



Spotlight Initiative

Guidelines

For Logo use by non-UN entities

October 2021

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I. Introduction and scope

The Spotlight Initiative (the “Initiative”) is a global initiative of the United Nations which has received generous support from the European Union. Its aim is to eliminate all forms of violence against women and girls.

Launched in 2017 with a seed funding commitment of €500 million from the European Union, the Initiative represents an unprecedented global effort to invest in gender equality and women’s empowerment as a precondition and driver for the achievement of the Sustainable Development Goals.

These Guidelines establish the Initiative’s brand identity and provide guidance on how the Logo can be used by non-UN entities to show support for the Initiative.

The present Guidelines apply to the use of the Initiative’s brand identity, as set out in Section VII hereof, by entities external to the United Nations System. Separate guidelines will be published for the use the Initiative’s brand identity by the organizations of the United Nations System.

II. Logo use by non-UN entities

1. Entities external to the United Nations System, including governments, intergovernmental organizations, academic institutions, not-for-profit organizations, foundations, and private sector entities (“external entities”), must seek express written approval from the Spotlight Initiative Secretariat in order to use the Spotlight Initiative Logo based on the requirements set out below.

The Spotlight Initiative Logo



2. External entities are prohibited from using the UN emblem.
3. An external entity’s proposed use of the Spotlight Initiative Logo must align with the spirit and goal of the Spotlight Initiative, i.e., to eliminate all forms of violence against women and girls.
4. The use of the Spotlight Initiative Logo would ordinarily be limited to informational use to support the Initiative. The Spotlight Initiative Logo may not be used for commercial purposes.

5. The use of the Spotlight Initiative Logo may be exceptionally authorized for fundraising purposes under specific circumstances, namely where such use is exclusively intended to raise resources to cover the costs of activities in support of the Spotlight Initiative, and for no other purpose. Such use requires the express prior written approval of the Spotlight Initiative Secretariat, pursuant to Section VII of these Guidelines.
6. If permission to use the Spotlight Initiative Logo is granted to an external entity, an appropriate licensing agreement must be concluded between the United Nations and that external entity before the Logo may be used.
7. The external entity must use the Spotlight Initiative Logo in its entirety, and in accordance with the present Guidelines.
8. The external entity's own distinct logo must appear adjacent to and be given prominence vis-à-vis the Spotlight Initiative Logo.
9. The external entity's logo and the Spotlight Initiative Logo must be accompanied by the text, "[Name of your Entity] IN SUPPORT OF Spotlight Initiative."

Example of proper logo use by non-UN entities



External logo (100%) must be given prominence vis-à-vis the Spotlight Initiative Logo (80%).

Examples of incorrect logo use by non-UN entities



Entity and Spotlight Initiative logos must not be the same size. External logo (100%) must be given prominence vis-à-vis the Spotlight Initiative Logo (80%).



Statement of support is missing.

III. Duration of permitted use

Unless otherwise advised by the United Nations by general or specific notice, the Spotlight Initiative Logo may be used until 31 December 2023, which is the targeted end date of the Initiative.

IV. Waiver of Liability

The United Nations does not assume any responsibility or liability for the activities of an external entity using the Spotlight Initiative logo, including with respect to any fundraising (if authorized in accordance with these Guidelines).

V. Disclaimer

1. An external entity's use of the Spotlight Initiative Logo does not imply the endorsement by the United Nations of that entity, its products or services, nor of its planned activities.
2. The Spotlight Initiative Logo may not be used for the purpose of self-promotion, or for obtaining any personal financial gain. Any fundraising is subject to the express prior written permission of the United Nations, in accordance with Section III of the present Guidelines and subject to the conclusion of an appropriate licensing agreement with the United Nations.
3. The United Nations does not assume any responsibility or liability arising from the translation of the text of the Spotlight Initiative brand identity into non-UN official languages.

VI. Permissions

External entities must send their requests to use the Spotlight Initiative Logo via the [logo request form](#).

For logo requests specifically for fundraising purposes, requestors must also complete the additional mandatory fields included on the request form, setting out what the intended fundraising uses of the Spotlight logo would constitute.

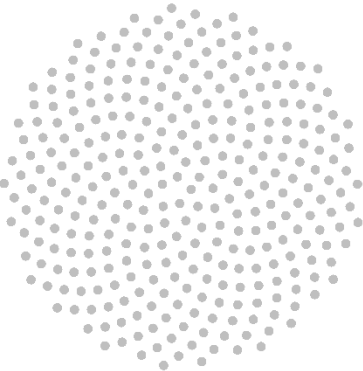
The Spotlight Initiative Secretariat will review a request and respond via e-mail within 72 business hours.

VII. Brand identity

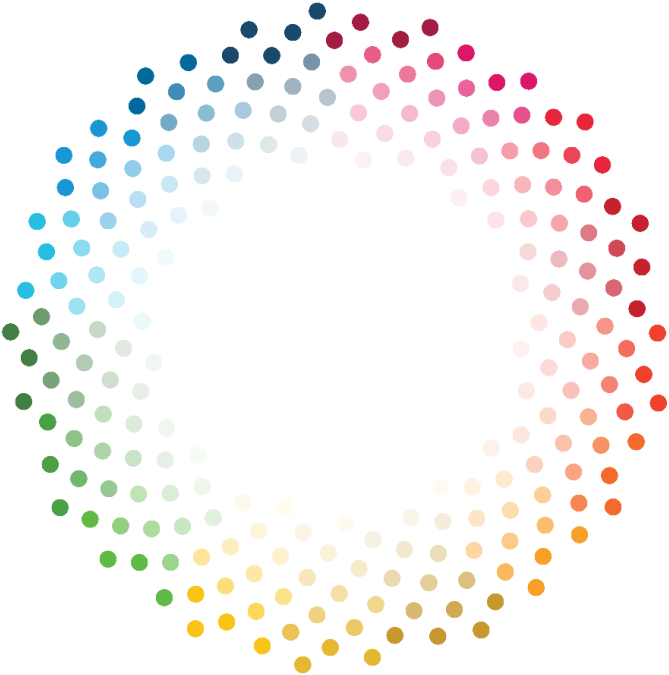
1. The Circles

The Spotlight Initiative’s brand identity is formed from a circular Fibonacci grid of circles. The logo itself has created several graphic elements which can be used to illustrate the issue of violence, the concept of light and darkness, and used as a visual prompt for the Spotlight Initiative.

When using the full colour element, try to ensure the Primary Red (seen here on the far right) is visible.



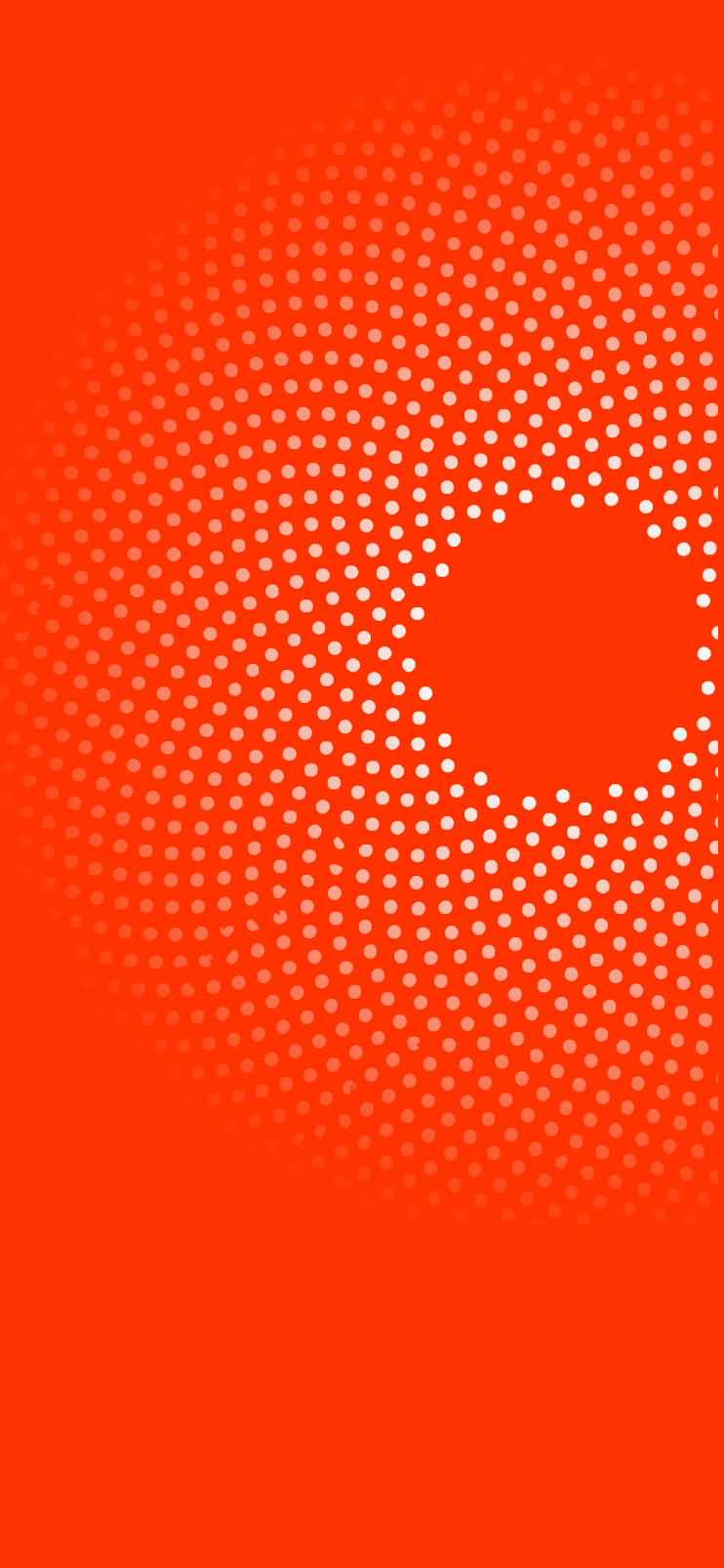
Full Fibonacci Element



Full Colour Element

In one colour, the pattern can create a rising or descending illusion. These can be used to highlight the positive and the negative communications in a branded piece.

Convex Element



Concave Element

2. Logo variations

TAGLINE



Wherever sizing and space permits, the logo should be presented with the tagline. It contextualizes the Initiative and brings its mission to the forefront.

HORIZONTAL



For general use.

VERTICAL



For use where horizontal space is limited.

GRAYSCALE



For use only in highly restricted formats, where only grayscale or one-colour reproduction is available.

WORDMARQUE



For colour uses where space restricts the full logo usage

MONO



For use only in highly restricted formats, where only mono reproduction is available (e.g. in embossing or plate signage)

WORDMARQUE



For mono uses where space restricts the full logo usage.

Layout

Always make sure there's adequate margins around the logo to ensure its readable and in good clear space.



Usage

Alterations of the Spotlight Initiative Logo, such as the examples illustrated below, are not permissible.



Don't re-colour the logo



Don't distort the aspect ratio



Don't re-arrange, modify or make additions to any elements of the logo.



Don't place the master logo on a background darker than 5% grey, use an alternative version.



Don't rotate the colours, don't re-arrange the dots



Don't use the coloured wordmarque with the full logo

3. Logo translations

Logos, Names, Straplines and Supporting text is available in all six United Nations languages.

AR



EN



ES



FR



RU



ZH



4. Colour scheme

While the logo has all seventeen colours of the Sustainable Development Goals, the Initiative will focus its work on SDG #5, which has a brick-red colour. The Spotlight Initiative brand uses this as a primary colour to highlight violence against women.

The Spotlight Initiative brand also uses the distinction between black and white to draw the darkness and light metaphors out in designs.

PRIMARY RED PMS BRIGHT RED C C0 M90 Y94 K0 #FF3A21 HSL (6,100%,56%) RGB (255,58,33)	SLATE BLACK PMS 432 C C30 M20 Y20 K80 #414343 HSL (180,1%,25%) RGB (65,67,67)	HIGHLIGHT BLUE PMS 3115C C80 M0 Y30 K0 #00ADB9 HSL (183,100%,36%) RGB (0,173,185)
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DARK GRAY #9C9EAO HSL (210,2%,61%) RGB (156,158,160)	LAVENDER #D6EDEF HSL (184,43%,88%) RGB (214,237,239)	ALICE BLUE #F0F9FA HSL (185,50%,96%) RGB (240,249,250)
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The following two secondary colours may be used in addition to the primary colors for more flexibility in design and execution.

LIPSTICK PMS 7420 C C0 M83 Y58 K36 #A21C44 HSL (342,70%,37%) RGB (162,28,68)	CRANBERRY PMS 1915 C C0 M68 Y48 K11 #E44977 HSL (342, 74%, 59%) RGB (228,73,119)
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SpotlightInitiative

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Funded by
the European Union