

Visual Guidelines

GEF Small Grants Program implemented by UNDP



FOR OFFICIAL USE ONLY

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Overview

The GEF Small Grants Program

The purpose of this visual guideline is to provide an overview of the visual identity of SGP to 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 commitment to supporting the innovative solutions of communities and civil society organizations on global environment and sustainable development issues.

These branding guidelines apply specifically to SGP Country Programmes implemented by UNDP.



What's New

- 1 Updated logo**
The new SGP logo is now integrated with the GEF logo.
- 2 Spelling**
The word "Programme" in SGP's name should now be spelled "**Program**", as in "**Small Grants Program**." Note that this spelling change applies only to the name of the GEF Small Grants Program (SGP). In all other instances, the spelling "Programme" should be retained, including in United Nations Development Programme, SGP Country Programmes, and Community-Based Adaptation Programme.
- 3 Implementing agency**
Since there are other implementing agencies in SGP 2.0, we should now always use the UNDP logo after the GEF SGP logo where UNDP is the GEF Implementing Agency in the country.
- 4 Logo spacing between logos**
To ensure visual clarity and brand integrity, the clear space between the two logos (1X) must be equal to the width of the UNDP logo. No text, graphics, or other visual elements may intrude into this designated clear space.



SGP Logo

Color Versions

These are the main logo versions. The main full color logo should always be the first option. The white type version is for dark backgrounds and imagery.

PREFERRED OPTION



PREFERRED ALTERNATIVE OPTION WHEN THE BACKGROUND IS DARK



SGP Logo

Black & White Versions

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.

ONLY TO BE USED IN SCENARIOS WHERE COLOR IS NOT AVAILABLE



ONLY TO BE USED ON BUSY BACKGROUNDS WHERE FULL WHITE IS PREFERRED



SGP Logo

Language Versions

The SGP logos have been translated into French and Spanish.

ENGLISH



FRENCH



SPANISH



Country Versions of the SGP Logo (Optional)

SGP Country Programmes may create a country-specific version of the SGP logo as illustrated below. The use of a country version is fully optional and is **not mandatory**. Countries that wish to develop a country-specific logo should follow the format, typography, colors, and placement shown in these examples to ensure consistency with the global SGP brand identity.

For additional guidance and support on developing country-specific logo versions, please contact the **SGP Knowledge Management Focal Points at CPMT**.

Please note that all country-specific SGP logos must be used together with the UNDP logo, in accordance with the SGP Branding Guidelines.



1 Country name type size

The type size used for the country name should be equal to the 1x measurement, defined as the vertical distance from the top of the blue gradient ring in the SGP symbol to the baseline of the “Global Environment Facility” descriptor.

2 Country name

The country name shall be positioned immediately below the SGP logo and aligned with the left edge of the descriptor. The maximum text width should match the width of the “Global Environment Facility” descriptor. The country name should appear in uppercase and maintain consistent spacing below the logo lockup. Museo Sans 900 font will be used for the country name placed right under the SGP logo, the font color should be the **SGP Soil Brown** (CMYK: 48 / 52 / 100 / 32; RGB: 100 / 91 / 37; HEX #: 6E5B25).

3 Long country name

For countries with longer names, the name may extend beyond the standard text width and wrap to a second line when necessary. When using a two-line country name: Break the text at a logical word group. Maintain left alignment. Do not reduce the type size to force the name onto a single line. The overall visual balance of the logo lockup should be preserved.

Always use the approved Museo Sans 900 typeface. Do not alter the country name color. Do not center the country name beneath the logo; it should remain left-aligned with the descriptor. Do not stretch, condense, or modify the typography. Ensure the required clear space 1x (see page 2) is maintained around the entire logo lockup, regardless of the country name length.

When using a two-line country name: Break the text at a logical word group. Maintain left alignment. Do not reduce the type size to force the name onto a single line. The overall visual balance of the logo lockup should be preserved.

ONE LINE COUNTRY NAME



TWO LINE COUNTRY NAME



TWO LINE COUNTRY NAME EXTENDED



Sizing

SGP Logo

The minimum size is based on the height of the logo. This is as small as the logo can be displayed.



The minimum size for the globe symbol and acronym main configuration is:

INCHES: 1/2

DECIMAL INCHES: 0.5

CENTIMETERS: 1.27

MILLIMETERS: 12.7

Typography

Museo

Museo is the main GEF/SGP typeface family. It is to be used for headlines, and subheads, as well as for use in titles, call-outs, and charts and graphs. The main weights are Museo 300 and 500. Other weights are to be used based on design needs.

MUSEO 100

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 100 ITALIC

*Aa Bb Cc
Dd Ee Ff
0123456
789+@;*

MUSEO 300

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 300 ITALIC

*Aa Bb Cc
Dd Ee Ff
0123456
789+@;*

MUSEO 500

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 500 ITALIC

*Aa Bb Cc
Dd Ee Ff
0123456
789+@;*

MUSEO 700

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO 700 ITALIC

*Aa Bb Cc
Dd Ee Ff
0123456
789+@;*

MUSEO 900

**Aa Bb Cc
Dd Ee Ff
0123456
789+@;**

MUSEO 900 ITALIC

***Aa Bb Cc
Dd Ee Ff
0123456
789+@;***

Typography

Museo Sans

Museo Sans is the secondary GEF/SGP typeface family. It is to be used for paragraph titles, section titles, and subtitles. It is solely in uppercase when used in title format in **Museo Sans 700** weight. It can also be used for italics, captions, annotations and when displaying a URL. When used for italics, captions and annotations, it should be sentence case.

MUSEO SANS 100

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 100 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 300

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 300 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 500

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 500 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 700

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 700 ITALIC

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 900

Aa Bb Cc
Dd Ee Ff
0123456
789+@;

MUSEO SANS 900 ITALIC

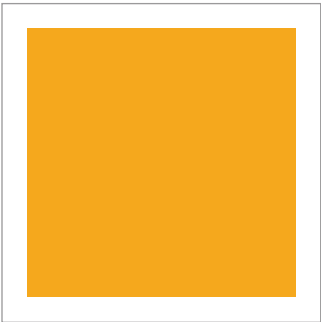
Aa Bb Cc
Dd Ee Ff
0123456
789+@;

Color Palette

Main Colors

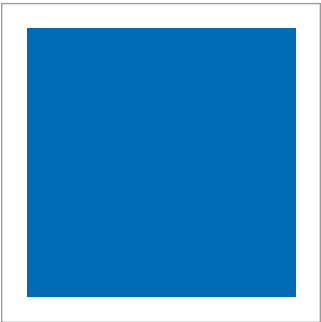
The main colors represent the SGP brand identity. Never use other colors except for those designated in the color palette.

SAFFRON



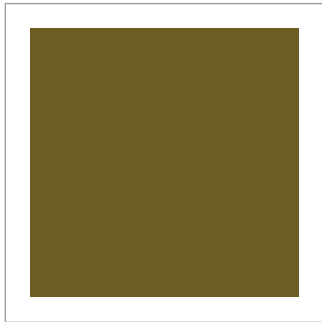
CMYK: 2 / 38 / 100 / 0
RGB: 245 / 168 / 28
HEX #: F5A81C

COBALT BLUE



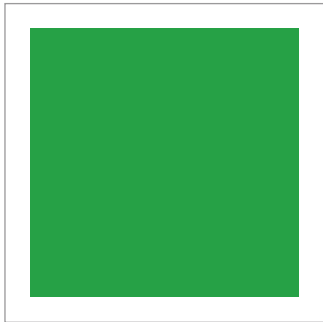
CMYK: 100 / 56 / 0 / 0
RGB: 0 / 107 / 182
HEX #: 006BB6

SOIL BROWN



CMYK: 48 / 52 / 100 / 32
RGB: 100 / 91 / 37
HEX #: 6E5B25

BIODIVERSITY GREEN



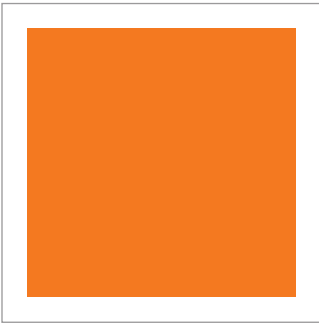
CMYK: 78 / 2 / 98 / 9
RGB: 38 / 161 / 70
HEX #: 26A146

Color Palette

Secondary Colors

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

CLEMENTINE

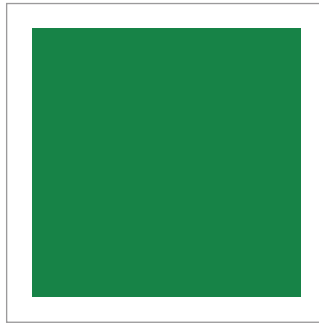


CMYK: 0 / 65 / 100 / 0

RGB: 244 / 121 / 32

HEX #: F47920

PINE GREEN

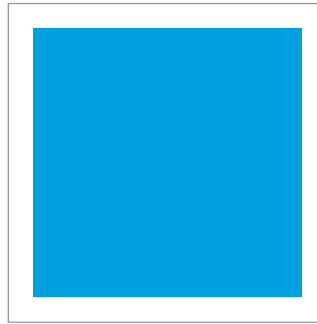


CMYK: 90 / 35 / 100 / 0

RGB: 23 / 131 / 71

HEX #: 178347

SKY BLUE

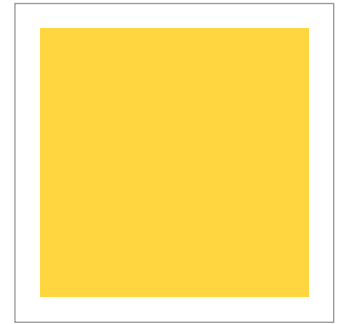


CMYK: 90 / 15 / 0 / 0

RGB: 0 / 159 / 223

HEX #: 009FDF

SUNFLOWER

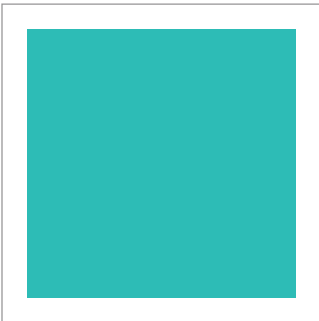


CMYK: 0 / 15 / 85 / 0

RGB: 255 / 213 / 64

HEX #: FFD540

SEA FOAM



CMYK: 70 / 0 / 35 / 0

RGB: 45 / 189 / 182

HEX #: 2DBDB6

Boilerplate

The 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 Program (SGP) is a corporate programme of the Global Environment Facility (GEF) implemented by the United Nations Development Programme (UNDP). Since 1992, SGP has provided financial and technical support to over 30,000 locally-led initiatives that conserve and restore the environment while improving livelihoods and well-being. By partnering with civil society and community-based organizations, with special consideration for Indigenous Peoples, women, youth, and persons with disabilities, SGP demonstrates that local action can deliver global environmental benefits. Guided by the principles of innovation, inclusion, and impact, SGP supports solutions that promote integrated landscape and seascape approaches to address challenges related to biodiversity loss, climate change, land degradation, chemicals and waste, and international waters, while contributing to resilient communities and sustainable development.

DARK VERSION



The Small Grants Program (SGP) is a corporate programme of the Global Environment Facility (GEF) implemented by the United Nations Development Programme (UNDP). Since 1992, SGP has provided financial and technical support to over 30,000 locally-led initiatives that conserve and restore the environment while improving livelihoods and well-being. By partnering with civil society and community-based organizations, with special consideration for Indigenous Peoples, women, youth, and persons with disabilities, SGP demonstrates that local action can deliver global environmental benefits. Guided by the principles of innovation, inclusion, and impact, SGP supports solutions that promote integrated landscape and seascape approaches to address challenges related to biodiversity loss, climate change, land degradation, chemicals and waste, and international waters, while contributing to resilient communities and sustainable development.

LIGHT VERSION



The Small Grants Program (SGP) is a corporate programme of the Global Environment Facility (GEF) implemented by the United Nations Development Programme (UNDP). Since 1992, SGP has provided financial and technical support to over 30,000 locally-led initiatives that conserve and restore the environment while improving livelihoods and well-being. By partnering with civil society and community-based organizations, with special consideration for Indigenous Peoples, women, youth, and persons with disabilities, SGP demonstrates that local action can deliver global environmental benefits. Guided by the principles of innovation, inclusion, and impact, SGP supports solutions that promote integrated landscape and seascape approaches to address challenges related to biodiversity loss, climate change, land degradation, chemicals and waste, and international waters, while contributing to resilient communities and sustainable development.

Referencing the SGP

When referencing the **SGP** in KM products, videos, articles and verbally, the following constructions should be used:

When first mentioning the name of the programme it should be written as follows:

**The Global Environment Facility (GEF) Small Grants Program (SGP),
implemented by the United Nations Development Programme (UNDP)**

Subsequent **shortened forms can be:**

- The GEF Small Grants Program, implemented by UNDP
- The GEF SGP, at UNDP
- GEF SGP
- SGP

The following formats **should NOT be used:**

- The GEF's Small Grants Program (possessive form)
- The UNDP's Small Grants Program (possessive form)
- UNDP SGP
- UNDP GEF SGP
- Small Grants Programme (old spelling)

Applying the Logo

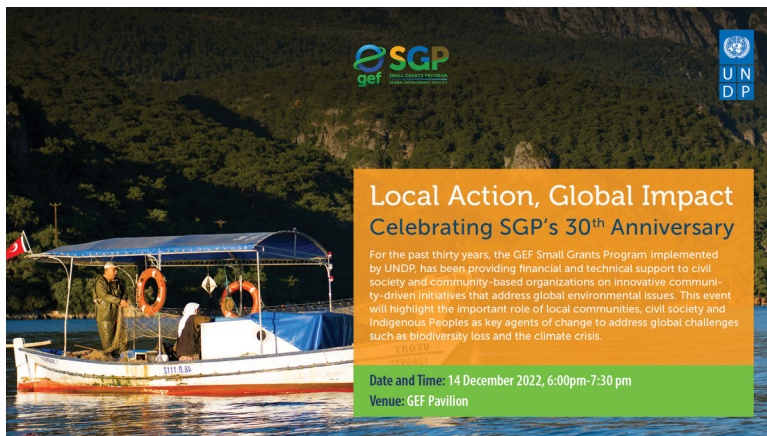
General use

The SGP logo now incorporates the GEF logo, they will always appear together. In all applications, the new GEF SGP logo should come first, followed by the UNDP logo on the right.

Uses include: flyers, posters, banners, project signs, publications, videos



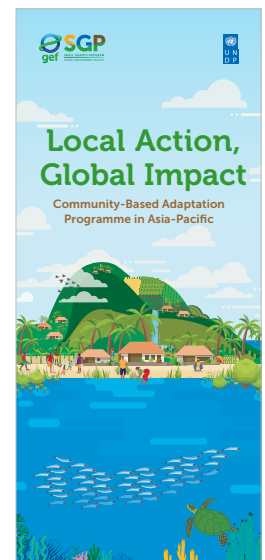
Examples



FLYER



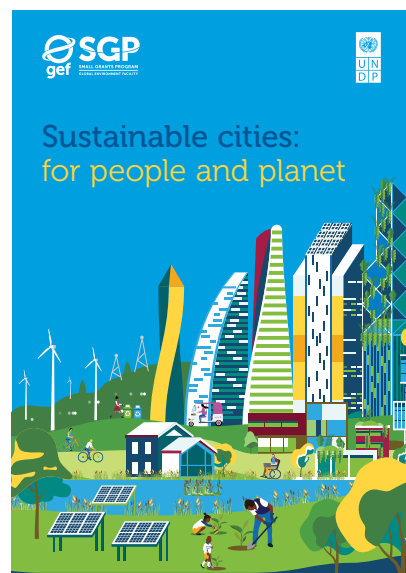
POSTERS



BANNER



PROJECT SIGN



PUBLICATION



GUIDELINES



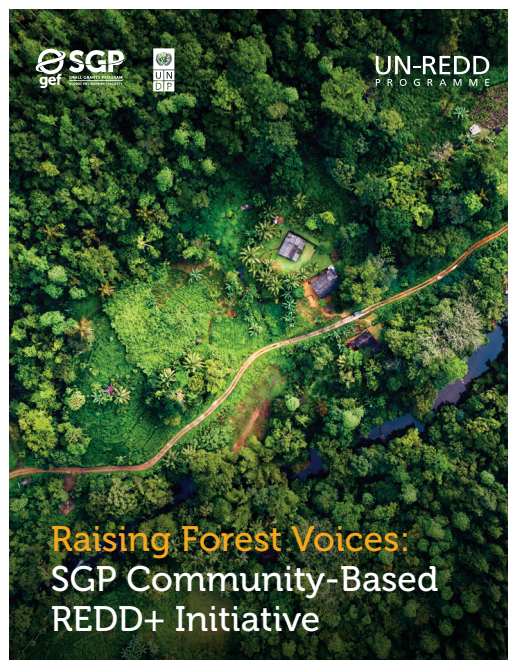
QR CODE

Using the logos together with partner logos

When using in combination with partner logos, the partner logos should come after the GEF SGP and UNDP logos.

Logos from partners, donors, SGP grantees and local organizations (NGOs, CSOs) can be included on signs, posters, flyers, KM products and publications.

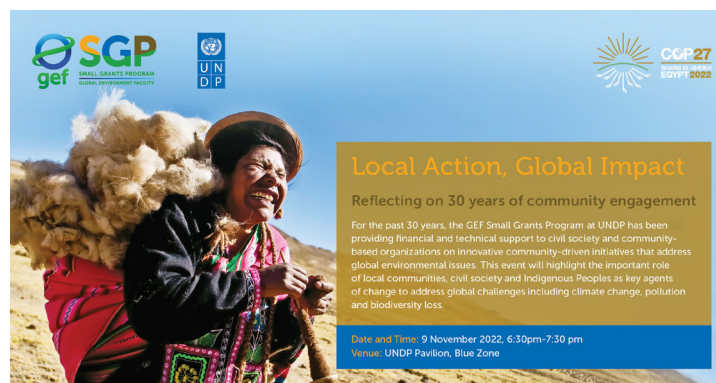
Some partners/donors may have very specific branding guidelines, so be sure to consult with CPMT on those specific cases if unclear.



PUBLICATION



PROJECT SIGN



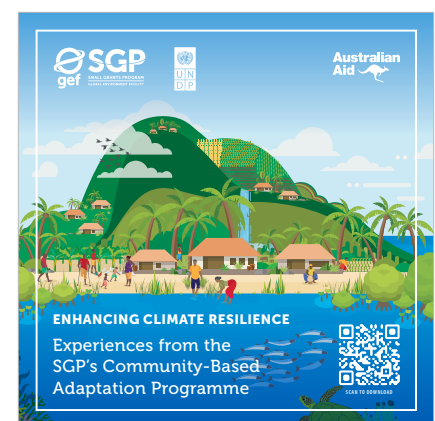
FLYER



POSTER



FLYER



SOCIAL MEDIA

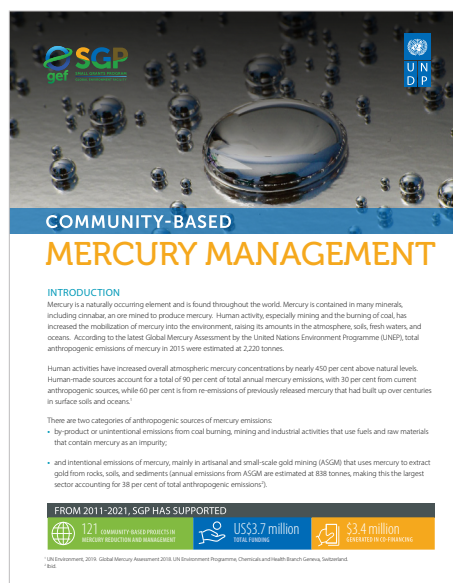
Publication use

In the case of publications, the logos can be used in the order-GEF SGP on the far left, followed by the UNDP logo on the far right.

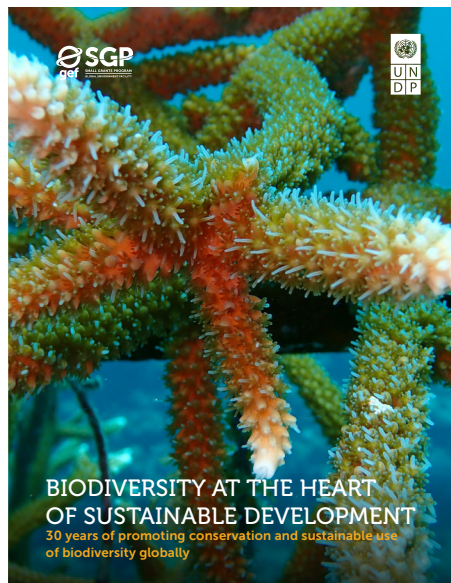
When placing the SGP logo on the top left-hand corner of publications or templates, it should be placed point five inches (0.5") from the top end and point five inches (0.5") from the left-hand corner page. Recommended logo dimensions in this use are 2.25" wide by 0.645" tall.



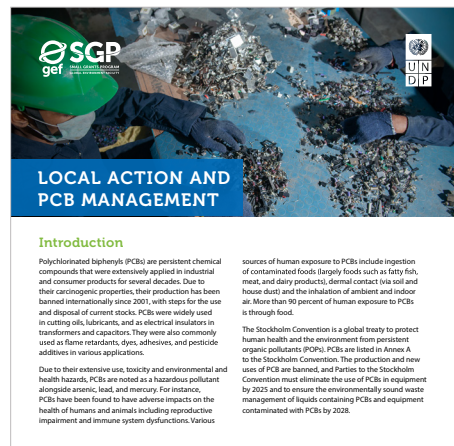
Examples



WHITE PAPER



PUBLICATION



NEWS LETTER



BROCHURE



FLYER



ANNUAL REPORT

Stationery

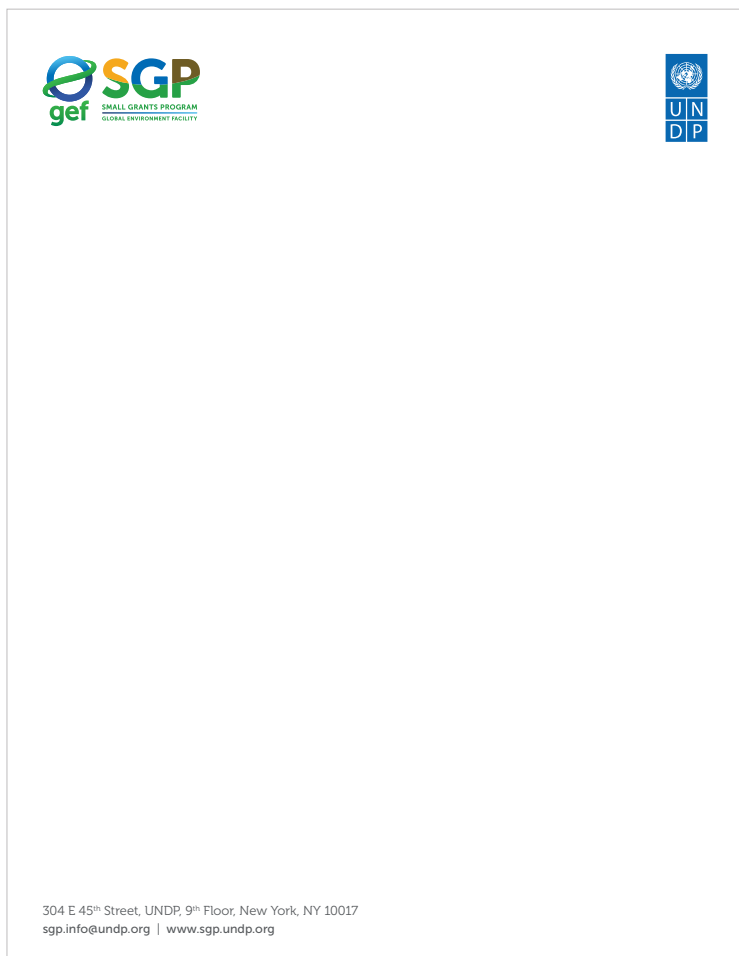
When using the logos on Stationery such as business cards and letterheads, the following formats should be used:

Business card



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

Letterhead



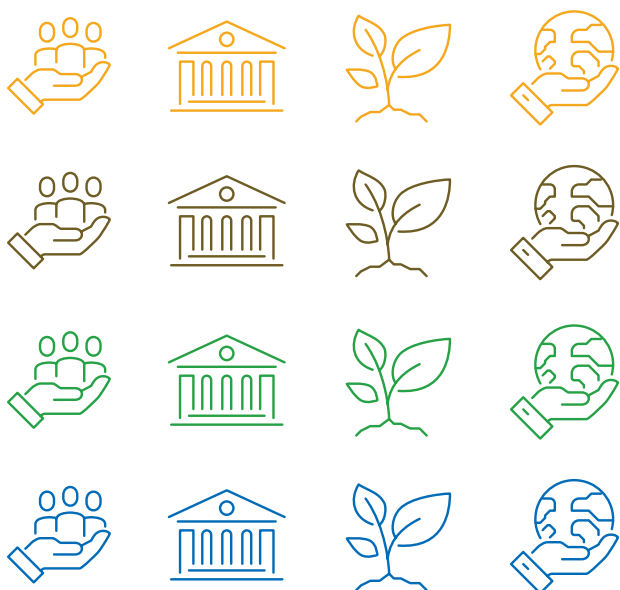
Only the GEF SGP and UNDP logos will appear on the letterhead as shown on the approved sample. No other logo(s) should be added to the letterhead.

Iconography

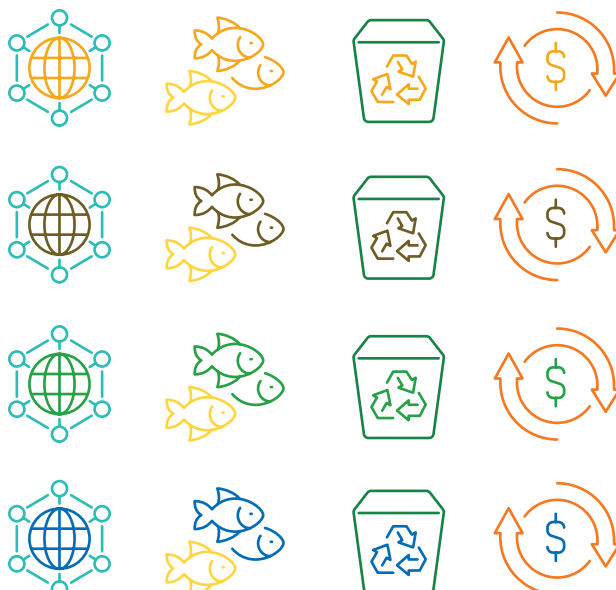
Iconographic illustrations support a variety of small-scale content applications. Designers may apply colors from the approved brand palette as appropriate to enhance clarity, visual hierarchy, and overall design consistency.



One Color Icon



Two Color Icon



Digital

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



Email Signature

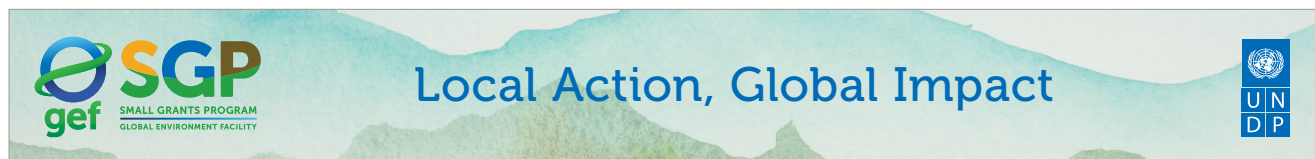
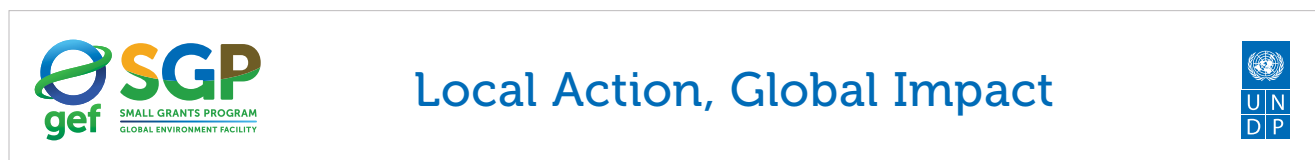
Please note this is not a business card template; this is **only** to be used for email signatures.

Name Last name _____ Museo 700 9 pts.
Position _____ Museo 300 9 pts.
GEF Small Grants Program

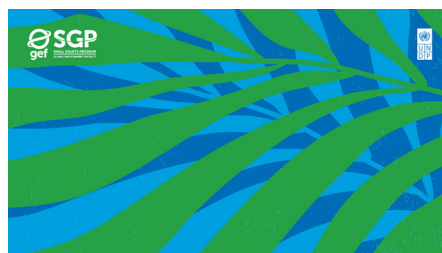
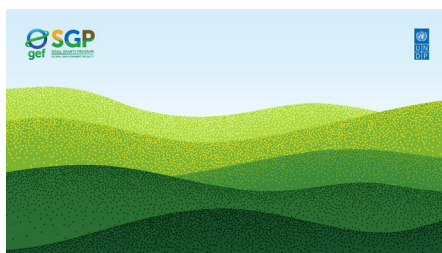
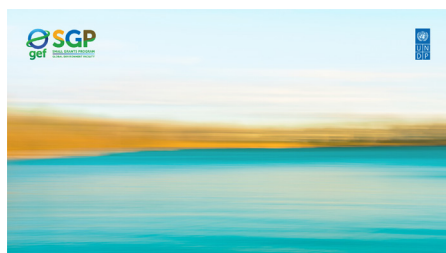
United Nations Development Programme
304 E. 45th Street, 9th Floor, Room 964
New York, NY, 10017
Phone: +1.000.000.000
Email: **name.lastname@undp.org**
Website: **www.sgp.undp.org**

Museo Sans 9 pts.
Dark Gray: R87 G90 B93
HEX #: 565A5C

Web Banners



Zoom backgrounds



Social Post

Social media publication posts should feature a strong image or illustration, a concise title, and call-to-action. The layouts should be optimized for square social media formats, maintaining a clear visual hierarchy, high readability on mobile devices, and consistent application of the approved color palette, typography, imagery, and spacing to ensure a cohesive brand experience across all digital channels.

Single Post



Carousel Post



PowerPoint

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

Cover and presentation pages



Inside pages

A Strong Foundation to Build on

SGP TODAY

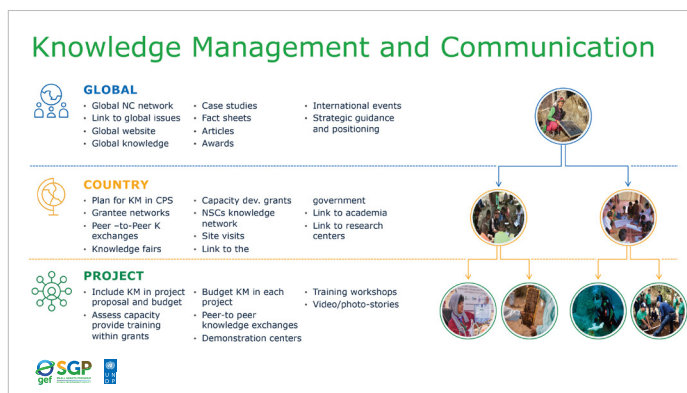
 **30+ years**
Onem ullam corporis

 **Core Knowledge Assets**

- ! Nerror sit voluptatem accusantium loremque
- ! Laudantium, totam aperiam, eaque ipsa

 **30,000+**
Ut enim ad minima veniam quis nostrum





Merchandise

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



Resources

All updated logos, templates and branding guidelines are available on the SGP Intranet [HERE](#) and on the UNDP SharePoint [HERE](#).



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UNDP, 9th Floor
New York, NY 10017
USA

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

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