SUSTAINABLE DEVELOPMENT GOALS

With just 10 years to go, an ambitious global effort is underway to deliver the 2030 promise — by mobilizing more governments, civil society, businesses and calling on all people to make the **#GlobalGoals** their own. The **DECADE OF ACTION** calls for accelerating sustainable solutions to all the world's biggest challenges — ranging from poverty and gender to climate change, inequality and closing the finance gap.

Decade of Action logo

Horizontal version of the Decade of Action logo

For all other currently available languages and communication materials, check:
https://trello.com/b/oOWz6RVU/decade-of-action-globalgoals

WHEN TO USE THE DECADE OF ACTION BRANDING

Use the Decade of Action identity with specific Decade of Action messaging.

The SDG branding remains the primary branding when talking about the Sustainable Development Goals.

The campaign uses the primary hashtag **#GlobalGoals**, and secondary hashtag **#ForPeopleForPlanet**.

For more guidance on the use of DoA identity, please contact DGCcampaigns@un.org, with the subject line DECADE OF ACTION in all caps.

#GlobalGoals

PAIRING YOUR LOGO WITH THE DOA LOGO

If the SDG wheel is <u>NOT PART</u> of the design elements of your logo, please see examples below for pairing.

If the SDG wheel is <u>PART</u> of the design elements of your logo, please do not place the SDG logo side by side with the DOA logo. See examples below for ideal placement of the two logos on the same design product.

We recommend using the black version of
the SDG logo when it is placed
at the bottom of the page.

ADAPTATION OF DECADE OF ACTION LOGO INTO LOCAL LANGUAGES

1. Primary version of the DoA logo

Make sure to follow the "x" and "y" space rule for other languages.

Try to justify the text so that the left and right sides of the **text block** both have a straight edge. The space between the SDG wheel and the text is always equal to the width of a single arrow.

The height of "arrows" should always be equal to the height of the letters next to it.

General rules:

❯ For Latin characters, use the font **Oswald SemiBold**. If not possible, find an open-source font that supports the language with which you are working (see last page for multiple examples).

❯ Try to use three lines for your text block. If not possible, use two lines (see last page for the French and Russian logos).

❯ If it is not possible to justify the text block with same size letters, increase the size of the word "ACTION" (see the last page for the French, Kiswahili and Portuguese logos).

The last page of this document provides a visual reference for language adaptations.

2. Horizontal version of the DoA logo

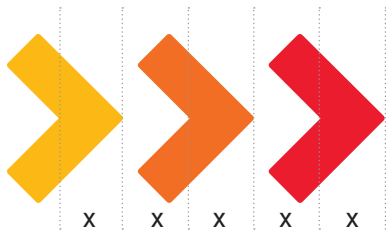The height of the SDG wheel, text and arrows
should always be equal.

Space between the SDG wheel, text and arrows
should be the same and equal to width of the wheel (x-width).

General rule:

❯ Whenever possible, make sure to use the arrows before the word "action".

3. Decade of Action "arrows"

Space between the arrows
is exactly the width of one arrow.

Ideally, do not modify the space between the arrows when adapting the DoA logo to other languages.

If you must increase or decrease the space between the arrow, follow the acceptable examples on the right side.

General rules:

❯ When using arrows as a supporting design element, do not modify the space between the arrows.

❯ You can create a pattern using the arrows, and change the color transparency. Do not change the color of the arrows. See example below.

Examples:

As per Russian version
of DoA logo

As per Kiswahili version
of DoA logo

Do not change
colors of arrows

DOA LOGO > LANGUAGE EXAMPLES

English

DECADE OF >>> ACTION

DECADE OF >>> ACTION

French

DÉCENNIE >>> D'ACTION

DÉCENNIE >>> D'ACTION

Spanish

DÉCADA DE >>> ACCIÓN

DÉCADA DE >>> ACCIÓN

Chinese

行动 >>> 十年

行动 >>> 十年

Hindi

कार्रवाई >>> का दशक

कार्रवाई >>> का दशक

Kiswahili

MUONGO WA >>> HATUA

MUONGO WA >>> HATUA

Portuguese

DÉCADA DE >>> AÇÃO

DÉCADA DE >>> AÇÃO

Russian

ДЕСЯТИЛЕТИЕ ДЕЙСТВИЙ >>>

ДЕСЯТИЛЕТИЕ >>> ДЕЙСТВИЙ

Arabic

عقد من <<< العمل

عقد من <<< العمل