With just 10 years to go, an ambitious global effort is underway to deliver the 2030 promise — by mobilizing more governments, civil society, businesses and calling on all people to make the #GlobalGoals their own. The DECADE OF ACTION calls for accelerating sustainable solutions to all the world’s biggest challenges — ranging from poverty and gender to climate change, inequality and closing the finance gap.

WHEN TO USE THE DECADE OF ACTION BRANDING

Use the Decade of Action identity with specific Decade of Action messaging.

The SDG branding remains the primary branding when talking about the Sustainable Development Goals.

The campaign uses the primary hashtag #GlobalGoals, and secondary hashtag #ForPeopleForPlanet.

For more guidance on the use of DoA identity, please contact DGCCampaigns@un.org, with the subject line DECADE OF ACTION in all caps.
PAIRING YOUR LOGO WITH THE DOA LOGO

If the SDG wheel is **NOT PART** of the design elements of your logo, please see examples below for pairing.

If the SDG wheel is **PART** of the design elements of your logo, please do not place the SDG logo side by side with the DOA logo. See examples below for ideal placement of the two logos on the same design product.

We recommend using the black version of the SDG logo when it is placed at the bottom of the page.
1. Primary version of the DoA logo

Make sure to follow the "x" and "y" space rule for other languages.

Try to justify the text so that the left and right sides of the text block both have a straight edge. The space between the SDG wheel and the text is always equal to the width of a single arrow.

The height of “arrows” should always be equal to the height of the letters next to it.

General rules:

- For Latin characters, use the font Oswald SemiBold. If not possible, find an open-source font that supports the language with which you are working (see last page for multiple examples).

- Try to use three lines for your text block. If not possible, use two lines (see last page for the French and Russian logos).

- If it is not possible to justify the text block with same size letters, increase the size of the word “ACTION” (see the last page for the French, Kiswahili and Portuguese logos).

The last page of this document provides a visual reference for language adaptations.
2. Horizontal version of the DoA logo

The height of the SDG wheel, text and arrows should always be equal.

Space between the SDG wheel, text and arrows should be the same and equal to width of the wheel (x-width).

General rule:

➤ Whenever possible, make sure to use the arrows before the word “action”.

3. Decade of Action “arrows”

Ideally, do not modify the space between the arrows when adapting the DoA logo to other languages.

If you must increase or decrease the space between the arrow, follow the acceptable examples on the right side.

Space between the arrows is exactly the width of one arrow.

General rules:

➤ When using arrows as a supporting design element, do not modify the space between the arrows.

➤ You can create a pattern using the arrows, and change the color transparency. Do not change the color of the arrows. See example below.

Examples:

As per Russian version of DoA logo

As per Kiswahili version of DoA logo

Do not change colors of arrows