United Nations Development Programme

Empowered lives.
Resilient nations.

UNDP BRAND MANUAL

CONTENTS

Revised January 2014

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.

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 tageline

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 every-one. 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.

Empowered lives.
Resilient nations.

Al servicio
de las personas
y las naciones

Au service
des peuples
et des nations.

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

Empowered lives.
Resilient nations.

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

Empowerd lives.
Resilient nations.

Do not rearrange the logo horizontally

Empowered lives.
Resilient nations.

Do not change the style or colour of the letters

Empowered lives.
Resilient nations.

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

Empowered lives.
Resilient nations.

Do not add an outline to the logo

Empowered lives.
Resilient nations.

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 dillute 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) 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 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. والتقرير 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. والتقرير 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

5.0   47.0

Myriad Bold 8/8.5pt

Myriad Roman 7.5/8.5pt

UN D P

Empowered lives.
Resilient nations.

John Smith
Title
Bureau Name/Unit
Tel: +1 (123) 456 7890
Cell: +456 7890 (optional)
Fax: +1 (123) 456 7890
john.smith@undp.org
Twitter (optional)
Skype name (optional)

Address Line 1
Address Line 2
Address Line 3
www.undp.org

Myriad Roman 7.5/8.5pt

United Nations
Development Programme

4.0

15.0

4.0

In French

5.0   47.0

Myriad Bold 8/8.5pt

Myriad Roman 7.5/8.5pt

P N U D

Au service
des peuples
et des nations

Jean Martin
Directeur
Bureau de communication
Tél. : +1 (212) 456 7890
Mob. : +456 7890
Fax : +1 (212) 456 7890
jean.martin@undp.org
Twitter : @martindirecteur

13 chemin des Anémones
Genéve, Suisse
www.undp.org

Myriad Roman 7.5/8.5pt

Programme des Nation Unies
pour le développement

4.0

12.5

4.0

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
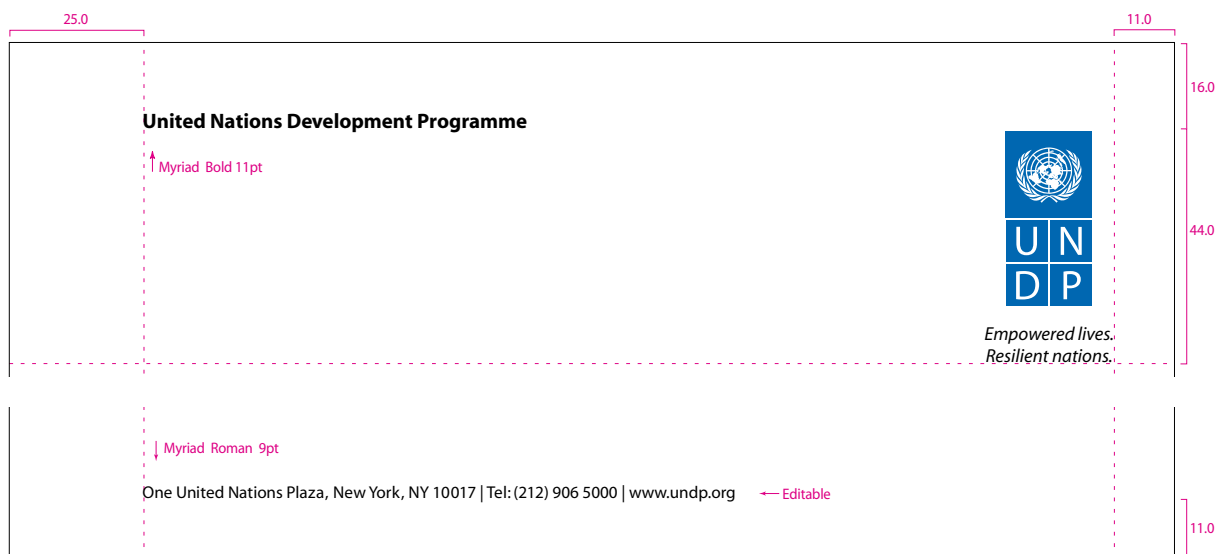
25.0   11.0

16.0

United Nations Development Programme

↑ Myriad Bold 11pt

44.0

UN
DP

Empowered lives.
Resilient nations.

| Myriad Roman 9pt

One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | www.undp.org ← Editable

11.0

↰ 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

United Nations Development Programme

Regional Bureau for Asia and the Pacific ← Editable

U N

United Nations Development Programme

Oslo Governance Centre ← Editable

UN
DP

Empowered lives.
Resilient nations.

Street Address, City, State/Province, Country, Postal Code | Tel: (000) 000-0000 | Fax: (000) 000-0000 | www.undp.org ← Editable

■ **Letterhead: Country Office**

Preferred version

25.0   11.0

16.0

United Nations Development Programme

↑ Myriad Bold 11pt

44.0

Empowered lives.
Resilient nations.

↓ Myriad Roman 9pt

UNDP in Zambia, UN House, Alick Nkhata Road, Lusaka | Tel.: +260 211 250 800 | Fax: +260 211 253 805 | www.undp.org.zm

11.0

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

25.0   11.0

16.0

United Nations Development Programme

↑ Myriad Bold 11pt

44.0

Empowered lives.
Resilient nations.

↓ Myriad Roman 9pt

UNDP in Zambia
UN House, Alick Nkhata Road, Lusaka | Tel.: +260 211 250 800 | Fax: +260 211 253 805 | www.undp.org.zm

11.0
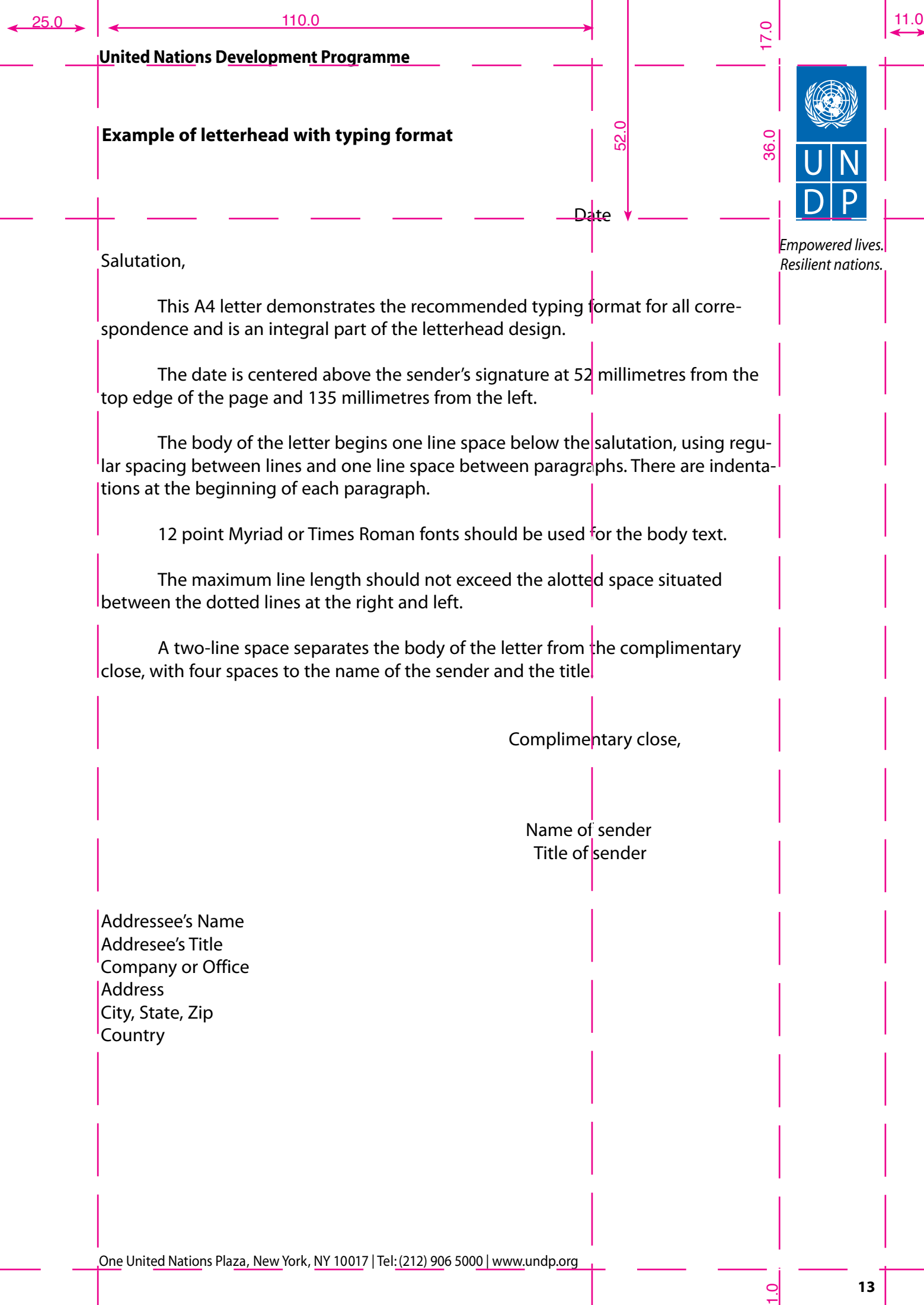
United Nations Development Programme

Example of letterhead with typing format

UNDP

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 alotted 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
Addresee'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**

8.0

United Nations Development Programme   ←   Myriad Bold 9/11pt
One United Nations Plaza, New York, NY 10017   ←   Myriad Roman 8/11pt

30.0

Empowered lives.
Resilient nations.

8.0

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

30.0

Empowered lives.
Resilient nations.

8.0
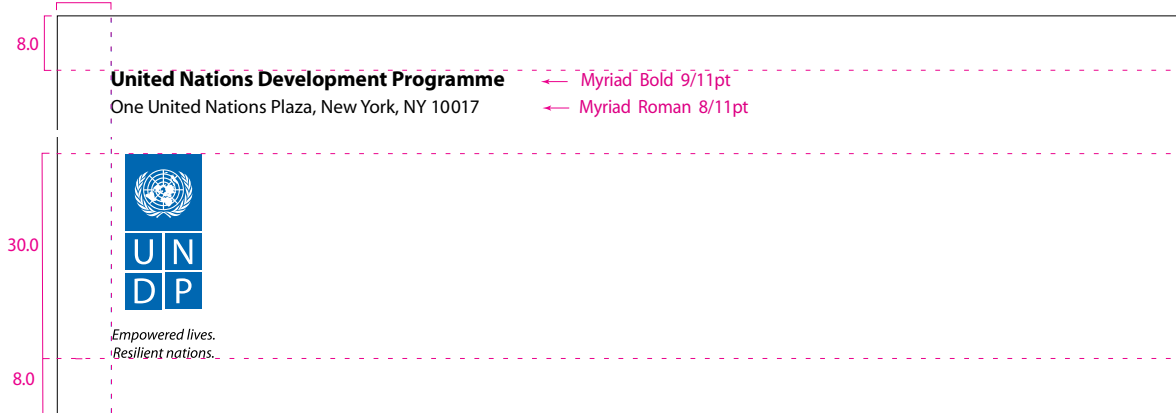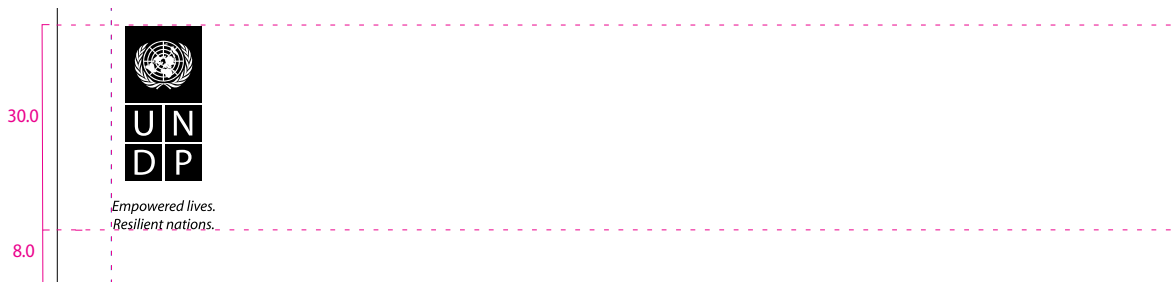
■ **Envelopes: sample 12 x 15 Kraft envelope - Black**

10.0

10.0

Myriad
Bold
15pt →

United Nations Development Programme

Myriad →
Regular
13.5 pt

One United Nations Plaza, New York, NY 10017

60.0

Empowered lives.
Resilient nations.

10.0

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

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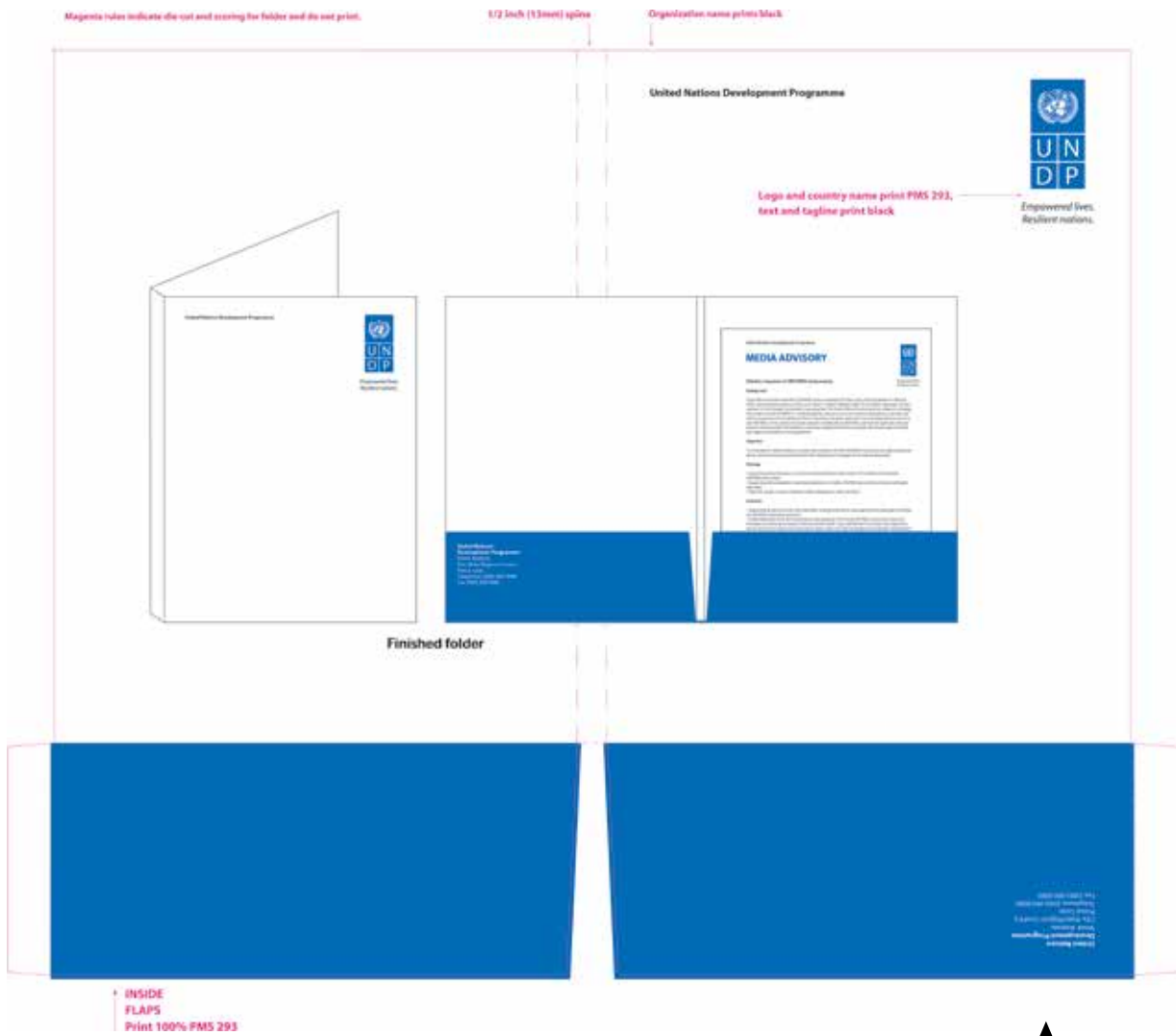
Since individual Country Offices are no longer listed underneath the logo, Country Offices can use the address section to highlight the country as well as the local address.

■ Sticky Note

United Nations Development Programme

UNDP

Empowered lives.
Resilient nations.

■ Compliment Slips

UNDP

Empowered lives.
Resilient nations.

With the compliments of Helen Clark, Administrator ←——————— Editable

United Nations Development Programme One United Nations Plaza, New York, NY 10017
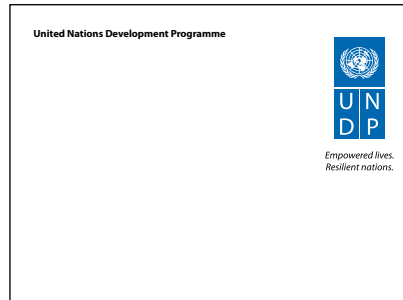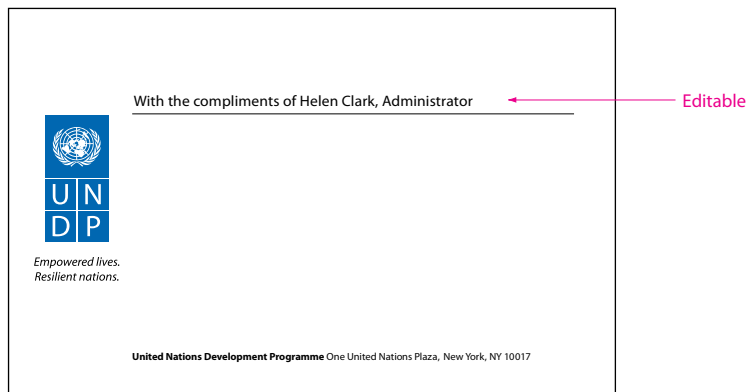
■ Job Ad

United Nations Development Programme

Management for Development

UNDP

Empowered lives.
Resilient nations.

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

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 полноправной 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 Conceiçao, 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
UNECA: Sophia Denekew: Tel: +251 11 54450 98; denekews@uneca.org
UNDP: Nicolas Douillet: Tel +1.212.906.5937; 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

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■ UNDP Press Release

United Nations Development Programme

PRESS RELEASE

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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
UNECA: Sophia Denekew: Tel: +251 11 54450 98; denekews@uneca.org
UNDP: Nicolas Douillet: Tel +1.212.906.5937; 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

■ Joint Press Release

PRESS RELEASE

###

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One United Nations Plaza, New York, NY 10017 | Tel: (212) 906 5000 | 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
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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>
3rd Floor, UN Service Building
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Fax: +66 (0) 2280 2700

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

Empowered lives.
Resilient nations.

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)
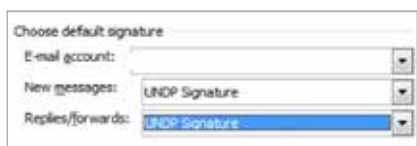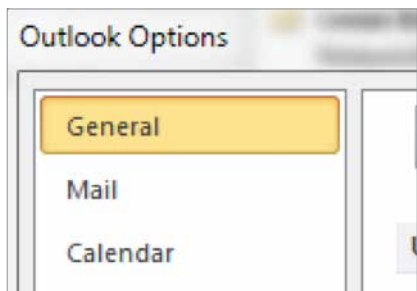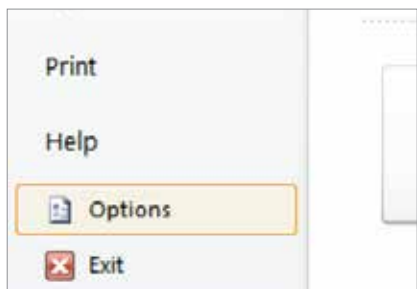
1. Edit the UNDP Email Signature Template file with your information using Microsoft Word.

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 corned 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 pages17 & 18).
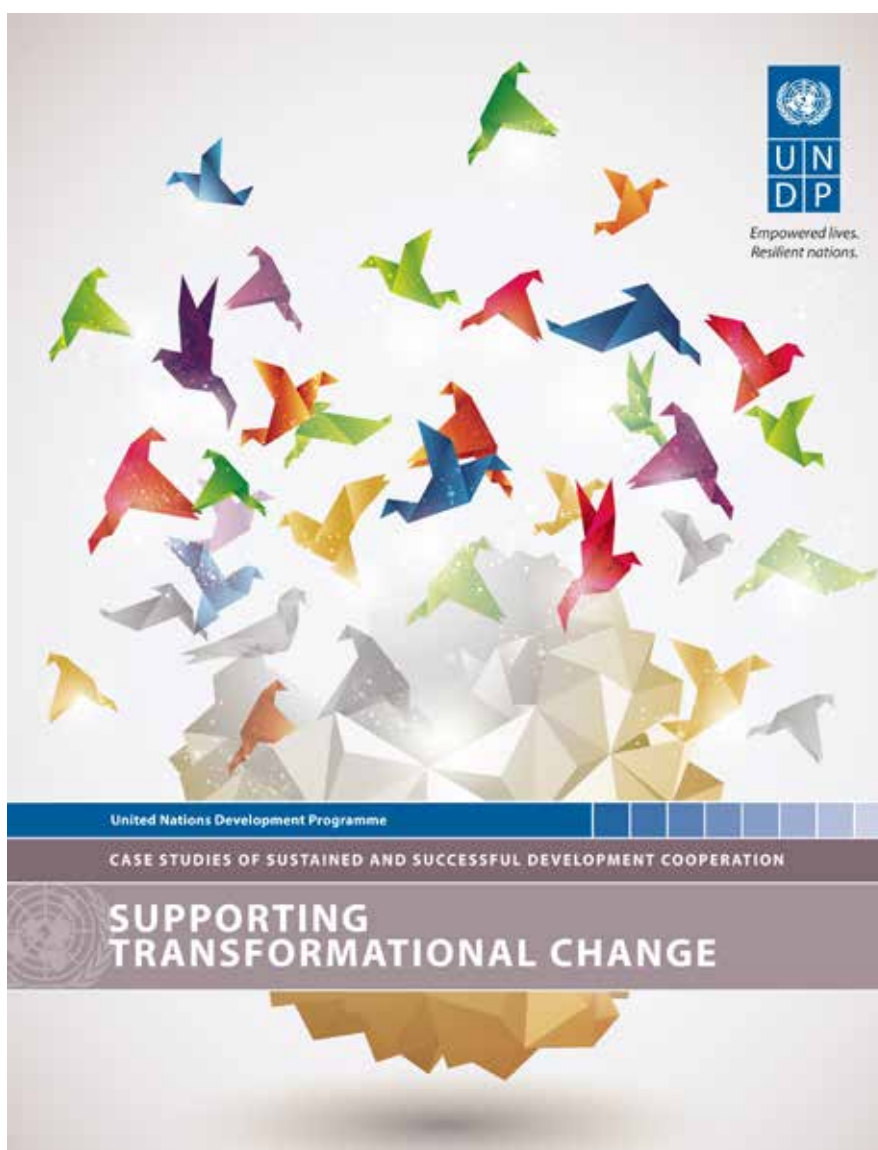
The layout of the sample publication above is based on the template developed by the Bureau for Development Policy for Knowledge products. More information on these templates and their use can be found at:

http://intra.undp.org/corporate-templates/

◼ Additional products with correct logo placement
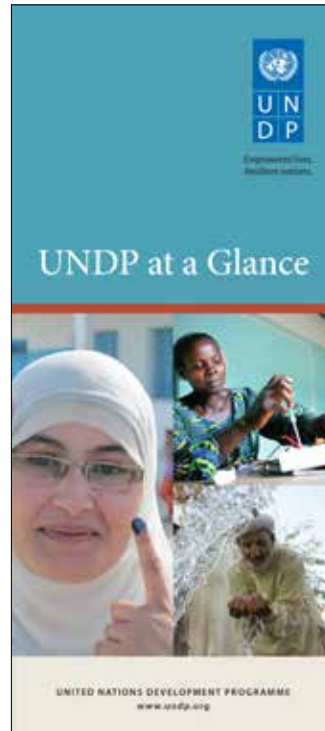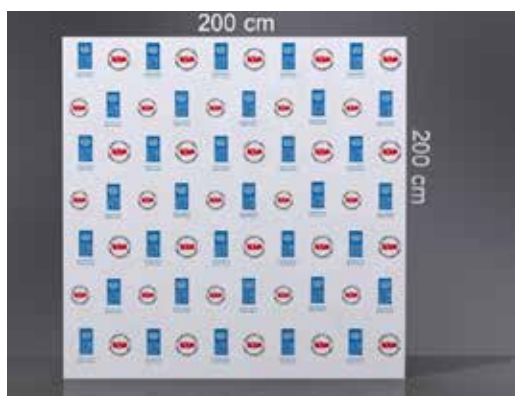
◼ **Examples of incor-rect logo placement**

Poster

Corporate brochure

Do not place logo on the bottom centre

Stage backdrop with partner logo

Do not place logo on lower left

Backdrop with partner logo
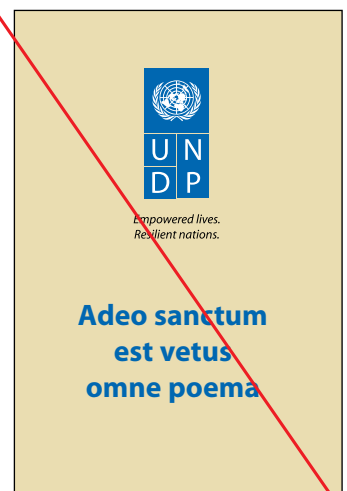
Do not place logo on the top centre

■ Results Sheet

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

■ Fast Facts

■ Spine of publications

| | NAME OF THE PUBLICATION | Publisher |

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.

UNDP

Empowered lives.
Resilient nations.

United Nations Development Programme
One United Nations Plaza
New York, NY 10017

www.undp.org

December 2012

20 mm

20 mm
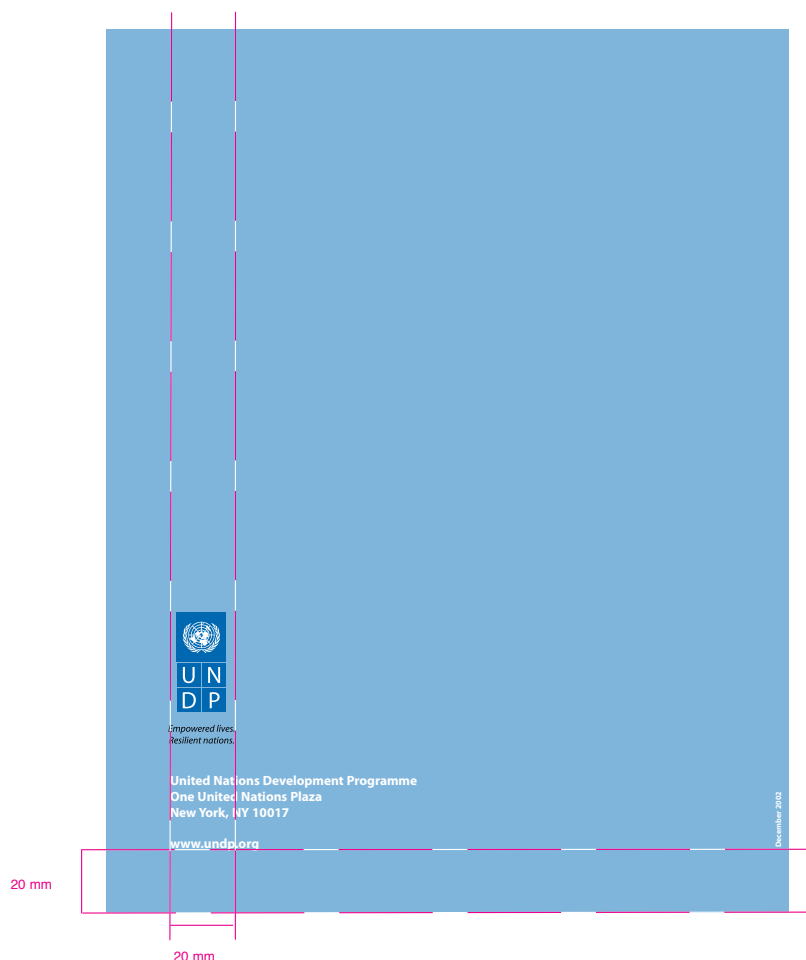
■ PowerPoint presentations

Templates are available on the UNDP Tagline portal on Sharepoint.
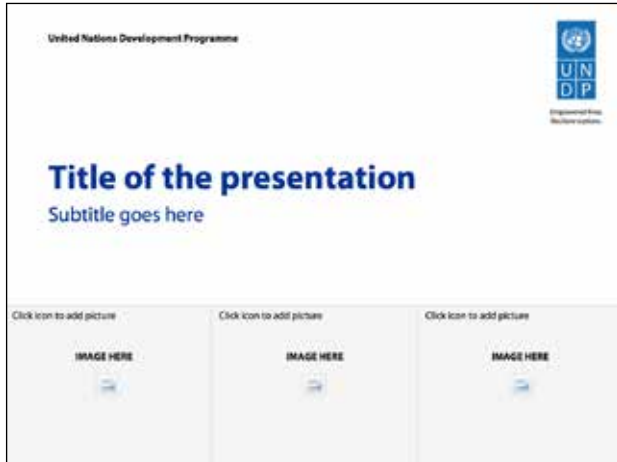
Title Slide

Slide with text and images
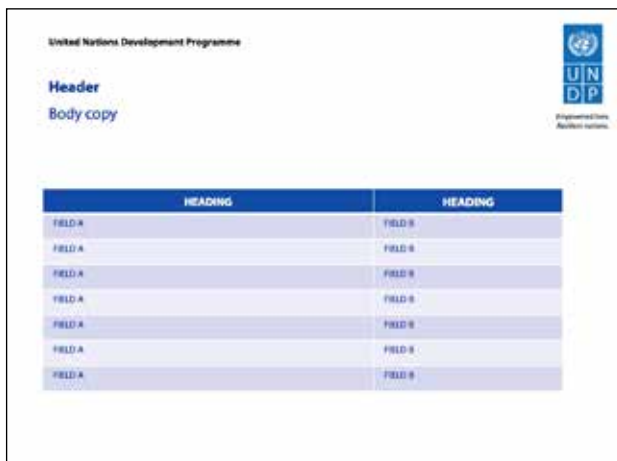
Slide with table
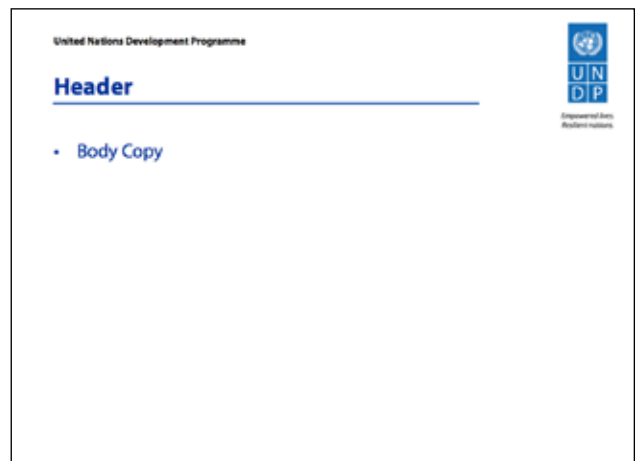
Slide with text

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.

18 cm

9 cm

**Logo size:
34mm
x 68 mm**

Front

*Empowered lives.
Resilient nations.*
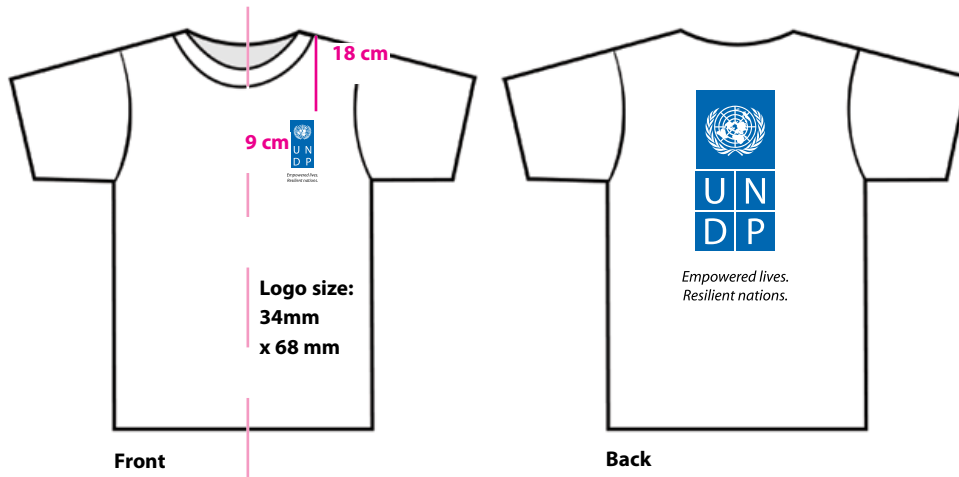
Back

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.
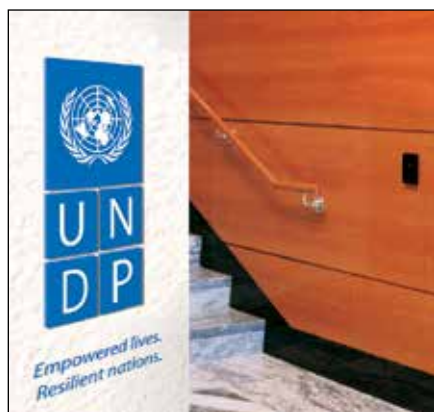
Individual enamel plaques

Background etched, colour-filled

Sandblasted

Decal on vehicle

■ **Incorrect signage example**

Outdated UN emblem   Current UN emblem

Emblem
proportion
is incorrect

Emblem
proportion
is correct

Space between
blocks is incorrect

Space between
blocks is correct

Wrong font

Empowered lives.
Resilient nations.

has tagline
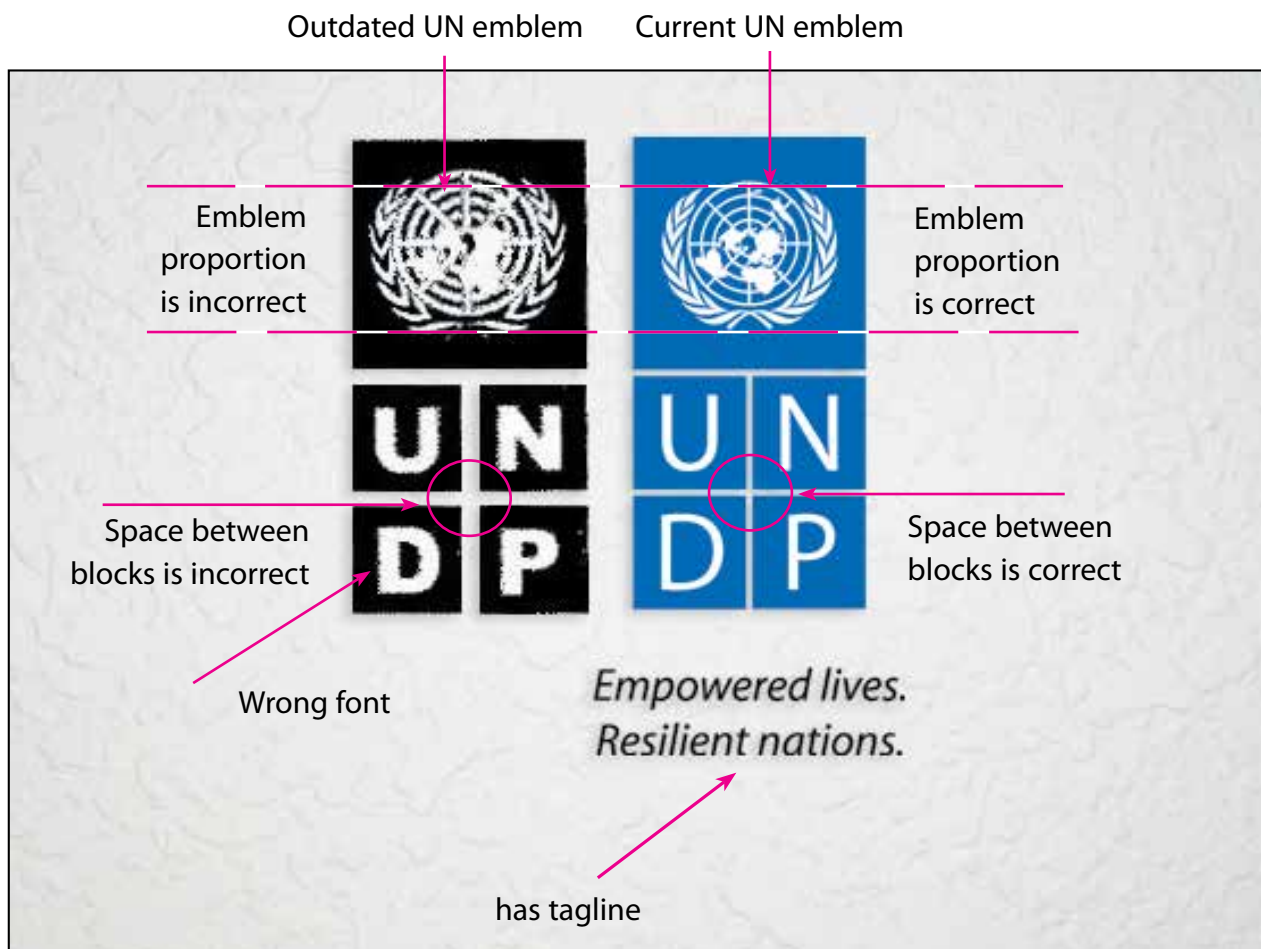
■ **UN Emblem**

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 scanable 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

Links to www.undp.org/french

Links to www.undp.org/spanish

Style Guide.

UNDP Style Guide

Thursday, November 4, 2010

Table of Contents

HUGE

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Page Elements: UNDP Country

Page Elements: UN Country

Sample Pages

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.

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Colors

	Blue 102		Black
	Hex: #003366		Hex: #000000
	RGB: 0, 51, 102		RGB: 0, 0, 0

	Blue 11		Grey 51
	Hex: #0B387C		Hex: #333333
	RGB: 11, 56, 218		RGB: 51, 51, 51

	Blue 38		Grey 64
	Hex: #265F91		Hex: #404040
	RGB: 38, 95, 145		RGB: 64, 64, 64

	Blue 85		Gray 67-2
	Hex: #557799		Hex: #434C55
	RGB: 85, 119, 153		RGB: 67, 76, 85

	Blue 170		Grey 68
	Hex: #0055AA		Hex: #444444
	RGB: 0, 85, 170		RGB: 68, 68, 68

	Blue 90		Gray 85
	Hex: # #5A90DA		Hex: #55555
	RGB: 90, 144, 218		RGB: 85, 85, 85

	Blue 255		Grey 102
	Hex: #0088FF		Hex: #666666
	RGB: 0, 136, 255		RGB: 102, 102, 102

	Bright Blue 85		Grey 153
	Hex: #55BBFF		Hex: #999999
	RGB: 85, 187, 255		RGB: 153, 153, 153

	Bright Blue 102		Grey 187
	Hex: #66C2FF		Hex: #BBBBBB
	RGB: 102, 194, 255		RGB: 187, 187, 187

	Blue 237		Grey 204
	Hex: #EDF4FE		Hex: #CCCCCC
	RGB: 237, 244, 254		RGB: 204, 204, 204

	Blue Grey 163		White
	Hex: #A8BCCC		Hex: #FFFFFF
	RGB: 163, 188, 204		RGB: 255, 255, 255

	Map Light Blue		Green 171
	Hex: #D5EDFB		Hex: #ABC4BF
	RGB: 213, 237, 251		RGB: 171, 196, 191

	Map Dark Blue
	Hex: #1E427E
	RGB: 30, 66, 126

HUGE

Font Families

A: Arial Regular

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

B: Arial Bold

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

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.

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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
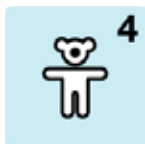
F: Next Arrow

G: Social Media Large

H: Social Media Small

I: Home page

K: Suggested Results Close

L: Home page Expand

M: Play button Overlay

HUGE

A: 460x260*

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

B: 220x147*

C: 380x253*

D: 260x173*

E: 140x187*

F: 60x72

G: 60x60

H: 220x124

I: 60x84

J: 140x194

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%

K: 540x390*

J: 70x114

L: 60x80

M: 140x93

N: 140x187

O: 221x289*

P: 699x470*

Q: 300x200*

R: 460x197*

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 depenent on the original document's dimensions. (A4, Letter, etc.)

Note
Images marked with an asterisk have been scaled down.
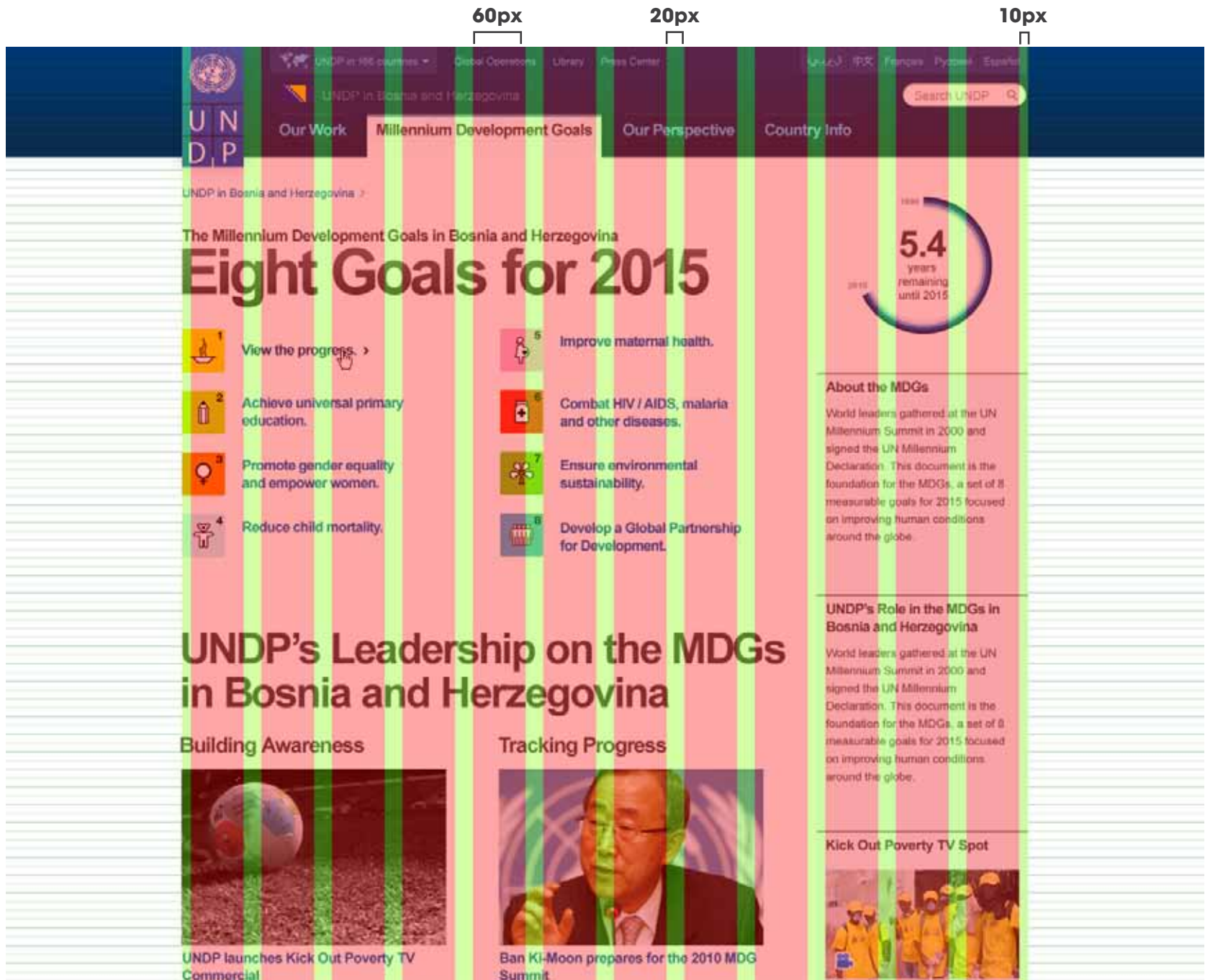
Grid: Primary

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.

60px　　**20px**　　**10px**
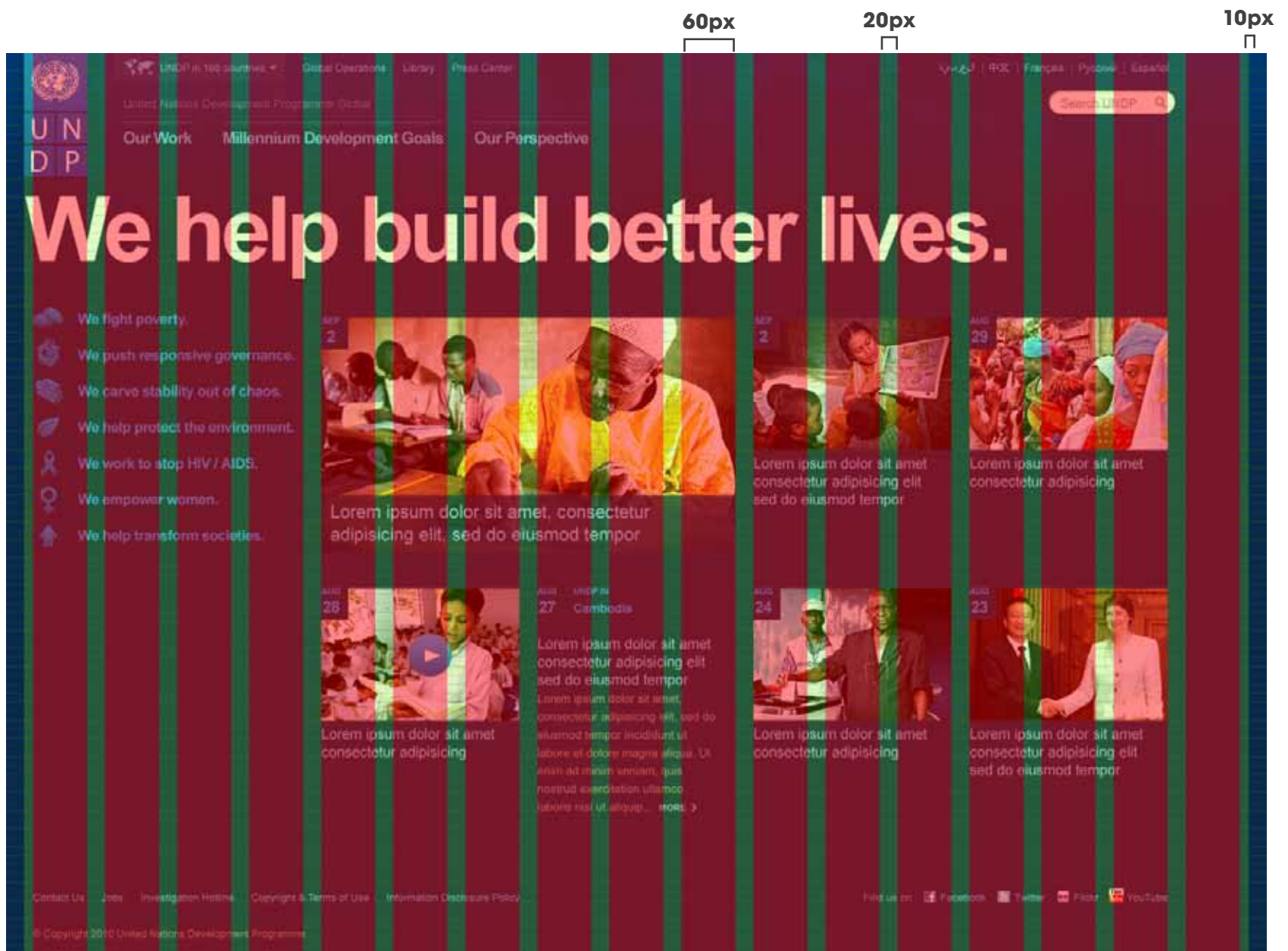
Grid: Home page

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

We fight poverty.

D: Home page: Rollover

We fight poverty. >

E: Header: Normal

Our Work

F: Header: Rollover

Our Work

G: Hyperlink with Arrow

MORE >

H: Country Selector: Close Button

CLOSE X
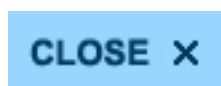
Hyperlinks

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.

HUGE

Interaction

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

Year Any ▲▼

Dropdowns

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

Region/Country t ✕

Tajikistan
Tanzania
Thailand
The former Yugoslav Republic of Macedonia
Timor-Leste
Togo
Trinidad and Tobago
Tunisia
Turkey
Turkmenistan
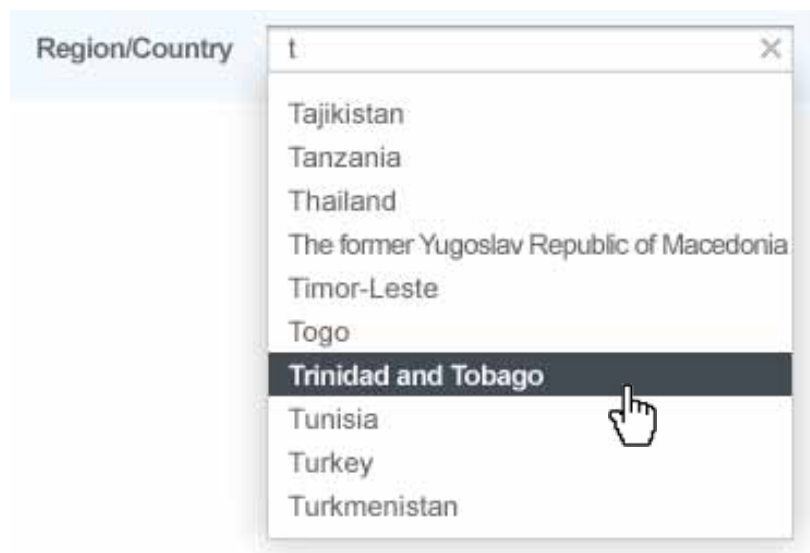
Suggested Results

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.

HUGE

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 show 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.

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

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Page Elements: Nav

A: Primary Header
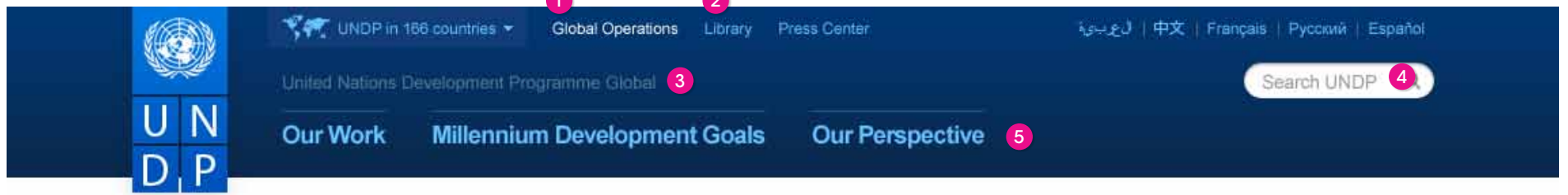
B: Subnavigation Tabs

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

HUGE

A: UNDP Country Page Header

B: UNDP Country Page Header: Selected Tab
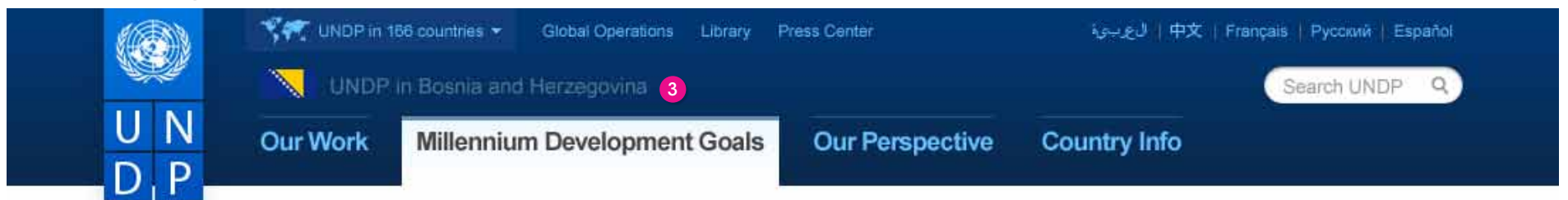
Headers: UNDP Country Pages

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

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

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

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

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

UN Country Page Footer

© Copyright 2010 United Nations   ② Find us on Ⓕ Facebook Ⓣ Twitter Flickr YouTube
①   ③

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

HUGE

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

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

A: Left Rail Nav

Overview ①

UNDP Mission

Countries & Regions

Partners ②

▸ Goodwill Ambassadors

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 volup tatem 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

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 volup tatem quia voluptas sit aspernatur aut. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam. **MORE >** ⑥

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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod ⑧ tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipisicing elit. **MORE >** ⑨

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

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

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

A: UNDP Overview Page Article Block

Success Stories ❶

UNDP IN TANZANIA ❷
Lorem ipsum dolor sit amet consectetur adipiscing ❸
❹ Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore. **MORE >** ❺

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

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

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

B: UNDP Country Page Article Block

Success Stories in Bosnia and Herzegovina

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

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

❻ **View More Stories >**

A: Current Projects

Current Projects

Connecting Villages ①

Sed ut perspiciatis unde omnis iste natus error sit volupt atem accusantium doloremque laudantium, totam rem. A aperiam, ② eaque ipsa quae ab illo inventore veritatis et quasi archi tecto.

Start Date: **29 July 2010** ③

Moroccan Family Code

Sed ut perspiciatis unde omnis iste natus error sit volupt atem accusantium doloremque laudantium, totam rem. A aperiam, eaque ipsa quae ab illo inventore veritatis et quasi archi tecto.

Start Date: **29 July 2010**

Moroccan Family Code

Sed ut perspiciatis unde omnis iste natus error sit volupt atem accusantium doloremque laudantium, totam rem. A aperiam, eaque ipsa quae ab illo inventore veritatis et quasi archi tecto.

Start Date: **29 July 2010**

View More Projects >

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

B: Document Module

Report on Human Development ①

Human Development Report 2009
Overcoming barriers: Human mobility and development

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

20th Anniversary Human Development Report >
③

Document Module

This module provides a preview and cover image of the 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

HUGE

Article Format

The standard format for an article page includes a 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

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 ①

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

VIEW MORE PARTNERS > ③

Press Releases

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

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

⑥ **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 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. ⑦

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 ①

Eight Goals for 2015 ②

[1] View the progress. › ③

[2] Achieve universal primary education.

[3] Promote gender equality and empower women.

[4] Reduce child mortality.

[5] Improve maternal health. ④

[6] Combat HIV / AIDS, malaria and other diseases.

[7] Ensure environmental sustainability.

[8] 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

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**

Peet's Coffee & Tea

2 UNDP bolsters Malawi 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

HUGE

Main Content

Combat HIV/AIDS, malaria and other diseases ①

Number of people living with HIV (in millions) ②
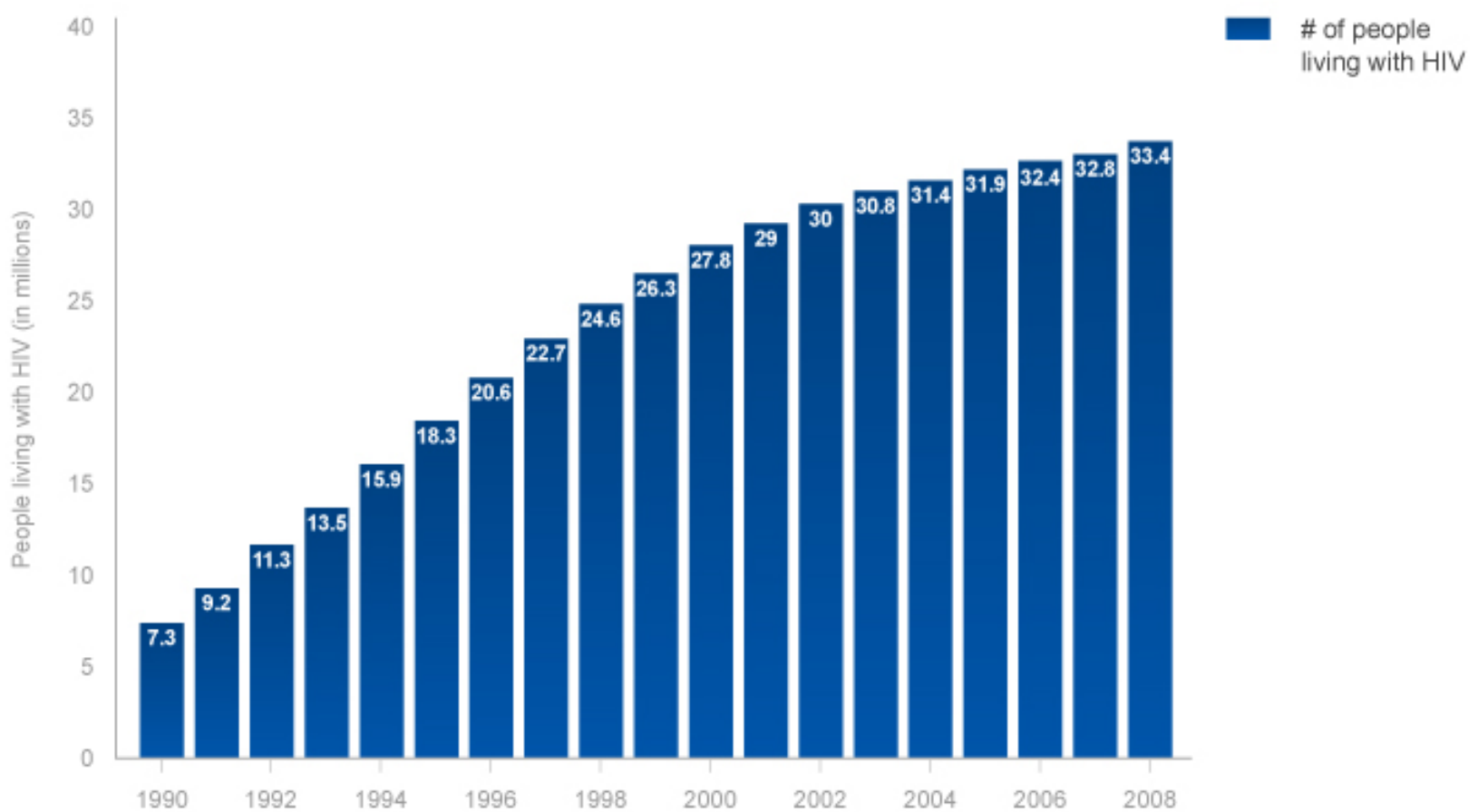
Goal Detail: Main Content

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

Lorem ipsum dolor sit amet consectetur adipiscing

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

3 30 July 2008

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30 July 2008

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

HUGE

Our Perspective Module

Challenges faced by UNDP on the ground ❶

30 July 2010 ❷

❸ 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 [f] **FACEBOOK**   **+ SHARE** ✉ [f] [t]

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 ❶

Latest Project Reports ❷
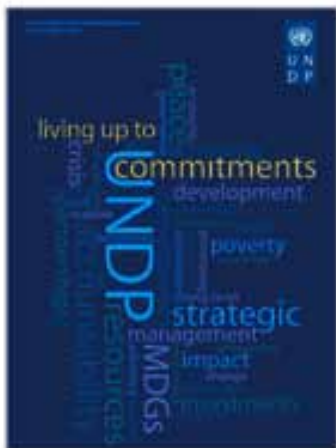
Annual Report ❸
2009/2010
30 July 2010 ❹

UNDP in Action
2009/2010
30 July 2010

Providing Global Public
Goods : Managing
Globalization
30 July 2010
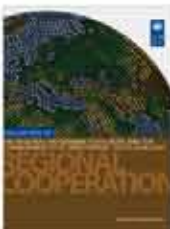
❺ View More Project Reports ›

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

HUGE

Document Download

What Will It Take to Achieve the Millennium Development Goals? ①

Published on 18 July, 2010 | 37 pages ②

Document Summary ③

④ 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. Verferrum reptat. Luptatium quate cuptam voluptaqui temodia cullaut et ere nimil 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 ①

Search Press Center ②

▼ FILTER RESULTS

Area of Work	Any ▲▼
MDG	Any ▲▼
Year	Any ▲▼
Region/Country	t ✕

③ ④

Showing **1 – 20** of **320**

⑤ 30 July 2008

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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua... ⑦

Contact U

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

Media Conta

Inquiries fro

Official Resp
Innacurrate

Latest Spe
Statement

30 Aug: Lor
consectetur a

30 Aug: Lor
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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

Search Results

Search Results

Search UNDP 🔍

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

previous | next **3**   Sort by date | Sort by relevance
2

Lorem ipsum dolor sit amet consectetur adipisicing elit sed do eiusmod tempor consectetur **4**
adipisicing elit sed do eiusmod
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna **5**
aliqua...
http://www.loremipsum.com/dolor/sit/amet/ **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

HUGE

A: Single Row Articles

Lorem Ipsum Dolor Sit Amet ①

Sed ut perspiciatis unde omnis iste natus error sit volupt atem accusantium doloremque laudantium, totam rem. A aperiam, eaque ipsa quae ab illo inventore veritatis et quasi archi tecto. ②

Start Date: **29 July 2010** ③

Consectetur Adipiscing Elit

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Start Date: **29 July 2010**

Vestibulum Iaculis Ultrices Tortor

Sed ut perspiciatis unde omnis iste natus error sit volupt atem accusantium doloremque laudantium, totam rem. A aperiam, eaque ipsa quae ab illo inventore veritatis et quasi archi tecto.

Start Date: **29 July 2010**

B: Two Column Articles

Lorem ipsum dolor sit amet consectetur adipiscing

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Lorem ipsum dolor sit amet, consectetur adipisicing 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 ⑤	Donor	Contribution
2006	Core ⑥		$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

HUGE

UNDP Country Page

Home Page

Similar to the UNDP Global home page, the UNDP County 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

A: Main Content Well

About India ①

Introduction

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History ④

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Etiam suscipit imperdiet massa, vitae rutrum quam fringilla nec. Suspendisse at libero et massa vehicula varius. Praesent feugiat tortor nec nulla hendrerit quis adipiscing lacus pellentesque. Donec tempus interdum felis, id porttitor sem fringilla ut. Praesent eget nisl nisl. Quisque euismod cursus rhoncus. Donec ac quam eget nulla tempus viverra. Vestibulum risus nibh, dignissim non lacinia et, molestie gravida nunc. Cras arcu dui, dapibus nec varius sed, pellentesque quis lacus. Pellentesque vel felis eu nulla bibendum venenatis eget in lectus.

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 ⑥
billion people ⑦

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
Sum aut voles	Eatur volupto
Experepedit restis	76,571
Rere occab	88
Isiminis eatur uta	98.11
Dolupta sus	$122,521,038

HUGE

UN Partner Agencies
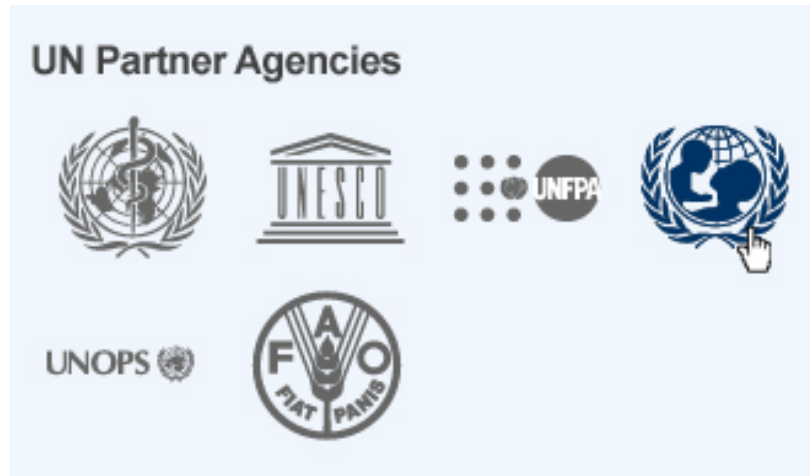
Partnership Agencies

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

Sample Pages

Sample Pages

Sample Pages

HUGE

Sample Pages

Sample Pages

UNDP Global: Our Perspective

Sample Pages

Sample Pages

HUGE

Sample Pages

UNDP Country Page: Goal Landing Page

UNDP in Bosnia and Herzegovina >

The Millennium Development Goals in Bosnia and Herzegovina

Eight Goals for 2015

5.4 years remaining until 2015

- View the progress. >
- Achieve universal primary education.
- Promote gender equality and empower women.
- Reduce child mortality.
- Improve maternal health.
- Combat HIV / AIDS, malaria and other diseases.
- Ensure environmental sustainability.
- Develop a Global Partnership for Development.

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 Leadership on the MDGs in Bosnia and Herzegovina

UNDP's Role in the MDGs in Bosnia and Herzegovina

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.

Building Awareness

UNDP launches Kick Out Poverty TV Commercial

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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

Tracking Progress

Ban Ki-Moon prepares for the 2010 MDG Summit

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Kick Out Poverty TV Spot

Pellentesque habitant morbi tristique senectus et netus et. 1:03

Developing Strategies

UNDP releases report on gender equality policies

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

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Working with Governments

UNDP works with Botswana to increase solar energy use

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MDG Reports

Progress Report on the MDGs in Bosnia and Herzegovina
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UNDP in Bosnia and Herzegovina's Partnerships

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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.

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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UNDP Country Page: Goal Page

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UNDP in India

U N
D P

Our Work   Millennium Development Goals   Our Perspective   Country Info   [Search UNDP   Q]

UNDP in India ›

About India

Jump to: Introduction   History   Challenges   Successes

1.19
billion people

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

Introduction

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History

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49%
of poor are women

9.24%
of Parliament are women

2.27
million estimated
HIV positive

Challenges

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1.2
metric tonnes carbon
emissions per capita
per year

66%
literacy

Successes

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Stats

Population	26,814,843
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Dolupta sus	$122,521,038

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 ›

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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   Poverty rate
1.03   27.5%
billion

Per capita   Human
income   Dev. Index
$1031   0.61

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India's Rural Employment Guarantee Act

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Section 4
Section 5

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Partners

Golden Hope

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Another Partner without Logo

Facebook

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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	$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

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Financial Overview

▸ Budget	$8.7M
▾ Expenditures	$5.7M

Year	Amount
2007	$728,000.00
2006	$749,000.00
2005	$718,000.00
2004	$779,000.00
2001-03	$2,768,000.00
Total	$5,742,000.00

[Project Name] Partners

ONU-HABITAT   Golden Hope   Women's Edge Coalition

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India's Rural Employment Guarantee Act

Section 1
Section 2
Section 3
Section 4
Section 5

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Financial Overview

▸ Budget		$8.7M
▾ Expenditures		$5.7M
Year		Amount
2007		$728,000.00
2006		$749,000.00
2005		$716,000.00
2004		$770,000.00
2001-03		$2,788,000.00
Total		$5,742,000.00

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