


CO-BRANDING GUIDELINES 11.2020

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.

Please note that co-branding is **NOT ALLOWED** on logos with UN emblem



OFFICIAL UNITED NATIONS USE ONLY

PAIRING

OPTION 1



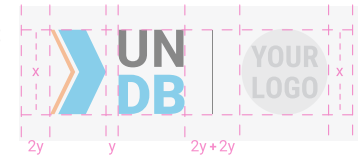
Measurement



OPTION 2



Measurement



OPTION 3



Measurement



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.