

PRME Principles for Responsible Management Education

an initiative of the



PRME Brand Guidelines

As of: September 2025

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Introduction

Why do we have brand guidelines?

Consistently branded communications establish a cohesive and established reputation, create a point of difference with competitors, and attract new signatory members and partners. Having a unified, professional brand and visual identity will enable us to build deeper relationships between the United Nations (UN), business schools and other key actors to achieve the impact that multi-stakeholder partnerships can create.

Put simply, strong communications are fundamental to achieving our mission. The biggest advantage to having brand guidelines is organizational recognition. With recognition comes familiarity. With familiarity comes trust and confidence. If done correctly, consistency brings clarity and purpose that audiences recognize. By keeping our visual identity and branding consistent, we are able to effectively develop and strengthen our brand, ensuring we make a strong, positive and long-lasting impression. While communications can—and should—be tailored according to channels, audiences and markets, it is imperative that all communications sit within the parameters of these brand guidelines as part of our larger PRME Communication Strategy.

Who are these guidelines for?

These brand guidelines are designed for use by the PRME Secretariat, and wider PRME Community, including PRME Chapters, PRME Working Groups, PRME Champions, and PRME Students, as well as external entities referring to the Principles for Responsible Management Education where appropriate. The PRME brand should not be imitated by any other entity, including Signatory Members and partners of the organization.

Official Boilerplate Text

Boilerplate text briefly summarizes an organization and can be repurposed in multiple contexts without changes. The PRME boilerplate text is often added to the end of press releases or the back cover of publications. PRME Chapters are encouraged to develop boilerplate text that is unique to their Chapter to demonstrate their contextual goals, how many Signatory Members they have, and how long they have been operating.

When possible, it is recommended to use the full boilerplate text, however a medium-length and one-line version are also available for when space does not allow for the full length.

About PRME (127 words)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet. PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

About PRME (67 words)

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About PRME (37 words)

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How We Talk About Ourselves

Nomenclature

The first time our organization is mentioned, the full name should be used: “Principles for Responsible Management Education (PRME)” accompanied by the article “the” beforehand. Thereafter, “PRME” is recommended and the article “the” should not be used with it.

Examples:

The Principles for Responsible Management Education (PRME) is the largest organised relationship between the United Nations and management-related higher education institutions.

PRME is the largest organised relationship between the United Nations and management-related higher education institutions.

While PRME is a sister initiative of the UN Global Compact, PRME should always be referred to by its own name. When there is a need to demonstrate the connection between PRME and the UN Global Compact, PRME should be referred to as either “an initiative of the UN Global Compact” or a “sister initiative of the UN Global Compact.”

PRME is not to be referred to as “UN PRME” except in its website domain and affiliated email addresses. PRME’s logos showcase PRME’s affiliation with the UN by spelling out “an initiative of the UN Global Compact”. The UN Global Compact logo, UN logo, and UN name should not be used by anyone outside of the PRME Secretariat.

PRME Chapters

PRME has regional chapters that support context-specific opportunities, challenges and expectations. Chapters should each be referred to by their country- or region-specific name (as expressed in each Chapter’s Memorandum of Understanding) — for example, “PRME Chapter Africa.”

While the full Chapter name (PRME Chapter Africa) should always be used in the first instance, other shorthand versions that are acceptable in subsequent instances include “Chapter Africa” and the “African Chapter.” The words “United Nations” and the “UN” acronym should not be placed before the Chapter name anywhere it appears.

Common Writing Rules

- “The Seven Principles of PRME” is correct, while “7 Principles” and “PRME’s Seven Principles” are not.
- Whenever possible and appropriate, we should refer to the Sustainable Development Goals (SDGs) as the Global Goals.
- Dates should always be written out in the format “Day/Month/Year” (for example, 12 December 2018; rather than December 12, 2018 or 12 December, 2019); similarly, the time of day should always be written in 12-hour format (for example, 3:30 p.m. rather than 3:30pm or 15:30).
- Government should always be capitalized when referring to Member States, either individually or in aggregate (for example, “...actors from business, Government, civil society and academia”). However, when referring to local, municipal and provincial governments, or when referring to non-governmental entities, the term is not capitalized.
- The terms “Heads of State” and “Chief Executive” should always be capitalized.
- The correct punctuation is “a principles- based approach” not “principle based-approach”.
- UN Agencies, Funds and Programmes should never be used in the possessive (e.g. you should not say “the UN Global Compact’s staff” but rather “staff of the UN Global Compact”).
- Acronyms should always be spelled out in full the first time, and then only written as the acronym (in all caps) each subsequent time.
- In general, do not use an Oxford comma unless there are several “and” phrases.
- Know your dashes! The widest stroke, the em dash (—), should be used when dividing parts of a sentence to create emphasis. The mid-length stroke, the en dash (–), is typically used between dates and number ranges. The hyphen (-) should only be used when hyphenating words.
- Most words follow the British spelling with “ou” instead of just “o” (humour vs. humor); contrarily, most words use the American “z” instead of the “s” (organization vs. organisation). As a general rule, most spellings closely resemble spellings in Canadian English (it may be helpful to set your spell check accordingly).
- “Programme” is spelled with the extra “-me” on the end (as opposed to “program”), unless referring to a computer program.

How Affiliates Should Reference PRME on LinkedIn

Who is an affiliate?

You are a PRME affiliate if you were or are part of a PRME community group, a PRME Lead at a Signatory institution, a PRME Advisory Board Member, a participant in a PRME programme / certification.

How to correctly list your affiliation

Community Groups

Note: Please list this is a “Volunteer” position.

- PRME Students [Regional Leader / Task Force Coordinator]
- PRME Lead at [Institution]
 - If you are a PRME Lead participating in the PRME Champions and are leading or contributing to any sub-group projects, please indicate this on your profile.
- PRME Chapter [Region / Country] [Chair / Steering Committee Member]
- PRME Working Group on [Topic] [Chair / Co-Chair / Coordinator]
- PRME Advisory Board Member

Programme Participants

Note: Please list this is under “Licenses & Certifications.”

- [Programme Name] (as listed on the official certificate)
- Issuing organization: PRME

Awardees

Note: Please list this is under “Honors & Awards.”

- [Award Title] (as granted)
- Issuing organization: PRME

Important: Make sure to list the organization at Principles for Responsible Management Education, not United Nations Global Compact.

Logos

To ensure that the identity maintains its authority and legitimacy, it is important to follow the guidelines for proper usage of the logo on all levels.

PRME always uses either our long or short logos. The PRME logo makes up the foundation for the rest of the brand logos and must never be altered in any form. The internal logos are strictly for use by PRME. Usage of the external logos in partnerships alongside other partner logos is to be permitted by PRME on a case-by-case basis. Please note that this type of usage always requires the approval of the PRME Secretariat.

All logos should always maintain the same ratio of height to width.

Master brand

Internal Use

The internal use logo must always contain “an initiative of the United Nations Global Compact” and cannot be changed under any circumstances.

Long Logo

PRME Principles for Responsible
Management Education

an initiative of the 

Short Logo

Same as external

External Use

The external use logo does not contain the United Nations Global Compact logo and it cannot be changed under any circumstances.

Long Logo

PRME Principles for Responsible
Management Education

an initiative of the United Nations Global Compact

Short Logo

PRME

an initiative of the
United Nations Global Compact

Logo Colours

The following colourways apply to all brand logos, including the master brand and constituency logos. These colours are not to be altered in anyway, including gradients.

Blue solid colour

The blue design is the primary colourway and should be used whenever possible.

PRME Principles for Responsible
Management Education

an initiative of the 

White solid colour

The white version of the logo should be placed on a solid colour (preferably PRME Blue or black), or a section of an image that ensures the full logo is legible.

PRME Principles for Responsible
Management Education

an initiative of the 

Logo Use in Social Media Accounts

Each PRME-affiliated social media profile requires the PRME short logo as its profile picture. This should be inserted as either blue or white, never black. The logo can sit within a circle or square, so long as clear space is applied.



Constituency Logos

Chapters

PRME Chapter logos follow the PRME master brand but do not include the reference to the UN Global Compact. There is both a short and long logo. Chapter logos will be provided by the PRME Secretariat upon establishment of the chapter. Chapters are advised to only use logos provided by the PRME Secretariat. Altering of the provided logo files is not permitted. For forums or meetings, please use your chapter logo with “Meeting” or “Forum” next to it.

Long Logo

PRME Principles for Responsible
Management Education
CHAPTER **AFRICA**

Short Logo

PRME
CHAPTER
AFRICA

[Download Chapter Logos](#)

Working Groups

PRME Working Group logos follow the PRME master brand but do not include the reference to the UN Global Compact. There is both a short and long logo. Working Group logos will be provided by the PRME Secretariat upon establishment of the working group. Working Groups are advised to only use logos provided by the PRME Secretariat. Altering of the provided logo files is not permitted.

Long Logo

PRME Principles for Responsible
Management Education
WORKING GROUP
CLIMATE & THE ENVIRONMENT

Short Logo

PRME
WORKING GROUP
**CLIMATE & THE
ENVIRONMENT**

[Download Working Group Logos](#)

Champions

The Champions logo follows the PRME master brand but does not include the reference to the UN Global Compact and has an additional two colours. There is a singular and plural logo and the year is customized for each cohort of Champion schools. Champion logos will be provided by the PRME Secretariat upon announcement of Champion schools. Champions are advised to only use logos provided by the PRME Secretariat. Altering of the provided logo files is not permitted.

Plural Logo



Singular Logo



PRME Students

The PRME Students logos follow the PRME masterbrand but do not include the reference to the UN Global Compact. Altering of the provided logo files is not permitted. PRME Students logos are only to be used in either PRME Blue or white.

Logo



[Download PRME Students Logos](#)

Signatory Members

The Signatory Member logo follows the PRME master brand but does not include reference to the UN Global Compact. There is only one logo. Signatory Members will be provided the logo by the PRME Secretariat upon onboarding. Signatory Members should only use logos provided by the PRME Secretariat. Altering of the provided logo files is not permitted. This logo can and should be used to signal a Signatory Member's commitment to PRME on their website or other communications.

Logo



Partnerships

Depending on the context and design style, logos may be placed next to each other or as a stacked lockup. Logo order may vary depending on the partnership or event; otherwise, they should be listed alphabetically.

Partnership Logo Arrangement



TOO TIGHT

These logos are sitting too close together.

There is not enough clear space around the logo.



CORRECT SPACING

Both logos are the same width and are positioned correctly.

There is adequate clear space around the logo.



The Seven Principles

The Seven Principles and their issue area icons appear regularly across communications channels, both in print and digital. There are several ways to represent the Seven Principles and their icons. The icons are shown here in the full version with their descriptive sentence, which is ideal for reports, and a general overview version that can be used in a variety of placements. The Seven Principles and their icons should either appear on a white background in their respective colour branding, or in white on a solid colour background (preferably PRME Blue), or a section of an image that ensures the Principles are legible.

Icons



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

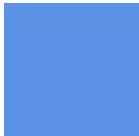
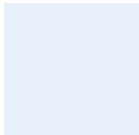
We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Colours

A key component of PRME is its colour palette. It is important to maintain a sense of hierarchy, balance and harmony when using the palette. The primary colour is known as “PRME Blue” which matches the primary blue in the colour palette of the UN Global Compact and therefore showcases PRME’s identity in the UN System. This colour should be used with the greatest frequency and may be used for both large areas of colour or as an accent colour.

It is essential that PRME colours, including The Seven Principles colours, are always reproduced accurately. To get the closest colour match, please ensure that the special Pantone colours are always used for visual matching. Please keep in mind that a printed colour will vary in hue and density according to the surface it is printed on. All colours are defined as Pantone, CMYK, RGB and HEX.

PRME Colour Palette

	PRME Blue R=30 G=50 B=80 Hex: #1e3250 C90, M70, Y35, K15 Pantone: 540 U		UN Blue R=92 G=146 B=229 Hex: #5C92E5
	Purpose R=72 G=108 B=55 Hex: #486C37		Partner R=64 G=93 B=171 Hex: #405DAB
	Values R=112 G=158 B=184 Hex: #7A9E54		Practice R=139 G=45 B=21 Hex: #8B2D15
	Teach R=237 G=145 B=32 Hex: #ED9120		Share R=226 G=88 B=14 Hex: #E2580E
	Research R=47 G=67 B=120 Hex: #2F4378		Accent R=232 G=240 B=252 Hex: #E8F0FC

Typography

PRME uses the three primary typefaces of the UN Global Compact: Flama, Roboto and Lora.

Flama is the main font of PRME. It is used in social media graphics, captions, body text, body text headings, notes, etc. PRME Constituents can download the Flama font family. Roboto is used for most digital copy throughout the website. Lora can be used in print, but may also be used for highlighting text (i.e. quotes and subheadings). Roboto and Lora are web safe fonts and can be found on fonts.google.com. All weights of Flama, Roboto and Lora can be used.

Noto Sans is used for Arabic, Chinese, Georgian, Japanese, Korean and other languages that Flama and Roboto do not support.

It is recommended that strictly legal documents, such as a Memorandum of Understanding (MoU), use the Times New Roman typeface, which comes standard with all word processing programs.

Slide deck presentations may use the standard Verdana font if Flama or Roboto are not available.

Flama

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

[Download Flama Font](#)

Photo Library

When searching images to represent PRME, original photos are best. Therefore, PRME is happy to make our [Flickr albums](#) available to the PRME Community. Please be sure to include the photo credits from our albums. If you are unsure of the photo credit, please contact info@unprme.org.

Access PRME's Flickr



SDG Branding

The Sustainable Development Goal (SDG) Branding is compatible with PRME branding and can be used to supplement. The colours, SDG icons, and SDG wheel, poster, and individual goals can all be incorporated into PRME related designs, so long as they are complimentary and not the main design.

For non-UN entities, it is required to ONLY use the non-UN entity branding of the SDGs.

[Access the SDG Branding](#)

[Access the SDG Branding Guidelines](#)

SUSTAINABLE DEVELOPMENT GOALS



Sub-Brands

These supplementary guidelines provide a framework for consistently expressing specific project branding that is part of the larger PRME brand. These guidelines serve as a supplement to the main PRME brand guidelines. All sub-brands include the PRME logo within them so it is not necessary to include both logos, but both logos can be included if it is appropriate.

When should a sub-brand be developed?

Sub-brands are a great opportunity to create a new identity for a specific project or help target a specific audience. Our sub-brands are an extension of the main PRME brand with their own unique identity, name, and positioning. In most instances, it is preferred to not create a sub-brand for individual projects so as to maintain a strong primary brand. However, some instances can be appropriate such as:

1. A recurring flagship event or
2. A multi-year funded project.

PRME Sub-Brands

- The Impactful Five (i5) Project
- PRME Global Forum

The Impactful Five (i5) Project

The i5 logo follows the PRME master brand with regards to sizing and clear space. The short and long logos can be fully white or if in colour, the PRME logo is in PRME Blue and the i5 text is in UN Blue. However, the five colour bar should always stay in colour.

Long Logo



Short Logo



Logo Colours

Full Colour



The blue design is the primary colourway and should be used whenever possible.

White Colour



The white version of the logo should only be placed on a solid colour (preferably PRME Blue or black), or a section of an image which appears calm to ensure the logo is legible. The colour bar should always remain in full colour.

[Download i5 Logos](#)

Colours



PRME Blue
HEX #1E3250



UN Blue
HEX #5B92E5



Foundation Purple
HEX #4C2F92



Foundation Green
HEX #00AF4D



Foundation Red
HEX #E3000B



Foundation Yellow
HEX #FFCF00



LEGO Bright Orange
HEX #F57D20

PRME Global Forum

The PRME Global Forum logo follows the PRME master brand with regards to sizing and clear space. The logo can be PRME Blue or white. The seven colour blocks should always stay in colour. There is both a logo with and without the year.

Logo



Logo with year



Logo Colours

Full Colour



The blue design is the primary colourway and should be used whenever possible.

White Colour



The white version of the logo should only be placed on a solid colour (preferably PRME Blue or black), or a section of an image which appears calm to ensure the logo is legible. The colour blocks should always remain in full colour.

Colours



[Download Global Forum Logos](#)

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