

VISUAL GUIDELINES

VOLUME 1: AUGUST 6, 2017

SGP

The GEF
Small Grants
Programme

BRAND IDENTITY

The GEF Small Grants Programme has a new look. As a brand with strong recognition we have kept the main key elements of the logo while updating the overall look and feel.

The purpose of this guidelines is to provide an overview of the visual identity of SGP and make sure ensure our brand is shown consistently across the globe. Please use it as your tool to determine what to do and not to do as you present SGP material internally or externally.

All communication and knowledge materials developed by SGP must adhere to the guidelines outlined in this guide. This includes materials produced as part of the SGP project grants and any materials developed by SGP country teams.

The logo symbolizes our renewed commitment to supporting the innovative solutions of communities and civil society organizations on global environment and sustainable development issues.



LANGUAGES

The SGP brand identity is also available in French and Spanish.



COLOR, BLACK & WHITE

For situations where color is not available or the absence of color is the strongest solution, the logo can appear either as black on a white background or white on a dark background.



PREFERRED OPTION



PREFERRED *ALTERNATIVE* OPTION
WHEN THE BACKGROUND IS DARK



ALTERNATIVE OPTION WHEN THE
BACKGROUND IS BUSY AND YOU
CAN'T SEE THE COLORS PROPERLY



IT SHOULD *ONLY* BE USED IN SCENARIOS
WHERE THERE IS NO COLOR AVAILABLE

COUNTRY VERSION

The **Myriad Pro Condensed** font will be use for the country name placed right under the SGP logo divided by a brown rule (C48; M52; Y100; K32) and the **font color should be the SGP blue** (C100; M56; Y0; K0). Please note that noting that country specific logo template will be provided after the 25th anniversary.



TURKEY



EL SALVADOR



REPUBLIC OF MACEDONIA

ENGLISH



COUNTRY NAME

FRENCH



NOM DU PAYS

SPANISH



NOMBRE DEL PAÍS

25TH ANNIVERSARY

This version **should only be used for one year starting on June 1st, 2017** on all publications, posters, brochures, websites, videos and merchandise.



TYPOGRAPHY



The SGP logo typography was created exclusively for SGP.

FOR PUBLICATIONS

For all publications, the Myriad Pro family font type should be used for text. It has a collection of weights from Book, Roman, Medium, Heavy and Bold allowing a large variety in headline configurations. Italics are also available in all weights.

MYRIAD PRO
SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO SEMI BOLD
SEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO
REGULAR/ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO
SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FOR WORD DOCUMENTS

For all word documents, Microsoft Office Calibri and/or Verdana font type should be use.

CALIBRI
REGULAR/ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VERDANA
REGULAR/ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

VERDANA
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

SGP LOGO COLORS

The SGP logo color palette are saffron, lime green, cobalt blue and gray brown shades.



C2 M38 Y100 K0
R245 G168 B28
WEB f5a81c



C55 M4 Y100 K0
R129 G188 B65
WEB 81bc41



C100 M56 Y0 K0
R0 G107 B182
WEB 006bb6



C48 M52 Y100 K32
R110 G91 B37
WEB 6e5b25

SECONDARY COLORS

The secondary color palette are complementary colors of the SGP logo and they can be used throughout the communication, for backgrounds, sidebars, headlines, subheads, charts, icons, infographics and graph.



C0 M65 Y100 K0
R244 G121 B32
WEB f47920



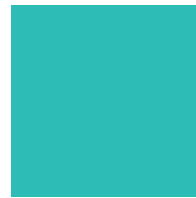
C90 M35 Y100 K0
R23 G131 B71
WEB 178347



C90 M15 Y0 K0
R0 G159 B223
WEB 009fdf



C0 M15 Y85 K0
R255 G213 B64
WEB ff540



C70 M0 G35 K0
R45 G189 B182
WEB 2dbdb6



STATIONARY

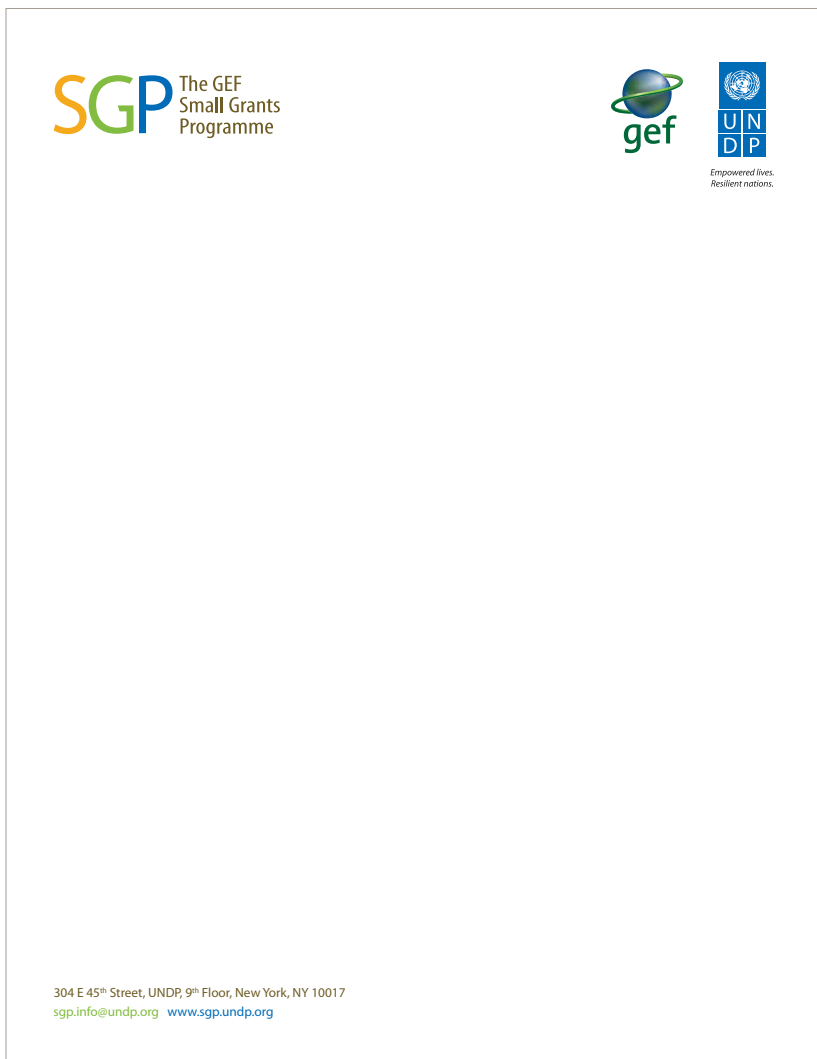
The basic stationery items shown were carefully developed into a system.

BUSINESS CARD



Business card specifications are for 3.5 x 2 inches (shown here at 100% of actual size), the GEF and UNDP logos will appear on the top right corner of the business card. No other logo(s) should be added to the card.

LETTERHEAD



Only the SGP, GEF and UNDP logos will appear on the letterhead as showed on the approved sample. No other logo(s) should be added to the letterhead.

BOILERPLATE

The new boilerplate text to describe SGP is shown below. This one paragraph description should be included in media advisories, press releases and publications.

The Small Grants Programme (SGP) is a corporate programme of the Global Environment Facility (GEF) implemented by the United Nations Development Programme (UNDP) since 1992. SGP grantmaking in over 125 countries promotes community-based innovation, capacity development, and empowerment through sustainable development projects of local civil society organizations with special consideration for indigenous peoples, women, and youth. SGP has supported over 20,000 community-based projects in biodiversity conservation, climate change mitigation and adaptation, prevention of land degradation, protection of international waters, and reduction of the impact of chemicals, while generating sustainable livelihoods.



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APPLYING THE LOGO

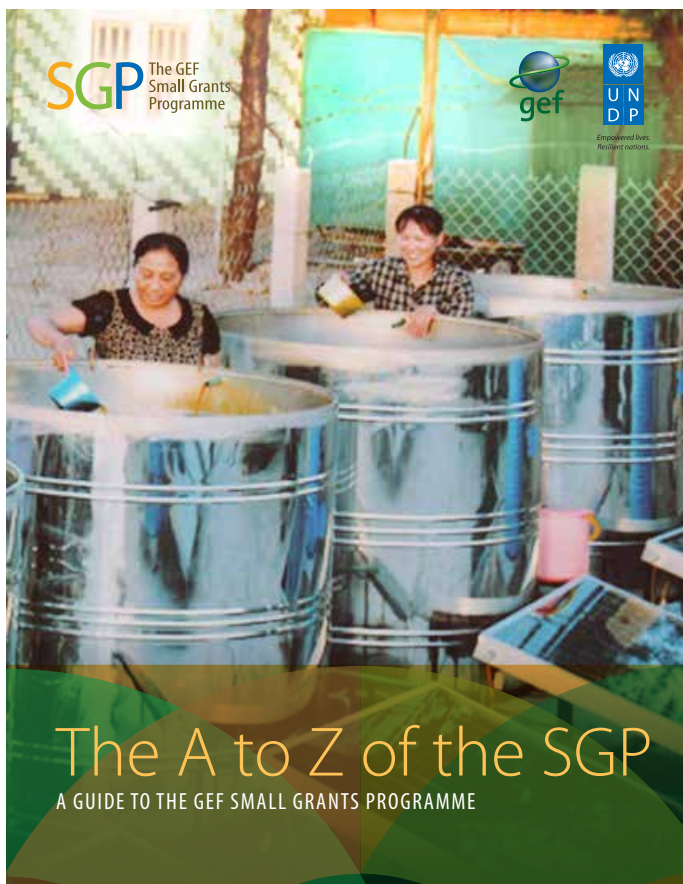
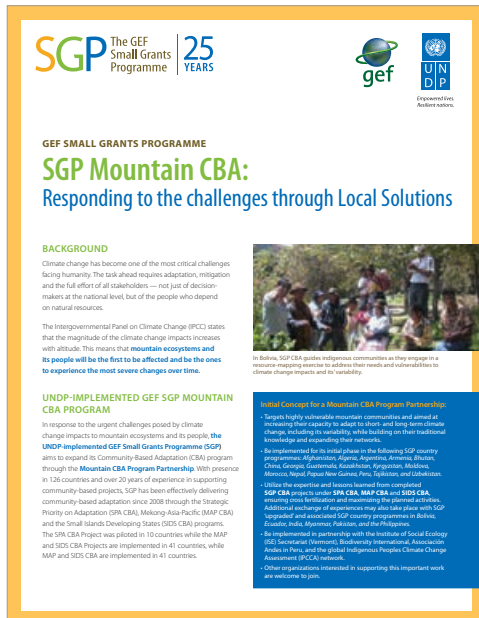
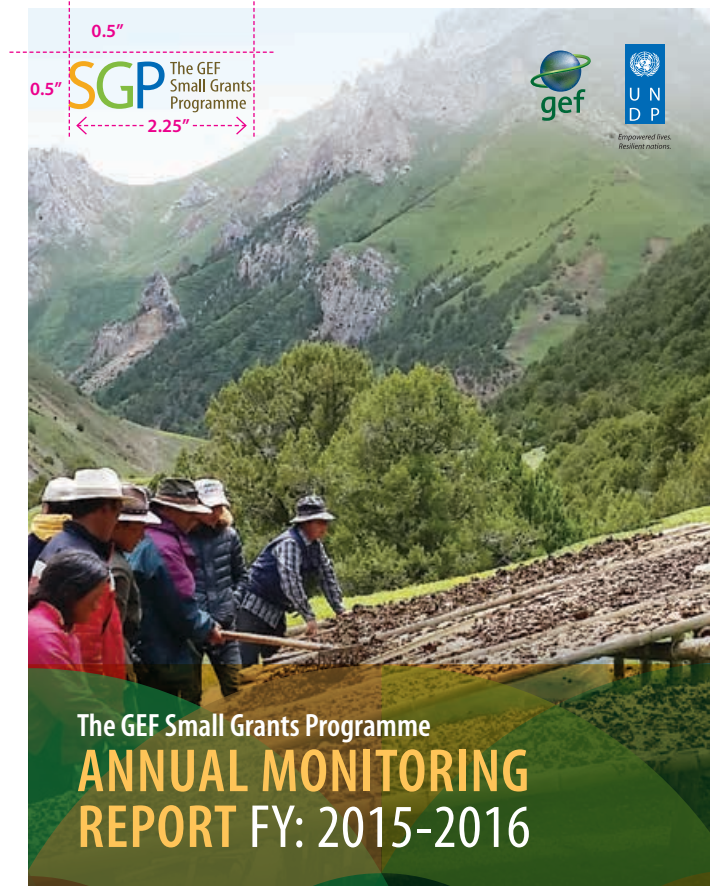
On magazines, reports, books, brochures and other publications, the SGP logo should be placed at the top left-hand corner on the front cover of the publication and the GEF and UNDP logos on the right-hand corner. (In the case of Arabic language publications, logos would be placed on the upper left corner.) **Placing the logo consistently in this position** gives visibility to the logo; the publication will be easily identified as belonging to SGP; it will also be in keeping with the format adopted for press releases, media advisories and letterheads. (See examples on the following pages).

PUBLICATIONS



ADDITIONAL PRODUCTS WITH CORRECT LOGO PLACEMENT

The **SGP logo placement** must be at the top left-hand corner on the front cover, point five inches (0.5") from the top end and point five inches (0.5") from the left-hand corner page. The logo size must be larger than 45% of the original size (2.25" wide by 0.645" tall).

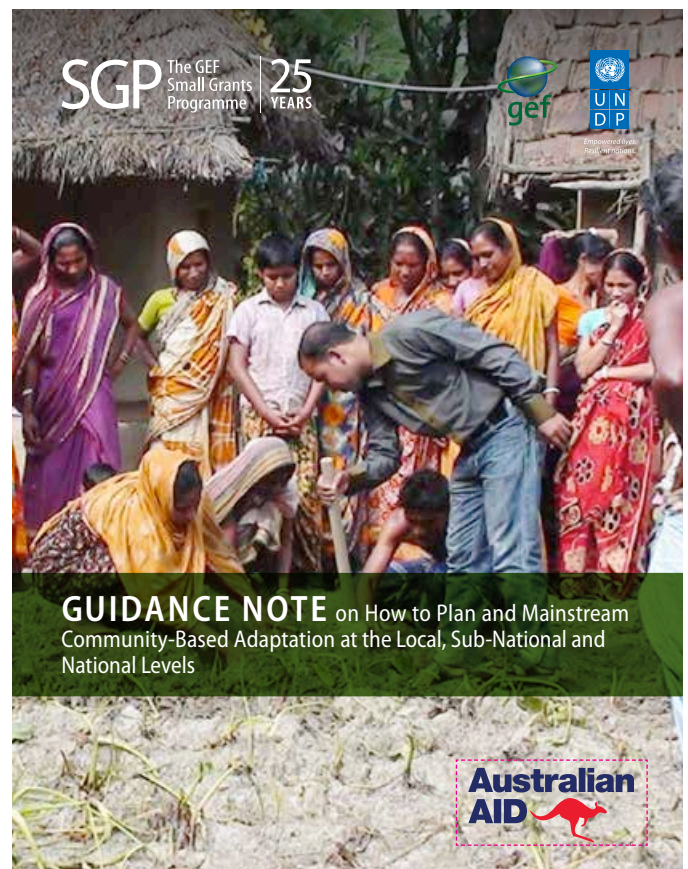
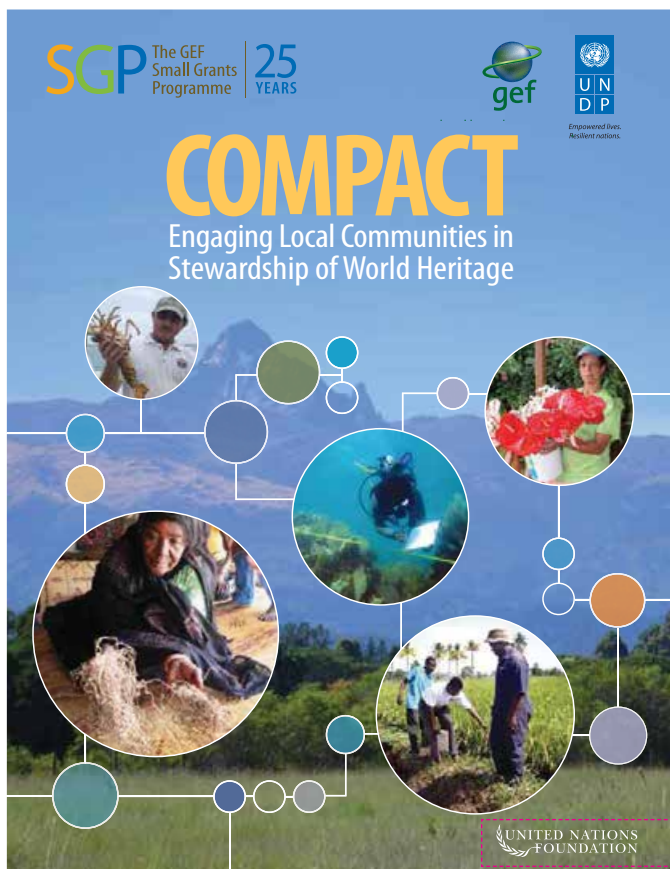


SGP LOGO PLACEMENT — PARTNER PUBLICATIONS

The SGP logo should be placed at the top left-hand corner on the front cover of the publication and the GEF and UNDP logos on the right-hand corner. The Partner logo(s) must be placed at the bottom of the page, please keep close attention to the Partner logo(s) dimensions to be proportionally against the SGP, GEF and UNDP logos.



PARTNER LOGO POSITION



SGP LOGO PLACEMENT — POSTERS






SGP The GEF Small Grants Programme | 25 YEARS

gef UNDP
Empowering lives. Preventing nations.

COMMUNITY ACTION GLOBAL IMPACT


OUR PORTFOLIO

To date GEF SGP has provided technical and financial support to community based projects that

-  Conserve Biodiversity
-  Mitigate and Adapt to Climate Change
-  Combat Land Degradation and Promote Sustainable Forest Management
-  Protect International Waters
-  Prevent the use of Chemicals

As a delivery mechanism for other donors and partners SGP also works to:

- Promote Environmental Governance
- Build Socio-Ecological Resilience
- Sustain Community Managed Landscapes
- Support Community based REDD+
- Strengthen Indigenous and Community Conserved Areas



SGP The GEF Small Grants Programme | 25 YEARS

gef UNDP

COMMUNITY ACTION GLOBAL IMPACT

BEYOND GRANTS

- Strengthen capacities of local communities to protect the environment
- Share knowledge and innovations emerging from the local level
- Replicate and scale up sustainable community practices
- Advocate and inform policy with lessons from the ground up

SGP WORKS TO

- Facilitate civil society-government dialogue
- Promote active participation of Indigenous Peoples
- Support gender equality and women's empowerment
- Engage with youth and children
- Provide an effective delivery mechanism for other donors and partners








GRANT MAKERS+

SGP The GEF Small Grants Programme


gef UNDP

KEY FACTS

- Funded by the Global Environmental Facility (GEF) and implemented by UNDP
- Supported more than 20,000 community projects in 128 countries
- Provided technical and financial support to community based projects that:
 -  Conserve Biodiversity
 -  Mitigate and Adapt to Climate Change
 -  Combat Land Degradation and Promote Sustainable Forest Management
 -  Protect International Waters
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SGP The GEF Small Grants Programme

gef UNDP



OUR PARTNERS

research institutions

PRIVATE SECTOR government

COMMUNITIES

CIVIL SOCIETY academia

BANNERS ADDs

All Banners add at project Sites **should include all three logos** (GEF, SGP and UNDP). You can also include other logos from partners and the local organization, but it is important to ALWAYS include all three logos.

The size of the logos should be the same for all and the order should always be SGP at the top left-hand side corner following the GEF and UNDP on the top right-hand side corner.



DIGITAL

For all documents produced in Microsoft Office use Verdana for headlines and Arial for Text.

EMAIL SIGNATURE

Please note this is not a business card template; this is *only* to be use for email signatures.



Name Last name

VERDANA BOLD 9 Pts.

Position

GEF Small Grants Programme

United Nations Development Programme

304 E. 45th Street, 9th Floor, Room 964

New York, NY, 10017

Phone: +1.000.000.000

Email: name.lastname@undp.org

Skype: account

Website: www.sgp.undp.org

ARIAL ROMAN 9 Pts.

GREEN TYPE: R129 G188 B65

BLUETYPE: R0 G107 B182

WEB BANNERS



POWERPOINT



For all documents produced in Microsoft Office use Verdana for headlines and Arial for Text.

COVER AND PRESENTATION PAGES



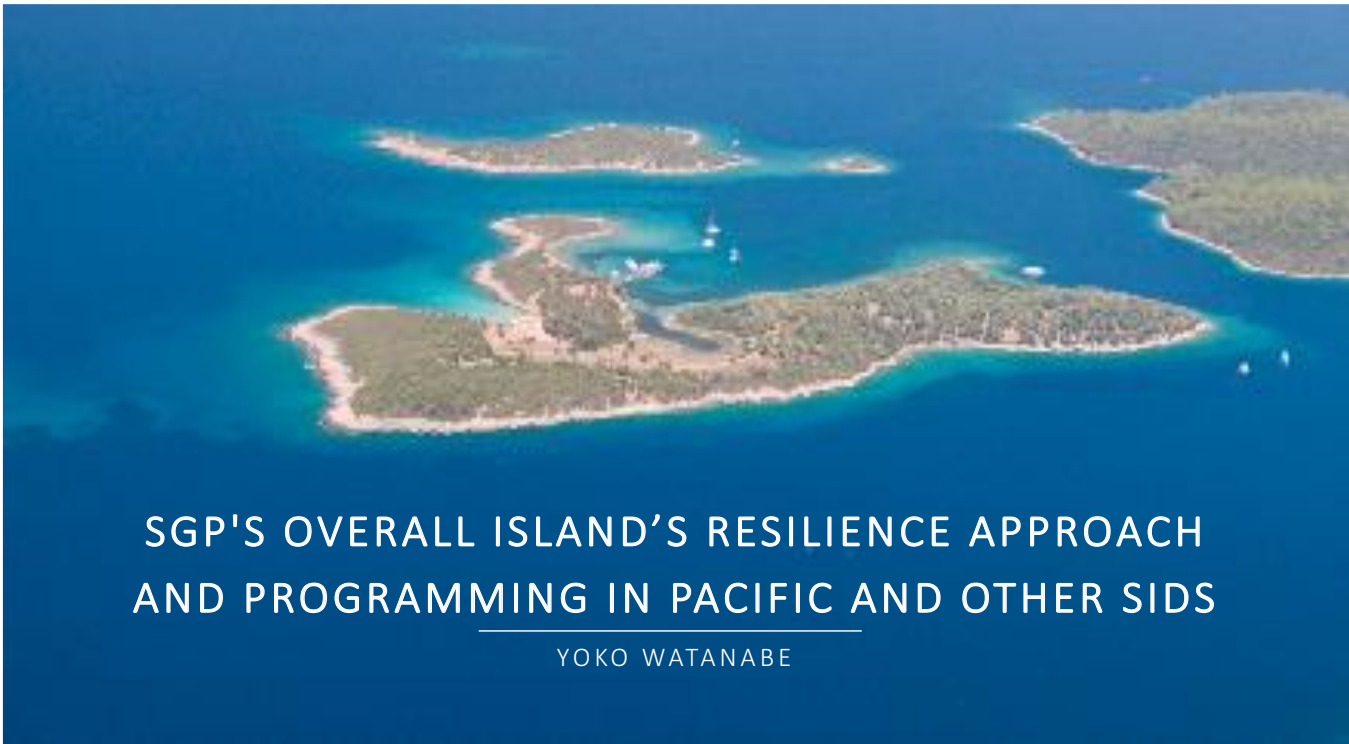
The GEF
Small Grants
Programme

25
YEARS

Empowered lives.
Resilient nations.

COMMUNITY ACTION GLOBAL IMPACT



SGP'S OVERALL ISLAND'S RESILIENCE APPROACH AND PROGRAMMING IN PACIFIC AND OTHER SIDS

YOKO WATANABE

PAGE DIVIDERS



The GEF
Small Grants
Programme

25
YEARS





COMMUNITY ACTION GLOBAL IMPACT

Divider slides
four color options
to choose from

Subtitle will go here

INSIDE PAGES


SIDS CBA Project Objectives




The GEF
Small Grants
Programme

25
YEARS

1. To improve the adaptive capacity of communities, thereby reduce vulnerability to the adverse effects of climate change risks,
2. To provide countries with concrete ground-level experience with local climate change adaptation, and
3. To provide clear policy lessons, make efforts to mainstream into national processes and up scale practices across scale.




Portfolio in Fiji, Palau and Marshals Islands



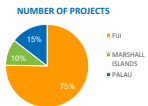
The GEF
Small Grants
Programme

25
YEARS

BASIC STATS	TOTAL AMOUNTS	AVERAGE AMOUNTS
Number of Projects	186	
Total Amount in Grants	6 670 802 USD	35 865 USD
Total Amount of Cash Co-financing	974 356 USD	5 238 USD
Total Amount of Kind Co-financing	3 558 438 USD	19 131 USD
Total Amount of Co-financing	4 532 795 USD	24 370 USD



NUMBER OF PROJECTS



- FIJI
- MARSHALL ISLANDS
- PALAU

MERCHANDISE

These are just an example on how to apply the logo on merchandise and for further assistance if necessary, please contact us at sgp.info@undp.org.





304 E 45th Street
UNDP, 9th Floor
New York, NY 10017
USA

Email: sgp.info@undp.org
www.sgp.undp.org