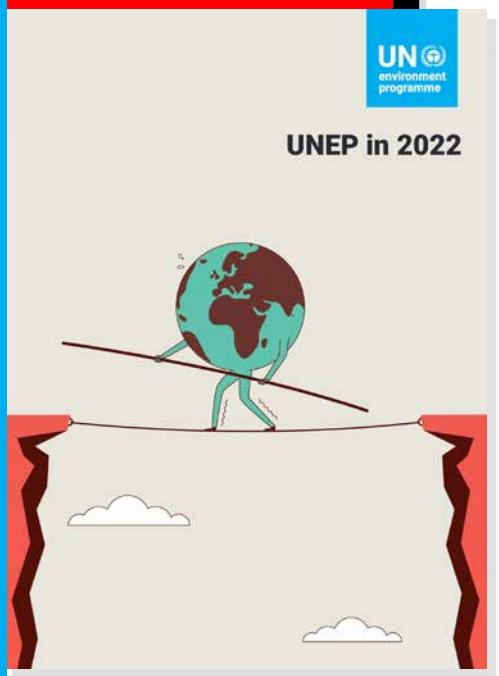
UN environment programme

Publications Design and Layout Guidelines



Publications Design and Layout Guidelines

The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

In line with this mission, UNEP's publications focus on a range of environmental issues and targeted to a diverse set of audiences, including member states, environmental leaders and practitioners, civil society, students and others. The publications deliver science to strengthen consensus on policymaking, identify solutions, and guide collective actions.

This guide aims to ensure consistent levels of design standards in UNEP's publications and knowledge products. All publications must comply with corporate writing guidance, branding and design standards, and follow best practices in production.

What is covered in this guide?

UNEP publications are written materials issued by or for UNEP that are produced and made available to the public. The design guidelines apply to the publication types as outlined below. These design guidelines comply with the rules established by the United Nations, with UNEP visual identity standards and publications guidelines, and follows best practices outlined in the UN Disability-Inclusive Communications Guidelines (see also box 1). The guidance on Cover Design and Photo Selection apply to all types of publications.

Please note that separate processes are in place to clear the text of publications. Further information on these can be found on the publishing space on WeCollaborate

For any questions, please contact unep-publications@un.org

BOX 1: Disability-Inclusive Design Guidelines

UNEP places importance on making science inclusive and accessible, in line with the concept of "leaving no one behind" and to ensure the knowledge is available to the full diversity of our society.

Following the UN guidance, persons with disabilities comprise a diverse group, who have different impairments and varied identities. This means there are various adaptations that need to be done to accommodate their needs, as reflected in UNEP's publications writing and design/layout guidelines.

In addition to these guidelines on publications design, UNEP also promotes disability-inclusive communications by creating and disseminating communication assets with the key messages of publications including videos with subtitles.

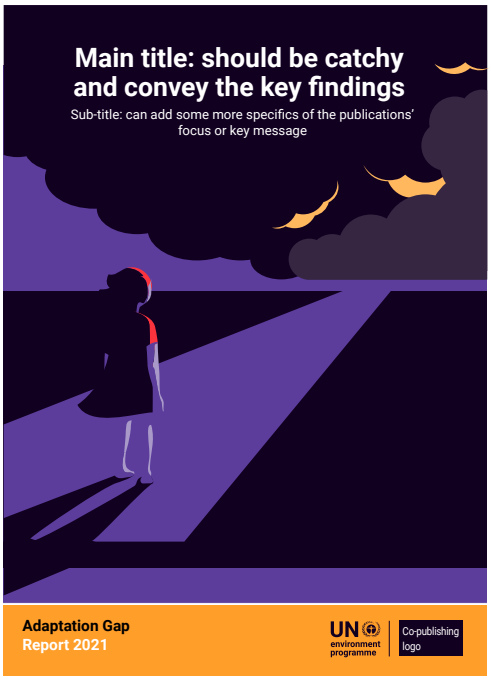
Some of the features in UNEP's publications design templates include:

- A font size large enough to accommodate people with low vision.
- Selection of a sans serif font (ROBOTO) because it is easier to read and distinguish letters that do not have a serif.
- A colour contrast that assists persons with colour blindness or low vision.
- Allow generous line breaks to add white spaces to dense text
- Left alignment of text to allow ample white spacing
- Photo selection and caption guidelines are developed to promote accessibility and show a range of persons with disabilities to represent a cross section of society.

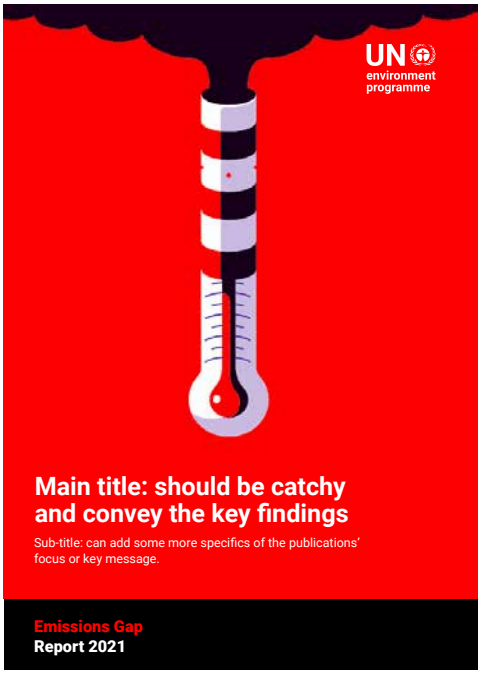
Design guidance:

Cover page

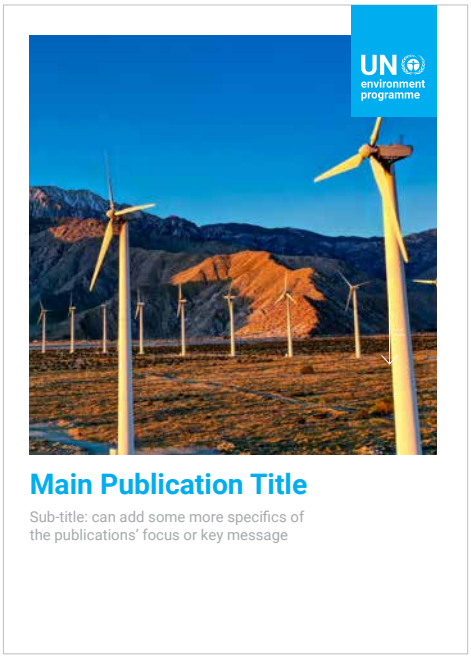
All cover designs should be clean, minimalist and impactful. Please note the identification bar on the bottom left of the cover which differentiates the document types covered in this section. A cover page can have an illustration or a photo.



Co-published detailed cover image layout with logo example



UNEP series publication simple cover image layout



Technical publication photo cover layout

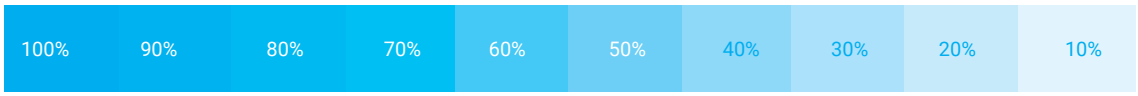
Note:

- A co-published publication is when different entities/agencies have contributed substantively to the publication. The logos to be the same size and arranged depending on the leading agency of the report. (When logos are in different shapes and sizes, do not align them automatically; instead, align the logos manually, making sure they have the same spaces between them.)
- The logos may have to be placed according to donor guidelines.
- Main title: should be catchy and convey the findings of the publication in an engaging way.
- All UNEP publications should feature the UNEP logo on the front and the back cover. Ideally on the top right corner, and on the back cover - ideally at the bottom left corner.
- Having the logo on the spine of the publication is not advisable since legibility may be compromised in most cases.
- The logo should not be less than 20mm height
- The front cover can contain a picture or artwork which should be created or selected to suport the publication's message and the title / subtitle chosen.
- Photos for the front cover need to be minimum 300dpi. For photo selection guidelines, go to https://wecollaborate.unep.org/display/COMM/Photo+Selection+Guidelines
- The front cover of a UNEP publication bears only the following elements, in addition to any picture or artwork:
  - Title
  - Subtitle (if applicable)
  - Series title (if applicable)
  - Volume and supplement number (if applicable)
  - UNEP logo Co-publishing partner logos, if any

Colors

Primary colour

Cyan



Secondary colours

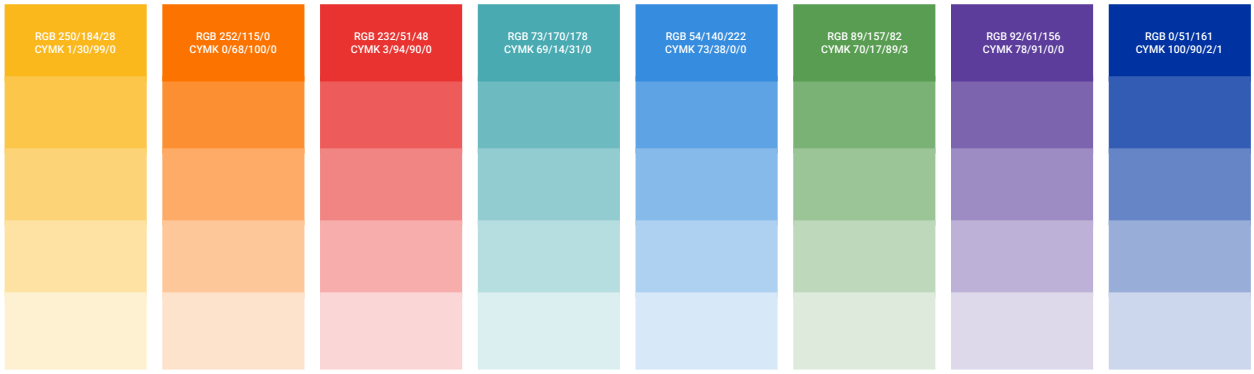


Photo selection guidelines

Photos used on the publication cover or inside pages need to meet the following criteria:

- relevant to the topic discussed
- respecting the dignity of people depicted in the photo
- showcasing diversity and inclusiveness (such as gender, geographic and disability)
- relevant to UNEP's brand
- serve as a visual hook and/or stir emotions
- Use captions to provide additional relevant information (names of individuals photographed, location, subject).
- Use only those photos for which you have permission. This means photos: (a) for which you have rights to download and use; (b) that are free of charge; (c) that are subject to Creative Commons licensing; or (d) that you have purchased.
- High resolution (300dpi) in these formats: EPS, TIFF, JPG, PNG, PDF

Figures (e.g. graphs, charts, infographics)

- High resolution (300dpi) in these formats: EPS, TIFF, JPG, PNG, PDF
- Caption and copyright should follow the UNEP Brand Guidelines
- Add the title of the figure above it, in Roboto bold 12pt

Maps

- All maps used in UNEP publications should follow UN practices with respect to representation of international boundaries. All maps used in UNEP publications are to be reviewed by World Environment Situation Rom (WESR) Unit in Science Division.

Design templates for UNEP Publications Types

Click on your document type below to be taken to the relevant template.

For digital only publications, the one-column template is recommended. Print publications are more accessible in a two-column format. This is only a recommendation and the choice of which version to use is up to the discretion of the publication manager.

Type	Definition	Template available?
Spotlight	SMT agreed institutional priority issue report reflecting the strategic priorities and expertise of UNEP in areas in which it wishes to achieve or sustain leadership. It is a unique report which is deemed an (emerging) issue of concern and requires global attention in a given year. Would usually be an organization-wide effort aimed at amplifying impact.	Yes One column template Two column template
Institutional Series	SMT agreed institutional priority topic-based reports which are produced periodically that outline the changes in an issue/sector over time. These types of reports aim to reach a wider audience outlining new insights and the most up to date information signaling environmental issues and solutions for effective and timely responses. The periodicity will be determined by SMT annually. Can be full-fledged reports or electronic platforms with background information and methodology accompanied by targeted pieces/models with updated statistics and trends analysis.	Yes One column template Two column template
Technical Reports	Specialized, in-depth studies on specific topics drawing on the latest data and information. Technical reports are typically focused on narrow problem statements and/or regional angles and describe progress or results arising from technical or scientific research or a specific research project. It would typically include the rationale for the work, methods including analysis details, results, discussion and conclusions.	Yes Technical report template

UN environment programme

For more information:
unep-communication-director@un.org

United Nations Avenue, Gigiri
PO Box 30552, 00100
Nairobi, Kenya