THE GLOBAL GOALS
For Sustainable Development

CONTENT
TABLE OF CONTENTS

INTRODUCTION

THE GLOBAL GOALS

The Global Goals brand is the cornerstone of all communication around the Sustainable Development Goals for 2030. The branded information system is constructed to encourage engagement and collaboration. The basic system includes short names that summarizes the focus of the 17 goals together with individual colorful icons, a bright logotype and bold, easily recognizable typography. Our goal has been to create a positive, hopeful language that will be a constant thread through all the efforts to support the goals. We hope that the bold and colorful design will inspire and help carry the promise of a better world forward.

The main purpose of the communication system is to spread awareness of the 17 goals, but in order to activate the Goals, it is essential that we understand the all-important 169 targets connected to them. They are the working mechanisms of the goals. They make up a list of our challenges ahead and should inspire to new thinking, creativity and in-novation. They also helps the educational aspect of the goals by creating a better understanding of the bigger picture. If we let the target drive all our actions, it is fully possible to reach the 17 main goals by 2030.

After a lot of work, we are now happy to include the 169 targets to the communication system. Like with the 17 main goals, we have given them short names and unique icons that makes it easier to get a quick overview of the targets. We encourage everyone to study the targets for each goal. It's an inspiring read.

About the icons:
Every goal now includes the targets. While it is impossible to cover every aspect of the goal in a single icon, we have worked with a wide range of people and organizations to make sure that they are a good representation of the essence of each goal.

About the palette:
Every Goal has its own color and the targets follow the colors of the main goals. All the 17 colors for the goals are featured in the main logo for The Global Goals. No other colors should be used for the goals, and they should preferably be shown on a white background.

LOGO
VERTICAL LOGO

USAGE LOGO: COLOR VERSION

THE GLOBAL GOALS
For Sustainable Development

THE GLOBAL GOALS
For Sustainable Development

The COLOR VERSION of The Global Goal logotype is ONLY to be used on a white or light grey background. See color values to the right.

LIGHT GREY
PMS: Cool Gray 1C
R 241 **G** 241 **B** 241
C 4 **M** 3 **Y** 3 **K** 0

LOGO
VERTICAL LOGO
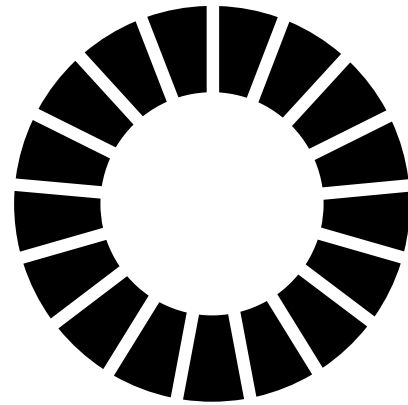
USAGE LOGO: WHITE VERSION

The WHITE VERSION of the logo can be used on any of the colors of
The Global Goals color scheme. See page 91 for color scheme.

The logo should ONLY be used on black if nessecary due to a black/white
application. (i. ex. black/white ad)

LOGO
VERTICAL LOGO

USAGE LOGO: BLACK VERSION

THE GLOBAL GOALS
For Sustainable Development

The BLACK VERSION of the logo is ONLY to be used if nessecary due to a black/white application. (i. ex. black/white ad)

The BLACK VERSION of the logo should never be used on a colored background. ONLY on white.

LOGO
VERTICAL LOGO — CONTAINED

USAGE LOGO: COLOR VERSION

The CONTAINED VERSION of The Global Goal logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

LOGO
VERTICAL LOGO — CONTAINED

USAGE LOGO: BLACK/WHITE VERSION

The CONTAINED VERSION of The Global Goal logotype is ONLY to be used in combination with one or several or all of the icons as part of the group.

The logo should ONLY be used on black if nessecary due to a black/white application. (i. ex. black/white ad)

LOGO
HORIZONTAL LOGO

USAGE LOGO: COLOR VERSION

The COLOR VERSION of The Global Goal logotype is ONLY to be used on a white or light grey background. See color values to the right.

LIGHT GREY
PMS: Cool Gray 1C
R 241 **G** 241 **B** 241
C 4 **M** 3 **Y** 3 **K** 0

LOGO
HORIZONTAL LOGO
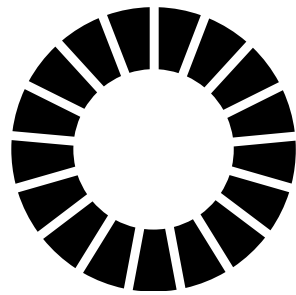
USAGE LOGO: WHITE VERSION

The WHITE VERSION of the logo can be used on any of the colors of
The Global Goals color scheme. See page 91 for color scheme.

The logo should ONLY be used on black if nessecary due to a black/white
application. (i. ex. black/white ad)

LOGO
HORIZONTAL LOGO

USAGE LOGO: BLACK VERSION

THE GLOBAL GOALS
For Sustainable Development

The BLACK VERSION of the logo is ONLY to be used if nessecary due to a black/white application. (i. ex. black/white ad)

The BLACK VERSION of the logo should never be used on a colored background. ONLY on white.

LOGO
SPECS

CLEARANCE AREA: VERTICAL LOGO

2x

x

2x

2x

THE GLOBAL GOALS
For Sustainable Development

CLEARANCE AREA around the vertical as well as the horizontal logo is
equal to double the height of the upper case "F".

LOGO
SPECS

CLEARANCE AREA: HORIZONTAL LOGO

CLEARANCE AREA around the vertical as well as the horizontal logo is
equal to double the height of the upper case "F".

LOGO
DON'TS

USAGE LOGO: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT alter the typeface

DO NOT add drop shadows

DO NOT mix with other colors

DO NOT crop

DO NOT extrude or bevel

DO NOT use black logo over colors

These examples of logo treatments are NOT PERMITTED.

Format, size and coloring of The Global Goals logo are detailed wihtin this document.

TYPOGRAPHY

TYPOGRAPHY
TYPEFACE

GIORGIO SANS

PRIMARY HEADLINE FONT
GIORGIO SANS — BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :

SECONDARY HEADLINE FONT
GIORGIO SANS — EXTRA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :

GIROGIO SANS font is ususally used for headlines and titles.

TYPOGRAPHY
TYPEFACE

TYPOGRAPHY   18

APEX NEW

PRIMARY FONT: BODY COPY
APEX NEW — BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :

**SECONDARY FONT:
HIGHLIGHT / SUBTITLES**
APEX NEW — BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 * & % $ # ! / :**

APEX NEW font is usually used for body copy and additional information.

ICONS: 17 GOALS

ICONS
17 GOALS

17 ICONS: COLOR VERSION

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

**6 CLEAN WATER AND SANITATION**

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

THE GLOBAL GOALS
For Sustainable Development

When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

ICONS
17 GOALS

17 ICONS: BLACK/WHITE VERSION

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10 REDUCED INEQUALITIES**

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

THE GLOBAL GOALS
For Sustainable Development

When an icon is on a square, that square must be proportional 1 x 1.

The white icon should be contained by its defined color, or black background.

ICONS
17 GOALS

17 ICONS: COLOR VERSION INVERSED

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES
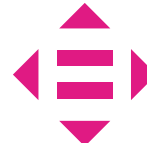
11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER
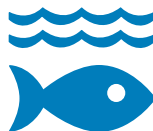
15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

Each icon can ONLY be used inverted over a white background.

The icon may not be used inversely over a black nor a colored background.

ICONS
#1 NO POVERTY

COLOR & BLACK/WHITE VERSION

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

ICONS
#2 ZERO HUNGER

COLOR & BLACK/WHITE VERSION

MUSTARD

PMS: 7555 C
C 18 **M** 37 **Y** 100 **K** 1
R 221 **G** 166 **B** 58
HEX: DDA63A

ICONS
#3 GOOD HEALTH AND WELL-BEING

COLOR & BLACK/WHITE VERSION

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

ICONS
#4 QUALITY EDUCATION

COLOR & BLACK/WHITE VERSION

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

ICONS
#5 GENDER EQUALITY

COLOR & BLACK/WHITE VERSION

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

ICONS
#6 CLEAN WATER AND SANITATION

COLOR & BLACK/WHITE VERSION

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

ICONS
#7 AFFORDABLE AND CLEAN ENERGY

COLOR & BLACK/WHITE VERSION

YELLOW

PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

ICONS
#8 DECENT WORK AND ECONOMIC GROWTH

COLOR & BLACK/WHITE VERSION
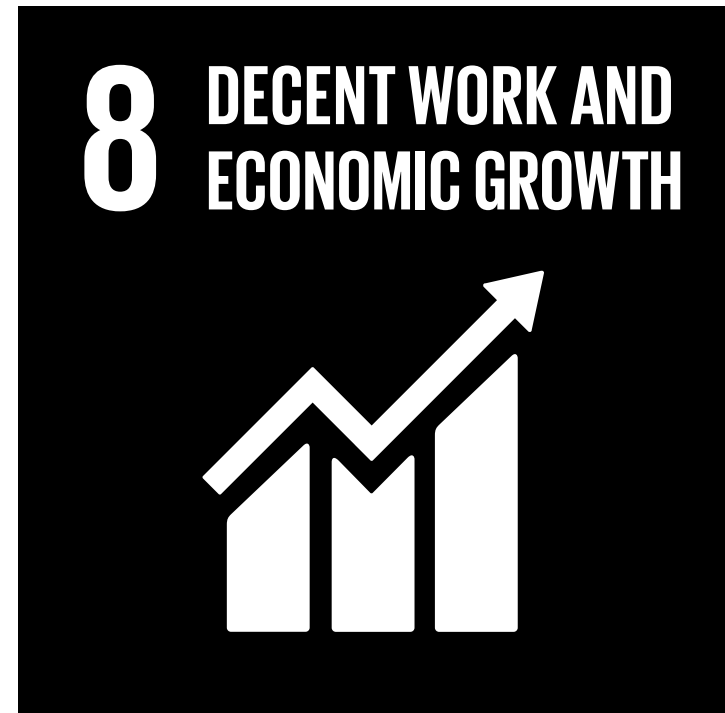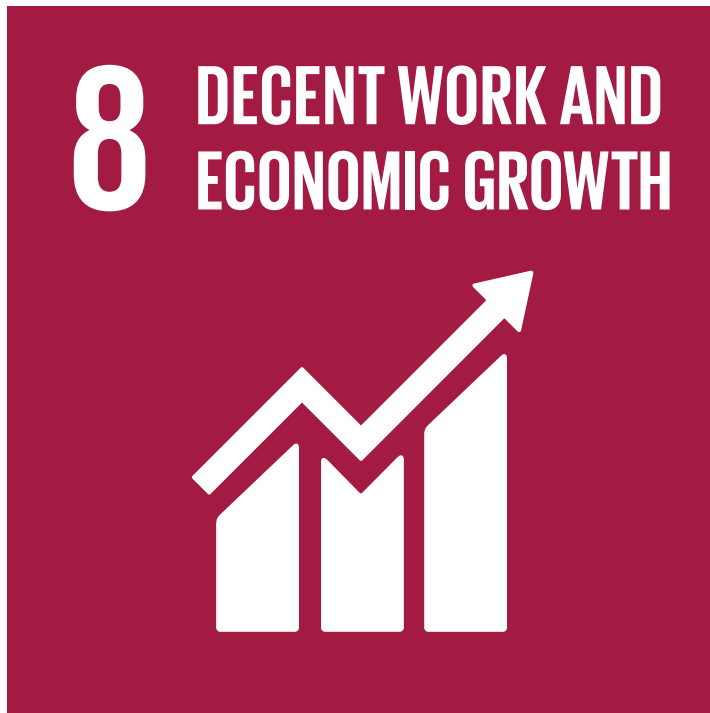
BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS
#9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

COLOR & BLACK/WHITE VERSION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

ICONS
#10 REDUCED INEQUALITIES

COLOR & BLACK/WHITE VERSION

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

ICONS
#11 SUSTAINABLE CITIES AND COMMUNITIES

COLOR & BLACK/WHITE VERSION
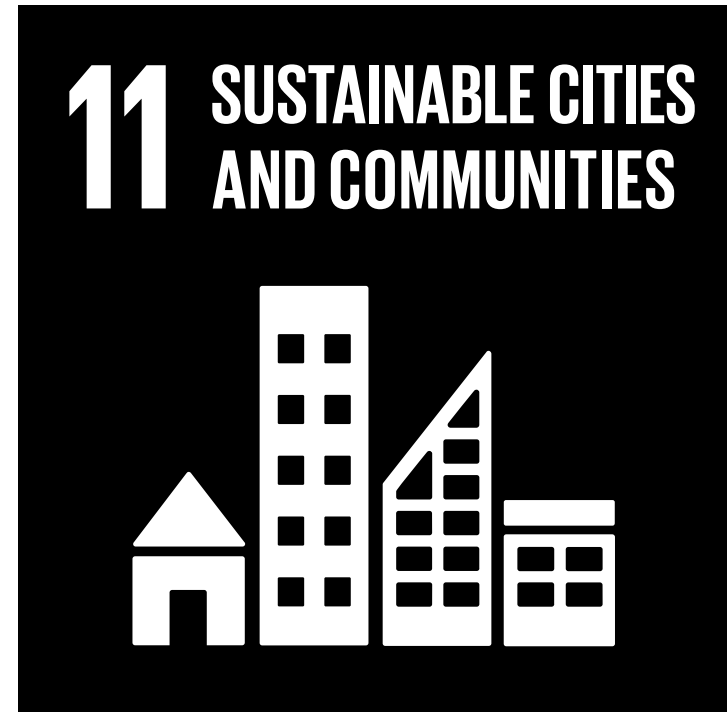
GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

ICONS
#12 RESPONSIBLE CONSUMPTION AND PRODUCTION

COLOR & BLACK/WHITE VERSION

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

ICONS
#13 CLIMATE ACTION

COLOR & BLACK/WHITE VERSION

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

ICONS
#14 LIFE BELOW WATER

COLOR & BLACK/WHITE VERSION

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

ICONS
#15 LIFE ON LAND

COLOR & BLACK/WHITE VERSION

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS
#16 PEACE, JUSTICE AND STRONG INSTITUTIONS

COLOR & BLACK/WHITE VERSION
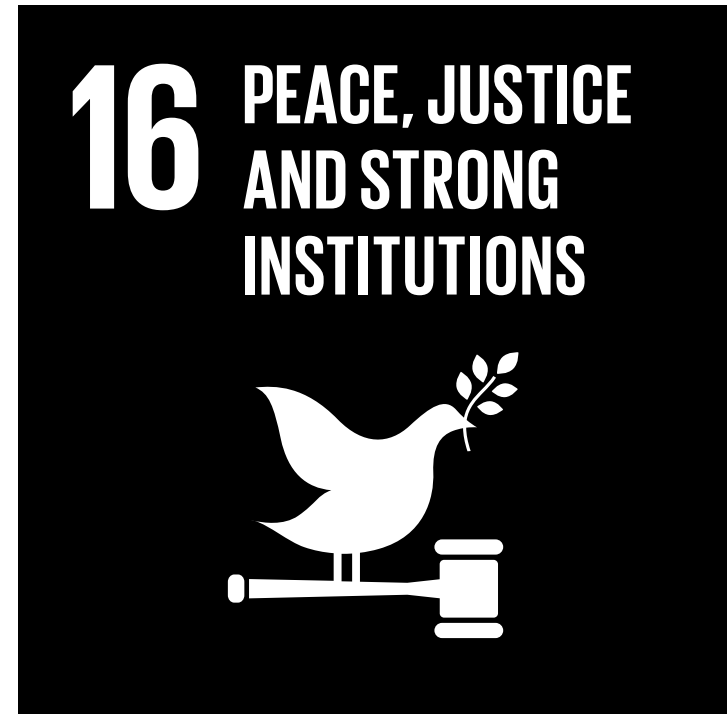
INDIGO

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

ICONS
#17 PARTNERSHIPS FOR THE GOALS

COLOR & BLACK/WHITE VERSION

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

ICONS
DON'TS

ICON USAGE: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT add drop shadows

DO NOT crop

DO NOT swap colors between icons

DO NOT change icon color

DO NOT extrude or bevel

DO NOT alter typeface

These examples of icon treatments are NOT PERMITTED.

Format, size and coloring of The Global Goals logo are detailed wihtin this document.

ICONS: 169 TARGETS

ICONS
GOAL 1 / TARGETS

TARGET   1·1

ERADICATE EXTREME POVERTY

TARGET   1·2

REDUCE POVERTY BY AT LEAST 50%

TARGET   1·3

IMPLEMENT SOCIAL PROTECTION SYSTEMS

TARGET   1·4

EQUAL RIGHTS TO OWNERSHIP, BASIC SERVICES, TECHNOLOGY AND ECONOMIC RESOURCES

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

ICONS
GOAL 1 / TARGETS

TARGET   **1·5**

BUILD RESILIENCE
TO ENVIRONMENTAL,
ECONOMIC AND
SOCIAL DISASTERS

TARGET   **1▸A**

MOBILIZE RESOURCES
TO IMPLEMENT
POLICIES TO END
POVERTY

TARGET   **1▸B**

CREATE PRO-POOR AND
GENDER-SENSITIVE
POLICY FRAMEWORKS

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

ICONS
GOAL 2 / TARGETS

TARGET 2·1

UNIVERSAL ACCESS TO SAFE AND NUTRITIOUS FOOD

TARGET 2·2

END ALL FORMS OF MALNUTRITION

TARGET 2·3

DOUBLE THE PRODUCTIVITY AND INCOMES OF SMALL-SCALE FOOD PRODUCERS

TARGET 2·4

SUSTAINABLE FOOD PRODUCTION AND RESILIENT AGRICULTURAL PRACTICES

MUSTARD

PMS: 7555 C
C 18 **M** 37 **Y** 100 **K** 1
R 221 **G** 166 **B** 58
HEX: DDA63A

ICONS
GOAL 2 / TARGETS

TARGET 2·5

MAINTAIN THE GENETIC DIVERSITY IN FOOD PRODUCTION

TARGET 2▸A

INVEST IN RURAL INFRASTRUCTURE, AGRICULTURAL RESEARCH, TECHNOLOGY AND GENE BANKS

TARGET 2▸B
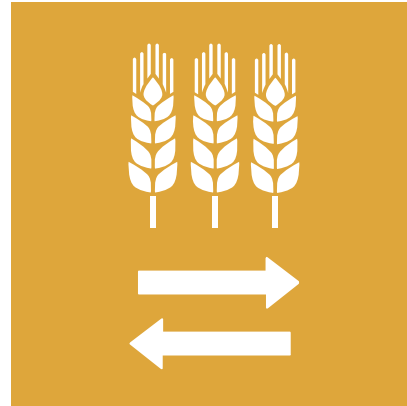
PREVENT AGRICULTURAL TRADE RESTRICTIONS, MARKET DISTORTIONS AND EXPORT SUBSIDIES

TARGET 2▸C

ENSURE STABLE FOOD COMMODITY MARKETS AND TIMELY ACCESS TO INFORMATION

MUSTARD

PMS: 7555 C
C 18 **M** 37 **Y** 100 **K** 1
R 221 **G** 166 **B** 58
HEX: DDA63A

ICONS
GOAL 3 / TARGETS

TARGET   **3·1**

REDUCE MATERNAL MORTALITY

TARGET   **3·2**

5 YRS
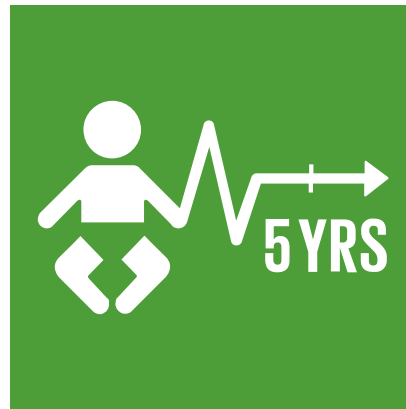
END ALL PREVENTABLE DEATHS UNDER 5 YEARS OF AGE

TARGET   **3·3**
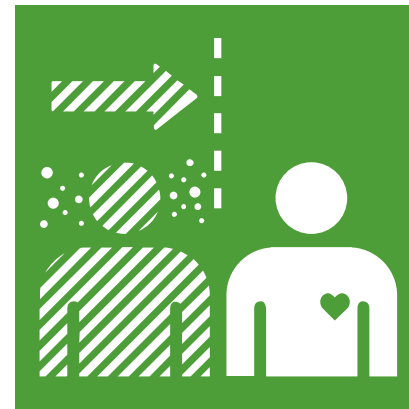
FIGHT COMMUNICABLE DISEASES

TARGET   **3·4**

REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

ICONS
GOAL 3 / TARGETS

TARGET   3·5

PREVENT AND TREAT SUBSTANCE ABUSE

TARGET   3·6

REDUCE ROAD INJURIES AND DEATHS

TARGET   3·7

UNIVERSAL ACCESS TO SEXUAL AND REPRODUCTIVE CARE, FAMILY PLANNING AND EDUCATION

TARGET   3·8

ACHIEVE UNIVERSAL HEALTH COVERAGE

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

ICONS
GOAL 3 / TARGETS

TARGET 3·9

REDUCE ILLNESSES AND DEATH FROM HAZARDOUS CHEMICALS AND POLLUTION

TARGET 3▸A

IMPLEMENT THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

TARGET 3▸B
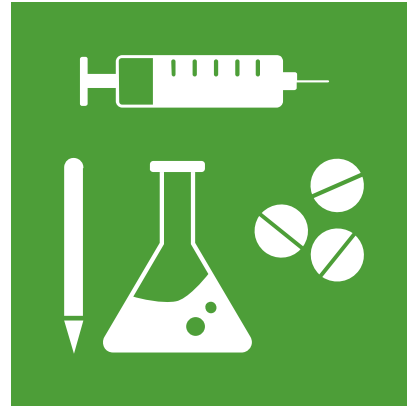
SUPPORT RESEARCH, DEVELOPMENT AND UNIVERSAL ACCESS TO AFFORDABLE VACCINES AND MEDICINES

TARGET 3▸C

INCREASE HEALTH FINANCING AND SUPPORT HEALTH WORKFORCE IN DEVELOPING COUNTRIES

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

ICONS
GOAL 3 / TARGETS

TARGET   **3 ▸ D**

IMPROVE EARLY
WARNING SYSTEMS
FOR GLOBAL HEALTH
RISKS

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

ICONS
GOAL 4 / TARGETS

TARGET 4·1	TARGET 4·2	TARGET 4·3	TARGET 4·4
FREE PRIMARY AND SECONDARY EDUCATION	EQUAL ACCESS TO QUALITY PRE-PRIMARY EDUCATION	EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION	INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS
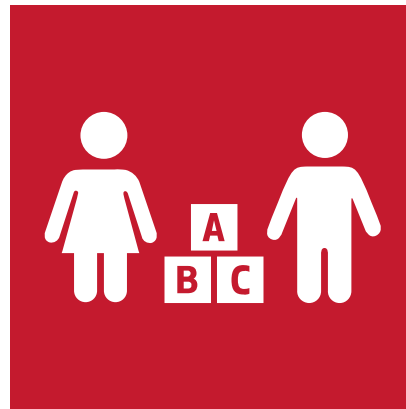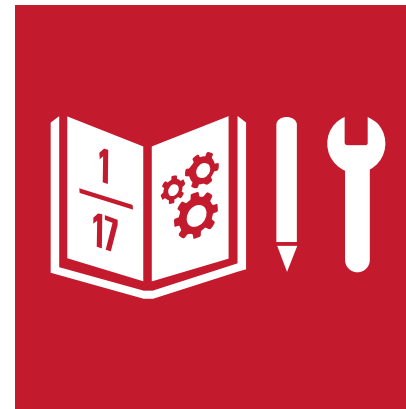
DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

ICONS
GOAL 4 / TARGETS

TARGET 4·5

ELIMINATE ALL DISCRIMINATION IN EDUCATION

TARGET 4·6

UNIVERSAL LITERACY AND NUMERACY

TARGET 4·7

EDUCATION FOR SUSTAINABLE DEVELOPMENT AND GLOBAL CITIZENSHIP

TARGET 4▸A

BUILD AND UPGRADE INCLUSIVE AND SAFE SCHOOLS

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

ICONS
GOAL 4 / TARGETS

TARGET   **4 ▸ B**

EXPAND HIGHER
EDUCATION
SCHOLARSHIPS
FOR DEVELOPING
COUNTRIES

TARGET   **4 ▸ C**

INCREASE THE SUPPLY
OF QUALIFIED
TEACHERS IN
DEVELOPING
COUNTRIES

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

ICONS
GOAL 5 / TARGETS

TARGET   5·1

END DISCRIMINATION AGAINST WOMEN AND GIRLS

TARGET   5·2

END ALL VIOLENCE AGAINST AND EXPLOITATION OF WOMEN AND GIRLS

TARGET   5·3

ELIMINATE FORCED MARRIAGES AND GENITAL MUTILATION

TARGET   5·4
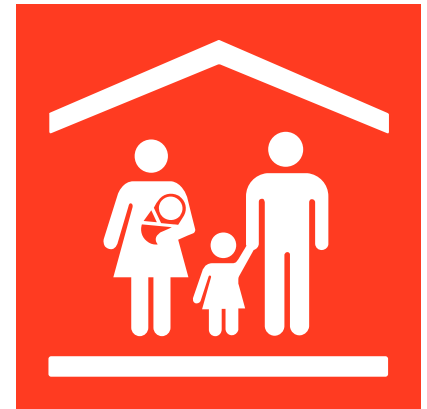
VALUE UNPAID CARE AND PROMOTE SHARED DOMESTIC RESPONSIBILITIES

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

ICONS
GOAL 5 / TARGETS

TARGET   5·5

ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING

TARGET   5·6

UNIVERSAL ACCESS TO REPRODUCTIVE HEALTH AND RIGHTS

TARGET   5▸A

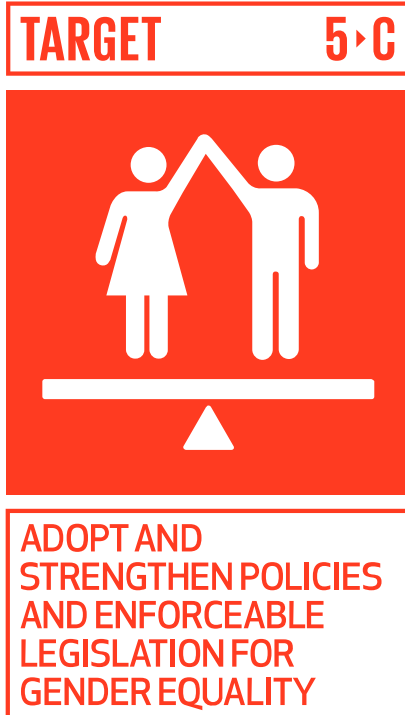**EQUAL RIGHTS TO ECONOMIC RESOURCES, PROPERTY OWNERSHIP AND FINANCIAL SERVICES**

TARGET   5▸B
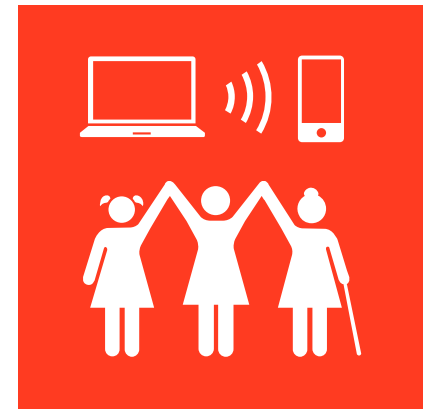
PROMOTE EMPOWERMENT OF WOMEN THROUGH TECHNOLOGY

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

ICONS
GOAL 5 / TARGETS

TARGET   5 ▸ C

ADOPT AND
STRENGTHEN POLICIES
AND ENFORCEABLE
LEGISLATION FOR
GENDER EQUALITY

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

ICONS
GOAL 6 / TARGETS

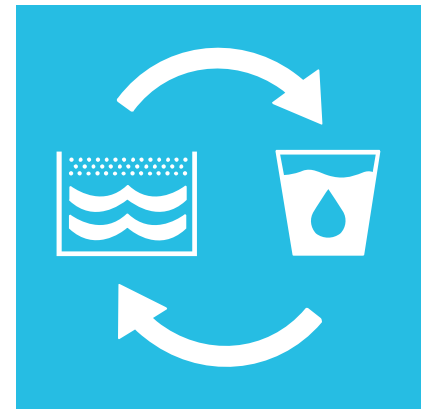**TARGET   6·1**

SAFE AND
AFFORDABLE
DRINKING WATER

TARGET   6·2

END OPEN DEFECATION
AND PROVIDE ACCESS
TO SANITATION AND
HYGIENE

TARGET   6·3

IMPROVE WATER
QUALITY, WASTEWATER
TREATMENT AND SAFE
REUSE

TARGET   6·4

INCREASE WATER-USE
EFFICIENCY AND
ENSURE FRESHWATER
SUPPLIES

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

ICONS
GOAL 6 / TARGETS

TARGET   **6·5**

IMPLEMENT
INTEGRATED WATER
RESOURCES
MANAGEMENT

TARGET   **6·6**

PROTECT AND RESTORE
WATER-RELATED
ECOSYSTEMS

TARGET   **6▸A**

EXPAND WATER AND
SANITATION SUPPORT
TO DEVELOPING
COUNTRIES

TARGET   **6▸B**
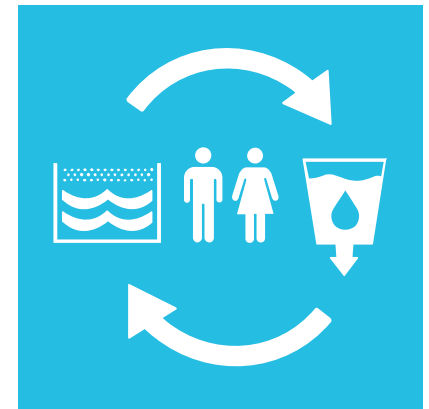
SUPPORT LOCAL
ENGAGEMENT IN
WATER AND
SANITATION
MANAGEMENT

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

ICONS
GOAL 7 / TARGETS

TARGET   7·1

UNIVERSAL ACCESS TO
MODERN ENERGY

TARGET   7·2

INCREASE GLOBAL
PERCENTAGE OF
RENEWABLE ENERGY

TARGET   7·3

DOUBLE THE
IMPROVEMENT IN
ENERGY EFFICIENCY

TARGET   7▸A
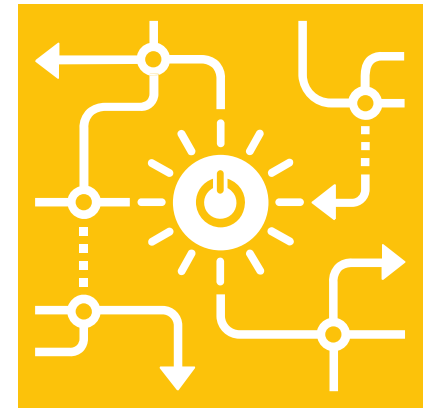
PROMOTE ACCESS TO
RESEARCH,
TECHNOLOGY AND
INVESTMENTS IN
CLEAN ENERGY

YELLOW

PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

ICONS
GOAL 7 / TARGETS

TARGET   **7 ▸ B**

**EXPAND AND UPGRADE
ENERGY SERVICES FOR
DEVELOPING
COUNTRIES**

YELLOW

PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

ICONS
GOAL 8 / TARGETS

TARGET   **8·1**

SUSTAINABLE
ECONOMIC GROWTH

TARGET   **8·2**
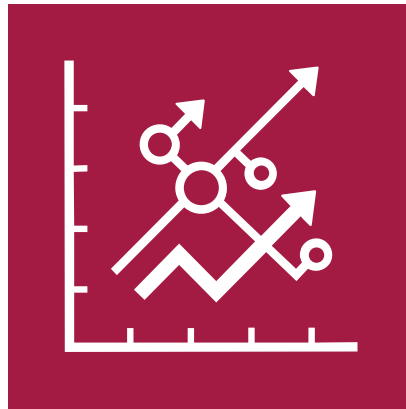
DIVERSIFY, INNOVATE
AND UPGRADE FOR
ECONOMIC
PRODUCTIVITY

TARGET   **8·3**

PROMOTE POLICIES TO
SUPPORT JOB CREATION
AND GROWING
ENTERPRISES

TARGET   **8·4**

IMPROVE RESOURCE
EFFICIENCY IN
CONSUMPTION AND
PRODUCTION

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS
GOAL 8 / TARGETS

TARGET   8·5

FULL EMPLOYMENT
AND DECENT WORK
WITH EQUAL PAY

TARGET   8·6

PROMOTE YOUTH
EMPLOYMENT,
EDUCATION AND
TRAINING

TARGET   8·7

END MODERN SLAVERY,
TRAFFICKING AND
CHILD LABOUR

TARGET   8·8

PROTECT LABOUR
RIGHTS AND PROMOTE
SAFE WORKING
ENVIRONMENTS

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS
GOAL 8 / TARGETS

TARGET 8·9	TARGET 8·10	TARGET 8▸A	TARGET 8▸B
PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM	UNIVERSAL ACCESS TO BANKING, INSURANCE AND FINANCIAL SERVICES	INCREASE AID FOR TRADE SUPPORT	DEVELOP A GLOBAL YOUTH EMPLOYMENT STRATEGY

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ICONS
GOAL 9 / TARGETS

TARGET   9·1

DEVELOP SUSTAINABLE, RESILIENT AND INCLUSIVE INFRASTRUCTURES

TARGET   9·2

PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION

TARGET   9·3

INCREASE ACCESS TO FINANCIAL SERVICES AND MARKETS

TARGET   9·4
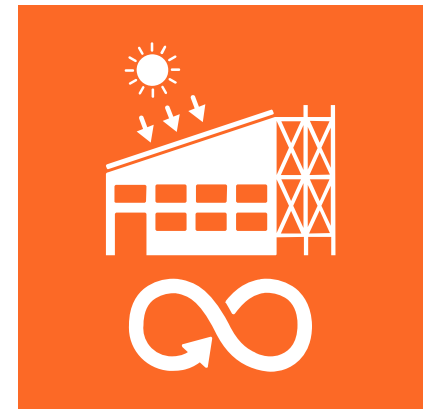
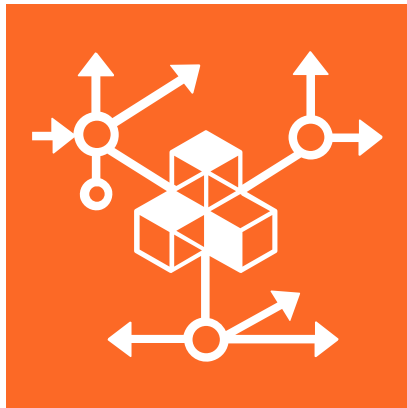UPGRADE ALL INDUSTRIES AND INFRASTRUCTURES FOR SUSTAINABILITY

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

ICONS
GOAL 9 / TARGETS

TARGET 9·5

ENHANCE RESEARCH AND UPGRADE INDUSTRIAL TECHNOLOGIES

TARGET 9▸A

FACILITATE SUSTAINABLE INFRASTRUCTURE DEVELOPMENT FOR DEVELOPING COUNTRIES

TARGET 9▸B

SUPPORT DOMESTIC TECHNOLOGY DEVELOPMENT AND INDUSTRIAL DIVERSIFICATION

TARGET 9▸C

UNIVERSAL ACCESS TO INFORMATION AND COMMUNICATIONS TECHNOLOGY

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

ICONS
GOAL 10 / TARGETS

TARGET   10·1

REDUCE INCOME
INEQUALITIES

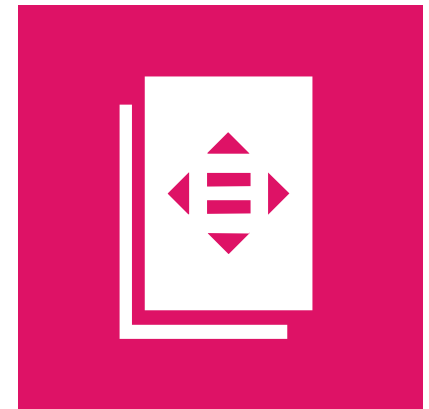**TARGET   10·2**

PROMOTE UNIVERSAL
SOCIAL, ECONOMIC
AND POLITICAL
INCLUSION

TARGET   10·3

ENSURE EQUAL
OPPORTUNITIES AND
END DISCRIMINATION

TARGET   10·4

ADOPT FISCAL AND
SOCIAL POLICIES THAT
PROMOTES EQUALITY

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

ICONS
GOAL 10 / TARGETS

TARGET 10·5

IMPROVED REGULATION OF GLOBAL FINANCIAL MARKETS AND INSTITUTIONS

TARGET 10·6

ENHANCED REPRESENTATION FOR DEVELOPING COUNTRIES IN FINANCIAL INSTITUTIONS

TARGET 10·7

RESPONSIBLE AND WELL-MANAGED MIGRATION POLICIES

TARGET 10▸A

SPECIAL AND DIFFERENTIAL TREATMENT FOR DEVELOPING COUNTRIES

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

ICONS
GOAL 10 / TARGETS

TARGET   **10▸B**

ENCOURAGE
DEVELOPMENT
ASSISTANCE AND
INVESTMENT IN LEAST
DEVELOPED
COUNTRIES

TARGET   **10▸C**

REDUCE TRANSACTION
COSTS FOR MIGRANT
REMITTANCES

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

ICONS
GOAL 11 / TARGETS

TARGET   11·1

SAFE AND AFFORDABLE HOUSING

TARGET   11·2

AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

TARGET   11·3

INCLUSIVE AND SUSTAINABLE URBANIZATION

TARGET   11·4

PROTECT THE WORLD'S CULTURAL AND NATURAL HERITAGE

GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

ICONS
GOAL 11 / TARGETS

TARGET   **11·5**
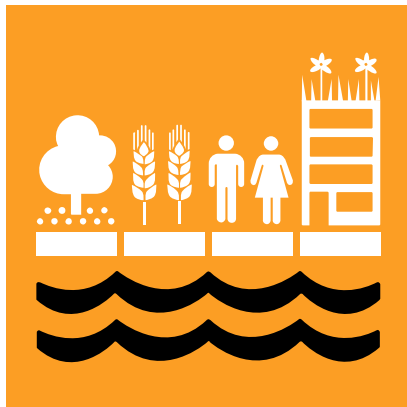
REDUCE THE ADVERSE
EFFECTS OF NATURAL
DISASTERS

TARGET   **11·6**

REDUCE THE
ENVIRONMENTAL
IMPACT OF CITIES

TARGET   **11·7**

PROVIDE ACCESS TO
SAFE AND INCLUSIVE
GREEN AND PUBLIC
SPACES

TARGET   **11▸A**

STRONG NATIONAL
AND REGIONAL
DEVELOPMENT
PLANNING

GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

ICONS
GOAL 11 / TARGETS

TARGET	11 ▸ B

IMPLEMENT POLICIES
FOR INCLUSION,
RESOURCE EFFICIENCY
AND DISASTER RISK
REDUCTION

TARGET	11 ▸ C

SUPPORT LEAST
DEVELOPED
COUNTRIES IN
SUSTAINABLE AND
RESILIENT BUILDING

GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

ICONS
GOAL 12 / TARGETS

TARGET   12·1
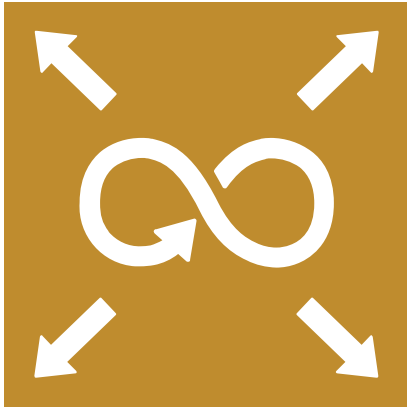
IMPLEMENT THE
10-YEAR SUSTAINABLE
CONSUMPTION AND
PRODUCTION
FRAMEWORK

TARGET   12·2

SUSTAINABLE
MANAGEMENT AND
USE OF NATURAL
RESOURCES

TARGET   12·3

HALVE GLOBAL PER
CAPITA FOOD WASTE

TARGET   12·4

RESPONSIBLE
MANAGEMENT OF
CHEMICALS AND
WASTE

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

ICONS
GOAL 12 / TARGETS

TARGET   12·5

SUBSTANTIALLY
REDUCE WASTE
GENERATION

TARGET   12·6

ENCOURAGE
COMPANIES TO ADOPT
SUSTAINABLE
PRACTICES AND
SUSTAINABILITY
REPORTING

TARGET   12·7

PROMOTE
SUSTAINABLE PUBLIC
PROCUREMENT
PRACTICES

TARGET   12·8

PROMOTE UNIVERSAL
UNDERSTANDING OF
SUSTAINABLE
LIFESTYLES

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

ICONS
GOAL 12 / TARGETS

TARGET   **12▸A**

SUPPORT DEVELOPING COUNTRIES' SCIENTIFIC AND TECHNOLOGICAL CAPACITY FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

TARGET   **12▸B**
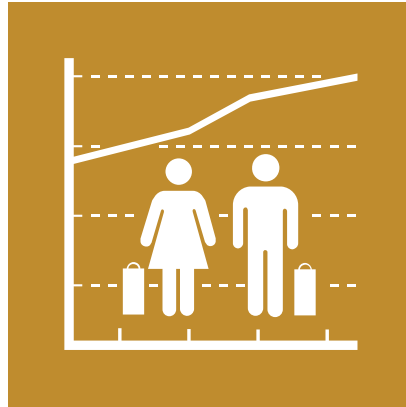
DEVELOP AND IMPLEMENT TOOLS TO MONITOR SUSTAINABLE TOURISM

TARGET   **12▸C**

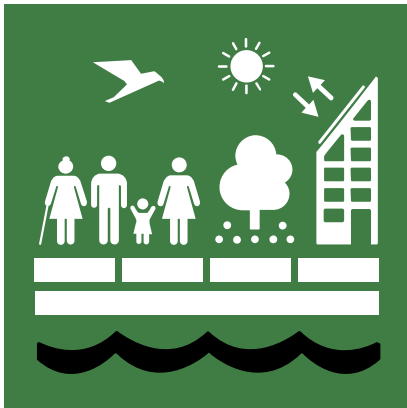REMOVE MARKET DISTORTIONS THAT ENCOURAGE WASTEFUL CONSUMPTION

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

ICONS
GOAL 13 / TARGETS

TARGET   13·1

STRENGTHEN
RESILIENCE AND
ADAPTIVE CAPACITY
TO CLIMATE RELATED
DISASTERS

TARGET   13·2

INTEGRATE CLIMATE
CHANGE MEASURES
INTO POLICIES AND
PLANNING

TARGET   13·3

BUILD KNOWLEDGE
AND CAPACITY TO MEET
CLIMATE CHANGE

TARGET   13▸A

UNFCCC

IMPLEMENT THE UN
FRAMEWORK
CONVENTION ON
CLIMATE CHANGE

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

ICONS
GOAL 13 / TARGETS

TARGET   **13 ▸ B**

PROMOTE
MECHANISMS TO
RAISE CAPACITY FOR
CLIMATE PLANNING
AND MANAGEMENT

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

ICONS
GOAL 14 / TARGETS

TARGET   **14·1**
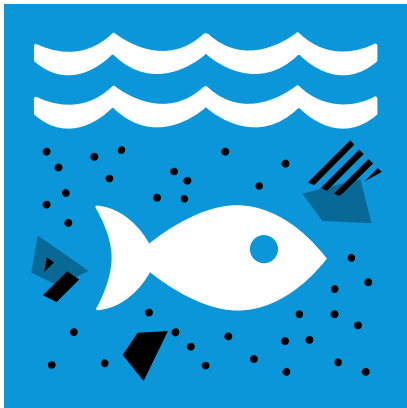
REDUCE MARINE
POLLUTION

TARGET   **14·2**

PROTECT AND RESTORE
ECOSYSTEMS

TARGET   **14·3**

CO2e
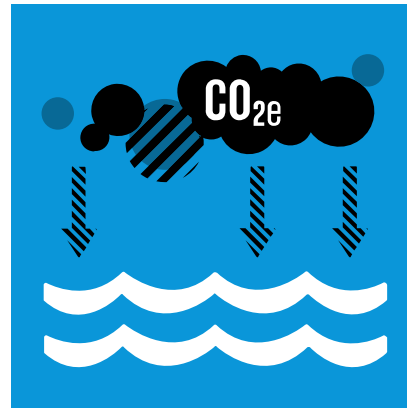
REDUCE OCEAN
ACIDIFICATION

TARGET   **14·4**
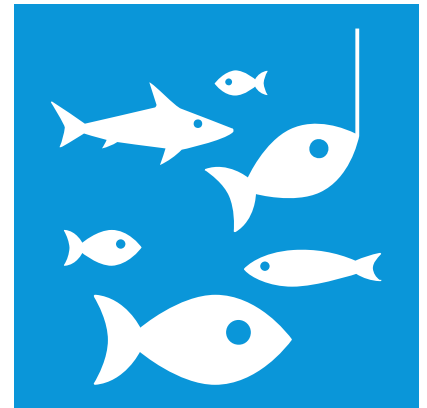
SUSTAINABLE FISHING

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

ICONS
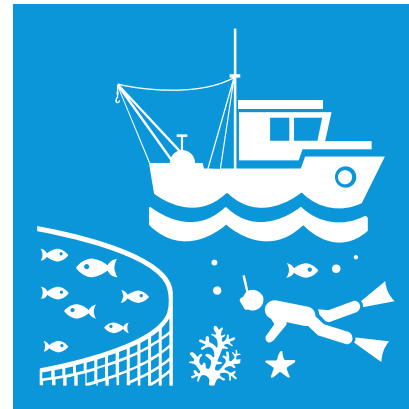## GOAL 14 / TARGETS

TARGET   **14·5**

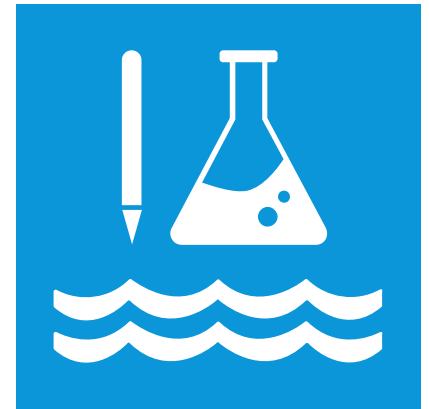CONSERVE COASTAL
AND MARINE AREAS

TARGET   **14·6**

END SUBSIDIES
CONTRIBUTING TO
OVERFISHING

TARGET   **14·7**

INCREASE THE
ECONOMIC BENEFITS
FROM SUSTAINABLE
USE OF MARINE
RESOURCES

TARGET   **14▸A**

INCREASE SCIENTIFIC
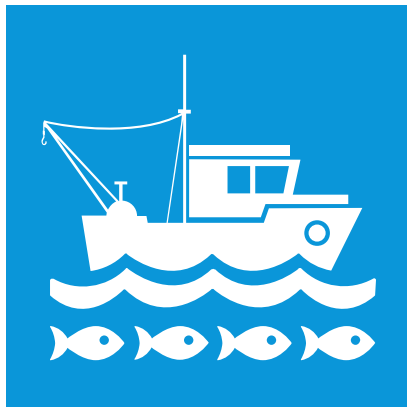KNOWLEDGE,
RESEARCH AND
TECHNOLOGY FOR
OCEAN HEALTH

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9
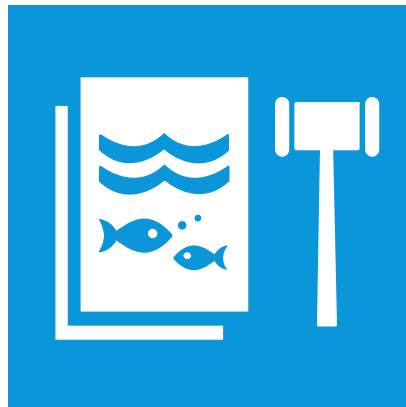
ICONS
GOAL 14 / TARGETS

TARGET   14 ▸ B

SUPPORT SMALL SCALE
FISHERS

TARGET   14 ▸ C

IMPLEMENT AND
ENFORCE
INTERNATIONAL SEA
LAW

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
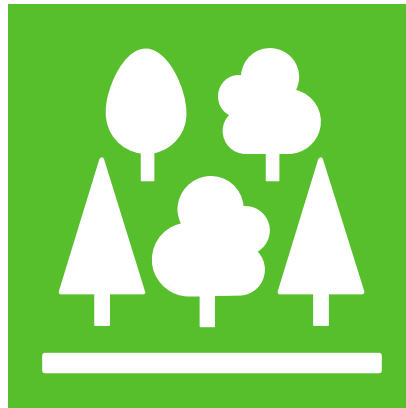**R** 10 **G** 151 **B** 217
HEX: 0A97D9

ICONS
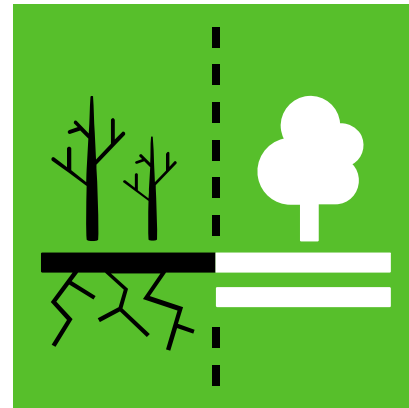## GOAL 15 / TARGETS

TARGET 15·1

CONSERVE AND RESTORE TERRESTRIAL AND FRESHWATER ECOSYSTEMS

TARGET 15·2

END DEFORESTATION AND RESTORE DEGRADED FORESTS

TARGET 15·3

END DESERTIFICATION AND RESTORE DEGRADED LAND

TARGET 15·4

ENSURE CONSERVATION OF MOUNTAIN ECOSYSTEMS

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS
GOAL 15 / TARGETS

TARGET 15·5
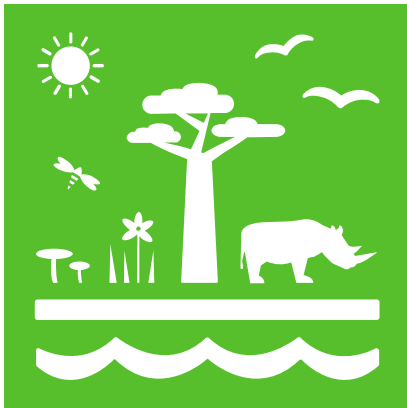
PROTECT BIODIVERSITY AND NATURAL HABITATS

TARGET 15·6

PROMOTE ACCESS TO GENETIC RESOURCES AND FAIR SHARING OF THE BENEFITS

TARGET 15·7

ELIMINATE POACHING AND TRAFFICKING OF PROTECTED SPECIES

TARGET 15·8

PREVENT INVASIVE ALIEN SPECIES ON LAND AND IN WATER ECOSYSTEMS

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS
GOAL 15 / TARGETS

TARGET   15·9

INTEGRATE ECOSYSTEM AND BIODIVERSITY IN GOVERNMENTAL PLANNING

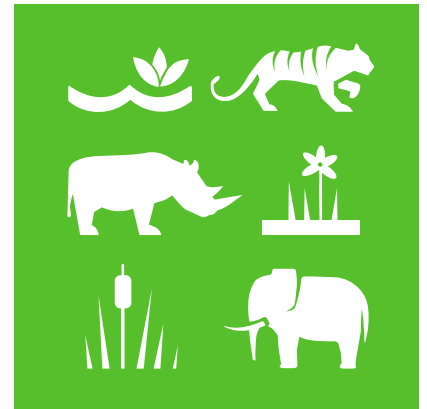**TARGET   15▸A**

INCREASE FINANCIAL RESOURCES TO CONSERVE AND SUSTAINABLY USE ECOSYSTEMS AND BIODIVERSITY

TARGET   15▸B

FINANCE AND INCENTIVIZE SUSTAINABLE FOREST MANAGEMENT

TARGET   15▸C

COMBAT GLOBAL POACHING AND TRAFFICKING

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ICONS
GOAL 16 / TARGETS

TARGET   16·1

REDUCE VIOLENCE
EVERYWHERE

TARGET   16·2
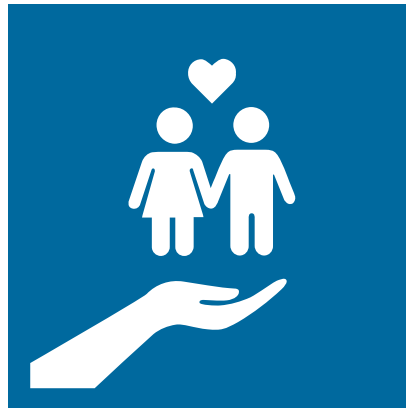
PROTECT CHILDREN
FROM ABUSE,
EXPLOITATION,
TRAFFICKING AND
VIOLENCE

TARGET   16·3

PROMOTE THE RULE OF
LAW AND ENSURE
EQUAL ACCESS TO
JUSTICE

TARGET   16·4

COMBAT ORGANIZED
CRIME AND ILLICIT
FINANCIAL AND ARMS
FLOWS

INDIGO

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

ICONS
GOAL 16 / TARGETS

TARGET   **16·5**

SUBSTANTIALLY REDUCE CORRUPTION AND BRIBERY

TARGET   **16·6**

DEVELOP EFFECTIVE, ACCOUNTABLE AND TRANSPARENT INSTITUTIONS

TARGET   **16·7**

ENSURE RESPONSIVE, INCLUSIVE AND REPRESENTATIVE DECISION-MAKING

TARGET   **16·8**

STRENGHTEN THE PARTICIPATION IN GLOBAL GOVERNANCE

INDIGO

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

ICONS
GOAL 16 / TARGETS

TARGET   16·9

PROVIDE UNIVERSAL
LEGAL IDENTITY

TARGET   16·10

ENSURE PUBLIC ACCESS
TO INFORMATION AND
PROTECT
FUNDAMENTAL
FREEDOMS

TARGET   16▸A
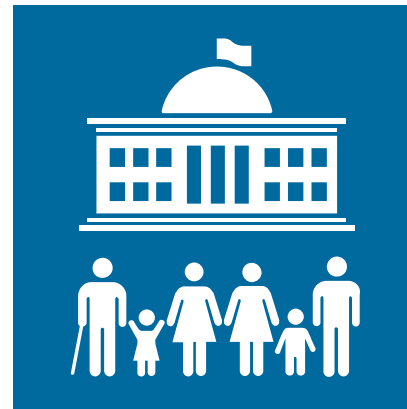
STRENGTHEN
NATIONAL
INSTITUTIONS TO
PREVENT VIOLENCE
AND COMBAT
TERRORISM AND CRIME

TARGET   16▸B

PROMOTE AND
ENFORCE
NON-DISCRIMINATORY
LAWS AND POLICIES

INDIGO

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

ICONS
GOAL 17 / TARGETS

TARGET   17·1

MOBILIZE RESOURCES
TO IMPROVE DOMESTIC
REVENUE COLLECTION

TARGET   17·2

IMPLEMENT ALL
DEVELOPMENT
ASSISTANCE
COMMITMENTS

TARGET   17·3

MOBILIZE FINANCIAL
RESOURCES FOR
DEVELOPING
COUNTRIES

TARGET   17·4

ASSIST DEVELOPING
COUNTRIES IN
ATTAINING DEBT
SUSTAINABILITY

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

ICONS
GOAL 17 / TARGETS

TARGET	17·5

INVEST IN LEAST DEVELOPED COUNTRIES

TARGET	17·6

KNOWLEDGE SHARING AND COOPERATION FOR ACCESS TO SCIENCE, TECHNOLOGY AND INNOVATION

TARGET	17·7

PROMOTE SUSTAINABLE TECHNOLOGIES TO DEVELOPING COUNTRIES

TARGET	17·8

STRENGTHEN THE SCIENCE, TECHNOLOGY AND INNOVATION CAPACITY FOR LEAST DEVELOPED COUNTRIES

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

ICONS
GOAL 17 / TARGETS

TARGET   17·9

ENHANCE SDG
CAPACITY IN
DEVELOPING
COUNTRIES

TARGET   17·10

PROMOTE A UNIVERSAL
TRADING SYSTEM
UNDER THE WTO

TARGET   17·11

INCREASE THE
EXPORTS OF
DEVELOPING
COUNTRIES

TARGET   17·12

REMOVE TRADE
BARRIERS FOR LEAST
DEVELOPED COUNTRIES

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

ICONS
GOAL 17 / TARGETS

TARGET	17·13

ENHANCE GLOBAL MACROECONOMIC STABILITY

TARGET	17·14

ENHANCE POLICY COHERENCE FOR SUSTAINABLE DEVELOPMENT

TARGET	17·15

RESPECT NATIONAL LEADERSHIP TO IMPLEMENT POLICIES FOR THE SUSTAINABLE DEVELOPMENT GOALS

TARGET	17·16

ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

ICONS
GOAL 17 / TARGETS

TARGET 17·17	TARGET 17·18	TARGET 17·19

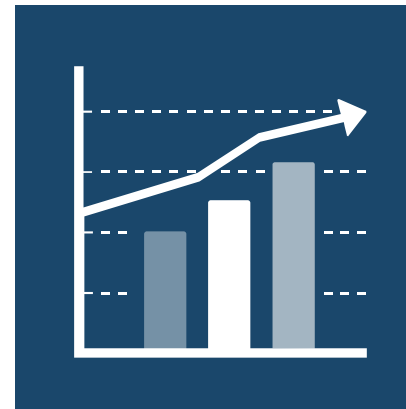**ENCOURAGE EFFECTIVE PARTNERSHIPS**

ENHANCE AVAILABILITY OF RELIABLE DATA

FURTHER DEVELOP MEASUREMENTS OF PROGRESS

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

COLORS

COLOR
THE 17 COLORS

COLOR DEFINITIONS

1 NO POVERTY

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

2 NO HUNGER

MUSTARD

PMS: 7555 C
C 18 **M** 37 **Y** 100 **K** 1
R 221 **G** 166 **B** 58
HEX: DDA63A

3 GOOD HEALTH

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

4 QUALITY EDUCATION

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

5 GENDER EQUALITY

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

6 CLEAN WATER AND SANITATION

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

7 RENEWABLE ENERGY

YELLOW

PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

8 GOOD JOBS AND ECONOMIC GROWTH

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

10 REDUCED INEQUALITIES

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

11 SUSTAINABLE CITIES AND COMMUNITIES

GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

12 RESPONSIBLE CONSUMPTION

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

13 CLIMATE ACTION

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

14 LIFE BELOW WATER

BLUE

PMS: 7461 C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

15 LIFE ON LAND

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

16 PEACE AND JUSTICE

INDIGO

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

17 PARTNERSHIPS FOR THE GOALS

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

Each goal has an assigned color. This defined color is used for the 17 main icons as well as the target icons.