



UNITED NATIONS POLICE VISUAL IDENTIFIER GUIDELINES

January 2011

MODERNIZING AND STANDARDIZING THE VISUAL IDENTITY OF THE UNITED NATIONS POLICE

Since the United Nations Police were first deployed to a field mission in 1960, they have been identified as police officers working under a United Nations mandate. Known as UN Civilian Police or CIVPOL, in 2005 the official name UN Police was adopted. The internationally recognized acronym for UN Police is UNPOL. UN Police must be recognized as police officers. In peace operations where the UN Police have had an executive mandate, in Timor-Leste today for example, they need to be differentiated from other UN peacekeeping staff because they are responsible for law enforcement.

Over the years, a number of identifying symbols were used in UN missions, on vehicles and in UNPOL offices. In 2009 – 2010, the Police Division, as part of its work to further professionalize its services, worked with the United Nations Department of Public Information's Graphic Design Unit to create a modified and standardized identity for United Nations Police. Following a broad study of shields, colours and symbols a standardized design was chosen and is now being promoted throughout the Police Division, to Member States and in UN Missions.

All elements have been carefully combined so the new UN Police logo, in its entirety or in the following derivatives, can be used as an effective tool to communicate the ideas and values of the UN Police brand. For consistency, the UNPOL logo should comply with this UN Police Brand Guideline.

This Brand Guideline has been carefully created to introduce the new UN Police identity. The guideline was created to give a technical understanding of the components and structure of new visual identifier.

Examples of this visual identifier and guidelines can also be found on the UN Police Website:
<http://www.un.org/en/peacekeeping/sites/police>

Downloading new UNPOL identity

Basic graphics can be retrieved from the United Nations Police Division Intranet page (accessible only to those entities and individuals working at the United Nations)
<http://intranet.dpkp.un.org/DPKO/Pages/OfficeDetails.aspx?officeid=6>

or requests can be made to the Division through the e-mail: OROLSIPI@un.org






The visual identifier and campaign material designed and developed by the Graphic Design Unit at the United Nations in New York.

The Graphic Design Unit is part of the Outreach Division at the Department of Public Information.






Below is the breakdown of the colors used in the new UN Police visual identifier. For consistency, listed are color values based on how UNPOL visual identifier will be used (web, print, etc)







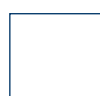
PANTONE COLORS

	Pantone 540
	Pantone 279 (UN blue)
	Pantone 278
	Pantone 116
	White

CMYK COLORS

	CMYK [10,55,0,55]
	CMYK [68,34,0,0]
	CMYK [39,14,0,0]
	CMYK [0,16,100,0]
	CMYK [0,0,0,0]

RGB COLORS

	RGB [10,55,0,55]
	RGB [75,146,219]
	RGB [142,186,229]
	RGB [254,203,0]
	RGB [255,255,255]

UNPOL



The UNPOL type style was created from Briem Akademi typeface and further modified to better reflect the new image of UN Police.

This specific sans serif font was favored for its simplicity and uniformity, as well as modular and robust look. Many of its letters share common traits. It is a uniform font in its curves and slants. Perhaps the most interesting feature of the Briem Akademi font is its use of a notched design in its horizontal elements, where crossbars and shoulders join their vertical counterparts.

In order to protect the integrity of UN Police brand, when used on its own, the logotype must never be altered or replaced by any other type.

BRIEM AKADEMI BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

BRIEM AKADEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

BRIEM AKADEMI SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

BRIEM AKADEMI REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

The primary font is **Briem Akademi**. This sans serif font is available in various weights. For purposes of this visual identifier, the most commonly used are black, bold, semibold and regular.

It is suggested that Briem Akademi be used for larger size type, such as taglines (see example bellow) and titles and avoid using it as body text. If used in close proximity to the UNPOL visual identifier, we suggest the use of semibold and regular weight to avoid the visual conflict with visual identifier itself.

The use of all-caps, or uppercase style, is encouraged.



PROFESSIONAL SERVICE — LASTING IMPACT

TYPOGRAPHY

UNIVERS 47 LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

UNIVERS 57 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ITC OFFICINA SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

HELVETICA NEUE 57 CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

HELVETICA NEUE 67 MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

HELVETICA NEUE 77 BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

HELVETICA NEUE 87 HEAVY CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

The secondary sans serif fonts are used to complement the primary font family (e.g., in the body of text). Some of the recommended fonts are Univers (47 light condensed, 57 condensed), Officina Sans (book), Helvetica Neue (57 condensed, 67 medium condensed) - see sample on the left.

As a secondary fonts to be used for bold text (e.g., titles and subtitles), recommended font would be Helvetica Neue (77 bold condensed, 87 heavy condensed) - see samples on the left.

For Web-based applications, if none of the above typefaces are available, use a sans serif face that is clear and highly legible. Some of the recommended would be Arial and Verdana, likely available on every system. Use it for all HTML text, including body text, headers, captions and links.



to be used against lighter background



to be used against darker background
(with yellow outline)



black and white version



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<http://intranet.dpk0.un.org/DPKO/Pages/OfficeDetails.aspx?officeid=6>

or requests can be made to the Division through the e-mail OROLSIPI@un.org

CORRECT USAGE

Bilingual United Nations Police visual identifier



Acronym usage without the shield

When using UNPOL acronym and UN POLICE as signage, only use versions below (available as image), in one of the main brand colors. Do not use other fonts.

UNPOL
UNPOL
UNPOL
UNPOL
UNPOL

UN POLICE
UN POLICE
UN POLICE
UN POLICE
UN POLICE



do not distort the shape of the visual identifier



do not change the colour of the visual identifier



do not change the opacity of the visual identifier



do not rotate the visual identifier



do not remove elements visual identifier



do not flip or rearrange the elements of the visual identifier

BACKGROUND USE

The UN Police visual identifier must always appear clearly and legibly on its backgrounds. Always ensure legibility by placing the visual identifier and UNPOL abbreviation in an area that is simple and visually uncluttered. Avoid placing the visual identifier directly against the picture or gradient, unless it's against the uncluttered area with solid block of color behind it. Even then, use best judgement to determine whether visual identifier renders the highest contrast. Always try to use the UN Police visual identifier in primary brand colors with one of the primary brand colors as a solid background (see few correct examples at the bottom of the page).

INCORRECT



INCORRECT



CORRECT



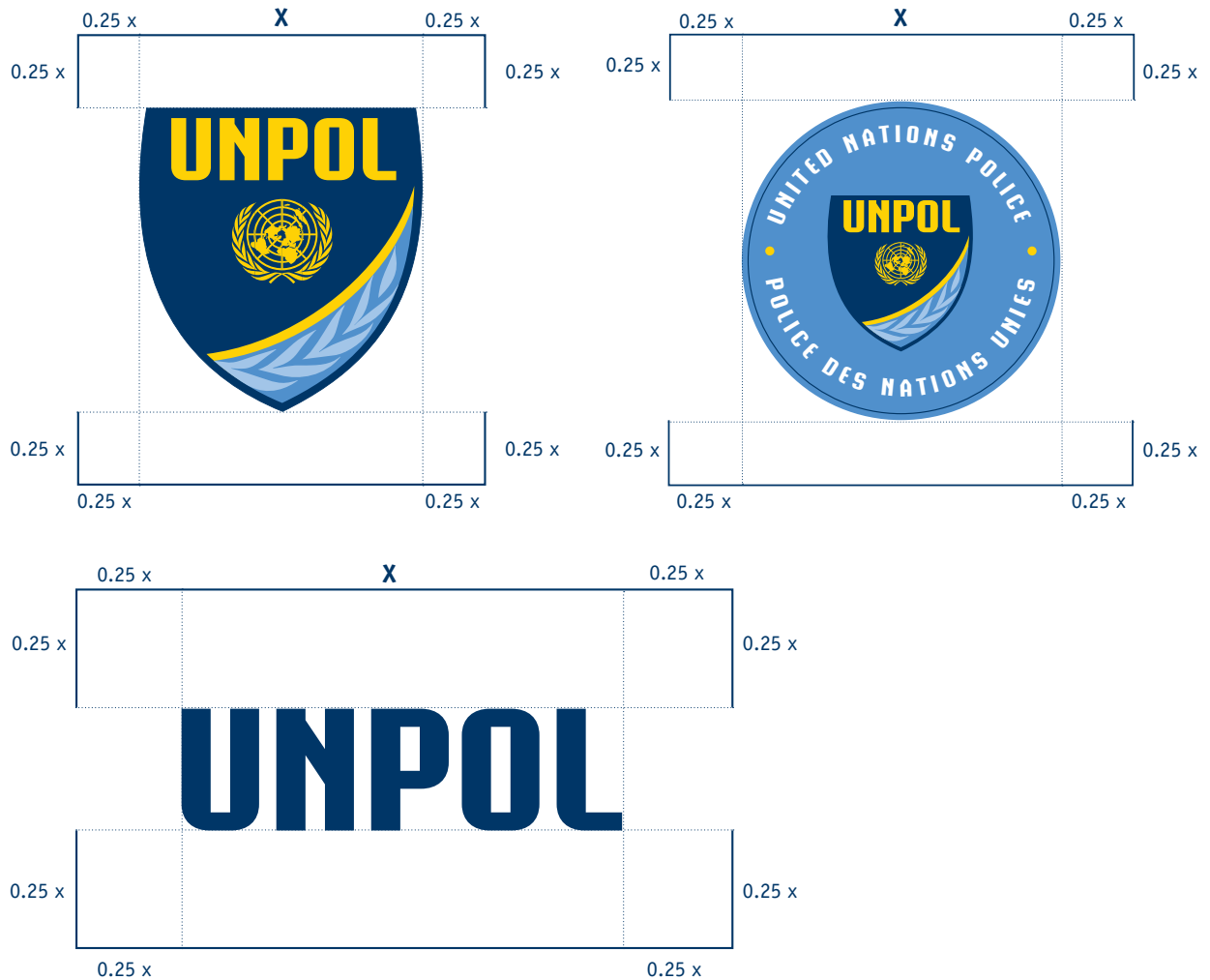
CORRECT



MINIMUM SIZE refers to the smallest size at which the UN Police visual identifier may be reproduced to ensure its legibility.



CLEAR SPACE refers to a distance of "X", as a unit of measurement, surrounding each side of the UN Police visual identifier. "X" equals the width of the logo. A minimum clear space requirement has been established to ensure the integrity and clarity of the visual identifier. To maintain visual clarity and to provide maximum impact, it is essential that required clear space remains free of all copy, photographs or graphic elements. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page.





In 2007, the Office of Rule of Law and Security Institutions (OROLSI) was established in the Department of Peacekeeping Operations (DPKO), in order to strengthen the links and coordinate the Department's activities in the areas of police, justice and corrections, mine action, the disarmament, demobilization and reintegration of ex-combatants and security sector reform. The Office is headed by Assistant Secretary-General Dmitry Titov, who reports to the Under-Secretary-General for Peacekeeping Operations Alain Le Roy. The Police Division is part of this Office and is directed by the Police Adviser Ann-Marie Orlor.

For information on all UN peacekeeping visit:
<http://www.un.org/en/peacekeeping/>

For UN Police in global peacekeeping visit:
<http://www.un.org/en/peacekeeping/sites/police/>