



UN Sustainable Procurement Icon

Guidelines

Icon

Introduction

Through procurement activities, UN agencies have a real opportunity to influence markets towards more sustainable practices for the environment, the people and local economies, while improving the quality of products and services and ultimately optimizing costs *.

In order to better measure and report on the extent to which sustainability considerations are being incorporated in the UN procurement processes, the UN Sustainable Procurement working group developed a Sustainable Procurement (SP) Indicators Framework, and an associated methodology for tracking and identifying sustainable procurement tenders.

The SP Indicators framework was endorsed by the HLCM Procurement Network in March 2019 and has been integrated on UNGM under a new functionality.

**Based on the HLCM Procurement Network's definition of sustainable procurement. For more information, please visit the knowledge centre on UNGM.*

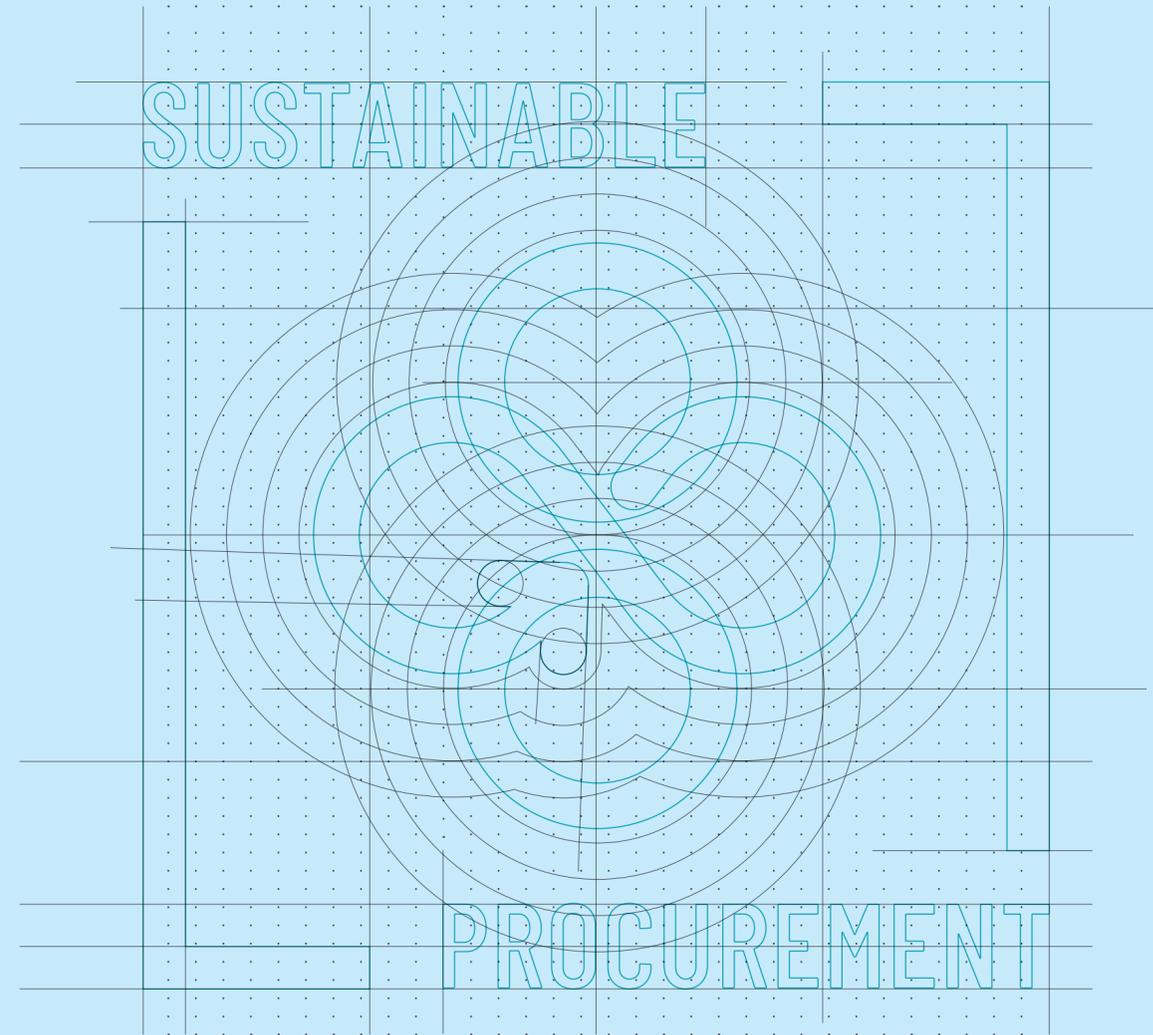
https://www.ungm.org/Shared/KnowledgeCenter/Pages/PT_SUST

Icon Contents

Icon Architecture

The Icon is based on the combination of SDG and an idea of a flower enhancing sustainability.

The sound waves of the flower breath a sense of quiet listening to what is happening and needed in it's expanding perimeter.



Icon

Sustainable Procurement Icon

We developed an Icon to visually identify tenders that are considered as sustainable, in compliance with the criteria/methodology endorsed by the HLCM Procurement Network.

This icon promotes the concept to improve reporting on UN sustainable procurement.

An effective icon should facilitate easy identification of a sustainable tender and support communication efforts related to SP progress.



Icon

Clear space and minimum size

To keep the icon in top notch condition and happy, here are a few guidelines to help:

The icon likes its own personal-breathing-space, so as a rule of thumb, aim for half the icon's width all the way around.

If the icon is bigger than 2mm you can use the icon with the text incorporated.

If an icon is needed at under 2mm in size, then it should be kept simple with no text incorporated.

Icon clear space



Up to 10mm



Icon minimum size under 10mm



Icon Colour

Primary

Gradient.
The linear gradient is made up of two colors :

PANTONE 7467 C
HEX #00AAB2
RGB 0 170 178
CMYK 100 0 36 0

PANTONE 375 C
HEX #93D500
RGB 147 213 0
CMYK 47 0 100 0

Secondary

Blue
PANTONE 7467 C
HEX #00AAB2
RGB 0 170 178
CMYK 100 0 36 0

Green
PANTONE 7467 C
HEX #00AAB2
RGB 0 170 178
CMYK 100 0 36 0

Black
HEX #414042
RGB 65 64 66
CMYK 0 0 0 90



Icon Colour

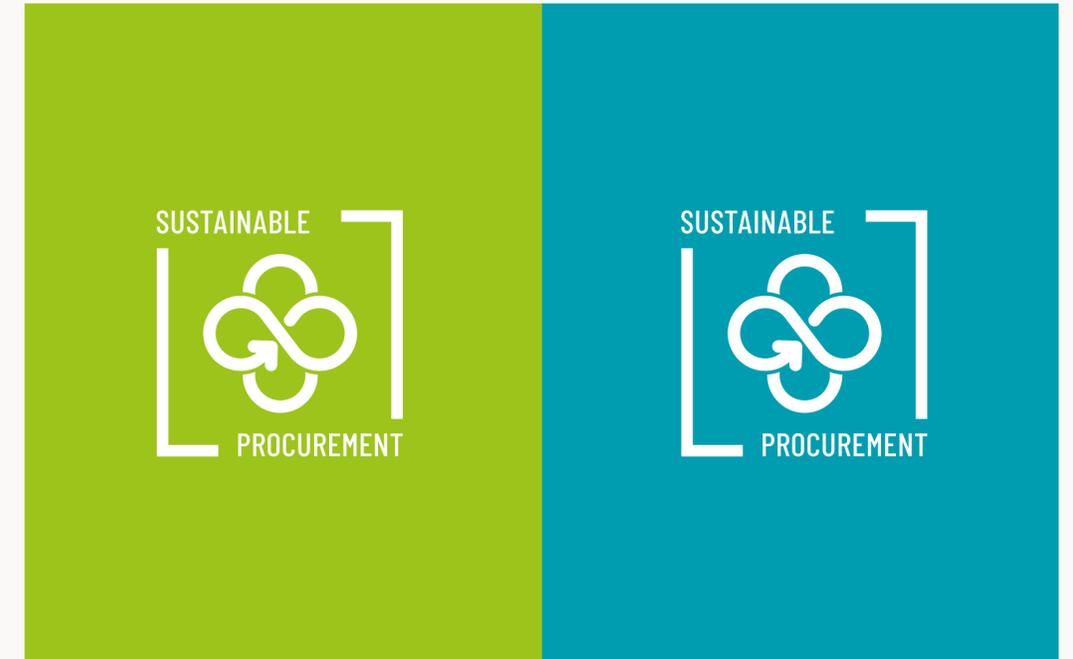
Sustainability infuses the idea of natural resources with it's colours.

With this icon the colours have been inspired from the land and sea where the waves are always on the move and reaching out and henceforth merging into new colours in different lights.

Here are some samples of how to use the variants of the icon in colour or in white.



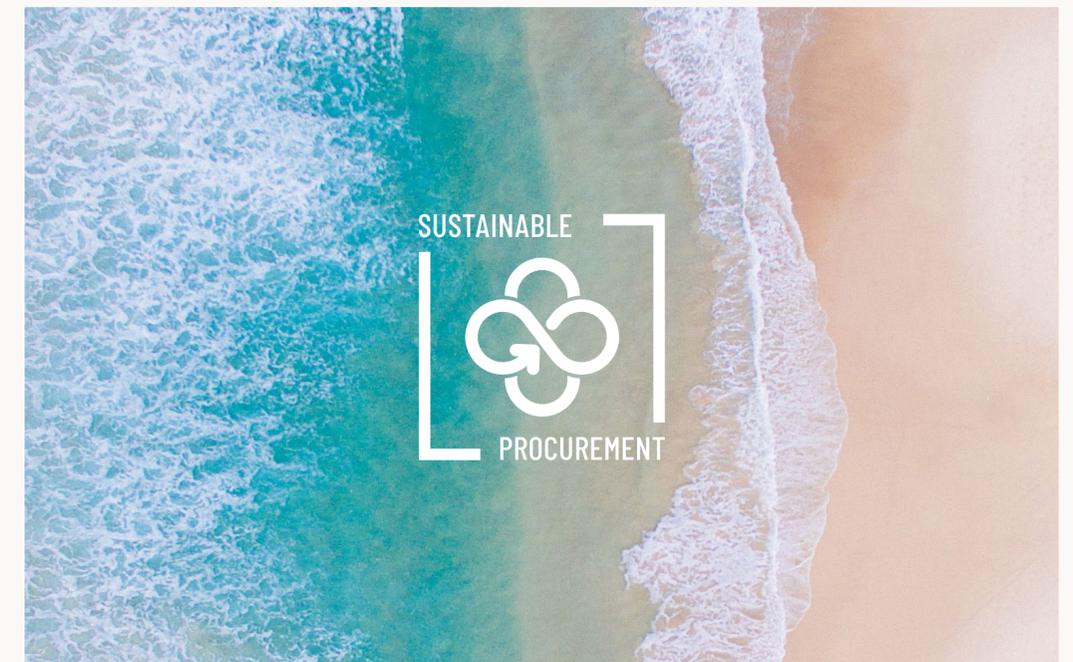
Gradient logo on white background



White logo on green and blue background



White logo on gradient background (45 degree)



White logo on image background.

Photo by Fezbot2000 on Unsplash

Icon Misuse

The icon is very happy in its own form and has been carefully thought out by its designer.

Please do not change it.

Here is a list to show you what you must NOT do.



Don't_
Change de Gradient colour



Don't_
Rotate or stretch



Don't_
Change orientation



Don't_
Add shadows



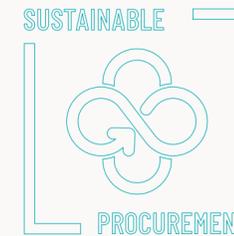
Don't_
Remove elements



Don't_
Personify



Don't_
Change position of elements



Don't_
Apply outlines



Don't_
Apply other colours

Icon

Icon variation

You can find here some options pre-prepared as a variation for the icon.

Please contact us by email to check before use.



With reflection



Negative version



Horizontal version

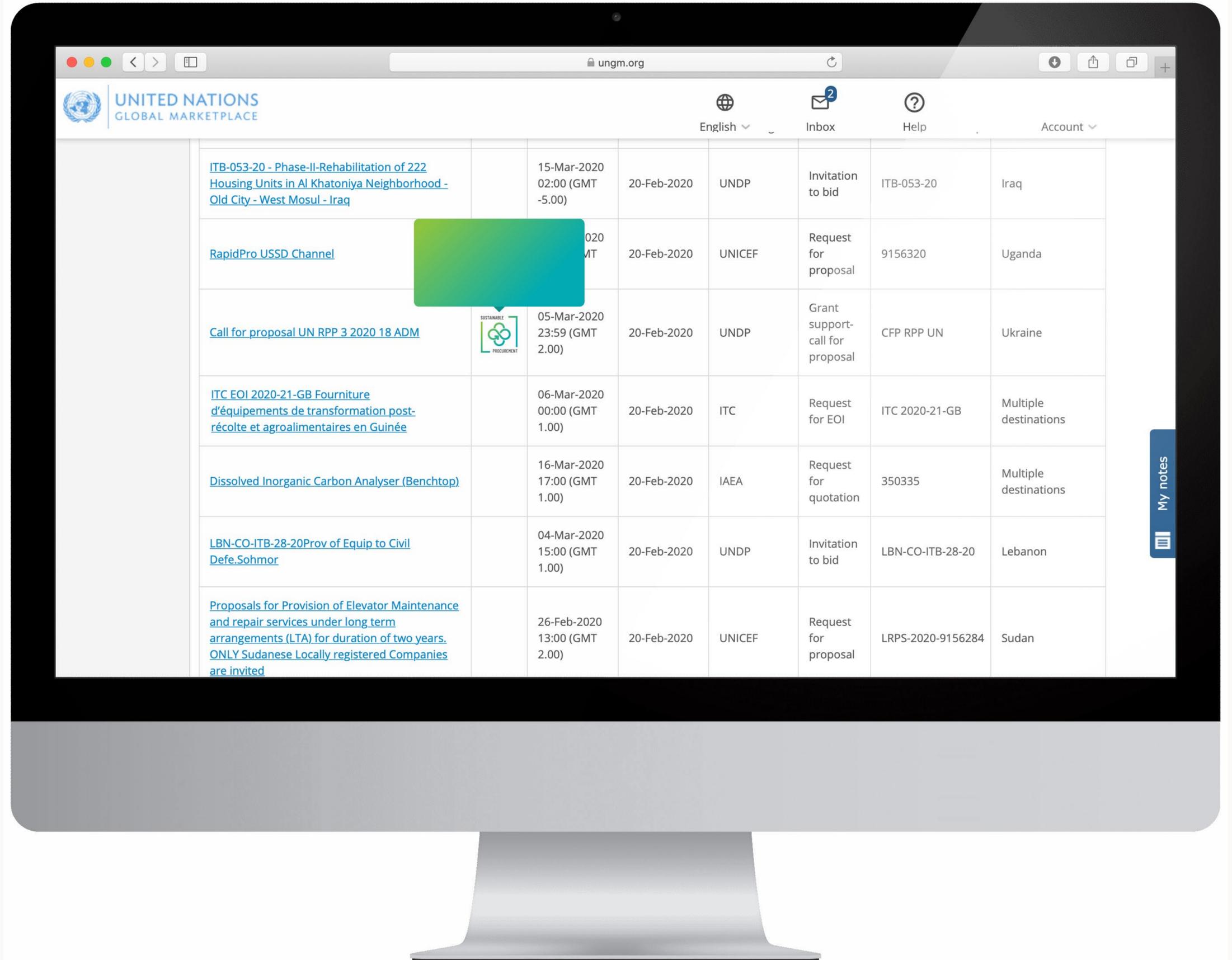
UN Sustainable Procurement Icon

Special App.



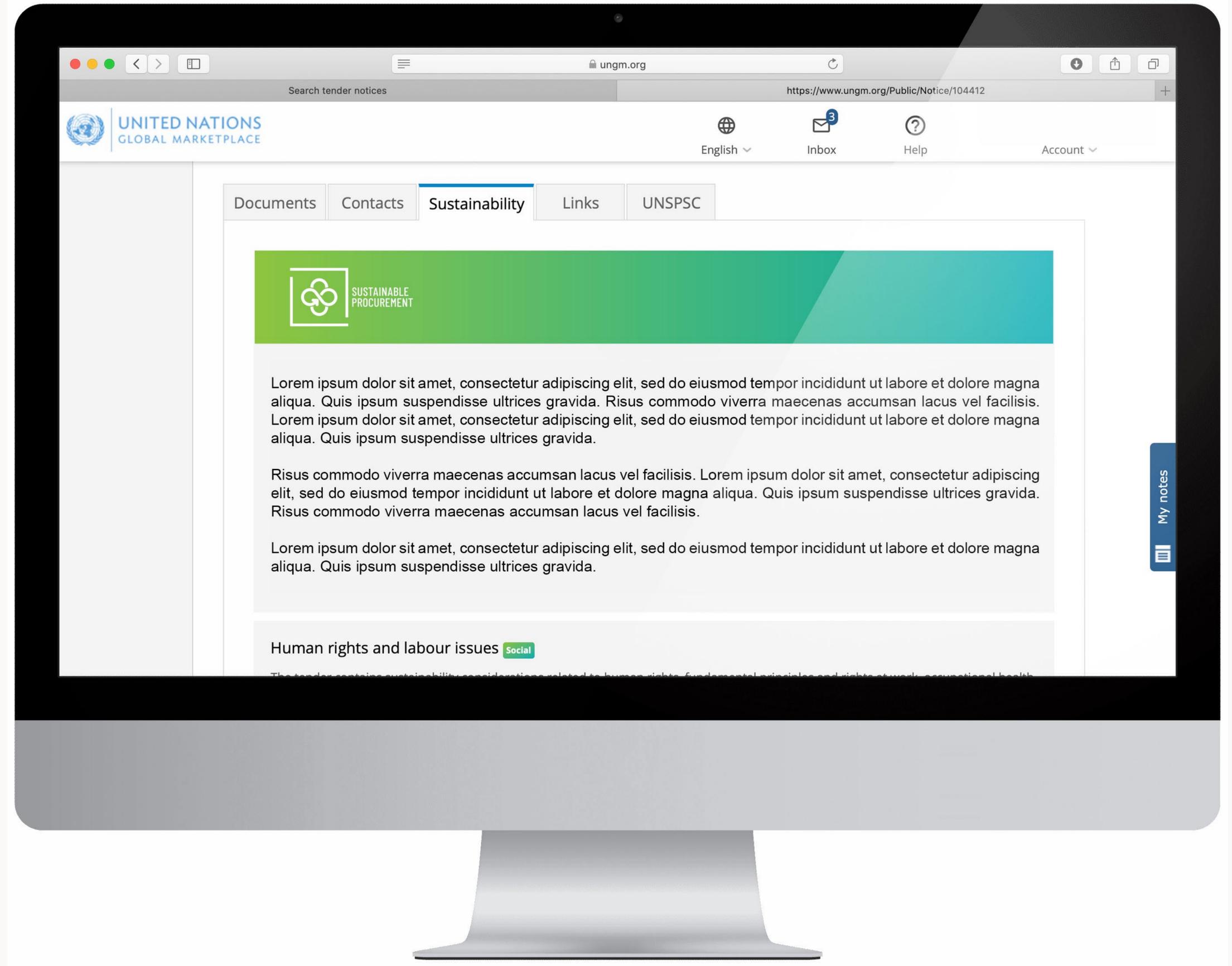
Special App. UNGM Notice board

On the UNGM notice board, please add a new column to welcome the icon.



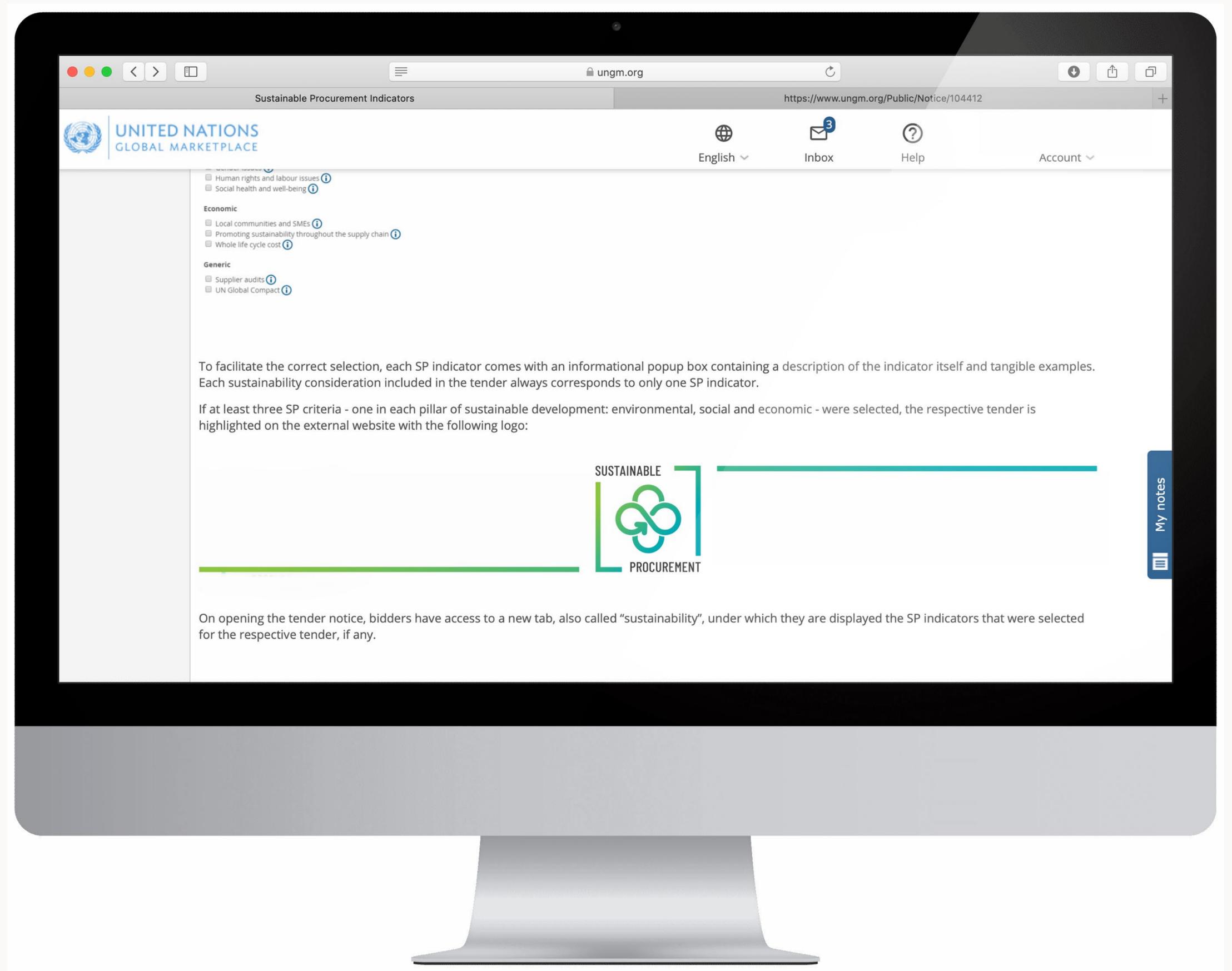
Special App. UNGM Sustainability

Under the «sustainable» tab there should be a banner with the new icon.



Special App. UNGM Knowledge centre

On the UNGM knowledge centre page you will find here the icon is placed with two distinct lines to have more impact and structure.



Special App. Greening the Blue

In the Greening the Blue, the icon is also grouped with other icons already in place.

The icon has a hyperlink to reach its own page.



Special App. Greening the Blue

If you click on the sustainability icon from the previous page you will come to this new page. (This page is just an example)



Help

Any questions?

Contact us

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