BRANDING POLICY FOR THE

CIFAL GLOBAL NETWORK

Branding Policy for the CIFAL Global Network

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Terms of use

The **"CIFAL" trademark belongs** to the United Nations Institute for Training and Research (UNITAR).

The **standard agreements** between UNITAR and the host institution of the CIFAL Centre **grants permission** to the host institution to use the name, emblem, logo or any other elements of corporate identity of UNITAR, as well as to use the CIFAL trademark - only in direct connection with jointly agreed activities in the annual work plan.

The respective host institution of the CIFAL is responsible for ensuring that the CIFAL Centre **fully observes this Branding Policy.**

In **no event** will the use of UNITAR or CIFAL name, emblem, logo, and trademark be granted for **commercial purposes.**

The United Nations, UNITAR and the CIFAL name, emblem, logo and trademark **not be associated** with any **political or sectarian cause** or otherwise used in a manner inconsistent with the status, reputation and neutrality of UNITAR or the United Nations.

UNITAR **reserves the right to limit** the use of its name and the CIFAL trademark **due to non-compliance** of this branding policy.

Consistent Visual Identity is a Powerful Tool

THE IMPORTANCE OF A CONSISTENT VISUAL IDENTITY

Our Brand is how we communicate our mission – the language, imagery, and behaviours that clearly and consistently illustrate who we are, what we do and why we matter. In 1963, the United Nations Institute for Training and Research was established in order to enhance the impact of the United Nations by building the capacities of beneficiaries, who mainly come from governments in developing countries.

THE "CIFAL" TRADEMARK

The name CIFAL is "International Training Centre for Authorities and Leaders". The correct way to refer to a specific Centre is by using the name CIFAL and the name of the city or country where is located (in accordance with the respective partnership agreement).

The CIFAL Global Network is UNITAR's network of affiliated training centres.

OBJETIVES

This Branding Policy aims to:

• Ensure that communication and branding are coherent throughout the CIFAL Global Network.

• Position the CIFAL image consistently across regions and in all communications by the Centres.

• Foster opportunities for collaboration and development.

• Properly reflect the relation between UNITAR and its affiliated training centres, as well as partner institutions.

Our Vision

A world in which individuals, institutions and organizations are equipped with the knowledge, skills and other capacities to overcome global challenges.

Our Mission

To develop the individual, institutional and organizational capacities of countries and other United Nations stakeholders through high-quality learning solutions and related knowledge products and services to enhance decision making and to support country-level action for overcoming global challenges.

Our Approach

• Facilitate the transfer of knowledge, experiences and best practices amongst government officials, private sector and civil society leaders.

• Enhance capabilities to effectively perform relevant tasks.

• Encourage cooperation and the development of multistakeholder partnerships.

• Provide networking opportunities leading to city-tocity collaboration.

• Contribute to the development of local and national strategies.

Our standard description

The CIFAL Global Network is UNITAR's network of affiliated international training centres, dedicated to provide innovative training to strengthen the capacities of government authorities and civil society leaders to advance sustainable development.

Table of contents

1.
LOGO
RULES

UNITAR
Standard logo

The UNITAR logo reflects the power of knowledge – a flying person with book pages as wings – and the ideal we serve - the world and branches of the olive tree.

The UNITAR logo is made of two emblems, separated by a thin line, and typography.

The UNITAR logo is available in 3 colours: blue, black and white. The standard logo is in blue (Pantone 279C).

The black version is for black and white printing, and the white version should be used on a dark background.

The logo may not be interpreted or modified. When resized, proportions must remain the same.

Minimum width is 35 mm. This allows for logo integrity and readability.

BLUE VERSION (POSITIVE AND NEGATIVE)

35 MM (MINIMUM SIZE)

BLACK VERSION (POSITIVE AND NEGATIVE)

35 MM (MINIMUM SIZE)

UNITAR
Vertical logo

In addition to the standard horizontal logo, a vertical logo in a square shape is also available in 3 colours.

The vertical logo can be used alternatively in publications (ex. course flyer, course poster, book cover, etc.), or small items such as a name tag and a name plate where standard logo is not legible.

The vertical logo can also be used as an avatar for social media platforms.

The small version of the vertical logo without the text is used at the bottom of a 2nd page onward in stationaries and publications.

BLUE VERSION (POSITIVE AND NEGATIVE)

15 MM (MINIMUM SIZE)

BLACK VERSION (POSITIVE AND NEGATIVE)

15 MM (MINIMUM SIZE)

Wrong uses

1. Don't distort the logo.

2. Don't change colours.

3. Don't modify elements' proportions.

4. Don't use the typographic part alone.

5. Don't move any elements.

6. Don't add complementary text.

7. Don't use any other logo than a negative one on dark backgrounds.

CIFAL

Standard and vertical logo

The CIFAL Global Network logo may not be interpreted or modified.

When resized, proportions must remain the same.

The CIFAL Global Network logo is made of one emblem and typography.

The CIFAL Global Network logo is available in 2 versions: full color and white.

The white version should be used on a dark background.

STANDARD VERSION

cifal
Global Network

The name "cifal" is in blue:

Pantone® 279 C
CMYK C 72 · M 37 · Y 0 · K 0
RGB R 62 · G 142 · B 222

VERTICAL VERSION

cifal
Global Network

The typography of "Global Network" is in orange:

Pantone® 7407 C
CMYK C 18 · M 36 · Y 74 · K 6
RGB R 206 · G 159 · B 81

WHITE VERSION ON A DARK BACKGROUND

Surrounding space
Using UNITAR & CIFAL logos together

The CIFAL logo shall be placed on the left of the UNITAR logo.

When resized, proportions must remain the same. The CIFAL logo and the UNITAR logo must have the same size and must be placed at the same height.

To protect the logo and its readability, no graphic element, be it image or text, may appear in the surrounding space.

FOR STANDARD VERSION
The minimum space around the logo should be the height of the letter «c» in the case of CIFAL and the height of the letter «i» for the UNITAR logo.

FOR VERTICAL VERSION
The minimum space around the CIFAL logo should be the height of the letter «f» and the height of the letter «i» for the UNITAR logo.

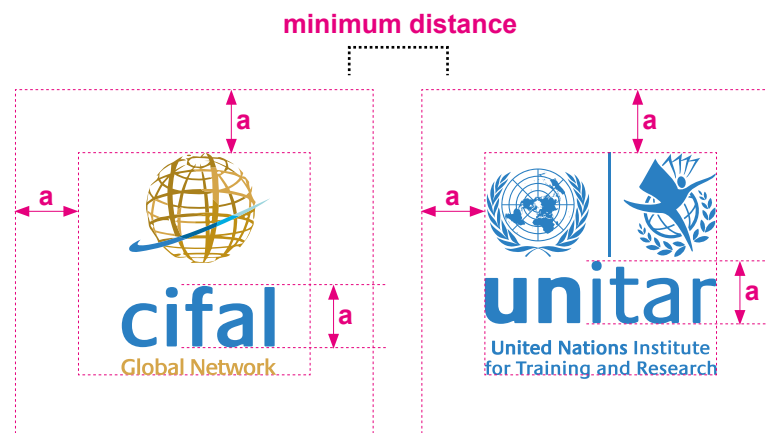For both versions, other elements should NOT interfere with the indicated space. This zones must remain free of all graphical elements on a white, coloured or photographic background.

STANDARD VERSION
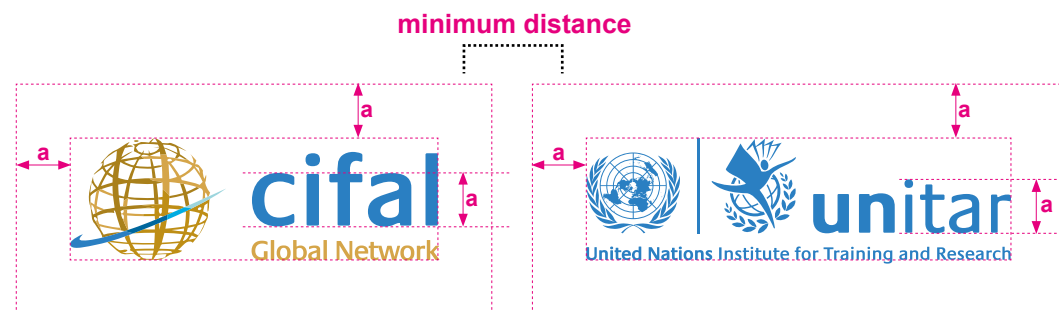
a = Minimum space around logo

VERTICAL VERSION

a = Minimum space around logo

Official CIFAL Centres logos
Standard version

The use of the generic or specific CIFAL logo will depend on the topic and scope of the document. The CIFAL logos may not be interpreted or modified.

cifal **Argentina**

cifal **Atlanta**

cifal **Bogota**

cifal **Curitiba**

cifal **Dakar**

cifal **Durban**

cifal **Flanders**

cifal **Istanbul**

cifal **Jeju**

cifal **Madrid**

cifal **Maghreb**

cifal **Malaga**

cifal **Merida**

cifal **Miami**

cifal **Newcastle**

cifal **Philippines**

cifal **Plock**

cifal **Quito**

cifal **Shanghai**

Official CIFAL Centres logos
Vertical version

cifal **Argentina**

cifal **Atlanta**

cifal **Bogota**

cifal **Curitiba**

cifal **Dakar**

cifal **Durban**

cifal **Flanders**

cifal **Istanbul**

cifal **Jeju**

cifal **Madrid**

cifal **Maghreb**

cifal **Malaga**

cifal **Merida**

cifal **Miami**

cifal **Newcastle**

cifal **Philippines**

cifal **Plock**

cifal **Quito**

cifal **Shanghai**

2.
DESIGN TOOLS

Colours

As part of the UN family, UNITAR uses the "UN Blue" for its communication materials.

The colour code is specified.

The UN Blue may not be modified, but the opacity may vary as indicated.

All corporate stationaries and publications use the UN Blue as the primary colour.

In addition to the UN Blue, black (with opacity variations) or white can be used. Use colours thoughtfully as too many colours may be disturbing to the eyes.

PANTONE® 279 C
CMYK C 72 · M 37 · Y 0 · K 0
RGB R 62 · G 142 · B 222

| PANTONE® 279 C - 75%
CMYK C 53 · M 28 · Y 0 · K 0
RGB R 103 · G 156 · B 226 | PANTONE® 279 C - 50%
CMYK C 35 · M 18 · Y 0 · K 0
RGB R 154 · G 189 · B 236 | PANTONE® 279 C - 30%
CMYK C 21 · M 11· Y 0 · K 0
RGB R 194 · G 215 · B 243 |

PANTONE® Black C
CMYK C 66 · M 64 · Y 67.4 · K 67.4
RGB R 46 · G 42 · B 37

| PANTONE® Black C - 85%
CMYK C 0 · M 0 · Y 0 · K 85
RGB R 38 · G 38 · B 38 | PANTONE® Black C - 75%
CMYK C 0 · M 0 · Y 0 · K 75
RGB R 80 · G 81 · B 84 | PANTONE® Black C - 50%
CMYK C 0 · M 0· Y 0 · K 50
RGB R 141 · G 139 · B 140 |

Secondary colours

The CIFAL Global Network works in 6 thematic areas.

Each CIFAL Centre works on specific themes that fall under the umbrella of one or two thematic areas.

The 6 thematic areas are:

1. Urban governance and planning
2. Economic development
3. Social inclusion
4. Environmental sustainability
5. Cross-cutting
6. 2030 Agenda

Each thematic area has its own thematic colour.

These colours shall be used when creating a document in a specific thematic area, or several thematic areas. The colour can be applied to title text, and/or borders and other graphic elements.

① PANTONE® 2736 C
CMYK C 97 · M 93 · Y 0 · K 0
RGB R 46 · G 60 · B 151

② PANTONE® 200 C
CMYK C 16 · M 100 · Y 87 · K 6
RGB R 195 · G 32 · B 50

③ PANTONE® 1375 C
CMYK C 0 · M 45 · Y 96 · K 0
RGB R 249 · G 156 · B 37

④ PANTONE® 354 C
CMYK C 94 · M 0 · Y 100 · K 0
RGB R 0 · G 169 · B 79

⑤ PANTONE® 109 C
CMYK C 0 · M 16 · Y 100 · K 0
RGB R 255 · G 209 · B 0

⑥ PANTONE® 7689 C
C 78 · M 33 · Y 8 · K 0
R 41 · G 141 · B 193

Areas of work of the CIFAL Global Network

Urban Governance and Planning	Economic Development	Social Inclusion	Environmental Sustainability	Cross-cutting
› Sustainable Transportation - Road Safety - Waste Management - Public Safety and Security - Technology and Smart Cities › Integrated Urban Planning › Disaster Risk Reduction › Transparency and Anti-Corruption	› Science, Technology, Engineering, Mathematics (STEM) Education › Competitiveness › Creative Economy › Employment Promotion › Tourism for Development › Airports Management › Business Development › Ports Development	› Education › Human Mobility, Migration and Refugees › Human Trafficking › Youth Engagement › Gender Empowerment › Disability Inclusion › Children's Rights	› Energy › Green Growth › Green Cities › Climate Change › Food Security	› Leadership › Integrity › Public-Private Partnerships › Social Responsibility

Capacity for the 2030 Agenda for Sustainable Development

THE GLOBAL GOALS for Sustainable Development

The templates that may use thematic colours.

The templates that only use corporate colours.

Typography

For all internal and external documents created and printed in-house, use Arial Bold for titles and Arial Regular body text. The new branding templates have pre-defined styles, so there is no need to change the font.

T

Arial Regular

abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz12345678910
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For Japanese, use Japanese system font
(MS Gothic)

For Chinese Mandarin, use Chinese system font
(Microsoft JhengHei)
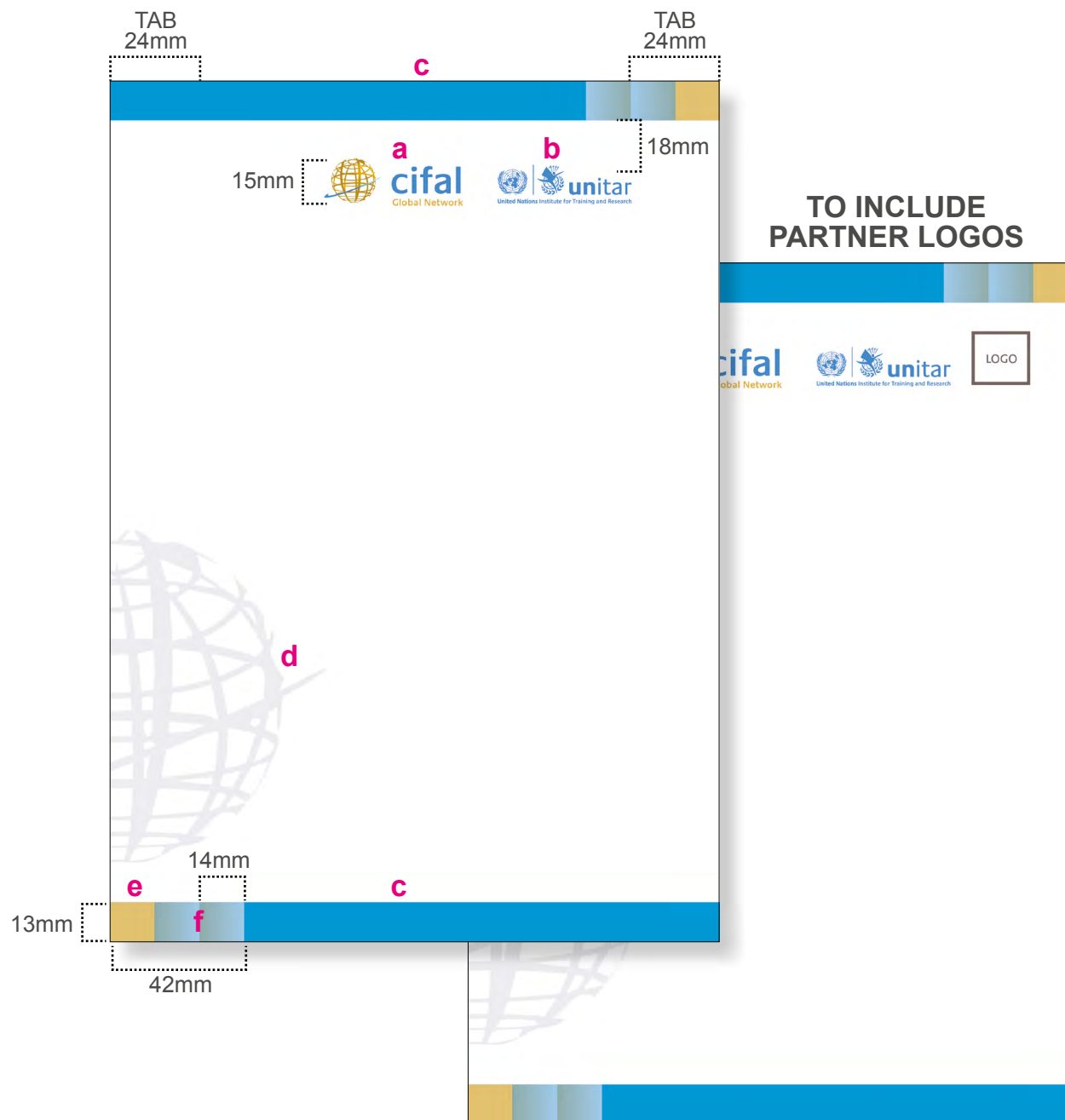
For Arabic, use Arabic system font
 (Árabe simplificado)

abc 0123

Graphic elements

Layouts can be made of five main elements.

a. The CIFAL logo may be resized (but not modified or moved) and should always be placed on the left hand upper corner.

b. The UNITAR logo may be resized (but not modified). If the document only has the CIFAL and UNITAR logos, the latter one should be placed in the right hand upper corner. Instead, if the document includes partner logos, the UNITAR logo should go next to the CIFAL logo.

c. The light blue horizontal band should always be placed in the top and the bottom of the page. Its thickness is 13mm and its colour is 100% of Pantone 279 C.

d. The CIFAL globe motif should not be used in strong colours but rather as a watermark at 5% of Pantone Black C.

e. The color code of the first square is 70% of Pantone 7407 C.

f. The second and third squares are color graded from the previous color with 50% transparency.

TAB 24mm

TAB 24mm

c

a **cifal** Global Network

b United Nations Institute for Training and Research **unitar**

15mm

18mm

TO INCLUDE PARTNER LOGOS

cifal Global Network

United Nations Institute for Training and Research **unitar**

LOGO

d

14mm

e

c

f

13mm

42mm

Pictures

Photos from mobile phones and digital cameras belonging to UNITAR and CIFAL staff can be used without credits and can be edited as required.

Other photos may be sourced from commercial stock photo websites.

AUTHORIZATION OF USE OF IMAGE

If you are using a photo showing recognizable individuals (for example, delegates in a conference), note that in principle you should ask each person's permission before publishing their image. Even though this is often difficult to obtain in practice, failure to do so may result in the person concerned subsequently asking UNITAR and CIFAL Centre to remove the photo from the published material. This is easy to correct for websites, but could cause significant problems if involving printed material.

Contact UNITAR SDP team for an image authorization form.

SOURCES OF PHOTOS AND IMAGES

https://unsplash.com/ https://pixabay.com/en/
https://www.shutterstock.com/explore/royalty-free-images
http://www.123rf.com/
https://www.freepik.com

For commercial stock photos, please follow respective policy and guidelines on their websites.

Pictures
guidelines

When choosing an image, there are some things to keep in mind:

DO USE:

1. Photo/image with people focus: As a training institute,"a person"or"people"should be the focus when choosing an image, whenever possible.

2. Positive photo/image: Look for positive images that illustrate "empowered people" or that give an impression of a brighter future.

3. Engaging photo/image: Choose an image that is relevant and engaging to the viewer.

4. Simple composition photo/image: Choose an image that has a simple composition and has a focus.

Pictures
guidelines

DON'T USE:

1. Low-resolution photo/image: Do not use pixelated or blurry images. The images should be no lower than 300 dpi* for external printing.

2. Badly cropped photo/image: Do not use images that cut out tthe main focus of the image.

3. Irrelevant photo/image: Do not use images that are irrelevant to the work of UNITAR and the CIFAL Global Network.

*Resolution of an image is recommended as follows:

• **In-house printing:** 150 dpi (dot per inch) and in jpg format.

• **External professional printing:** 300 dpi in jpg or tiff format.

①

②

③

Graphics
guidelines

DON'T USE:

1. Clip-art: Do not use clip-art images that give an out-dated and low quality impression.

2. Low-quality illustrations: Do not use illustrations that are in low-quality and do not give a professional impression.

DO USE:
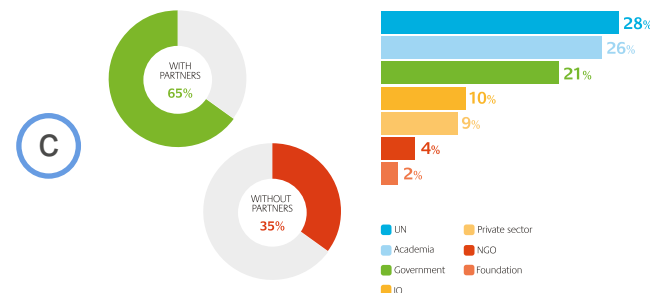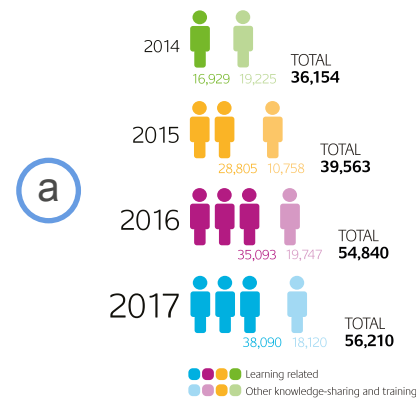
a. Graphics with clear information.

b. Maps.

c. Charts and tables.

DON'T USE

1

2

Cost of Quality

Visible

Warranty Inspection

Rejects Scrap Rework

Engineering change orders Lost sales

Long cycle times Late delivery

Time value of money Hidden

Long Set-ups (less obvious) Excess Inventory

Expediting costs

Working Capital Excessive Material Orders/Planning

Lost Customer Loyalty

DO USE

a

2014 TOTAL **36,154**
16,929 19,225

2015 TOTAL **39,563**
28,805 10,758

2016 TOTAL **54,840**
35,093 19,747

2017 TOTAL **56,210**
38,090 18,120

● ● ● ● Learning related
● ● ● ● Other knowledge-sharing and training

b

3% 7% 1% 12%
53% 24%

c

WITH PARTNERS **65%**

WITHOUT PARTNERS **35%**

28%
26%
21%
10%
9%
4%
2%

■ UN ■ Private sector
■ Academia ■ NGO
■ Government ■ Foundation
■ IO

3.
CORPORATE STATIONERY

Letterheads

The letterhead should be used for all out-going letters from CIFAL Centres.

The generic CIFAL logo can be replaced by the specific CIFAL Centre's logo.

The address should be adapted for each CIFAL Centre.

SPECIFICATIONS:

SIZE
A4.

BODY TEXT
Arial Regular 10pt,
12pt leading (line spacing).

Leave one line space between paragraphs. All letters and numerals should be kerned (letterspacing) as necessary. Letterspacing should be set at zero.

BODY TEXT COLOUR
All text print in 85% of black.

All letters are printed on single side, not recto-verso.

A Word template is available in the CIFAL Online Library.

SECOND PAGE

SIZE 210 X 297 MM

1-Pager

One-pager template shall be used when creating a short document such as factsheet, information note, guidance note, etc. This is the standard document template for internal and external use.

The generic CIFAL logo can be replaced by the specific CIFAL Centre's logo.

Partners logos may be added in the grey-toned areas indicating the size and positioning for partners logos.

SPECIFICATIONS:

PAGE TITLE
Arial Bold 35pt, Pantone 279 C.

BODY TEXT
Arial Regular 10pt, 85% black.

Additional information, such as key facts, can be inserted between two thick lines, as shown.

The two thick lines are thickness 3 and the colour is Pantone 279 C (UN blue). The text between the two thick lines is Arial 10pt and also in UN blue.

The body text may be organized in 1-column or 2-columns.

A quote box may also be added to the document using a rectangle text box (do not round the corners) in grey (90% black) and white text.

A Word template is available in the CIFAL Online Library.

SIZE 210 X 297 MM
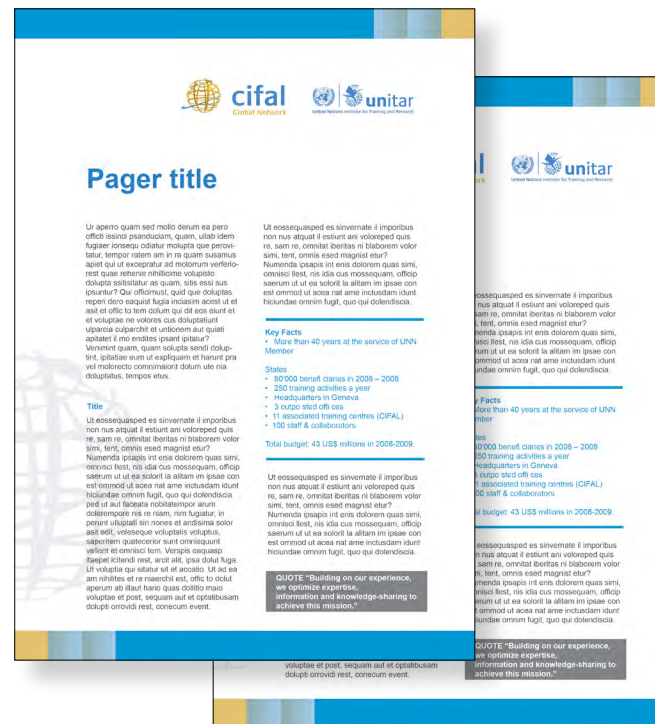
TEMPLATE TO INCLUDE PARTNER LOGOS

SECOND PAGE

OTHER 1-PAGER EXAMPLES WITH THE USE OF THE THEMATIC AREAS COLOURS

Meeting Agenda

The Meeting Agenda template may be used for internal or external meetings.

The generic CIFAL logo can be replaced by the specific CIFAL Centre's logo.

SPECIFICATIONS:

TITLE
Arial Bold 35pt, Pantone 279 C.

AGENDA
Arial Regular 15pt, all capital letters, Pantone 279 C.

DATE / CITY / COUNTRY
Arial Bold 15pt, Pantone 279 C.

A Word template is available in the CIFAL Online Library.

SIZE 210 X 297 MM

Report
Option 1

The Report template may be used for an internal or external report.

There are two options:

1. Option 1 with a cover image/photo.
2. Option 2 with a standard cover image with CIFAL globe motif.

The cover image/photo should be compressed to print size = 21cm width so that the document does not become too heavy.

Partners logos may be added in the grey-toned areas indicating the size and positioning for partners logos.

The body text may be organized in one or two columns.

SPECIFICATIONS:

REPORT TITLE
Arial Regular 35pt, Pantone 279 C.

REPORT SUBTITLE
Arial Regular 15pt, Pantone 279 C.

REFERENCE NUMBER
Arial Bold 15pt, Pantone 279 C.

DATE / CITY / COUNTRY
Arial Bold 15pt, Pantone 279 C.
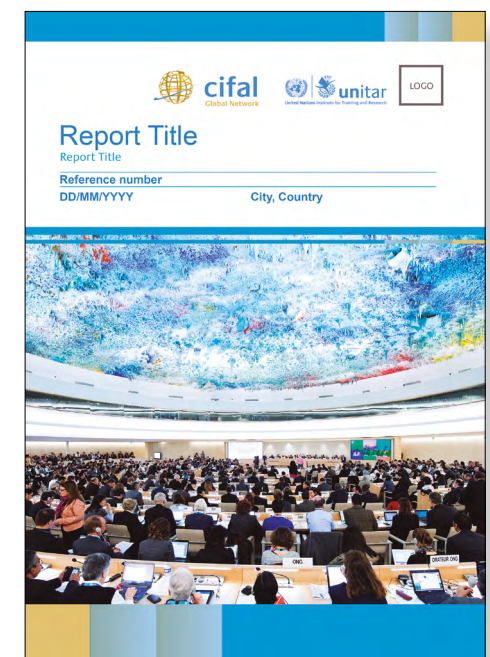
BODY TEXT
Arial Regular 10pt, 85% of black.

A Word template is available in the CIFAL Online Library.

SIZE 210 X 297 MM

SECOND PAGE

TEMPLATE TO INCLUDE PARTNER LOGOS

Report
Option 2

The second option of the Report template may be used when there is not an appropriate image or photo for the cover page. The body text can be inserted directly below the title block on the 1st page.

A smaller photo or an image may be inserted on the second page, if necessary.

All the other elements are the same as the Report option 1.

A Word template is available in the CIFAL Online Library.

Report Title
Report Title

Reference number
DD/MM/YYYY   City, Country

SECOND PAGE

SIZE 210 X 297 MM

Concept Note

Option 1

The Concept Note template has 2 cover options:

1. Option 1 with a cover image/photo.
2. Option 2 without a cover image/photo.

The cover image/photo should be compressed to print size = 21cm width so that the document does not become too heavy.

Partners logos may be added in the grey-toned areas indicating the size and positioning for partners logos.

The body text may be organized in one or two columns.

SPECIFICATIONS:

TITLE
Arial Regular 35pt, Pantone 279 C.

SUBTITLE
Arial Regular 15pt, all capital letters, Pantone 279 C.

REFERENCE NUMBER
Arial Bold 15pt, Pantone 279 C.

DATE / CITY / COUNTRY
Arial Bold 15pt, Pantone 279 C.

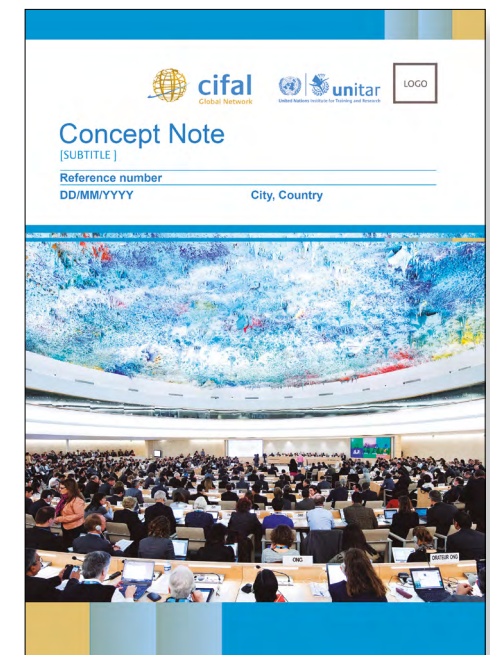**BODY TEXT**
Arial Regular 10pt, 85% of black.

A Word template is available in the CIFAL Online Library.

SIZE 210 X 297 MM

SECOND PAGE

TEMPLATE TO INCLUDE PARTNER LOGOS

Concept Note

Option 2

In order to keep the Concept Note short, the Concept Note option 2 does not have a cover image/photo, and the body text can be inserted directly below the title block on the 1st page.

A smaller photo or an image may be inserted on the second page, if necessary.

All the other elements are the same as the Concept Note option 1.

A Word template is available in the CIFAL Online Library.

SECOND PAGE

Concept Note Title
[SUBTITLE]

Reference number
DD/MM/YYYY   City, Country

Background
Present the context, facts/issues that justify the design of such programme. Clearly identify the problem the project will be solving and approach to be taken to address identified gaps. Elaborate on (eventual) existing initiatives. Determine the specific relation the programme or project has with the capacity development needs identified in the area where the programme will be implemented. Introduce what needs to be done the problem identified.

Background
Indicate the overall purpose anticipating benefits in terms of responding to capacity development needs identified. Make it clear what is the overall intent of the project; what it needs to achieve by explaining its scope]

Two paragraphs maximum.

Objectives (or Learning Objectives in the case of training courses)
[Specifically indicate what the objectives of the programme are, basically detailing through actions that will be taken to achieve the overall goal. Objectives must be stated in SMART format. In case the programme proposed is a training course, having as a major aspect a learning component, learning objectives must be determined in accordance.

Outputs
[Specifically indicate what the objectives of the programme are, basically detailing through actions that will be taken to achieve the overall goal. Objectives must be stated in SMART format. In case the programme proposed is a training course, having as a major aspect a learning component, learning objectives must be determined in accordance.

SIZE 210 X 297 MM

pero offici issinci psanduciam, quam, ullab idem fugiaer tur, tempor ratem am in ra quam susamus apiet qui ut quae rehenie nihillicime volupisto dolupta ssitisitatur as quam, quid que doluptas reperi dero eaquist fugia inciasim acest ut s eiunt et et voluptae ne volores cus doluptatiunt ulparcia tet il mo endites ipsant ipitatur? doluptint, ipitatiae eum ut expliquam et harunt pra vel molo- uptatus, tempos etus.

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tum fugit ut alis aute parum cus quaepeles aut qui conserr sum sus ute plignatur aboremolores rent volorat emposa

natustrum faccum quostrumque ommos vel excepel iquo- ed maione ea volest dolupta tiumqui conse sitiaep eratio inctiorupta enis doluptatiis pla consequia vendit eic totatur, am simporeni dolestrum eatemporem utatatu reicatquid a doluptate volorem. Et ute precabo repudist perrum voluptia- sequntis ut incipsus. ihil imodit ut vellam, vendign amusdae andae ate prepelent, oribuscia quam samus volum volupistrum elluptate aditiae sdanto te odio. Nequnti tem repudae inullab id esto quos e. Ebit quam cusam, sunt.

Press Release

Press Release template shall be used for issuing a press release.

SPECIFICATIONS:

TITLE OF THE PRESS RELEASE
Arial Regular 35pt, Pantone 279 C.

FOR IMMEDIATE RELEASE
Arial Italic 15pt, Pantone 279 C.

2ND. TITLE OF THE PRESS RELEASE
Arial Bold 15pt, Pantone 279 C.

BODY TEXT
Arial Regular 10pt, 85% of black.

A Word template is available in the CIFAL Online Library.

cifal Global Network · **unitar** United Nations Institute for Training and Research

Press Release
For immediate release

Title of the press release

17 novembre 2014, City, Country – Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisim ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id estlaborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- end -

For more information, please contact:
First name Last name, Designation
Telephone, email

CIFAL X
Address line 1
Address line 2
Country

Telephone Number
Fax
Website

SIZE 210 X 297 MM

Business cards

Business cards are printed on both sides (recto-verso).

There are two versions of the business card:

1. Business cards for UNITAR Fellows
2. Business cards for CIFAL Staff

The generic CIFAL logo can be replaced by the specific CIFAL Centre's logo.

SPECIFICATIONS:

SIZE
85 x 55 mm

FIRST NAME AND LAST NAME
Arial Bold 8pt.
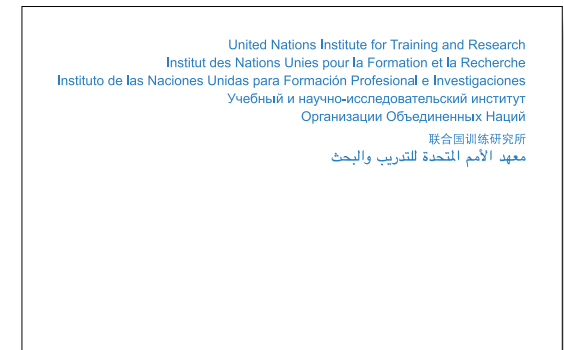
TITLE
Arial Regular 8pt.

SECTION / PROGRAMME / OFFICE / UNIT, ADDRESS / MAIL
Arial Regular 6pt.

COLOUR
Pantone 279 C.

A PDF template is available in the CIFAL Online Library.

Note: UNITAR's name in Arabic and Chinese is available as pictures for printing purposes.

BUSINESS CARD ENGLISH FOR UNITAR FELLOWS
SIZE 85 X 55 MM

United Nations Institute for Training and Research

First name, Last name
Associated Fellow, UNITAR
Director, CIFAL X

CIFAL Address
T +00 000 000 F +00 000 000
firstname.lastname@unitar.org
www.unitar.org

United Nations Institute for Training and Research
Institut des Nations Unies pour la Formation et la Recherche
Instituto de las Naciones Unidas para Formación Profesional e Investigaciones
Учебный и научно-исследовательский институт
Организации Объединенных Наций
联合国训练研究所
معهد الأمم المتحدة للتدريب والبحث

BUSINESS CARD ENGLISH FOR CIFAL STAFF
SIZE 85 X 55 MM

cifal
Global Network

First name, Last name
Title, CIFAL X

CIFAL Address
T +00 000 000 F +00 000 000
firstname.lastname@cifalxxxx.org
www.cifalxxxx.org

United Nations Institute for Training and Research
Institut des Nations Unies pour la Formation et la Recherche
Instituto de las Naciones Unidas para Formación Profesional e Investigaciones
Учебный и научно-исследовательский институт
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联合国训练研究所
معهد الأمم المتحدة للتدريب والبحث

United Nations Institute for Training and Research

Folder

SPECIFICATIONS:

PAPER
Matt with a weight of 350 g/m².

PRINTING
One side, 4 colours (inside white)

An editable PDF is available in the CIFAL Online Library, and it can be sent to outside printers to print.
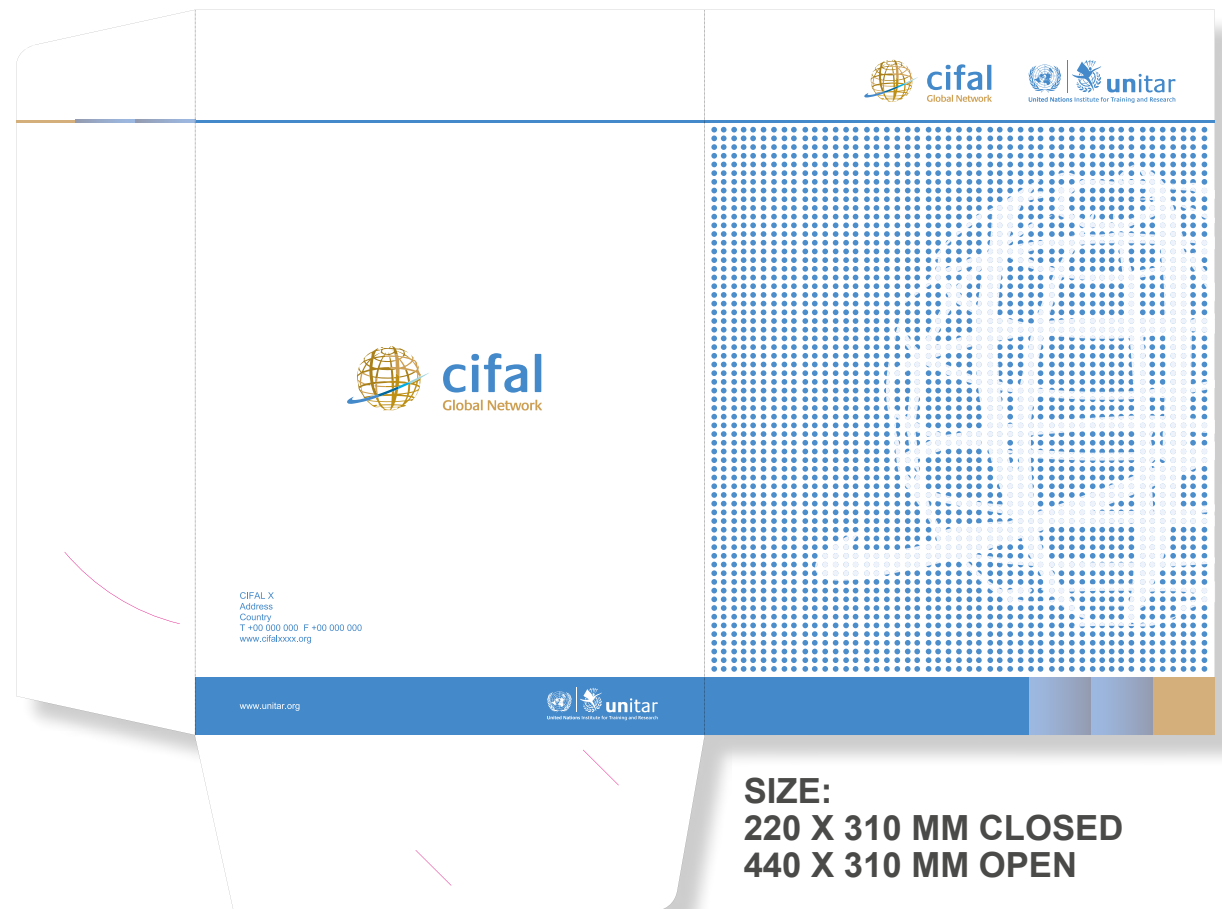

SIZE:
220 X 310 MM CLOSED
440 X 310 MM OPEN

4.
ELECTRONIC COMMUNICATION

Digital Signature

Following this Branding Policy, the email signature is a block of text which appears at the end of an email message, which shall be used when sending out emails to external audiences. The standard email signature contains below information:

Name, Surname (Title)
Functional title

CIFAL + Name of City or Country
Adress, City, Country
T (+ phone number) | F (+ fax number) | M (+ mobile phone)
email | cifal website | www.unitar.org

Social Media

Use the official CIFAL Centre logo (in vertical) for your city/country.

You may use the cover photo options provided for your CIFAL Centre Facebook page that are available in the CIFAL Online Library.

Contact UNITAR SDP team for an editable template for cover photo related to the areas of work of the CIFAL.

COVER PHOTO
1368 x 504 px

PROFILE PHOTO
640 x 640 px

1368 x 504 px

640 x 640 px

PROFILE PHOTO
Use the CIFAL Centre logo in vertical version for your city/country

COVER PHOTO
You may use some of the Cover Photo option 1 below for your CIFAL Centre Facebook page. For Cover Photo option 2 you may change the images for each area of work. An editable template is available for this purpose.
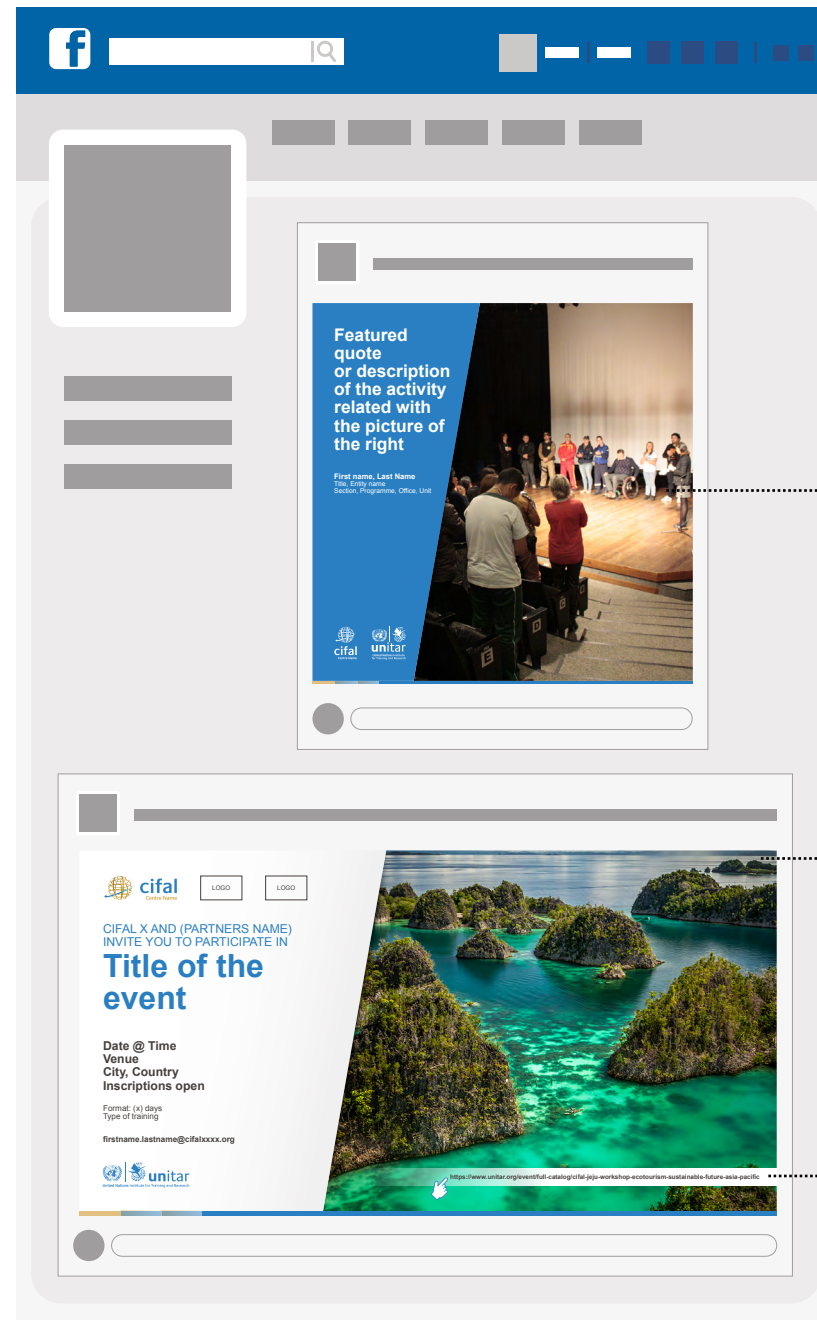
Post on Facebook

SQUARE POST
1200 x 1200 px

HORIZONTAL POST
1200 x 628 px

Contact UNITAR SDP team for an editable template in Adobe Illustrator for the square and vertical versions of post on Facebook.

Featured quote or description of the activity related with the picture of the right

First name, Last Name
Title, Entity name
Section, Programme, Office, Unit

SQUARE POST
Use an image related with the announcement

cifal

CIFAL X AND (PARTNERS NAME) INVITE YOU TO PARTICIPATE IN

Title of the event

Date @ Time
Venue
City, Country
Inscriptions open

Format: (x) days
Type of training

firstname.lastname@cifalxxxx.org

https://www.unitar.org/event/full-catalog/cifal-jeju-workshop-ecotourism-sustainable-future-asia-pacific

HORIZONTAL POST
This template is for announcement of upcoming events. Use an image that reflect the concept of the event.

URL
Use an URL link to register the participants in the event