CO-BRANDING GUIDELINES

RATIONALE

Bold typography and arrow symbolism portray United Nations Development Business's (UNDB) position as a strong leader in connecting consultants, contractors, and suppliers to development projects worldwide. The official and reliable platform continues to move towards the right direction with a modern appearance that reflects its 41 years of history, future ambitions, and continued commitment to supporting international development.

The United Nations emblem and blue palette conforms with the United Nations branding and the supplemental orange colour reflects UNDB’s role in advancing the Sustainable Development Goal #9, Industry, Innovation and Infrastructure.

COLORS

| PANTONE 2925 C* | C80 M20 Y0 K0 | R0 G158 B219 | HEX# 009EDB |
| PANTONE 152 C* | C0 M66 Y100 K0 | R229 G144 B0 | HEX# E57200 |
| PANTONE process black c* | C0 M0 Y0 K100 | R0 G0 B0 | HEX# 000000 |

*Closest match

TYPOGRAPHY

ROBOTO BLACK is the main font for the visuals where the message needs prominence. Messaging can be set large in all lowercase for this brand.

ROBOTO BOLD is for subheads in longer documents.

ROBOTO REGULAR is for body text in documents.

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