

UN-REDD PROGRAMME



Food and Agriculture
Organization of the
United Nations



Empowered lives.
Resilient nations.



VISUAL IDENTITY	1
LOGO USAGE	1
FONT	2
COLOURS	2
VERSIONS	3
SIZING AND PLACEMENT	6
SPACING	6
EXAMPLES OF INCORRECT USE	7
SUPPORT	9

Logo Use Quick Guide

Visual Identity

The UN-REDD Programme logo is composed of two distinct elements: **(1)** the name of the Programme “UN-REDD Programme”, and **(2)** the three logos of FAO, UNDP and UNEP.

While it is preferred to present the logo elements cohesively, as above, these logo elements can be used separately where necessary. Various versions of the logo can be found in the [logofolder](#) on the workspace.

Logo Usage

When resizing the logo, the relative proportions/dimensions and colours of the logo should not be altered. The UN-REDD Programme logo should only appear on materials that have been produced with funding from the UN-REDD Programme. Prior to launching materials that bear the UN-REDD Programme logo, review should be solicited from UN-REDD Programme staff at the appropriate level from each of the three participating UN agencies.

All regional or national UN-REDD Programme offices will use the UN-REDD Programme logo in either French, Spanish or English. There should not be any separate country-specific or stand-alone logos used.

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UN
environment

} 1
} 2

PROGRAMME
ONU-REDD



Organisation des Nations Unies
pour l'alimentation
et l'agriculture



Au service
des peuples
et des nations



ONU
environnement

PROGRAMA
ONU-REDD



Organización de las Naciones
Unidas para la Alimentación
y la Agricultura



Al servicio
de las personas
y las naciones



ONU
medio ambiente

Logo font

The font type for the UN-REDD Programme logo is “Frutiger light”.

Logo colours

The CMYK values for the colours in the logo are as follows:

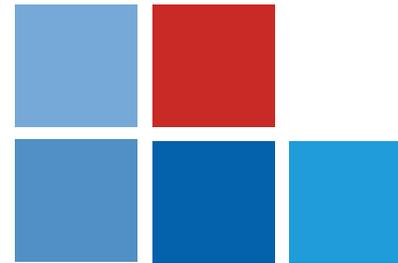
Red: C:0; M:88; Y:81; K:0

Blue: C:71; M:36; Y:0; K:0

FAO Blue: C:68; M:34; Y:4; K:0

UNDP Blue: C:92; M:60; Y:2; K:0 (Pantone PMS 293)

UNEP Blue: C:75; M:22; Y:0; K:0



Note on agency branding:

The **FAO** logo can only be used in black or in a specific tone of blue, Pantone 279, which is the one used by the United Nations and its specialized agencies. CMYK codes should be used for digitally printed materials. Pantone colours are used for off-set printing. RGB codes should be used for web, screens, audio-visual material, etc.

C:68; M:34; Y:4; K:0 R:87;G:146; B:201 Pantone: 279C (coated), 279U (uncoated), 297 CVC (computer video, coated paper, denoting electronic simulation. CVU= uncoated paper)

For additional information on **UNEP** and **UNDP** logo use, see their agency branding guidelines here: [UNDP](#) / [UNEP](#)

Logo versions

Language versions

The UN-REDD Programme logo is available in English, French and Spanish. The language of the logo should match the language of the communications material it is being used on. All language versions and formats are available in the workspace logo folder.

Style versions

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1. Full colour

When to use:

The full colour version of the full logo is the standard Programme logo and should be used in most cases. The logo should appear on a white or light coloured background.

It should not:

- Be used over a photo or dark background
- Be altered in any way

UN-REDD PROGRAMME



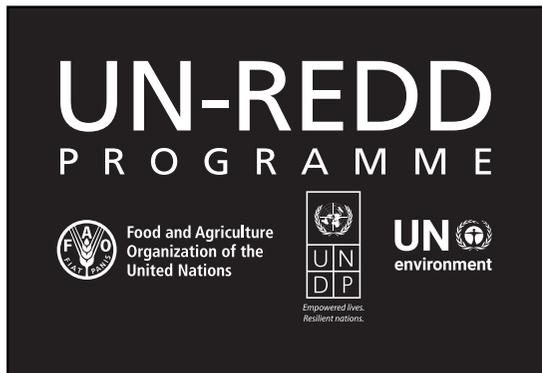
2. Gray scale

When to use:

The greyscale version of the full logo should be used for any materials printed without colour. This logo should appear on a white background.

It should not:

- Be used over a photo or dark background
- Be altered in any way



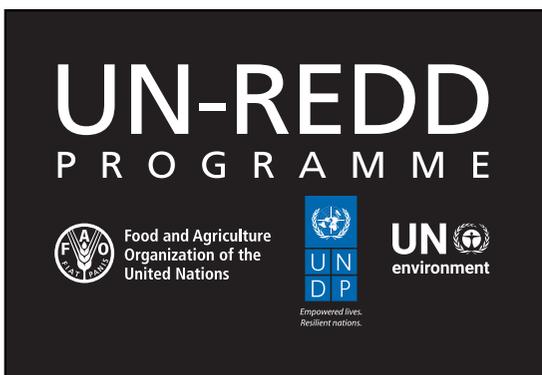
3. Full White

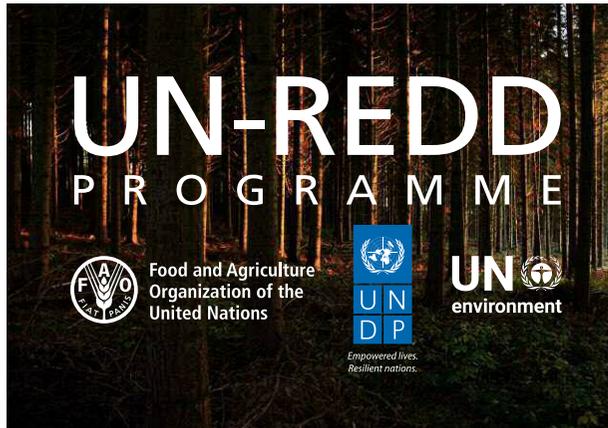
When to use:

Due to UNDP branding requirements, the white version of the logo can ONLY be used over solid black or UNDP Blue backgrounds.

It should not:

- Be used over photos.
- Be used over a colour background other than black or UNDP blue.
- Be altered in any way





4. White with blue UNDP logo

When to use:

This logo can be used over photographs and solid colour backgrounds where both the white and the blue UNDP logo are clearly visible and legible.

It should not:

- Be used over a clashing shade of blue or a light colour that make the white text difficult to read.

5. Separated

When to use:

The Programme logo and agency logos can be separated when necessary due to size or spacing restrictions, and where having the logo appear in its full form would not be visually pleasing in relation to the overall design. The agency logos must appear on the same page, in a visible location and follow the above standards for style.

It should not:

- Have only one element without the other.
- Obscure the agency logos
- Be altered in any way



Sizing and Placement

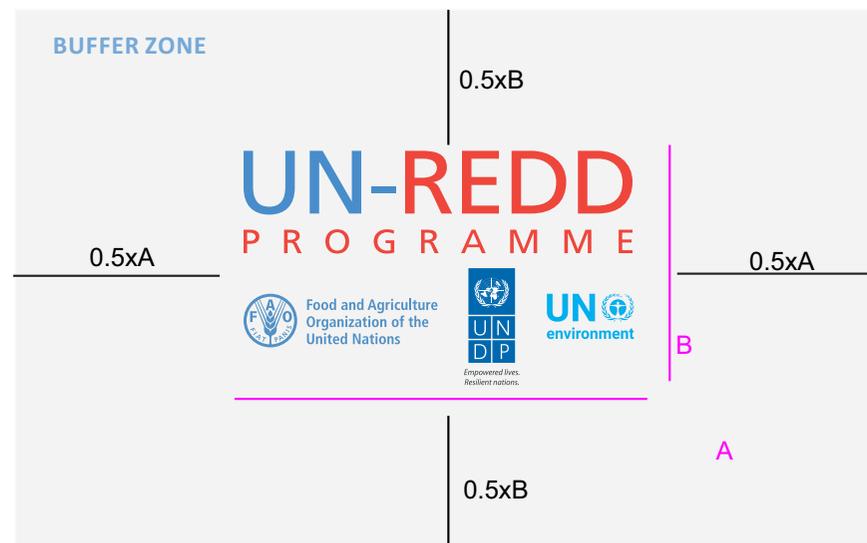
In publications, the full logo must appear at the bottom or top of the front cover of the publication. The single logo may be used, or the two-part logo may be used. When the two-part logo is used, the agency logos must appear either at the bottom or at the top of the front cover of the publication. There are no exceptions to this rule in order to meet individual UN agency guidelines.

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. There are no exceptions to this rule in order to meet individual UN agency guidelines.

The UN-REDD Programme logo should always be large enough that it is legible. If, due to size restrictions, it must be so small that the agency logos are too small for the agency acronyms to be legible, use the separated version of the logo and place the agency logos elsewhere in a larger size.

Spacing

Appropriate 'buffer' space should always surround the logo in all uses. It should not appear too close to the edge of a page (web or print), or to another logo or page element. Please use the dimensions to the right as a guide, and contact the communications team with any uncertainties.



Examples of incorrect usage



Why this is incorrect:

- The colour version of the logo should only be used on a white or light background.
- UNDP's logo has been altered, and part of its tagline is missing.
- UNEP's logo is the wrong colour blue.



Why this is incorrect:

- The gray version of the logo should only be used for printing in black and gray, on a white background.

Examples of incorrect usage (continued)



Why this is incorrect:

- The gray version of the logo should only be used for printing in black and gray, on a white background (not over a photo).



Why this is incorrect:

- The white version of the logo can only be used over black or UNDP Blue backgrounds.

SUPPORT

All UN-REDD Programme publications should be reviewed by the communications team before publication. If you or your designer have any questions regarding branding and style guidelines, please contact your communications focal point or the communications team at communications@un-redd.org.