



**LEAVE NO ONE  
BEHIND**

# LEAVE NO ONE BEHIND

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THROUGH THE GLOBAL GOALS, WE PROMISED TO BUILD A BETTER FUTURE NOT JUST FOR MOST, BUT FOR ALL.

A FUTURE WHERE EVERYONE HAS EQUAL RIGHTS AND OPPORTUNITIES TO LIVE PROSPEROUS AND FULFILLING LIVES.

TO BUILD THAT FUTURE, ALL GOALS MUST BE ACHIEVED TOGETHER AND FOR EVERYONE. ONLY WHEN NO ONE IS LEFT BEHIND, HAVE WE TRULY REACHED THE GLOBAL GOALS.

# INGEN SKA LÄMNAS UTANFÖR

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GENOM GLOBALA MÅLEN LOVAR VI ATT SKAPA EN BÄTTRE FRAMTID, INTE BARA FÖR DE FLESTA, UTAN FÖR ALLA. EN FRAMTID DÄR ALLA HAR SAMMA RÄTTIGHETER OCH MÖJLIGHETER ATT LEVA RIKA OCH MENINGSFULLA LIV. FÖR ATT SKAPA DEN FRAMTIDEN MÅSTE MÅLEN UPPNÅS TILLSAMMANS OCH FÖR ALLA. ENDAST NÄR INGEN HAR LÄMNAS UTANFÖR NÅR VI GLOBALA MÅLEN.

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**LOGO**

# LOGO

## VERTICAL LOGO ENGLISH

USAGE LOGO: COLOR VERSION



**LEAVE NO ONE  
BEHIND**



**LEAVE NO ONE  
BEHIND**

The COLOR VERSION of the LEAVE NO ONE BEHIND logotype is ONLY to be used on a white or light grey background. See color values to the right.

**LIGHT GREY**  
**PMS:** Cool Gray 1C  
**R 241 G 241 B 241**  
**C 4 M 3 Y 3 K 0**

# LOGO

## VERTICAL LOGO SWEDISH

USAGE LOGO: COLOR VERSION



**INGEN SKA LÄMNAS  
UTANFÖR**



**INGEN SKA LÄMNAS  
UTANFÖR**

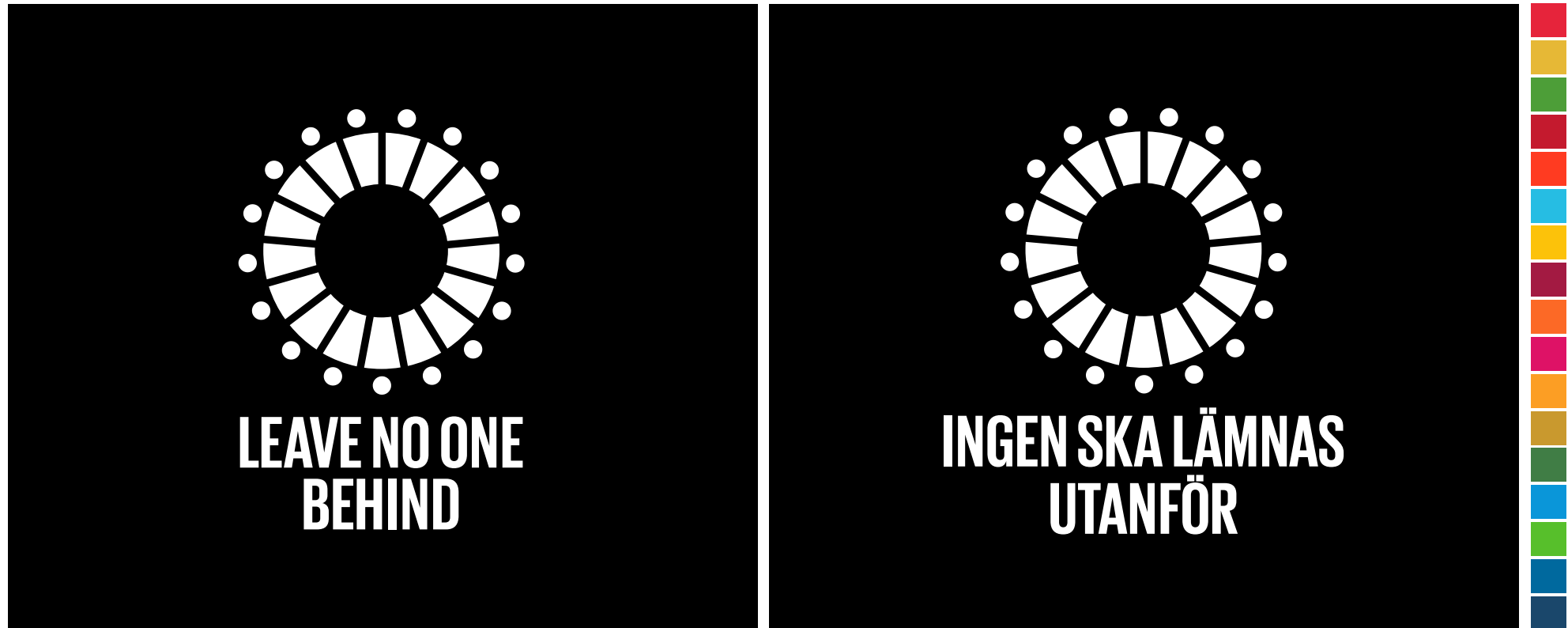
The COLOR VERSION of the LEAVE NO ONE BEHIND logotype is ONLY to be used on a white or light grey background. See color values to the right.

**LIGHT GREY**  
**PMS:** Cool Gray 1C  
**R 241 G 241 B 241**  
**C 4 M 3 Y 3 K 0**

# LOGO

## VERTICAL LOGO

### USAGE LOGO: WHITE VERSION



The WHITE VERSION of the logo can – *if needed* – be used on any of the colors of the logo color scheme. See page 17 for color definitions.

The logo should ONLY be used on black if nessecary due to a black/white application. (i. ex. black/white ad)



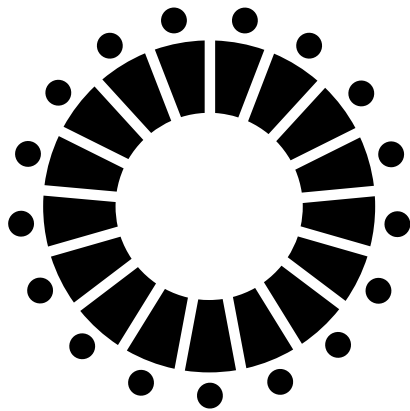
# LOGO

## VERTICAL LOGO

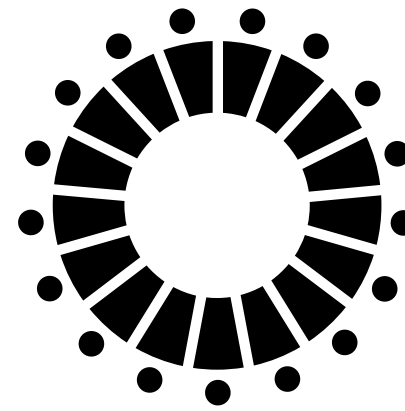
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### USAGE LOGO: BLACK VERSION

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**LEAVE NO ONE  
BEHIND**



**INGEN SKA LÄMNAS  
UTANFÖR**

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The BLACK VERSION of the logo is ONLY to be used if nessecary due to a black/white application. (i. ex. black/white ad)

The BLACK VERSION of the logo should never be used on a colored background. ONLY on white.

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# LOGO

## HORIZONTAL LOGO ENGLISH

### USAGE LOGO: COLOR VERSION



The COLOR VERSION of the LEAVE NO ONE BEHIND logotype is ONLY to be used on a white or light grey background. See color values to the right.

**LIGHT GREY**  
**PMS:** Cool Gray 1C  
**R 241 G 241 B 241**  
**C 4 M 3 Y 3 K 0**

# LOGO

## HORIZONTAL LOGO SWEDISH

### USAGE LOGO: COLOR VERSION



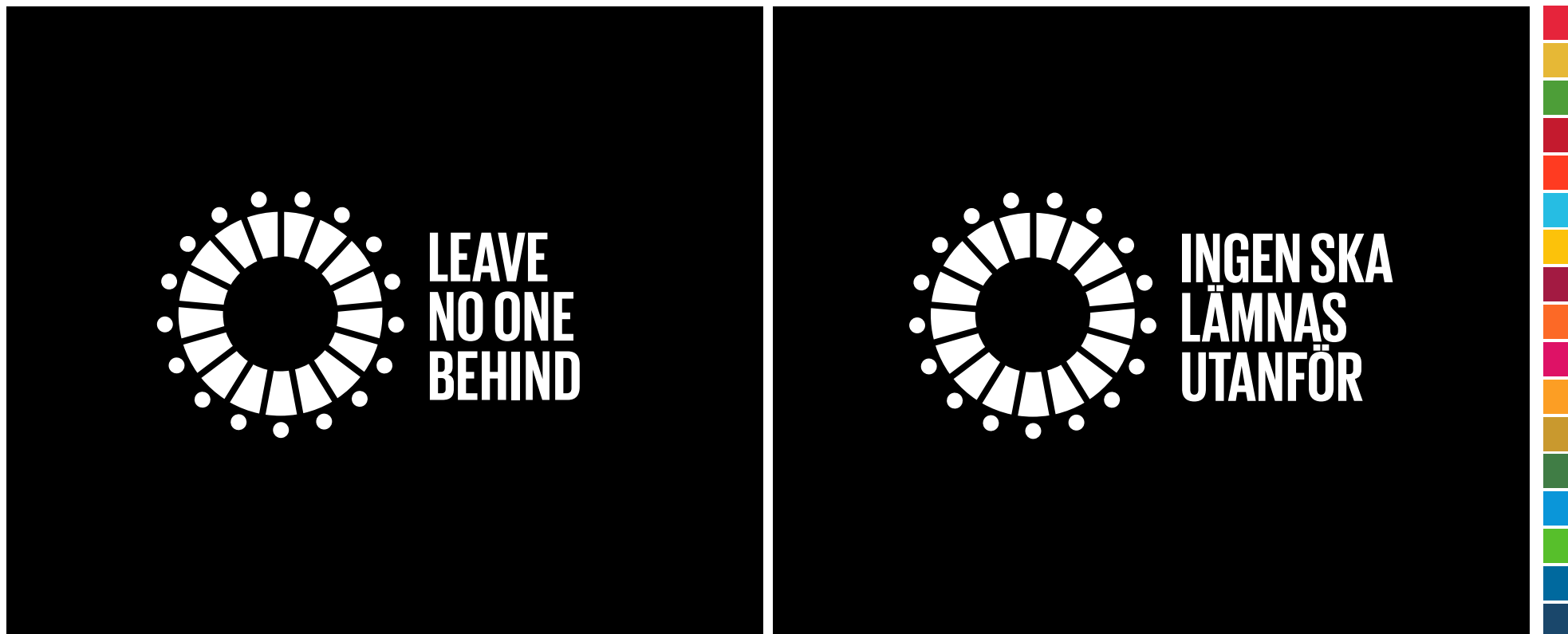
The COLOR VERSION of the LEAVE NO ONE BEHIND logotype is ONLY to be used on a white or light grey background. See color values to the right.

**LIGHT GREY**  
**PMS:** Cool Gray 1C  
**R 241 G 241 B 241**  
**C 4 M 3 Y 3 K 0**

# LOGO

## VERTICAL LOGO

### USAGE LOGO: WHITE VERSION



The WHITE VERSION of the logo can – *if needed* – be used on any of the colors of the logo color scheme. See page 17 for color definitions.

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# LOGO

## HORIZONTAL LOGO

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### USAGE LOGO: BLACK VERSION

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The BLACK VERSION of the logo is ONLY to be used if nessecary due to a black/white application. (i. ex. black/white ad)

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# LOGO SPECS

## CLEARANCE AREA: VERTICAL LOGO



CLEARANCE AREA around the logo is equal to the height of the upper case "L". This rule applies to all the versions of the logo: Horizontal English, Horizontal Swedish, Vertical English, Vertical Swedish

# LOGO DON'TS

## USAGE LOGO: DON'TS



**DO NOT** stretch/squash/distort



**DO NOT** rearrange elements



**DO NOT** alter the typeface



**DO NOT** add drop shadows



**DO NOT** mix with other colors



**DO NOT** crop



**DO NOT** extrude or bevel



**DO NOT** use black logo over colors

These examples of logo treatments are NOT PERMITTED.

Format, size and coloring of the LEAVE NO ONE BEHIND logo are detailed within this document.






**COLORS**



# COLOR

## THE 17 COLORS

### COLOR DEFINITIONS

	<p><b>RED</b></p> <p><b>PMS:</b> 185 C <b>C</b>1 <b>M</b>100 <b>Y</b>92 <b>K</b>0 <b>R</b>229 <b>G</b>36 <b>B</b>59 <b>HEX:</b> E5243B</p>		<p><b>MUSTARD</b></p> <p><b>PMS:</b> 7555 C <b>C</b>18 <b>M</b>37 <b>Y</b>100 <b>K</b>1 <b>R</b>221 <b>G</b>166 <b>B</b>58 <b>HEX:</b> DDA63A</p>		<p><b>KELLY GREEN</b></p> <p><b>PMS:</b> 7739 C <b>C</b>81 <b>M</b>15 <b>Y</b>100 <b>K</b>2 <b>R</b>76 <b>G</b>159 <b>B</b>56 <b>HEX:</b> 4C9F38</p>		<p><b>DARK RED</b></p> <p><b>PMS:</b> 200 C <b>C</b>16 <b>M</b>100 <b>Y</b>86 <b>K</b>7 <b>R</b>197 <b>G</b>25 <b>B</b>45 <b>HEX:</b> C5192D</p>		<p><b>RED ORANGE</b></p> <p><b>PMS:</b> BRIGHT RED C <b>C</b>0 <b>M</b>90 <b>Y</b>94 <b>K</b>0 <b>R</b>255 <b>G</b>58 <b>B</b>33 <b>HEX:</b> FF3A21</p>
	<p><b>BRIGHT BLUE</b></p> <p><b>PMS:</b> 638 C <b>C</b>82 <b>M</b>7 <b>Y</b>9 <b>K</b>0 <b>R</b>38 <b>G</b>189 <b>B</b>226 <b>HEX:</b> 26BDE2</p>		<p><b>YELLOW</b></p> <p><b>PMS:</b> 1235 C <b>C</b>0 <b>M</b>31 <b>Y</b>100 <b>K</b>0 <b>R</b>252 <b>G</b>195 <b>B</b>11 <b>HEX:</b> FCC30B</p>		<p><b>BURGUNDY RED</b></p> <p><b>PMS:</b> 1955 C <b>C</b>29 <b>M</b>100 <b>Y</b>70 <b>K</b>27 <b>R</b>162 <b>G</b>25 <b>B</b>66 <b>HEX:</b> A21942</p>		<p><b>ORANGE</b></p> <p><b>PMS:</b> 1585 C <b>C</b>0 <b>M</b>71 <b>Y</b>98 <b>K</b>0 <b>R</b>253 <b>G</b>105 <b>B</b>37 <b>HEX:</b> FD6925</p>		<p><b>MAGENTA</b></p> <p><b>PMS:</b> 219 C <b>C</b>6 <b>M</b>98 <b>Y</b>9 <b>K</b>0 <b>R</b>221 <b>G</b>19 <b>B</b>103 <b>HEX:</b> DD1367</p>
	<p><b>GOLDEN YELLOW</b></p> <p><b>PMS:</b> 1375 C <b>C</b>0 <b>M</b>45 <b>Y</b>96 <b>K</b>0 <b>R</b>253 <b>G</b>157 <b>B</b>36 <b>HEX:</b> FD9D24</p>		<p><b>DARK MUSTARD</b></p> <p><b>PMS:</b> 131 C <b>C</b>18 <b>M</b>48 <b>Y</b>100 <b>K</b>2 <b>R</b>191 <b>G</b>139 <b>B</b>46 <b>HEX:</b> BF8B2E</p>		<p><b>DARK GREEN</b></p> <p><b>PMS:</b> 7742 C <b>C</b>74 <b>M</b>32 <b>Y</b>95 <b>K</b>19 <b>R</b>63 <b>G</b>126 <b>B</b>68 <b>HEX:</b> 3F7E44</p>		<p><b>BLUE</b></p> <p><b>PMS:</b> 7461 C <b>C</b>96 <b>M</b>41 <b>Y</b>6 <b>K</b>0 <b>R</b>10 <b>G</b>151 <b>B</b>217 <b>HEX:</b> 0A97D9</p>		<p><b>LIME GREEN</b></p> <p><b>PMS:</b> 361 C <b>C</b>75 <b>M</b>4 <b>Y</b>100 <b>K</b>0 <b>R</b>86 <b>G</b>192 <b>B</b>43 <b>HEX:</b> 56C02B</p>
	<p><b>INDIGO</b></p> <p><b>PMS:</b> 7462 C <b>C</b>100 <b>M</b>71 <b>Y</b>22 <b>K</b>5 <b>R</b>0 <b>G</b>104 <b>B</b>157 <b>HEX:</b> 00689D</p>		<p><b>NAVY BLUE</b></p> <p><b>PMS:</b> 294 C <b>C</b>100 <b>M</b>86 <b>Y</b>29 <b>K</b>23 <b>R</b>25 <b>G</b>72 <b>B</b>106 <b>HEX:</b> 19486A</p>						

Each of the 17 people forming the wheel has an assigned color. Those colors are derived from the Global Goals logo and are defined here.