



UNITED NATIONS
SYSTEM
STAFF COLLEGE

BRAND BOOK

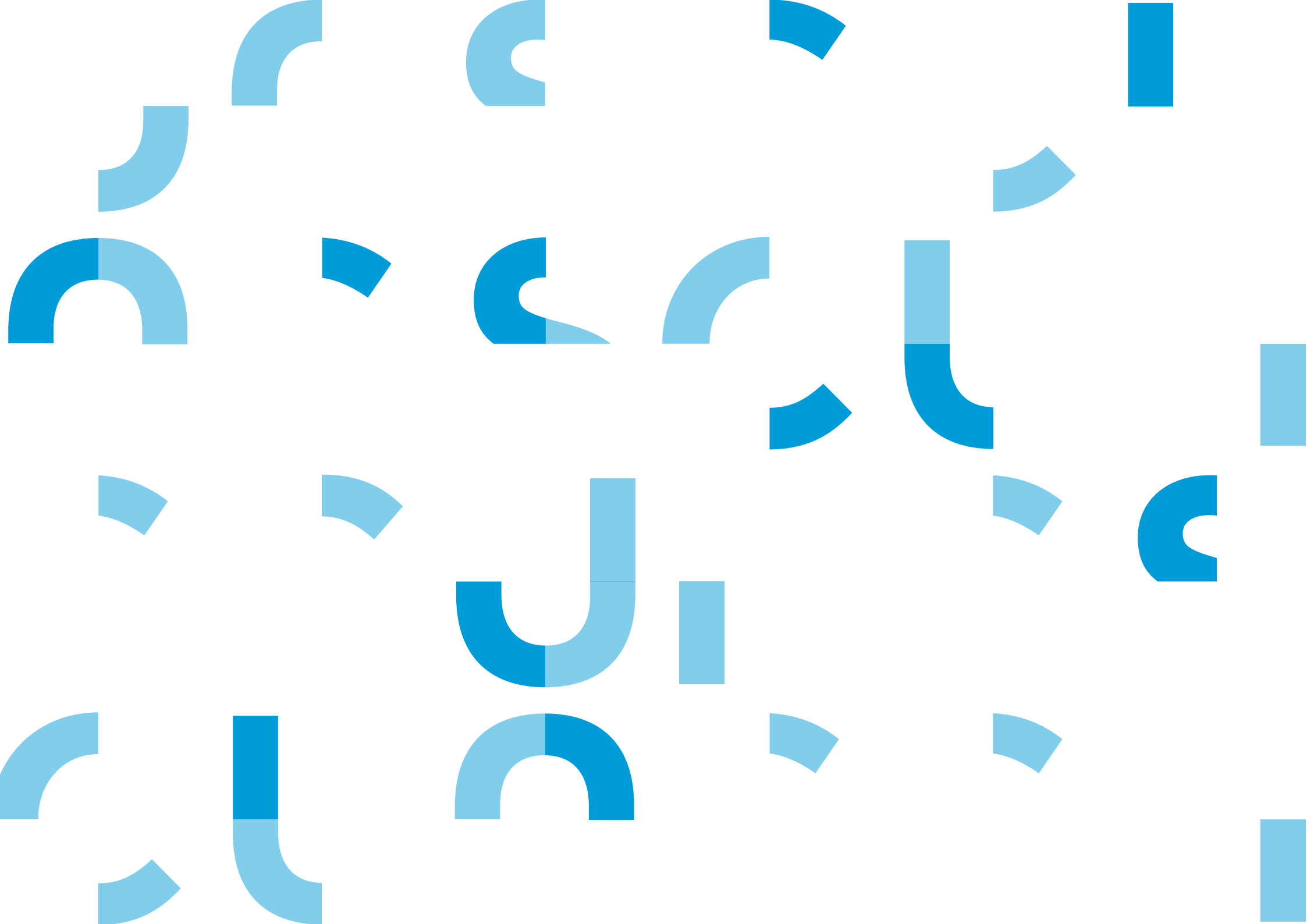


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Introduction

Since its inception in 2002, the UN System Staff College has continually adapted to answer the learning, training and knowledge management needs of UN staff and relevant partners. Established as an inter-agency learning institution, we have become a strategic partner. Together we work towards the achievement of a more peaceful and sustainable world, based on the principle of human rights for all.

This brand book testifies to the College's enduring role and ethos. Reflecting interviews with UNSSC staff as well as external stakeholders, it demonstrates our commitment to putting the needs of our partners and clients at the centre of our work.

This brand book replaces the 2012 UNSSC *Branding Guidelines*. It puts forth a distinctive visual identity based on how our partners and

prospective clients perceive us, and how we perceive ourselves. In communicating a cohesive brand identity, this brand book clarifies the value that the organization brings, thus increasing the potential to build trust and expand partnerships.

Beginning with a look at what we do and how we work, this brand book encapsulates our uniqueness, our values, our voice, and our brand personality. It articulates guidelines for imagery. Furthermore, through examples it provides guidance for communicating our brand across products and channels.

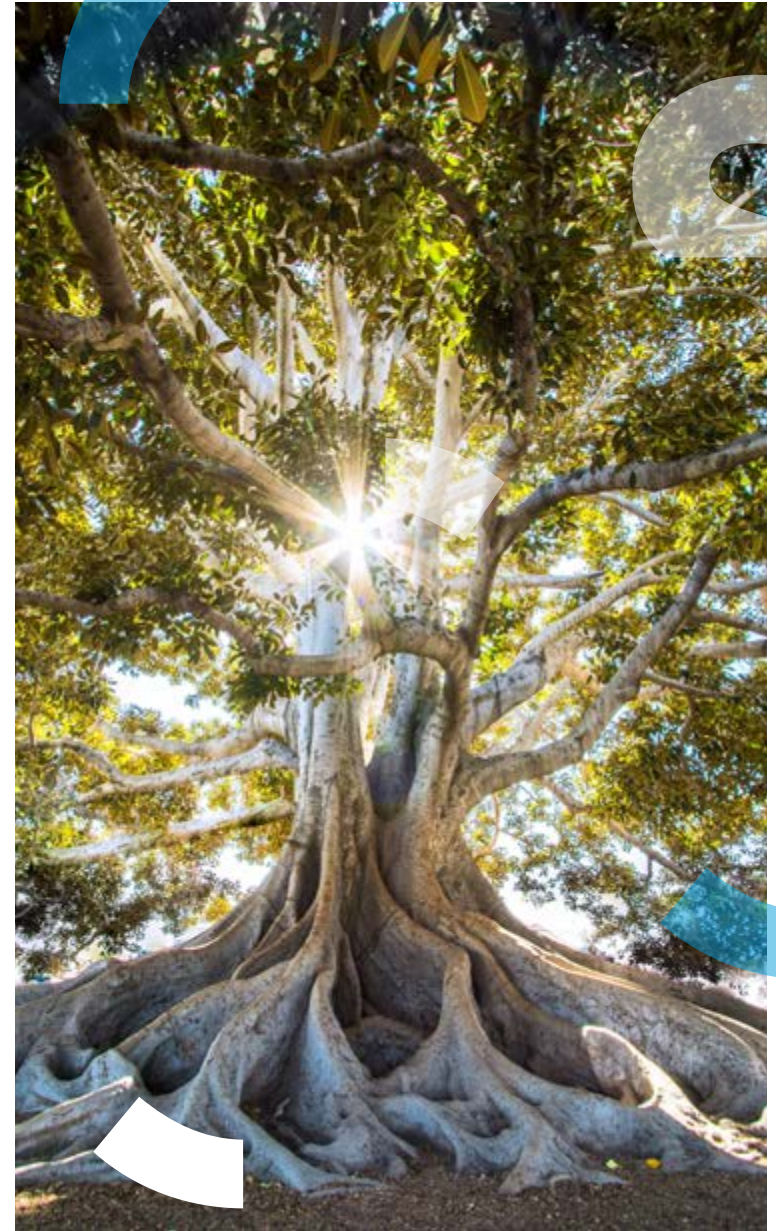
All of UNSSC must follow this brand book under the supervision of the Communications Unit. In case of questions, please contact:

comms@unssc.org.

What we do

According to our statute and recent UN General Assembly resolutions, the Staff College provides high-quality system-wide knowledge management, training, and continuous learning for the personnel of the United Nations system and relevant partners in the areas of economic and social development, peace and security and internal management.

The Staff College has become a trusted go-to learning institution for people who are working to support Member States to protect human rights, and support peace, security, and development.





How we work

Twenty-first century challenges require multisectoral approaches that harness whole-of-government and whole-of-society efforts. This reality underpins our learning offerings, many of which include diverse partners beyond the UN, such as governments, civil society organizations, non-governmental organizations, the private sector, and academic institutions.

Our approach to learning programmes is demand-driven. In addition to our fee-based and open-enrolment courses, we offer tailored learning and training suited to the needs of our partners and stakeholders.

Our faculty consist of leaders with diverse backgrounds who help our learning participants become well-rounded problem-solvers. Learning programmes are delivered through a combination of academic leaders, subject-matter experts and trainers, and experienced practitioners, including senior UN officials.

Both individual clients and institutional representatives have highlighted the need to access tailored and hybrid services that support people as they develop in their careers. Our continuous learning, coaching and mentoring services address these needs; they are central aspects of our offerings.

What makes us unique?

- We belong to the United Nations and understand the needs of the UN system.
- We partner with organizations, governments, and the private sector to co-create learning solutions addressing defined learning goals.
- We serve as conveners, connecting personnel across the UN system as well as partners and stakeholders, to foster knowledge sharing and to drive action.
- We develop learning solutions to augment the knowledge and professional skills of participants through high-quality, inspiring experiences.
- Our learning experts and external speakers are leaders in their fields.
- By bringing together a range of actors and institutions, we facilitate and host unique dialogue spaces.
- We are knowledge brokers, facilitating the exchange of knowledge and making knowledge accessible and usable.
- Our learning experiences offer exceptional networking opportunities. Participants are immersed in a community of peers who share a commitment to understanding and solving global, regional, and national challenges.
- No matter the setting – online, face-to-face or blended - our learning experiences inspire people to take action, thus putting their learning into practice.

What makes us unique?

OUR VALUES

- **Empathy:** Understanding the needs of our clients and partners is the core of how we work. Together we co-create bespoke solutions addressing their learning goals.
- **Inspiration:** We engage our clients and partners by facilitating inspiring energizing and empowering experiences.
- **Agility:** We deliver for our clients and partners the latest learning solutions addressing their on-the-go, continuous learning needs.

OUR BRAND PERSONALITY

- **Caring:** We provide bespoke learning experiences, ensuring that partners and clients receive the knowledge and skills that address their learning gaps.
- **Inspirational:** Our learning programmes explore some of the most pressing challenges of our time. We engage expert speakers working at the forefront of these issues, and we apply practical approaches to empower and inspire participants to action.
- **Creative:** Looking for original ways to provide learning, training and knowledge is a fundamental part of our DNA.
- **Innovative:** We continuously strive to offer fresh approaches. Whether it is a new topic or a new way of delivering our learning experiences, we deploy and inspire innovation.

Voice

Reflecting our brand personality and values, our brand voice has the following features:

- **Uplifting:** Our messaging should inspire current and future leaders as well as global citizens to take action and learn how they can do their part to bring about a more peaceful, secure and sustainable world, based on the principle of human rights for all.
- **Simple:** Our story should be simple and concise. Online and offline text should strive to avoid acronyms and abbreviations.
- **Inviting:** Messages should encourage audiences to learn more about the UNSSC and its initiatives.
- **Optimistic:** Underpinning our story is the idea that a more peaceful and prosperous world where human rights are protected is possible.



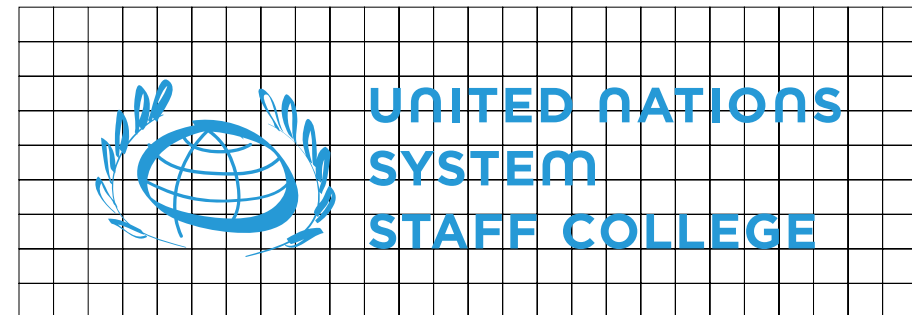
Logo

[Download Here](#)

NAMING

The United Nations System Staff College is the brand name of the organization. The acronym, UNSSC, can also be used in all brand applications.

The following branding is built on two concepts: intersection and union. These are two features that characterize the place where knowledge meets for unity in action.



E = "x" The logo is constructed based on the height of the letter "E," we will call this measurement "x"

Logo

APPLICATION

The United Nations System Staff College logo must be applied consistently across products to guarantee brand recognition. This logo should replace all previous versions of the UN System Staff College logo.

The UN System Staff College logo in blue on white background is the preferred version.


To guarantee legibility, the size of the logo on print materials should be a minimum of four centimeters in length.

As a general rule, the reserved space for the logo location should never be less than four times the height of the letter E. In that space, no external graphic elements will be placed. With partner logos, the same measurements are used, but a vertical dividing line is placed between the logos.



Cannot measure less than 4 cm

 4x		4x
		UNITED NATIONS SYSTEM STAFF COLLEGE
4x		4x

 = "X"

Logo

DOs

If possible, the logo should always be placed on a white or black background.

The black and white version of the logo will be used on backgrounds where, for reasons of legibility and contrast, it is not possible to use the versions above.

If placed on colour, the all-white version of the logo should be applied. And the black version should be applied when for reasons of contrast and legibility white can't be applied.



Logo

DON'Ts



Do not change the UN blue to a different blue.



Do not change the kerning.



Do not enclose the logo in a box.



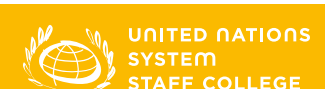
Do not change the alignment.



Do not change the typography.



Do not manipulate the typography of the logo.



Do not use the logo in its white version on backgrounds that do not guarantee sufficient contrast for legibility.

LOGO ON PHOTOGRAPHS AND IMAGES

When using the logo on photographs, its application must ensure sufficient contrast for the logo to be legible.

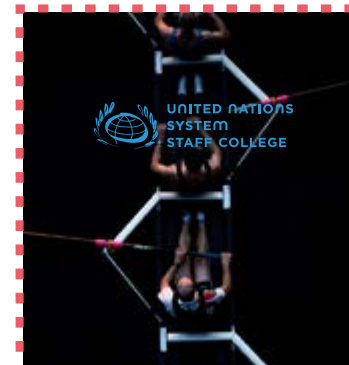
When applying the logo on photographs, try to guarantee that it is placed on a solid background.

Do not tilt the logo, and do not place it sideways.

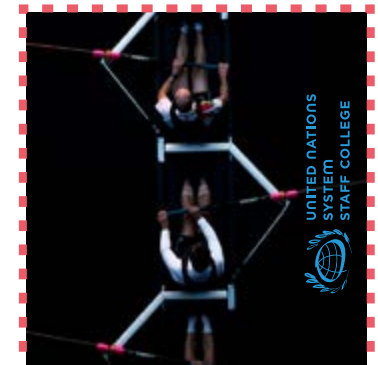
DON'T



DON'T



DON'T

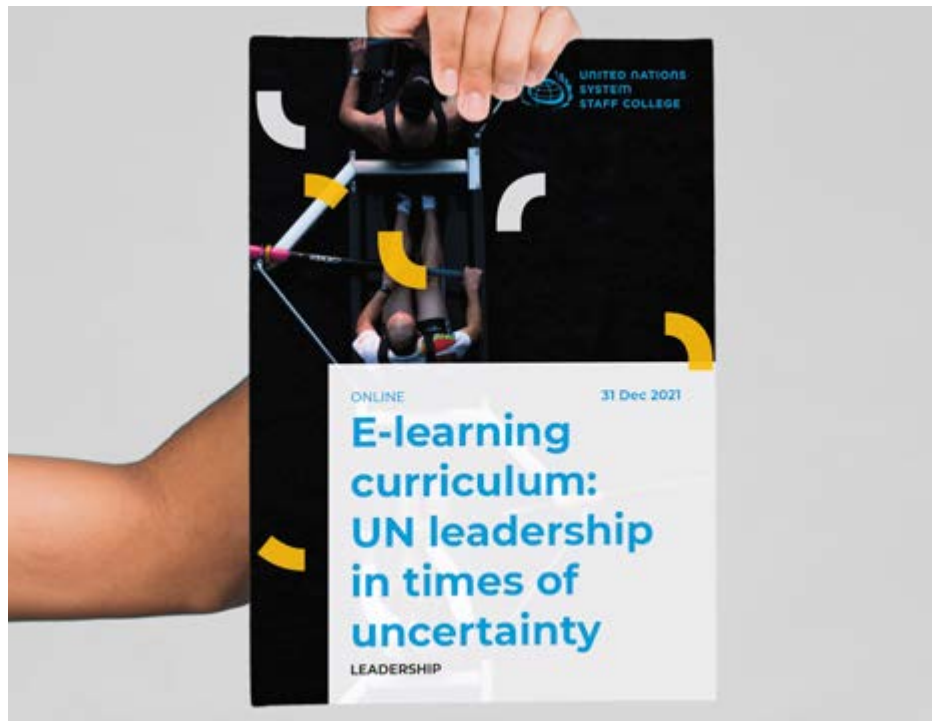


Logo

POSITION

The logo should be placed in the top right corner. Exceptions to this rule are: business cards, letterhead, course attendance certificate, badges, t-shirts and tote bags.

If the logo can't be positioned in the top right corner, please contact the Communications Unit to vet the request.



Typography

Montserrat is the UNSSC typeface. It offers a flexible range of weights, including light, regular, italics, semi-bold and bold. Montserrat should be used wherever possible to enhance consistency across the brand.

Montserrat is licensed under the Open Font License. It can be used freely in products and projects — print or digital.

Roboto can be used when Montserrat is not available. Roboto features friendly and open curves. It includes Thin, Light, Regular, Medium, Bold and Black weights as well as condensed styles in Light, Regular and Bold.

Montserrat or Roboto must be used for all print, web and social media communications, marketing collateral and learning resources.

In special cases where it is not possible to use either Montserrat or Roboto — e.g., select email communication or PowerPoint presentations — Arial can be used.

In case of questions, stakeholders are requested to contact the UNSSC communications unit at comms@unssc.org.

Montserrat

[Download Here](#)

Thing *Thing* Extralight *Extralight* *Italic*
Light *Light* *Italic* Regular *Regular*
Italic Medium *Medium* *Italic* **SemiBold**
SemiBold ***Italic*** **Bold** ***Bold*** ***Italic***
ExtraBold ***ExtraBold*** ***Italic*** **Black**
Black ***Italic***

Roboto

[Download Here](#)

Thing *Thing* *Italic*
Light *Light* *Italic*
Regular *Italic*
Medium *Medium* *Italic*
Bold ***Bold*** ***Italic***
Black ***Black*** ***Italic***

Colour palette

The UN blue is the primary colour of the UN System Staff College brand. The use of the UN blue highlights the organization's belonging to the system, a fundamental aspect of the institution's added value.

The UNSSC brand includes a set of secondary colours that complement the primary one to communicate the flexible, agile and innovative nature of the new visual identity.

The secondary palette is inspired by the Sustainable Development Goals colour palette.

PRIMARY COLOUR: UN BLUE



PANTONE 2925
CMYK 80C | 20M | 0Y | 0K
RGB 0R | 158G | 219B
WEB #009edb



SECONDARY COLOUR PALETTE



PANTONE 2725 C
CMYK 67C | 65M | 0Y | 0K
RGB 106R | 103G | 206B
WEB #6a67ce



PANTONE 1785 C
CMYK 0C | 76M | 47Y | 0K
RGB 252R | 99G | 107B
WEB #fc636b



PANTONE 3385 C
CMYK 58C | 0M | 47Y | 0K
RGB 59R | 232G | 176B
WEB #3be8b0



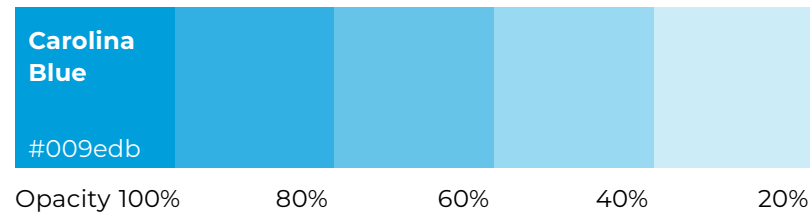
PANTONE 7549 C
CMYK 0C | 30M | 100Y | 0K
RGB 255R | 185G | 0B
WEB #ffb900



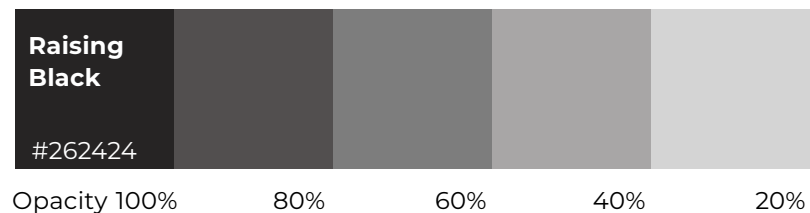
A colour palette for the web

UNSSC has a specific colour palette for products and materials to be displayed online. This colour palette and the recommended combinations below will ensure that UNSSC channels and content are accessible to all potential users, including people with disabilities.

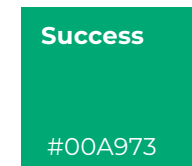
PRIMARY COLOUR:



NEUTRAL COLOUR:

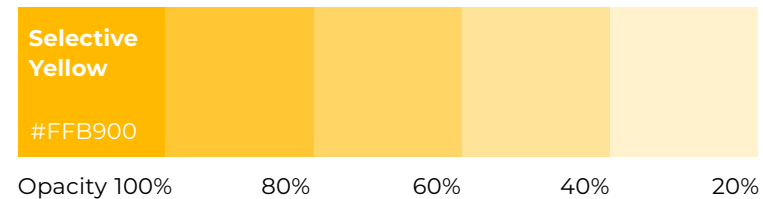
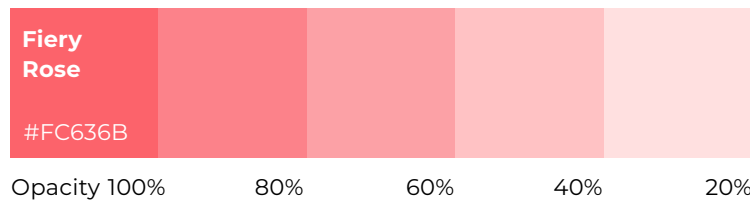
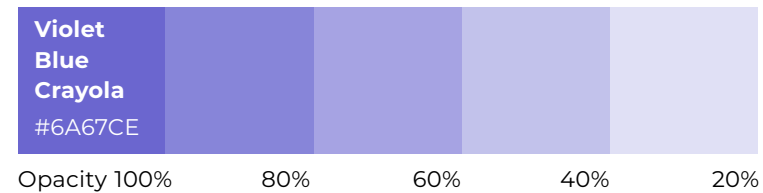
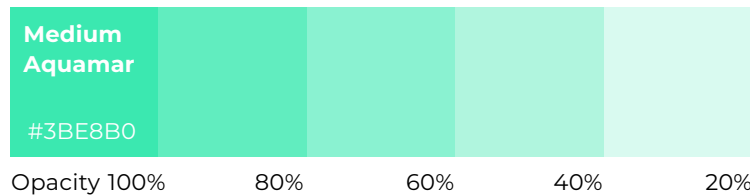


INFORMATIVE COLOUR:



A colour palette for the web

SECONDARY COLOURS:



Accessibility of colours

PRIMARY COLOURS:



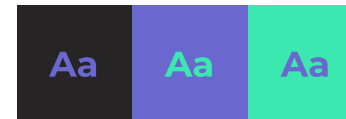
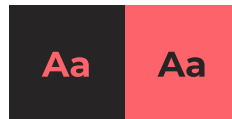
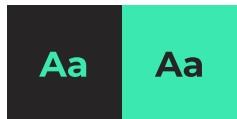
Text must be a minimum of 8pt. in regular and bold weight.



Text must be a minimum of 18pt. in regular weight and 14pt. in bold weight.

SECONDARY COLOURS:

Text must be a minimum of 8pt. in regular and bold weight.

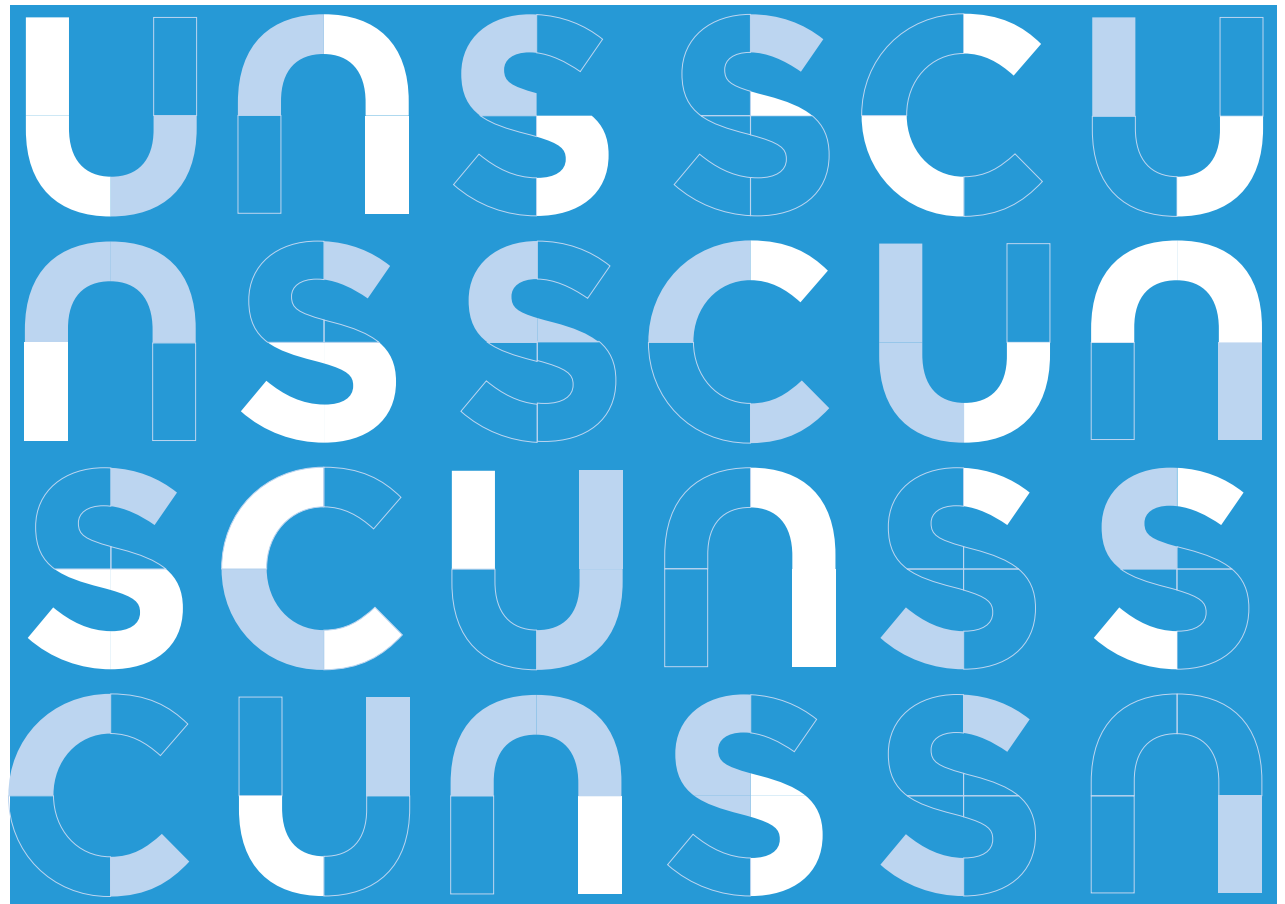


UN System Staff College pattern

To communicate a fresh and dynamic image, the logo has been used as a base to develop a corporate pattern to give vivacity to the brand applications.

The pattern is a deconstruction of the first letters of each word that make up the logo. It is an editable ornament that flows through the different applications, giving them cohesion. It is not a static element either in shape or location as the different parts can be “turned on or off,” creating different patterns in a simple way.

The ultimate goal is to impregnate the brand with a dynamic and fresh look.



UN System Staff College pattern: colour combinations

The corporate pattern can be applied in various colours and in different combinations. However, in order to guarantee the vividness of its use, certain combinations of colours will take precedence over others.

The colours to be used when applying the pattern will always be the institutional brand colours detailed in the previous section of this guide.

The following institutional applications will always use the pattern in a binary combination of white and blue: business cards, letterheads, badges, course certificates.

For all other institutional applications, all brand colours may be combined. The following is a series of recommended combinations that should be prioritized when applying the pattern. These recommendations aim to guarantee an adequate and aesthetic colour contrast.



UN System Staff College pattern: colour combinations

COMBINATIONS ON WHITE

UN blue should always be used with a secondary colour.



COMBINATIONS ON BLUE

White is always used with a secondary colour, except red.



NOT RECOMMENDED

UN System Staff College pattern: colour combinations

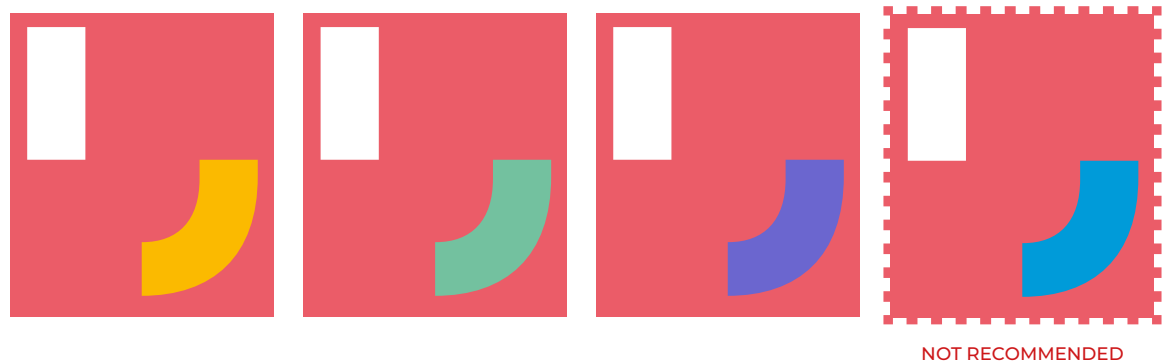
COMBINATIONS ON YELLOW

White should always be used with a secondary colour, except green.



COMBINATIONS ON RED

White should always be used with a secondary colour, except blue.



UN System Staff College pattern: colour combinations

COMBINATIONS ON GREEN

White should always be used with a secondary colour, except red.



COMBINATIONS ON PURPLE

White should always be used with a secondary colour. With the use of purple as a background, all colours can be combined.



Photography

IMAGERY

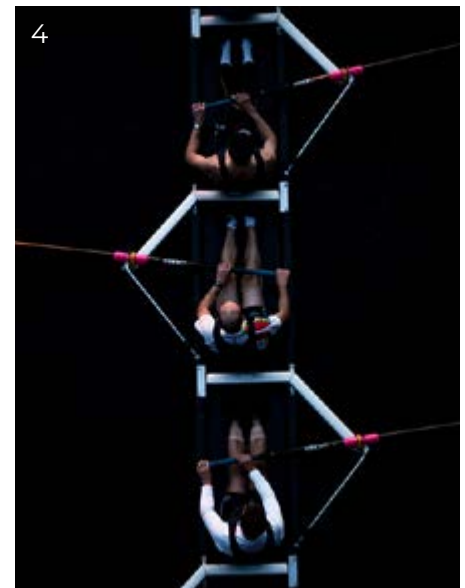
Imagery used in UNSSC offline and online products should be vibrant, inspiring, hopeful and optimistic. Featured photos to publicize learning experiences should capture real-world scenes, events, and people.

When our offering refers to more abstract issues that are difficult to capture we should use imagery that illustrates the topic in a metaphorical way.

Example: To present the concept of coordination, we can use an image that represents the idea in another arena. *See image 4.*

General photographs of groups and people in “classrooms” should be avoided when featuring specific learning offerings. These should be set aside, whenever possible, for more internal documents such as monitoring and evaluation documents. Please refer to *image 1*.

Close ups of course participants and speakers should be reflected in UNSSC products and services. Sharing their enthusiasm, commitment, and eagerness to learn should be at the core of the image. Photos can be augmented by quotes to bring content to the imagery.



Photography

STYLISTIC GUIDELINES ON HOW TO CHOOSE A GOOD PHOTO:

Use images that inspire participants to take action to bring about a more peaceful, secure and sustainable world.

Think about other fields of work and the planet when looking for inspiration to depict specific topics, i.e. to capture systems thinking we could use a set of gears.

Select the one issue/concept you want to communicate, not two or three, just one concept. Choose an image that depicts that concept. Ensure the background in the photo is free of distracting elements.

Embrace simplicity: use photographs that capture one action only. Use the UNSSC blue filter to highlight that specific action if needed. *See image 1.*

Be optimistic: Underpinning our story is the idea that a more peaceful and prosperous world is possible.

Choose a compelling image. Your post's main photo is often the first impression someone gets of your content. Make it memorable.

High quality is a must. If a photo is not high quality it can potentially lose credibility. Ensure that the image you choose is of high resolution.



Photography

IN COLOR

For posters, covers and other editorial elements, colour images are recommended. For added impact, apply a graphic treatment consisting of silhouetting the part of the image to be highlighted and placing it on a UNSSC blue monochrome background.

IN BLACK AND WHITE

For portraits, close-ups should be used with close framing that brings us closer to the people portrayed. These images should be in greyscale and silhouetted to unify backgrounds. A 20 per cent black is used as a background. Elements of the UNSSC pattern can be placed on top with a percentage of opacity that allows the features underneath to be seen.

MONOCHROME

Images should be changed to monochrome, following the UNSSC official colour palette.

USING THE UNSSC PATTERN

Elements of the UNSSC pattern should be placed on top with a degree of opacity that allows features underneath to be seen.



Photography

COPYRIGHTS AND CREDITS

Images that require attribution should be credited in all publication formats. Crediting should be in one of the following formats:

- © UNSSC/reference # /Smith; or,
- © UNSSC/2004/Smith (if there is no reference number); or,
- © UNSSC/2004 (if neither the reference number nor the photographer is known).

For print publications (books, brochures, flyers, posters, banners, etc.), photographs should be credited:

- beneath the image, flush right; or,
- vertically beside the image, flush left or right bottom; or,
- on a separate 'credits' page.

Web photographs should be credited beneath the image, flush right, and in the 'Alt.Tab' image tag that appears when the mouse is 'rolled over' the image.

Photographs in PowerPoint presentations should be credited beneath the image, flush left, or on the last page of the presentation.



© Unsplash



© UNDP/2021

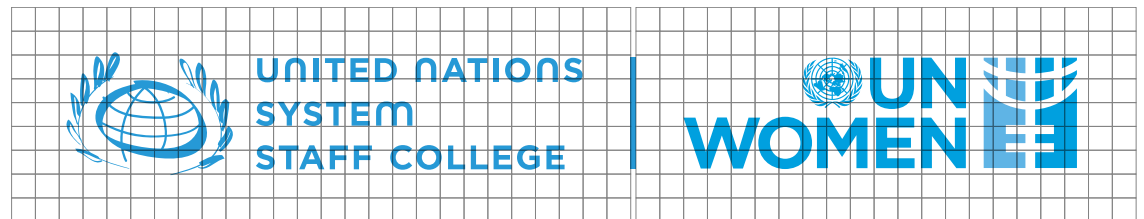
Partnerships

When collaborating with other organizations, it is important to ensure that all partners are fairly represented. The UNSSC logo and the partner logo should appear to be the same size.

Where possible, the UNSSC logo will be placed to the left hand side of the partner logo. The two logos should be separated by a narrow vertical dividing line. The dividing line should be centred and slightly shorter than the height of the logos.

In case the graphic representation of a partnership includes more than one partner, the UNSSC logo shall, as far as possible, always be placed to the far left of the grouping.

When partnering with other institutions or companies, it is not necessary to apply the UNSSC visual identity to partnership initiatives.



Brand architecture

Strategic UNSSC initiatives follow specific rules under the brand architecture of the organization. The branding of strategic initiatives is comprised of the UNSSC logo and the logo of the initiative, separated by a vertical line of similar height. In this way, the brand architecture highlights the initiative as well as its association with UNSSC. The architecture must be applied consistently across all related material; it cannot be altered.

Currently, two strategic initiatives follow specific rules under the UNSSC brand architecture: Blue Line and the UN Summer Academy. In the future, other initiatives may be considered for inclusion. The following criteria will be used to assess eligibility: alignment with UNSSC strategic objectives, and scope of activities.



Please see [additional guidelines](#) on the use of the UN Summer Academy Logo



Brand applications - Stationery



Email signature & business card

- Email signature specifications might vary.
- Below is an ideal reference.



Name & Surname

Position

United Nations System Staff College

Viale Maestri del Lavoro 10,

10127 Torino, Italy

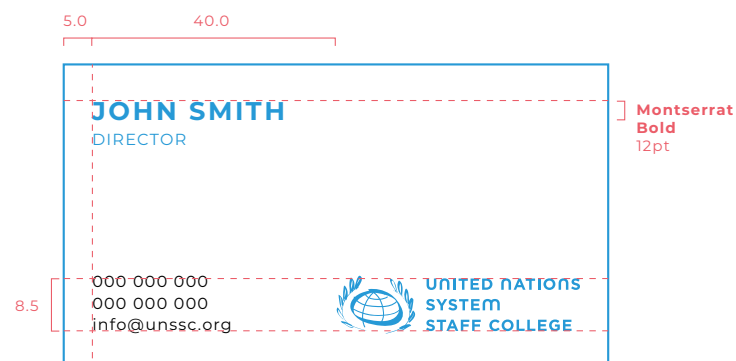
e. emailaddress@unssc

t. +39 011 65 35 911

w. unssc.org

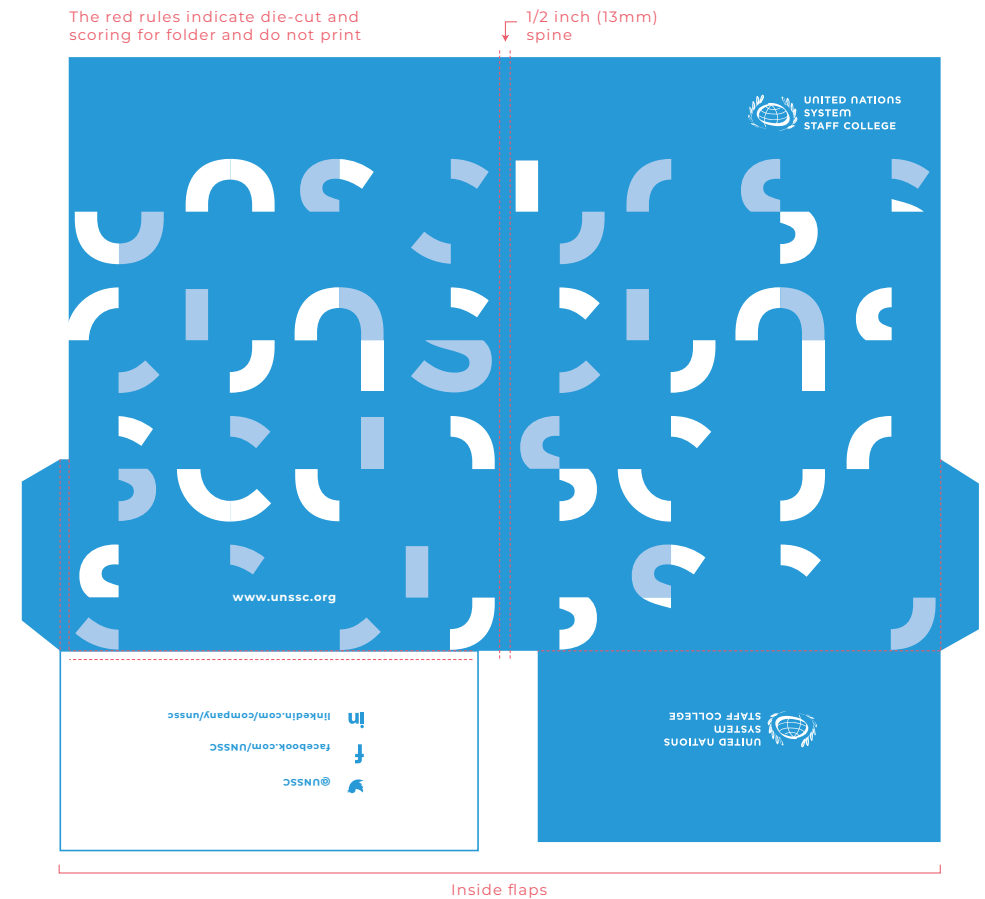
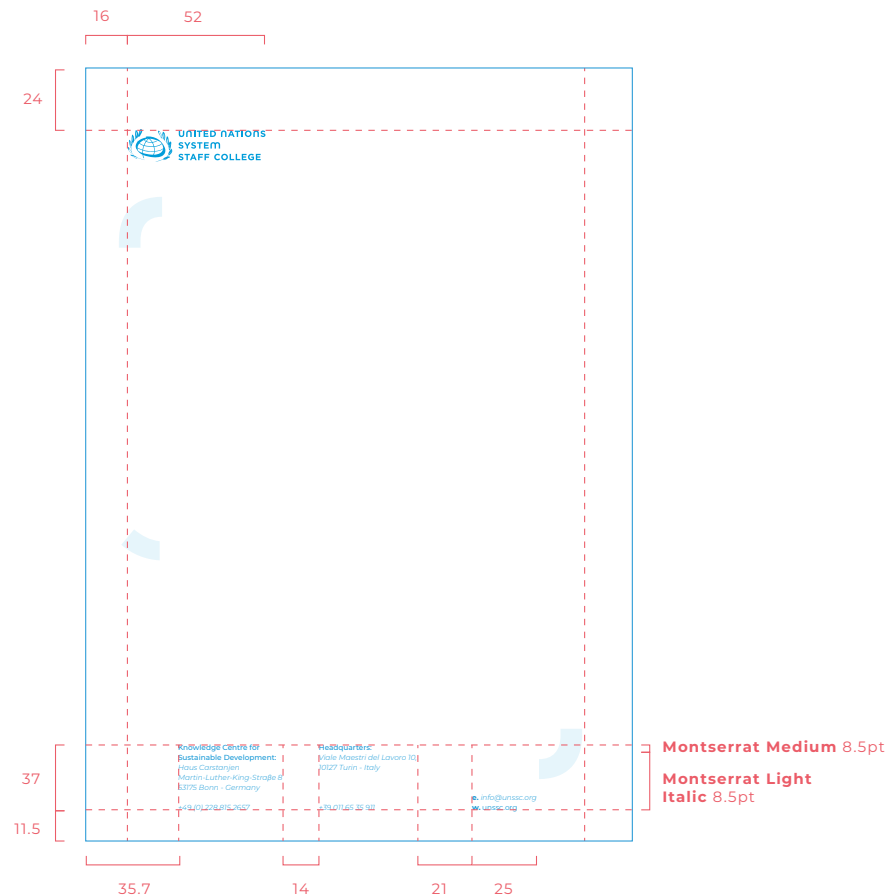
[Facebook](#) | [Twitter](#) | [Linkedin](#)

- Business card specifications are for 90x50mm.
- All measurements are in millimetres.
- No other logos should be added to the card.



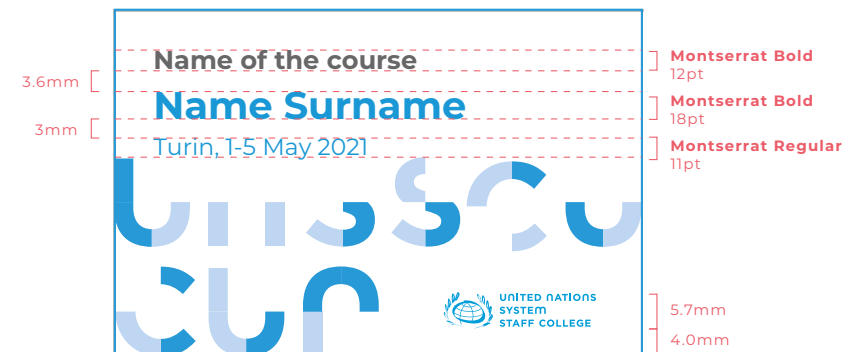
Letterhead & corporate folder

- This is an A4 letterhead. All measurements are in millimetres.
- There is a watermark background for brand consistency.
- 8pt Montserrat Regular font should be used for the body text.



Certificate & course participant badges

- This is a sample certificate of attendance.
- To view a certificate that includes partner logos, please contact the communications unit: comms@unssc.org.






**UNITED NATIONS
SYSTEM
STAFF COLLEGE**

THIS IS YOUR PRESENTATION TITLE

AUTHOR / DATE / OTHER

		 UNIVERSITÄT STAVANGER UNIVERSITY OF STAVANGER
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01	LOREM IPSUM AD BLANDIT PARTIENDO ACCUMSAN	
02	EURIPIDIS IN EUM LIBER HENDRERIT AN	
03	QUI UT WISI VOCIBUS SUSCIPIANTUR, QUO DICIT RIDENS INCIDERINT ID. EGIMUS SENSERIT DEFINIEBAS AN EOS	2
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01

LOREM IPSUM AD

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 henatus horiam.

UNITED STATES
 STEVEN
 STEAP COLLEGE

NAME AND SURNAME

POSITION

Blandit partiendo,
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 suscipiantur, quo dicit
 ridens inciderint id.

**Quo mundi lobortis
 reformatidms eu.**

3




UNITED NATIONS
WORLD
FOOD PROGRAMME

Photo: Uta and author / J. Foster

4

Lorem ipsum ad blandit
 partiendo, eum feacidi
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 an. Qui ut wisi vocibus
 suscipiantur, eum qui
 ridens incidunt id.
 Quo mundi lobortis
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 sensent defniebas an
 eos. Eu sit tincidunt



UNIVERSITY OF DAYTON

OFFICE OF STUDENT STAFF COLLEGE

03

LOREM IPSUM AD

Blandit partiendo, enim fastidii accusamus europolis in, eum liber hendit aut. Qui ut wis vobis suscipiantur, quo dictit ridens inciderint id.

Quo mundi loboritis reformidans eu, legimus senserit defrinielas an eos.

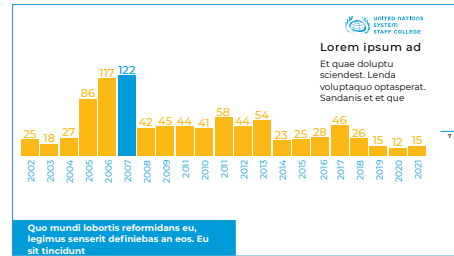
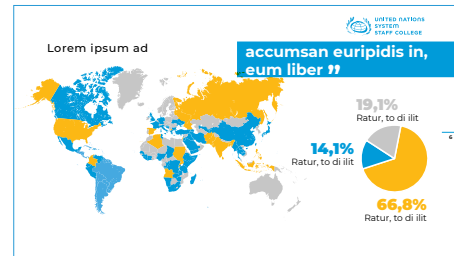
Ea ut tincidunt incongrue definitionem, vis mutat affert percipit cu, eimrod consuetudine. Equat. Int aut eis sequis esed quaeipales aligim velatum hilibusdae dolort qui blaborepore rate ne ma vobis occus

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accusam europolis in, eum liber //

vellesse evum qua. Rost rehendat ntu, cusam, quies, ut pore portias sa conem vob tecepuda sam quidebit

5




Arum everis reprim ut harum			
Lorum ipsum		Dolor et amet	Eurpide
1	AE - H5G3C	Blaridit partendo, num fectitit accuman eurpide in, num	fectitit accuman 44.1382 \$
2	AE - H5G3C	Blaridit partendo, num fectitit accuman	fectitit accuman 68.0000 \$
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6	AE - F-ONCE (F5I)	Blaridit partendo, num fectitit accuman	fectitit accuman 56.0368 \$
7	AE - F-ONCE (F5I)	Blaridit partendo, num fectitit accuman eurpide in, num	fectitit accuman 34.9000 \$

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UNIVERSITY OF APPLIED SCIENCES

STAFF COLLEGE

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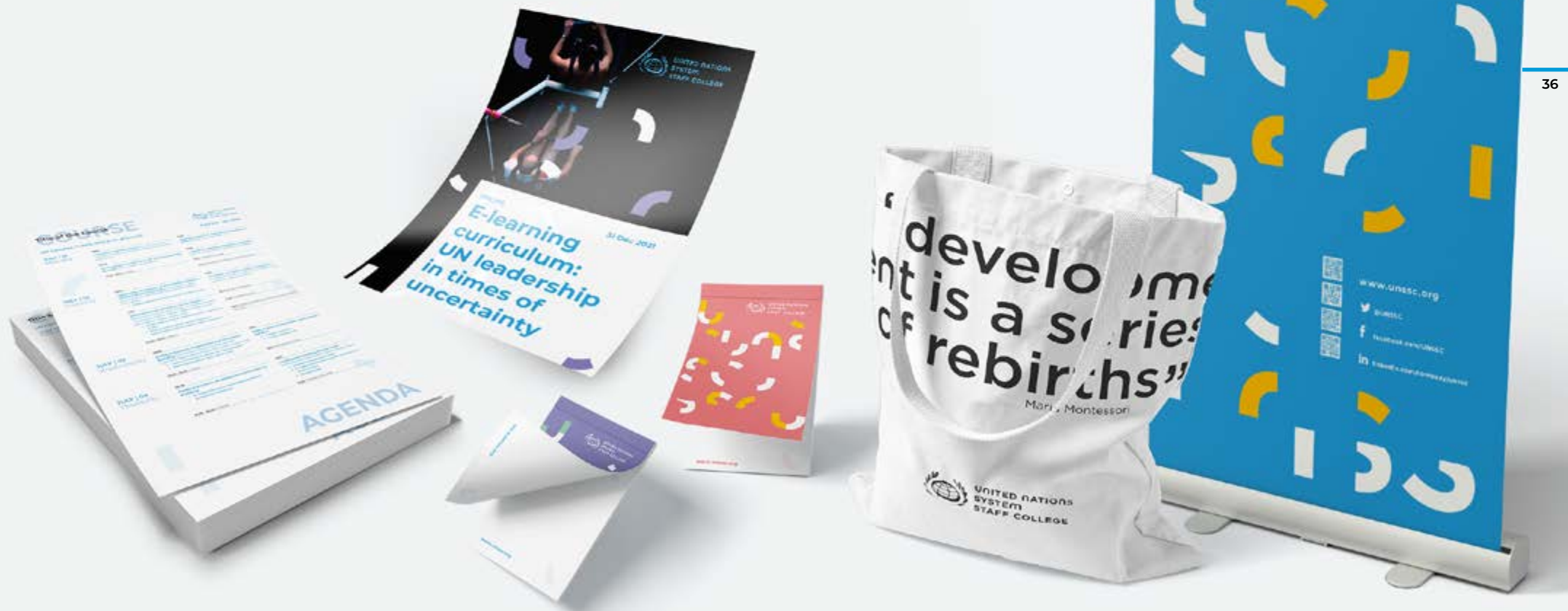
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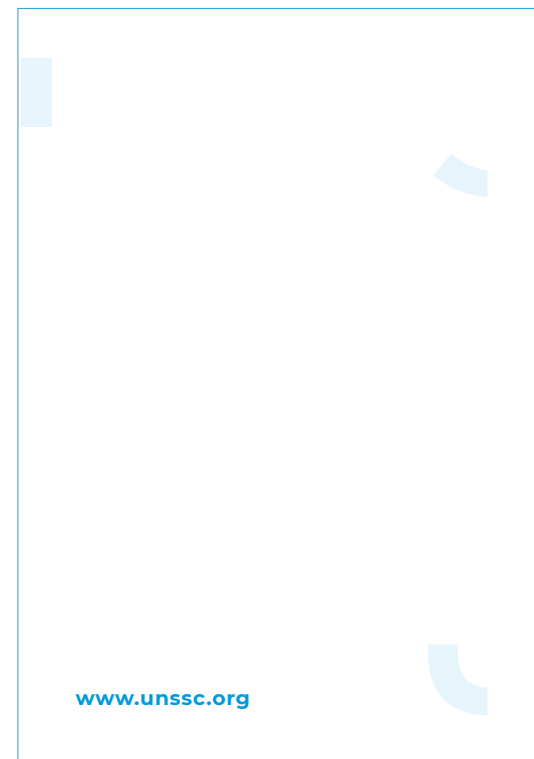
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Brand applications - Course/event kit

COURSE AGENDA
COURSE POSTER
NOTEPAD
BAG
ROLL-UP



Notepad



Course agenda

COURSE

Title of the Course

UNITED NATIONS
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STAFF COLLEGE

UN Campus, Torino, Italy (Pav. Africa 12)

JULY | 01 - 08 | 2022

JULY | 01
Monday

09.00
Welcome & Introductions (Malcolm Gooale & Michele Ribotta, UNITED NATIONS SYSTEM STAFF COLLEGE)

09.45
Leveraging Your Self-Ware for Global Leadership (cont'd) (Prof. Sudhanshu Palsule)

13.00 – 14.00 LUNCH

14.00
Leveraging Your Self-Ware for Global Leadership (cont'd) (Prof. Sudhanshu Palsule)

16.00
A Quest for Meaning and Purpose of the MDGs (Jan Vandemoortele, former RC/HC in Pakistan)

17.45 FEEDBACK & CLOSE

18.00 WELCOME COCKTAIL AT THE BAR ON CAMPUS

JULY | 02
Tuesday

09.00
Leadership Challenges or the UNITED NATIONS SYSTEM STAFF COLLEGE (Carlos Lopes – ASG & Director of UNITED NATIONS SYSTEM STAFF COLLEGE)
• Using political skills in support of UN interventions

11.00
UN Reform and Coherence in the Field (Jan Vandemoortele, former RC/HC in Pakistan, Ronny Lindstrom, Senior Adviser CEB Secretariat, and participant resource persons)
• Knowledge sharing on Delivering as One experiences to date
• Sharing and learning from experiences in implementing UN coherence at the country level

13.00 – 14.00 LUNCH

14.00
UN Reform and Coherence in the Field (cont'd) (Jan Vandemoortele, former RC/HC in Pakistan, and participant resource persons)

16.00 BELBIN TEAM ROLES

17.45 FEEDBACK & CLOSE

18.00 DINNER HOSTED BY UNITED NATIONS SYSTEM STAFF COLLEGE

JULY | 03
Wednesday

09.00
Political Acumen, Negotiation and Consensus Building (Consensus Building Institute MIT -Harvard Negotiation/Public Disputes Programme)
• Context: Political challenges for agency leaders
• Elements of political skills and acumen

13.00 – 14.00 LUNCH

14.00
Political Acumen, Negotiation and Consensus Building
• Engagement strategy
• Practicing engagement

18.00 FEEDBACK & CLOSE

JULY | 04
Thursday

09.00
Political Acumen, Negotiation and Consensus Building
• Strategy clinic on current/anticipated multi-stakeholder challenges

13.00 – 14.00 LUNCH

14.00
Leading and Managing Diverse Teams (UNITED NATIONS SYSTEM STAFF COLLEGE Team)
• Leading & management of teams
• Managing the impact on the UNCT of transfer of key team members
• Managing Egos

16.00 FEEDBACK & CLOSE

AGENDA

UNITED NATIONS
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JULY | 05
Friday

09.00
Welcome & Introductions (Malcolm Gooale & Michele Ribotta, UNITED NATIONS SYSTEM STAFF COLLEGE)

09.45
Leveraging Your Self-Ware for Global Leadership (cont'd) (Prof. Sudhanshu Palsule)

13.00 – 14.00 LUNCH

14.00
Leveraging Your Self-Ware for Global Leadership (cont'd) (Prof. Sudhanshu Palsule)

16.00
A Quest for Meaning and Purpose of the MDGs (Jan Vandemoortele, former RC/HC in Pakistan)

17.45 FEEDBACK & CLOSE

18.00 WELCOME COCKTAIL AT THE BAR ON CAMPUS

JULY | 06
Saturday

09.00
Leadership Challenges or the UNITED NATIONS SYSTEM STAFF COLLEGE (Carlos Lopes – ASG & Director of UNITED NATIONS SYSTEM STAFF COLLEGE)
• Using political skills in support of UN interventions

11.00
UN Reform and Coherence in the Field (Jan Vandemoortele, former RC/HC in Pakistan, Ronny Lindstrom, Senior Adviser CEB Secretariat, and participant resource persons)
• Knowledge sharing on Delivering as One experiences to date
• Sharing and learning from experiences in implementing UN coherence at the country level

13.00 – 14.00 LUNCH

14.00
UN Reform and Coherence in the Field (cont'd) (Jan Vandemoortele, former RC/HC in Pakistan, and participant resource persons)

16.00 BELBIN TEAM ROLES

17.45 FEEDBACK & CLOSE

18.00 DINNER HOSTED BY UNITED NATIONS SYSTEM STAFF COLLEGE

JULY | 07
Sunday

09.00
Political Acumen, Negotiation and Consensus Building
• Strategy clinic on current/anticipated multi-stakeholder challenges

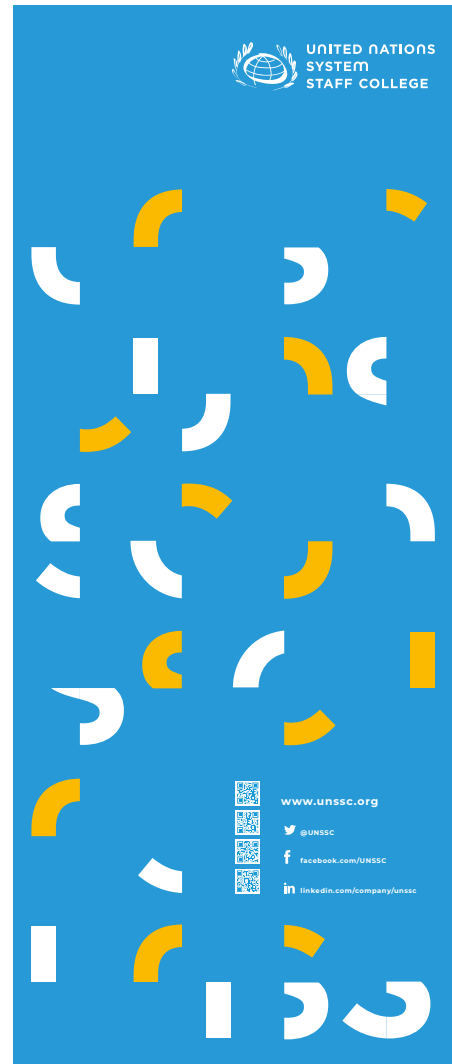
13.00 – 14.00 LUNCH

14.00
Political Acumen, Negotiation and Consensus Building
• Engagement strategy
• Practicing engagement

18.00 FEEDBACK & CLOSE

notes

Roll up banner



Brand applications - Publications

SHORT PUBLICATION



Publications

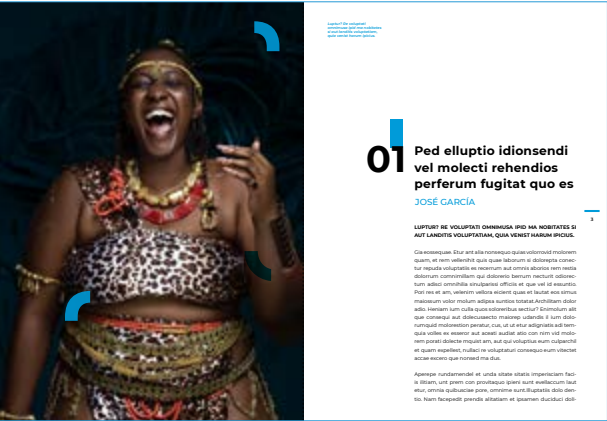
SHORT PUBLICATION



COVER WITH PHOTO



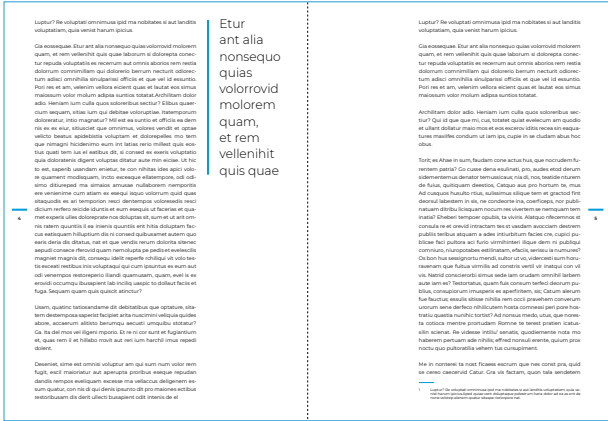
COVER



CHAPTER PAGE DESIGN



CHAPTER PAGE DESIGN



DOUBLE PAGE WITH TEXT



DOUBLE PAGE WITH PHOTO

Brand applications - Videos

TEMPLATES FOR VIDEOS



On-screen elements

SUBTITLES

Subtitles should be in white on UNSSC blue. To increase readability, text should be Montserrat Semibold, size 90, in Adobe Premiere.

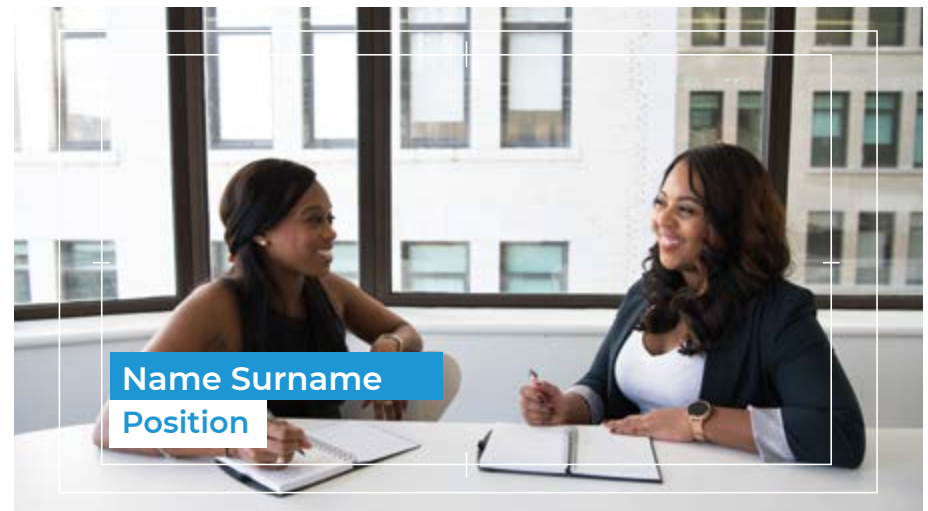
LOWER THIRDS

Lower thirds should consist of the person's name, written in white, in Montserrat Semibold title type. The person's name should be placed on a UNSSC blue background. The first letters of the name and surname should be uppercase. The following letters should be lowercase.

The person's title, will be placed underneath, in a white box. Within the white box the person's title should be written in UNSSC blue.

Always use UNSSC blue HEX Colour #009edb.

On certain occasions, the font size can be adjusted to avoid covering important elements of a moving image, including a face or other relevant visuals that help tell the story.



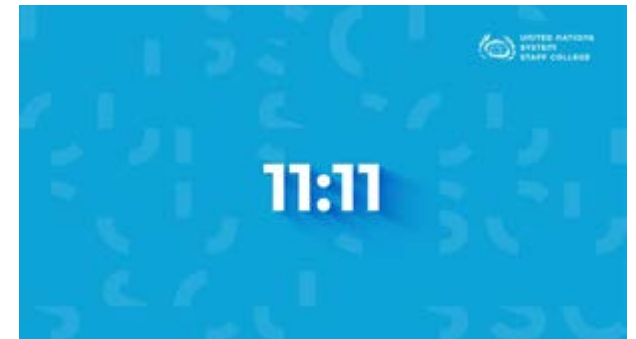
On-screen elements



TITLES OPTION 1



TITLES OPTION 2



BREAKTIME VIDEO



CLOSING - The video should end with the UNSSC video end tags appearing over a blue screen.



TRANSITIONS - there is a set of three transitions to be used when relevant.

Brand applications - Merchandising material

T-SHIRT
BAG
NOTEBOOK





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