



**UNA★USA**

**BRAND GUIDELINES**

## About Us

The United Nations Association of the United States of America (UNA-USA) is a membership organization dedicated to inform, inspire, and mobilize the American people to support the ideals and vital work of the United Nations. For 70 years UNA-USA has worked to accomplish its mission through its national network of Chapters, youth engagement, advocacy efforts, education programs, and public events. UNA-USA is a program of the United Nations Foundation. UNA-USA and its sister organization the Better World Campaign represent the single largest network of advocates and supporters of the United Nations in the world.

## Mission

We are dedicated to educating, inspiring and mobilizing Americans to support the principles and vital work of the United Nations, strengthening the United Nations system, promoting constructive United States leadership in that system and achieving the goals of the United Nations Charter.



UNA ★ USA

## A New Beginning

The new UNA-USA logo is a modernized reinterpretation of the original mark that represents the strong relationship between the UN and the U.S., and blends the goals and missions of the two organizations to one.

**Together, we create positive change.**



## Primary Logo

The primary logo should be used in all instances where space and layout allow. It includes the logotype and the mark with variations accomodating the short and long-form version of the name.



**UNA ★ USA**

Greater Chicago Chapter



**UNITED NATIONS ASSOCIATION  
OF THE UNITED STATES OF AMERICA**

Greater Chicago Chapter

## Chapter Logos

Chapter names can be attached to both short and long-form versions of the logo. Chapter names must always been confined within the width of the UNA-USA name. If longer, it drops to a second line and the text is centered vertically with the logo:



## ■ Stand-Alone Mark

The laurel and American flag mark can stand alone. However, please apply this on an as-needed basis.



## Social Media Usage

Social media usage (e.g., profile pictures) calls for the standalone mark to be sized and placed within shapes specific to the platform.



## Solid Color

Some instances call for the logo in one color. The following outlines the logo in one color against light and dark backgrounds.





## Incorrect Usage

In order to maintain brand consistency, the logo and all elements should remain intact.

- Don't separate the logo elements
- Don't remix, delete, or introduce new design elements
- Don't distort the logo in any way
- Don't place the logo against a background that would result in low contrast
- Don't swap the two blues
- Don't introduce new colors within the logo (please reference the color palette and issue logos for more guidance)

#### Minimum Clear Space



## Size and Space

A logo requires space to help maximize presence and readability. Please follow these guidelines to ensure legibility, and that other graphic elements don't distract from the logo.



#### Minimum Logo Widths



Screen 123px  
Print 1.71 inches



Screen 174px  
Print 2.42 inches

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Primary Typeface

Aller is the primary typeface. Aller bold, specifically, is the only typeface employed for the logo. It should also be applied to headlines and callouts on web and in print collateral.

Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Secondary Typeface

Avenir is the secondary typeface. While not used in the logo, it should be used in web and print materials for long-form text like body copy.

**CMYK** 72 / 38 / 0 / 0

**RGB** 92 / 148 / 229

**HEX** #5B91E5

**CMYK** 89 / 63 / 3 / 0

**RGB** 38 / 99 / 171

**HEX** #2663AA

## Primary Colors

The primary color palette comes from the logo itself. There are two different blues: UN Blue (lighter) and UNA-USA Blue (darker).

**CMYK 14 / 91 / 98 / 4**  
**RGB 204 / 59 / 41**  
**HEX #CC3A28**

**CMYK 0 / 73 / 87 / 0**  
**RGB 242 / 106 / 55**  
**HEX #F26A37**

**CMYK 3 / 26 / 94 / 0**  
**RGB 248 / 191 / 44**  
**HEX #F8BF2C**

**CMYK 66 / 0 / 100 / 0**  
**RGB 94 / 186 / 71**  
**HEX #5EBA47**

**CMYK 81 / 19 / 43 / 1**  
**RGB 0 / 154 / 152**  
**HEX #009A98**

**CMYK 81 / 85 / 0 / 0**  
**RGB 79 / 64 / 171**  
**HEX #4F40AB**

## Secondary Colors

Secondary colors should be used as accent colors or in special cases for specific issue areas. This color palette is bright and diverse, reflecting UNA-USA's audience and reach.



UNA ★ USA



UNA ★ USA



UNA ★ USA



UNA ★ USA

## Color Application

The primary and secondary color palette may be applied to the logo to celebrate occasions (Independence day or Pride month for example) or highlight issue areas (like women's rights or climate change).



**UNA ★ USA**













UNA ★ USA





**UNA★USA**

Logo Assets:

**Download Logo Files**

Questions or Requests:

**USERNAME@EMAIL.COM**