

**Global  
Goals**



**JAM**

**Brand Guidelines / v 1.2**





# Brand Values

- Human
- Diverse
- Active
- Spontaneous
- Doer's
- Contemporary
- Energetic
- Sustainable



# Global Goals for Sustainable Development

Please use the Global Goals for Sustainable Development within your communication and follow the Guidelines from the United Nations.



# Colours



HEX: #191C49  
RGB: 25|28|73  
CMYK: 100|96|38|42

Used for things that have high hierarchy (titles, call to action, etc.)



HEX: #29B56B  
RGB: 41|181|107  
CMYK: 76|0|80|0



HEX: #F26A37  
RGB: 242|106|55  
CMYK: 0|73|86|0

Used for emphasis, avoid deviating from this core set of colors or creating tints. Don't use them for long stretches of text or as font color in text within the body.



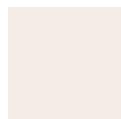
HEX: #F9C22F  
RGB: 249|194|47  
CMYK: 2|24|92|0



HEX: #34BEE1  
RGB: 52|190|225  
CMYK: 66|2|7|0



HEX: #E32558  
RGB: 227|37|88  
CMYK: 5|98|54|0



HEX: #F2EBE5  
RGB: 242|235|229  
CMYK: 4|5|7|0

Used to give some rhythm to the background and to call attention to graphical elements (photos, illustrations, etc.)



HEX: #000000  
RGB: 0|0|0  
CMYK: 0|0|0|0

Used for body of text.

# Typography

## Headlines Poppins

For headlines and short promotional messages use the Poppins typography, shown below. You are free to use any of the variations, but **make sure that all headlines are in Poppins Bold** and that the headline is at least twice as large as the text in the body. If your language is not supported by Poppins, please use a font that is close in appearance to it.

Thin

Nymphs blitz quick vex dwarf jog.

Regular

DJs flock by when MTV ax quiz prog.

*Italic*

*Typografie Maamerkinä.*

**Bold**

**Saturation Pracovitějším.**

**ExtraBold**

**Brick quiz whangs jumpy veldt fox.**

**SemiBold**

**Glib jocks quiz nymph to vex dwarf.**

***ExtraBold Italic***

***Požiadavkou Motorického.***

*Thin Italic*

*Bright vixens jump; dozy fowl quack.*

# Typography

## Body Open Sans

For the main body of text and for long stretches of text you should always use Open Sans Regular and make sure the font color is always (#464A67) on white background (#FFFFFF). If your language is not supported by Open Sans, please use a font that is close in appearance to it.

Light

Nymphs blitz quick vex dwarf jog.

Regular

DJs flock by when MTV ax quiz prog.

*Italic*

*Typografie Maamerkinä.*

**Bold**

**Saturation Pracovitějším.**

**ExtraBold**

**Brick quiz whangs jumpy veldt fox.**

SemiBold

Glib jocks quiz nymph to vex dwarf.

***ExtraBold Italic***

***Požiadavkou Motorického.***

*Light Italic*

*Bright vixens jump; dozy fowl quack.*

# Logo

This is the Global Goals Jam logo, please follow the guidelines in the coming pages about how to use it.



# Logo Clear Space

Make sure that there is enough white space around the logo when positioning it. The minimum should be the same as the font size used in "Global" in the logo.



# Logo

If you want to recreate the logo in a different language make sure that the height of “JAM” is twice as much as “Global”. If you write from right to left, make sure to change the direction of the arrow to make sure it follows the direction of the text.



# Logo

Please make sure to use the appropriate version of the logo, so that it is always legible and has an appropriate contrast with the background. This might mean that you have to put it in a box with a flat colour.

Light Background

Dark Background

Colour Logo



Black and White Logo



# Logo

You can change the colours of the blocks that build the arrow to emphasize a specific goal or to increase contrast with backgrounds. However, you must always use the colours from the Sustainable Development Goals.



# Logo customisation

You can customise the logo by adding a word or short phrase underneath the “JAM”. Always use Poppins and it should be the same font size as the text used in “Global Goals”. Avoid using extremely long phrases.



# Logo customisation

You might want to have titles that give the same hierarchy to the Global Goals Jam as other words, for example location or specific dates. For this you can write the title using the fonts in the same font size as "JAM".



# Logo Misuse



Do not crop the logo.



Do not change the transparency of the logo.



For the colour version, it is OK to change the colours in the arrow to the colours of the goals, but not to other colours. Never change the colour of the text.



Do not add effects to the logo (like drop shadow)



Do not distort the logo.



Only recreate using a different font if Poppins doesn't support your language. If you use a different font try to match the feel of Poppins.



Do not outline the logo.



Do not use gradients or gradient overlays on the logo.

# Logo for Social media

Please use the main logo whenever possible, but due to the length of the logo, it might not fit in square or circular elements (profile pictures for facebook, instagram, twitter, etc). For that please use the Social media logo, which you can find here. Make sure the logo is properly sized, legible and positioned at the center of the field assigned to it.



# Logo for Social media

You might want to add an extra level of detail to the logo. You can add your location by using the same font size, as Global. Add it underneath the logo and make sure it is centered.



# Photography

Avoid using stock photos as much as possible, the main purpose of the photos is to show the feeling of the jam (working together, inclusiveness, human, energetic, spontaneous, etc). At the same time photos should feel honest and not staged. The feeling projected on the photo and the sense of community is more important than having professional photos.



The background of the slide is a photograph of a workshop or meeting. Three women are seated at a long table, focused on their work. The woman on the left is looking down at a document. The woman in the middle is also looking down, and the woman on the right is writing on a document with a pen. There are microphones on stands in front of them, and a water bottle is on the table. The room has large windows and a modern, open-plan feel.

## Photography as background

If you use photos as background, make sure that text is legible by adding a white box around the text that gives enough breathing room (white space) around the text box.

# Emphasis

You can use lines that mimic sketches in the emphasis colours to give a visual break and underline important elements that are in the Poppins title font. Try to align the colours of the line with that of the goal you want to emphasise. Make sure the lines look playful

**Design for  
Economic Growth**  
  
**In 2030**

**Design for  
Life Below Water**  
  
**In 2030**

**Design for  
Sustainability**  
  
**In 2030**

# Emphasis

You might want to give specific emphasis and visibility to a specific word. You can do that by adding a “highlight” effect to the text. The “highlight” line should be slightly bigger than the word. Make sure the text has a high enough contrast and is readable from a distance. At the same time, use it sparingly, it shouldn't be used on more than one or two words.

**Design for**  
**Economic Growth**  
**in 2030**

**Design for**  
**Life Below Water**  
**in 2030**

**Design** for  
**Sustainability**  
**in 2030**

# Arrows for promotional materials

You can use the arrows within your promotional material. However, since it is used for emphasis, don't use more than two elements with the arrows in your promotional materials. With the arrows you can change the color to emphasise specific Sustainable Development Goals.

**Best  
Practices**



**Jam  
2019**



**Lets  
Jam**





