

GLOBAL
ACCELERATOR

GLOBAL ACCELERATOR ON JOBS AND SOCIAL PROTECTION FOR JUST TRANSITIONS

Guidelines

INTERACTIVE SUMMARY

1. Logo **P3**
- 1.1. Structure P3
  - 1.1.1. Standard/Primary version P3
  - 1.1.2. Standard/Primary version with baseline P4
  - 1.1.3. Standard/Primary version with baseline - variant P5
  - 1.1.4. Secondary version P6
  - 1.1.5. Secondary version with baseline P7
- 1.2. Colour palette P8
- 1.3. Clear space P9
- 1.4. Logo with frame P10
- 1.5. Minimum size P11
- 1.6. Positioning P11
- 1.7. Placement of the logo on a background P12

2. Bubbles and pictograms **P13**

3. Typography **P14**
- 3.1. Heading P14
- 3.2. Body font P15
- 3.3. Text boxes P15

4. Social media **P16**
- 4.1. Twitter: 1600 x 900 pixels P16
  - 4.1.1. Logo size and placement (white background) P16
  - 4.1.2. Logo size and placement (color background) P17
- 4.2. LinkedIn: 1200 x 627 pixels (Logo size and placement) P18
- 4.3. Facebook: 1200 x 630 pixels (Logo size and placement) P19
- 4.4. Templates P20

5. Rollup (80 x 200 cm) **P21**
- 5.1. Templates with header P21
- 5.1. Templates without header P22
- 5.2. Size and position P23

1. Logo

1.1. Structure

1.1.1. Standard/Primary version

The **vertical format** is the standard logo lockup and should be used in all public communication, including publications and websites.



1. Logo

1.1. Structure

1.1.2. Standard/Primary version with baseline

This format should be used when the baseline needs to be directly associated with the logo to allow full brand identification. Especially for project signatures.
It can be used on all communication media.



1. Logo

1.1. Structure

1.1.3. Standard/Primary version with baseline - variant

This format should be used when the baseline needs to be directly associated with the logo to allow full brand identification. Especially for project signatures.
It can be used on all communication media.



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JOBS / SOCIAL PROTECTION / JUST TRANSITIONS

BASELINE

ORKNEY LIGHT

1. Logo

1.1. Structure

1.1.4. Secondary version

The **horizontal format** should be used when vertical space is limited or in co-branding situations (i.e. when different partner logos are displayed) where the horizontal version of the logo is more appropriate.

Logo



Emblem Wordmark

1. Logo

1.1. Structure

1.1.5. Secondary version with baseline

The horizontal format should be used when vertical space is limited or in co-branding situations (i.e. when different partner logos are displayed) where the horizontal version of the logo is more appropriate.



1. Logo

1.2. Colour palette

ORANGE is the main colour, and is used as the dominant brand colour.



PANT : ORANGE 021C

CMJN : C0
M76
J88
N0

RVB : R241
V90
B36

#f25924

BLUE is used as complement color



PANT : 549C

CMJN : C61
M22
J21
N3

RVB : R104
V162
B185

#68a2b9

GREEN is used as complement color



PANT : 383C

CMJN : C40
M18
J100
N4

RVB : R168
V173
B0

#a8ad00

1. Logo

1.3. Clear space

The logo must be protected from other graphic elements by an area of free space at least equal to the height of Wordmark: X.



1. Logo

1.4. Logo with frame

In some cases the logo may be placed in a framed net. In this case the clear zone corresponds to the height of the wordmark divided by 2: half-X.





1. Logo

1.5. Minimum size

Vertical format



Horizontal format



1. Logo

1.6. Positioning

When the Global Accelerator is the main author or editor, the logo is positioned at the top left or right depending on the layout.

1. Logo

1.7. Placement of the logo on a background

The logo can be placed on a light and neutral background (gray - beige...) But do not use colored backgrounds.

On an Orange color background (main color) the version with a white background frame must be used.

On a black or dark background, the Wordmark must be used in white.

The logo may be placed on a background image when readability permits.



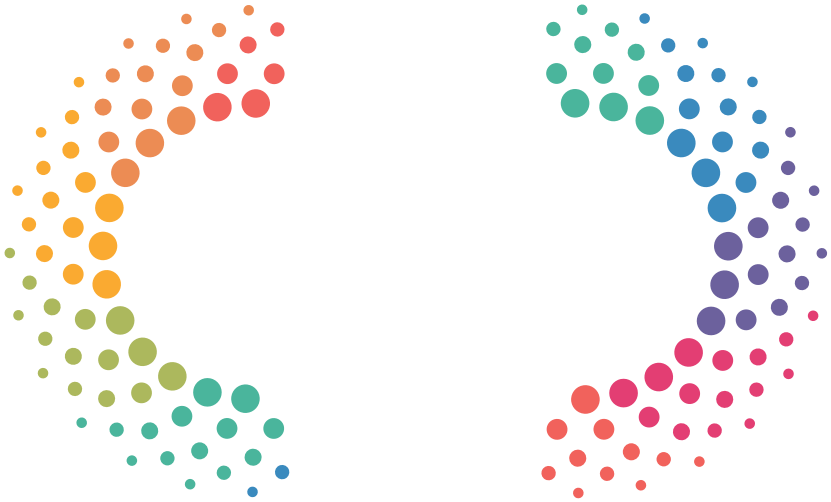






2. bubbles and pictograms

Pictos can be used to enhance publications within visuals or at the bottom of the page. However, it should not be abused to avoid overloading the layout.





3. Typography

3.1. Heading

Fonts are Orkney and Noto Sans. They can be downloaded from Google Fonts and can be used for free.

When Orkney and Noto Sans cannot be used, Calibri is the alternative font e.g. for Power Point presentations.

Heading Level 1

Global Accelerator on Jobs and Social Protection for Just Transitions

Global Accelerator on Jobs and Social Protection for Just Transitions

Orkney Bold is used for publication titles and text highlights.
It can be used in the main color (orange).

GLOBAL ACCELERATOR ON JOBS AND SOCIAL PROTECTION FOR JUST TRANSITIONS

Orkney Light can also be used for the level 1 title to give a more subtle and light character.
In this case, it is always used in uppercase.

Heading Level 2

Global Accelerator on Jobs and Social Protection for Just Transitions

GLOBAL ACCELERATOR ON JOBS AND SOCIAL PROTECTION FOR JUST TRANSITIONS

In order to give rhythm and create an impactful hierarchy, level 2 titles can be used in color.

3. Typography

3.2. Body font

Body font: Noto sans

Ibusciem ia abus esimiss endepos cotium crem. Graedo, nos, con int pro elium etiu cla ma, vissenemoris patatus cerfintiorte me mant. Anunum horbisquam mus. Eque duces aut vidius, ut res hocchil viritemus, ut ex sedi, num nostaturbit culto-russa dit ium :

The text body font is: Noto Sans Regular
Recommended body text: 12pt
Line spacing: auto
Text spacing: 0

3. Typography

3.3. Text boxes

Global Accelerator on Jobs and Social Protection for Just Transitions

The main color «Orange» can be used for backgrounds (boxes-blocks...).

GLOBAL ACCELERATOR

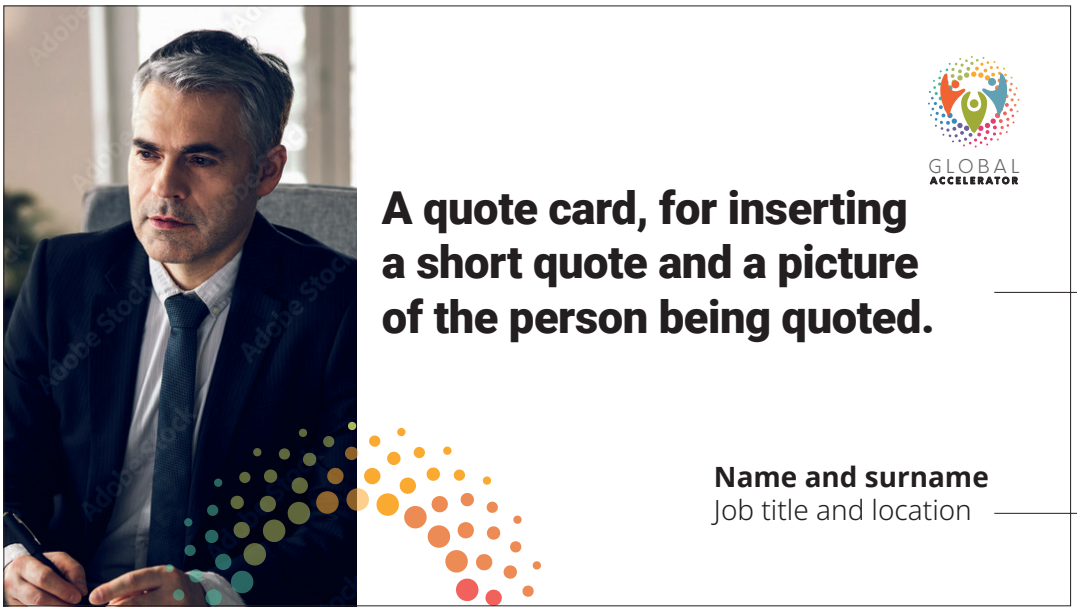
GLOBAL ACCELERATOR ON JOBS AND SOCIAL PROTECTION FOR JUST TRANSITIONS
Website: www.unglobalaccelerator.org
Email: contact@unglobalaccelerator.org

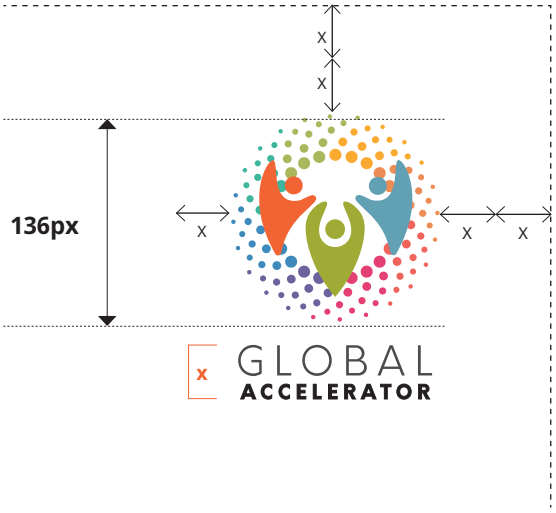
4. Social media

4.1. Twitter: 1600 x 900 pixels

4.1.1. Logo size and placement (white background)

Fonts are Roboto for headings and Noto Sans for text
The logo is always placed at the top right.



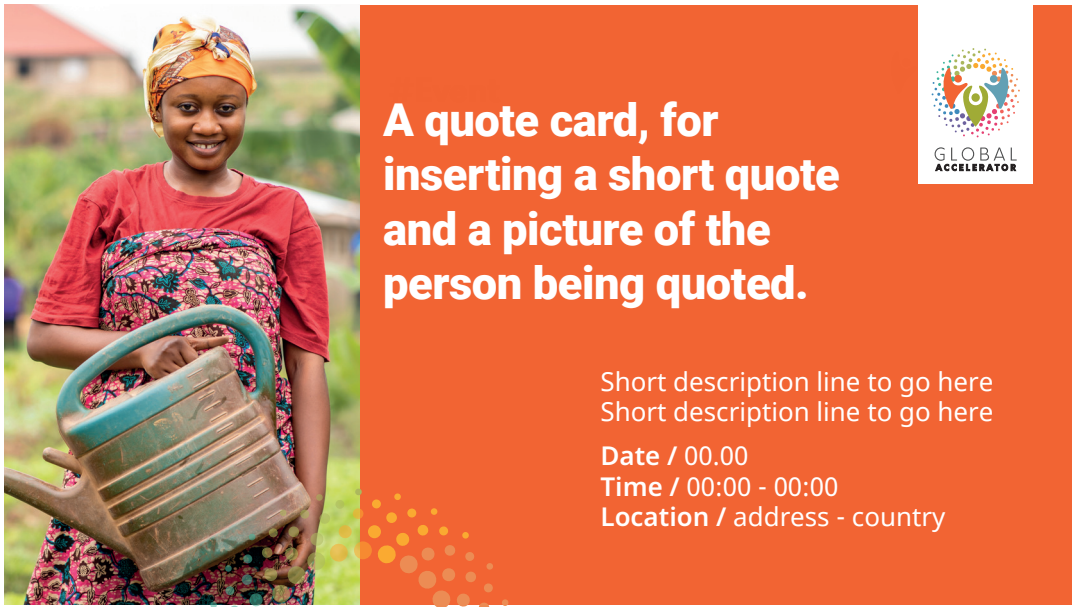


4. Social media

4.1. Twitter: 1600 x 900 pixels

4.1.2. Logo size and placement (color background)

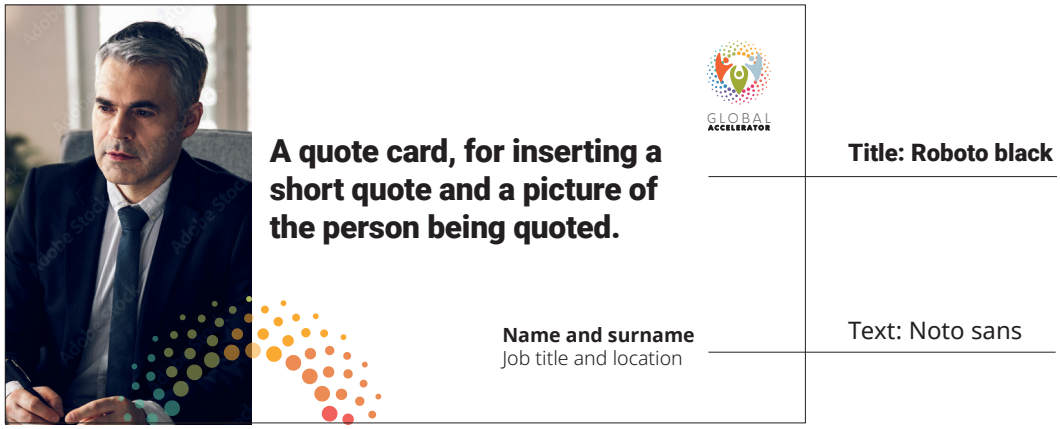
On a colored background, the logo must be used with a frame (as shown on page 10).



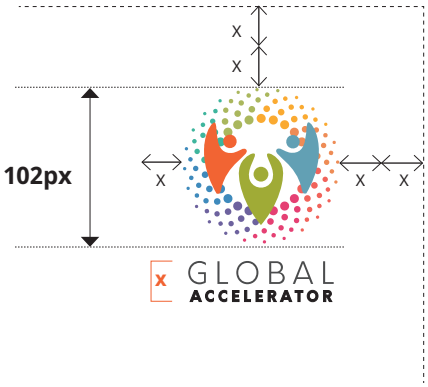


4. Social media

4.2. LinkedIn: 1200 x 627 pixels

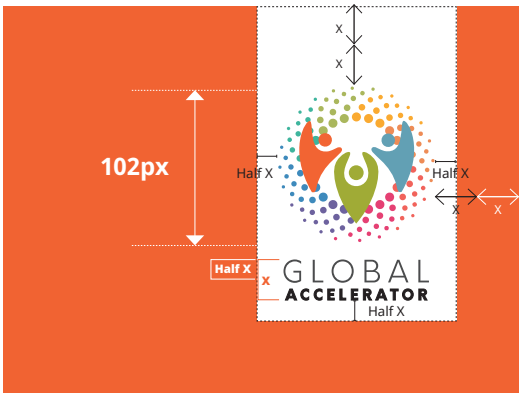


White background



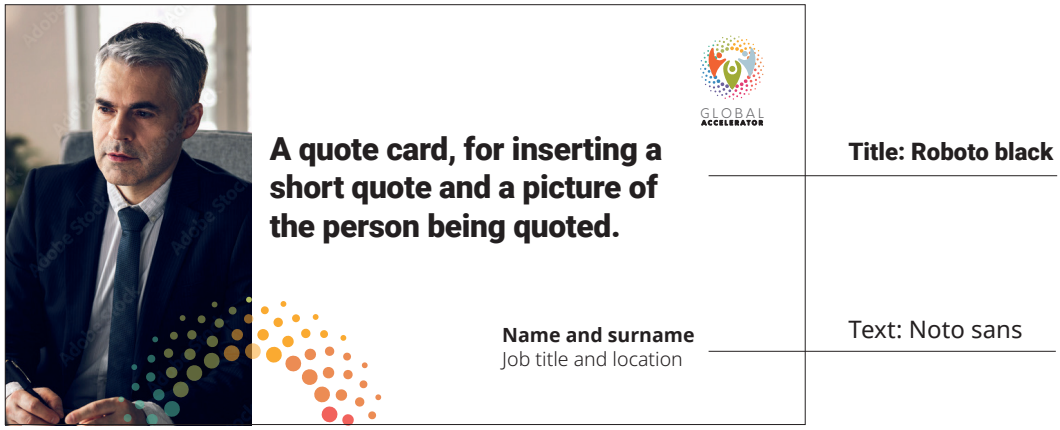
Color background

On a colored background, the logo must be used with a frame (as shown on page 10).

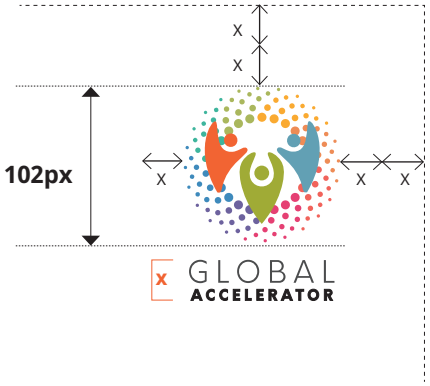


4. Social media

4.3. Facebook: 1200 x 630 pixels

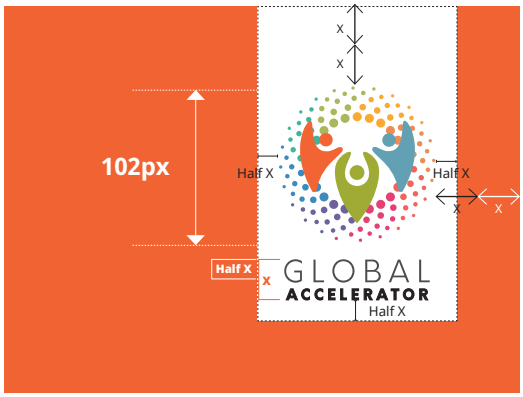


White background



Color background

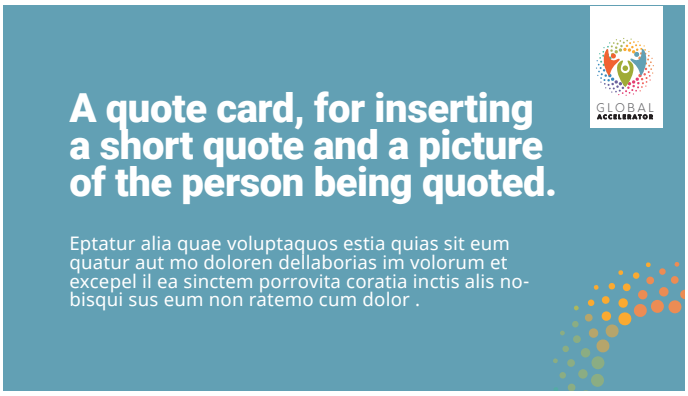
On a colored background, the logo must be used with a frame
(as shown on page 10).

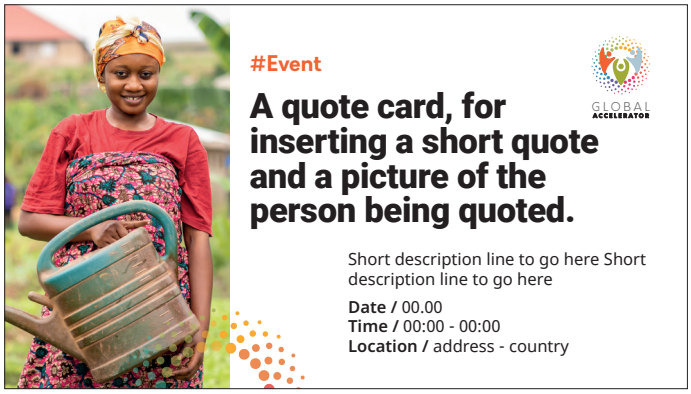


4. Social media

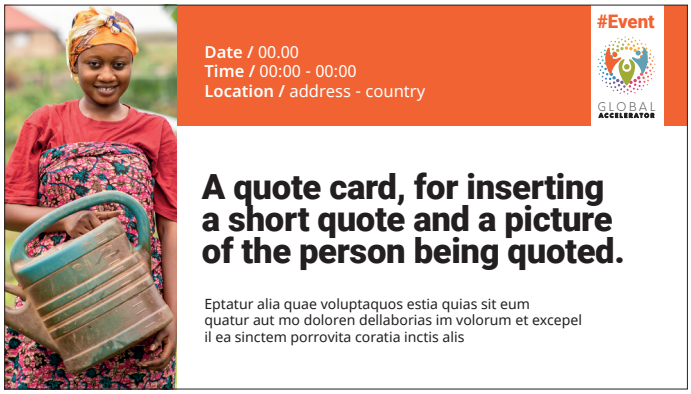
4.4. Templates

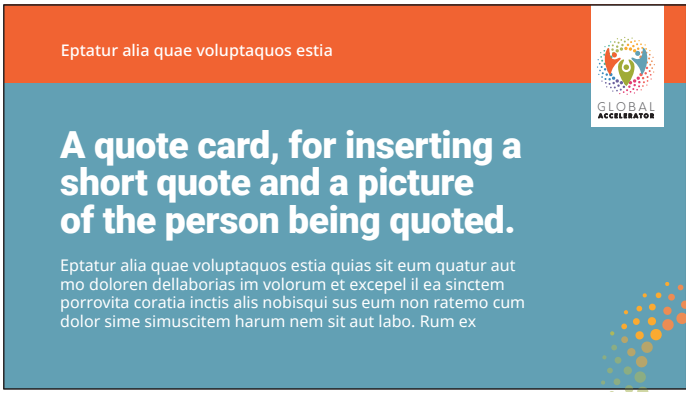










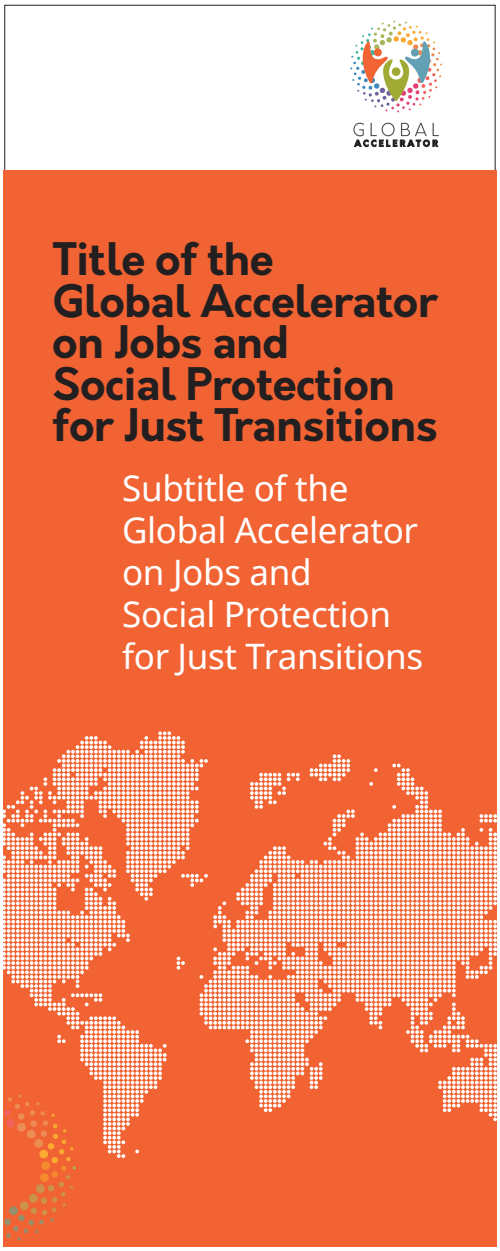


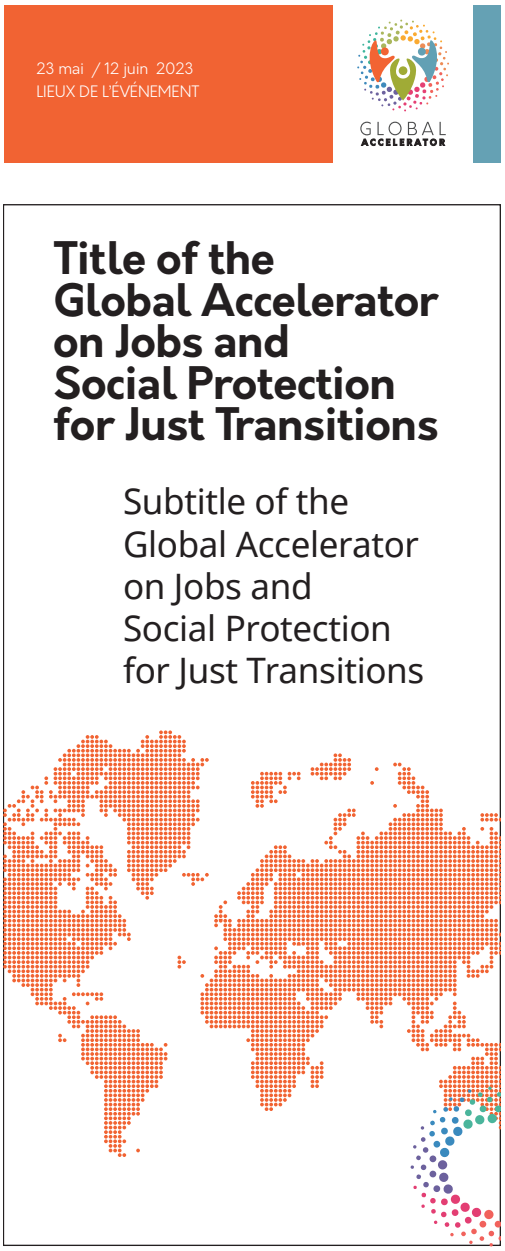
5. Rollup (80 x 200 cm)

5.1. Templates with header

The logo is always placed at the top right.

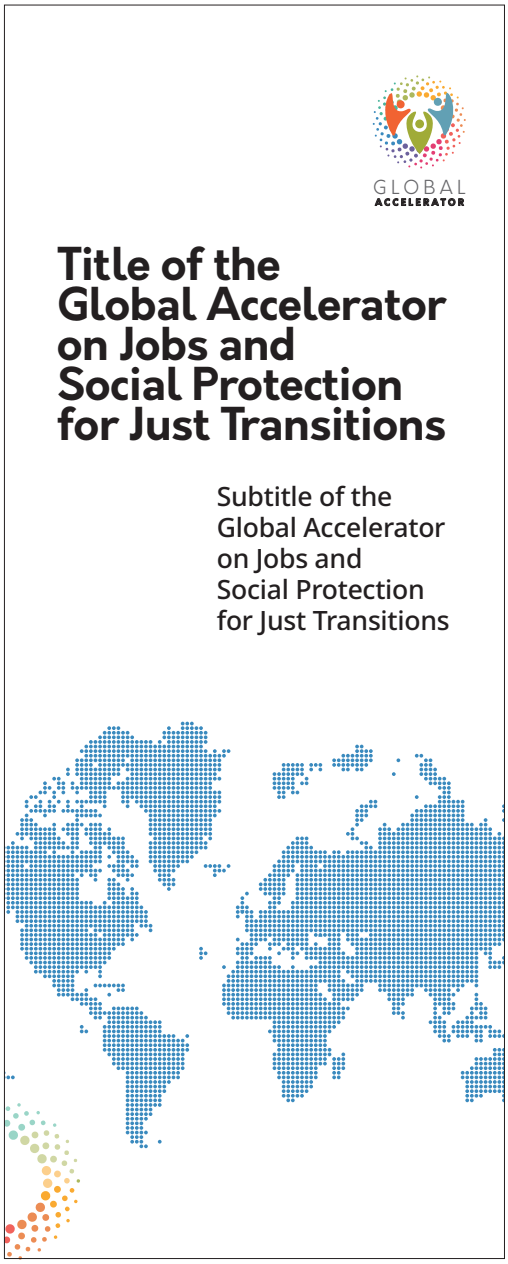
Bubbles should always be placed on the bottom right or left depending on the layout.

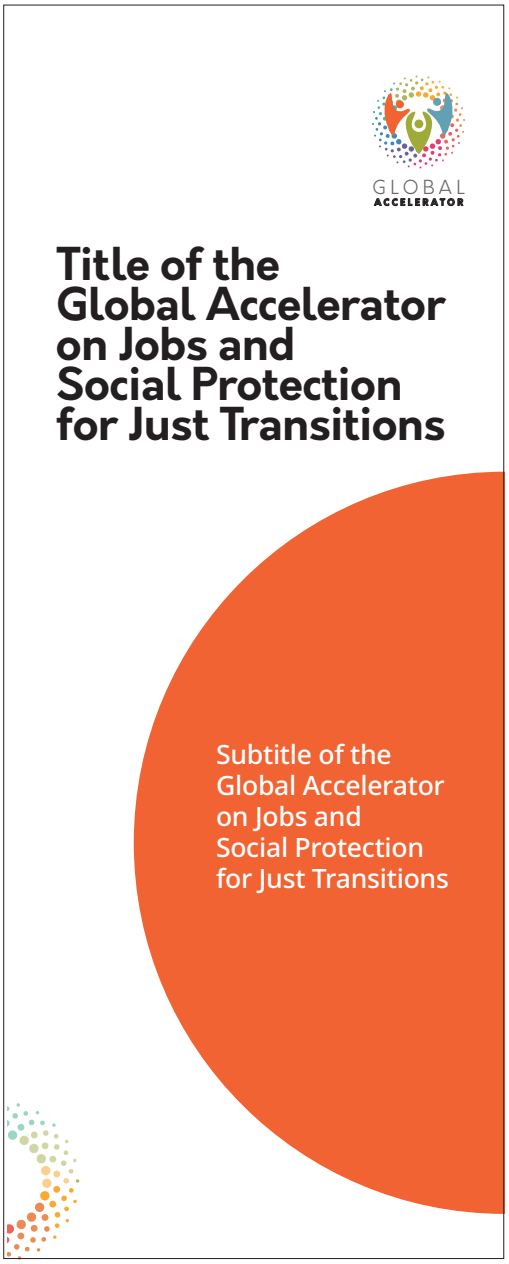




5. Rollup (80 x 200 cm)

5.1. Templates without header





5. Rollup (80 x 200 cm)

5.2. Size and position

With header



Without header

