

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.

# Contents

---

01

BRAND OVERVIEW

06

VISUAL IDENTIFIER

02

LOGO

07

FONTS

03

LOGO USE

08

HIERARCHY

04

LOGO MISUSE

09

PRINT

05

COLORS

10

IMAGERY

# Brand Overview

---

## 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](mailto:umoja-comms@un.org)

Best Regards,

*Umoja Team*

# Logo

---

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.



# Logo Use

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

# Logo Misuse

The Umoja logo should not be altered or distorted under any circumstances. Please see the following examples of incorrect logo use.



Rotated



Misplaced tagline



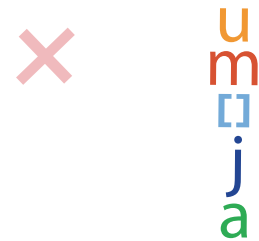
Overlap



Stretched



Squished



Rearranged



Non-Umoja color



Non-Umoja color background



Color logo on a color background

03

# Color

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 |           |
| #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.

# Fonts

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.

Preferred

## Helvetica Neue Bold

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&@\*(...;#!?)

AaBbCc0123

## NEVIS BOLD

NEVIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&@\*(...;#!?)

AaBbCc0123

Default

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&@\*(...;#!?)

## Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&@\*(...;#!?)

# Hierarchy

Helvetica Neue Bold and Nevis Bold should be used for all headings and titles. Helvetica, Avenir or Arial should be used for all other formatting. Serif fonts should not be used in any Umoja communication.

Example:

## Welcome

### WHAT IS UMOJA?

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.

Heading: Helvetica Neue Bold

Sub-Heading: Nevis Bold (All Caps)

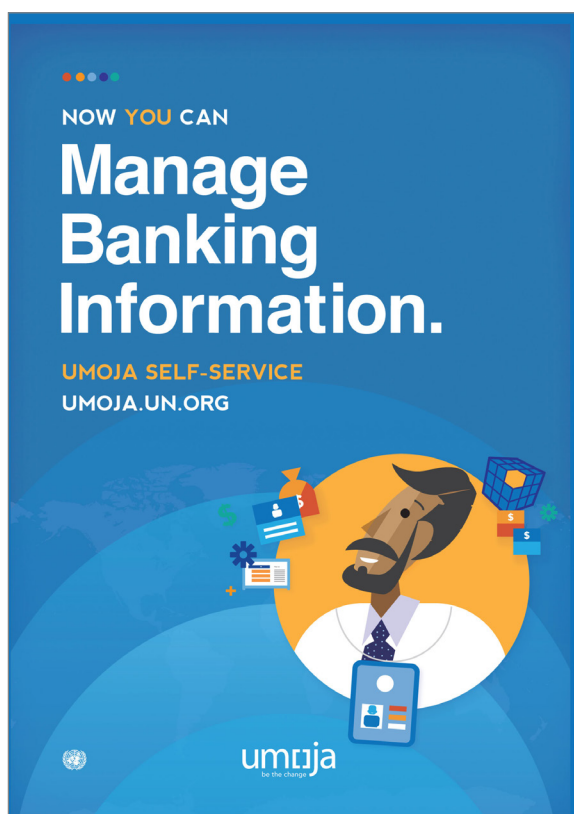
Paragraph: Avenir

-- If these fonts are unavailable to you, please use Arial as a substitute --

# Print

Design examples available at:  
[umoja.un.org/content/resources](http://umoja.un.org/content/resources)

Umoja communication should be instantly recognizably with bright use of color.



Umoja Poster



Umoja Intro for Staff

The preferred document format displays the Umoja logo at the top right and title at the top left.



# Imagery

*Design assets available for download at:  
[bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)*

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.

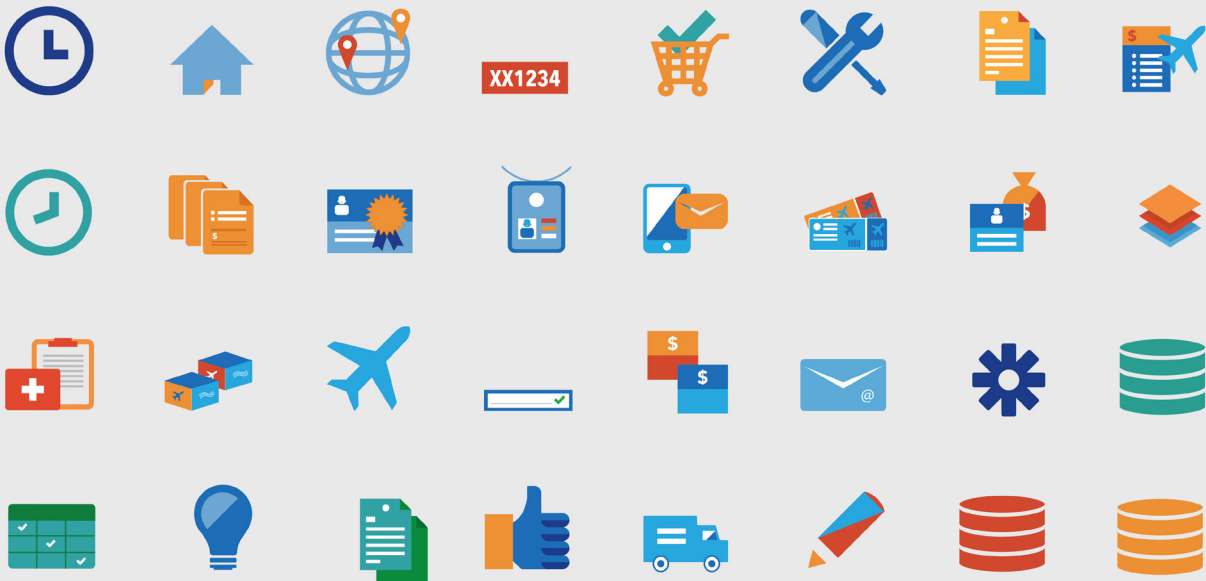


Umoja Avatars

# Imagery

*Design assets available for download at:  
[bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)*

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.

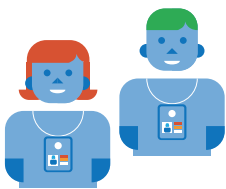


Umoja Icons

# Imagery

Design assets available for download at:  
[bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)

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.



Personnel



Staff member



Location



Approved



Document



Finance



Time



Computer System



Message / email



# Imagery

Design assets available for download at:  
[bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)

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



Personnel



Complete



Travel



Details



Shopping Cart



Supplies



Certified



Input



Credentials

# Web Links

01

## **UMOJA WEBSITE**

<http://umoja.un.org>

02

## **UMOJA ON ISEEK**

[http://bit.ly/umoja\\_iseek](http://bit.ly/umoja_iseek)

03

## **DESIGN ASSETS**

[http://bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)