BRAND MANUAL

Version 3.0

For a Better Urban Future

March 2023
Our Vision

The UN-Habitat’s vision of “a better quality of life for all in an urbanizing world” is bold and ambitious. UN-Habitat works with partners to build inclusive, safe, resilient and sustainable cities and communities.

UN-Habitat promotes urbanization as a positive transformative force for people and communities, reducing inequality, discrimination and poverty.

Our Mission

UN-Habitat promotes transformative change in cities and human settlements through knowledge, policy advice, technical assistance and collaborative action to leave no one and no place behind. Strengthening UN-Habitat’s brand is critical to deliver on our mission, in pursuit of our shared vision of a world where no one and no place is left behind.

One UN-Habitat, One Brand

Divisions, branches, sections, regional and country offices, projects and programmes are not allowed to have their own sub-brands or logos.

The UN-Habitat logo should be used on invites, videos, presentations, websites, social media, publications, business cards, folders, press releases, t-shirts and other publicity products as presented in this guide.

The following exceptions apply:

1. Networks bringing together many partners such as GLTN or Habitat UNI.

2. Special events and campaigns that require a unique identity for promotion and advocacy by partners and the general public without legal permission. Use of such logos does not imply endorsement by UN-Habitat.

3. In rare circumstances, interagency programmes, projects or initiatives may have a timebound logo.

The Communications Section must approve all such special logos and their accompanying style guides.
Our Visual Identity

The experience people get walking through our doors should be the same as when they visit our website, communicate to our staff, read our publications and interact with us on social media.

**UN-Habitat brand** is more than a logo or a tagline, it is what people say, think and feel about us. Our brand plays an important part in building support for our mission. A strong, consistent and recognisable brand builds trust in UN-Habitat's ability to deliver evidence-based solutions and strong results in countries.

**SPEAKING WITH ONE VOICE**

- **CONNECT**
  Unify the programmes, partners and stakeholders.

- **INFORM**
  Convey values and attributes of our brand.

- **ENGAGE AND INSPIRE**
  Clarify and define our mission.

- **SIMPLIFY**
  Spur action.
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Our Visual Identity

What makes up our brand?

1. OUR LOGO

The UN-Habitat logo is the most recognisable visual element of our brand. It must be used in a consistent and prominent way across all print and electronic material.

2. OUR BRAND COLOUR

Our brand colour, also referred as UN-Habitat blue, is our primary colour and should always be dominant whenever it is used alongside any other colours.

CMYK: C 81, M 4, Y 5, K 0
PANTONE: 306C
RGB: R 0, G 178, B 287
WEB: #00b2e3

3. OUR FONT

UN-Habitat's official font is Roboto, it should be used in all our communications.

Light
Light Italic
Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic
LOGO

Combination of the emblem and wordmark makes up the complete logo. These elements are used together as a single logo lockup which may not be altered in any way. The logo must be applied consistently across the board and in strict adherence to the brand guidelines.

LOGO VARIATIONS

The blue logo is the primary version and should be used whenever possible. Black and white versions can be used in instances where the background colour renders blue version is illegible or cannot be produced due to technical limitations, such as in black and white printing.

Download UN-Habitat logo
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
LANGUAGE VERSIONS

Use only the approved language versions of the logo. Do not create your own translations.

Download UN-Habitat logos
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
**Horizontal logo**

The horizontal logo must always feature our tagline, “For a Better Urban Future”. Do not disassemble this logo or change the tagline.

This version should be used only in the following instances:
1. UN-Habitat website(s) footers
2. Newsletter footers
3. Promotional items with narrow branding spaces e.g. lanyards/pens

Arabic: برنامج المسكن نحو مستقبل حضري أفضل

Chinese: 联合国\n
Russian: ООН ХАБИТАТ за лучшее будущее городов

English: UN\n
French: ONU\n
Spanish: ONU\n
FOR A BETTER URBAN FUTURE

POUR UN MEILLEUR AVENIR URBAIN

POR UN MEJOR FUTURO URBANO
CLEAR SPACE AND MINIMUM SIZE

Clear space around the logo

Always maintain clear space around the logo to preserve its integrity. The minimum clear space around the logo should always be half the height of the emblem. Do not place the logo too close to the edge of the page, text, photographs or other graphic elements.

Minimum size

For the sake of legibility, the logo must not be smaller than 14mm in width.
CORRECT LOGO USAGE

Only UN-Habitat blue, white, or black colours can be used the logo. Do not use any other colour.

- Use the logo with the highest contrast with the background.
- Use the blue logo on light coloured backgrounds or a light image.
- Use the white logo on dark coloured backgrounds or a dark image.
- The black logo is used where only one colour reproduction is possible.
INCORRECT LOGO USAGE

Examples below show incorrect use the log.

DO NOT rotate or distort the logo

DO NOT disassemble the logo or re-arrange the elements

DO NOT change the typeface

DO NOT use a colour other than UN-Habitat blue, black or white

DO NOT reposition or resize the elements of the logo

DO NOT use low resolution versions of the logo

DO NOT use old versions of the logo

DO NOT place the logo over a busy background

DO NOT use outlines
Co-branding

UN-Habitat works with a wide variety of partners to help develop socially and environmentally sustainable cities and communities. Co-branding is an important part of representing these partnerships. All logos must enjoy equal visual prominence. The following guidelines should be followed when producing co-branded materials.

**UN-Habitat is the lead agency**

UN-Habitat logo should be on the left and separated from partner logo by a black hairline. The words: ‘In collaboration with [Name of organization(s)]’ should be placed below the partner logos.

**UN-Habitat is co-leading**

When UN-Habitat is co-leading, our logo should appear in alphabetical order alongside other partner logos.

**UN-Habitat is partnering**

As a general rule, government emblems should come first followed by UN agencies, Donors, implementing partners and any other logos in alphabetical order.

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Download the donor visibility guidelines
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtTh/un-habitat-brand-guidelines
Sub-brands

UN-Habitat logo is used for the majority of internal and external communications. However, some special events and campaigns may require a unique identity for promotion and advocacy. In this case, the specific identity needs to be shown alongside the primary UN-Habitat logo. The Communications Section must approve all such special identities and their accompanying style guides.

Download UN-Habitat Assembly Style Guide
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines

Download WUF Style Guide
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines

Download UN-Habitat Executive Board Style Guide
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines

Download WHD Style Guide
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines

Download WCD Style Guide
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
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Colour Palette

Colour is an important element of UN-Habitat's visual identity. Consistent use of the UN-Habitat colour palette plays a key role in reinforcing the organisation's brand.

**Primary colours**

UN-Habitat's main brand color is the UN-Habitat blue. It should be used as the main colour all corporate communications.

- **CMYK**: C 81, M 4, Y 5, K 0
- **PANTONE**: 306C
- **RGB**: R 0, G 178, B 287
- **WEB**: #00b2e3

- **CMYK**: C 0, M 0, Y 0, K 100
- **PANTONE**: Black
- **RGB**: R 0, G 0, B 0
- **WEB**: #000000

- **CMYK**: C 0, M 0, Y 0, K 0
- **PANTONE**: White
- **RGB**: R 255, G 255, B 255
- **WEB**: #ffffff
Secondary colours

The secondary accent colours may be used in some circumstances to support UN-Habitat’s design and messaging. They are useful for campaigns, event branding, calls to action, infographics, boxes and text boxes in publications and presentations, and as background containers around statements in social media and digital posts.

CMYK: C 62, M 0, Y 86, K 0
PANTONE: 360C
RGB: R 106, G 191, B 75
WEB: #6ABF4B

CMYK: C 100, M 64, Y 21, K 6
PANTONE: 7462C
RGB: R 0, G 83, B 139
WEB: #00538B

CMYK: C 0, M 68, Y 42, K 0
PANTONE: 805C
RGB: R 255, G 114, B 118
WEB: #FF7276

CMYK: C 0, M 45, Y 96, K 0
PANTONE: Orange 1375C
RGB: R 253, G 157, B 36
WEB: #FD9D24

CMYK: C 0, M 25, Y 87, K 0
PANTONE: 123C
RGB: R 255, G 198, B 41
WEB: #FFC629

CMYK: C 75, M 1, Y 39, K 0
PANTONE: 326C
RGB: R 0, G 175, B 170
WEB: #00AFAA

CMYK: C 75, M 32, Y 90, K 19
PANTONE: 7742C
RGB: R 71, G 118, B 59
WEB: #47763B
Consistency in the use of a typeface plays an important role in creating a recognisable brand. Maintaining rules of type layout will help ensure a unified visual identity.

**Primary Typeface**

**Roboto** is UN-Habitat’s primary font for all communication products. It is an open source Google font and thus readily available for download. Roboto works well for web, print and mobile and is available in several weights. It also supports French, Spanish and Russian languages. Roboto does not support Arabic and Chinese languages hence Noto Kufi Arabic is selected for Arabic communication and Noto Sans CJK is selected for Chinese.

**System Typeface**

In certain situations where Roboto is unavailable, it is acceptable to use an approved cross-platform system typeface, generally available on most computers. Calibri is UN-habitat’s system font. It may be used on desktop applications, including but not limited to Microsoft Word and PowerPoint such as letters, memos, project documents, email, etc. Calibri is also recommended for users without professional design software.

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**Download UN-Habitat fonts**

HABNET: [https://intranet.unhabitat.org/](https://intranet.unhabitat.org/)

Trello: [https://trello.com/b/mN7BnTh/un-habitat-brand-guidelines](https://trello.com/b/mN7BnTh/un-habitat-brand-guidelines)
This section covers official communication materials including letters, business cards, email signatures and presentations.

14th November, 2008

Dear Smith,


Yours sincerely,

Name,
**BUSINESS CARD**

United Nations Human Settlements Programme  
P.O. Box 30030, GPO Nairobi 00100, Kenya

**Victor Mgendi**  
Head, Production Unit  
Communications Branch  
External Relations Division

📞 +254 722 322388  📧 victor.mgendi@un.org  
📞 +252 20 7623397  🌐 www.unhabitat.org

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**Download business card template**  
HABNET: [https://intranet.unhabitat.org/](https://intranet.unhabitat.org/)  
Trello: [https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines](https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines)
Email signature
To ensure consistency and adherence to the brand guidelines, all email signatures should follow the following formats.

Email signature template without logo

[Name]  
Job title, Unit or Section, if applicable  
Division  
Office: [Office number] | Mobile: [Mobile number]  
Email Address: [name@un.org]  
[Optional: Skype ID | Twitter | Facebook | Instagram]  
UN-Habitat  
City, Country | Building/Desk/Office  
[UN-Habitat local office address]  
www.unhabitats.org

Email signature template without logo

[Name]  
Job title, Unit or Section, if applicable  
Division  
Office: [Office number] | Mobile: [Mobile number]  
Email Address: [name@un.org]  
[Optional: Skype ID | Twitter | Facebook | Instagram]  
UN-Habitat  
City, Country | Building/Desk/Office  
[UN-Habitat local office address]  
www.unhabitats.org
POWERPOINT TEMPLATE

PowerPoint presentations are often the first way internal and external audiences come into contact with our brand. It is therefore important to create presentations that adhere to our brand guidelines. The use of templates is recommended in order to achieve a consistent look across our presentations.

- Use Roboto (corporate font) and if unavailable, use Calibri (alternative system font). Do not use any other font.

- Standard title slide and closing slide provided in the template must always be included in every presentation.
- Do not use small fonts that make it hard to read.
- Use good quality photos and figures.
- Use UN-Habitat blue for titles, black body text and bullet points in order to maximize visibility on screen.
- Be consistent throughout presentation with your fonts, color schemes, bullet schemes, etc.

Title goes here (max 3 decks)

Sub title goes here (Maximum 2 decks)

Title goes here (max 2 decks)

- Level 1 bullet goes here
  - Level 2 bullet goes here

Title goes here (max 2 decks)

- Level 1 bullet

Download PowerPoint presentation template

HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
BRANDED MATERIALS AND SIGNAGE

Programme materials target beneficiaries with specific messages. They also promote or inform donors, partners and other stakeholders about UN-Habitat programmes. They include roll-up banners, posters, stickers, signs and field visibility merchandise.

All branded materials must follow the brand guidelines in this manual, including using UN-Habitat typefaces and colors where UN-Habitat is the lead implementor. Our logo should be used on programme materials together with donor logos to acknowledge support and funding in accordance with the cobranding guidelines.

Office branding and signage is also important in promoting UN-Habitat’s brand at country level. Guidelines on office branding are under development.
STICKERS

Generic stickers

Project specific stickers

Improving Water Supply and Promoting Sanitation
Mzuzu City, Malawi

Funded by European Union
A better quality of life for all in an urbanizing world

Promoting transformative change in cities and human settlements, leave no one and no place behind.

www.unhabitat.org
Margins: Do not place any visual elements beyond 5cm mark from the edges of the banner. Only photos can bleed off the edges.

Minimum distance from the base: Do not place the logos below the 40 cm mark from the base of the banner.
Press banners

Blue

White

On-site project visibility

Name of the Project (can be 2 or 3 lines)

Location of the project

Download press backdrop banner
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
Download Teams background
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
06 Iconography

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way.

The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file. UN-Habitat adopts line icon style.

Download icons
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BnTh/un-habitat-brand-guidelines
Photography is a key element in UN-Habitat’s brand and can be used in a variety of communications tools. A single image can help humanize the UN-Habitat’s brand while conveying the impact our projects have on the beneficiaries we serve.

Photographs should focus on the human aspect of our work. Human interaction should be portrayed positively and authentically – avoid staged photos. Focus on local qualities, landscape and culture is important to convey a realistic impression as clearly as possible.

It is best practice to accompany every photo with a caption that tells the viewer who, what, where, when and why of the subject matter. All photos must be properly credited.

See UN-Habitat Guidelines on Submitting Photographs.

Download UN-Habitat photos
Flickr: https://www.flickr.com/people/unhabitat/

Education is a way out of poverty for the young generation in slums. Lost in her thoughts, a girl stands on the tracks in Bijoy Sarani Railway slum in Dhaka, Bangladesh. Every 15 minutes a train rolls by at full speed. 17 July 2019, Bangladesh, Dhaka. © Kirsten Milhahn/UN-Habitat
Publications

UN-Habitat’s publications are unified by the consistent use of our logo, fonts, colour palette and images. Applying our brand guidelines when developing covers, layouts, images and infographics ensures publications project a recognisable brand identity.

Covers

Covers create the first impression of UN-Habitat’s visual identity on potential readers. Publication covers should feature a single, compelling photograph in full bleed. Use of multiple images is discouraged.

A good cover conveys a strong message through concise titles, sub-titles may be used to expound on the title. The UN-Habitat logo should always be positioned in the top left corner or the bottom left with the clear space and the minimum size recommendations.

In co-publications, the UN-Habitat logo should be placed on the bottom left in equal prominence and size with the partner logo. When UN-Habitat is not the lead publisher, the position of our logo should follow the visibility requirements of the partner leading the project.

For publications with multiple partners, logos should be aligned to the UN-Habitat logo and added from the bottom left to right in alphabetical order, separated by an equal space between them. See co-branding section for more details. In cases where there are more than four partners, logos of partners with secondary roles should appear on the back page.

Back covers

Back covers should have a brief abstract (maximum 100 words) on what the publication is about and its target audience, the vision statement, the logo, official name of the organization, HS and ISBN numbers as appropriate as well as contact information including the website and social media handles.

Interior pages

With the exception of working papers and draft documents, all publications should be designed graphic designers using Roboto for body text, headings and captions as defined in the templates. The UN-Habitat blue should be used in all publications for covers and key visual elements. Secondary colours may be used in some circumstances on graphic elements or on covers of publications that belong to certain programmes.

Copyright page

All substantive publications have a copyright page that follows the title page. The page contains a copyright notice with the publication year, a disclaimer, acknowledgments (for example, for a financial contribution or contributors), ISBN numbers and credits for the cover image.

Download publications templates
HABNET: https://intranet.unhabitat.org/
Trello: https://trello.com/b/mN7BtnTh/un-habitat-brand-guidelines
Web

**Logo:** UN-Habitat logo is placed consistently on the upper left (upper right in languages that read right-to-left).

**Photos:** Photos that go on the website must be carefully selected. They must be of high quality and in alignment with UN-Habitat’s work and values. As much as possible, use photos that capture the dignity of the subject and shows positive impact of our work.

Promoting urbanization in a fragmented world

LEARN MORE
Social Media

UN-Habitat’s social media presence conveys our work in promoting transformative change in cities and human settlements through knowledge, policy advice, technical assistance and collaborative action to leave no one and no place behind. Social media posts should be developed following all brand guidelines.

Branding

Our logo, fonts and colour palette is critical in reinforcing brand recognition and must be applied correctly across our social media platforms. UN-Habitat blue must be used as the primary colour across the board.

Photos

Photos help to humanize the UN-Habitat’s brand while conveying the impact our projects have on the beneficiaries we serve. Photographs used on social media should be positive and authentic – avoid staged photos.
Twitter

UN-Habitat
@UNHABITAT

UN-Habitat works for a better urban future. Based in over 90 countries, we promote the development of socially and environmentally sustainable towns and cities.

Non-Governmental & Nonprofit Organization  Nairobi, Kenya
unhabitat.org  Joined June 2009

1,691 Following  128.7K Followers

Download UN-Habitat Social Media Guidelines
Trello: https://trello.com/c/VuxQsE8N/148-un-habitat-social-media-guidelines
Video

Videos are highly visual and present a unique opportunity to convey and reinforce our brand. It is important to adhere to a defined style in order to achieve a consistent and recognisable look and across all our videos.

**Fonts:** Use Roboto Regular and Roboto Bold. Font sizes are left at the discretion of the editor — always consider legibility and aesthetics when working with fonts.

**Colours:** Use UN-Habitat Blue, Black and white as the main colours. Secondary colours can be used sparingly where contrast is required e.g. in graphs or to highlight a key issue.

**Transitions and effects** are used to add emphasis, pass time and create mood, however, they can sometimes be a distraction and take attention away from the message. In general, videos should have a natural feel to them. Heavy or strange effects must be avoided.

### On-screen elements

**Introductory and Closing Screens**
- Informative videos, should include an introduction title page at some point in the first 10 seconds and must feature our logo.
- Promotional videos, event highlights and videos for social media should not include an introductory screen.
- All videos should end with the standard closing screen.
Lower Thirds
- Use Roboto Bold for names - in bigger font size
- Use Roboto Regular for designation and organization
  Name - in smaller font size

Key highlights - This style should be used to highlight an important message in the video. The colour of the strip must always be UN-Habitat Blue and should not cover important parts of the moving picture. The strip can be moved to any suitable position on the screen. Apply a soft shadow behind the text to improve legibility.

Examples of well branded videos
https://m.youtube.com/watch?v=rPHg2q1B62I
https://m.youtube.com/watch?v=f65Gf_immrs

Title frames - Use Roboto Bold, all caps and UN-Habitat blue background for title frames. Simple graphic or icons can also be applied if needed.

Numbers/graphics - The font size can be varied to give emphasis to important numbers. Icons (outline style) can be incorporated when needed.

Download video guidelines
Trello: https://trello.com/b/mN7BtmTh/un-habitat-brand-guidelines
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Office Space

- Keep the branding as simple as possible.
- Use minimal text and focus on one key message at a time. Less is more.
- Use action images that inspire hope and convey the impact of our work.
- UN-Habitat logo must always feature on the branding or next to it.
- Show linkage to SDGs where possible.

Examples:
For more information contact victor.mgendi@un.org or peter.cheseret@un.org