



# **THE GLOBAL GOALS**

For Sustainable Development

# CONTENT

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# INTRODUCTION

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## THE GLOBAL GOALS

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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.

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**LOGO**

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## 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

## 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 necessary due to a black/white application. (i. ex. black/white ad)

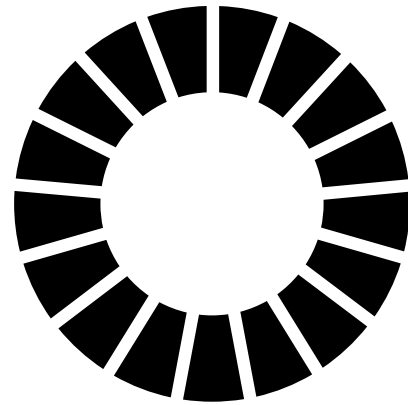
# LOGO

## VERTICAL LOGO

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### USAGE LOGO: BLACK VERSION

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**THE GLOBAL GOALS**  
For Sustainable Development

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The BLACK VERSION of the logo is ONLY to be used if necessary 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.

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# LOGO

## VERTICAL LOGO — CONTAINED

USAGE LOGO: COLOR VERSION

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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.

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# LOGO

## VERTICAL LOGO — CONTAINED

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### USAGE LOGO: BLACK/WHITE VERSION

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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 necessary due to a black/white application. (i. ex. black/white ad)

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## 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

## 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

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### USAGE LOGO: BLACK VERSION

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The BLACK VERSION of the logo is ONLY to be used if necessary 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.

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## CLEARANCE AREA: VERTICAL LOGO

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

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## 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

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# TYPOGRAPHY

## TYPEFACE

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### GIORGIO SANS

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#### 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.

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# TYPOGRAPHY

## TYPEFACE

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### 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 \* & % \$ # ! / :

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

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# ICONS: 17 GOALS

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# 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.

# 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



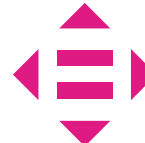
**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



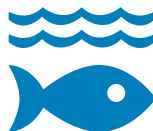
**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**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.

## #1 NO POVERTY

COLOR & BLACK/WHITE VERSION



RED

PMS: 185 C  
C1M100Y92K0  
R229G36B59  
HEX: E5243B

## #2 ZERO HUNGER

COLOR & BLACK/WHITE VERSION



### MUSTARD

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



## #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  
**C**16 **M**100 **Y**86 **K**7  
**R**197 **G**25 **B**45  
**HEX:** C5192D

## #5 GENDER EQUALITY

COLOR & BLACK/WHITE VERSION



RED ORANGE

PMS: BRIGHT RED C

CMYK 90 Y 94 K 0

R 255 G 58 B 33

HEX: FF3A21

## #6 CLEAN WATER AND SANITATION

COLOR & BLACK/WHITE VERSION



**BRIGHT BLUE**

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

## #7 AFFORDABLE AND CLEAN ENERGY

COLOR & BLACK/WHITE VERSION

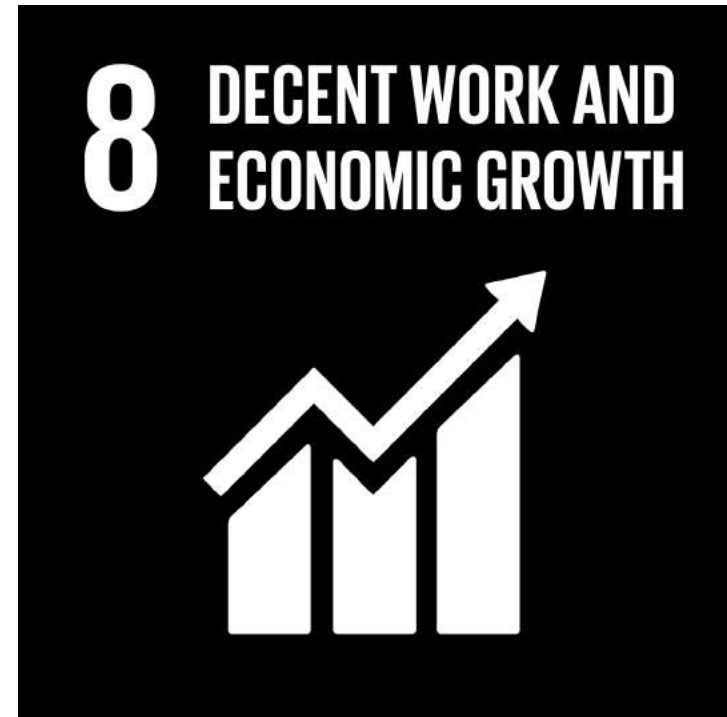
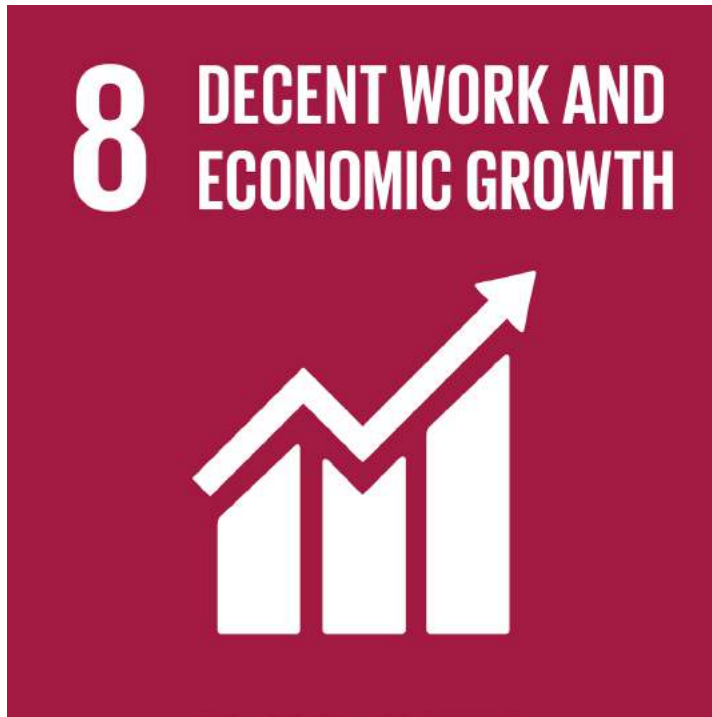


**YELLOW**

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

## #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

## #9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOR & BLACK/WHITE VERSION



ORANGE

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

## #10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE VERSION



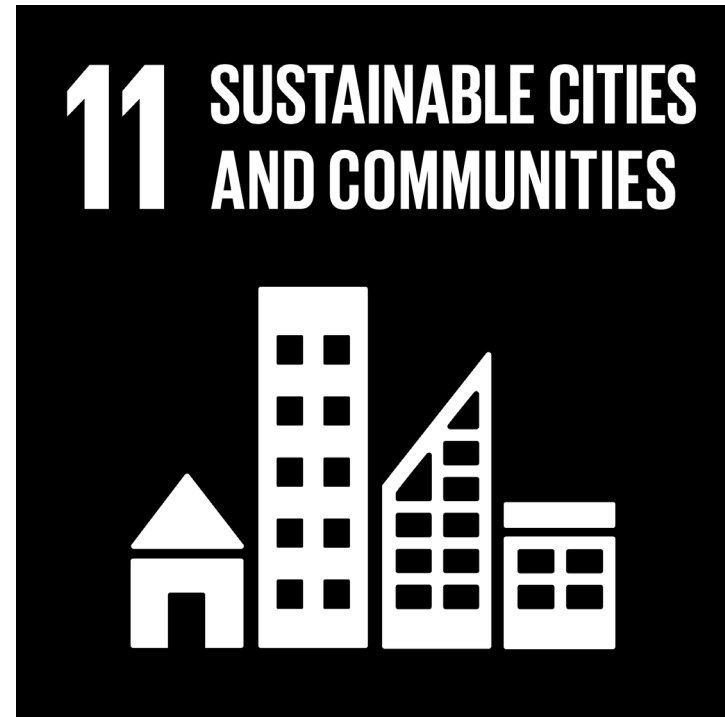
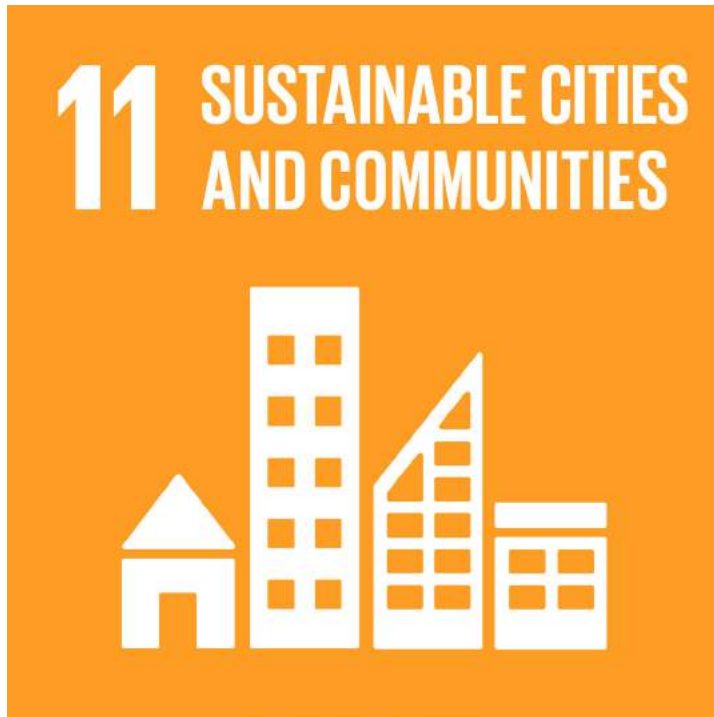
**MAGENTA**

**PMS:** 219 C  
**C** 6 **M** 98 **Y** 9 **K** 0  
**R** 22 **G** 19 **B** 103  
**HEX:** DD1367



## #11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE VERSION

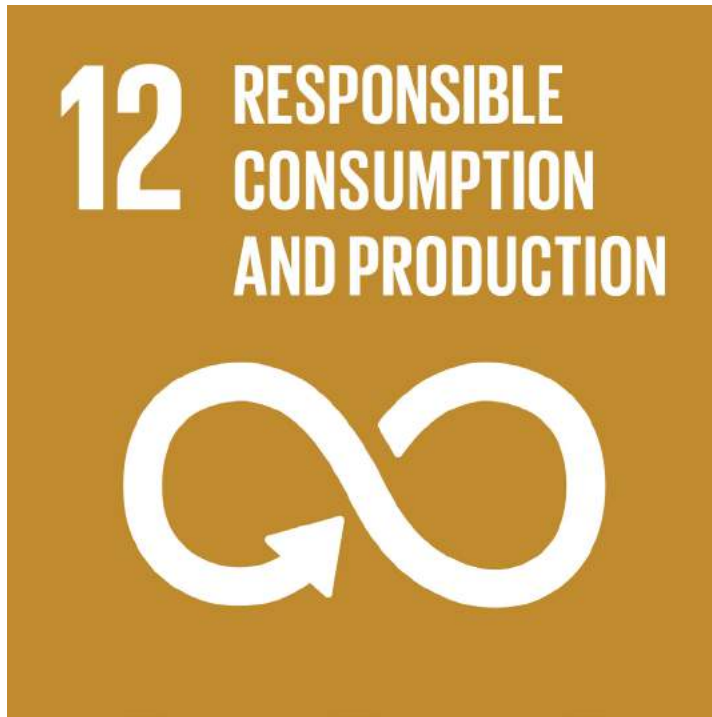


**GOLDEN YELLOW**

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

## #12 RESPONSIBLE CONSUMPTION AND PRODUCTION

COLOR & BLACK/WHITE VERSION



**DARK MUSTARD**

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

## #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

## #14 LIFE BELOW WATER

COLOR & BLACK/WHITE VERSION

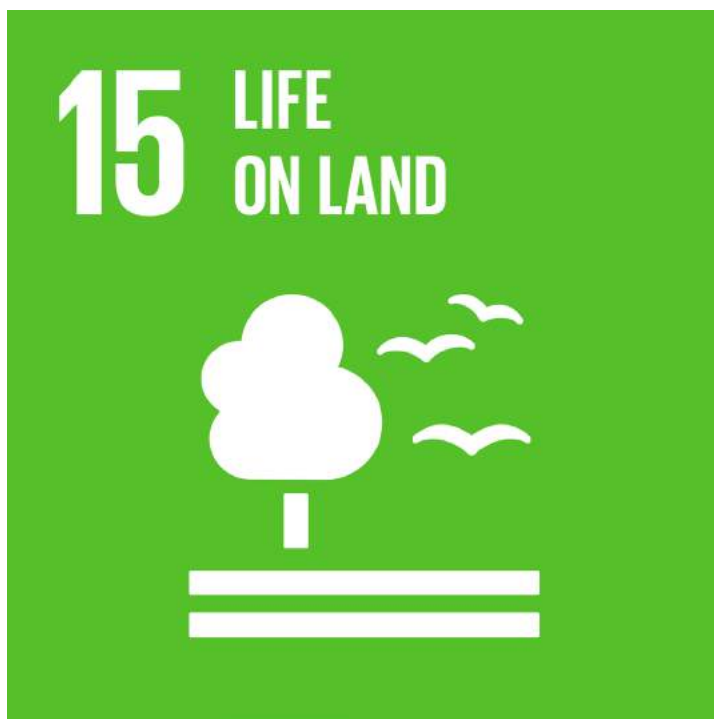


BLUE

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

## #15 LIFE ON LAND

COLOR & BLACK/WHITE VERSION

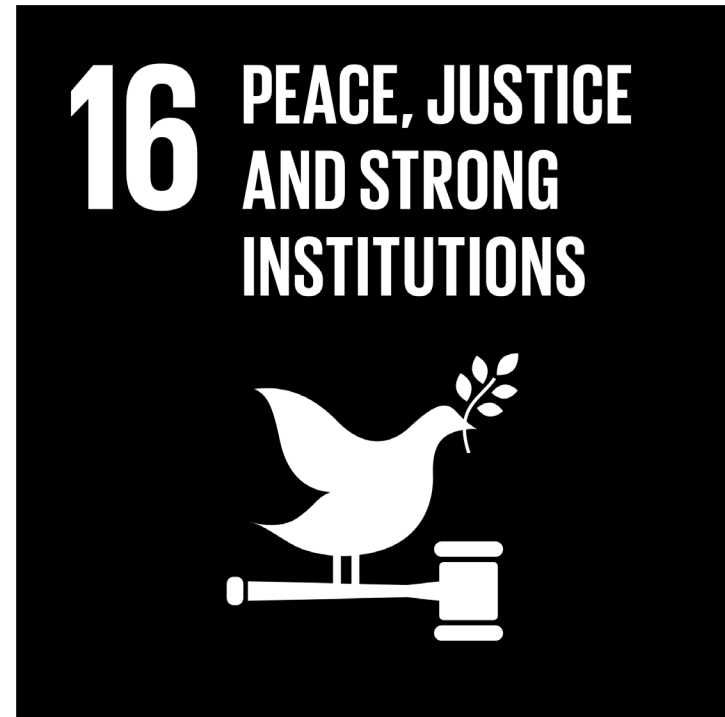
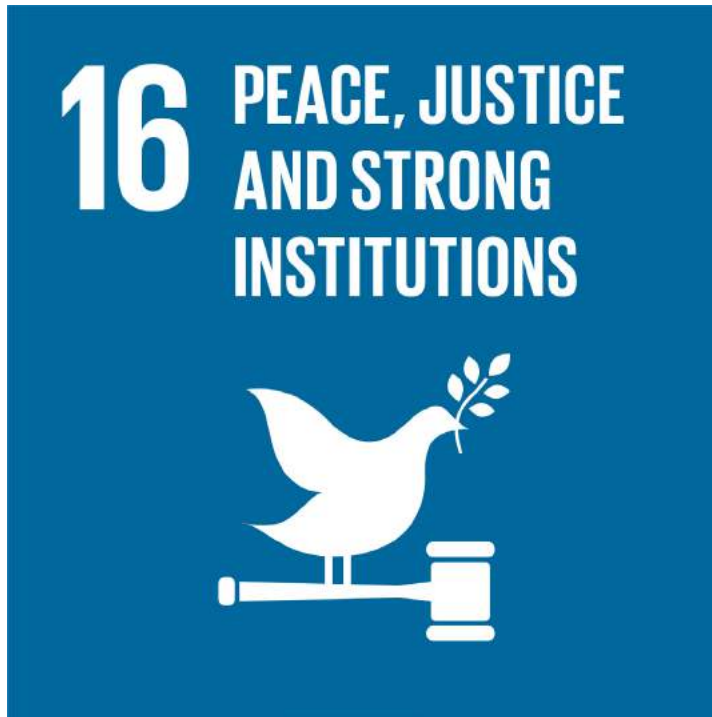


**LIME GREEN**

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

## #16 PEACE, JUSTICE AND STRONG INSTITUTIONS

COLOR & BLACK/WHITE VERSION



INDIGO

PMS: 7462 C  
C100 M71 Y22 K5  
R0 G104 B157  
HEX: 00689D

## #17 PARTNERSHIPS FOR THE GOALS

COLOR & BLACK/WHITE VERSION



NAVY BLUE

**PMS:** 294 C  
**C**100 **M**86 **Y**29 **K**23  
**R**25 **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

These examples of icon treatments are NOT PERMITTED.

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



# ICONS: 169 TARGETS

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# 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  
C1M100Y92K0  
R229G36B59  
HEX: E5243B

# ICONS

## GOAL 1 / TARGETS



**RED**

**PMS:** 185 C  
**C1M** 100 **Y** 92 **K** 0  
**R** 229 **G** 36 **B** 59  
**HEX:** E5243B

## 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  
C18 M37 Y100 K1  
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  
R 221 G 166 B 58  
HEX: DDA63A

# ICONS

## GOAL 3 / TARGETS

**TARGET** **3-1**



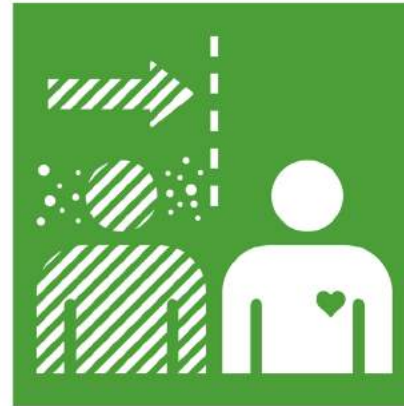
REDUCE MATERNAL  
MORTALITY

**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

## 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

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**KELLY GREEN**

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

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# 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  
C 16 M 100 Y 86 K 7  
R 197 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  
C 16 M 100 Y 86 K 7  
R 197 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  
C 16 M 100 Y 86 K 7  
R 197 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

**C M Y K** 90 94 0

**R G B** 255 58 33

**HEX:** FF3A21

# ICONS

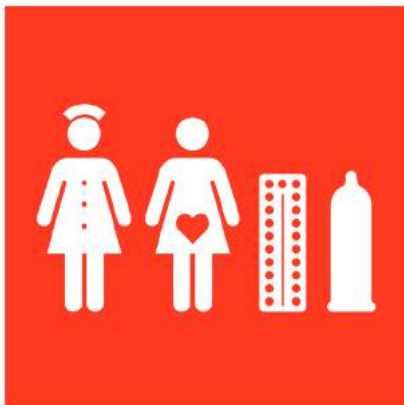
## GOAL 5 / TARGETS

### 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

**RGB:** 255 G 58 B 33

**HEX:** FF3A21

# ICONS

## GOAL 6 / TARGETS



### 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

## GOAL 7 / TARGETS

### TARGET 7-1



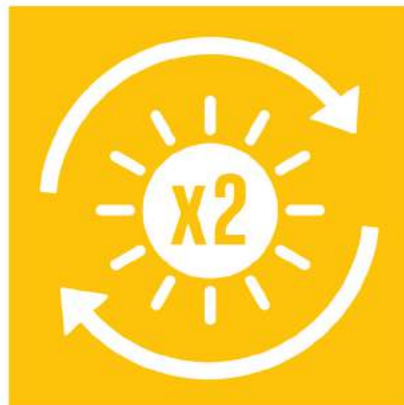
UNIVERSAL ACCESS TO  
MODERN ENERGY

### TARGET 7-2



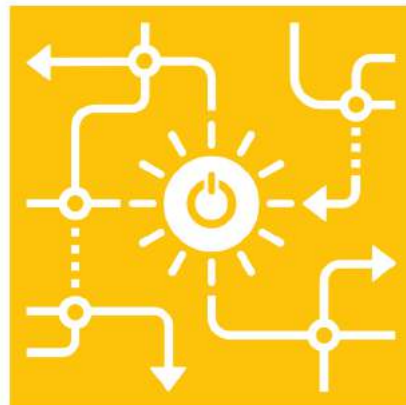
INCREASE GLOBAL  
PERCENTAGE OF  
RENEWABLE ENERGY

### 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  
CMYK: 31 100 0  
R 252 G 195 B 11  
HEX: FCC30B

# ICONS

## GOAL 7 / TARGETS

---




---

### YELLOW

**PMS:** 1235 C  
**CMYK:** 31 Y 100 K 0  
**RGB:** 252 G 195 B 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

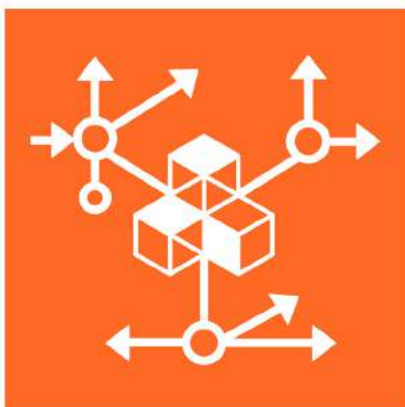
#### ORANGE

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



# ICONS

## GOAL 10 / TARGETS

### TARGET 10-1



REDUCE INCOME  
INEQUALITIES

### TARGET 10-2



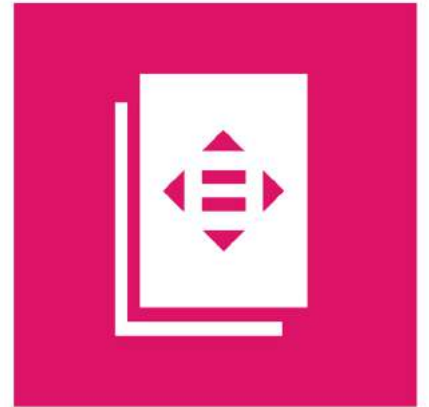
PROMOTE UNIVERSAL  
SOCIAL, ECONOMIC  
AND POLITICAL  
INCLUSION

### TARGET 10-3



ENSURE EQUAL  
OPPORTUNITIES AND  
END DISCRIMINATION

### TARGET 10-4



ADOPT FISCAL AND  
SOCIAL POLICIES THAT  
PROMOTES EQUALITY

#### MAGENTA

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

# ICONS

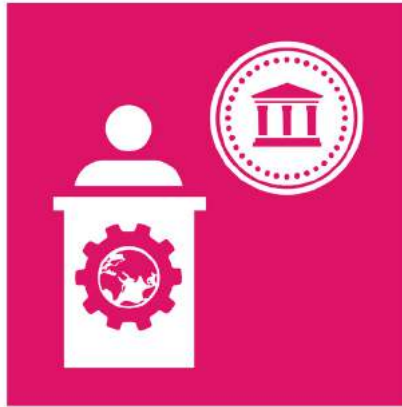
## GOAL 10 / TARGETS

### 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



### MAGENTA

**PMS:** 219 C  
**C6M98Y9K0**  
**R221G19B103**  
**HEX:** DD1367

# ICONS

## GOAL 11 / TARGETS



### 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  
C 0 M 45 Y 96 K 0  
R 253 G 157 B 36  
HEX: FD9D24



# ICONS

## GOAL 11 / TARGETS



### GOLDEN YELLOW

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

# ICONS

## GOAL 12 / TARGETS

### TARGET 12-1



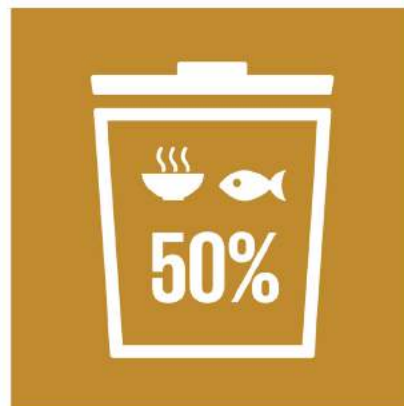
IMPLEMENT THE  
10-YEAR SUSTAINABLE  
CONSUMPTION AND  
PRODUCTION  
FRAMEWORK

### 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



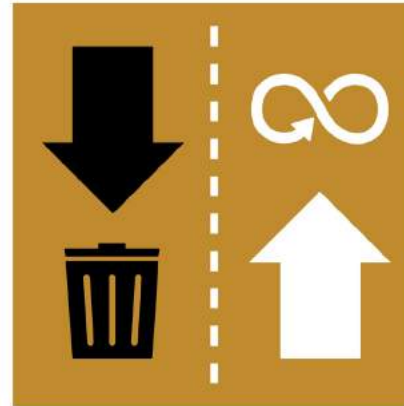
SUPPORT DEVELOPING COUNTRIES' SCIENTIFIC AND TECHNOLOGICAL CAPACITY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

### 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



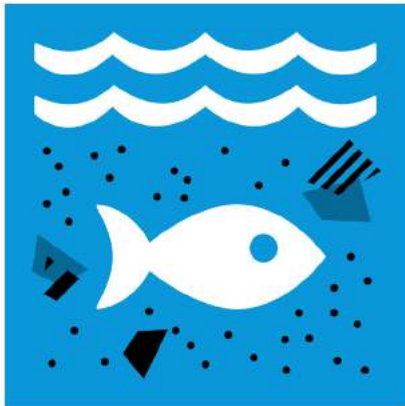
### DARK GREEN

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

# ICONS

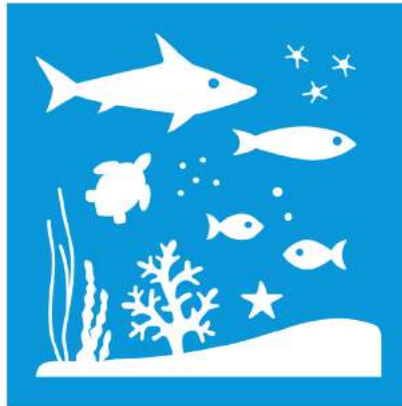
## GOAL 14 / TARGETS

### TARGET 14-1



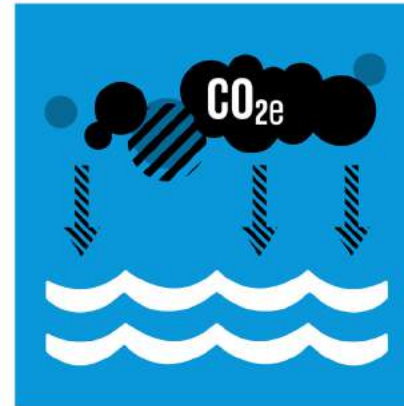
REDUCE MARINE  
POLLUTION

### TARGET 14-2



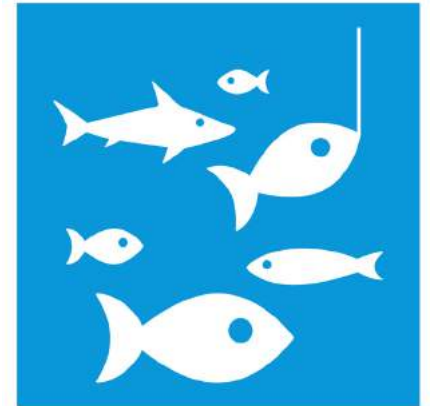
PROTECT AND RESTORE  
ECOSYSTEMS

### TARGET 14-3



REDUCE OCEAN  
ACIDIFICATION

### TARGET 14-4



SUSTAINABLE FISHING

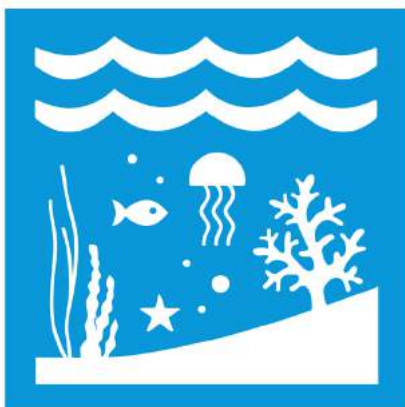
### BLUE

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

# ICONS

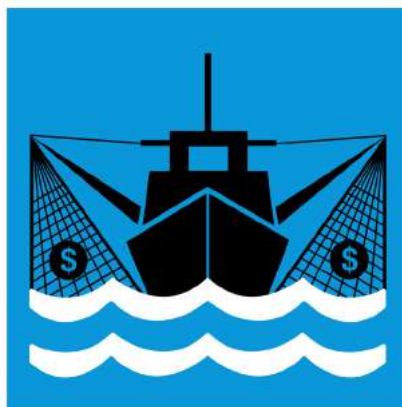
## GOAL 14 / TARGETS

### TARGET 14-5



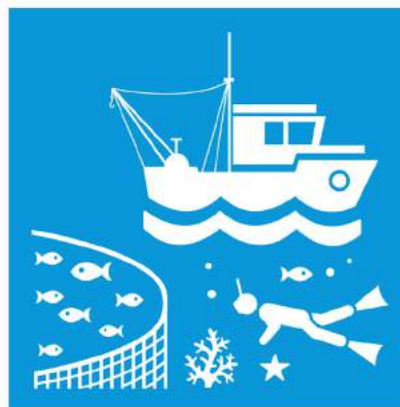
CONSERVE COASTAL  
AND MARINE AREAS

### TARGET 14-6



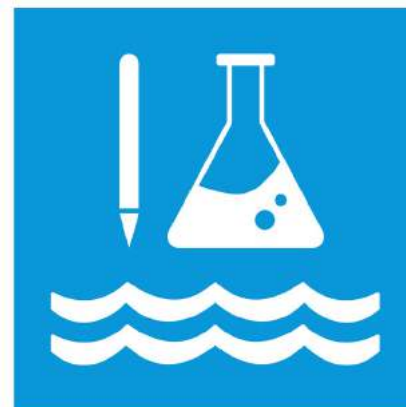
END SUBSIDIES  
CONTRIBUTING TO  
OVERFISHING

### TARGET 14-7



INCREASE THE  
ECONOMIC BENEFITS  
FROM SUSTAINABLE  
USE OF MARINE  
RESOURCES

### TARGET 14-A



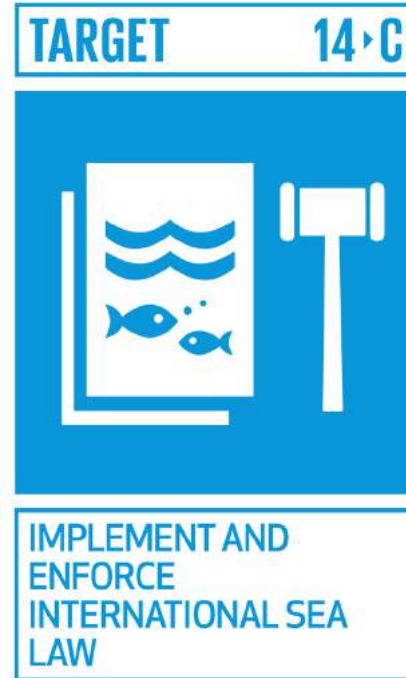
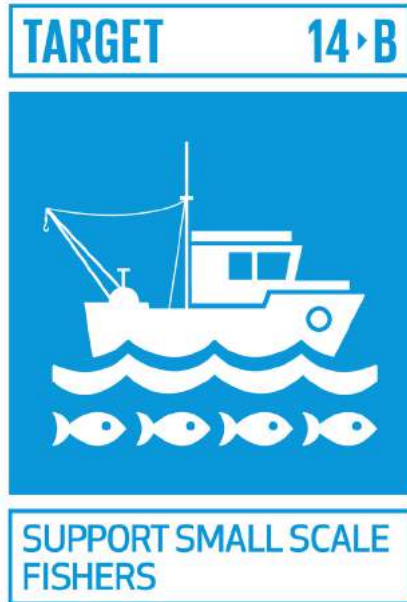
INCREASE SCIENTIFIC  
KNOWLEDGE,  
RESEARCH AND  
TECHNOLOGY FOR  
OCEAN HEALTH

#### BLUE

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

# ICONS

## GOAL 14 / TARGETS



### 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



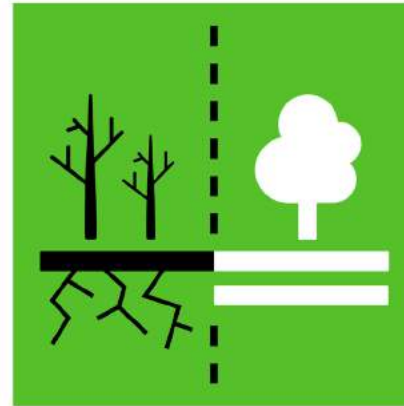
CONSERVE AND  
RESTORE TERRESTRIAL  
AND FRESHWATER  
ECOSYSTEMS

### 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  
R 0 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



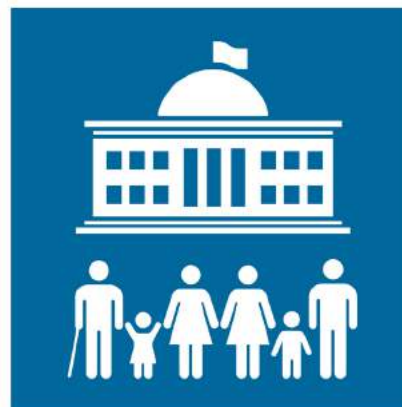
PROVIDE UNIVERSAL  
LEGAL IDENTITY

### 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 M86 Y29 K23  
R25 G72 B106  
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  
**C**100 **M**86 **Y**29 **K**23  
**R**25 **G**72 **B**106  
**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 M86 Y29 K23  
R25 G72 B106  
HEX:19486A



# ICONS

## GOAL 17 / TARGETS

**TARGET 17-17**



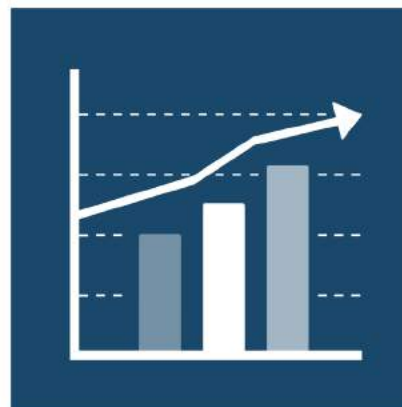
ENCOURAGE EFFECTIVE  
PARTNERSHIPS

**TARGET 17-18**



ENHANCE AVAILABILITY  
OF RELIABLE DATA

**TARGET 17-19**



FURTHER DEVELOP  
MEASUREMENTS OF  
PROGRESS

### NAVY BLUE

**PMS:** 294 C  
**C**100 **M**86 **Y**29 **K**23  
**R**25 **G**72 **B**106  
**HEX:** 19486A

# COLORS

---

# COLOR

## THE 17 COLORS

### COLOR DEFINITIONS

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

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