United Nations

IMPLEMENTING THE NEW URBAN AGENDA

WHEN THE VISUAL IDENTITY TAKES ON ITS FULL MEANING

A GUIDE TO USING THE NEW URBAN AGENDA BRANDING

TABLE OF CONTENTS

A NEW URBAN AGENDA FOR EACH OF US 3
NEW URBAN AGENDA LOGO 5
STANDARD GRAPHIC SUPPORT 6
DO-IT-YOURSELF LOGO 8
SPECS LOGO/DO NOT 10
USE OF THE LOGO FOR THE UNITED NATIONS SYSTEM 11
USE OF THE LOGO FOR NON-UNITED NATIONS GROUPS AND ENTITIES 16
USE OF THE LOGO+SDG 17
FONTS AND COLOURS 19
CLARIFICATIONS 20

The New Urban Agenda (NUA) was adopted by the United Nations Conference on Housing and Sustainable Urban Development (Habitat III), in Quito, Ecuador, and endorsed by the General Assembly on 23 December 2016 (A/RES/71/256).

The New Urban Agenda shares a vision of cities for all, and it aims to achieve cities and human settlements where all persons are able to enjoy equal rights and opportunities.

The Agenda is guided by three interlinked principles:

* Leave no one behind
* Ensure sustainable and inclusive urban economies
* Ensure environmental sustainability

The New Urban Agenda has a global scope and proposes a participatory, people-centered vision, while providing actions to achieve sustainable urban development given the specific and nuanced needs of different cities, towns, and territories.

Successfully implementing the New Urban Agenda entails the commitment and coordination of all levels of government, international and regional organizations and bodies, including the United Nations system, financial institutions, the private sector, civil society organizations, and the academia.

Highlighting the efforts and work being done by all these urban actors towards implementing the New Urban Agenda is a way of reinforcing and fostering their commitment to a new urban paradigm, as well as a manner to create awareness around the topic. For this reason, the United Nations has commissioned a visual identity on promoting the Implementation of the New Urban Agenda, availabe for all to use.

AN IMPLEMENTING BRANDING FOR EACH OF US

The New Urban Agenda was developed following a broad and participatory process that included voices from a variety of urban contexts in order to reach a global agenda able to tackle a wide range of urban challenges.

Now is the time for identifying and acting on priorities for each urban environment. Sustainable urbanization is not a unique model. Reaching sustainable urbanization is an open process for implementing a set of well-addressed actions by a wide range of urban actors, which differs according to each context.

A visual identity conveys meaning through color, shape, size, and other symbolic graphic elements. As such, the New Urban Agenda branding has been developed to be as diverse, participatory, and inclusive as the process that it represents.

WHEN DESIGN BECOMES PART OF IMPLEMENTATION

This Visual Identity is the first step to setting up the tools for implementing the New Urban Agenda in various contexts and territories.

The following paragraphs from the New Urban Agenda illustrate the alignment between its implementing actions and the Visual Identity guidelines :

92. We will promote participatory age- and gender-responsive approaches at all stages of the urban and territorial policy and planning processes, from conceptualization to design, budgeting, implementation, evaluation and review, rooted in new forms of direct partnership between Governments at all levels and civil society, including through broad-based and well-resourced permanent mechanisms and platforms for cooperation and consultation open to all, using information and communications technologies and accessible data solutions.

154. We recognize the significant contribution of voluntary collaborative initiatives, partnerships and coalitions that plan to initiate and enhance the implementation of the New Urban Agenda, highlighting best practices and innovative solutions, including by promoting coproduction networks between subnational entities, local governments and other relevant stakeholders.

155. We will promote capacity-development initiatives to empower and strengthen the skills and abilities of women and girls, children and youth, older persons and persons with disabilities, indigenous peoples and local communities, as well as persons in vulnerable situations, for shaping governance processes, engaging in dialogue, and promoting and protecting human rights and anti-discrimination, to ensure their effective participation in urban and territorial development decision- making.

156. We will promote the development of national information and communications technology policies and e-government strategies, as well as citizen-centric digital governance tools, tapping into technological innovations, including capacity- development programmes, in order to make information and communications technologies accessible to the public, including women and girls, children and youth, persons with disabilities, older persons and persons in vulnerable situations, to enable them to develop and exercise civic responsibility, broadening participation and fostering responsible governance, as well as increasing efficiency. The use of digital platforms and tools, including geospatial information systems, will be encouraged to improve long-term integrated urban and territorial planning and design, land administration and management, and access to urban and metropolitan services.

BRANDING VALUES

PARTICIPATION

CO-CREATION

INNOVATION

DIVERSITY

NETWORKS

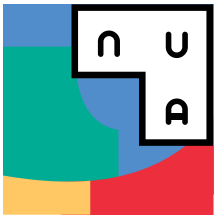
There are two logo alternatives available when branding your work in implementing the New Urban Agenda: a standard logo and a do-it-yourself (DIY) logo, both of which can highlight and create brand recall for the work of UN agencies, different levels of government, intergovernmental organizations, non-profit organizations, and private sector entities.

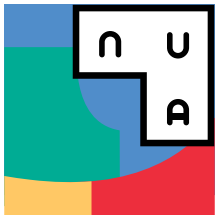
THE SQUARE

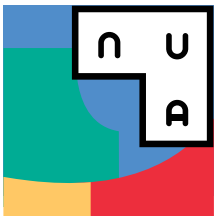
City squares, plazas, streets, and, by extension, public and common spaces are the most valuable asset of every city and town.

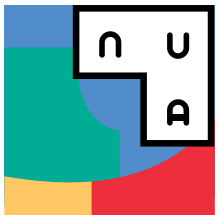
The NUA Visual Identity employs a Square to represent where the New Urban Agenda is taking action. It is the symbolic public area where the values of the New Urban Agenda are alive.

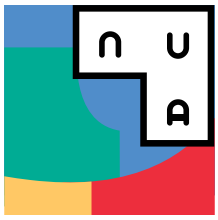
THE STANDARD LOGO

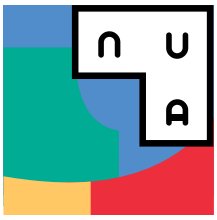








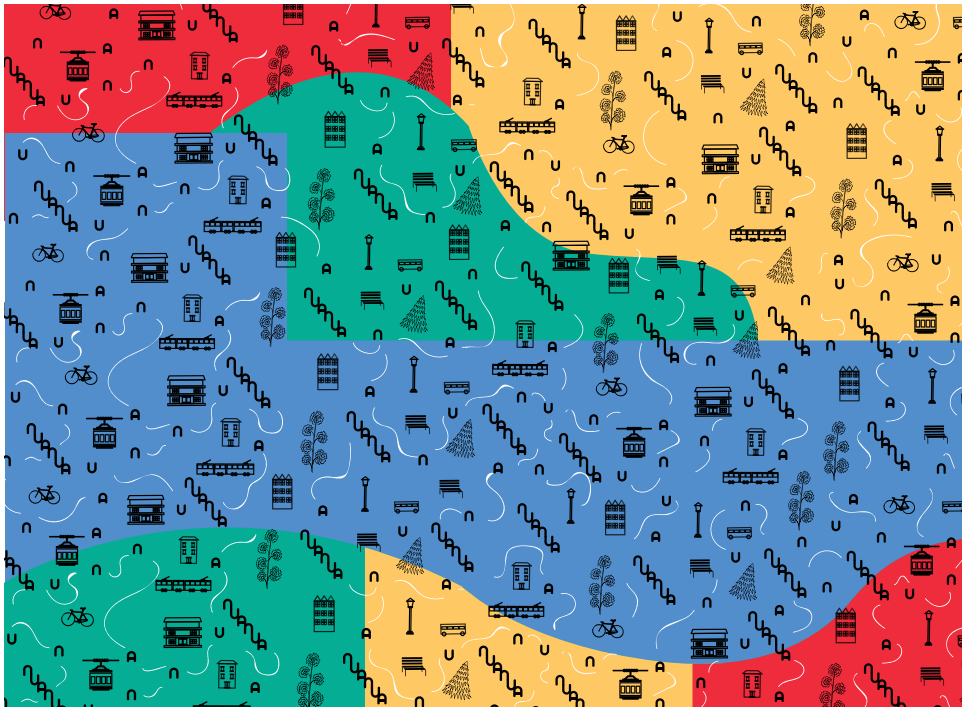




THE WAVES
TOGETHER IN ACTION

The energic waves are a graphic element that may accompany the NUA Standard Logo. The Waves show the dynamism of different actors implementing the New Urban Agenda.

This graphic element of the wave may only be used when applying the Standard Logo.



IMPLEMENTING
THE NEW
URBAN AGENDA

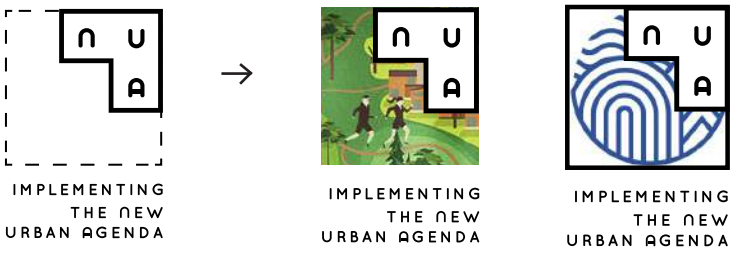
DO-IT-YOURSELF LOGO (DIY)

You are invited to customize your own NUA logo within the framework of the NUA Visual Identity. In other words, you may decide what is happening in your New Urban Agenda Square.

You may download the DIY Kit and design a NUA logo that is aligned with your corporate guidelines and your work in implementing the New Urban Agenda.

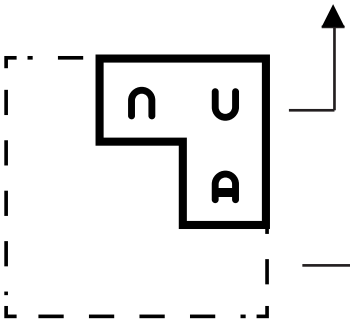
Your government or organization is invited to officially report your design contributions to the United Nations when submitting a report on the implementation of the New Urban Agenda.

For enquiries and reporting: habitat3media@un.org



Keep this area in mind when customizing your NUA logo. Do not alter the NUA Square.

Created your own graphic element and place it in this area.



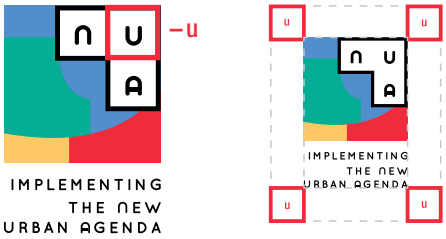
If you want to keep a white backgroud, use our template and do not keep the dashed line.

(DIY EXAMPLES)

WORLD HABITAT DAY

WORLD CITIES DAY

CLEARANCE AREA



BLACK AND WHITE

To be used on black&white and grayscale designs only.

DO NOT

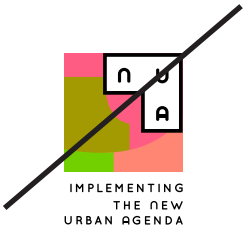
DO NOT stretch/squash/distort

DO NOT add drop shadows

DO NOT rearrange elements

DO NOT change the font

DO NOT change the font colour



When using the Standard logo DO NOT change the official colours

DO NOT place photos inside the Square

When using the DIY logo DO NOT keep it white or keep the dashed line (which is a placeholder only)

DO NOT use the waves inside the logo

DO NOT place the logo over backgrounds that affect readability

STANDARD LOGO+UN

VERTICAL

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United Nations

HORIZONTAL

IMPLEMENTING THE NEW URBAN AGENDA

United Nations

DIY LOGO+UN

VERTICAL

IMPLEMENTING THE NEW URBAN AGENDA

United Nations

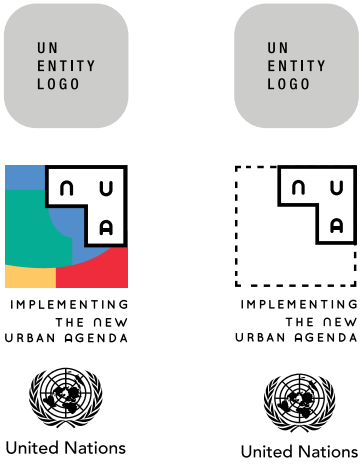
HORIZONTAL

IMPLEMENTING THE NEW URBAN AGENDA

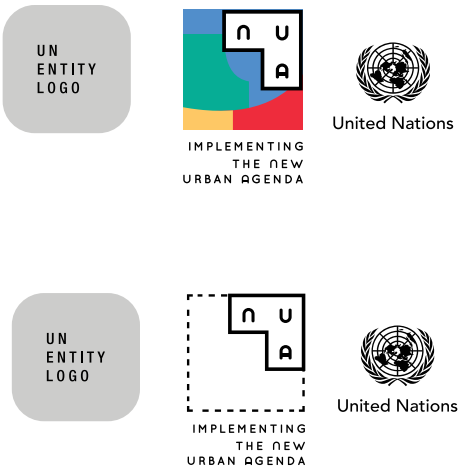
United Nations

UN ENTITY LOGO
(which does not include UN emblem) + NUA+UN

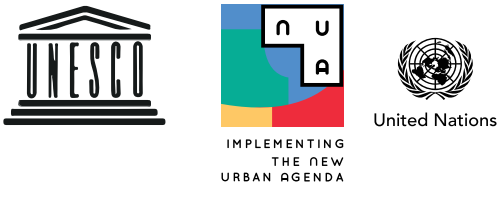
VERTICAL



HORIZONTAL



EXAMPLE



United Nations
IMPLEMENTING THE NEW URBAN AGENDA
FIAT PANIS
NIBH EUISMOD TINCIDUNT UT LAOREET
LOREM IPSUM DOLOR SIT AMETON
NIBH EUISMOD TINCIDUNT UT LAOREET,
SED DIAM NONUMMY NIBH

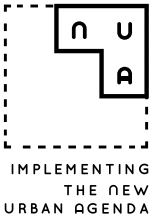
UN ENTITITY LOGO
(which includes UN emblem) + NUA

To avoid duplication of the UN emblem, if the UN entity logo includes the UN emblem, then pairing with the NUA logo is limited to the version sans the UN emblem.

VERTICAL

UN entity logo which includes UN emblem

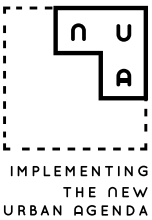
UN entity logo which includes UN emblem



HORIZONTAL

UN entity logo which includes UN emblem

UN entity logo which includes UN emblem



EXAMPLE

IMPLEMENTING
THE NEW
URBAN AGENDA
LOREM IPSUM DOLOR SIT AMETON
ADIPISCING ELIT, SED DIAM NONUMMY
NIBH EUISMOD TINCIDUNT UT LAOREET,
SED DIAM NONUMMY NIBH

USE OF THE LOGO FOR NON-UNITED NATIONS GROUPS AND ENTITIES

VERTICAL

Non-UN entity logo

IMPLEMENTING THE NEW URBAN AGENDA

Non-UN entity logo

IMPLEMENTING THE NEW URBAN AGENDA

HORIZONTAL

Non-UN entity logo

IMPLEMENTING THE NEW URBAN AGENDA

Non-UN entity logo

IMPLEMENTING THE NEW URBAN AGENDA

The implementation of the New Urban Agenda contributes to the implementation and localization of the 2030 Agenda for Sustainable Development in an integrated manner, and to the achievement of the Sustainable Development Goals and targets, including Goal 11 of making cities and human settlements inclusive, safe, resilient, and sustainable.

Projects and initiatives within the framework of the Sustainable Development Goals and the New Urban Agenda may use the following versions of NUA-SDG joint branding.

All versions below may be done with NUA Standard and DIY logos.

NUA LOGO+SDG UN SYSTEM

NUA LOGO+SDG UN SYSTEM+SDG ICON

UN ENTITY LOGO (which does not include UN emblem) +NUA+SDG

UN ENTITY LOGO (which does not include UN emblem) +NUA+SDG+SDG ICON

UN ENTITY LOGO (which includes UN emblem) +NUA+SDG

UN ENTITY LOGO (which includes UN emblem) +NUA+SDG+ICON

NON-UN ENTITY LOGO+NUA+SDG

NON-UN ENTITY LOGO+NUA +SDG+SDG ICON

SDG COLOUR WHEEL

NUA LOGO+SDG UN SYSTEM

NUA LOGO+SDG UN SYSTEM+SDG ICON

UN ENTITY LOGO (which does not include UN emblem) +NUA+SDG

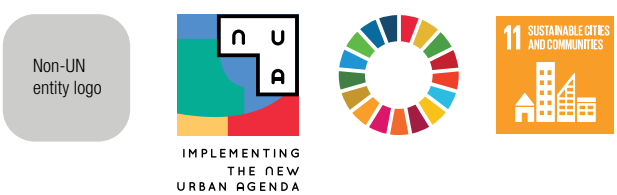
UN ENTITY LOGO (which does not include UN emblem) +NUA+SDG+SDG ICON

UN ENTITY LOGO (which includes UN emblem) +NUA+SDG

UN ENTITY LOGO (which includes UN emblem) +NUA+SDG+ICON

NON-UN ENTITY LOGO+NUA+SDG

NON-UN ENTITY LOGO (which includes UN emblem) +NUA+SDG ICON



Helvetica Neue LT Std 47 and 67
(Body text)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Quicksand
(titles)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

LENGTH OF USE OF THE NUA LOGO

Unless otherwise advised by the United Nations via general or specific notice, the NUA logo, including DIY versions, may be used until the Habitat IV Conference. This period refers to the timeframe within which the New Urban Agenda should be implemented and reported.

LIABILITY

The United Nations does not assume any responsibility for the activities and projects of the entity in use of the NUA logo.

DISCLAIMER

The use of the NUA logo does not imply the endorsement of the United Nations of such entity, its products or services, or of its planned activities.

The United Nations will not assume any responsibility or liability arising from the DIY versions that violate the United Nations Charter and/or that infringe on copyright law or intellectual property.

INQUIRIES AND PERMISSIONS

Please send inquiries to the Habitat III Secretariat, United Nations
E-mail: habitat3media@un.org

United Nations

www.habitat3.org