



SUPPORT THE GOALS

J O I N T H E M O V E M E N T

BRAND GUIDELINES



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INTRODUCTION TO THE BRAND

OUR STORY IN A SENTENCE (OR THREE)

When you boil what we do down to its simplest and purest form, the difference we make is this:

17 goals to tackle poverty, inequality and climate change. This is how we achieve them. Together.

It's a strong, clear statement of why we're here and the value we deliver. It's at the heart of what sets us apart, and it underlines the critical difference we make.

It's also concise and memorable, but we don't need to treat it as a slogan. We do, however, need to ensure that even if we're not using this exact phrase, everything we say carries a consistent feel.

THE WHOLE STORY

We need to tell the Support the Goals story in different ways, and we do that by expanding on the central narrative to explore more of our key themes. We won't use this as a single piece because we're aiming for real brevity across the site, but elements of it will feature across everything we do:

In 2015, 193 world leaders agreed 17 goals to tackle poverty, equality and climate change.

These are the Global Goals. They're big goals, but it doesn't have to take big actions by big business to create change. Any organisation of any size can do it. You're probably doing it already, even though you may not realise it.

Support the Goals shares the stories of businesses that do good. We help them gain the recognition they deserve. And we help them encourage their suppliers to get involved too.

The Global Goals are about creating a better world. Let's create it together.

LOGO STANDARD

This logo is the primary visual element of 'Support The Goals'

Both the logotype and the coloured star logomark should always be used together as shown.

The strapline 'Join The Movement' should follow it at all times.



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LOGO

MONO VERSION

The logo must be clearly legible and distinguishable from the background.

For these purposes the following mono and reversed versions can be used where needed.

The main logomark has been desaturated instead of converted into a block colour to preserve the different shades aspect from the colour version.



Mono Version

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Mono Reversed (Whiteout)

LOGO

ALTERNATE

This logo includes the website URL below the main strapline.

This can be used on both online and offline platforms where you might want to direct people to the main website.



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[SUPPORTTHEGOALS.ORG](https://supportthegoals.org)

LOGO

SOCIAL MEDIA

With most social media profile pictures using square dimensions it's important that all aspects of the logo are visible within the page thumbnail.

This version has an altered composition that is able to fit the logotype and the logomark within a square.



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FONT

PRIMARY FONT

Roboto Condensed

Aa

Roboto Condensed Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Roboto Condensed Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Roboto Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT

SECONDARY FONT

Montserrat

Aa

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLOUR

LOGO COLOURS

The coloured star logomark is made up of 17 different colours. Each colour representing each of the different Sustainable Development Goals.

In order to add depth to the colour blocks a gradient was added to create an overlapping effect.

The #HEX and RGB colours should be used for online material and CMYK should be used for printed material.

#c4293c

C 16 M 95 Y 70 K 6
R 196 G 40 B 60

#ed6c2a

C 0 M 68 Y 88 K 0
R 237 G 108 B 42

#304395

C 94 M 80 Y 0 K 0
R 48 G 67 B 149

#d2a028

C 17 M 36 Y 91 K 5
R 210 G 160 B 40

#df1683

C 5 M 96 Y 0 K 0
R 223 G 22 B 131

#02558e

C 96 M 65 Y 19 K 4
R 2 G 85 B 142

#249b47

C 80 M 10 Y 91 K 1
R 36 G 155 B 71

#f59c28

C 0 M 46 Y 89 K 0
R 245 G 156 B 40

#8f1838

C 28 M 99 Y 59 K 31
R 143 G 24 B 56

#c41e32

C 16 M 98 Y 78 K 6
R 196 G 30 B 50

#cf8d2c

C 17 M 47 Y 90 K 5
R 207 G 141 B 44

#42ac48

C 73 M 0 Y 90 K 0
R 66 G 172 B 72

#e8412d

C 0 M 85 Y 84 K 0
R 232 G 65 B 45

#46783d

C 75 M 31 Y 89 K 18
R 70 G 120 B 61

#fab518

C 0 M 33 Y 92 K 0
R 250 G 181 B 24

#06afd8

C 73 M 7 Y 10 K 0
R 6 G 175 B 216

#007dbd

C 84 M 41 Y 4 K 0
R 0 G 125 B 189

COLOUR

TYPE COLOURS

The logotype is made up of two different shades of blue.

The strapline uses the colour black at all times.



#06afd8

C 73 M 7 Y 10 K 0

R 6 G 175 B 216

#3286ba

C 73 M 27 Y 0 K 17

R 50 G 134 B 186

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DO'S AND DON'TS

LOGO SPACING

To make sure the logo stands on it's own please leave at least one 'star' worth of space (at 30% of the size) around it.



30% of star size

DO'S AND DON'TS

LOGO USAGE

1. Do not change the typeface
2. Do not stretch or alter the logo in any way
3. Do not change the logo colour
4. Do not emboss or stylize the logo
5. Do not rotate or change the orientation of the logo in any way
6. Do not add any outlines to the logomark or the logotype



tone of voice

WHAT'S OUR TONE? AND WHY IT MATTERS

Our tone of voice is how we tell our story. It reflects our personality and what we stand for.

It's our own distinctive style of communicating that draws on and expresses our character, and which over time helps develop the brand. It's important to be able to flex our tone, 'dialling it up' or down while staying consistent overall.

Our tone has two key characteristics:

BOLD AND SIMPLE

Brevity matters. We deliver our message simply and unequivocally.

In practice, that means we:

- Use short words in short sentences to convey our messages
- Cut to the chase, providing a little context but never waffling
- Are clear and simple in our calls to action

Homepage example:

WHAT ARE THE GLOBAL GOALS?

*17 goals. 17 ways to get involved. And the best thing?
You're probably already doing some of them.*

Meet your goals

IMAGERY

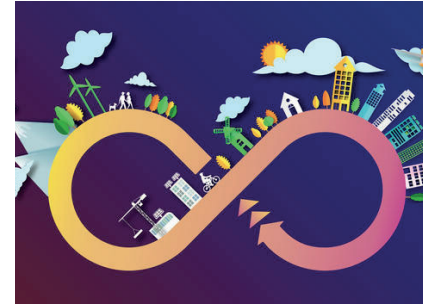
DO'S AND DON'TS

1. Avoid unrealistic vantage points or awkward angles
2. Avoid using vector styles that aren't similar to the current one
3. Avoid using busy imagery or imagery that makes the logo difficult to stand out
4. Avoid imagery that uses digital manipulation
5. Avoid images where people look disinterested
6. Try to avoid images that look posed
7. Avoid cliché images such as green imagery and hands holding plants

1



2



3



4



5



6



7



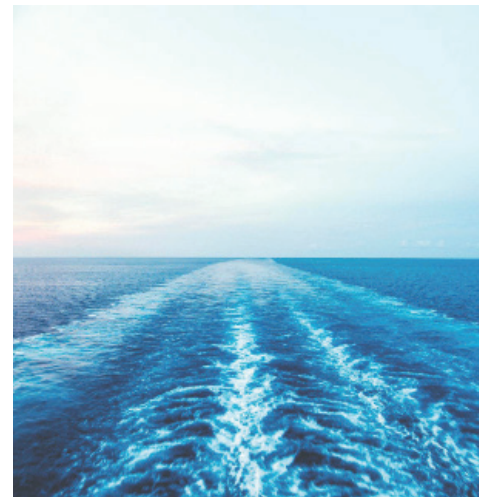
IMAGERY

SUGGESTED PHOTOGRAPHY

The following suggested images are good examples of the type of imagery Support the Goals should use.

The images should be inspirational, optimistic and modern.

When possible look for imagery that has space surrounding it in order to neatly fit in the logo or any brand messaging.





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THANK YOU