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# Visual Identity Manual

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Version MAR 2017



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# Introduction

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This document updates and replaces previous United Nations Environment Programme (UN Environment) Graphic Standards and aims to establish a system for the consistent usage of the organization's visual identity. Consistent usage ensures recognition and identification for UN Environment. The graphic standards laid out in this document must be used throughout all our visual outputs like publications, audio-visual materials, presentations, etc.

UN Environment communicates in all six of the official UN languages and, as such, we must emphasize the consistent use of approved elements from the visual identity system in all languages.

This manual establishes the basic rules of UN Environment's visual identity system comprising of the logo, colour scheme, typeface, etc. It also explains various usage situations and includes stationery templates. Adhering to the principles and rules outlined in this manual will contribute to building a clear, simple, positive image of UN Environment across communication channels. Artwork files and templates are available to UN Environment staff on the intranet.

For clarifications and questions on any of the topics in this manual, please get in touch with Communication Division at headquarters or through the Regional Communication Specialists.

All artwork files and templates are available at <http://bit.ly/2ibFGZI>

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# Uses of UN Environment logo

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UN Environment's logo and associated elements of its visual identity are for the exclusive use of the organization and its graphic products.

Use of the UN Environment logo by third parties outside the UN system of organizations is governed by the rules of the United Nations and framed or limited by the terms and conditions of the relevant legal instrument establishing the relationship with a given third party.

In general, any UN Environment logo use by third parties requires the prior written consent of UN Environment. UN Environment staff are encouraged to seek legal counsel from Corporate Services Division ahead of authorizing such use. Staff may also seek branding and design support from Communication Division.

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# Contacts

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For clarification or questions regarding the use of the UN Environment logo or any other topic in this manual, please reach out to the Communication Division at headquarters or through the regional offices.

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# Basic Elements

Name

Logo In English

In French

In Spanish

In Russian

In Chinese

In Arabic

In Portuguese

In Other languages

Colour scheme

Typeface

# Name

---

Our official name is the United Nations Environment Programme.

The visual identity elements included in this document are designed to support the following simplified and clarified approach to communication:

- With a focus on public-facing communication, when we abbreviate "United Nations Environment Programme" we prefer to use "UN Environment" rather than the acronym "UNEP"
- All official General Assembly and Environment Assembly documentation, and all legal instruments, should continue to use "United Nations Environment Programme"
- All long-form documents (reports, papers, etc) with multiple references to the organization should use "United Nations Environment Programme (UN Environment)" in the first instance and "UN Environment" thereafter

The above principles should determine when and where the short or the full signature of the organization is used.

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# Logo / In English

The English version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in English. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ [Download artwork](http://bit.ly/2ibFGZI)  
<http://bit.ly/2ibFGZI>



Short Signature



**United Nations**  
**Environment Programme**

Full Signature



# Logo / In French

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The French version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in French. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

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## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ [Download artwork](http://bit.ly/2ibFGZI)  
<http://bit.ly/2ibFGZI>



Short Signature



**Programme des Nations Unies  
pour l'environnement**

Full Signature

# Logo / In Spanish

The Spanish version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in Spanish. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ [Download artwork](http://bit.ly/2ibFGZI)  
<http://bit.ly/2ibFGZI>



Short Signature



**Programa de las Naciones  
Unidas para el Medio Ambiente**

Full Signature

# Logo / In Russian

The Russian version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in Russian. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ Download artwork  
<http://bit.ly/2ibFGZI>



Short Signature



**Программа Организации  
Объединённых Наций по  
окружающей среде**

Full Signature

# Logo / In Chinese

The Chinese version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in Chinese. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ [Download artwork](http://bit.ly/2ibFGZI)  
<http://bit.ly/2ibFGZI>



Short Signature



Full Signature

# Logo / In Arabic

The Arabic version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in Arabic. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ Download artwork  
<http://bit.ly/2ibFGZI>



Short Signature



Full Signature

# Logo / In Portuguese

The Portuguese version of the UN Environment logo consists of a human figure confined in a circle and surrounded by a laurel crown and the name of the organization in Portuguese. Two versions of the logo are available: a "Short Signature" intended for all public-facing communication products, and a "Full Signature" for official and legal documents.

## Applies to all language versions:

Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files

↓ Download artwork  
<http://bit.ly/2ibFGZI>



Short Signature



**Programa das Nações Unidas  
para o Meio Ambiente**

Full Signature

# Logo / In Other languages

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UN Environment offices and divisions are not permitted to create any new versions of the logo.

If there is a pressing requirement for the logo to be made available in a language other than those provided in this manual, a request should be made through the relevant Regional Director to the Communication Director. Upon review, and clearance by the Executive Office, Communication Division will create and provide the necessary artwork files. Such requests should be made at least one month prior to any proposed release date.

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# Colour scheme

The UN Environment logo is cyan blue. This blue is obtained by printing with Process Cyan at 100%. This colour is widely used and well known around the world, as it is one of the four basic printing colours in the process colour printing system.

If the UN Environment logo appears in 100% Cyan, it should always be against either a white background or a 10% Cyan background. No other background colours are permitted.

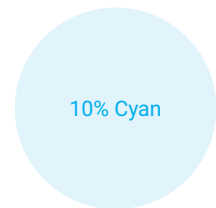
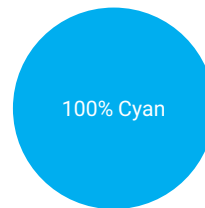
If the logo appears in white, it is recommended to use 100% Cyan as the background colour. If any other background colours are used for unavoidable reasons, enough contrast between the logo and background should be maintained to achieve clear visibility and legibility.

## Black & White usage

The UN Environment logo can appear in black only in exceptional cases (for example, when printing a whole document in grayscale or if the colour scheme of a specific campaign dictates such use). If it appears in black, it should always be against a white background or a light gray background. No other background colours are permitted.

### Colour values of the logo:

CMYK (for print)	C100, M0, Y0, K0
RGB (for screen)	R0, G174, B239
HTML (for web)	HEX #00AEEF
Pantone® (for print)	Process Cyan



### Correct usage examples ✓



Cyan against white

White against cyan



Black against white

White against black



100% cyan against 10% cyan

Good contrast

### Incorrect usage examples ✗



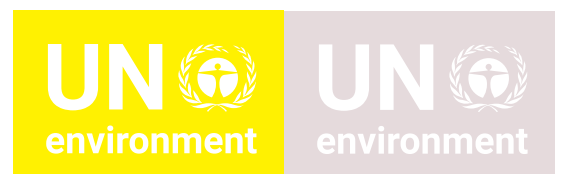
Bad contrast

Bad contrast



Wrong combination of colours

Wrong combination of colours



Bad contrast

Bad contrast



# Typeface

## Primary typeface

The typeface family "Roboto" has been selected as the new typeface for UN Environment for English, French, Spanish and Russian languages. It is an open-source typeface family developed by Google, and renders well in print, online, digital and mobile products. It is a clean, modern typeface, available in several weights, and should be used for all external and internal communication purposes in the above languages.

Noto Sans CJK is selected as the typeface for all communication in Chinese and Noto Kufi is selected for all communication in Arabic. Noto is also an open-source typeface family developed by Google, and renders well in print, online, digital and mobile products.

abcdefghijklmnopqrstuvwxy 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Roboto Regular

abcdefghijklmnopqrstuvwxy 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Roboto Bold

abcdefghijklmnopqrstuvwxy 1234567890  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Roboto Light

abcdefghijklmnopqrstuvwxy  
1234567890ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Roboto Slab Regular

abcdefghijklmnopqrstuvwxy  
1234567890ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Roboto Slab Bold

abcdefghijklmnopqrstuvwxy  
1234567890ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

Roboto Slab Light

↓ Download fonts  
<http://bit.ly/2ibFGZI>

## Secondary typeface

"Roboto Slab" is selected for English, French, Spanish and Russian languages as a secondary typeface. This is only to give more flexibility while designing communication products, and should be used sparingly, and only as a supporting typeface to the primary typeface.

There is no secondary typeface for Chinese and Arabic languages.

- Primary and secondary typefaces are available to download from UN Environment intranet
- Use only approved typefaces for all commercially printed as well as office-printed communication material
- Technical support is available at all relevant IT focal points

埃比西迪伊艾弗吉艾尺艾杰开艾  
勒艾马艾娜哦屁吉吾艾儿艾丝提  
伊吾维豆贝尔维艾克斯吾艾贼德  
1234567890

Noto Sans CJK SC Regular

埃比西迪伊艾弗吉艾尺艾杰开艾  
勒艾马艾娜哦屁吉吾艾儿艾丝提  
伊吾维豆贝尔维艾克斯吾艾贼德  
1234567890

Noto Sans CJK SC Bold

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ  
ع غ ف ق ك ل م ن ه و ي  
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Noto Kufi Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
٠ ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

Noto Kufi Bold

# Using the logo

- Minimum size
- Clear space
- Background images
- With other logos
- In Publications
- Incorrect usage

# Minimum size

The minimum size ensures that the logo always presents itself in a clear and readable manner in print and digital media. Please note minimum sizes are not meant to be optimal sizes, and it is always advisable to present the logo in ways that guarantee maximum visibility in all communication products.

In extreme cases, it may be required to reduce the size of the logo even smaller than the minimum sizes mentioned here. In all such occasions, it is advisable to get guidance from Communication Division.

**Minimum Width**  
15 mm (Print collateral)  
43 px (Digital collateral)



15 mm / 43 px

**Minimum Width**  
25 mm (Print collateral)  
71 px (Digital collateral)



United Nations  
Environment Programme



Programme des Nations Unies  
pour l'environnement



Programa de las Naciones  
Unidas para el Medio Ambiente



Программа Организации  
Объединённых Наций по  
окружающей среде



Programa das Nações Unidas  
para o Meio Ambiente

25 mm / 71 px

**Minimum Width**  
25 mm (Print collateral)  
71 px (Digital collateral)



25 mm / 71 px

# Clear space

To ensure a unified and consistent presentation in all communication products, the UN Environment logo should always be surrounded by a clear space zone. The clear space zone varies according to the size of the logo, and should always equal 50 percent or more of the height of the emblem consisting of the human figure and the laurel as shown in the examples below. These measurements apply to all versions of the logo in all official languages.

Clear space zone example 1



Clear space zone example 2



# Background images

UN Environment logo appears best against a clean background colour, not an image. However, if there is an occasion to use the logo against an image, extreme caution should be taken to ensure visibility, contrast and legibility. If used against a coloured image, the logo should always appear in white without exceptions.

Correct usage examples ✓



Good contrast



Good contrast

Incorrect usage examples ✗



Bad contrast / Cluttered



Bad contrast / Not legible

# With other logos

When the UN Environment logo is used **in vertical alignment** with third party logos, it should always be bigger or equivalent in width to the next biggest logo's width.

When the UN Environment logo is used **in horizontal alignment** with third party logos, it should always be bigger or equivalent in height to the next biggest logo's height.

The above rules are to ensure clear visibility for the UN Environment logo as well as other logos next to it. However, in special occasions where these rules cannot be implemented, it is always advisable to send the artwork to Communication Division for approval prior to release.

Correct usage examples ✓



# In Publications

All publications with an ISBN should feature both the short and full versions of the UN Environment logo. It is recommended to include the short version of the logo on the front cover - ideally on the top right corner, and the full version of the logo on the back cover - ideally on the bottom left corner.

Having the logo on the spine of the publication is not advisable since legibility may be compromised in most cases.

When in doubt, it is always advisable to send the artwork to Communication Division for advice prior to release.



Include short version of the logo on the front cover at a minimum distance of 10mm from both edges

Include full version of the logo on the back cover at a minimum distance of 10mm from both edges

Do not include logo on the spine of the publication

# Incorrect usage

In order to protect and strengthen the status of the logo, the approved versions must not be altered, modified, changed or added to in any way. The incorrect examples shown below illustrate some common errors that should be avoided. Such misuses will undermine UN Environment's efforts to project a unified image through all communication channels. The examples shown below are also applicable to all versions of the logo in all official languages.

Incorrect usage examples **X**



United Nations  
Environment Programme





# Stationery

- Business Card
- Letterhead
  - Headquarters
  - Executive Office
  - Divisions
  - Regional Offices
  - Sub-regional Offices
- Memorandum
- Press Release
- DL Envelope
- C4 Envelope
- Email Signature
- Corporate Presentation

# Business Card

- Size: 3.5" x 2" (89mm x 51mm)
- Printing process: Offset
- English version shown below as an example
- Master artwork template is available at UN Environment intranet



#### Typesetting order:

Full name only (no titles, honorifics, nor academic qualifications) (Roboto Bold, 6.5pt)

Designation in maximum 2 lines (Roboto Regular, 6.5pt)

Unit (optional) in maximum 2 lines (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Division in maximum 1 line (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Telephone 1 (Roboto Regular, 6.5pt)

Telephone 2 / Mobile (Roboto Regular, 6.5pt)

Official email (Roboto Regular, 6.5pt)

Skype ID (optional) (Roboto Regular, 6.5pt)

Twitter ID (optional) (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Organization (Roboto Bold, 6.5pt)

Address, in maximum 3 lines (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Website URL (Roboto Bold, 6.5pt)

Length measurements are in millimeters.

Do not alter the margins / layout of this template.

#### Bilingual business card:



It is permissible to have content in one additional language on the reverse side of the English version of the business card. In such cases, the design elements should be replicated for all languages except Chinese and Arabic, both of which differ slightly from the standard template shown above. Master artwork templates are available at UN Environment intranet for all language versions.

↓ Download artwork  
<http://bit.ly/2ibFGZI>

# Letterhead / Headquarters

- Size: A4 (210mm x 297mm)
- Printing process: Offset or Digital
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10

   
**UN**  
**environment**  
United Nations  
Environment Programme

This is the letterhead template for the Headquarters.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Headers of this template should not be altered. Styling of Footers (choice of font, size, colour etc.) should not be altered. However Footer on Page 1 may be modified for address lines, telephone number, and email address. Maximum number of lines of text permitted in this Footer is 5, and maximum number of characters permitted in each line of text is 55. Footer on subsequent pages should not be modified.

If there's insufficient content for more than one page, please delete Page 2 of this template.

Shown below are two sample paragraphs.

To thrive in a connected world, businesses need common standards. That's why we're seeing such a proliferation of industry consortia: groups of companies working together to develop technical terms and protocols that can serve as the basis for shared processes. Because consortia require competitors to collaborate closely, they can be difficult to set up—and even more difficult to keep on track. Indeed, the mixed results of consortia to date reveal how hard it is to make these complex new forms of business work. I've recently been involved in a technology industry effort to develop specifications for what we call Universal Description, Discovery, and Integration, or UDDI. In essence, UDDI makes it possible for companies—or units within companies—to transact complex business using a shared electronic directory to describe their products and services, find suitable partners or applications, and integrate them.

**Establishing the UDDI project**

When we established the UDDI project, we were cognizant of the many risks and challenges involved, so we carefully examined the experiences of other consortia, both successful and unsuccessful. Our painstaking approach paid off. The UDDI effort has succeeded beyond almost anyone's expectations. Thousands of companies are already using the directory as a foundation for electronic business, and many large enterprises are using the same technology internally.

United Nations Avenue, Gigiri  
P O Box 30552-00100 Nairobi, Kenya  
Tel +254 20 762 1234 | info@unep.org  
www.unep.org

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.



Do not alter the margins in this template.

↓ Download template  
<http://bit.ly/2ibFGZI>

# Letterhead / Executive Office

- Size: A4 (210mm x 297mm)
- Printing process: Offset or Digital
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10



**Executive Office**

United Nations  
Environment Programme

This is the letterhead template for the Executive Office.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Headers of this template should not be altered. Styling of Footers (choice of font, size, colour etc.) should not be altered. However Footer on Page 1 may be modified for address lines, telephone number, and email address. Maximum number of lines of text permitted in this Footer is 5, and maximum number of characters permitted in each line of text is 55. Footer on subsequent pages should not be modified.

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**Establishing the UDDI project**

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United Nations Avenue, Gigiri  
P O Box 30552-00100, Nairobi, Kenya  
Tel +254 20 762 3421 | [executiveoffice@unep.org](mailto:executiveoffice@unep.org)  
[www.unep.org](http://www.unep.org)

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.



Do not alter the margins in this template.

Download template  
<http://bit.ly/2ibFGZI>

# Letterhead / Divisions

- Size: A4 (210mm x 297mm)
- Printing process: Offset or Digital
- English version for Communication Division shown below as an example
- Other Divisions will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10



**Communication Division**

This is the letterhead template for the Communication Division.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Headers of this template should not be altered. Styling of Footers (choice of font, size, colour etc.) should not be altered. However Footer on Page 1 may be modified for address lines, telephone number, and email address. Maximum number of lines of text permitted in this Footer is 5, and maximum number of characters permitted in each line of text is 55. Footer on subsequent pages should not be modified.

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**Establishing the UDDI project**

When we established the UDDI project, we were cognizant of the many risks and challenges involved, so we carefully examined the experiences of other consortia, both successful and unsuccessful. Our painstaking approach paid off. The UDDI effort has succeeded beyond almost anyone's expectations. Thousands of companies are already using the directory as a foundation for electronic business, and many large enterprises are using the same technology internally.

United Nations Avenue, Gigiri  
P O Box 30552-00100 Nairobi, Kenya  
Tel +254 XX XXX XXXX | XXXX@unep.org  
www.unep.org

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.



Do not alter the margins in this template.

Download template  
<http://bit.ly/2ibFGZI>

# Letterhead / Regional Offices

- Size: A4 (210mm x 297mm) & Letter Size (216mm x 279 mm)
- Printing process: Offset or Digital
- English version for Asia and the Pacific Office shown below as an example
- Other offices and languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10

   
**UN**  
**environment**  
United Nations  
Environment Programme

**Asia and the Pacific Office**

This is the letterhead template for Asia and the Pacific Office.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Headers of this template should not be altered. Styling of Footers (choice of font, size, colour etc.) should not be altered. However Footer on Page 1 may be modified for address lines, telephone number, and email address. Maximum number of lines of text permitted in this Footer is 5, and maximum number of characters permitted in each line of text is 55. Footer on subsequent pages should not be modified.

If there's insufficient content for more than one page, please delete Page 2 of this template.

Shown below are two sample paragraphs.

To thrive in a connected world, businesses need common standards. That's why we're seeing such a proliferation of industry consortia: groups of companies working together to develop technical terms and protocols that can serve as the basis for shared processes. Because consortia require competitors to collaborate closely, they can be difficult to set up—and even more difficult to keep on track. Indeed, the mixed results of consortia to date reveal how hard it is to make these complex new forms of business work. I've recently been involved in a technology industry effort to develop specifications for what we call Universal Description, Discovery, and Integration, or UDDI. In essence, UDDI makes it possible for companies—or units within companies—to transact complex business using a shared electronic directory to describe their products and services, find suitable partners or applications, and integrate them.

**Establishing the UDDI project**

When we established the UDDI project, we were cognizant of the many risks and challenges involved, so we carefully examined the experiences of other consortia, both successful and unsuccessful. Our painstaking approach paid off. The UDDI effort has succeeded beyond almost anyone's expectations. Thousands of companies are already using the directory as a foundation for electronic business, and many large enterprises are using the same technology internally.

Address line 1  
Address line 1  
Tel +00 00 0000 0000 | XXXX@unep.org  
www.unep.org

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.


Do not alter the margins in this template.


↓ Download template  
<http://bit.ly/2ibFGZI>

# Letterhead / Sub-regional Offices

- Size: A4 (210mm x 297mm)
- Printing process: Offset or Digital
- English version for India Office shown below as an example
- Other offices and languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10

 **India Office**

  
United Nations  
Environment Programme

This is the letterhead template for Sub Regional Offices.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Headers of this template should not be altered. Styling of Footers (choice of font, size, colour etc.) should not be altered. However Footer on Page 1 may be modified for address lines, telephone number, and email address. Maximum number of lines of text permitted in this Footer is 5, and maximum number of characters permitted in each line of text is 55. Footer on subsequent pages should not be modified.

If there's insufficient content for more than one page, please delete Page 2 of this template.

Shown below are two sample paragraphs.

To thrive in a connected world, businesses need common standards. That's why we're seeing such a proliferation of industry consortia: groups of companies working together to develop technical terms and protocols that can serve as the basis for shared processes. Because consortia require competitors to collaborate closely, they can be difficult to set up—and even more difficult to keep on track. Indeed, the mixed results of consortia to date reveal how hard it is to make these complex new forms of business work. I've recently been involved in a technology industry effort to develop specifications for what we call Universal Description, Discovery, and Integration, or UDDI. In essence, UDDI makes it possible for companies—or units within companies—to transact complex business using a shared electronic directory to describe their products and services, find suitable partners or applications, and integrate them.

**Establishing the UDDI project**

When we established the UDDI project, we were cognizant of the many risks and challenges involved, so we carefully examined the experiences of other consortia, both successful and unsuccessful. Our painstaking approach paid off. The UDDI effort has succeeded beyond almost anyone's expectations. Thousands of companies are already using the directory as a foundation for electronic business, and many large enterprises are using the same technology internally.

Address line1  
Address line  
Tel +XX XX XXX XXXX | XXXX@unep.org  
www.unep.org

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.

Do not alter the margins in this template.

↓ Download template  
<http://bit.ly/2ibFGZI>

# Memorandum

- Size: A4 (210mm x 297mm)
- Printing process: Digital
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10

UN environment

Division / Office

## Memorandum

From	Executive Director	Date	05.01.2017
To	All staff	Reference	UN_899

Subject **Members of Information To Access Panel**

This is the Memorandum template.

It is best viewed at 150%.

It is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, either **Bold the text** or Underline or **do both as shown here**.

All text to be left aligned including salutation and sign-off.

Margins of this template should not be altered.

Header of this template should not be altered, except for inserting the name of the Division or Office. No more than 1 line of text is permitted in the Header. Footer of this template should not be altered.

Shown below are two sample paragraphs.

To thrive in a connected world, businesses need common standards. That's why we're seeing such a proliferation of industry consortia: groups of companies working together to develop technical terms and protocols that can serve as the basis for shared processes. Because consortia require competitors to collaborate closely, they can be difficult to set up—and even more difficult to keep on track. Indeed, the mixed results of consortia to date reveal how hard it is to make these complex new forms of business work. I've recently been involved in a technology industry effort to develop specifications for what we call Universal Description, Discovery, and Integration, or UDDI. In essence, UDDI makes it possible for companies—or units within companies—to transact complex business using a shared electronic directory to describe their products and services, find suitable partners or applications, and integrate them.

**Establishing the UDDI project**

When we established the UDDI project, we were cognizant of the many risks and challenges involved, so we carefully examined the experiences of other consortia, both successful and unsuccessful. Our painstaking approach paid off. The UDDI effort has succeeded beyond almost anyone's expectations. Thousands of companies are already using the directory as a foundation for electronic business, and many large enterprises are using the same technology internally.

[www.unep.org](http://www.unep.org)

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

All text to be left aligned including salutation and sign-off.

Do not alter the margins in this template.


Download template  
<http://bit.ly/2ibFGZI>



# Press Release

- Size: A4 (210mm x 297mm)
- Printing process: Digital
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet

20 40 10



## Snappy headline that catches attention

- Bullet points that pull out main/interesting numbers/facts/angles.
- Bullet point 2
- Bullet point 3 (no more than three).

XX Month 20XX – Short, snappy lead. No more than three lines, following the who, what, where, when, why journalistic format.

So-what paragraph, which explains why it matters. If you have not caught the journalist's attention by this point, the rest of the release is irrelevant.

"This is a quote that reinforces the so-what paragraph and that you can easily imagine in high-profile media," xx said. "Quote continues here, get name of speaker in before second sentence. Do not use any word other than 'said' to attribute dialogue.

"If you must go on more than three lines, break quote in this way (no closing quote at end of first paragraph, opening quote in second). No jargon. Strong messages. Call to action. Short and simple."

Expand on the story, bringing in key elements (further defining the problem, solutions offered etc.), possible other angles (including regional elements) and further quotes. No more than 500 words in this section.

Overall, the release should not exceed two pages. If it does, pull out the additional elements into an add-on fact sheet.

**NOTES TO EDITORS**

Download a copy of the report

Download additional fact sheet/photos/videos/infographics or whatever else you have available

**For more information and to arrange interviews, please contact:**

UN Environment Newsdesk (Nairobi), +254 715 876 185, [unepnewsdesk@unep.org](mailto:unepnewsdesk@unep.org)

Length measurements are in millimeters.

Text is set in Roboto Regular, 10 pt., with 1.15 line spacing throughout the document, except for the headline, which is set in Roboto Regular, 22 pt.

For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.

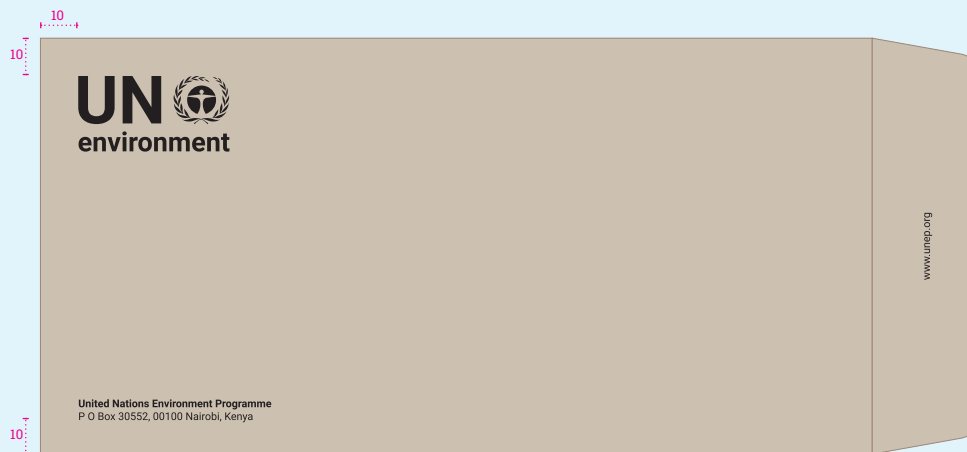
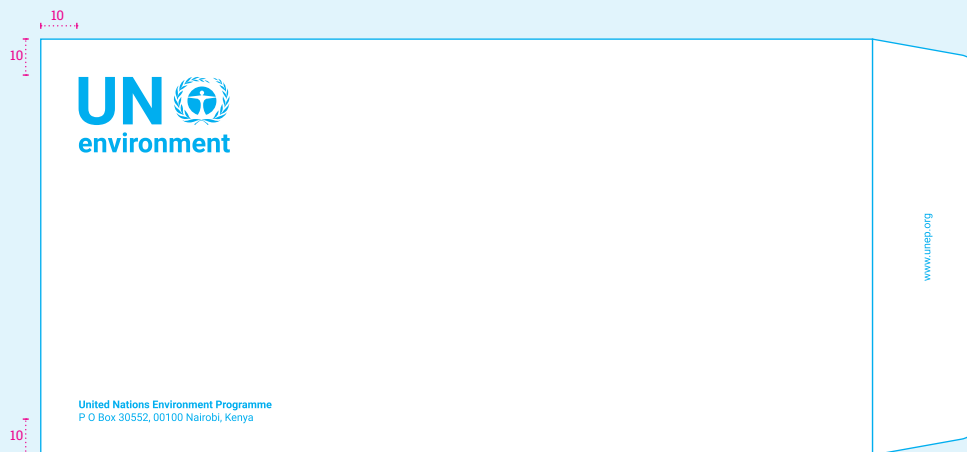
All text to be left aligned.

Do not alter the margins in this template.

↓ Download template  
<http://bit.ly/2ibFGZI>

# DL Envelope

- Size: DL (110mm x 220mm)
- Printing process: Offset / Silk Screen
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet



**Typesetting order:**

- Organization (Roboto Bold, 8pt)
- Address, in maximum 3 lines (Roboto Regular, 8pt)
- Website address (Roboto Regular, 8pt)

Length measurements are in millimeters.

Do not alter the margins / layout of these templates.

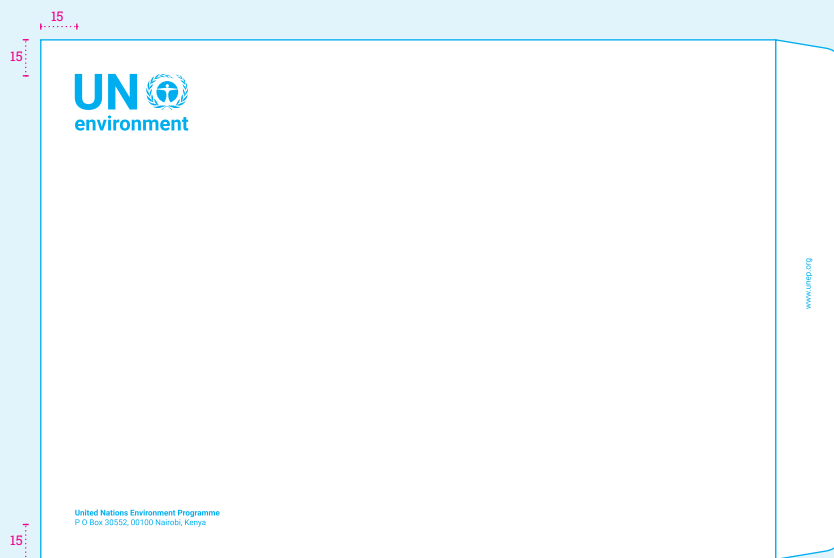
Website address is always positioned in the centre of the flap.

Do not interchange the design elements (e.g., Black logo on a white envelope or 100% Cyan text on a brown envelope).

↓ Download artwork  
<http://bit.ly/2ibFGZI>

# C4 Envelope

- Size: C4 (229mm x 324mm)
- Printing process: Offset / Silk Screen
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet



#### Typesetting order:

Organization (Roboto Bold, 10pt)  
Address, in maximum 3 lines (Roboto Regular, 10pt)  
Website address (Roboto Regular, 10pt)

Length measurements are in millimeters.

Do not alter the margins / layout of these templates.

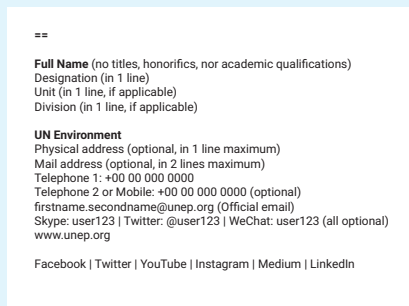
Website address is always positioned in the centre of the flap.

Do not interchange the design elements (e.g., Black logo on a white envelope or 100% Cyan text on a brown envelope).

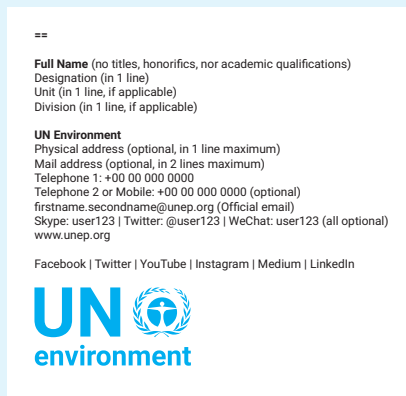
↓ Download artwork  
<http://bit.ly/2ibFGZI>

# Email Signature

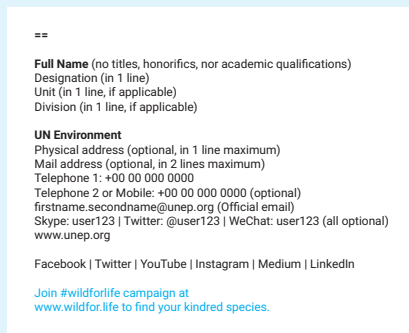
- Size: Standard setting available in the software
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet



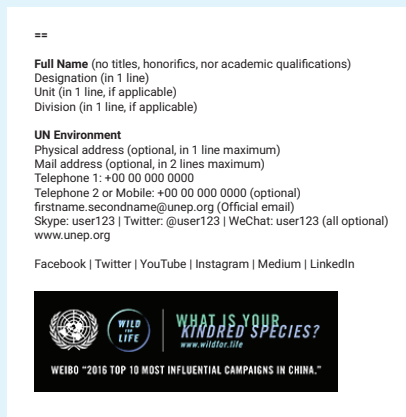
**Standard (Text only)**



**Standard (with logo)**



**Campaign / Event / Occasion specific (Text only)**



**Campaign / Event / Occasion specific (with 1 graphic)**

All text to be typeset in Roboto Regular, 11 pt. except for "Full Name" and "UN Environment" which should be typeset in Roboto Bold, 11 pt.

Campaign / Event / Occasion specific text (maximum 2 lines) should be typeset in Roboto Regular, 11 pt. and should be hyperlinked appropriately

Recommended size for Campaign / Event / Occasion specific graphic is 300 x 100 pixels in 72 ppi and should be hyperlinked appropriately

**Not permitted:**

More than 1 graphic per email signature

Having a campaign graphic and UN Environment logo

Personal or inspirational messages / quotes / opinions

Residential address / phone number

Campaign graphic / message without active hyperlinks

Irrelevant, old or inactive campaign graphic / message

Download template  
<http://bit.ly/2ibFGZI>

## Disclaimer on outgoing emails:

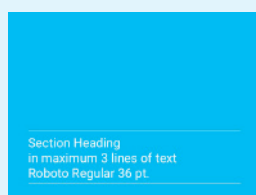
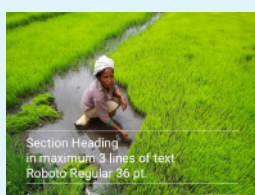
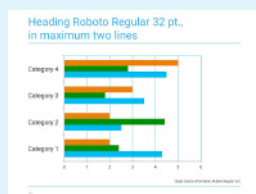
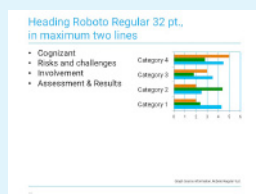
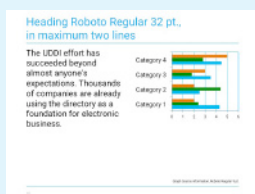
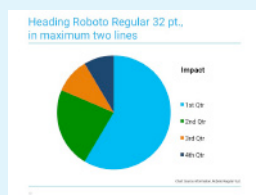
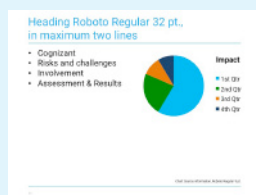
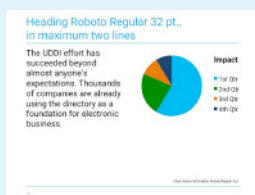
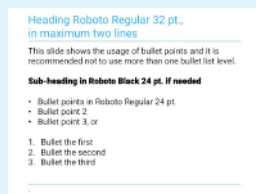
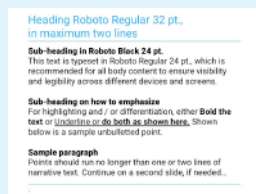
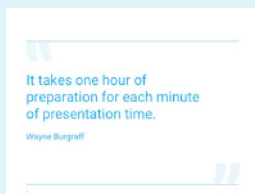
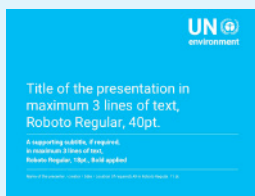
The information contained in or accompanying this email and any attachment thereto, is intended solely for the use of the stated recipient(s) and may contain information that is confidential and/or legally privileged. Any disclosure, dissemination, distribution or copying of this email and any attachment by anyone who is not a stated recipient is strictly prohibited. If you receive this message in error, please notify the sender immediately and permanently delete the message and any attachment from your system without retaining a copy.



The approved disclaimer of UN Environment is to be inserted to all outgoing emails, if it is not automatically inserted by the email server. In such cases, it should be typeset in Roboto Regular 9pt. and grey in colour.

# Corporate presentation

- Size: Standard setting available in Microsoft PowerPoint
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at UN Environment intranet



Download template <http://bit.ly/2ibFGZ1>

# Files & Templates

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Artwork files for all the logos featured in this manual as well as stationery templates are available to download at UN Environment intranet at <http://bit.ly/2ibFGZI>

For clarification or questions regarding the files or templates, please reach out to the Communication Division at headquarters or through the regional offices.

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Visual Identity Manual  
Version MAR 2017

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