



UN Women, the United Nations agency dedicated to gender equality, is calling on all creators to visualize a gender equal world and the gender equality movement in support of Generation Equality in the lead-up to International Women’s Day 2021. This visual brief outlines key stylistic parameters for this activation.

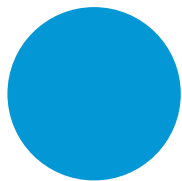
## TO NE

Motivational, inspirational, aspirational, empowering, encouraging, activism-oriented

## COLOUR

Required

It is required to use UN Women’s blue as a primary colour.

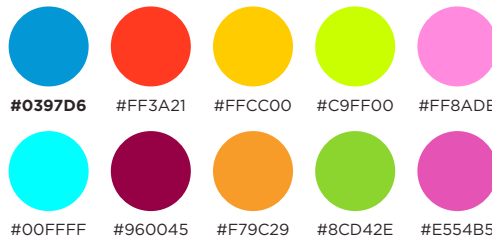


**UN Women Blue**  
R O G 157 B 220  
HEX 0397D6

## Colour palette example

Optional

Below is a secondary palette for visual inspiration and consideration. The secondary palette is entirely optional. If there are secondary colours that speak to the tone of this brief and enhance the creative, creators are welcome to choose alternative complementary colours. In doing so, please avoid gender-stereotypical colours. e.g. Pink for girls, blue for boys, etc.



## FONT S

Optional

# Gotham

**Bold Medium Book**

In the case where text is used as part of the art, consider using UN Women’s preferred design font: Gotham. This is entirely optional. If there are fonts that speak to the tone of this brief and enhance the creative, creators are welcome to choose alternative typefaces.

## LOGO

Selected art only

Do not to use the UN Women logo in your submissions. Only selected art will be later required to add the logo. UN Women’s logo is available in Arabic, Chinese, English, French, Portuguese, Russian and Spanish.



Measure the width of the light blue half of the logo. Allow for at least this much white space on all sides of the logo.



White (reverse) logo on solid fields of colour



Blue logo on a light field of colour



White (reverse) logo on photographs.