



THE GLOBAL GOALS

For Sustainable Development

CONTENT

TABLE OF CONTENTS

INTRODUCTION	3
LOGO	4
VERTICAL LOGO	5
HORIZONTAL LOGO	10
SPECS	13
LOGO DON'TS	15
TYPOGRAPHY	16
GIORGIO SANS	17
APEX NEW	18
ICONS: 17 GOALS	19
ICONS	20
ICONS DON'TS	40
ICONS: 169 TARGETS	41
ICONS	42
COLORS	90
COLOR DEFINITIONS	91

INTRODUCTION

THE GLOBAL GOALS

The Global Goals brand is the cornerstone of all communication around the Sustainable Development Goals for 2030. The branded information system is constructed to encourage engagement and collaboration. The basic system includes short names that summarize the focus of the 17 goals together with individual colorful icons, a bright logotype and bold, easily recognizable typography. Our goal has been to create a positive, hopeful language that will be a constant thread through all the efforts to support the goals. We hope that the bold and colorful design will inspire and help carry the promise of a better world forward.

The main purpose of the communication system is to spread awareness of the 17 goals, but in order to activate the Goals, it is essential that we understand the all-important 169 targets connected to them. They are the working mechanisms of the goals. They make up a list of our challenges ahead and should inspire to new thinking, creativity and innovation. They also help the educational aspect of the goals by creating a better understanding of the bigger picture. If we let the target drive all our actions, it is fully possible to reach the 17 main goals by 2030.

After a lot of work, we are now happy to include the 169 targets to the communication system. Like with the 17 main goals, we have given them short names and unique icons that makes it easier to get a quick overview of the targets. We encourage everyone to study the targets for each goal. It's an inspiring read.

About the icons:

Every goal now includes the targets. While it is impossible to cover every aspect of the goal in a single icon, we have worked with a wide range of people and organizations to make sure that they are a good representation of the essence of each goal.

About the palette:

Every Goal has its own color and the targets follow the colors of the main goals. All the 17 colors for the goals are featured in the main logo for The Global Goals. No other colors should be used for the goals, and they should preferably be shown on a white background.

LOGO

LOGO

VERTICAL LOGO

USAGE LOGO: COLOR VERSION



THE GLOBAL GOALS
For Sustainable Development



THE GLOBAL GOALS
For Sustainable Development

The COLOR VERSION of The Global Goal logotype is ONLY to be used on a white or light grey background. See color values to the right.

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

LOGO

VERTICAL LOGO

USAGE LOGO: WHITE VERSION



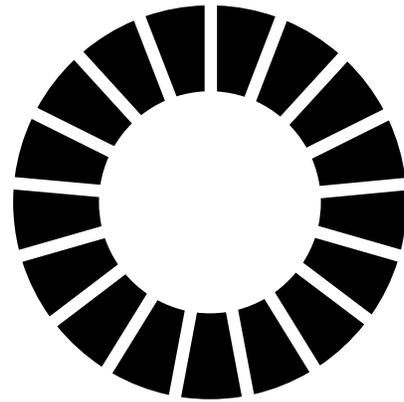
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 91 for color scheme.

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

LOGO

VERTICAL LOGO

USAGE LOGO: BLACK VERSION



THE GLOBAL GOALS
For Sustainable Development

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

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

LOGO

VERTICAL LOGO — CONTAINED

USAGE LOGO: COLOR VERSION



The CONTAINED VERSION of The Global Goal logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

LOGO

VERTICAL LOGO — CONTAINED

USAGE LOGO: BLACK/WHITE VERSION



The CONTAINED VERSION of The Global Goal logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

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

LOGO

HORIZONTAL LOGO

USAGE LOGO: COLOR VERSION



THE GLOBAL GOALS
For Sustainable Development



THE GLOBAL GOALS
For Sustainable Development

The COLOR VERSION of The Global Goal logotype is ONLY to be used on a white or light grey background. See color values to the right.

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

LOGO

HORIZONTAL LOGO

USAGE LOGO: WHITE VERSION



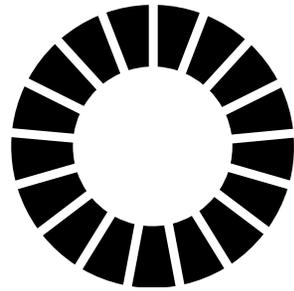
The WHITE VERSION of the logo can be used on any of the colors of The Global Goals color scheme. See page 91 for color scheme.

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

LOGO

HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION



THE GLOBAL GOALS
For Sustainable Development

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

LOGO SPECS

CLEARANCE AREA: VERTICAL LOGO



CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case "F".

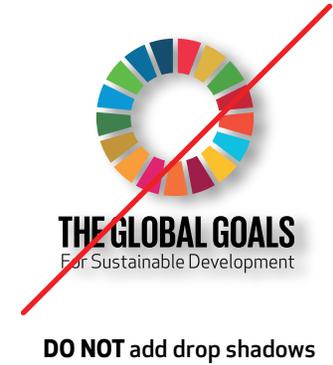
CLEARANCE AREA: HORIZONTAL LOGO



CLEARANCE AREA around the vertical as well as the horizontal logo is equal to double the height of the upper case "F".

LOGO DON'TS

USAGE LOGO: DON'TS



These examples of logo treatments are NOT PERMITTED.

Format, size and coloring of The Global Goals logo are detailed within this document.

TYPOGRAPHY

TYPOGRAPHY

TYPEFACE

GIORGIO SANS

PRIMARY HEADLINE FONT

GIORGIO SANS — BOLD

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
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

SECONDARY HEADLINE FONT

GIORGIO SANS — EXTRA LIGHT

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
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

GIORGIO SANS font is usually used for headlines and titles.

TYPOGRAPHY

TYPEFACE

APEX NEW

PRIMARY FONT: BODY COPY
APEX NEW — BOOK

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
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

**SECONDARY FONT:
HIGHLIGHT / SUBTITLES**
APEX NEW — BOLD

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
1 2 3 4 5 6 7 8 9 0 * & % \$ # ! / :

APEX NEW font is usually used for body copy and additional information.

ICONS: 17 GOALS

ICONS

17 GOALS

17 ICONS: COLOR VERSION



When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

THE GLOBAL GOALS
For Sustainable Development

ICONS

17 GOALS

17 ICONS: BLACK/WHITE VERSION



When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

ICONS

17 GOALS

17 ICONS: COLOR VERSION INVERSED

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Each icon can ONLY be used inverted over a white background.

The icon may not be used inversely over a black nor a colored background.

ICONS

#1 NO POVERTY

COLOR & BLACK/WHITE VERSION



RED

PMS: 185 C
C1M100Y92K0
R229G36B59
HEX: E5243B

ICONS

#2 ZERO HUNGER

COLOR & BLACK/WHITE VERSION



MUSTARD

PMS: 7555 C
C18 **M**37 **Y**100 **K**1
R 221 **G** 166 **B** 58
HEX: DDA63A

ICONS

#3 GOOD HEALTH AND WELL-BEING

COLOR & BLACK/WHITE VERSION



KELLY GREEN

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

ICONS

#4 QUALITY EDUCATION

COLOR & BLACK/WHITE VERSION



DARK RED

PMS: 200 C

C16 **M**100 **Y**86 **K**7

R197 **G**25 **B**45

HEX: C5192D

ICONS

#5 GENDER EQUALITY

COLOR & BLACK/WHITE VERSION



RED ORANGE

PMS: BRIGHT RED C

C 0 **M** 90 **Y** 94 **K** 0

R 255 **G** 58 **B** 33

HEX: FF3A21

ICONS

#6 CLEAN WATER AND SANITATION

COLOR & BLACK/WHITE VERSION



BRIGHT BLUE

PMS: 638 C

C82 **M**7 **Y**9 **K**0

R38 **G**189 **B**226

HEX: 26BDE2

ICONS

#7 AFFORDABLE AND CLEAN ENERGY

COLOR & BLACK/WHITE VERSION



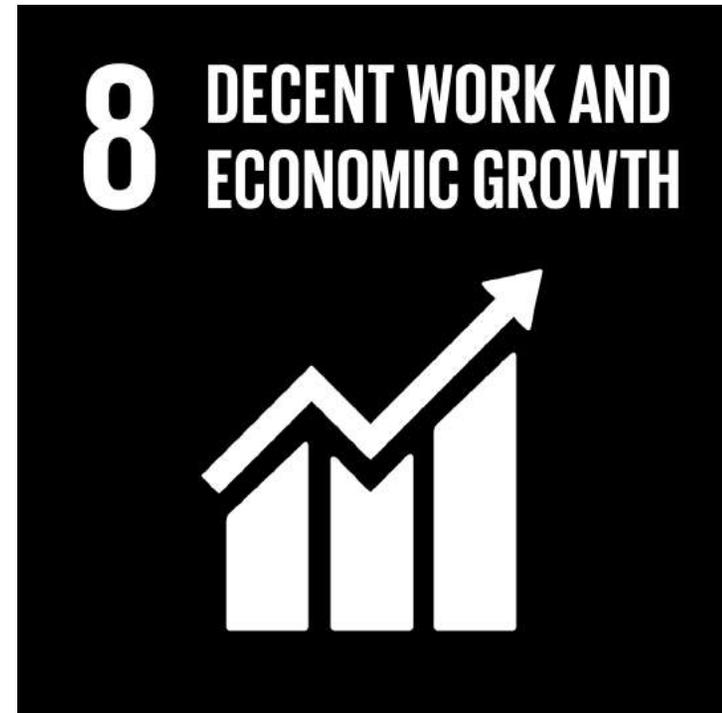
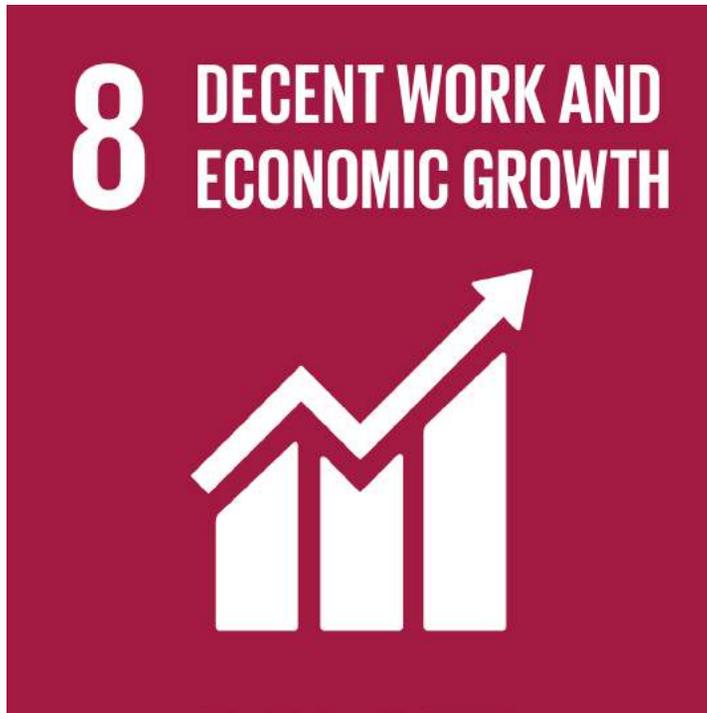
YELLOW

PMS: 1235 C
CMYK: 31 Y 100 K 0
R G B: 252 195 11
HEX: FCC30B

ICONS

#8 DECENT WORK AND ECONOMIC GROWTH

COLOR & BLACK/WHITE VERSION



BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS

#9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOR & BLACK/WHITE VERSION



ORANGE

PMS: 1585 C
CMYK: 71 Y 98 K 0
RGB: 253 G 105 B 37
HEX: FD6925

ICONS

#10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE VERSION



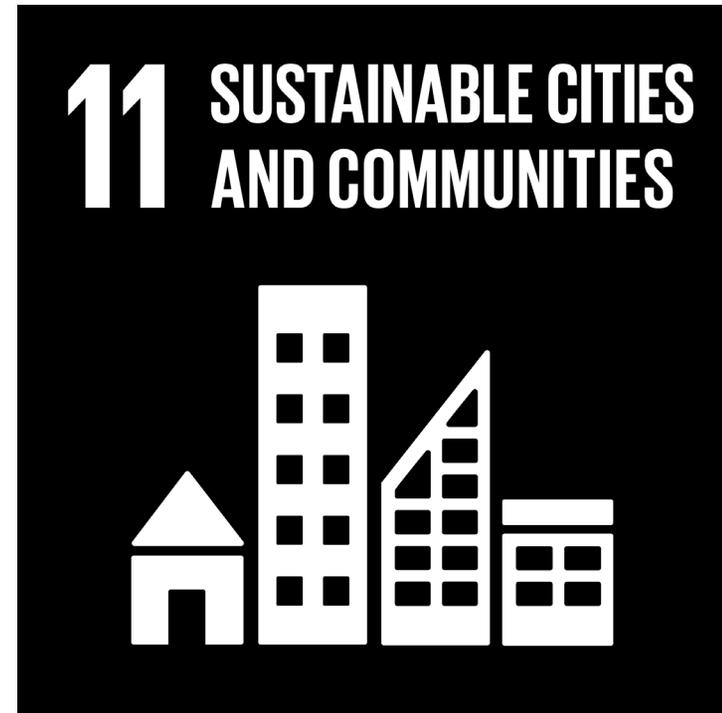
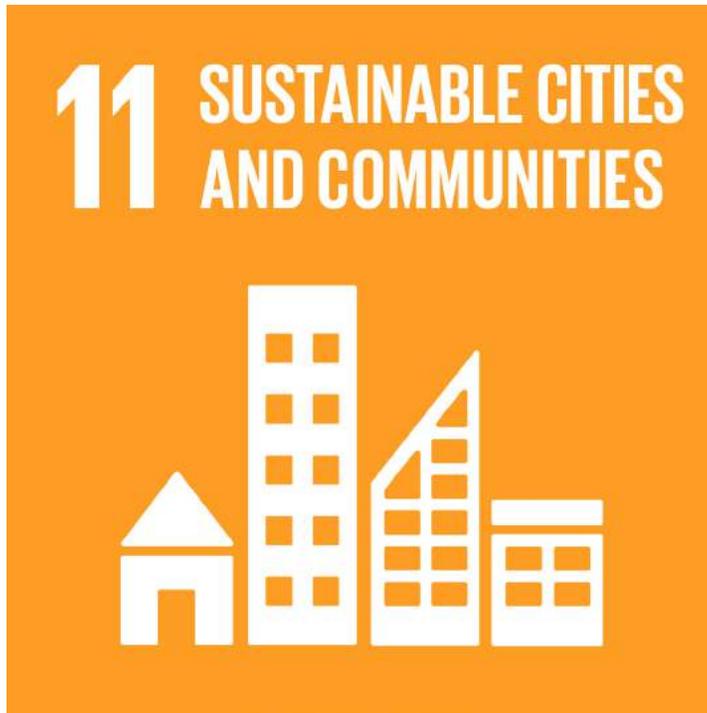
MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

ICONS

#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE VERSION



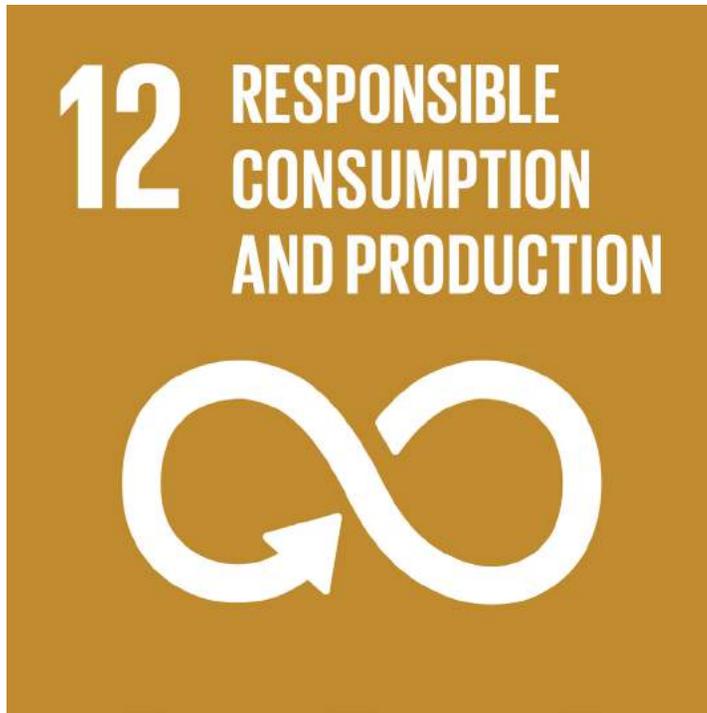
GOLDEN YELLOW

PMS: 1375 C
CMYK: 45 Y 96 K 0
RGB: 253 G 157 B 36
HEX: FD9D24

ICONS

#12 RESPONSIBLE CONSUMPTION AND PRODUCTION

COLOR & BLACK/WHITE VERSION



DARK MUSTARD

PMS: 131 C
C18 **M**48 **Y**100 **K**2
R191 **G**139 **B**46
HEX: BF8B2E

ICONS

#13 CLIMATE ACTION

COLOR & BLACK/WHITE VERSION



DARK GREEN

PMS: 7742 C
C 74 M 32 Y 95 K 19
R 63 G 126 B 68
HEX: 3F7E44

ICONS

#14 LIFE BELOW WATER

COLOR & BLACK/WHITE VERSION



BLUE

PMS: 7461 C
C96 **M**41 **Y**6 **K**0
R10 **G**151 **B**217
HEX: 0A97D9

ICONS

#15 LIFE ON LAND

COLOR & BLACK/WHITE VERSION



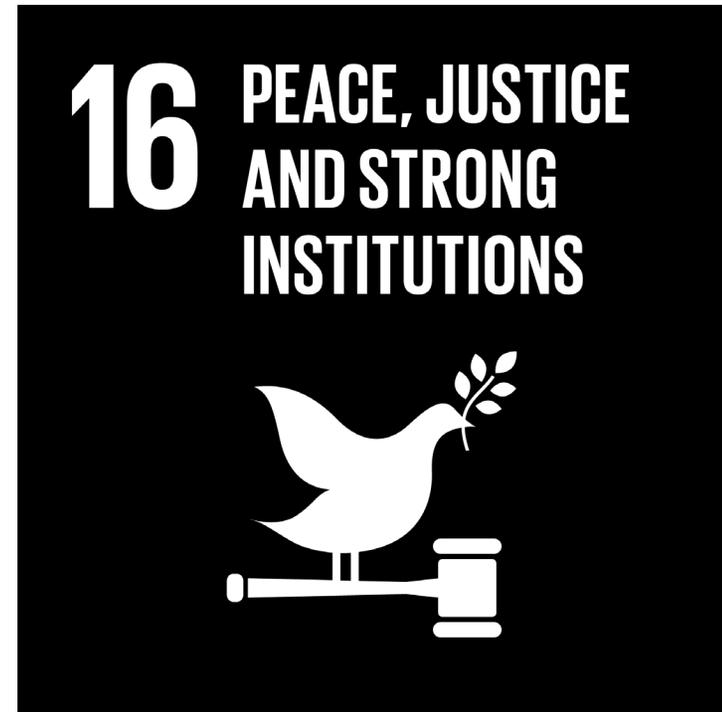
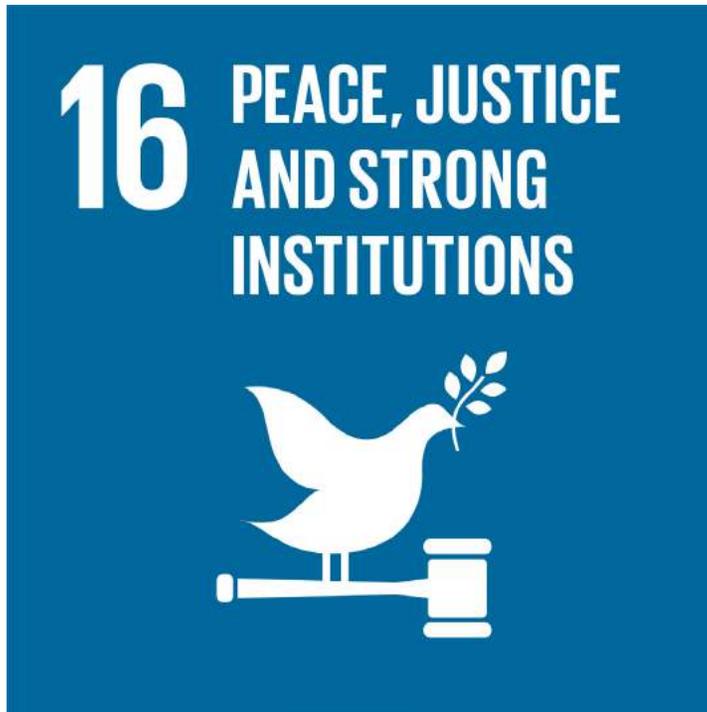
LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS

#16 PEACE, JUSTICE AND STRONG INSTITUTIONS

COLOR & BLACK/WHITE VERSION



INDIGO

PMS: 7462 C
C100 **M**71 **Y**22 **K**5
R0 **G**104 **B**157
HEX: 00689D

ICONS

#17 PARTNERSHIPS FOR THE GOALS

COLOR & BLACK/WHITE VERSION



NAVY BLUE

PMS: 294 C
C100 **M**86 **Y**29 **K**23
R25 **G**72 **B**106
HEX: 19486A

ICONS DON'TS

ICON USAGE: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT add drop shadows



DO NOT crop



DO NOT swap colors between icons



DO NOT change icon color



DO NOT extrude or bevel



DO NOT alter typeface

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ICONS: 169 TARGETS

ICONS

GOAL 1 / TARGETS

TARGET 1-1

ERADICATE EXTREME POVERTY

TARGET 1-2

REDUCE POVERTY BY AT LEAST 50%

TARGET 1-3

IMPLEMENT SOCIAL PROTECTION SYSTEMS

TARGET 1-4

EQUAL RIGHTS TO OWNERSHIP, BASIC SERVICES, TECHNOLOGY AND ECONOMIC RESOURCES

RED

PMS: 185 C
 C1M100 Y92 K0
 R 229 G 36 B 59
 HEX: E5243B

ICONS

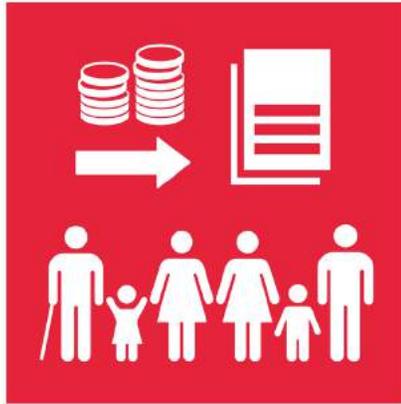
GOAL 1 / TARGETS

TARGET 1·5



**BUILD RESILIENCE
TO ENVIRONMENTAL,
ECONOMIC AND
SOCIAL DISASTERS**

TARGET 1·A



**MOBILIZE RESOURCES
TO IMPLEMENT
POLICIES TO END
POVERTY**

TARGET 1·B



**CREATE PRO-POOR AND
GENDER-SENSITIVE
POLICY FRAMEWORKS**

RED

PMS: 185 C
C1M100 Y92 K0
R 229 G 36 B 59
HEX: E5243B

ICONS

GOAL 2 / TARGETS

TARGET 2-1



UNIVERSAL ACCESS TO SAFE AND NUTRITIOUS FOOD

TARGET 2-2



END ALL FORMS OF MALNUTRITION

TARGET 2-3



DOUBLE THE PRODUCTIVITY AND INCOMES OF SMALL-SCALE FOOD PRODUCERS

TARGET 2-4



SUSTAINABLE FOOD PRODUCTION AND RESILIENT AGRICULTURAL PRACTICES

MUSTARD

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

ICONS

GOAL 2 / TARGETS

TARGET 2-5



MAINTAIN THE GENETIC DIVERSITY IN FOOD PRODUCTION

TARGET 2-A



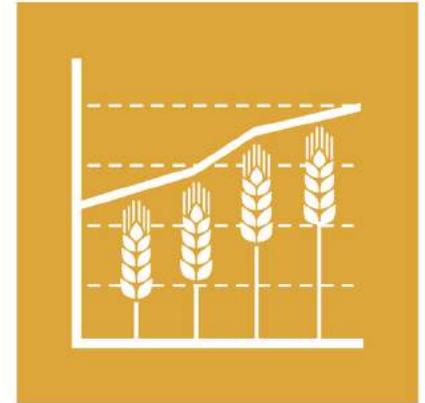
INVEST IN RURAL INFRASTRUCTURE, AGRICULTURAL RESEARCH, TECHNOLOGY AND GENE BANKS

TARGET 2-B



PREVENT AGRICULTURAL TRADE RESTRICTIONS, MARKET DISTORTIONS AND EXPORT SUBSIDIES

TARGET 2-C



ENSURE STABLE FOOD COMMODITY MARKETS AND TIMELY ACCESS TO INFORMATION

MUSTARD

PMS: 7555 C
 C18 M37 Y100 K1
 R221 G166 B58
 HEX: DDA63A

ICONS

GOAL 3 / TARGETS

TARGET 3-1



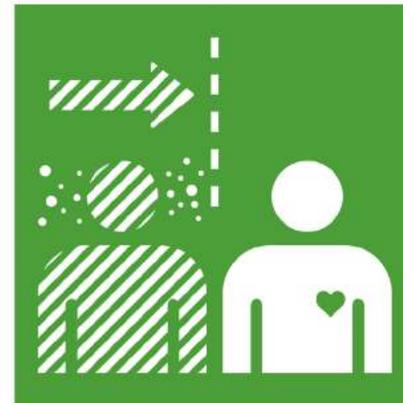
REDUCE MATERNAL MORTALITY

TARGET 3-2



END ALL PREVENTABLE DEATHS UNDER 5 YEARS OF AGE

TARGET 3-3



FIGHT COMMUNICABLE DISEASES

TARGET 3-4



REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH

KELLY GREEN

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

ICONS

GOAL 3 / TARGETS

TARGET 3-5



PREVENT AND TREAT
SUBSTANCE ABUSE

TARGET 3-6



REDUCE ROAD INJURIES
AND DEATHS

TARGET 3-7



UNIVERSAL ACCESS
TO SEXUAL AND
REPRODUCTIVE CARE,
FAMILY PLANNING AND
EDUCATION

TARGET 3-8



ACHIEVE UNIVERSAL
HEALTH COVERAGE

KELLY GREEN

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

ICONS

GOAL 3 / TARGETS

TARGET 3-9



REDUCE ILLNESSES AND DEATH FROM HAZARDOUS CHEMICALS AND POLLUTION

TARGET 3-A



IMPLEMENT THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

TARGET 3-B



SUPPORT RESEARCH, DEVELOPMENT AND UNIVERSAL ACCESS TO AFFORDABLE VACCINES AND MEDICINES

TARGET 3-C



INCREASE HEALTH FINANCING AND SUPPORT HEALTH WORKFORCE IN DEVELOPING COUNTRIES

KELLY GREEN

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

ICONS

GOAL 3 / TARGETS



KELLY GREEN

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

ICONS

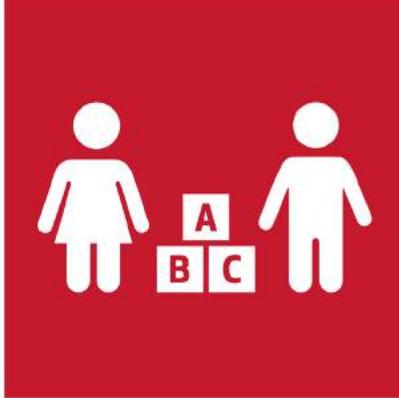
GOAL 4 / TARGETS

TARGET **4-1**



FREE PRIMARY AND SECONDARY EDUCATION

TARGET **4-2**



EQUAL ACCESS TO QUALITY PRE-PRIMARY EDUCATION

TARGET **4-3**



EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION

TARGET **4-4**



INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS

DARK RED

PMS: 200 C
C16 **M**100 **Y**86 **K**7
R197 **G**25 **B**45
HEX: C5192D

ICONS

GOAL 4 / TARGETS

TARGET 4-5

ELIMINATE ALL DISCRIMINATION IN EDUCATION

TARGET 4-6

UNIVERSAL LITERACY AND NUMERACY

TARGET 4-7

EDUCATION FOR SUSTAINABLE DEVELOPMENT AND GLOBAL CITIZENSHIP

TARGET 4-A

BUILD AND UPGRADE INCLUSIVE AND SAFE SCHOOLS

DARK RED

PMS: 200 C
C16 **M**100 **Y**86 **K**7
R197 **G**25 **B**45
HEX: C5192D

ICONS

GOAL 4 / TARGETS

TARGET 4-B



**EXPAND HIGHER
EDUCATION
SCHOLARSHIPS
FOR DEVELOPING
COUNTRIES**

TARGET 4-C



**INCREASE THE SUPPLY
OF QUALIFIED
TEACHERS IN
DEVELOPING
COUNTRIES**

DARK RED

PMS: 200 C
C16 **M**100 **Y**86 **K**7
R197 **G**25 **B**45
HEX: C5192D

ICONS

GOAL 5 / TARGETS

TARGET 5-1



**END DISCRIMINATION
AGAINST WOMEN AND
GIRLS**

TARGET 5-2



**END ALL VIOLENCE
AGAINST AND
EXPLOITATION OF
WOMEN AND GIRLS**

TARGET 5-3



**ELIMINATE FORCED
MARRIAGES AND
GENITAL MUTILATION**

TARGET 5-4



**VALUE UNPAID CARE
AND PROMOTE SHARED
DOMESTIC
RESPONSIBILITIES**

RED ORANGE

PMS: BRIGHT RED C

CMYK: 90 Y 94 K 0

RGB: 255 G 58 B 33

HEX: FF3A21

ICONS

GOAL 5 / TARGETS

TARGET 5-5



ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING

TARGET 5-6



UNIVERSAL ACCESS TO REPRODUCTIVE HEALTH AND RIGHTS

TARGET 5-A



EQUAL RIGHTS TO ECONOMIC RESOURCES, PROPERTY OWNERSHIP AND FINANCIAL SERVICES

TARGET 5-B



PROMOTE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY

RED ORANGE

PMS: BRIGHT RED C
CMYK: 90 Y 94 K 0
RGB: 255 G 58 B 33
HEX: FF3A21

ICONS

GOAL 5 / TARGETS



RED ORANGE

PMS: BRIGHT RED C

CMYK: 90 Y 94 K 0

R 255 G 58 B 33

HEX: FF3A21

ICONS

GOAL 6 / TARGETS

TARGET 6-1



SAFE AND AFFORDABLE DRINKING WATER

TARGET 6-2



END OPEN DEFECATION AND PROVIDE ACCESS TO SANITATION AND HYGIENE

TARGET 6-3



IMPROVE WATER QUALITY, WASTEWATER TREATMENT AND SAFE REUSE

TARGET 6-4



INCREASE WATER-USE EFFICIENCY AND ENSURE FRESHWATER SUPPLIES

BRIGHT BLUE

PMS: 638 C
 C 82 M 7 Y 9 K 0
 R 38 G 189 B 226
 HEX: 26BDE2

ICONS

GOAL 6 / TARGETS

TARGET 6-5

IMPLEMENT INTEGRATED WATER RESOURCES MANAGEMENT

TARGET 6-6

PROTECT AND RESTORE WATER-RELATED ECOSYSTEMS

TARGET 6-A

EXPAND WATER AND SANITATION SUPPORT TO DEVELOPING COUNTRIES

TARGET 6-B

SUPPORT LOCAL ENGAGEMENT IN WATER AND SANITATION MANAGEMENT

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

ICONS

GOAL 7 / TARGETS

TARGET 7-1



UNIVERSAL ACCESS TO
MODERN ENERGY

TARGET 7-2



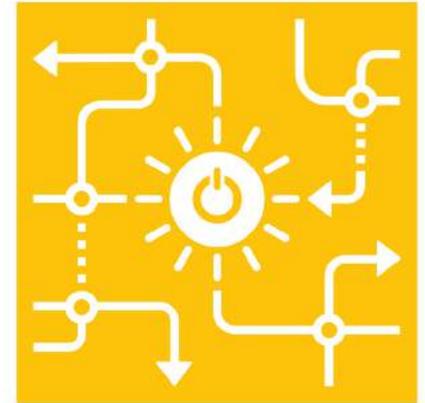
INCREASE GLOBAL
PERCENTAGE OF
RENEWABLE ENERGY

TARGET 7-3



DOUBLE THE
IMPROVEMENT IN
ENERGY EFFICIENCY

TARGET 7-A



PROMOTE ACCESS TO
RESEARCH,
TECHNOLOGY AND
INVESTMENTS IN
CLEAN ENERGY

YELLOW

PMS: 1235 C
 CMY: 31 100 0
 RGB: 252 195 11
 HEX: FCC30B

ICONS

GOAL 7 / TARGETS



YELLOW

PMS: 1235 C
CMYK: 31 Y 100 K 0
R G B: 252 195 11
HEX: FCC30B

ICONS

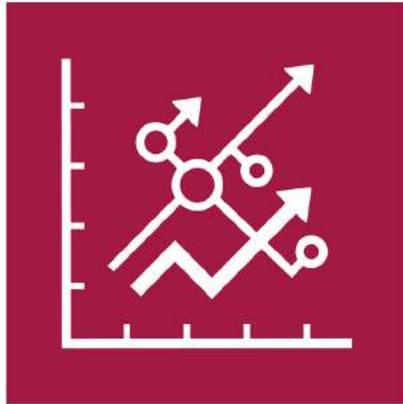
GOAL 8 / TARGETS

TARGET 8-1



**SUSTAINABLE
ECONOMIC GROWTH**

TARGET 8-2



**DIVERSIFY, INNOVATE
AND UPGRADE FOR
ECONOMIC
PRODUCTIVITY**

TARGET 8-3



**PROMOTE POLICIES TO
SUPPORT JOB CREATION
AND GROWING
ENTERPRISES**

TARGET 8-4



**IMPROVE RESOURCE
EFFICIENCY IN
CONSUMPTION AND
PRODUCTION**

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS

GOAL 8 / TARGETS

TARGET 8-5



FULL EMPLOYMENT AND DECENT WORK WITH EQUAL PAY

TARGET 8-6



PROMOTE YOUTH EMPLOYMENT, EDUCATION AND TRAINING

TARGET 8-7



END MODERN SLAVERY, TRAFFICKING AND CHILD LABOUR

TARGET 8-8



PROTECT LABOUR RIGHTS AND PROMOTE SAFE WORKING ENVIRONMENTS

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS

GOAL 8 / TARGETS

TARGET 8-9



PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM

TARGET 8-10



UNIVERSAL ACCESS TO BANKING, INSURANCE AND FINANCIAL SERVICES

TARGET 8-A



INCREASE AID FOR TRADE SUPPORT

TARGET 8-B



DEVELOP A GLOBAL YOUTH EMPLOYMENT STRATEGY

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS

GOAL 9 / TARGETS

TARGET 9-1



DEVELOP SUSTAINABLE, RESILIENT AND INCLUSIVE INFRASTRUCTURES

TARGET 9-2



PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION

TARGET 9-3



INCREASE ACCESS TO FINANCIAL SERVICES AND MARKETS

TARGET 9-4



UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY

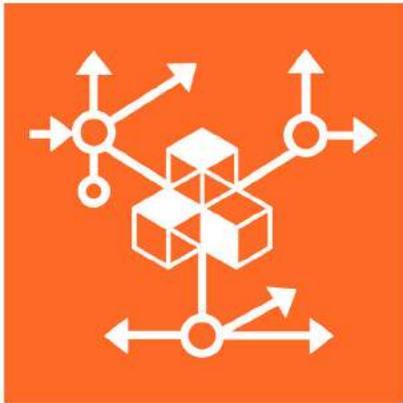
ORANGE

PMS: 1585 C
CMYK: 71 Y 98 K 0
RGB: 253 G 105 B 37
HEX: FD6925

ICONS

GOAL 9 / TARGETS

TARGET 9-5



ENHANCE RESEARCH
AND UPGRADE
INDUSTRIAL
TECHNOLOGIES

TARGET 9-A



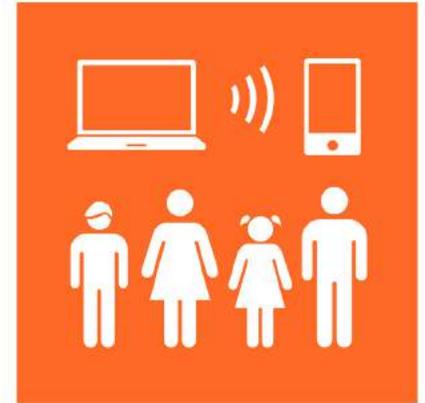
FACILITATE
SUSTAINABLE
INFRASTRUCTURE
DEVELOPMENT FOR
DEVELOPING
COUNTRIES

TARGET 9-B



SUPPORT DOMESTIC
TECHNOLOGY
DEVELOPMENT AND
INDUSTRIAL
DIVERSIFICATION

TARGET 9-C



UNIVERSAL ACCESS TO
INFORMATION AND
COMMUNICATIONS
TECHNOLOGY

ORANGE

PMS: 1585 C
CMYK: 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD6925

ICONS

GOAL 10 / TARGETS

TARGET 10-1



REDUCE INCOME INEQUALITIES

TARGET 10-2



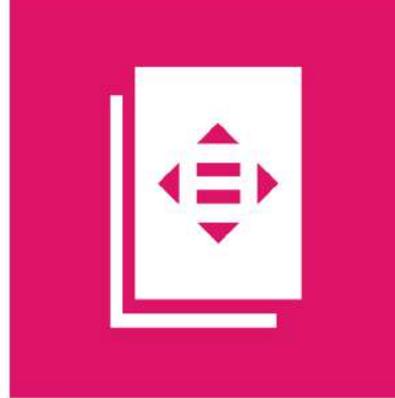
PROMOTE UNIVERSAL SOCIAL, ECONOMIC AND POLITICAL INCLUSION

TARGET 10-3



ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

TARGET 10-4



ADOPT FISCAL AND SOCIAL POLICIES THAT PROMOTES EQUALITY

MAGENTA

PMS: 219 C
C6M98Y9K0
R221G19B103
HEX: DD1367

ICONS

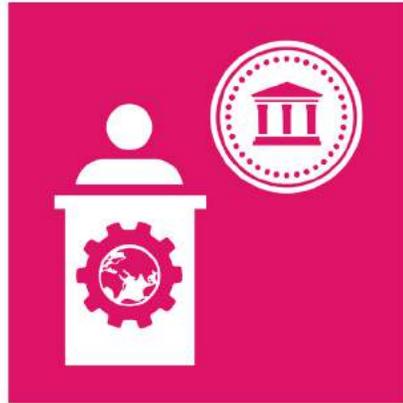
GOAL 10 / TARGETS

TARGET 10-5



IMPROVED
REGULATION OF
GLOBAL FINANCIAL
MARKETS AND
INSTITUTIONS

TARGET 10-6



ENHANCED
REPRESENTATION
FOR DEVELOPING
COUNTRIES IN
FINANCIAL
INSTITUTIONS

TARGET 10-7



RESPONSIBLE AND
WELL-MANAGED
MIGRATION POLICIES

TARGET 10-A



SPECIAL AND
DIFFERENTIAL
TREATMENT FOR
DEVELOPING
COUNTRIES

MAGENTA

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367

ICONS

GOAL 10 / TARGETS

TARGET 10-B



ENCOURAGE DEVELOPMENT ASSISTANCE AND INVESTMENT IN LEAST DEVELOPED COUNTRIES

TARGET 10-C



REDUCE TRANSACTION COSTS FOR MIGRANT REMITTANCES

MAGENTA

PMS: 219 C
 C 6 M 98 Y 9 K 0
 R 221 G 19 B 103
 HEX: DD1367

ICONS

GOAL 11 / TARGETS

TARGET 11-1



SAFE AND AFFORDABLE HOUSING

TARGET 11-2



AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

TARGET 11-3



INCLUSIVE AND SUSTAINABLE URBANIZATION

TARGET 11-4



PROTECT THE WORLD'S CULTURAL AND NATURAL HERITAGE

GOLDEN YELLOW

PMS: 1375 C
CMYK: 45 Y 96 K 0
RGB: 253 G 157 B 36
HEX: FD9D24

ICONS

GOAL 11 / TARGETS

TARGET 11-5



REDUCE THE ADVERSE EFFECTS OF NATURAL DISASTERS

TARGET 11-6



REDUCE THE ENVIRONMENTAL IMPACT OF CITIES

TARGET 11-7



PROVIDE ACCESS TO SAFE AND INCLUSIVE GREEN AND PUBLIC SPACES

TARGET 11-A



STRONG NATIONAL AND REGIONAL DEVELOPMENT PLANNING

GOLDEN YELLOW

PMS: 1375 C
 CM 45 Y 96 K 0
 R 253 G 157 B 36
 HEX: FD9D24

ICONS

GOAL 11 / TARGETS

TARGET 11·B



IMPLEMENT POLICIES FOR INCLUSION, RESOURCE EFFICIENCY AND DISASTER RISK REDUCTION

TARGET 11·C



SUPPORT LEAST DEVELOPED COUNTRIES IN SUSTAINABLE AND RESILIENT BUILDING

GOLDEN YELLOW

PMS: 1375 C
CMYK: 45 Y 96 K 0
RGB: 253 G 157 B 36
HEX: FD9D24

ICONS

GOAL 12 / TARGETS

TARGET 12-1



IMPLEMENT THE
10-YEAR SUSTAINABLE
CONSUMPTION AND
PRODUCTION
FRAMEWORK

TARGET 12-2



SUSTAINABLE
MANAGEMENT AND
USE OF NATURAL
RESOURCES

TARGET 12-3



HALVE GLOBAL PER
CAPITA FOOD WASTE

TARGET 12-4



RESPONSIBLE
MANAGEMENT OF
CHEMICALS AND
WASTE

DARK MUSTARD

PMS: 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E

ICONS

GOAL 12 / TARGETS

TARGET 12-5



SUBSTANTIALLY
REDUCE WASTE
GENERATION

TARGET 12-6



ENCOURAGE
COMPANIES TO ADOPT
SUSTAINABLE
PRACTICES AND
SUSTAINABILITY
REPORTING

TARGET 12-7



PROMOTE
SUSTAINABLE PUBLIC
PROCUREMENT
PRACTICES

TARGET 12-8



PROMOTE UNIVERSAL
UNDERSTANDING OF
SUSTAINABLE
LIFESTYLES

DARK MUSTARD

PMS: 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E

ICONS

GOAL 12 / TARGETS

TARGET 12·A



SUPPORT DEVELOPING COUNTRIES' SCIENTIFIC AND TECHNOLOGICAL CAPACITY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

TARGET 12·B



DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM

TARGET 12·C



REMOVE MARKET DISTORTIONS THAT ENCOURAGE WASTEFUL CONSUMPTION

DARK MUSTARD

PMS: 131 C
 C 18 M 48 Y 100 K 2
 R 191 G 139 B 46
 HEX: BF8B2E

ICONS

GOAL 13 / TARGETS

TARGET 13-1

STRENGTHEN RESILIENCE AND ADAPTIVE CAPACITY TO CLIMATE RELATED DISASTERS

TARGET 13-2

INTEGRATE CLIMATE CHANGE MEASURES INTO POLICIES AND PLANNING

TARGET 13-3

BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

TARGET 13-A

IMPLEMENT THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

ICONS

GOAL 13 / TARGETS

TARGET	13·B
	
<p>PROMOTE MECHANISMS TO RAISE CAPACITY FOR CLIMATE PLANNING AND MANAGEMENT</p>	

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

ICONS

GOAL 14 / TARGETS

TARGET 14-1

REDUCE MARINE POLLUTION

TARGET 14-2

PROTECT AND RESTORE ECOSYSTEMS

TARGET 14-3

REDUCE OCEAN ACIDIFICATION

TARGET 14-4

SUSTAINABLE FISHING

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

ICONS

GOAL 14 / TARGETS

TARGET 14-5



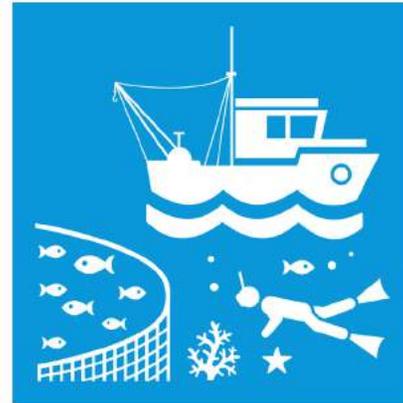
CONSERVE COASTAL AND MARINE AREAS

TARGET 14-6



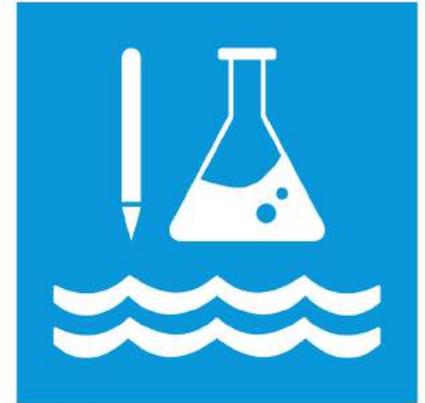
END SUBSIDIES CONTRIBUTING TO OVERFISHING

TARGET 14-7



INCREASE THE ECONOMIC BENEFITS FROM SUSTAINABLE USE OF MARINE RESOURCES

TARGET 14-A



INCREASE SCIENTIFIC KNOWLEDGE, RESEARCH AND TECHNOLOGY FOR OCEAN HEALTH

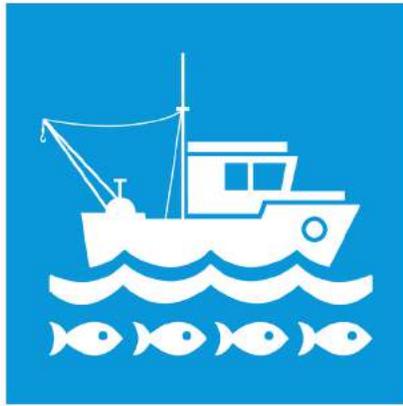
BLUE

PMS: 7461 C
 C 96 M 41 Y 6 K 0
 R 10 G 151 B 217
 HEX: 0A97D9

ICONS

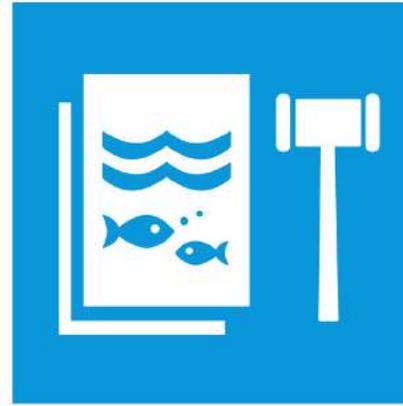
GOAL 14 / TARGETS

TARGET 14-B



SUPPORT SMALL SCALE FISHERS

TARGET 14-C



IMPLEMENT AND ENFORCE INTERNATIONAL SEA LAW

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

ICONS

GOAL 15 / TARGETS

TARGET 15-1

CONSERVE AND RESTORE TERRESTRIAL AND FRESHWATER ECOSYSTEMS

TARGET 15-2

END DEFORESTATION AND RESTORE DEGRADED FORESTS

TARGET 15-3

END DESERTIFICATION AND RESTORE DEGRADED LAND

TARGET 15-4

ENSURE CONSERVATION OF MOUNTAIN ECOSYSTEMS

LIME GREEN

PMS: 361 C
 C 75 M 4 Y 100 K 0
 R 86 G 192 B 43
 HEX: 56C02B

ICONS

GOAL 15 / TARGETS

TARGET 15-5



PROTECT BIODIVERSITY AND NATURAL HABITATS

TARGET 15-6



PROMOTE ACCESS TO GENETIC RESOURCES AND FAIR SHARING OF THE BENEFITS

TARGET 15-7



ELIMINATE POACHING AND TRAFFICKING OF PROTECTED SPECIES

TARGET 15-8



PREVENT INVASIVE ALIEN SPECIES ON LAND AND IN WATER ECOSYSTEMS

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS

GOAL 15 / TARGETS

TARGET 15-9



INTEGRATE ECOSYSTEM AND BIODIVERSITY IN GOVERNMENTAL PLANNING

TARGET 15-A



INCREASE FINANCIAL RESOURCES TO CONSERVE AND SUSTAINABLY USE ECOSYSTEMS AND BIODIVERSITY

TARGET 15-B



FINANCE AND INCENTIVIZE SUSTAINABLE FOREST MANAGEMENT

TARGET 15-C



COMBAT GLOBAL POACHING AND TRAFFICKING

LIME GREEN

PMS: 361 C
 C 75 M 4 Y 100 K 0
 R 86 G 192 B 43
 HEX: 56C02B

ICONS

GOAL 16 / TARGETS

TARGET 16-1



REDUCE VIOLENCE EVERYWHERE

TARGET 16-2



PROTECT CHILDREN FROM ABUSE, EXPLOITATION, TRAFFICKING AND VIOLENCE

TARGET 16-3



PROMOTE THE RULE OF LAW AND ENSURE EQUAL ACCESS TO JUSTICE

TARGET 16-4



COMBAT ORGANIZED CRIME AND ILLICIT FINANCIAL AND ARMS FLOWS

INDIGO

PMS: 7462 C
C100 **M**71 **Y**22 **K**5
R0 **G**104 **B**157
HEX: 00689D

ICONS

GOAL 16 / TARGETS

TARGET 16-5



SUBSTANTIALLY
REDUCE CORRUPTION
AND BRIBERY

TARGET 16-6



DEVELOP EFFECTIVE,
ACCOUNTABLE AND
TRANSPARENT
INSTITUTIONS

TARGET 16-7



ENSURE RESPONSIVE,
INCLUSIVE AND
REPRESENTATIVE
DECISION-MAKING

TARGET 16-8



STRENGTHEN THE
PARTICIPATION IN
GLOBAL GOVERNANCE

INDIGO

PMS: 7462 C
C100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D

ICONS

GOAL 16 / TARGETS

TARGET 16-9



PROVIDE UNIVERSAL
LEGAL IDENTITY

TARGET 16-10



ENSURE PUBLIC ACCESS
TO INFORMATION AND
PROTECT
FUNDAMENTAL
FREEDOMS

TARGET 16-A



STRENGTHEN
NATIONAL
INSTITUTIONS TO
PREVENT VIOLENCE
AND COMBAT
TERRORISM AND CRIME

TARGET 16-B



PROMOTE AND
ENFORCE
NON-DISCRIMINATORY
LAWS AND POLICIES

INDIGO

PMS: 7462 C
C100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D

ICONS

GOAL 17 / TARGETS

TARGET 17-1



MOBILIZE RESOURCES TO IMPROVE DOMESTIC REVENUE COLLECTION

TARGET 17-2



IMPLEMENT ALL DEVELOPMENT ASSISTANCE COMMITMENTS

TARGET 17-3



MOBILIZE FINANCIAL RESOURCES FOR DEVELOPING COUNTRIES

TARGET 17-4



ASSIST DEVELOPING COUNTRIES IN ATTAINING DEBT SUSTAINABILITY

NAVY BLUE

PMS: 294 C
 C100 M86 Y29 K23
 R25 G72 B106
 HEX:19486A

ICONS

GOAL 17 / TARGETS

TARGET 17-5



INVEST IN LEAST DEVELOPED COUNTRIES

TARGET 17-6



KNOWLEDGE SHARING AND COOPERATION FOR ACCESS TO SCIENCE, TECHNOLOGY AND INNOVATION

TARGET 17-7



PROMOTE SUSTAINABLE TECHNOLOGIES TO DEVELOPING COUNTRIES

TARGET 17-8



STRENGTHEN THE SCIENCE, TECHNOLOGY AND INNOVATION CAPACITY FOR LEAST DEVELOPED COUNTRIES

NAVY BLUE

PMS: 294 C
C100 **M**86 **Y**29 **K**23
R25 **G**72 **B**106
HEX: 19486A

ICONS

GOAL 17 / TARGETS

TARGET 17-9



ENHANCE SDG CAPACITY IN DEVELOPING COUNTRIES

TARGET 17-10



PROMOTE A UNIVERSAL TRADING SYSTEM UNDER THE WTO

TARGET 17-11



INCREASE THE EXPORTS OF DEVELOPING COUNTRIES

TARGET 17-12



REMOVE TRADE BARRIERS FOR LEAST DEVELOPED COUNTRIES

NAVY BLUE

PMS: 294 C
 C100 M86 Y29 K23
 R25 G72 B106
 HEX:19486A

ICONS

GOAL 17 / TARGETS

TARGET 17-13



ENHANCE GLOBAL
MACROECONOMIC
STABILITY

TARGET 17-14



ENHANCE POLICY
COHERENCE FOR
SUSTAINABLE
DEVELOPMENT

TARGET 17-15



RESPECT NATIONAL
LEADERSHIP TO
IMPLEMENT POLICIES
FOR THE SUSTAINABLE
DEVELOPMENT GOALS

TARGET 17-16



ENHANCE THE GLOBAL
PARTNERSHIP FOR
SUSTAINABLE
DEVELOPMENT

NAVY BLUE

PMS: 294 C
C100 **M**86 **Y**29 **K**23
R25 **G**72 **B**106
HEX: 19486A

ICONS

GOAL 17 / TARGETS

TARGET 17-17



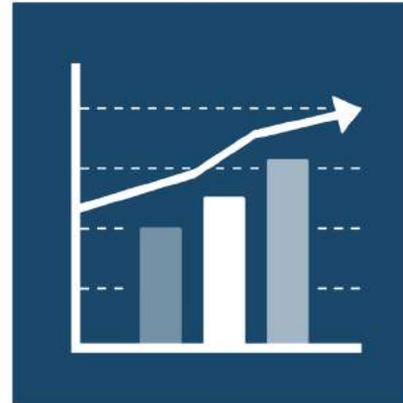
ENCOURAGE EFFECTIVE PARTNERSHIPS

TARGET 17-18



ENHANCE AVAILABILITY OF RELIABLE DATA

TARGET 17-19



FURTHER DEVELOP MEASUREMENTS OF PROGRESS

NAVY BLUE

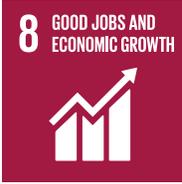
PMS: 294 C
C100 **M**86 **Y**29 **K**23
R25 **G**72 **B**106
HEX: 19486A

COLORS

COLOR

THE 17 COLORS

COLOR DEFINITIONS

 <p>1 NO POVERTY</p>	<p>RED</p> <p>PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B</p>	 <p>2 NO HUNGER</p>	<p>MUSTARD</p> <p>PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A</p>	 <p>3 GOOD HEALTH</p>	<p>KELLY GREEN</p> <p>PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38</p>	 <p>4 QUALITY EDUCATION</p>	<p>DARK RED</p> <p>PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D</p>	 <p>5 GENDER EQUALITY</p>	<p>RED ORANGE</p> <p>PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21</p>
 <p>6 CLEAN WATER AND SANITATION</p>	<p>BRIGHT BLUE</p> <p>PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2</p>	 <p>7 RENEWABLE ENERGY</p>	<p>YELLOW</p> <p>PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B</p>	 <p>8 GOOD JOBS AND ECONOMIC GROWTH</p>	<p>BURGUNDY RED</p> <p>PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942</p>	 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>ORANGE</p> <p>PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925</p>	 <p>10 REDUCED INEQUALITIES</p>	<p>MAGENTA</p> <p>PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367</p>
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>GOLDEN YELLOW</p> <p>PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24</p>	 <p>12 RESPONSIBLE CONSUMPTION</p>	<p>DARK MUSTARD</p> <p>PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E</p>	 <p>13 CLIMATE ACTION</p>	<p>DARK GREEN</p> <p>PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44</p>	 <p>14 LIFE BELOW WATER</p>	<p>BLUE</p> <p>PMS: 7461 C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9</p>	 <p>15 LIFE ON LAND</p>	<p>LIME GREEN</p> <p>PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B</p>
 <p>16 PEACE AND JUSTICE</p>	<p>INDIGO</p> <p>PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D</p>	 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>NAVY BLUE</p> <p>PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A</p>						

Each goal has an assigned color. This defined color is used for the 17 main icons as well as the target icons.