



# Spotlight Initiative **Guidelines**

For Logo use by UN entities  
and EU-funded activities

June 2023

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# I. Introduction and scope

The global Spotlight Initiative (the “Initiative”) to eliminate violence against women and girls is a United Nations initiative in partnership with the European Union and other partners.

Launched in 2017 with a seed funding commitment of €500 million from the European Union, the Initiative represents an unprecedented global effort to invest in gender equality and women’s empowerment as a precondition and driver for the achievement of the Sustainable Development Goals.

The present Guidelines establish the Initiative’s brand identity and provides guidance on how the Logo can be used by the UN, including its separately administered funds, programmes and other subsidiary organs, and other UN System Organizations entities, and may be revised from time to time.

In line with the financial and administrative framework agreement between the United Nations and the European Union, the present Guidelines also apply to UN implementing partners and entities that are receiving Spotlight Initiative's EU funding. See Section II. D. for more Information.

Separate guidelines for the use of the Initiative’s brand identity by entities external to the United Nations System can be found [here](#).

## II. Logo use by UN System entities and EU funded activities

- A. The Spotlight Initiative Logo may be used by the United Nations, including its separately administered funds, programmes and other subsidiary organs, and other organizations of the United Nations System (hereinafter the “UN System entities”), in accordance with the present Guidelines.

The Spotlight Initiative Logo



*Wherever sizing and space permits, the logo should be presented with the tagline. It contextualizes the Initiative and brings its mission to the forefront.*

- B. The Spotlight Initiative Logo may be used by the United Nations, including its Funds, Programmes and other subsidiary organs, together with the UN emblem.

In such depictions, the Spotlight Initiative Logo must be in first position, followed the UN emblem in the second position. Whenever possible, they should be followed by a thin grey vertical line (separator). All logos should be the same height and be equally spaced. (See Example 1 below).



C. The Spotlight Initiative Logo may also be used by UN System entities in conjunction with their respective individual logos.

In such depictions, the Spotlight Initiative Logo must be in first position (100% height), followed by a thin grey vertical line (separator), followed the individual logo of the UN System entity concerned (80% height). If more than one UN System entity logo is to be depicted, they must appear in alphabetical order according to their respective acronyms. (See Example 2 below).



UN Funds and Programmes and other subsidiary organs are additionally permitted to depict the UN emblem, so long as the UN emblem appears adjacent to the Spotlight Initiative logo in the second position. Whenever possible, such logos should be followed by the SDG colour wheel logo and the icon for SDG #5, with a thin grey vertical line separating them from the Spotlight Initiative Logo (and if used, the UN emblem). (See Example 3 below).



- D. As stated in Section I, Spotlight Initiative is a United Nations initiative launched with general financial support of the European Union. If the United Nations System entities use the Spotlight Initiative logo **in-connection with activities funded by the Multi-Partner Trust Fund for the Spotlight Initiative**, their display of the Spotlight Initiative logo must be accompanied by the flag of the European Union, the emblem of the United Nations, and the text, “An initiative of the United Nations funded by the European Union” provided that such display of the EU logo does not jeopardise the privileges and immunities of the UN System entity concern, nor safety and security of its staff. (See example 4 below.)



The foregoing requirement shall not apply to the use of the Spotlight Initiative logo by UN System entities as a show of support of the initiative.

### III. Duration of permitted use

Unless otherwise advised by the Spotlight Initiative Secretariat by general or specific notice, the Spotlight Initiative Logo may be used until 31 December 2023, which is the targeted end date of the Initiative.

### IV. Waiver of Liability

United Nations System entities should be aware that the United Nations cannot assume any responsibility or liability for the activities of other UN System entities' use of the Spotlight Initiative logo, including with respect to any fundraising use of the Logo which is subject to prior written authorization by the Spotlight Secretariat.

## V. Brand identity

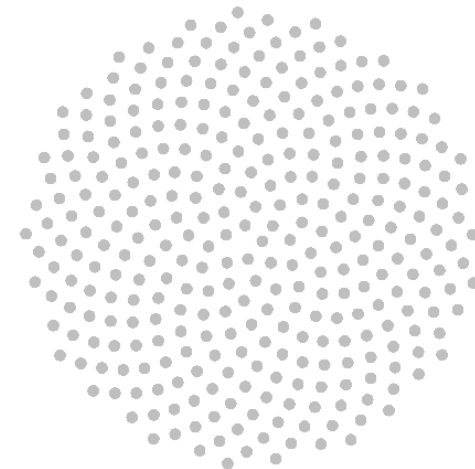
### 1. The Circles

The Spotlight Initiative's brand identity is formed from a circular Fibonacci grid of circles. The logo itself has created several graphic elements which can be used to illustrate the issue of violence, the concept of light and darkness, and used as a visual prompt for the Spotlight Initiative.

When using the full colour element, try to ensure the Primary Red (seen here on the far right) is visible.



Full Colour Element



Full Fibonacci Element

In one colour, the pattern can create a rising or descending illusion. These can be used to highlight the positive and the negative communications in a branded piece.

Convex Element



Concave Element



## 2. Logo variations

HORIZONTAL



For general use.

VERTICAL



For use where horizontal space is limited.

GRAYSCALE



For use only in highly restricted formats, where only grayscale or one-colour reproduction is available.

WORDMARQUE



For colour uses where space restricts the full logo usage

MONO



For use only in highly restricted formats, where only mono reproduction is available (e.g. in embossing or plate signage).

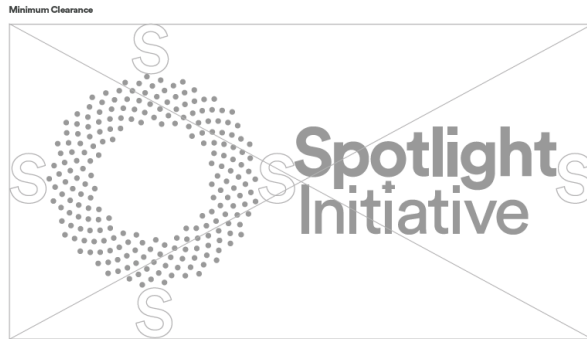
WORDMARQUE



For mono uses where space restricts the full logo usage.

## Layout

Always make sure there's adequate margins around the logo to ensure its readable and in good clear space.



## Usage

Alterations of the Spotlight Initiative Logo, such as the examples illustrated below, are not permissible.



Don't re-colour the logo



Don't distort the aspect ratio



Don't re-arrange, modify or make additions to any elements of the logo.



Don't place the master logo on a background darker than 5% grey, use an alternative version.



Don't rotate the colours, don't re-arrange the dots



Don't use the coloured wordmark with the full logo

### 3. Logo translations

Logos, Names, Straplines and Supporting text is available in all six United Nations languages.

AR



EN



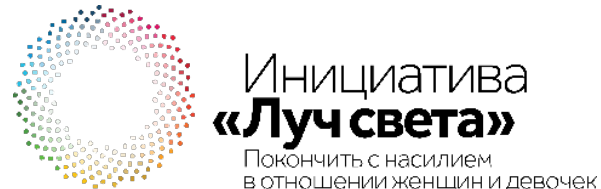
ES



FR



RU



ZH



## 4. Colour scheme

While the logo has all seventeen colours of the Sustainable Development Goals, the Initiative will focus its work on SDG #5, which has a brick-red colour. The Spotlight Initiative brand uses this as a primary colour to highlight violence against women.

The Spotlight Initiative brand also uses the distinction between black and white to draw the darkness and light metaphors out in designs.

<b>PRIMARY RED</b> PMS BRIGHT RED C C0 M90 Y94 K0 #FF3A21 HSL (6,100%,56%) RGB (255,58,33)	<b>SLATE BLACK</b> PMS 432 C C30 M20 Y20 K80 #414343 HSL (180,1%,25%) RGB (65,67,67)	<b>HIGHLIGHT BLUE</b> PMS 3115C C80 M0 Y30 K0 #00ADB9 HSL (183,100%,36%) RGB (0,173,185)
<b>DARK GRAY</b> #9C9EA0 HSL (210,2%,61%) RGB (156,158,160)	<b>LAVENDER</b> #D6EDEF HSL (184,43%,88%) RGB (214,237,239)	<b>ALICE BLUE</b> #F0F9FA HSL (185,50%,96%) RGB (240,249,250)

The following two secondary colours may be used in addition to the primary colors for more flexibility in design and execution.

<b>LIPSTICK</b> PMS 7420 C C0 M83 Y58 K36 #A21C44 HSL (342,70%,37%) RGB (162,28,68)	<b>CRANBERRY</b> PMS 1915 C C0 M68 Y48 K11 #E44977 HSL (342, 74%, 59%) RGB (228,73,119)
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## VI. Typography

We use Circular Standard for headings and body copy, falling back to Helvetica and Arial in contexts where custom fonts are not possible. Headings styles are provided here for a consistent look and feel for print.

Heading 1  
Circular Std Book  
45pt/45pt

# Leaving no one behind.

Heading 2  
Circular Std Bold  
23pt/23pt

## Towards a world with zero violence against women and girls.

Body Copy  
Circular Std Book  
11pt/15pt

The health and strength of a community depend on every citizen's feeling of solidarity with the other citizens, and on his willingness, in the name of this solidarity, to shoulder his part of the burdens and responsibilities of the community. The same is of course true of humanity as a whole.

Heading 3  
Circular Std Book  
18pt/18pt

### Heading Three

And just that it cannot be argued that within a community an economic upper class holds its favoured position by virtue of greater ability, as a quality which is, as it were, vested in the group by nature, so it is, of course, impossible to maintain this in regard to nations in their mutual relationships.

Quote  
Circular Std  
Medium  
16pt/19pt

Violence against women and girls is one of the most **widespread, persistent and devastating** human rights violations in our world today.

## Contact

Koye Adeboye  
Spotlight Initiative  
koye.adeboye@un.org  
+1-646-781-4768



@GlobalSpotlight



@TheSpotlightInitiative



@spotlightinitiative



SpotlightInitiative

[www.spotlightinitiative.org](http://www.spotlightinitiative.org)