



ActNow Campaign

LOGO USAGE GUIDELINES

UNITED NATIONS DEPARTMENT OF GLOBAL COMMUNICATIONS

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ActNow campaign logo

GUIDELINES FOR USE

INTRODUCTION

ActNow is the United Nations campaign for individual action on climate change and sustainability. The campaign is a critical part of the UN's effort to raise ambition and action on the climate crisis and to allow everyone to be part of the solution.

The ActNow campaign was launched at the UN Climate Change Conference (COP24) in December 2018 and has since grown to millions of individual actions logged through the campaign platforms.

I. GENERAL INFORMATION

The multilingual ActNow campaign website can be found at www.un.org/actnow.

The words "Act Now" written in Roboto Bold font, with the Sustainable Development Goals (SDG) colour wheel constitutes the ActNow logo.

The ActNow logo must be used in its entirety and may not be modified in any way. Entities wishing to use the SDG colour wheel icon separate from the ActNow logo should refer to the separate SDG logo usage guidelines, available [here](#).

The ActNow logo may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain.

UN entities may translate the ActNow logo into additional languages, provided that such request is addressed to DGCCampaigns@un.org and approval is given by the ActNow campaign team.

II. USE OF THE ACTNOW LOGO BY UN SYSTEM ENTITIES:

Subject to their respective mandates, rules and policies, United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System can use the ActNow logo without obtaining prior approval from the UN Department of Global Communications, except for when uses other than those described in these guidelines are being requested.

UN System entities may use the ActNow logo as a standalone logo or paired with their own entity's logo (see page 16).

III. USE OF THE ACTNOW LOGO BY EXTERNAL ENTITIES:

Entities outside of the United Nations System, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the ActNow logo, in accordance with the requirements set below.

The ActNow logo may be used for (i) informational, (ii) fundraising, and/or (iii) commercial purposes, strictly in order to show support for the ActNow campaign and subject to the conditions set out below.

INFORMATIONAL PURPOSES:

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The ActNow logo may be used for such informational purposes, and their use does not require prior permission from the United Nations nor the conclusion of a licensing agreement.

Non-UN entities must display their entity's logo next to the ActNow logo, accompanied by the text "**[Name of your entity/We] support(s) the United Nations ActNow campaign.**" (see page 15). Non-UN entities may not use the ActNow logo as a standalone logo without the depiction of their own visual identifier.

FUNDRAISING PURPOSES:

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of the ActNow campaign and may be permitted only with the prior written permission by the United Nations and the conclusion of an appropriate licensing agreement.

Non-UN entities must display their entity's logo next to the ActNow logo, with their logo given preeminence vis-à-vis the ActNow logo. The text, "**[Name of your entity/We] support(s) the United Nations ActNow campaign**" must also accompany the depiction of both logos (see page 15).

Requests to use the ActNow logo must be addressed to **DGCcampaigns@un.org**, with the subject line **“ACTNOW LOGO REQUEST.”** The request must explain how the proposed use would align with the spirit and objectives of the ActNow campaign and the requirements set out in these guidelines. Business practices that are consistent with the aims and purposes of the ActNow campaign must also be clearly demonstrated in the request. If and when written permission is granted by the United Nations, your entity may begin using Version 2 of the ActNow logo for only the fundraising purposes so authorized.

COMMERCIAL USE:

Commercial uses are those by for-profit entities or on commercial or promotional merchandise and/or products in order to promote the ActNow campaign to a wider audience and may be permitted only with the prior written permission by the United Nations and the conclusion of an appropriate licensing agreement.

Non-UN entities must display their entity’s logo next to the ActNow logo, with their logo given preeminence vis-à-vis the ActNow logo. The text, **“[Name of your entity/We] support(s) the United Nations ActNow campaign”** must also accompany the depiction of both logos (see page 15).

Requests to use the ActNow logo for commercial purposes must be addressed to **DGCcampaigns@un.org**, with the subject line **“ACTNOW LOGO REQUEST.”** Requests must explain how the proposed use would align with the spirit and objectives of the ActNow campaign and the requirements set out in these guidelines. Any requests to use the ActNow logo on promotional merchandise and/or products must stipulate specifically how such merchandise or products are aligned with the ActNow campaign. Business practices that are consistent with the aims and purposes of the ActNow campaign must also be clearly demonstrated in the request. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the ActNow logo.

IV. LIABILITY:

The United Nations does not assume any responsibility or liability for the activities of other entities using the ActNow logo pursuant to these Guidelines, including with respect to the translation of the text of the ActNow logo into non-UN official languages, or its use for any fundraising or commercial purposes.

V. DISCLAIMER:

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

ActNow logo

HORIZONTAL LOGO

USAGE LOGO: COLOUR VERSION

ACT NOW

ACT NOW

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

LIGHT GREY

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

ActNow logo

HORIZONTAL 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.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

ActNow logo

HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION

ACT NOW

The **BLACK VERSION** of the logo is **ONLY** to be used if necessary due to a black/white application. (i.e., black/white ad)

The **BLACK VERSION** of the logo should never be used on a coloured background, **ONLY** on white.

ActNow logo

6 OFFICIAL LANGUAGES

USAGE LOGO: HORIZONTAL LOGO

اعملوا الآن 

ARABIC

 即刻行动

CHINESE

ACT  NOW

ENGLISH

AGISSO  NS

FRENCH

 ДЕЙСТВУЙТЕ СЕЙЧАС

RUSSIAN

ACTÚA AHORA 

SPANISH

ActNow logo

SPECS

CLEARANCE AREA: HORIZONTAL LOGO



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

ActNow logo

STACKED LOGO*

USAGE LOGO: COLOUR VERSION



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

LIGHT GREY

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

*For preferred use in small sizes

ActNow logo

STACKED 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.

The logo should ONLY be used on black if necessary due to a black/white application. (i.e., black/white ad)

ActNow logo

STACKED LOGO

USAGE LOGO: BLACK VERSION



The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application. (i.e., black/white ad)

The BLACK VERSION of the logo should never be used on a coloured background, ONLY on white.

ActNow logo

6 OFFICIAL LANGUAGES

USAGE LOGO: STACKED LOGO



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

ActNow logo

SPECS

CLEARANCE AREA: STACKED LOGO



CLEARANCE AREA around the stacked logo should allow for breathing room all around the logo, approx. width of the SDG Wheel

ActNow logo

PAIRING FOR NON-UN ENTITIES*

USAGE LOGO: PAIRING



[Name of entity/We] support(s) the United Nations ActNow campaign



[Name of entity/We] support(s) the United Nations ActNow campaign

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

- The ActNow logo must be accompanied by the text: **[Name of your entity/We] support(s) the United Nations ActNow campaign**
- No side-by-side display of the ActNow Logo and the logo of the non-UN entity allowed without the requisite text as per example

When pairing with multiple logos, we strongly recommend the use of the stacked version of the ActNow logo. The paired logos will appear to be optically balanced – each appearing to look the same size.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#)

ActNow logo

PAIRING FOR UN ENTITIES*

USAGE LOGO: PAIRING



*United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

When pairing with multiple logos, we strongly recommend the use of the stacked version of the ActNow logo. The paired logos will appear to be optically balanced – each appearing to look the same size.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#)

ActNow logo

DON'TS

USAGE LOGO: DON'TS



~~ACTNOW~~

DO NOT stretch/squash/distort



~~ACT
NOW~~

DO NOT rearrange elements



~~ACTNOW~~

DO NOT alter the typeface



~~ACTNOW~~

DO NOT add effects like drop shadows



~~ACTNOW~~

DO NOT mix with other colours



~~ACTNOW~~

DO NOT change the opacity



~~ACTNOW~~

DO NOT use black logo over colours

These examples of logo treatments are not permitted.

Formats, size and colouring of the ActNow logo are detailed within this document.
