

# UN PEACEBUILDING FUND COMMUNICATIONS GUIDELINES



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United Nations  
Peacebuilding

## 1. Introduction

As part of its effort to support peacebuilding activities around the world, the UN Peacebuilding Fund (PBF) works closely with recipient organizations (UN agencies and Civil Society Organizations) to ensure its visibility by leveraging their resources and network. These guidelines are intended to help recipient organizations and partners integrate messages about the PBF in their own communication plans and develop content in line with the PBF quality standards.

## 2. Why ensure the visibility of the PBF?

In 2016, the General Assembly and the Security Council came together to express their commitment to building and sustaining peace. They emphasized, in the twin resolutions on the review of the peacebuilding architecture, General Assembly resolution 70/262 and Security Council resolution 2282 (2016), that Member States needed to work better together to sustain peace at all stages of conflict and in all its dimensions and stressed that sustaining peace was imperative to preventing the outbreak, escalation, continuation and recurrence of conflict. It was recognized in the resolutions that sustaining peace should be broadly understood as a goal and a process to build a common vision of a society, ensuring that the needs of all segments of the population were taken into account.

The number of countries requesting peacebuilding support has grown *from 20 in 2014-2015 to over 34 at the end of 2016*. It is expected that the number will grow to well over 40 in 2017-2019, if funding is available. Predictable and sustained income is therefore necessary to ensure that the PBF can meet the demand. To that end, communicating the success stories of the PBF and its partners is fundamental to demonstrate the added-value of the PBF and attract further investments that will sustain peace at all stages of conflict and in all its dimensions.

## 3. How to ensure the visibility of the PBF?

Whenever a recipient organization is producing content about PBF-supported initiatives, it is mandatory to mention the PBF as part of the narrative. Depending on the medium, the parameters will change, along with the content and the space given to the PBF. There are however minimum requirements that organizations need to comply with. The present guidelines include several tools to help recipient organizations understand what those requirements are.

### 3.1. Our Story

When describing what the PBF is and how it works, it is recommended to use the paragraph below to ensure consistency in all cases.

**The UN Secretary-General's Peacebuilding Fund (PBF) is the organization's financial instrument of first resort to sustain peace in countries or situations at risk or affected by violent conflict. The PBF may invest with UN entities, governments, regional organizations, multilateral banks, national multi-donor trust funds or civil society organizations. From 2006 to 2017, the PBF has allocated \$772 million to 41 recipient countries. Since inception, 58 member states contributed to the Fund, 33 in the present 2017-2019 Business Plan.**

**The PBF works across pillars and supports integrated UN responses to fill critical gaps; respond quickly and with flexibility to political opportunities; and catalyze processes and resources in a risk-tolerant fashion.**

This paragraph may be broken down in smaller sentences according to the needs but its content and tone of voice should remain identical.

### 3.2. The UN Peacebuilding logo

The UN Peacebuilding logo is an integral part of the United Nations visual identity ecosystem. It combines two main elements: the United Nations Emblem and the name of the Peacebuilding Architecture written in Century Gothic. It uses the UN shade of blue as referenced in the UN visual identity guidelines (see page 6 for more details on color codes).

The same logo is used for the three components of the UN Peacebuilding Architecture: the Peacebuilding Support Office, the Peacebuilding Commission and the Peacebuilding Fund.

#### 3.2.1. Using the primary Peacebuilding logo

Using the UN Peacebuilding logo correctly is key to a consistent and positive brand presentation. Do not alter the logo in any way. Only the authorized logos illustrated in this manual should be used.

##### Blue Version



The blue version has to be used on white backgrounds

##### Black Version



The black version has to be used on light colored backgrounds

##### White Version



The white version has to be used on dark colored backgrounds

#### 3.2.2. The Peacebuilding Logo in Multiple Languages

In addition to the English version, the Peacebuilding logo is available in three more languages: Russian, French and Spanish. Please contact the UN Peacebuilding Fund's Communication Officer to access the files.



### 3.2.3. The Peacebuilding Logo with the Sustaining Peace Tagline

While it is recommended to always use the primary logo, the logo can also be used in combination with the “Sustaining Peace” tagline. This version of the logo is to be used when the target audience doesn’t necessarily associate Peacebuilding and Sustaining Peace and where it is important to highlight the alignment of the PBF strategy with the Sustaining Peace agenda. Please contact the UN Peacebuilding Fund’s Communication Officer to access the files.



### 3.3. Positioning the Peacebuilding Logo

It is advised to always position the logo in the bottom-right corner of a document.

**SAHEL - CONFLICT FACTORS:**

	STRUCTURAL CAUSES	IMMEDIATE FACTORS	TRIGGERS
<b>INSTITUTIONAL FRAMEWORK / STATE</b>	Weak state authority and service delivery capacity on vast part of national territory, especially in border areas  Power concentrated in capitals  Weak rule of law  Weak security and justice sector and lack of oversight	Corruption and impunity  Incomplete security sector reform and DDR processes  Increased presence and activity of rebel groups, traffickers and extremists movements  Weak border control and management  Small arms proliferation  Impunity around crimes committed by certain actors of the security sector  Lack of trust in the security and justice sector and in the state in general	Electors and attempts to modify constitutions  Human rights violations  Manipulation of identity and religion  Independence – autonomy claims  Presence of rebel groups and traffickers at cross-border regions
<b>ECONOMIC FRAMEWORK</b>	Limited diversification of the economy  Food insecurity  Large socio-economic disparities (income, assets, land)  Dependency to commodities	Unemployment and socio-economic marginalization of youth  Tensions around the management of resources  Migration	Trafficking  Lack of transparency  Discriminatory practices  Demonstrations around national budgets / cost of living
<b>SOCIAL FRAMEWORK / FRAGMENTATION</b>	Youth bulge  Intra and inter-community tensions  Weak conflict resolution mechanisms  Exclusive modes of representation and participation  Degradation of educational system and civic education	Radicalization  Lack of employment opportunities  Cross-border and regional movements of population  Exclusion patterns and marginalization	Violent demonstrations  Manipulation of identity and religion
<b>ENVIRONMENTAL FACTORS</b>	Demographic pressure  Vulnerability of ecosystems	Climate change and related shocks (Droughts and desertification)  Pollution  Migratory movements  Tensions and competitions around access to resources	Lack of transparency in the management of natural resources  Environmental damages  Land grabbing

**PBF INVESTMENTS IN LIBERIA:**

**TOTAL ALLOCATION:**  
\$ **61** MILLION  
Invested from 2008 to 2018

**CURRENT PORTFOLIO:**  
\$ **14** MILLION

**FOCUSING ON:**

- helping Liberians gain access to justice
- better management of land at the community, regional and national levels

The infographic features a background image of a woman in a red and white striped dress and a red hat holding a white umbrella. It includes icons for justice and land management, and the UN logo.

### 3.4. Logo Files Formats

#### 3.4.1. EPS

EPS files are best suited for high-resolution professional printing, such as offset printing (e.g., publications, banners, etc.)

*Note: EPS files are vector-based, so the EPS logo files may be scaled larger without loss in quality.*

#### 3.4.2. PNG/JPEG

- PNG/JPEG files are best suited for:
- Web
- Screen display and desktop printing, for programs such as MS Office Word, Excel and PowerPoint
- E-mail signatures

*Note: Unlike JPEG files, PNG files are available with a transparent background, which is most suitable when the logo will be placed on a color background.*

*Note: PNG and JPEG files are NOT vector-based, so the logo files must not be scaled to a larger size, as the quality will decrease and pixels will be visible.*

### 3.5. Principles

The basic principles governing the use of the Peacebuilding Fund name and logo are as follows:

**3.5.1. No use without permission.** The UN Peacebuilding name and logo may not be used by an external party without expressed permission. If the UN Peacebuilding logo will be used with other images, these images must be appropriate visuals and not in any way reflect negatively on the organization.

**3.6.2. No modification.** The UN Peacebuilding name and logo cannot be modified. Alternative UN Peacebuilding “logos”, whether they incorporate any part of the UN Peacebuilding logo or not, may not be created.

**3.6.3. New language versions.** If a new local language version of the logo has to be created for more effective outreach, a formal request must be sent to the PBF Communications Officer for prior approval.

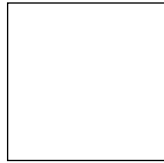
**3.6.4. No commercial use or endorsement.** UN Peacebuilding may not under any circumstances endorse any products, goods, or services and no individual or entity may use the UN Peacebuilding name or logo for the purposes of commercial advantage. The UN Peacebuilding name and logo may not be used to endorse or appear to endorse a company, group of companies, industry sector or other third party, its products or services. In the case of certain partnerships, including with the business sector, use of the logo will be determined on a case-by-case basis.

**3.6.5. No exclusivity.** UN Peacebuilding does not grant “exclusive” permission to reproduce the UN Peacebuilding name or logo. At no time may any UN Peacebuilding office, staff member or National Committee grant exclusivity to any company, group of companies, industry sector or other third party.

#### 4. Set of Colors

The official color code for the United Nations blue can be found here. It is highly recommended to only use this shade of blue in communication materials. A darker shade of blue can be used for creative purpose.

Peacebuilding set of colors can be found here:



##### White

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #FFFFFF



##### UN Blue

C:68 M:33 Y:0 K:0  
R:76 G:146 B:206  
HEX: #4f92ce



##### Dark Blue

C:81 M:56 Y:23 K:4  
R:64 G:107 B:148  
HEX: #406a93

#### 5. Fonts

##### 5.1. Century Gothic

The primary font of the UN Peacebuilding communication ecosystem is the Century Gothic. It has to be used for titles and sub-titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

##### 5.2. Arial

The secondary font of the UN Peacebuilding communication ecosystem is Arial. It has to be used for body text. It can also be used for sub-titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**