

**Multilateral Fund for the Implementation  
of the Montreal Protocol**



# **Logo and Branding Guidelines**

Nov. 2022

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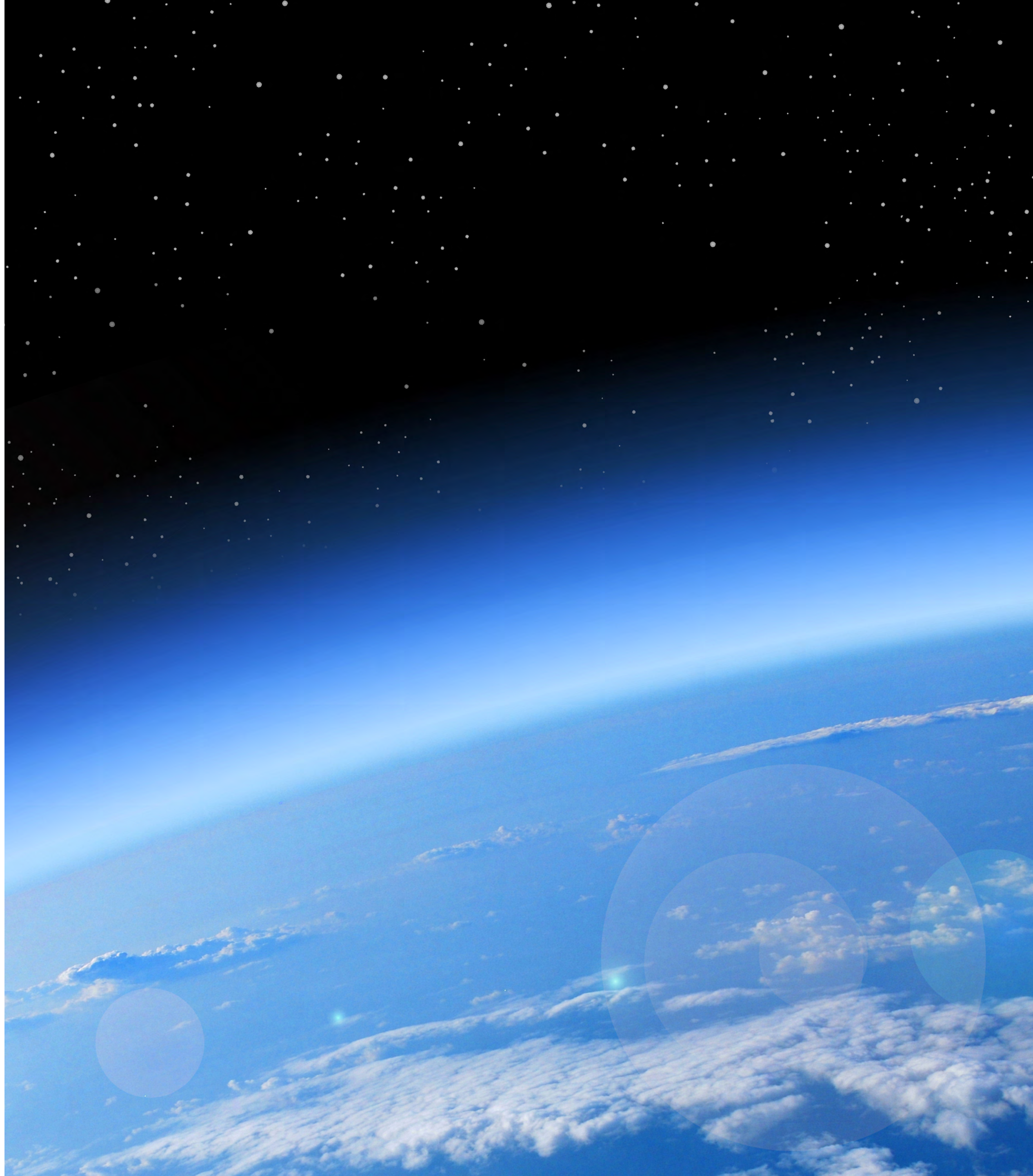
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# Introduction

The Multilateral Fund Secretariat is pleased to present a new logo for the Multilateral Fund for the Implementation of the Montreal Protocol.

The new logo is aimed at providing a distinct brand for the Multilateral Fund across various communication assets and applications on various social media platforms, ensuring their visual identity is recognizable, coherent and consistent. The logo presents a clear, simple and positive image of the Multilateral Fund.

The main purpose of these guidelines is to improve the overall visual identity of the Multilateral Fund and to ensure the uniformity of styles and design applied in the use of the logo.



# 01 Use of the Multilateral Fund logo

The Multilateral Fund logo will be used on a range of communication assets including publications, posters, banners, presentations, social media graphics and audio-visual materials. It will be used in all the six official UN languages. It is not meant for use on official documentation such as meeting documents.

Use of the Multilateral Fund logo by third parties requires the prior written consent of the Multilateral Fund Secretariat. Any use of the logo by third parties does not imply endorsement by the Multilateral Fund. The logo is not to be used for commercial purposes.

## 02 Icon

The icon combines key elements of the Multilateral Fund in a way that can be interpreted by an international audience.

### The elements:

- The dotted world map representing all nations of the world
- An inner ring representing the protection that the atmosphere provides
- An outer ring representing the Ozone Layer and the dots that represent the three oxygen atoms that comprise the ozone molecule



## 03 Logo

The new logo combines the icon and the name of the Multilateral Fund in the United Nations official languages.

The name is in Roboto Bold font and the colour is 85% Cyan and 25% Magenta.



# 04 Logo in the United Nations official languages



Spanish



French



Chinese



Russian



Arabic

## 05 Colour variations

Use the Multilateral Fund logo in the following colour options: blue, white (inverted) and black.

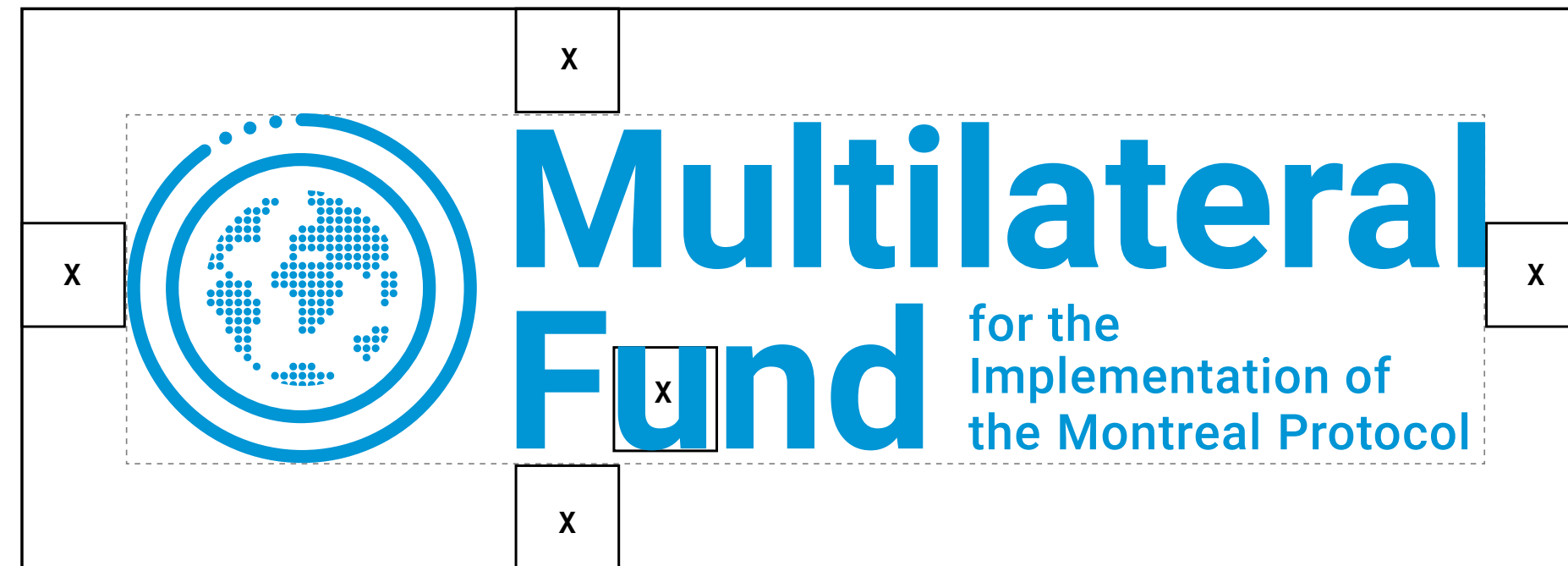
If the intention is to use a white version of the logo on top of a photograph, one needs to make sure that the photo provides a sufficient contrast to the white text so that it can be legible.





## 06 Clear space

Minimum clear space around the logo is the same height as the lower case letters in the word Fund (marked x).



# 07 Colour

Primary colour for the logo



## 08 **Typography**

Roboto is the primary font for the Multilateral Fund.

It is also used in the logo and shall be used for printed materials, website, designed communications and presentations.



## 08.1 Roboto

The full font package is available for free [here](#).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ROBOTO BLACK

## 08.2 Simple rules for font use

# Headlines

Roboto Bold

## Sub headings

Roboto Bold

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend, nunc et ultrices egestas, erat metus pretium urna, ac tempor arcu arcu at est. Sed tellus purus, luctus quis faucibus at, mollis vel lectus.

Roboto Regular

Fusce orci mauris, venenatis non dignissim eu, faucibus id quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

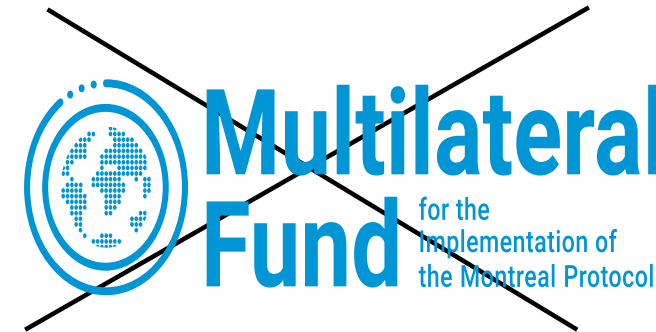
# 09 Proper use

DO

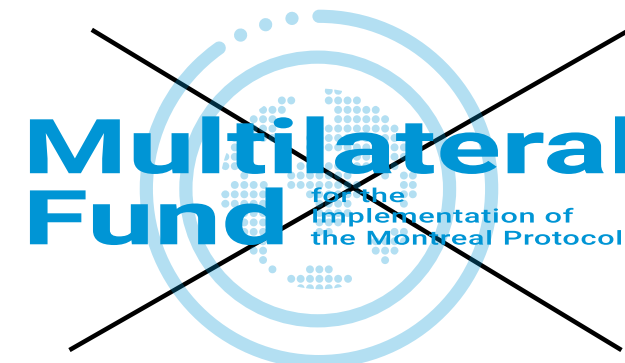
DON'T



Do not superimpose the logo in a way that makes it hard to see or read.



Do not distort the logo.



Do not recreate or alter the proportions of the logo.



**Multilateral**  
**Fund** for the  
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