



GenUN

Branding Guidelines for Partners

THE LOGO

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THE LOGO — symbol & usage

Using the logo correctly is extremely important in maintaining the spirit of the identity. Please adhere to these guidelines.

The logo can be used as follows:

BLACK LOGO
on white background



→ use **ONLY** in black and white printouts (ie. official letters)

COLOURFUL LOGO
on white background



→ use this logo only on a white background

WHITE LOGO
on UN blue background



→ use the white logo **ONLY** on a UN blue background, in print or web

UN BLUE LOGO
on white background



→ use this logo in print or on the web **ONLY** and **ONLY** on a white background

UN blue



CMYK: 68 34 0 0
RGB: R74 G145 B218
HEX: #4A91DA
PANTONE: 279 C

THE LOGO — application

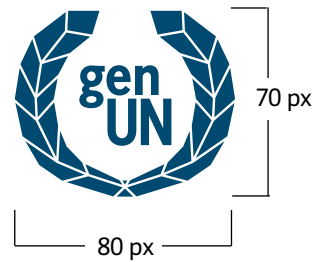
Minimum size

The logo should not appear smaller than 20 mm on printed material, and no smaller than 80 × 70 pixels on the web.

print:



web:



Safety zone

It is important to keep the immediate area around the logo clear to aid recognition and visual clarity. The height of the letter “N” in the logo should be used to determine the safety zone around the logo.



Logo lock-up

When the logo appears with partner logos, make sure to keep enough space between them and align as see fit.



THE LOGO — incorrect usage

To preserve the integrity of the brand, refrain from changing the logo in any way. Some examples of incorrect usage are to the right.

Do NOT remove elements



Do NOT tilt the logo



Do NOT outline elements



Do NOT change the colour of individual elements



Do NOT reposition or rescale elements



Do NOT outline the colourful version



Do NOT use the colourful version of the logo on a strongly coloured background



Do NOT use dark logo on dark / busy background



Do NOT use light logo on light / busy background





Designed by:

cStreet Campaigns

WEB: cstreet.ca

MAIL: josh@cstreet.ca

PHONE: 416.837.7918