



United Nations Global Compact

Global Compact 2.0
Relaunching A Global Brand
- Strategy, Policy and Guidance -

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A Global Initiative – A Global Mess?



Why a new branding?

- To create a highly visible and recognizable global brand for the Global Compact.
- To develop a systematic and consistent visual identity across all communications channels.
- To contribute to positive image transfer at all levels – “being part of a larger idea”.



Logo Exercise



THE GLOBAL
COMPACT



Logo Exercise



The GC Logo Family



United Nations Global Compact



Global Compact Network
Jordan



WE SUPPORT



United Nations Global Compact

The GC Logotype



United Nations Global Compact

- Only for use by the Global Compact Office and partnering UN agencies
- Primary uses: Official publications, events, communications



The GC Logo



- For use by GC Office, UN agencies, networks, partners AND participants
- Appropriate uses are defined by GC Logo Policy
- Use strictly limited to GC-related purposes



The “We Support” Logo



- For use by participants (business and other stakeholders)
- Appropriate use defined by GC Logo Policy
- More flexible in application



The GC Network Logo



Global Compact Network
Jordan

- For use by Local Networks
- Appropriate uses: Official network documents, publications, communications
- Available in local languages



The Global Compact Logo Policy

- Applies to the Global Compact Logo and the *We Support* Logo



- Clarifies the legal context of logo use.
- Purpose: to guard the GC brand against unauthorized uses and safeguard the overall integrity of the initiative.



The Global Compact Design Manuals

- Defines the visual design (print/online) framework for use of the logo and other design elements.
- Promotes consistent visual language at the global and local levels.
- Separate versions for the GCO, networks and participants (“endorsers”).
- Mandatory with regard to logo use, voluntary (but highly recommended) with regard to colors, typefaces and other aspects of visual design.



HUMAN RIGHTS
LABOUR
ENVIRONMENT
ANTI-CORRUPTION
PARTNERSHIPS
FOR DEVELOPMENT

An inspirational guide to implementing
the United Nations Global Compact



United Nations Global Compact

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For more information...

- Direct all logo requests to gclogo@un.org
- Email layouts as PDF/JPG files or fax to +1-212-963-1207
- The GC logo policy:
www.unglobalcompact.org/AboutTheGC/gc_logo_policy.htm
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Challenges Ahead

- Managing logo requests in a timely manner.
- Providing localized logo versions in non-Latin languages.
- Safeguarding/monitoring the proper use of the logos.



Can't we just use the UN emblem?

Don't even think about it.

The United Nations emblem, featuring a world map surrounded by olive branches, is positioned behind the text.