Umoja
Brand Guidelines

A reference for Umoja Staff on how to use the Umoja Brand.

v1 29 April 2016
WELCOME TO THE BRAND GUIDELINES FOR UMOJA

Carefully follow these guidelines to ensure brand accuracy & consistency.
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WHAT IS A BRAND?

A “Brand” refers to the perceived image, expectation and emotional relationship a person has to a company, product or service. The Umoja brand is the sum of attributes associated with the Umoja project.

UMOJA IS SWAHILI FOR “UNITY”

However, unity is more than a word - it is the essence of the Umoja brand and represents the project in the sense of aligning technology and working together in a streamlined fashion. Unity is the overarching tone, look and feel of our brand.

To maintain smooth and consistent messaging about Umoja, we kindly ask that all designs, collateral, websites, posters or articles using the Umoja name or logo, should follow the guidelines in this Brand Guideline document and be submitted to the Umoja Communications team in New York for review and approval.

Contact us at umoja-comms@un.org

Best Regards,

Umoja Team
The Umoja logo is the central, identifiable visual element that represents the brand. The tagline “be the change” reflects the current state of the project.
The Umoja logo should always be used as follows to ensure brand integrity. Please ensure you are using the logo correctly and with the tagline “be the change”.

- **Umoja logo with tagline**
- **Umoja & UN overlap**
- **Umoja logo without tagline**
- **Black & white**
- **Umoja & UN side-by-side**
- **Cut-out logo on background**
The Umoja logo should not be altered or distorted under any circumstances. Please see the following examples of incorrect logo use.

<table>
<thead>
<tr>
<th>Logo Misuse</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Rotated Logo" /></td>
<td>Rotated</td>
</tr>
<tr>
<td><img src="image" alt="Misplaced Tagline Logo" /></td>
<td>Misplaced tagline</td>
</tr>
<tr>
<td><img src="image" alt="Overlap Logo" /></td>
<td>Overlap</td>
</tr>
<tr>
<td><img src="image" alt="Stretched Logo" /></td>
<td>Stretched</td>
</tr>
<tr>
<td><img src="image" alt="Squished Logo" /></td>
<td>Squished</td>
</tr>
<tr>
<td><img src="image" alt="Rearranged Logo" /></td>
<td>Rearranged</td>
</tr>
<tr>
<td><img src="image" alt="Non-Umoja Color Logo" /></td>
<td>Non-Umoja color</td>
</tr>
<tr>
<td><img src="image" alt="Non-Umoja Color Background Logo" /></td>
<td>Non-Umoja color background</td>
</tr>
<tr>
<td><img src="image" alt="Color Logo on Color Background" /></td>
<td>Color logo on a color background</td>
</tr>
</tbody>
</table>
There are five key colors that complete the Umoja logo and form the Umoja color palette.

Key colors:

- #F8981D (0-47-98-0)
- #D9531E (10-81-100-2)
- #6CAEDF (55-19-0-0)
- #1B429A (100-86-4-1)
- #00AA4F (82-4-97-0)

Supporting colors:

- #00AA4F (85-50-0-0)
- #00AA4F
- #00AA4F
- #2D282D
Visual Identifiers

The “Umoja Color Block” acts as a visual identifier as it offers immediate association and recognition of the Umoja brand.

The “Umoja Color Block” is used in many of our materials for instant brand recognition. It is a minimal element, yet memorable and conveys the brand’s energy.

The “Umoja Color Rounds” are used in many of our materials for instant brand recognition. It is a minimal element, yet memorable and conveys the brand’s energy.
Helvetica Neue Bold and Nevis are the preferred Umoja display font chosen for their strong yet friendly tone. Both fonts, used interchangeably, are well-suited for headings and should be used in all professional Umoja communications.

**Helvetica Neue Bold**

Helvetica Neue Light

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@*(…;#!?)
```

AaBbCc0123

**NEVIS BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@*(…;#!?)
```

AaBbCc0123

**Arial**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@*(…;#!?)
```

**Avenir**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&@*(…;#!?)
```
Hierarchy

Welcome

WHAT IS UMÖJA?

Umoja means “unity” in Swahili. It is an Enterprise Resource Planning (ERP) solution that includes software designed to facilitate and streamline information between all business functions within the United Nations Secretariat. Umoja is the United Nations’ new central administrative system, replacing multiple and fragmented legacy systems such as IMIS, Mercury and Sun.

-- If these fonts are unavailable to you, please use Arial as a substitute --
Umoja is a complete re-working of the way the United Nations Secretariat manages its operations, transforming our work patterns, how we conduct our business and how we manage our resources. At the center of this transformation is the leading edge Enterprise Resource Planning (ERP) software, which enables a harmonized and streamlined approach to the Organization’s management of human resources, procurement and assets.

The Umoja solution has enabled the United Nations to:

- Upgrade to technology, tools and practices to those appropriate for the 21st century by replacing multiple fragmented legacy systems such as IMIS, Mercury and Sun
- Comply with international industry standards such as IPSAS (International Public Sector Accounting Standards) in a sustainable manner
- Streamline fragmented administrative processes to allow Managers and Staff to focus on our mandates rather than lengthy approval processes
- Harmonize and simplify disparate solutions to avoid waste and frustration
- Tear down barriers across offices, departments and functional areas
- Allocate our human resources to more valuable and rewarding tasks

WHERE ARE WE NOW?

Roll-Out Commenced

Next Go Live

v3 | 28 Jan 2014

Umoja became a reality in 2013 with its successful pilot launch at UNIFIL and UNSCOL in Lebanon in July 2013. November marked the next Umoja milestone: the transition from a pilot phase to deployment across peacekeeping operations (Cluster 1). Umoja now reaches more than 200 sites around the world and approximately 2500 UN Staff Members are using the Umoja solution to manage finance, procurement, logistics and supply chain transactions for all UN Peacekeeping Missions.

Special Political Missions (Cluster 2) will be next to deploy in March 2014, followed by UNHQ, UNON and other Nairobi entities, and OCHA (Cluster 3) in July. Also in 2014, Umoja will begin to roll out functionalities related to HR, travel and personnel entitlements in all UN offices around the world, starting with a pilot in MINUSTAH and expanding to the Cluster 3 entities.

By 2016, the United Nations Secretariat will have transitioned to Umoja as its central administrative system, leaving behind multiple and fragmented legacy systems such as IMIS, Mercury and Sun.
Onboarding New Staff & Movement of Current Staff using Umoja

**New Staff**
- START HERE
- START HERE

**Current Staff**
- START HERE
- START HERE

**Onboarding & Movement of Staff**

**Deployment Schedule**

Design examples available at: umoja.un.org/content/resources
Imagery

The imagery created to support Umoja communication is friendly, bold and energetic. It typically uses up to 3 colors from the color palette and has a flat, geometric look and feel.

Umoja Avatars
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Design assets available for download at: bit.ly/umoja_design_assets
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Web Links

01 UMOJA WEBSITE
http://umoja.un.org

02 UMOJA ON ISEEK

03 DESIGN ASSETS