031 G 184
Y 100 B 000
K 000

Hex Code
#fb800



C 082 R 000
M 007 G 167
Y 009 B 215
K 000

Hex Code
#00a7d7



C 100 R 031
M 086 G 050
Y 029 B 098
K 023

Hex Code
#1f3262



C 000 R 230
M 090 G 051
Y 094 B 029
K 000

Hex Code
#e6331d

Event Hashtag



#MIGRATION2022

Design Element

Element

Quote/slogan



**MAKING
MIGRATION
WORK FOR ALL**

Letter
Envelope



Pen



Ceramic
Mugs



Mugs



Mobile device
backgrounds

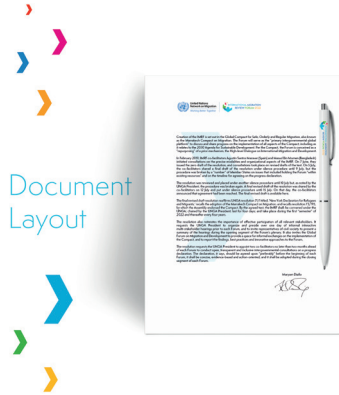
Document holder



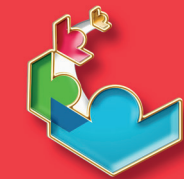
Tote Bag



Document Layout



Notebook



Enamel Metal Pins

USB Drive



Pins



Graphic Styles



#MIGRATION2022



#MIGRATION2022



Nametag





Polo





Brand Guidelines

October 2021

Please send inquiries to: fkim@iom.int