



LOGO USAGE GUIDELINES

LEGAL GUIDELINES

LEGAL GUIDELINES FOR USE

1. DESIGN

Football for the Goals (FFTG) is an initiative to advance and support the implementation and achievement of the Sustainable Development Goals (SDGs) through collaboration with the football stakeholders around the world. The FFTG logo consists of the SDG wheel encircling a football with the words “Football for the Goals.” Set in the Sustainable Development Goals (SDGs) colour palette, the main visual conveys the message that the United Nations is convening an initiative to explore major structural transformations and common shared solutions that are anchored in the SDGs. The ball within the SDG wheel makes the linkage to football and the initiative’s objective to bring the global football community into the SDG movement. The words, “Football for the Goals” appear under or to the side of the visual images, depending on whether it is for vertical or horizontal space, and the text “Football” is slightly larger than the words, “for the Goals” indicating that the global football community is the main target for this initiative.

The Football for the Goals logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Translations in Hindi, Kiswahili, Greek, Portuguese, Norwegian, Italian, and Dutch are also available.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

This logo is designed to be used across all platforms and media for the FFTG Initiative, from the website and social media to merchandise.

2. USE OF THE FOOTBALL FOR THE GOALS LOGO

Additional conditions apply to all entities for fundraising and commercial use (see section 2.IV)

subsidiary organs and organizations of the United Nations System

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the Football for the Goals (FFTG) logo without obtaining prior approval from the UN Department of Global Communications. However, for reporting purposes, the Department of Global

Communications should be informed of events and informational or promotional materials and items for which the logo is used.

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- **of the use of the logo by the entity.**

- **is approved and the duly signed waiver of liability is received by the United Nations Department of Global Communications.**

5. DISCLAIMER

- The Football for the Goals logo is property of the United Nations.
 - The Football for the Goals logo can only be used to identify events and activities related to the Football for the Goals initiative.
 - The Football for the Goals logo may only be used after a Waiver of Liability for the use of the logo of Football for the Goals has been received by the United Nations Department of Global Communications and the request to use the logo has been approved.
 - By using the Football for the Goals logo, the entity agrees to provide information to the United Nations Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on the Football for the Goals initiative
 - The authorization to use the FFTG logo by an outside entity does not imply United Nations' endorsement of the outside entity, its products, or services, or of its planned activities.
 - The Football for the Goals logo may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain. Any fundraising and
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LOGO

USAGE LOGO: COLOUR VERSION



The COLOUR VERSION of the Football for the Goal logo is ONLY to be used on a white or light grey background. See colour values to the right.

LIGHT GREY

Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0

LOGO

USAGE LOGO: WHITE VERSION



The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme, as long as there is sufficient contrast.

The logo should ONLY be used on black if necessary due to a black/white application.

The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application.

The BLACK VERSION of the logo should never be used on a dark coloured background, ONLY on white or light grey tint. See colour values to the right.

USAGE LOGO: OFFICIAL LANGUAGES



ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

LOGO

USAGE LOGO: ALTERNATIVE VERSION



FOOTBALL

* For situations where the logo needs to be placed in a vertical area.

SPECS

CLEARANCE AREA: LOGO

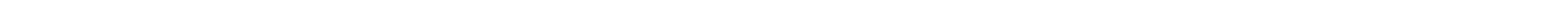
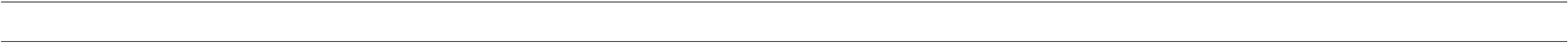


CLEARANCE AREA around the logo should allow for breathing room all around the logo, approx. 1/2 of the SDG Wheel diameter.

[the name of the entity] supports Football for the Goals

*Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

- Football for the Goals logo must be accompanied by the text:



COLOURS

COLOUR DEFINITIONS

RED

185 C
 C 1 M 100 Y 92 K 0
 R 229 G 36 B 59
 HEX: E5243B

MUSTARD

7555 C
 18 M 37 Y 100 K 1
 R 221 G 166 B 58
 HEX: DDA63A

KELLY GREEN

7739 C
 C 81 M 15 Y 100 K 2
 R 76 G 159 B 56
 HEX: 4C9F38

DARK RED

RED ORANGE

BRIGHT RED C
 C 0 M 90 Y 94 K 0
 R 255 G 58 B 33
 HEX: FF3A21



These are the same colours used for the SDG wheel.

For the Football for the Goals logo, the main text, graphic inside the wheel and date box use black colour.

These colours can not be changed within the Football for the Goals logo.

TYPOGRAPHY

ROBOTO

ROBOTO – BLACK

ROBOTO font is most often used for body copy and additional information.
