



*Empowered lives.  
Resilient nations.*

# UNDP BRAND MANUAL

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Dear colleagues,

The **new corporate tagline** is part of our effort to strengthen the positioning of UNDP and better explain to external audiences our drive for transformational change, aimed at helping to build better lives for those we serve.

The new **tagline** of UNDP, which we unveiled earlier this year, is "Empowered lives. Resilient nations."

A tagline is not an all-encompassing explanation of our work. It is, however, a useful framework to explain UNDP's approach in working with people to build their skills and expand the knowledge they need to improve their own lives, as well as helping nations withstand crisis, and drive and sustain the kind of growth which improves the quality of life for each and every one.

By applying our logo and tagline correctly, we can help to demonstrate that we are indeed one organization offering a consistent level of quality and best practices around the world. And we are all committed to empowering lives and building more resilient nations.

A handwritten signature in blue ink that reads "Helen Clark". The signature is fluid and cursive.

Helen Clark  
Administrator  
December 2011



*Empowered lives.  
Resilient nations.*

### The UNDP Logo

The UNDP logo is the combination, in one fixed-size relationship, of the United Nations emblem and the letters “UNDP/PNUD”. The UNDP logo is the keystone element of the identity programme and should be used to represent the entire organization.

In practical terms, the deep blue colour and solid rectangular shape make the logo strong and distinctive. It is designed for easy application to the variety of print and online materials that represent UNDP and its world of development experience.

The examples on p. 3 show the logo and tagline variations in the six UN official languages.

See p. 8 for colour specifications.

Note that the UN emblem and the UNDP letters appear in white in almost all uses. For photocopying, newspaper advertising and other situations where colour is not available, the logo can appear in black.

An outlined version is provided for use when a lighter, more delicate version is appropriate, and when the logo is placed on a UNDP blue background.

Whatever the application of the logo, the UNDP logo should always be reproduced from official artwork and should always incorporate the new tagline. **DO NOT RE-DRAW THE LOGO.** All language versions are available on the UNDP Tagline Portal: <https://intranet.undp.org/unit/pb/communicate/tagline/SitePages/Home.aspx>

### ■ About the new UNDP tagline

The UNDP’s new tagline is:

**Empowered lives. Resilient nations.**

### ■ Core branding messages

#### Core Concept

UNDP helps empower lives and build resilient nations.

#### Boilerplate description of UNDP:

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Rationale for this tagline:

- Delivers a concrete, and emotionally resonant description of “human development.”
- Focuses on the inspiring outcome of our work instead of the process.
- Underscores UNDP’s brand differentiator: the sheer scale of the work, which has the power to create national-level transformation.
- Builds a bridge between individual, personal outcomes (empowered lives) and systems change required (resilient nations) for sustained improvements.
- “Empowered” means enlarging people’s choices in life, including the range of all they can achieve.
- “Resilient” means the strength to resist shock, manage crisis and grow stronger.

## Logo and Tagline



*Empowered lives.  
Resilient nations.*

### In different languages (French, Spanish, Arabic, Russian, Chinese)



*Au service  
des peuples  
et des nations*



*Al servicio  
de las personas  
y las naciones*



شعوب متمكنة.  
أمم صامدة.



Полноправные люди.  
Устойчивые страны.



民强国盛

**Preferred versions**



**On dark backgrounds**



**On photographs**

**Black and white version**



*Empowered lives.  
Resilient nations.*



*Au service  
des peuples  
et des nations.*

**When colour is not an option**

**Optional white outline version can only be used over the UNDP blue or black.**



**On photographs**

## Incorrect Usage of the Logo and Tagline

A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The incorrect examples on this page illustrate some common errors that should be avoided. Such misuses will undermine UNDP's efforts to project a unified image.



Do not distort the shape of the logo



Do not change the **font** of the tagline



Do not rearrange the logo horizontally



Do not change the style or colour of the letters



Do not use the outline version over a photo. Instead use a blue or black logo version



Do not add an outline to the logo

### Policy on UNDP Logo and Tagline Use

1. There are **only two versions of the UNDP logo**: UNDP (English) and PNUD (French/ Spanish). However, the tagline of “Empowered lives. Resilient nations.” is available in all UN languages (French, Spanish, Russian, Arabic, Chinese) as well as Japanese for use by all UNDP offices. The UNDP tagline portal can be found here: <https://intranet.undp.org/unit/pb/communicate/tagline/SitePages/Home.aspx>
2. The UNDP logo and tagline must always appear together in the appropriate language.
3. Each UNDP Country Office will decide for itself which language version of the logo (UNDP or PNUD) and tagline to use, based on the country-specific circumstances.
4. UNDP Country Offices should no longer place the name of the individual country under the logo. That space is now reserved for the new tagline.
5. All Headquarters bureaux and units will use the UNDP logo and new tagline as their only logo. There should not be any separate or stand-alone logos used. The new tagline reinforces what UNDP stands for. There are no exceptions to this rule.

#### **PUBLICATIONS AND OTHER PRODUCTS:**

6. On all print publications, including brochures and flyers, the UNDP logo and tagline should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, the logo would be placed on the upper left corner). The name of the organization must be spelled out in full in the appropriate languages (for e.g. United Nations Development Programme) and placed on the front cover of the publication/product.
7. UNDP Country Offices must write out the full name, "United Nations Development Programme," in any appropriate local language, on publications, stationery, signs or elsewhere, regardless of whether they use the "PNUD" or "UNDP" logo.
8. When producing a publication with other partners, all logos must be placed on the same line either at the bottom or at the top of the front cover of the publication. All logos should be visually equal; no one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule.
9. Logos of commercial publishing houses should be placed discreetly on the back cover of a publication, on the spine or on the inside pages of the publication e.g. the global Human Development Report. The use of commercial publishing houses is normally related to publications for sale.
10. For partnerships such as the Global Environment Facility and the Montreal Protocol, the UNDP logo and new tagline must be used with partner logos.



11. Any UNDP field project must carry the UNDP logo and new tagline as its only logo; use of any other logo will dilute the UNDP brand. If required, the name of the project should be spelled out in full and placed next to the logo (not under it because that space is reserved for the new tagline). If the project is managed with a partner, which needs to be acknowledged visually, the UNDP logo and new tagline should be used in conjunction with the logo of the other partner(s) only.

**STATIONERY:**

12. On UNDP Regional and Policy Bureau letterheads, the UNDP logo and tagline must always be on the right hand side of the page. The name of the bureau, regional office is spelled out in full and placed on the top left-hand side under the name of the organization, in the appropriate language. This protocol also applies to specialized offices such as the Oslo Governance Centre, Brazil's International Policy Centre for Inclusive Growth and UNDP Regional Centres. The branding font – Myriad Pro – is available for download in the tagline portal. The related templates can be downloaded also from the same portal.

In general, avoid crowding the name or any other element too closely around the logo and tagline: leave clear space around the logo and tagline to increase its impact.

**Any request for exceptions to these rules should be made directly to the UNDP Brand Manager, Abdel-Rahman Ghandour ([abdel-rahman.ghandour@undp.org](mailto:abdel-rahman.ghandour@undp.org)) in the Office of Communications, Bureau for External Relations and Advocacy, New York.**

## Typography

The typeface family “Myriad Pro” has been selected for the lettering of the logo and the country name, and is also the typeface for all stationery and for headlines and titles on printed materials such as covers and posters. “Myriad” is available in a range of weights and works well in text and display sizes.

Extensive use of this typeface enhances and strengthens the UNDP identity and is an integral part of the corporate visual system. The “Myriad” family can be purchased online from the Adobe Type Library at [www.adobe.com/type](http://www.adobe.com/type) and is available for PC and Mac.

The Bureau of Management has purchased Myriad font licenses for UNDP use. See the UNDP Tagline portal on Sharepoint to download the fonts required. When Myriad font does not have the characters required for your local language please use either Arial or Helvetica.

### Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### *Myriad Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

### ***Myriad Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Samples of “Myriad” typeface family

#### 20 Point Arial

سيصدر تقرير التنمية البشرية لعام ٢٠٠٢ يوم ٢٤ تموز/يوليه. والتقارير  
والملف الصحفي محظور نشرهما حتى الساعة الواحدة بتوقيت غرينتش من  
صباح ذلك اليوم.

#### 20 Point Traditional

سيصدر تقرير التنمية البشرية لعام ٢٠٠٢ يوم ٢٤ تموز/يوليه. والتقارير  
والملف الصحفي محظور نشرهما حتى الساعة الواحدة بتوقيت غرينتش من صباح ذلك اليوم.

Sample of recommended Arabic scripts

### Colour Specifications

Please refer to the chart for the colour specifications for UNDP blue when reproducing the logo.

Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used.

While the formulas on this page serve as an important guide, whenever possible the printer should be given a colour sample to match.

JPEG and PNG files are typically specified RGB and are recommended for use in presentations including PowerPoint.

Printing inks	
Match colour	Pantone PMS (Pantone Matching System 293)
Match colour	Toyo Ink CF 0414
Four colour process printing	C100 M57 Y0 K2

Electronic	
RGB	R0 G51 B153
Websafe hexadecimal	#003399

#### ■ Environmental impact of printing

All by-products of the printing process adversely affect the environment.

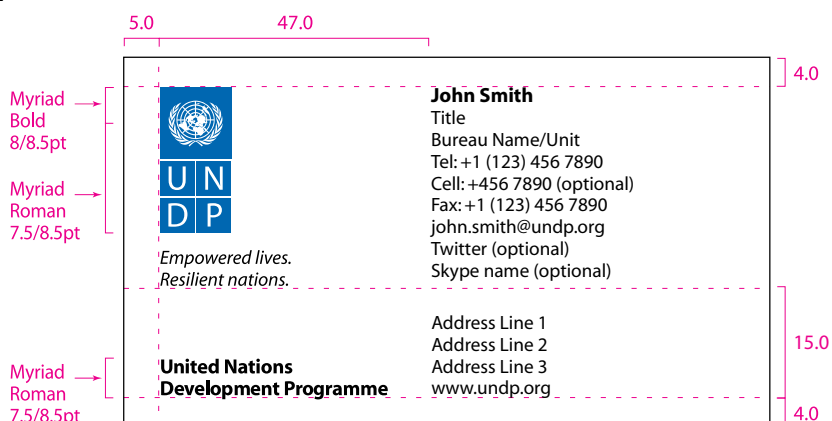
It is recommended that, when available and economically feasible, recycled papers and vegetable inks be used to lessen that impact.

## Logo Applications

The basic stationery items shown were carefully developed into a system. The typing format is an integral part of the total design and, when followed, complements and completes the design of the stationery items. Templates for all stationery items are available in the UNDP Tagline Portal on Sharepoint.

### ■ Business card

#### In English



#### In French



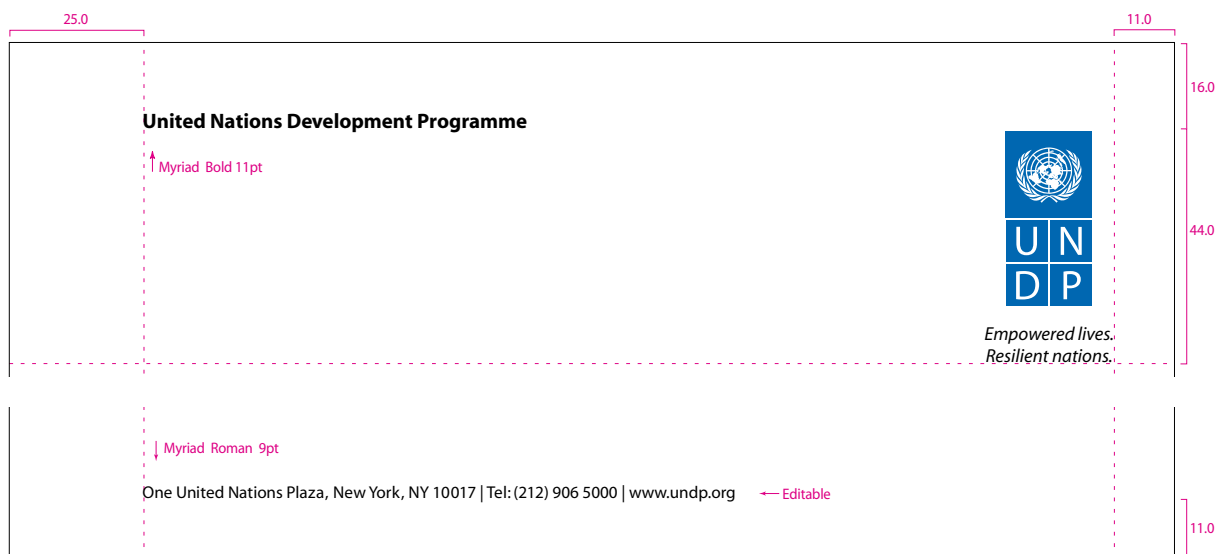
#### Business card specifications are for 3.5" x 2" (89.0 x 51.0)

(shown here at 100% of actual size, all measurements in millimetres)

The country name will appear in the address block. No other logos should be added to the card.

- Logo prints 100% PMS 293
- Text prints 100% black
- Printing process: offset printing, not thermography or engraving
- Magenta guides do not print

## ■ Letterhead: Headquarters



The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website.

*Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.*

## ■ Letterhead: Regional and Policy Bureaux



## ■ Letterhead: Country Office

### Preferred version

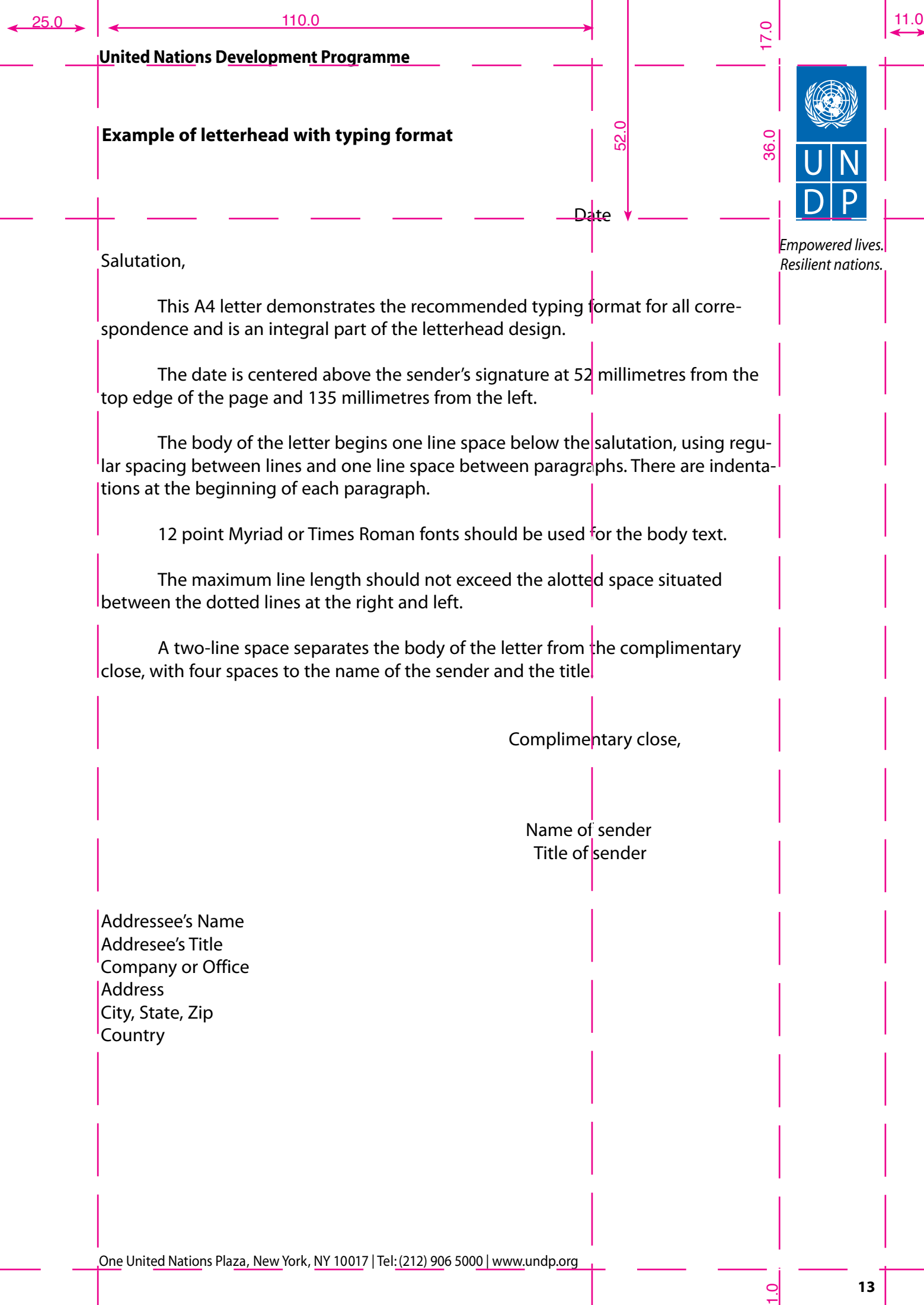


The address line has been developed in the template such that each Country Office, regional office or bureau may adapt it to meet their individual needs. This includes using the URL for their local UNDP website.

*Please note: This section can also include the corporate twitter and/or Facebook account. However, Individual Country Offices, regional offices and bureaux are discouraged from using their local twitter and Facebook pages unless that page is updated regularly and meets the standards of the corporate accounts.*

### Acceptable version





United Nations Development Programme

**Example of letterhead with typing format**



*Empowered lives.  
Resilient nations.*

Date

Salutation,

This A4 letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

The date is centered above the sender's signature at 52 millimetres from the top edge of the page and 135 millimetres from the left.

The body of the letter begins one line space below the salutation, using regular spacing between lines and one line space between paragraphs. There are indentations at the beginning of each paragraph.

12 point Myriad or Times Roman fonts should be used for the body text.

The maximum line length should not exceed the allotted space situated between the dotted lines at the right and left.

A two-line space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

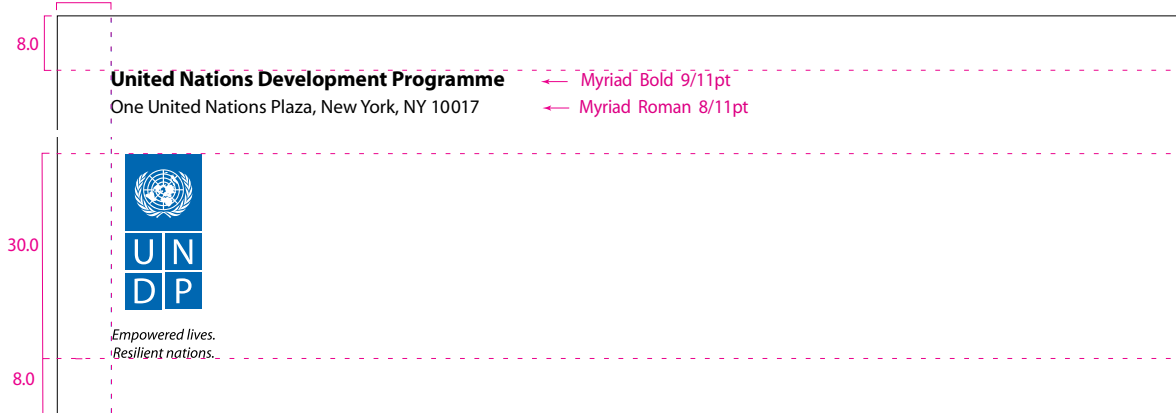
Complimentary close,

Name of sender  
Title of sender

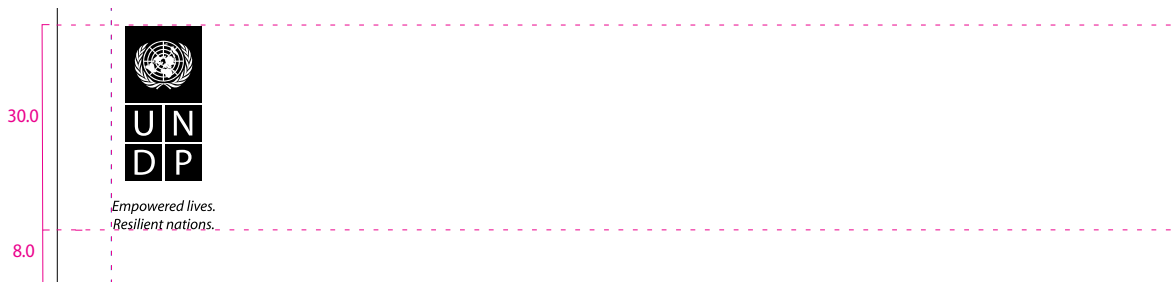
Addressee's Name  
Addressee's Title  
Company or Office  
Address  
City, State, Zip  
Country

Various envelope sizes are available in the UNDP Tagline Portal.

## ■ Envelopes: sample #10 envelope and 6 x9 envelope - Blue



## ■ Envelopes: sample #10 envelope and 6 x9 envelope - Black



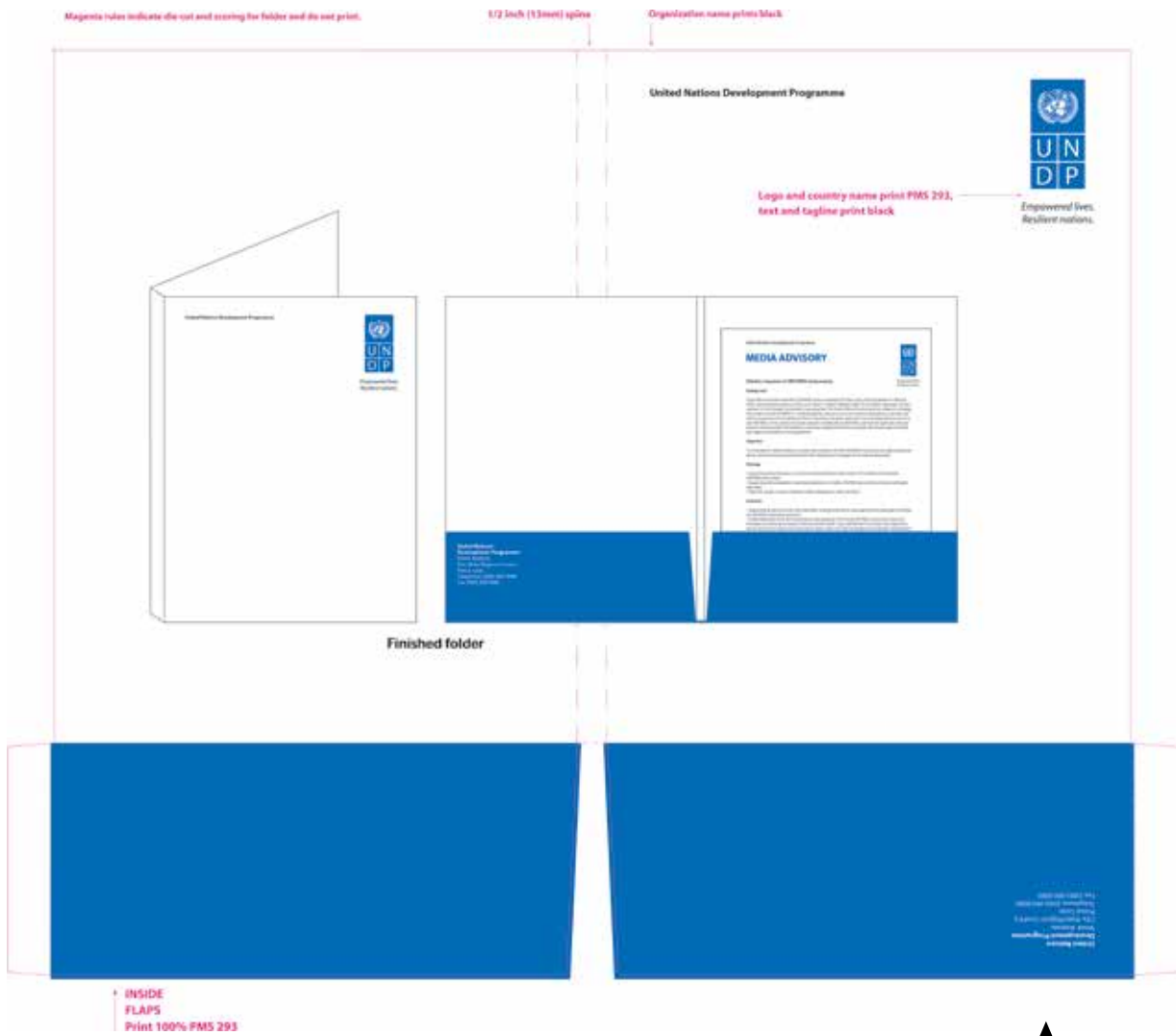
## ■ Envelopes: sample 12 x 15 Kraft envelope - Black



On envelopes other than white, logo and text should print black.

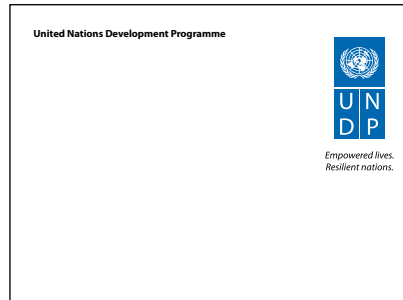


## ■ Corporate folders

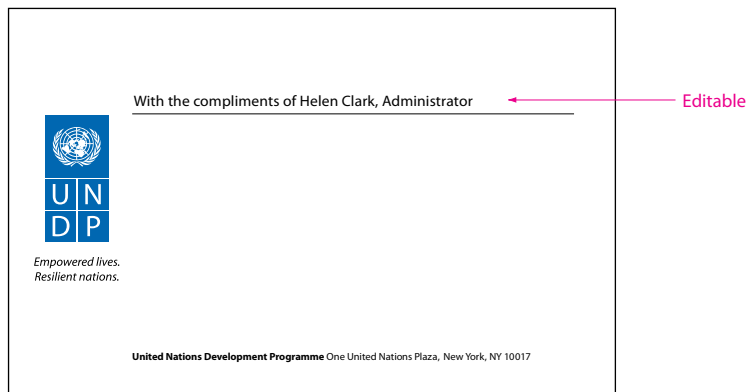


Since individual Country Offices are no longer listed underneath the logo, Country Offices can use the address section to highlight the country as well as the local address. ↗

## ■ Sticky Note



## ■ Compliment Slips



## ■ Job Ad

**United Nations Development Programme**


### Management for Development

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

An opportunity in UNDP's multi-cultural and dynamic headquarters in New York is that of Deputy Director of the Office of Finance and Administration (OFA). OFA is a dynamic and results-driven office which contributes to the global development agenda of UNDP by being a strong partner with other parts of UNDP, promoting clear and strong financial accountability, and monitoring compliance with UNDP's financial and administrative regulatory framework. OFA has made strides reengineering financial processes and continues to seek opportunities for further alignment with best practices in the financial arena. The Deputy Director must be experienced, energetic and highly motivated to oversee UNDP's global financial operations with more than US\$5 billion in annual income, provide oversight and support to financial accounting, budgetary, treasury and administrative operations, as well as being responsible for monitoring the management and automation of the financial and administrative resources of the organization and reengineering financial processes.

Interested candidates must have 12 years of managerial experience at a senior level and possess a Masters Degree in Business or Public Administration, Finance/Accounting or have an internationally recognized accounting designation (CPA or equivalent). Candidates with an internationally recognized accounting certification and audit experience in a large public auditing firm will have a distinct advantage.

*To learn more and apply for this and other positions please visit our site at:  
<http://jobs.undp.org/management>*



*Empowered lives.  
Resilient nations.*

### UNDP Boilerplate Text

The new boilerplate text to describe UNDP is shown below, in the official UN languages. This one paragraph description should be included in media advisories, press releases and publications. Please check the UNDP Tagline Portal for any updates to this text.

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

#### Texte standard du PNUD

- À utiliser dans les communiqués de presse, les avis aux médias et les publications

Le PNUD forge des partenariats à tous les niveaux de la société pour aider à construire des nations résilientes, afin de mener à bien une croissance qui améliore la qualité de vie de chacun. Présents dans plus de 170 pays et territoires, nous offrons une perspective mondiale et des connaissances locales au service des peuples et des nations.

#### Texto estándar del PNUD

- Para utilizar en los boletines de prensa, avisos a los medios y las publicaciones

El PNUD forja alianzas con todos los niveles de la sociedad para ayudar a construir naciones que puedan resistir las crisis; promueve y sostiene un tipo de crecimiento que mejora la calidad de vida de todos. Presentes sobre el terreno en más de 170 países y territorios, ofrecemos una perspectiva global y un conocimiento local al servicio de las personas y las naciones.

#### Описанием ПРООН

ПРООН сотрудничает с представителями всех слоев общества, оказывая помощь в государственном строительстве стран, с тем чтобы они могли противостоять кризису, и поощряя и поддерживая рост, ведущий к улучшению качества жизни каждого человека. Работая на местах в более чем 170 странах и территориях, мы предлагаем глобальное видение и локальные решения, содействующие более полноценной жизни людей и повышающие жизнестойкость государств.

#### Boilerplate text in Chinese

联合国开发计划署(UNDP)与社会各阶层人士结成伙伴，协助世界各国应对危机，推动改善全民生活品质的可持续增长。我们立足于全球至少 170 个国家和地区，提供全球视野和当地洞察，协助实现“民强国安”之理想。

#### Boilerplate text in Arabic

يعقد برنامج الأمم المتحدة شراكات مع مختلف الشعوب وعلى جميع مستويات المجتمع من أجل تعزيز قدرتها لمواجهة الأزمات والتكيف معها، ويدفع ويحافظ على النمو بهدف تحسين نوعية الحياة للجميع.

نحن موجودون في أكثر من 170 بلداً وإقليماً، ونعمل على توفير منظور عالمي ورؤية محلية ثاقبة لتمكين الشعوب وبناء أمم صامدة.


## Media Needs

The new boilerplate text to describe UNDP, at left, must be included at the bottom of all media advisories and press releases, in addition to the contact information of the respective office(s). As a general rule, media advisories should be different from press releases as shown below.

### ■ Media Advisory (with new boilerplate description)

United Nations Development Programme

**MEDIA ADVISORY**



*Empowered lives.  
Resilient nations.*

**Join the Online Press Briefing on the 2011 African Economic Conference:  
Towards a Green Economy**

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent.

This year, the Conference takes place in Addis Ababa, Ethiopia, during 25-28 October, in the run up to next month's UN climate change talks in Durban, South Africa and the 2012 Rio+20 Conference on sustainable development.

What: Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy

When: Friday 14 October 2011, 10:00am EST

Who: Mthuli Ncube, Chief Economist, African Development Bank (ADB)  
Pedro Conceição, Chief Economist, Regional Bureau for Africa, United Nations Development Programme (UNDP)  
Emmanuel Nnadozie, Director, Economic Development and NEPAD Division, United Nations Economic Commission for Africa (UNECA)

During the online press briefing the hosts will discuss the aims of the conference, specifically the continent's prospects for advancing sustainable development and boosting economic productivity by adopting greener growth paths.

To join the press briefing, participants are invited to register here: <http://www.apo-opa.org/en/application?vc=AfDB>; this service is FREE and only requires a computer connected to the internet.

Languages: English, French

Media contacts:  
ADB: Penelope Pontet: Tel: +216 71 10 12 50; +216 24 66 36 96; [p.pontetdefouquieres@afdb.org](mailto:p.pontetdefouquieres@afdb.org)  
UNECA: Sophia Deneke: Tel: +251 11 54450 98; [deneke@uneca.org](mailto:deneke@uneca.org)  
UNDP: Nicolas Douillet: Tel +1.212.906.5937; [nicolas.douillet@undp.org](mailto:nicolas.douillet@undp.org)

\*\*\* \*\*


*UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.*

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | [www.undp.org](http://www.undp.org)

## ■ UNDP Press Release

United Nations Development Programme

# PRESS RELEASE



**Join the Online Press Briefing on the 2011 African Economic Conference: Towards a Green Economy**

The annual African Economic Conference (AEC) is a major annual forum where high level officials, development actors, scholars and experts in economics and related subjects exchange knowledge and seek solutions for the challenges facing the African continent.

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Languages: English, French

Media contacts:  
ADB: Penelope Pontet: Tel: +216 71 10 12 50; +216 24 66 36 96; [p.pontetdefouquieres@afdb.org](mailto:p.pontetdefouquieres@afdb.org)  
UNECA: Sophia Deneke: Tel: +251 11 54450 98; [deneke@uneca.org](mailto:deneke@uneca.org)  
UNDP: Nicolas Douillet: Tel +1.212.906.5937; [nicolas.douillet@undp.org](mailto:nicolas.douillet@undp.org)

\*\*\* \*\*

*UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.*

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | [www.undp.org](http://www.undp.org)

## ■ Joint Press Release



# PRESS RELEASE



\*\*\* \*\*

*UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.*

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | [www.undp.org](http://www.undp.org)

## Email Signature

---

### ■ Headquarters



**Sigrid A.M. Kaag**  
Assistant Secretary-General and Assistant Administrator  
Bureau of External Relations and Advocacy  
United Nations Development Programme  
One United Nations Plaza, DC1-1928  
New York, N.Y. 10017  
[sigrid.kaag@undp.org](mailto:sigrid.kaag@undp.org)  
Tel: +1-212-906-5512, Cell: +1-917-288-6731,  
Fax: +1-212-906-5307

[www.undp.org](http://www.undp.org) Follow us:   



*Empowered lives.  
Resilient nations.*

### ■ Country Office



**Supaporn (Pearl) Daophises**  
Knowledge Management Associate  
UNDP Asia-Pacific Regional Centre  
United Nations Development Programme <Required>  
3<sup>rd</sup> Floor, UN Service Building  
Rajdamnern Nok Avenue, Bangkok, Thailand  
[supaporn.daophises@undp.org](mailto:supaporn.daophises@undp.org)  
Tel: +66 (0) 2304 9100 ext 1826  
Fax: +66 (0) 2280 2700

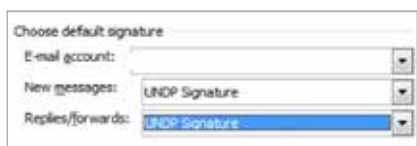
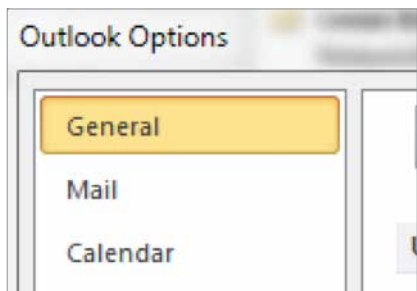
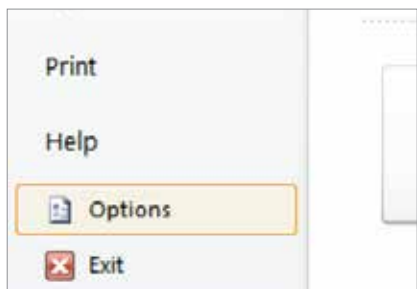
*Empowered lives.  
Resilient nations.*

<http://asia-pacific.undp.org> Follow us:   

*Please consider the environment before printing this email.*

*Please note:* The electronic signature currently includes the corporate twitter, Facebook and YouTube accounts. Individual Country Offices, regional offices and bureaus may use their local twitter and Facebook pages only if these pages are updated regularly and meet the standards of the corporate accounts.

## ■ Creating an email signature for UNDP (Outlook 2010)

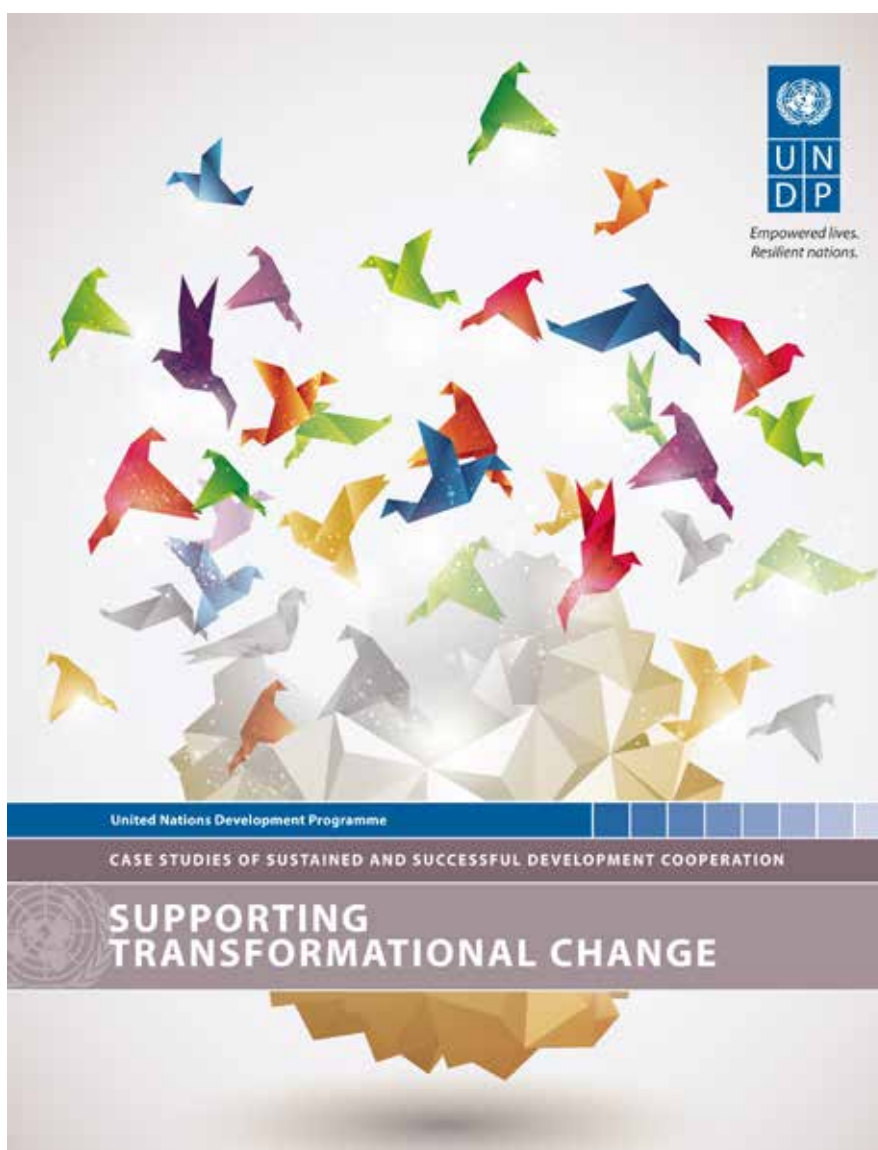


1. Edit the UNDP Email Signature Template file with your information using Microsoft Word.
2. When you are done making changes to the document hold down the CTRL button and press A to select all, then hold down the CTRL button and press C to copy the selected text.
3. Now open Outlook.
4. Click on the "File" tab in the upper left hand corner of outlook.
5. Click on "Options" on the left hand side of the window.
6. A new window will pop up.
7. Click on "Mail" in the upper left.
8. Click on the "Signatures" button on the right.
9. A new window will pop up. Click the "New" button and name your new signature "UNDP Signature", click "OK."
10. Click anywhere inside the empty box below "Edit Signature." Hold down the <CTRL> button and press V. Your signature should appear in the box. Check to make sure the information is accurate and click on the "Save" button.
11. Under "Default Signature", select "UNDP Signature" for both "New Messages" and "Replies/forwards."
12. Click the "OK" button to close the window. Click on the "OK" button to close the next window.
13. Your new email signature is now ready.

### Applying the Logo

#### ■ Publications

On magazines, reports, books, brochures and other publications, the UNDP logo should be placed at the top right-hand corner on the front cover of the publication. (In the case of Arabic language publications, logos would be placed on the upper left corner.) Placing the logo consistently in this position gives visibility to the logo; the publication will be easily identified as belonging to UNDP when placed on a rack; it will also be in keeping with the format adopted for press releases, media advisories and letterheads. (See examples on pages 17 & 18).

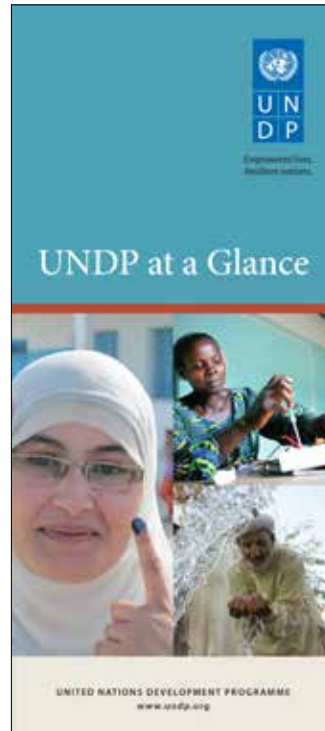


*The layout of the sample publication above is based on the template developed by the Bureau for Development Policy for Knowledge products. More information on these templates and their use can be found at:*

**<http://intra.undp.org/corporate-templates/>**



■ Additional products with correct logo placement

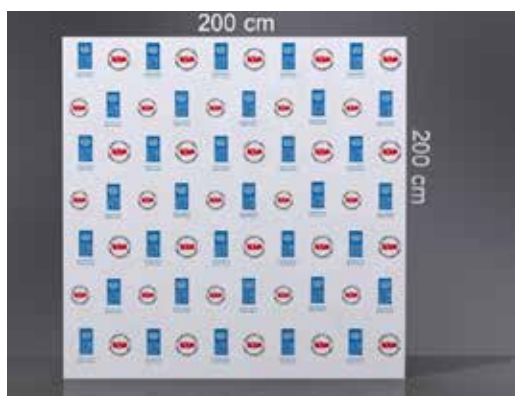


Corporate brochure

Poster



Stage backdrop with partner logo



Backdrop with partner logo

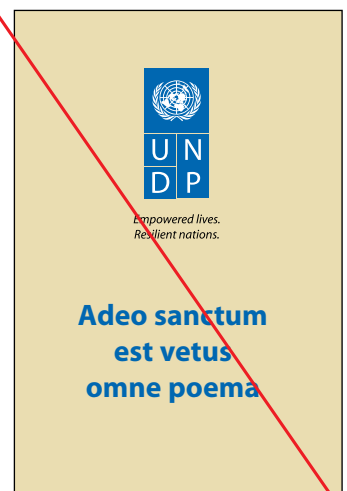
■ Examples of incorrect logo placement



Do not place logo on the bottom centre



Do not place logo on lower left



Do not place logo on the top centre

■ Results Sheet

This template/product is for use with donors and the quality control rests with the Office of Communications in NY

## UNDP Results

### Iraq



*Empowered lives.  
Resilient nations.*

#### Approach

The United Nations Development Programme (UNDP) has worked to support the Government and people of Iraq in their transition towards reconciliation, peace and stability since 1976 in the areas of democratic governance; poverty reduction; crisis prevention and recovery, and energy and environment. Since 2003, UNDP has also been supporting emergency physical rehabilitation projects and has been enhancing the quality of basic services, including water and electricity.

Most recently, UNDP contributed to strengthening the democratic process in Iraq, primarily through its support to the 2010 national elections. Meanwhile, UNDP continues its work on anti-corruption, rule of law, justice, human rights, public sector reform, disaster risk reduction, environment and climate change.

#### RESULTS

##### Governance

- UNDP is building the capacity of the Independent High Electoral Commission to carry out free and fair elections, providing staff training on procurement, drafting of regulations, data management and the use of social media to communicate and encourage voter registration.
- To develop the capacity of the Iraqi judicial system and provide for greater transparency and accountability, UNDP:
  - Established legal aid desks that promote and facilitate access to justice for Iraqis, particularly victims of gender-based violence.
  - Provided advisory and physical support to provide web enabled automation of legal services.
- Worked closely with the Kurdistan Regional Government to pass a Domestic Violence Bill with a focus on prevention, protection and reintegration of survivors of violence.
- Set up model courts in Baghdad, Basra and Erbil; trained over 45 Iraqi judges and assisted in the revision of the curricula at Iraq's Judicial Training Institute and Judicial Development Institute so that it conforms to international standards.
- Developed the Iraqi Legal Database in Arabic. To date, 36,600 legal articles have been entered into the database and work completed on six indices.
- UNDP led a multi-UN agency programme to support the Government in developing and implementing a public sector strategy aiming to reform and bring gender parity to three key sectors: health, education, and water and sanitation.



**IRAQ**

- Area Based Development and Local Service Delivery
- Climate Change, Energy and Natural Resources Management
- Governance
- Inclusive Growth and Private Sector Development
- Post Conflict Recovery and Mine Action

The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations.

■ Fast Facts

## FAST FACTS

United Nations  
Development Programme



*Empowered lives.  
Resilient nations.*

### Civil Society and Civic Engagement in the Arab States Region

The peoples' movement that spread across North Africa and other parts of the Arab world in 2011 inspired a growing demand for government accountability, especially by the younger generation. It resulted in political transitions or reforms in half a dozen countries, affecting the lives of over 100 million people. In spite of significant gains, many countries still face pressing problems—civil unrest, rising unemployment, weak institutional capacities and challenges in ensuring fair elections and constitutional processes. All these underline the important need for cooperative and transparent state-citizen relations to achieve a stable and peaceful transition.

The United Nations Development Programme (UNDP) launched a new strategy for working in these countries, one that is geared towards engaging a diversity of stakeholders, from the Government to community based organizations. Civil society organizations (CSOs) are crucial partners for UNDP in the Arab States region in bringing about concrete, sustainable and nationally-owned change at all levels of society.

**Supporting civil society engagement during democratic transition**

The call for transformational change in the Arab States came from citizens who collectively demanded participation, transparency and accountability from their governments. In all its work, UNDP promotes civic engagement and an enabling environment for civil society. It does this by supporting work that brings together the State and its citizens, in areas such as human rights legislation, anti-corruption initiatives and efforts to achieve the Millennium Development Goals (MDGs). As a result:

- Electoral commissions and their staff in six Arab States countries including Iraq and Yemen received critical training, technical expertise and knowledge from exchanges with other countries, including Indonesia, South Africa and countries in Latin America.
- In Egypt, UNDP supported an inclusive national dialogue process, helping the National Council for Human Rights to train 400 election observers representing civil society, and to issue identity cards to newly registered voters. As a result, Egypt's first post-transition Parliamentary elections saw an increase in the number of voters, including women.
- Following the revolution in Tunisia, UNDP helped members of the National Constituent Assembly—33 percent of them women—in their efforts to design and implement an inclusive process of transition. UNDP helped to develop the capacity of newly formed political parties and provided expert advice in the drafting of a new law guaranteeing civil society rights to political participation. UNDP also supported the establishment of an anti-corruption coalition (Alliance Tunisienne pour l'Intégrité et la Transparence) and its work in developing a national anti-corruption partnership strategy with the Ministry of Administrative Reform.



Tunisian courts bring justice to the residents of Iraq. Photo: Alamy/UNDP

UNDP's Results focus on poverty reduction and the Millennium Development Goals (MDGs), democracy governance, environment and energy, crisis prevention and recovery, including PR and ARD (preventing economic emergencies).

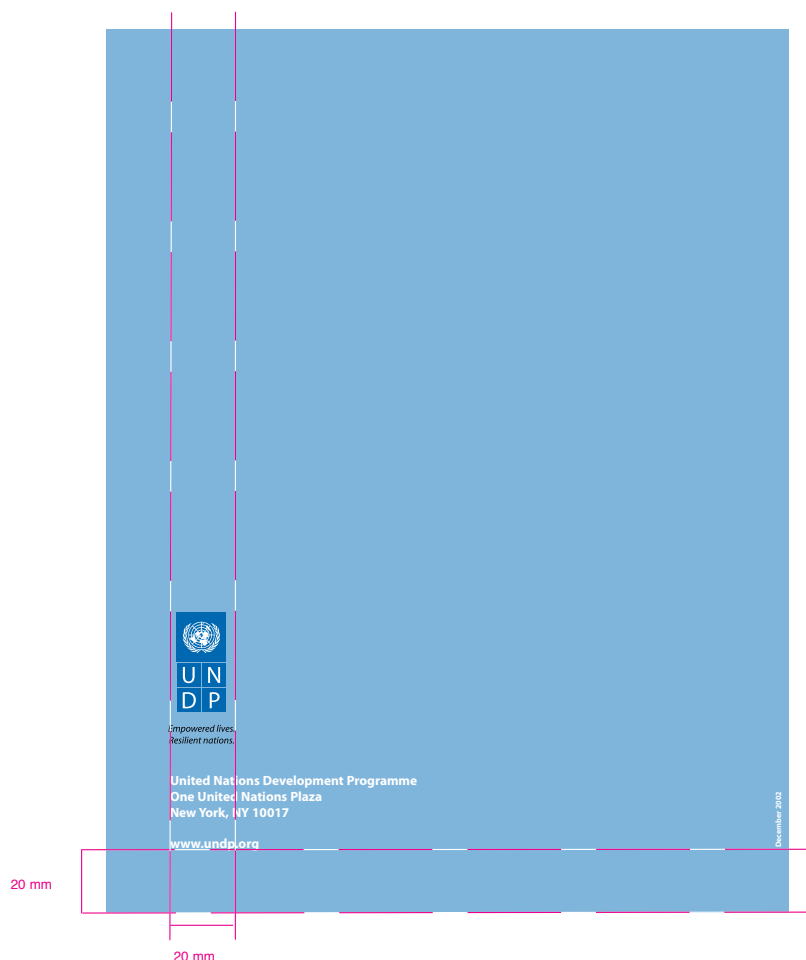
## ■ Spine of publications



In recognition of the limited space presented by a publication's spine, it is not necessary to use the tagline in conjunction with the logo. If the spine is 40mm or larger it will accommodate the logo and tagline. If smaller, do not use the tagline.

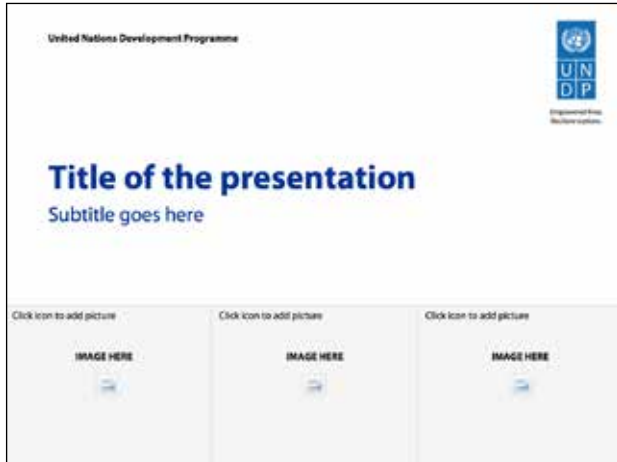
## ■ Logo position and contact information on back cover of publications

- Logo and address should be placed 20 mm from the edge of the cover
- The URL should be placed no lower than 20 mm from the bottom of the page.
- Logo should be 20 mm wide
- Font = Myriad 12 pt
- Background can be any colour
- Text can appear as black, white or any colour
- Date of the publication should be placed close to the spine
- Country office names should no longer be placed below the logo (that space is now reserved for the tagline). As such, please use the address section to highlight the country office or regional bureau.



■ PowerPoint presentations

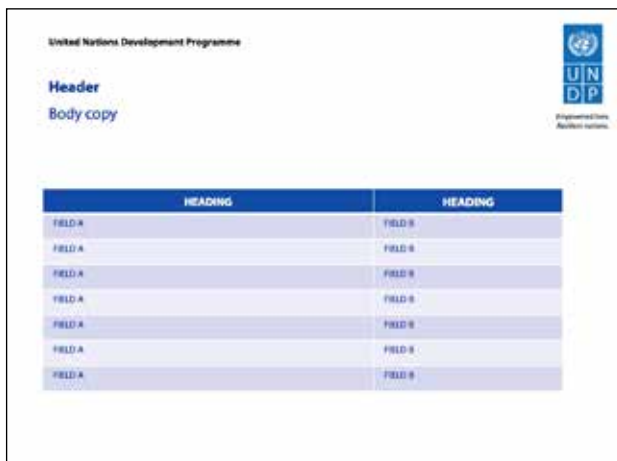
Templates are available on the UNDP Tagline portal on Sharepoint.



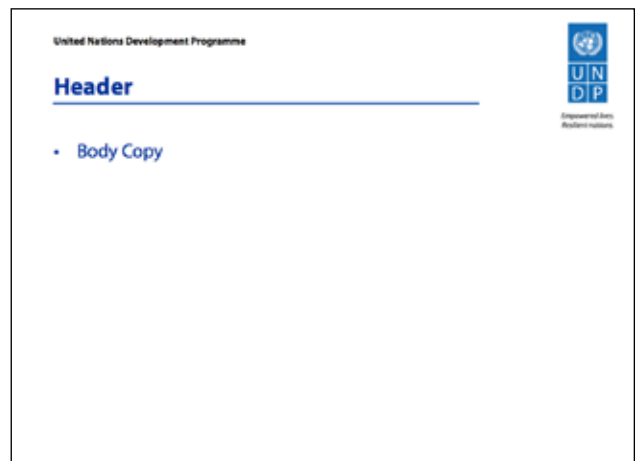
Title Slide



Slide with text and images



Slide with table



Slide with text

Sample presentation



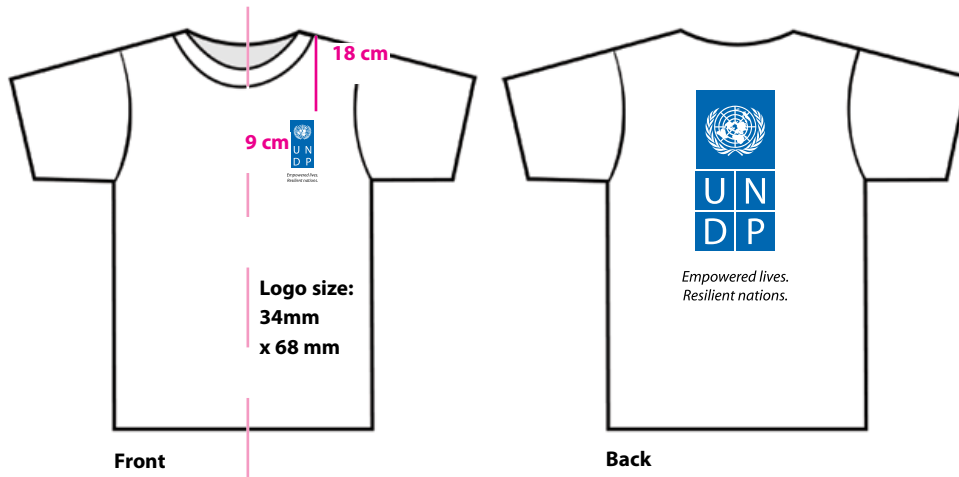
Title Slide



Subject slide

## Promotional Items

The logo should be discretely placed on promotional items.  
*Not all items shown here have been produced.*



For stand alone or partnership advocacy events, it is recommended to produce T-shirts with a large logo on the back.

**Note:** Check with your local vendor as to size limits on the font for the tagline on the front as small text may not be possible, especially for embroidery.



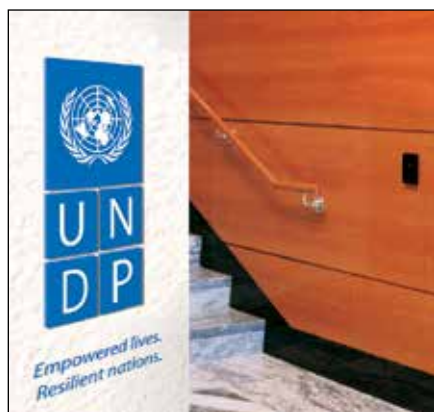
When an item is too small to accommodate the logo + tagline because the text would not be legible, you may apply the tagline text elsewhere, i.e. on the back.

## Signage

Using the UNDP logo in an attractive way at building and office entrances reinforces the UNDP identification.

The solid version of the logo should be used for signs and banners. The outlined version is an option for etching on glass and aluminium.

Signs should reflect the exact logo design, but can be made in materials appropriate to the architectural setting. Sample applications are shown here.



Individual enamel plaques



Background etched, colour-filled

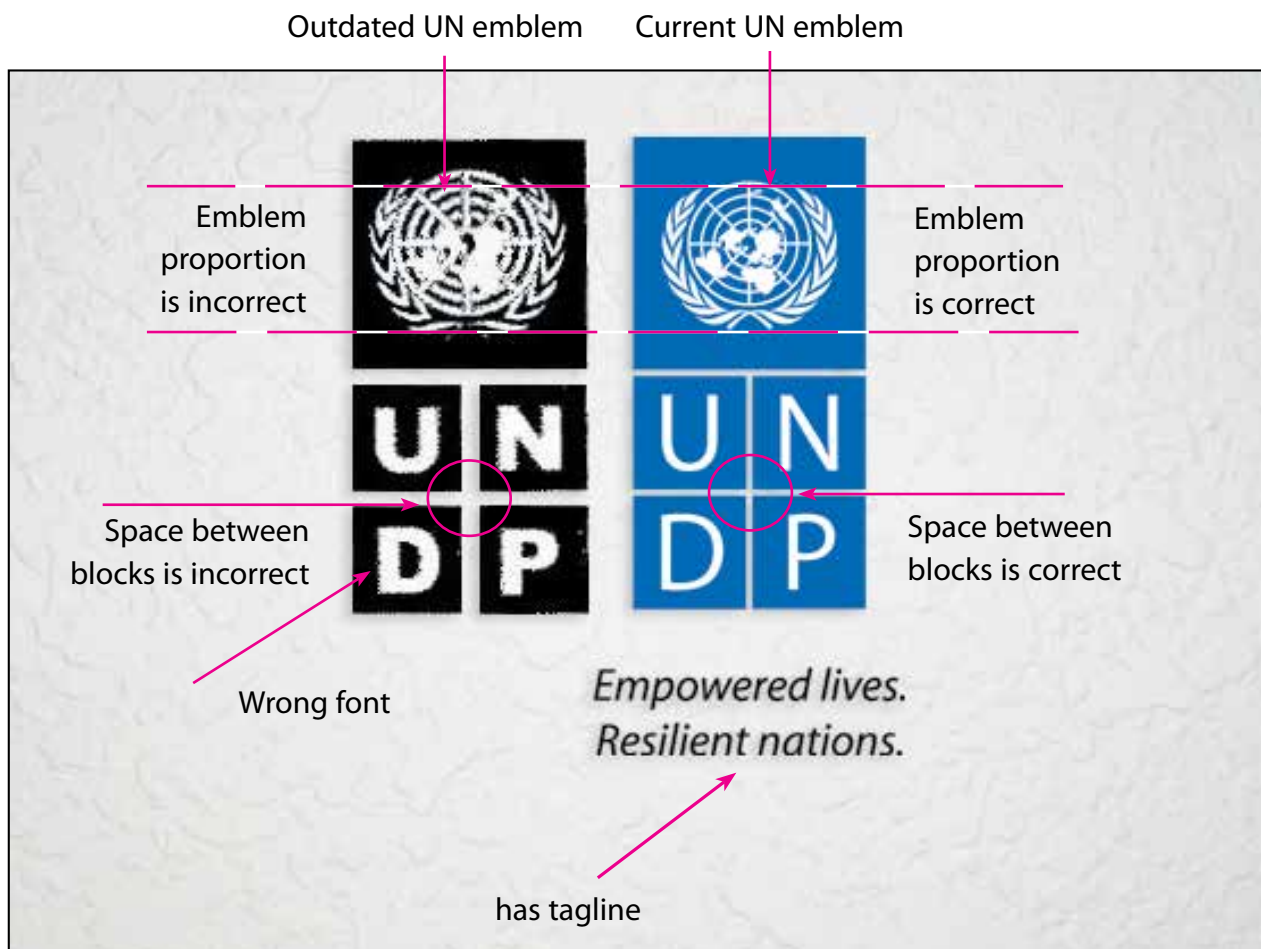


Sandblasted



Decal on vehicle

## ■ Incorrect signage example



## ■ UN Emblem

The UN blue official color is PMS 279, though the UN Emblem may be produced in any color. A variety of colors and formats are available on the UNDP Tagline Portal.



UN blue  
(PMS 279)



### QR codes

A Quick Response Code (QR Code) is a type of barcode that is scannable by smart phones. They are widely used in advertising in many countries. In UNDP we are using the QR Code to link to our corporate or country office websites.

To create the QR code for your office, go to: <http://qrcode.kaywa.com/>

You will be asked to insert the URL which you want the QR Code to link to. Choose the size for the code and hit "Generate." Save the code to your desktop folder.



Links to [www.undp.org](http://www.undp.org)



Links to [www.undp.org/french](http://www.undp.org/french)



Links to [www.undp.org/spanish](http://www.undp.org/spanish)



# Style Guide.

UNDP Style Guide

Thursday, November 4, 2010

**HUGE**

45 Main Street, 2nd Floor, Brooklyn, NY 11201  
718 625 4843—[www.hugeinc.com](http://www.hugeinc.com)

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## **Introduction**

This style guide documents the visual design direction of the UNDP web site design.

The guide is meant to aid designers and developers in maintaining consistency throughout their work. It is critical that they understand the style and apply the rules only when necessary.

## Standards

### Colors

	<b>Blue 102</b> Hex: #003366 RGB: 0, 51, 102		<b>Black</b> Hex: #000000 RGB: 0, 0, 0
	<b>Blue 11</b> Hex: #0B387C RGB: 11, 56, 218		<b>Grey 51</b> Hex: #333333 RGB: 51, 51, 51
	<b>Blue 38</b> Hex: #265F91 RGB: 38, 95, 145		<b>Grey 64</b> Hex: #404040 RGB: 64, 64, 64
	<b>Blue 85</b> Hex: #557799 RGB: 85, 119, 153		<b>Grey 67-2</b> Hex: #434C55 RGB: 67, 76, 85
	<b>Blue 170</b> Hex: #0055AA RGB: 0, 85, 170		<b>Grey 68</b> Hex: #444444 RGB: 68, 68, 68
	<b>Blue 90</b> Hex: #5A90DA RGB: 90, 144, 218		<b>Grey 85</b> Hex: #555555 RGB: 85, 85, 85
	<b>Blue 255</b> Hex: #0088FF RGB: 0, 136, 255		<b>Grey 102</b> Hex: #666666 RGB: 102, 102, 102
	<b>Bright Blue 85</b> Hex: #55BBFF RGB: 85, 187, 255		<b>Grey 153</b> Hex: #999999 RGB: 153, 153, 153
	<b>Bright Blue 102</b> Hex: #66C2FF RGB: 102, 194, 255		<b>Grey 187</b> Hex: #BBBBBB RGB: 187, 187, 187
	<b>Blue 237</b> Hex: #EDF4FE RGB: 237, 244, 254		<b>Grey 204</b> Hex: #CCCCCC RGB: 204, 204, 204
	<b>Blue Grey 163</b> Hex: #A8BCCC RGB: 163, 188, 204		<b>White</b> Hex: #FFFFFF RGB: 255, 255, 255
	<b>Map Light Blue</b> Hex: #D5EDFB RGB: 213, 237, 251		<b>Green 171</b> Hex: #ABC4BF RGB: 171, 196, 191
	<b>Map Dark Blue</b> Hex: #1E427E RGB: 30, 66, 126		

## Standards

**A: Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

**B: Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

## Font Families

### Arial

Arial is the principal font throughout the site. Certain headers have a gradient overlay, and have been indicated in the following pages of this document.

# Standards

## Icons

Icons on the site are used for a variety of purposes to illustrate particular pieces of content.

A: Favicon



D: PDF



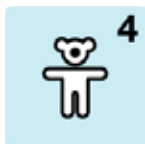
B: Search



E: RSS



C: Goals



F: Next Arrow



G: Social Media Large



H: Social Media Small



I: Home page



K: Suggested Results Close



L: Home page Expand



M: Play button Overlay



## Standards

### Images

Example A and B are used on the home page to feature the latest articles. Example B is also the size of the article preview images on the individual country pages.

Example C is the primary image size on the Global Overview Page as well as the image size for the article listings under Our Perspective. Example D shows the image size that is used to feature sub articles on pages such as the Global/Country Page Overview Pages, Goal Pages, and Project Pages.

Example E shows the thumbnail that appears in the main content area for documents. Example F is the size of thumbnail that appears in the right rail (Our Perspective).

Example G is used as a thumbnail for flickr photos in the right rail. Example H is used for the video thumbnails that appear within the right rail. Example I is the size for Featured Publication thumbnails.

Example J is used for the Current Projects thumbnails.

#### Note

Images marked with an asterisk have been scaled to 50%

A: 460x260\*



B: 220x147\*



C: 380x253\*



D: 260x173\*



E: 140x187\*



I: 60x84



F: 60x72



G: 60x60



J: 140x194



H: 220x124





## Standards

### Images (Continued)

Example K is used when embedding YouTube content into the main content area on article pages.

Example J is the size of the photos used in the right rail to display the photos of the administration.

Example L is the size of the document thumbnail used in the footer, the Publication thumbnails on the Global Operations page, and the thumbnails for the right rail document icons. Example M is the thumbnail size for the Our Perspective module in the Footer. Example M is also used on the Overview Pages as the Ongoing Project thumbnail.

Example N is used on the Global Operations page for the Project Report Thumbnail.

Example O is the size used in the main content area in the Document Download page.

Example P is the size of the image in the main content area on the UN Country Pages. Example Q is the size for the Latest News thumbnails on the UN Country Pages as well as the thumbnail sizes on the Overview and Country Info on the individual Country Pages.

Example R is the size of the featured article images on the individual country pages.

For Examples I and L, the document thumbnail icons, the width should be maintained at 60 pixels. The height of the thumbnail will be dependent on the original document's dimensions. (A4, Letter, etc.)

#### Note

Images marked with an asterisk have been scaled down.

K: 540x390\*



J: 70x114



O: 221x289\*



L: 60x80



P: 699x470\*



M: 140x93



Q: 300x200\*



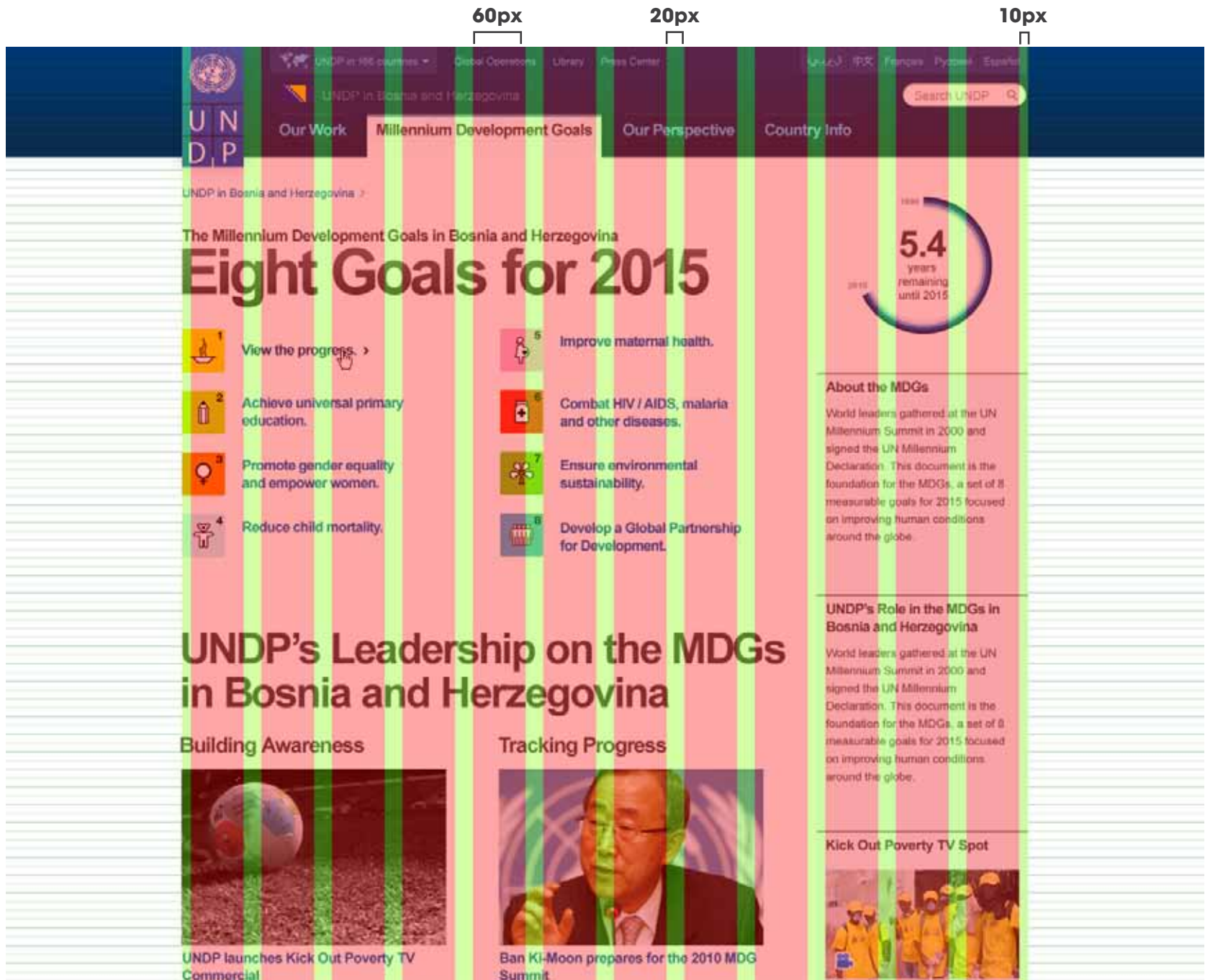
N: 140x187



R: 460x197\*



# Standards

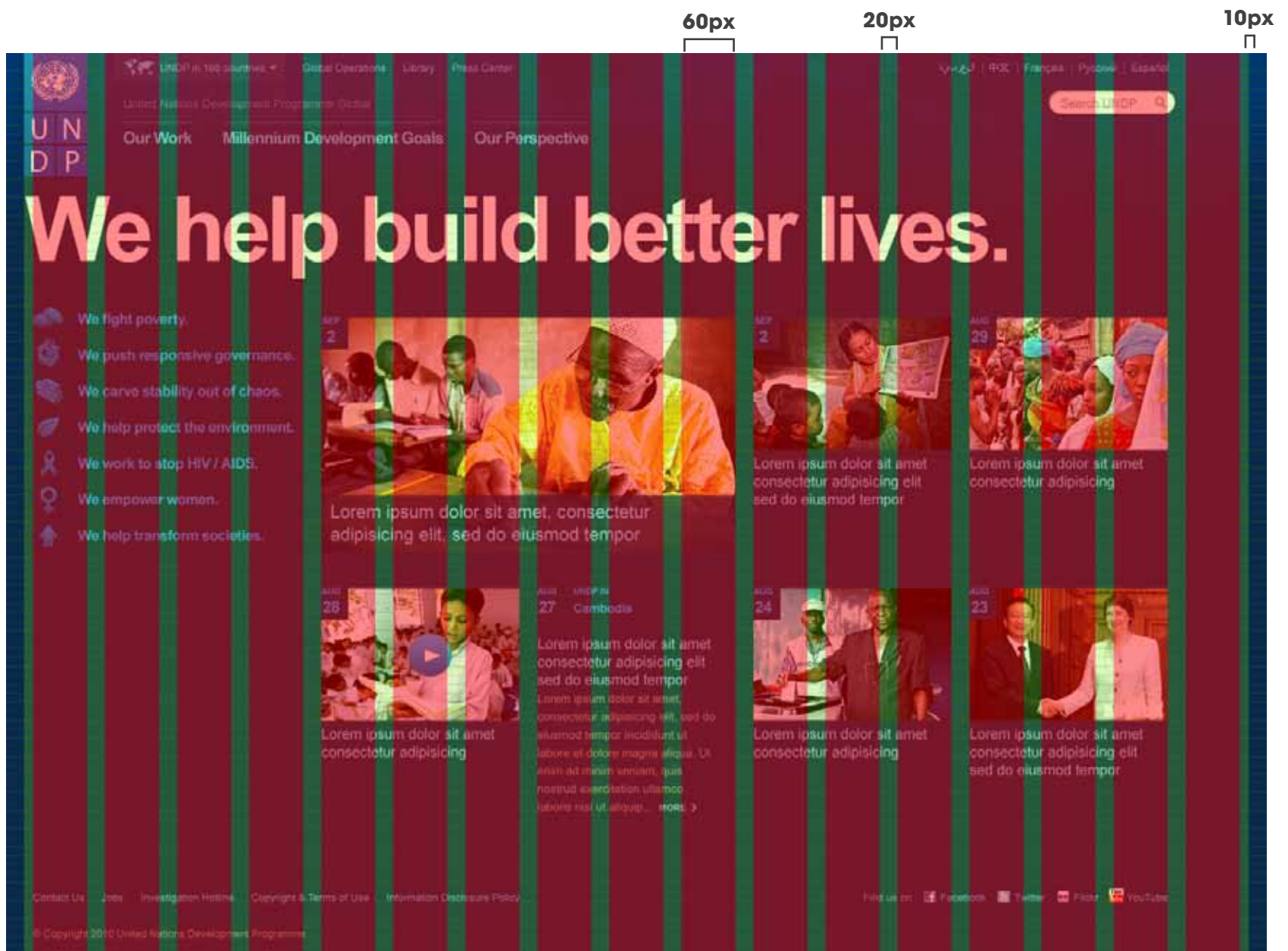


## Grid: Primary

The grid on the home page consists of 12 columns each having a width of 60 pixels. The gutter space in between column is 20 pixels.

The margin on each side of the grid is ten pixels.

## Standards



### Grid: Home page

The grid on the home page consists of columns with a width of 60 pixels. The gutter space in between column is 20 pixels.

The margin on each side of the grid is ten pixels.

## Interaction

A: Text: Normal

Projects

B: Text: Rollover

Projects

C: Home page: Normal



D: Home page: Rollover



E: Header: Normal



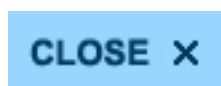
F: Header: Rollover



G: Hyperlink with Arrow

MORE >

H: Country Selector: Close Button



### Hyperlinks

The rollover illustrated in Examples A and B is merely a darkening of the text.

In Examples C thru F where the background is a darker value, the rollover generally changes a blue text to white.

Throughout the site, text will have an arrow next to it that indicates a link to more content as illustrated in Example G.

Specific color values will be specified in the following sections of this style guide.

### Buttons

This button is used to exit out of the country selector.

## Interaction

A: Search Results Pagination

previous **1** 2 3 4 5 6 7 next

### Pagination

Example A shows the pagination design. The current page is indicated a gray background (#434C55) and a white number (number 1). The following pages (two through seven) have a color value of #0055AA

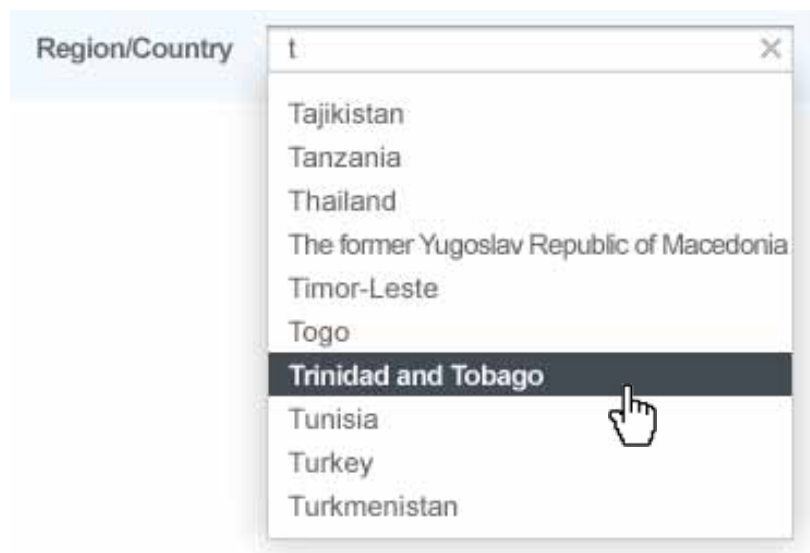
B: Press Center Dropdown



### Dropdowns

Dropdown menus will use the default styling of the browser. This dropdown menu appears in the Press Center.

C: Press Center Suggested Results



### Suggested Results

Suggested results will appear as illustrated in Example C. The highlighted value will indicate the value that will be selected upon user action. An X on the right of the search field will allow the user to cancel the suggested results dialog.

## Map Creation

### A: Google Chart API Link

<http://chart.apis.google.com/chart?cht=map&chs=600x500&chld=BI&chf=bg,s,00000000&chco=00000000|D4EEFF>

### B: Google Chart Result



### Google Maps

Google Chart API was used to create some of the country images. To do so, the ISO Country code is replaced in the link shown to the left. (the magenta characters)

The map result in PNG format, shown in Example B, was then brought into Photoshop. Then a selection is made from the edges of the PNG, and smoothed by 5 pixels.

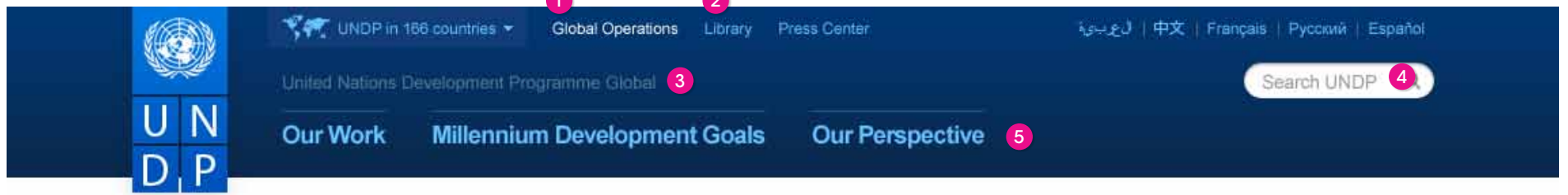
Afterwards, the new selection is created into a path using the “Make work path from selection” button in the Paths panel.

This path is then exported into Illustrator, and colored appropriately (either #1E427E Map Dark Blue or #D5EDFB Map Light Blue).

The last step is to size the map within the dimensions of 255x243 and save to the PNG Format.

## Page Elements: Nav

A: Primary Header



B: Subnavigation Tabs



C: Home Page Header



### Headers: UNDP Global

Example A shows the Primary Header used throughout the UNDP site. The first row of navigation contains links for the Country Selector, Global Operations, Library and Press Center. To the right are the available languages, and below are the main links to the UNDP Project and Program pages.

When a selection is made from the navigation, a tab will appear revealing the sub navigation as shown in Example B.

The home page header is slightly different from the primary header, and features a background image as well different positioning of navigation as shown in Example C.

#### Type Treatment

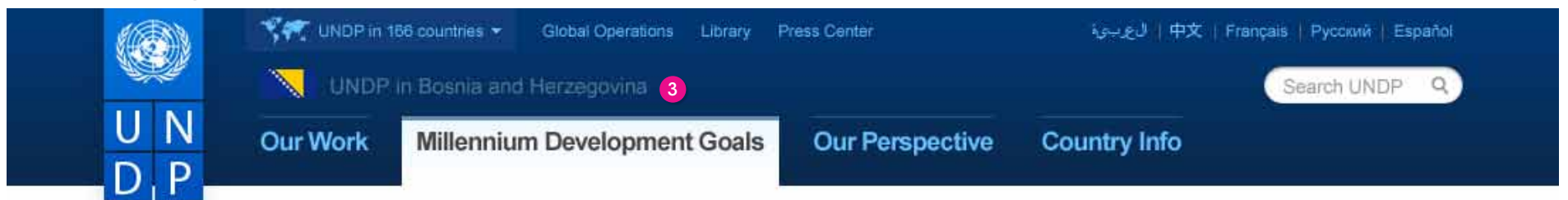
1. Current Section: Arial / Regular / 11.5px / #FFFFFF
2. Links: Arial / Regular / 11.5px / #66C2FF
3. Description: Arial / Regular / 13px / #557799
4. Search: Arial / Regular / 14px / #999999
5. Unselected Tab: Arial / Bold / 18px / #66C2FF
6. Selected Tab: Arial / Bold / 18px / #444444
7. Selected Sub Nav: Arial / Bold / 15px / #444444
8. Unselected Sub Nav: Arial / Bold / 15px / #0055AA
9. Text Navigation: Arial / Regular / 13px / #0055AA

## Page Elements: Nav

A: UNDP Country Page Header



B: UNDP Country Page Header: Selected Tab



### Headers: UNDP Country Pages

Example A shows the header of a UNDP Country Page. It features a background image of the selected country, as well as the country's flag to the right of the country name.

Once a tab is selected as in Example B, the header will change to a more subtle size and color.

#### Type Treatment

1. Description: Arial / Regular / 14px / #A3BCCC
2. Country Title: Arial / Bold / 50px / #FFFFFF
3. Description: Arial / Regular / 14px / #557799



## Page Elements: Nav

UN Country Page Header



### Header: UN Country Page

The header above shows the style used for the UN Country Page. It features the United Nations logo and the particular country's flag in which the office is located.

#### Type Treatment

1. Header: Arial / Bold / 32px / #FFFFFF
2. Navigation: Arial / Bold / 16px / #0B387C
3. Press: Arial / Regular / 11.5px / #0B387C
4. Search: Arial / Regular / 14px / #999999

## Page Elements: Nav

### Project Page Header



### Header: UNDP Project Page

The header for UNDP Project Pages contains links as well as a title for the project within the header.

#### Type Treatment

1. Title: Arial / Bold / 30px / #FFFFFF

## Page Elements: Nav

### UNDP Global Footer



### Footer: UNDP Global

The footer above shows the footer for the UNDP Global Pages. It allows the user to access links from all of the three main sections of the UNDP site. It also provides links to social media, jobs, legal and contact information.

#### Type Treatment

1. Rollover: Arial / Bold / 15px / #003366
2. Link: Arial / Regular / 11.5px / #0055AB
3. Title: Arial / Bold / 11.5px / #0055AA
4. Article Title: Arial / Bold / 15px / #0055AA
5. Date: Arial / Bold / 11.5px / #666666
6. Body Copy: Arial / Regular / 11.5px / #666666
7. Link Rollover: Arial / Regular / 11.5px / #FFFFFF
8. Copyright: Arial / Regular / 11.5px / #999999
9. Link: Arial / Regular / 11.5px / #66C2FF
10. Call to Action: Arial / Regular / 11.5px / #999999

## Page Elements: Nav

### UNDP Country Page Footer



### Footer: UNDP Country Page

The footer above shows the footer for the UNDP Country Page. It differs slightly and includes a module containing statistics about the relevant country. Also included is a background image of the country and its flag.

#### Type Treatment

1. Title: Arial / Regular / 11.5px / #888888
2. Unit: Arial / Bold / 11.5px / #555555
3. Number: Arial / Bold / 20px / #555555

## Page Elements: Nav

### UN Country Page Footer



### Footer: UN Country Page

The footer above shows the footer for the UN Country Page. It contains a copyright line as well as links to social media sites.

#### Type Treatment

1. Copyright: Arial / Regular / 11.5px / #444444
2. Call to Action: Arial / Regular / 11.5px / #444444
3. Links: Arial / Regular / 11.5px / #0B387C

## Page Elements: Nav

A: UNDP Country Selection Button



B: UNDP Country Selection Dialog



### Country Selector

The Country Selector button, shown in Example A, allows the user to access all of the UNDP Country Pages from any other area in the site.

#### Type Treatment

1. Emphasized: Arial / Bold / 13px / #FFFFFF
2. Description: Arial / Regular / 13px / #BBBBBB
3. Countries: Arial / Regular / 11.5px / #55BBFF
4. Link: Arial / Bold / 13px / #55BBFF
5. Header: Arial / Bold / 13px / #FFFFFF
6. Description: Arial / Regular / 11.5px / #BBBBBB

## Page Elements: Nav

A: Primary News Module



B: Secondary News Modules



### Home page: News Modules

Both Examples A and B house the latest content posted to the UNDP site. Example B contains a module with a video, a text-only module, and the finally the resulting rollover on each module (a background image appears and the text changes).

#### Type Treatment

1. Month: Arial / Bold / 10px / # 3399FF
2. Number: Arial / Bold / 18px / # 3399ff
3. Headline: Arial / Regular / 20px / # 99CEFF
4. Sub Headline: Arial / Regular / 16px / # 99CCFF
5. Country: Arial / Bold / 14px / # 3399ff
6. Body Copy: Arial / Regular / 13px / # 999999
7. More: Arial / Bold / 10px / # 99CEFF
8. Rollover Country: Arial / Bold / 14px / #CCCCCC
9. Rollover Title: Arial / Regular / 16px / #FFFFFF
10. Rollover Body Copy: Arial / 13px / #CCCCCC

## Page Elements: UNDP Global

### A: Left Rail Nav



### Our Work: Left Rail Nav

In the Our Work section, a left rail that contains links allow the user to access the articles.

#### Type Treatment

1. Current Section: Arial / Regular / 13px / #FFFFFF
2. Link: Arial / Regular / 13px / #0055AA

### B: Primary Content Well

## 3 Our Work

4 Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam. [MORE >](#)

## 5 Our Presence

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7 Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt

8 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit. [MORE >](#) 9

### Our Work: Content

The main content well features the page header, and content, images and information along with links allowing users to further explore the provided content.

#### Type Treatment

3. Page Header: Arial / Bold / 72px / #333333 (w/ Gradient Overlay)
4. Body Copy: Arial / Regular / 13px / #666666
5. Header: Arial / Bold / 24px / #444444
6. More: Arial / Bold / 10px / #0055AA
7. Image Header: Arial / Bold / 18px / #66C2FF
8. Image Body Copy: Arial / Regular / 13px / #BBBBBB
9. More: Arial / Bold / 10px / #0088FF



## Page Elements: UNDP Global

A: UNDP Overview Page Article Block

### Success Stories <sup>1</sup>



UNDP IN TANZANIA <sup>2</sup>

**Lorem ipsum dolor sit amet  
consectetur adipiscing**  <sup>3</sup>

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore. **MORE >** <sup>5</sup>



UNDP IN KYRGYZSTAN

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consectetur adipiscing**

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adipiscing elit, sed do eiusmod tempor  
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UNDP IN THAILAND

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adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore. **MORE >**



UNDP IN HAITI

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consectetur adipiscing**

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adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore. **MORE >**

B: UNDP Country Page Article Block

### Success Stories in Bosnia and Herzegovina



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adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore. **MORE >**



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consectetur adipiscing**

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore. **MORE >**

<sup>6</sup> **View More Stories >**

### Article Blocks

Article blocks appear throughout the site allowing users to preview multiple pieces of content at once. This usually appears below the main content well.

#### Type Treatment

1. Header: Arial / Bold / 36px / #333333
2. Caption: Arial / Bold / 10px / #999999
3. Title: Arial / Bold / 16px / #0055AA
4. Body: Arial / Regular / 13px / #666666
5. Link: Arial / Bold / 10px / #0055AA
6. More Stories: Arial / Bold / 16px / #0055AA

## Page Elements: UNDP Global

### A: Current Projects

## Current Projects



### Connecting Villages <sup>1</sup>

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Start Date: **29 July 2010** <sup>3</sup>



### Moroccan Family Code

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Start Date: **29 July 2010**



### Moroccan Family Code

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Start Date: **29 July 2010**

[View More Projects >](#)

### B: Document Module

## Report on Human Development <sup>1</sup>



The Human Development Report focuses the global debate on key development issues, providing new measurement tools, innovative analysis and often controversial policy proposals. <sup>2</sup>

[20th Anniversary Human Development Report >](#)

<sup>3</sup>

## Current Projects Module

This 1 column layout displays current projects along with a preview of the article, and start date.

### Type Treatment

1. Title: Arial / Bold / 16px / #0055AA
2. Body Copy: Arial / Regular / 13px / #666666
3. Date: Arial / Bold / 13px / #333333

## Document Module

This module provides a preview and cover image of the featured document available for download.

### Type Treatment

1. Header: Arial / Bold / 24px / #333333
2. Body: Arial / Regular / 13px / #666666
5. Link: Arial / Bold / 13px / #0055AA

# Page Elements: UNDP Global

## Article Format

Overview

Success Stories

Guaranteed Job for Badami Devi of...

Social Mobilization for Poverty Alleviation


Focus Areas

Projects

Publications

Partners

### Guaranteed Job for Badami Devi of Kandha Village, Rajasthan <sup>1</sup>



**Kandha, Rajasthan:** <sup>2</sup>

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**Highlights of the project NREGP**

- 400,000 households have been provided employment.
- UNDP has developed social audit process to increase transparency.
- The Entrepreneurship Development Institute supported by UNDP has launched a 2-month handloom training program
- Created a technical cell within the Ministry of Rural Development with expertise in monitoring, data analysis, knowledge sharing, awareness generation and information technology.

<sup>3</sup>

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Nunc pharetra ante ac ipsum dapibus quis elementum erat euismod. Sed dapibus neque ac neque consectetur vestibulum. Vivamus auctor lacus ut tellus condimentum euismod. Cras dapibus mollis nunc sit amet potentesque. Nunc pulvinar, sem vehicula viverra dictum, augue mauris congue est, non tempus fella nunc id arcu ipsum.

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Vestibulum velit ipsum, varius vitae facilis sed, dignissim vel mi. In eros turpis, venenatis non dictum non, rhoncus non fella. Duis interdum, metus id porta suscipit, quam tellus tempus justo, nec dictum nisl purus eget odio. Quisque a sodales ipsum.

## Article Format

The standard format for an article page includes a highlights call out, an image or video, and the left rail navigation.

## Type Treatment

1. Title: Arial / Bold / 36px / #333333
2. Bold: Arial / Bold / 13px / #333333
3. Body Copy: Arial / Regular / 13px / #666666

# Page Elements: UNDP Global

## UNDP Global Pages: Right Rails

The right rail holds different types of modules allowing the user to preview and access different areas of the site.

### Type Treatment

1. Title: Arial / Bold / 16px / #444444
2. Body: Arial / Regular / 13px / #666666
3. Link: Arial / Bold / 10px / #0055AA
4. Date: Arial / Bold / 13px / #333333
5. Text: Arial / Regular / 13px / #0055AA
6. Date: Arial / Bold / 10px / #666666
7. Text: Arial / Regular / 13px / #444444

### A: Our Work: Right Rail

#### Partners <sup>1</sup>

<sup>2</sup> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

[VIEW MORE PARTNERS >](#) <sup>3</sup>

#### Press Releases

<sup>4</sup> **30 Aug:** Lorem ipsum dolor sit amet, consectetur adipisicing elit. <sup>5</sup>

**30 Aug:** Lorem ipsum dolor sit amet, consectetur adipisicing elit.

**30 Aug:** Lorem ipsum dolor sit amet, consectetur adipisicing elit.

[VIEW MORE PRESS RELEASES >](#)

#### Our Perspective



<sup>6</sup> **30 AUG:** Lorem ipsum dolor sit amet, consectetur adipisicing elit.



**30 AUG:** Lorem ipsum dolor sit amet, consectetur adipisicing elit.

[LATEST FROM OUR PERSPECTIVE >](#)

#### Goodwill Ambassadors



Zidane and Drogba appeal to "kick out poverty."

[GOODWILL AMBASSADORS >](#)

#### Links

- [Human Rights >](#)
- [Development Studies >](#)
- [South-South Cooperation >](#)

### B: Text Only Module

#### UNDP's Role in the MDGs

World leaders gathered at the UN <sup>7</sup> Millennium Summit in 2000 and signed the UN Millennium Declaration. This document is the foundation for the MDGs, a set of 8 measurable goals for 2015 focused on improving human conditions around the globe.

### C: Featured Publication Module

#### Featured Publications



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do  
JUNE 2010



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do  
JULY 2010

Main Content

# The Millennium Development Goals <sup>1</sup> Eight Goals for 2015. <sup>2</sup>



View the progress. > <sup>3</sup>



Achieve universal primary education.



Promote gender equality and empower women.



Reduce child mortality.



Improve maternal health. <sup>4</sup>



Combat HIV / AIDS, malaria and other diseases.



Ensure environmental sustainability.



Develop a Global Partnership for Development.

## UNDP Global: Goals: Main Content

The main content well on the Global Goal page includes a main header, icons, and links allowing the user to further explore each goal.

### Type Treatment

1. Title: Arial / Bold / 18px / #444444
2. Header: Arial / Bold / 72px / #333333  
(w/ Gradient Overlay)
3. Rollover: Arial / Bold / 16px / #003366
4. Link: Arial / Bold / 16px / #0055AA

# Page Elements: UNDP Global

A: Article Module

## 1 Building Awareness



### 2 UNDP launches Kick Out Poverty TV Commercial

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Fusce augue ligula, sodales non lobortis eu, bibendum a leo.

## Goal Overview: Articles

Article below the main content well will have an image as well as links and a description.

### Type Treatment

- 1. Title: Arial / Bold / 24px / #444444
- 2. Header: Arial / Bold / 16px / #0055AA
- 3. Text: Arial / Regular / 13px / # 0055AA

B: Partnership Module

## UNDP Partnerships 1



UNDP bolsters Malawi 2 economy by partnering with local coffee-roaster and forging distribution deal with Peet's Coffee & Tea. [MORE >](#)

## Goal Overview: Partnerships

Partnership Modules feature a logo, text and a link allowing the user to view more about the partnership.

### Type Treatment

- 1. Header: Arial / Bold / 36px / #444444
- 3. Text: Arial / Regular / 13px / # 666666

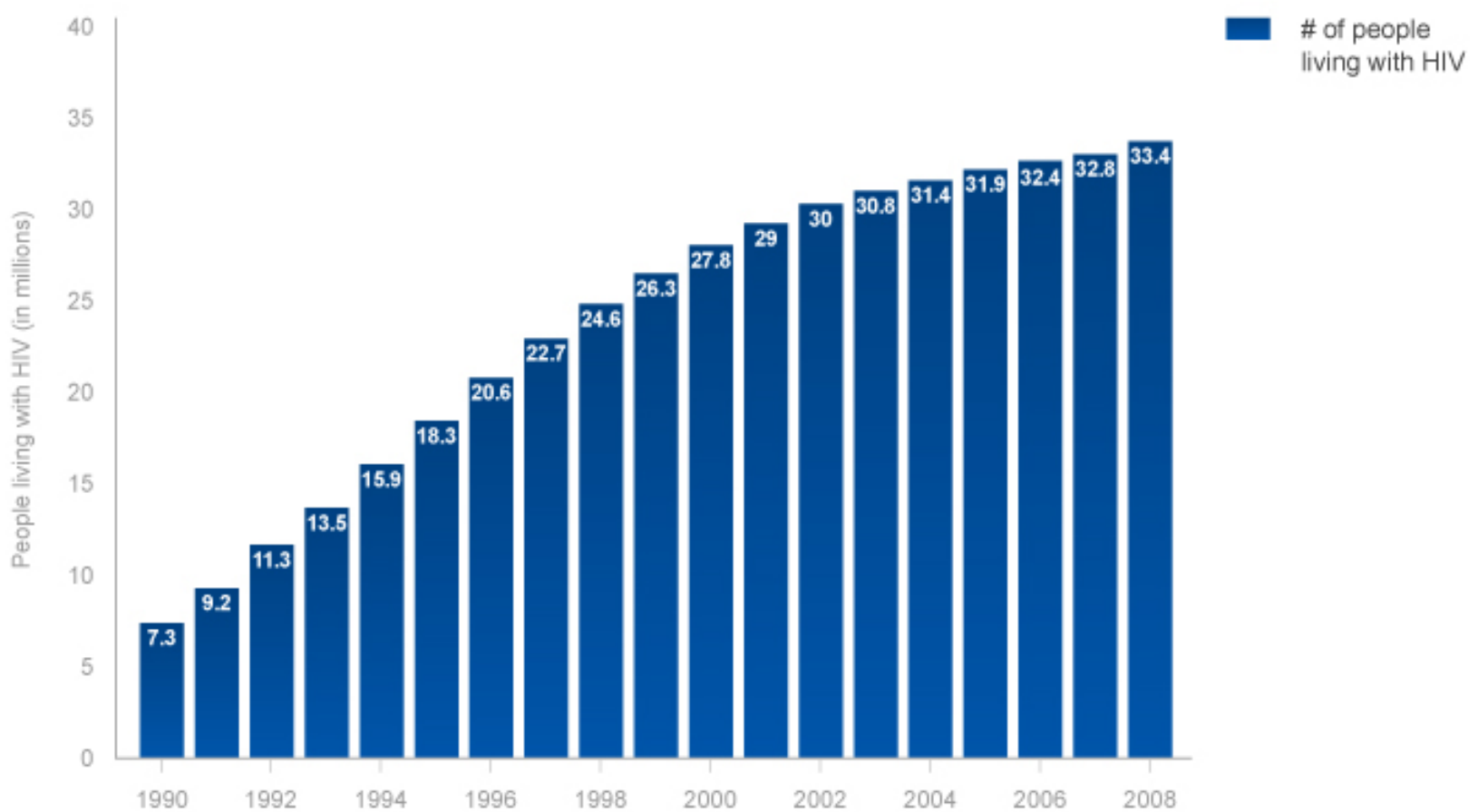
Main Content



6

# Combat HIV/AIDS, malaria and other diseases <sup>1</sup>

## Number of people living with HIV (in millions) <sup>2</sup>



### Goal Detail: Main Content

The main content well on the goal detail page feature a header as well as a header for the included graph.

#### Type Treatment

1. Header: Arial / Bold / 48px / #333333  
(w/ Gradient Overlay)

2. Graph Header: Arial / Bold / 24px / #444444

Featured Articles

# UNDP's Work on this Goal Around the Globe



**1** Lorem ipsum dolor sit amet consectetur adipiscing

**2** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. [MORE >](#)

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2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. [MORE >](#)

**3** 30 July 2008

**3** Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor consectetur adipiscing elit sed do eiusmod

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua...

30 July 2008

**3** Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor consectetur adipiscing elit sed do eiusmod

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit...

## Goal Detail: Featured Articles

Featured Articles appear under the main content well for each goal page.

### Type Treatment

- 1. Header: Arial / Bold / 16px / #0055AA
- 2. Text: Arial / Regular / 13px / #666666
- 3. Date: Arial / Bold / 13px / #999999



Our Perspective Module

# Challenges faced by UNDP on the ground <sup>1</sup>

30 July 2010 <sup>2</sup>

<sup>3</sup> The Irish famine of the mid-nineteenth century was a catastrophe which left deep scars on the nation. I wish to commend the Government of Ireland for its determination to make the fight against hunger a top priority on its international agenda. Etched in the historical memory of Ireland is a deep understanding of what chronic hunger means. Ireland today is a developed nation with the resilience, including during the adversity caused by the international recession, to protect its people. The commitment it makes now is to support others also to overcome the scourge of famine and hunger. Sadly both still stalk our planet. Spikes in chronic hunger and malnutrition continue to threaten nations and sub-



regions – with Niger, the Horn of Africa, and Haiti particularly at risk this year. This misfortune may be the result of tragic events, such as the earthquake in Haiti, or of failing crops, increases in violence and conflict, or poor logistics and food distribution networks. [READ MORE >](#)

Join the conversation on  FACEBOOK

+ SHARE   

## Our Perspective: Content Module

The content modules on the Our Perspective page include a main header, date, body text image and links to social media.

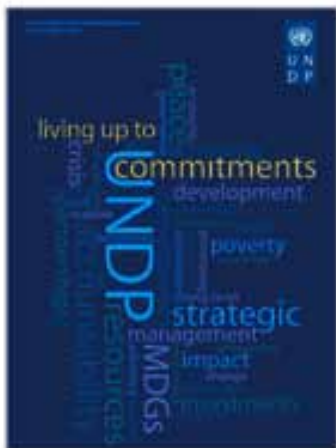
### Type Treatment

1. Header: Arial / Bold / 36px / #0055AA
2. Date: Arial / Bold / 13px / #999999
2. Text: Arial / Regular / 13px / #666666

Global Operations

# Global Operations <sup>1</sup>

## Latest Project Reports <sup>2</sup>



Annual Report <sup>3</sup>  
2009/2010  
30 July 2010 <sup>4</sup>



UNDP in Action  
2009/2010  
30 July 2010



Providing Global Public  
Goods : Managing  
Globalization  
30 July 2010

<sup>5</sup> [View More Project Reports >](#)

### Operations Landing Page

The Global Operations landing page contains the latest documents that the UNDP has published on a variety of subjects.

#### Type Treatment

1. Page Header: Arial / Bold / 48px / #333333
2. Header: Arial / Bold / 24px / #333333
3. Title: Arial / Regular / 13px / #0055AA
4. Date: Arial / Bold / 13px / #666666
5. Link: Arial / Bold / 16px / #0055AA

Document Download

# What Will It Take to Achieve the Millennium Development Goals? <sup>1</sup>

Published on 18 July, 2010 | 37 pages <sup>2</sup>



## Document Summary <sup>3</sup>

- <sup>4</sup> This Assessment aims to provide an action agenda for MDG acceleration by reviewing progress thus far and identifying the strategies, policies and interventions for further acceleration. The information is collected from a sample of 50 country reports, including MDG documentation from other sources. The Assessment contributes to the deliberations leading up to the September 2010 MDG High-Level Plenary Meeting at the United Nations. Verferum reptat. Luptatium quate cuptam voluptaqui temodia cullaut et ere nihil inverita volorec ullaborat quisti ut est offi cab orecte.

## Document Highlights

- Cras mattis ullamcorper mauris et venenatis.
- Aenean enim tellus, accumsan eu fringilla sit amet, malesuada vel purus.
- Etiam justo massa, interdum ac porta quis, tristique non nisi.

## Document Downloads

The document download page features the cover image of the selected document, a summary and certain highlights.

### Type Treatment

1. Page Header: Arial / Bold / 36px / #333333
2. Published Details: Arial / Bold / 13px / #999999
3. Header: Arial / Bold / 24px / #333333
4. Body Copy: Arial / Regular / 13px / #666666

Press Center

# Press Center <sup>1</sup>

Search Press Center <sup>2</sup> 

**▼ FILTER RESULTS**

Area of Work

MDG

Year

Region/Country

<sup>3</sup> Showing <sup>4</sup> 1 – 20 of 320

<sup>5</sup> 30 July 2008  
 **Lorem ipsum dolor sit amet consectetur adipisicing elit sed do eiusmod tempor consectetur adipisicing elit sed do eiusmod <sup>6</sup>**  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua... <sup>7</sup>

## Contact U

Media Inquir  
212 . 906 . 5  
UNDP-news  
Fax: 212 . 90

## Media Conta

Inquiries fro

Official Resp  
Innacurate l

## Latest Spe Statement

30 Aug: Lon  
consectetur

30 Aug: Lon  
consectetur

### Press Center

In the Press Center the user has the option to search and filter the desired inquiry.

#### Type Treatment

- 1. Page Header: Arial / Bold / 48px / #333333
- 2. Search Field: Arial / Bold / 24px / #BBBBBB
- 3. Showing: Arial / Regular / 13px / #666666
- 4. Results: Arial / Bold / 15px / #333333
- 5. Date: Arial / Bold / 13px / #999999
- 6. Title: Arial / Regular / 16px / #0055AA
- 7. Text: Arial / Regular / 13px / #666666

## Page Elements: UNDP Global

Search Results

# Search Results

Searched for: "India" **1**

Showing 1 – 20 of 320. Search took 0.06 seconds

[previous](#) | [next](#) **2** **3**

[Sort by date](#) | [Sort by relevance](#)

[Lorem ipsum dolor sit amet consectetur adipisicing elit sed do eiusmod tempor consectetur adipisicing elit sed do eiusmod](#) **4**

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<http://www.loremipsum.com/dolor/sit/amet/> **5** **6**

### Search Results

When searching the UNDP site, the results will be displayed with the title, body copy, and a link to the relevant page. The option to sort by date or relevance also appears.

#### Type Treatment

1. Search Term: Arial / Bold / 24px / #444444
2. Previous: Arial / Regular / 11px / #444444
3. Next: Arial / Regular / 11px / #0055AA
4. Title: Arial / Regular / 16px / #0055AA
5. Text: Arial / Regular / 13px / #666666
6. Link: Arial / Bold / 13px / #66C2FF

# Page Elements: UNDP Global

## A: Single Row Articles



**1** **Lorem Ipsum Dolor Sit Amet**  
 Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.  
**2** Start Date: **29 July 2010** **3**



**Consectetur Adipiscing Elit**  
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 Start Date: **29 July 2010**



**Vestibulum laculis Ultrices Tortor**  
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 Start Date: **29 July 2010**

## B: Two Column Articles



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 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore. [MORE >](#)

## UNDP Project Page

Articles on the UNDP project page are featured in a single row format as in Example A, or in a 2 column format as in Example B.

Example C shows an example chart that shows the contributions given to each project.

### Type Treatment

1. Title: Arial / Bold / 16px / #0055AA
2. Body Copy: Arial / Regular / 13px / #666666
3. Date: Arial / Bold / 13px / #333333
4. Header: Arial / Bold / 24px / #444444
5. Chart Header: Arial / Bold / 13px / #0055AA
6. Chart Text: Arial / Regular / 13px / #444444

## C: Donation Chart


### Development Contribution by Donor for Prog for Palestinian People **4**

Fiscal Year	Core / Noncore	Donor <b>5</b>	Contribution
2006	Core <b>6</b>		\$3,672,425.00
2006	Noncore	United Nations Development Programme	\$313,860.34
2006	Noncore	Government of Brazil	\$500,000.00
2006	Noncore	Government of the United States of America	\$669,594.26
2006	Noncore	United Nations	\$928,225.00
2007	Core		\$3,226,409.90
2007	Noncore	Government of Japan	\$2,940,801.00
2007	Noncore	European Union	\$307,272.12
2007	Noncore	UN Democracy Fund (UNDEF)	\$294,665.00
2008	Core		\$3,422,032.45

## Page Elements: UNDP Country

UNDP Country Page

SEP  
2




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JUN  
15



MAY  
23

MAY  
12

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31

### Home Page

Similar to the UNDP Global home page, the UNDP Country pages feature article modules that have images, body copy, and links that will connect the user to the latest content that has been posted to the UNDP Country Page.

#### Type Treatment

1. Featured Article Title: Arial / Bold / 20px / #0055AA
2. Title: Arial / Bold / 16px / #0055AA
3. Rollover: Arial / Bold / 16px / #003366
4. Body Copy: Arial / Regular / 13px / #666666

## Page Elements: UNDP Country

A: Main Content Well

# About India <sup>1</sup>

Jump to: [Introduction](#) [History](#) [Challenges](#) [Successes](#)

<sup>2</sup> <sup>3</sup>

## Introduction

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## History <sup>4</sup>

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## Info Tab

The UNDP Country Page features content and statistics relevant to the selected country. The main content well pictured in Example A, holds the text content. To the left of the main content well is a vertical column that features highlighted statistics, picture in Example B.

Example C shows the right rail that includes the country's flag, an image of the country, as well as a right rail text module that includes the country's statistics.

## Type Treatment

1. Page Header: Arial / Bold / 48px / #333333
2. Jump To: Arial / Regular / 13px / #444444
3. Link: Arial / Regular / 13px / #0055AA
4. Section: Arial / Bold / 24px / #0055AA
5. Body Copy: Arial / Regular / 13px / #666666
6. Stat: Arial / Bold / 60px / #444444
7. Caption: Arial / Regular / 13px / #666666

B: Stats

**1.19** <sup>6</sup>  
billion people <sup>7</sup>

**27.5%**  
live in poverty

**42%**  
below Purchasing Power  
Parity of US\$1.25 a day

**134**  
rank out of 182 countries  
by global 2009 Human  
Development Index

**49%**  
of poor are women

C: Right Rail

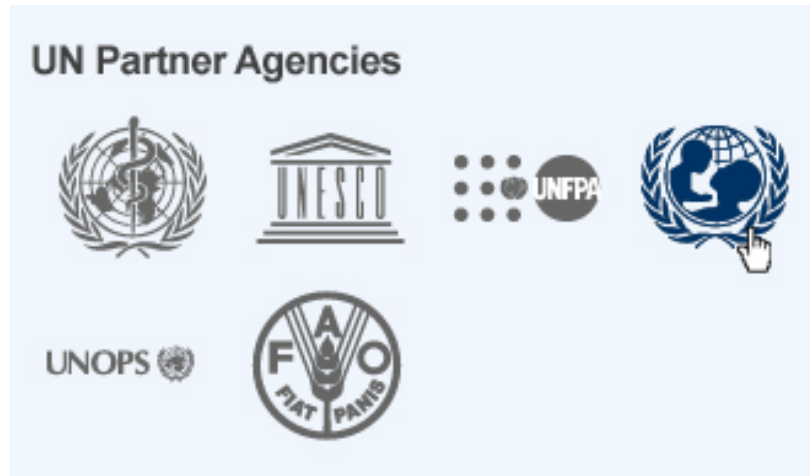


Stats	
Population	26,814,843
Sintiae ut erspis	321
Aut	Lorem ipsum
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Experepedit restis	76,571
Rere occab	88
Isiminis eatur uta	98.11
Dolupta sus	\$122,521,038



## Page Elements: UN Country

### UN Partner Agencies



### Partnership Agencies

Above the footer on the UN Country Pages is a module that holds logos that represent agencies that partner with the UN.

The standard color for the logos is #666666 and the rollover color is #003366

# Sample Pages

## UNDP Global Landing Page

UNDP in 168 countries | Global Operations | Library | Press Center | العربية | 中文 | Français | Русский | Español

United Nations Development Programme Global

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Our Work | Millennium Development Goals | Our Perspective

# We help build better lives.

- We fight poverty.
- We push responsive governance.
- We carve stability out of chaos.
- We help protect the environment.
- We work to stop HIV / AIDS.
- We empower women.
- We help transform societies.

**SEP 2**  
  
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**SEP 2**  
  
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**AUG 28**  
  
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**AUG 27** UNDP in Cambodia  
  
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**AUG 23**  
  
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HIV + AIDS

Crisis Prevention & Recovery

Environment & Energy

Women Empowerment

Capacity Building

UNDP Global >

Overview

UNDP Mission

Countries & Regions

Partners

Goodwill Ambassadors

## Our Work

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### Our Presence

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## Success Stories

UNDP IN BANGLADESH

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UNDP IN KENYA

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UNDP IN THAILAND

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UNDP IN INDIA

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## Report on Human Development

The Human Development Report focuses the global debate on key development issues, providing new measurement tools, innovative analysis and often controversial policy proposals.

[20th Anniversary Human Development Report >](#)

## Partners

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## Press Releases

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## Our Perspective

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## Goodwill Ambassadors

Zitane and Drogba appeal to "kick out poverty". [GOODWILL AMBASSADORS >](#)

## Links

[Human Rights >](#)

[Development Studies >](#)

[South-South Cooperation >](#)

### Our Work >

Poverty Reduction

Democratic Governance

Crisis Prevention & Recovery

Environment & Energy

HIV / AIDS

Women's Empowerment

Capacity Development

### Millennium Development Goals >

- 1 Eradicate extreme poverty and hunger
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child mortality
- 5 Improve maternal health
- 6 Combat HIV / AIDS, malaria and other diseases
- 7 Ensure environmental sustainability
- 8 Develop a Global Partnership for Development

### Our Perspective >

Thoughts on Poverty in Zimbabwe

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UNDP Global: Poverty Reduction

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Our Work
Millennium Development Goals
Our Perspective

Poverty Reduction
Democratic Governance
HIV + AIDS
Crisis Prevention & Recovery
Environment & Energy
Women Empowerment
Capacity Building

UNDP Global > Our Work >

## Overview

- Success Stories
- Focus Areas
- Projects
- Publications
- Partners

# Poverty Reduction

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## Our Goal

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## Success Stories



UNDP IN ARGENTINA

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UNDP IN BANGLADESH

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## Featured Publications



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## Press Releases

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## Current Projects



### Connecting Villages

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### Moroccan Family Code

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### Moroccan Family Code

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## Our Perspective



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## Our Work >

- Poverty Reduction
- Democratic Governance
- Crisis Prevention & Recovery
- Environment & Energy
- HIV/AIDS
- Women's Empowerment
- Capacity Development

## Human Development Report 2010: 20th Anniversary Edition



## Millennium Development Goals >

- 1 Eradicate extreme poverty and hunger.
- 2 Achieve universal primary education.
- 3 Promote gender equality and empower women.
- 4 Reduce child mortality.
- 5 Improve maternal health.
- 6 Combat HIV/AIDS, malaria and other diseases.
- 7 Ensure environmental sustainability.
- 8 Develop a Global Partnership for Development.

## Our Perspective >

2 Sept

### Thoughts on Poverty in Zimbabwe

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# Sample Pages

## UNDP Global: Article Page

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UNDP Global > Our Work > Poverty Reduction > Success Stories >

Overview

**Success Stories**

Guaranteed Job for Badami Devi of...

Social Mobilization for Poverty Alleviation

Focus Areas

Projects

Publications

Partners

## Guaranteed Job for Badami Devi of Kandha Village, Rajasthan

SHARE

**Kandha, Rajasthan:**  
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**Highlights of the project NREGP**

- 400,000 households have been provided employment.
- UNDP has developed social audit process to increase transparency.
- The Entrepreneurship Development Institute supported by UNDP has launched a 2-month handloom training program
- Created a technical cell within the Ministry of Rural Development with expertise in monitoring, data analysis, knowledge sharing, awareness generation and information technology.

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Map Module

**Related Project Report**

1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do June 2016

**Partners**

Ministry of Rural Development India

One World

Entrepreneurship Development Institute

**Press Releases**

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**Our Work >**

- Poverty Reduction
- Democratic Governance
- Crisis Prevention & Recovery
- Environment & Energy
- HIV / AIDS
- Women's Empowerment
- Capacity Development

**Millennium Development Goals >**

- 1 Eradicate extreme poverty and hunger
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- 3 Promote gender equality and empower women
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- 5 Improve maternal health
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- 7 Ensure environmental sustainability
- 8 Develop a Global Partnership for Development

**Our Perspective >** 2 Sept

**Thoughts on Poverty in Zimbabwe**

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[Our Perspective](#)

UNDP Global >

## The Millennium Development Goals

# Eight Goals for 2015

1 **View the progress** >

5 **Improve maternal health.**

2 **Achieve universal primary education.**

4 **Reduce child mortality.**

3 **Promote gender equality and empower women.**

6 **Combat HIV / AIDS, malaria and other diseases.**

7 **Ensure environmental sustainability.**

8 **Develop a Global Partnership for Development.**

5.4 years remaining until 2015

**About the MDGs**

World leaders gathered at the UN Millennium Summit in 2000 and signed the UN Millennium Declaration. This document is the foundation for the MDGs, a set of 8 measurable goals for 2015 focused on improving human conditions around the globe.

**UNDP's Role in the MDGs**

World leaders gathered at the UN Millennium Summit in 2000 and signed the UN Millennium Declaration. This document is the foundation for the MDGs, a set of 8 measurable goals for 2015 focused on improving human conditions around the globe.

**Kick Out Poverty TV Spot**

L'élégant habitant morbi tristique senectus et netus et. 1:03

**MDG Reports**

What Will It Take to Achieve the MDGs? Lorem ipsum dolor sit amet, consectetur adipiscing elit. JUNE 2010

[MORE MDG REPORTS AND PUBLICATIONS](#)

**Links**

[MDG News >](#)

[2010 MDG Summit >](#)

## UNDP's Leadership on the MDGs

**Building Awareness**

**UNDP launches Kick Out Poverty TV Commercial**

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**Tracking Progress**

**Ban Ki-Moon prepares for the 2010 MDG Summit**

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**Developing Strategies**

**UNDP releases report on gender equality policies**

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**Working with Governments**

**UNDP works with Botswana to increase solar energy use**

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## UNDP Partnerships

UNDP bolsters Malawi economy by partnering with local coffee-roaster and forging distribution deal with Peet's Coffee & Tea. [MORE >](#)

UNDP brings fresh water to tsunami-ravaged Thailand through partnership with Coca-Cola. [MORE >](#)

[MORE ABOUT UNDP IN BOSNIA AND HERZEGOVINA'S PARTNERSHIPS >](#)

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Environment & Energy

HIV / AIDS

Women's Empowerment

Capacity Development

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**Millennium Development Goals >**

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- 8 Develop a Global Partnership for Development.

**Our Perspective >**

**Thoughts on Poverty in Zimbabwe**

2 Sept 2010

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UNDP Style Guide / November 4, 2010

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[Our Work](#) | [Millennium Development Goals](#) | [Our Perspective](#)

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UNDP Global > Millennium Development Goals >

6

## Combat HIV/AIDS, malaria and other diseases

### Number of people living with HIV (in millions)

Year	Number of people living with HIV (in millions)
1980	7.3
1982	8.3
1984	9.3
1986	10.3
1988	11.3
1990	12.3
1992	13.3
1994	14.3
1996	15.3
1998	16.3
2000	17.3
2002	18.3
2004	19.3
2006	20.3
2008	21.3
2010	22.3
2012	23.3
2014	33.6

5.4

years remaining until 2015

**Targets for this Goal**

- Have halted by 2010 and begun to reverse the spread of HIV/AIDS.
  - [Lower proportion of people living with HIV](#)
  - [Lower proportion of people living with HIV who are on antiretroviral therapy](#)
  - [Lower proportion of people living with HIV who are on antiretroviral therapy who are on second-line therapy](#)
  - [Lower proportion of people living with HIV who are on second-line therapy who are on third-line therapy](#)
  - [Lower proportion of people living with HIV who are on third-line therapy](#)
  - [Lower proportion of people living with HIV who are on fourth-line therapy](#)
  - [Lower proportion of people living with HIV who are on fifth-line therapy](#)
  - [Lower proportion of people living with HIV who are on sixth-line therapy](#)
  - [Lower proportion of people living with HIV who are on seventh-line therapy](#)
  - [Lower proportion of people living with HIV who are on eighth-line therapy](#)
  - [Lower proportion of people living with HIV who are on ninth-line therapy](#)
  - [Lower proportion of people living with HIV who are on tenth-line therapy](#)
- Achieve, by 2010, universal access to treatment for HIV/AIDS for all who need it.
  - [Lower proportion of people living with HIV who are on antiretroviral therapy](#)
- Have halted by 2010 and begun to reverse the incidence of malaria and other major diseases.
  - [Lower proportion of people living with HIV who are on antiretroviral therapy](#)

### Number of people newly Infected with HIV and death due to AIDS (in millions)

### UNDP's Work on this Goal Around the Globe

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### Kick Out Poverty TV Spot

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### The 8 Millennium Development Goals

- 1 Eradicate extreme poverty and hunger
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child mortality
- 5 Improve maternal health
- 6 Combat HIV/AIDS, malaria and other diseases
- 7 Ensure environmental sustainability
- 8 Develop a Global Partnership for Development

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### Featured Publications

**What Will It Take to Achieve the MDGs?**

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June 2010

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## Our Perspective

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### Challenges faced by UNDP on the ground

30 July 2010

The Irish famine of the mid-nineteenth century was a catastrophe which left deep scars on the nation. I wish to commend the Government of Ireland for its determination to make the fight against hunger a top priority on its international agenda. Etched in the historical memory of Ireland is a deep understanding of what chronic hunger means. Ireland today is a developed nation with the resilience, including during the adversity caused by the international recession, to protect its people. The commitment it makes now is to support others also to overcome the scourge of famine and hunger. Sadly both still stalk our planet. Spikes in chronic hunger and malnutrition continue to threaten nations and sub-regions – with Niger, the Horn of Africa, and Haiti particularly at risk this year. This misfortune may be the result of tragic events, such as the earthquake in Haiti, or of falling crops, increases in violence and conflict, or poor logistics and food distribution networks. [READ MORE >](#)

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### Helen Clark concludes Mali visit

30 July 2010

UNDP Administrator Helen Clark wrapped up her Mali visit today where she underscored the country's progress on achieving the Millennium Development Goals (MDGs).

The first UNDP Chief to travel to Mali, Helen Clark highlighted the country's efforts in tackling issues such as HIV/AIDS, poverty, education and its commitment to democratic governance.

The Administrator started out in the legendary city of Timbuktu, where she and the Head of UNAIDS, Michelle Sillitoe, spoke with the beneficiaries of an HIV/AIDS clinic.

Mali has been making important headway in tackling the HIV/AIDS pandemic, having reduced national prevalence from 1.7% in 2001 to 1.3% in 2006 and dramatically expanding universal access to HIV services. [READ MORE >](#)

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### Millennium goals are “within reach”

30 July 2010

A synthesis of evidence from around the world, released by the United Nations Development Programme, vividly illuminates for the international community the path to creating a more healthier and richer world it envisioned a decade ago when it adopted the Millennium Development Goals. The publication, titled “The path to achieving the Millennium Development Goals: A synthesis of evidence from around the world”, draws upon the national experience of 34 countries — 20 of which are in Africa — that have completed their national MDG assessments and shows trends in progress, successes, failures and the impact of the recent global crisis. It asserts that, while there is no one approach that could guarantee a country's success across the board, with national commitment, innovative policies and pro-poor economic growth, the MDGs are within reach. “These second generation of national MDG reports are critical because they provide us with an in-depth understanding of what drives and constrains. [READ MORE >](#)

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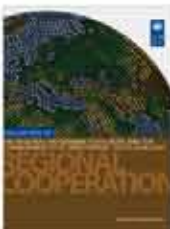
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Second Regular Session 2010 of the Executive Board. (30 Aug - 3 Sept, NY)

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30 Aug: The UN and New Zealand - Peter Fraser's Legacy

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2 Sept 2010

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## What Will It Take to Achieve the Millennium Development Goals?

Published on 18 July, 2010 | 37 pages



**Document Summary**

This Assessment aims to provide an action agenda for MDG acceleration by reviewing progress thus far and identifying the strategies, policies and interventions for further acceleration. The information is collected from a sample of 50 country reports, including MDG documentation from other sources. The Assessment contributes to the deliberations leading up to the September 2010 MDG High-Level Plenary Meeting at the United Nations. Verferum reptat. Luptatum quate cupiam voluptaqui temodia cultaut et ere nihil inverita volorec ullaborat quisti ut est offi cab orce.

**Document Highlights**

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- Aenean anim tellus, accumsan eu fringilla sit amet, malesuada vel purus.
- Etiam justo massa, interdum ac porta quis, tristique non nisi.

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**About Bosnia and Herzegovina >**

Population

**26.8**  
million

Poverty rate

**28.5%**



Per capita income

**\$1500**

Human Dev. Index

**0.52**


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## The Millennium Development Goals in Bosnia and Herzegovina


# Eight Goals for 2015


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## UNDP's Leadership on the MDGs in Bosnia and Herzegovina

### Building Awareness




**UNDP launches Kick Out Poverty TV Commercial**

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### Tracking Progress




**Ban Ki-Moon prepares for the 2010 MDG Summit**

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### Developing Strategies




**UNDP releases report on gender equality policies**

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### Working with Governments




**UNDP works with Botswana to increase solar energy use**


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## UNDP in Bosnia and Herzegovina's Partnerships



UNDP bolsters Malawi economy by partnering with local coffee-roaster and forging distribution deal with Pret's Coffee & Tea. [more >](#)



UNDP brings fresh water to tsunami-ravaged Thailand through partnership with Coca-Cola. [more >](#)

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Per capita income

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Human Dev. Index

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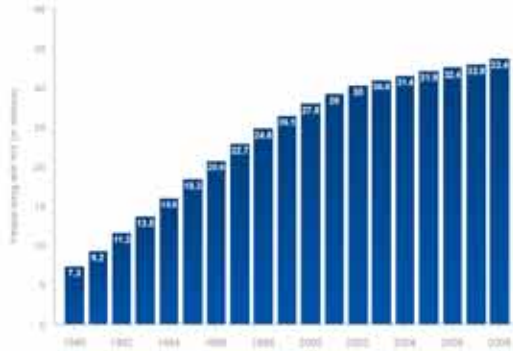
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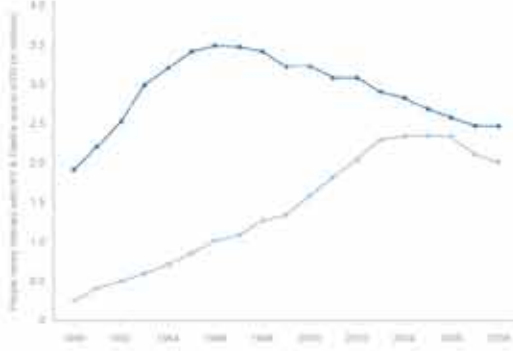
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## Combat HIV/AIDS, malaria and other diseases

### Number of people living with HIV (in millions)



### Number of people newly Infected with HIV and death due to AIDS (in millions)



#### Targets for this Goal

1. Have halted by 2015 and begun to reverse the spread of HIV/AIDS.
  - *Lorem ipsum dolor sit amet, consectetur adipiscing elit.*
  - *Ut mollis nunc quis rut porta nec placerat metus gravida.*
  - *Nam venenatis, erat nec vestibulum etiam.*
2. Achieve, by 2010, universal access to treatment for HIV/AIDS for all who need it.
  - *SHOW INDICATORS*
3. Have halted by 2015 and begun the reverse incidence of malaria and other major diseases.
  - *SHOW INDICATORS*

#### Kick Out Poverty TV Spot




Pellentesque habitant morbi tristique senectus et netus et. 1/33

#### The 8 Millennium Development Goals

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**Connecting Villages**

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**About Bosnia and Herzegovina >**

Population: **26.8 million**

GDP: **\$1500**

Poverty rate: **28.5%**

Highest Dev. Index: **0.52**



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### 1.19 billion people

**Introduction**

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### 27.5% live in poverty

**History**

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### 42% below Purchasing Power Parity of US\$1.25 a day

**Challenges**

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### 134 rank out of 182 countries by global 2009 Human Development Index

**Successes**

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### 49% of poor are women

**Challenges**

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### 9.24% of Parliament are women

**Challenges**

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### 2.27 million estimated HIV positive

**Challenges**

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### 1.2 metric tonnes carbon emissions per capita per year


**Challenges**


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### 66% literacy

**Successes**

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**Stats**

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**Our Work >**

- Poverty Reduction
- Democratic Governance
- Crisis Prevention & Recovery
- Environment & Energy
- HIV / AIDS
- Women's Empowerment
- Capacity Development

**Millennium Development Goals >**

- 1 Eradicate extreme poverty and hunger.
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women.
- 4 Reduce child mortality.
- 5 Improve maternal health.
- 6 Combat HIV / AIDS, malaria and other diseases.
- 7 Ensure environmental sustainability
- 8 Develop a Global Partnership for Development.

**About India >**

Population

**1.03 billion**

Per capita income


**\$1031**

Poverty rate

**27.5%**

Human Dev. Index

**0.61**



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UNDP Style Guide / November 4, 2010

Page 51

# Sample Pages

UNDP Project Page A

## India's Rural Employment Guarantee Act

- Section 1
- Section 2
- Section 3
- Section 4
- Section 5



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### Development Contribution by Donor for Prog for Palestinian People

Fiscal Year	Core / Noncore	Donor	Contribution
2006	Core		\$3,672,425.00
2006	Noncore	United Nations Development Programme	\$213,860.34
2006	Noncore	Government of Brazil	\$500,000.00
2006	Noncore	Government of the United States of America	\$669,504.26
2006	Noncore	United Nations	\$628,225.00
2007	Core		\$3,226,409.90
2007	Noncore	Government of Japan	\$2,940,801.00
2007	Noncore	European Union	\$307,272.12
2007	Noncore	UN Democracy Fund (UNDEF)	\$294,665.00
2008	Core		\$3,422,032.45

#### Partners



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#### Facebook

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#### Featured Document

**30 Aug: 2010 Progress Report on the Millennium Development Goals**

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#### Financial Overview

<b>Budget</b>	\$8.7M
<b>Expenditures</b>	\$5.7M
<b>Year</b>	<b>Amount</b>
2007	\$226,000.00
2006	\$749,000.00
2005	\$710,000.00
2004	\$779,000.00
2001-03	\$2,768,000.00
<b>Total</b>	<b>\$5,742,000.00</b>

#### [Project Name] Partners



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# Sample Pages

## India's Rural Employment Guarantee Act

- Section 1
- Section 2
- Section 3
- Section 4
- Section 5



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Start Date: 29 July 2010



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Start Date: 29 July 2010



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Start Date: 29 July 2010



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Start Date: 29 July 2010

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### Financial Overview

<b>Budget</b>	\$8.7M
<b>Expenditures</b>	\$5.7M
<b>Year</b>	<b>Amount</b>
2007	\$725,000.00
2006	\$749,000.00
2005	\$718,000.00
2004	\$778,000.00
2001-03	\$2,788,000.00
<b>Total</b>	<b>\$5,742,000.00</b>

## Development Contribution by Donor for Prog for Palestinian People

Fiscal Year	Core / Noncore	Donor	Contribution
2006	Core		\$3,872,425.00
2006	Noncore	United Nations Development Programme	\$313,860.34
2006	Noncore	Government of Brazil	\$500,000.00
2006	Noncore	Government of the United States of America	\$669,594.26
2006	Noncore	United Nations	\$928,225.00
2007	Core		\$3,226,409.90
2007	Noncore	Government of Japan	\$2,940,801.00
2007	Noncore	European Union	\$307,272.12
2007	Noncore	UN Democracy Fund (UNDEF)	\$294,065.00
2008	Core		\$3,422,032.45

### [Project Name] Partners




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# Sample Pages

UNDP Global: Search Results



UNDP

Our Work Millennium Development Goals Our Perspective

UNDP Global

## Search Results

Search UNDP

Searched for: "India" Showing 1 – 20 of 320. Search took 0.06 seconds

previous | next

Sort by date | Sort by relevance

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previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | next

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- Crisis Prevention & Recovery
- Environment & Energy
- HIV/AIDS
- Women's Empowerment
- Capacity Development

### Human Development Report 2010: 20th Anniversary Edition




### Millennium Development Goals >

- 1 Eradicate extreme poverty and hunger
- 2 Achieve universal primary education
- 3 Promote gender equality and empower women
- 4 Reduce child mortality
- 5 Improve maternal health
- 6 Combat HIV/AIDS, malaria and other diseases
- 7 Ensure environmental sustainability
- 8 Develop a Global Partnership for Development

### Our Perspective >

#### Thoughts on Poverty in Zimbabwe

2 Sept 2010




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# Sample Pages


UN Country Page




## United Nations in Pakistan

Resident Coordinator Safety & Security Delivering as One

Press Centre




### Welcome to United Nations in Pakistan



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### Latest News



#### The Deputy Secretary General meets with Speaker of Parliament

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28 JULY 2016



#### The Deputy Secretary General meets with Speaker of Parliament

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28 JULY 2016

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Recent tweets from @oneunpakistan


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 28 JULY 2016 AT 9:18AM

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 28 JULY 2016 AT 9:18AM

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 28 JULY 2016 AT 9:18AM


VIEW MORE ON TWITTER

### Secretary-General Ban Ki-Moon Visits Flood Affected Area




VIEW MORE ON FLICKR

### UN Pakistan Responds to Flood




VIEW MORE ON FLICKR

### UNSG's Visit to Pakistan's Flood Affected Areas



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### Featured Publication



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 28 JULY 2016

### Upcoming UN Days

#### International Day for the Preservation of the Ozone Layer

This event commemorates the date of the signing of the Montreal Protocol on Substances that Deplete the Ozone Layer in 1987.

16 SEPTEMBER 2016

#### International Day of Peace

The International Day of Peace is a global call for ceasefire and non-violence. This year the Secretary-General is calling on governments and citizens to focus on nuclear disarmament and non-proliferation.


21 SEPTEMBER 2016

#### World Maritime Day

World Maritime Day is used to focus attention on the importance of shipping safety, maritime security and the marine environment and to emphasize a particular aspect of the UN's work.

21 SEPTEMBER 2016

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