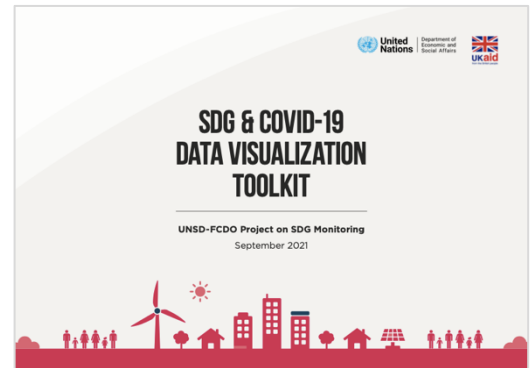


## ReadMe document: SDG & COVID-19 Data Visualization Toolkit

### Toolkit Overview

The SDG & COVID-19 Data Visualization Toolkit, developed as part of the UNSD-FCDO Project on SDG Monitoring, aims to support countries in data storytelling through infographics, reports, online platforms, presentations, promotion materials and social media. The toolkit contains icons and templates for the development and delivery of engaging dissemination materials relating to both the SDGs and the COVID-19 pandemic. The icons and templates are open source, meaning they are freely usable by all.



### Toolkit includes:

- **Over 300 icons** in SVG format
- **Templates** to create:
  - Infographics
  - Reports
  - Brochures
  - Flyers
  - Social media products
- Templates available in **Adobe Illustrator, InDesign, Powerpoint and Word** formats

This toolkit includes over 300 icons for both COVID-19 and the SDG Goals. **The icons are available in SVG format**, meaning they can easily be dragged and dropped into Microsoft programs as well as Adobe Illustrator and other Adobe programs. **Templates** that utilize the icons were created for infographics, reports, brochures, flyers and social media products. These templates were developed in various formats so that all countries and users at different technical levels can take advantage of them. They are available in Adobe Illustrator, Adobe InDesign, Microsoft Powerpoint and Word formats.

**Toolkit pdf, icons and templates:** <https://unstats.un.org/capacity-development/UNSD-FCDO/sdgs-data-visualization-toolkit/>

### Icons

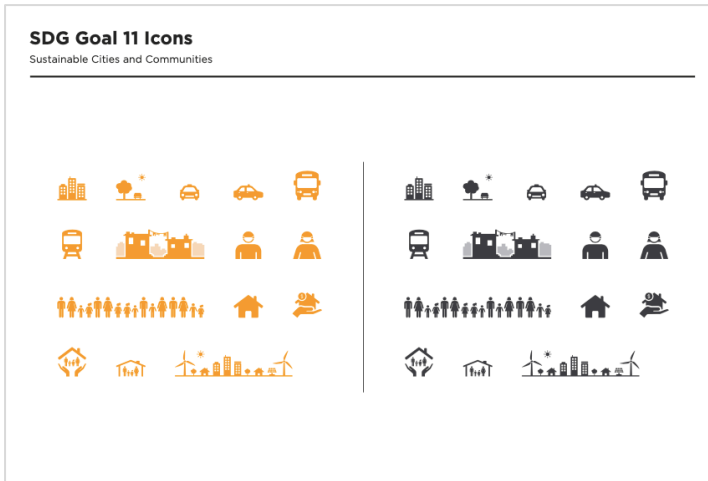
The icons were developed as small design elements and tools to communicate information without the need for words. They can have a huge impact as a functional element and are effective at grabbing a user's attention when highlighting important data. Icons are a strong tool for conveying messages, especially on SDG and COVID-19 tracking and progress.



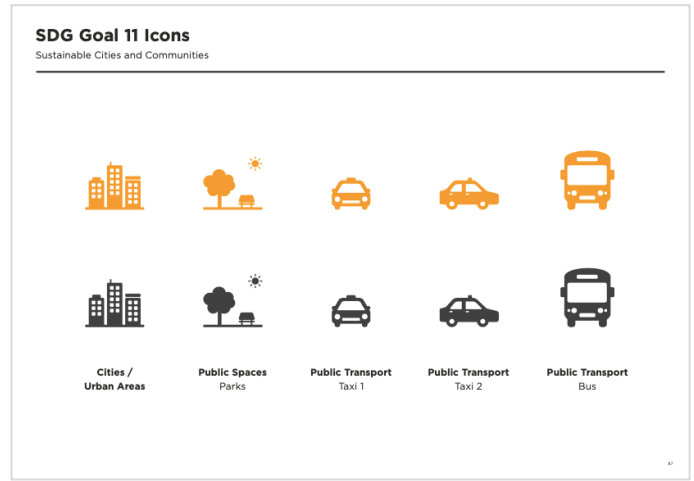
The toolkit pdf includes several pages of icons for each Goal with an overview page, followed by individual icons with their description. All icons are available in SVG format and available in the [SDG Goal color](#) (colors listed on page 68) and grey. The SVG file names correspond to the description names listed under each icon in the toolkit pdf.

*Example: SDG Goal 11 icons*

*Overview*



*Individual icons with description*

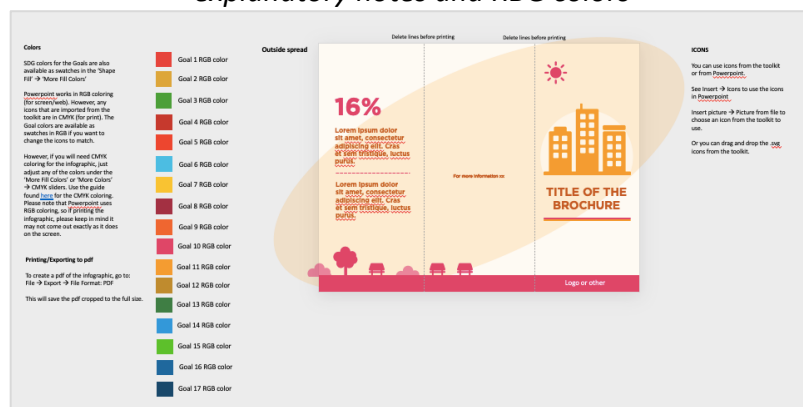


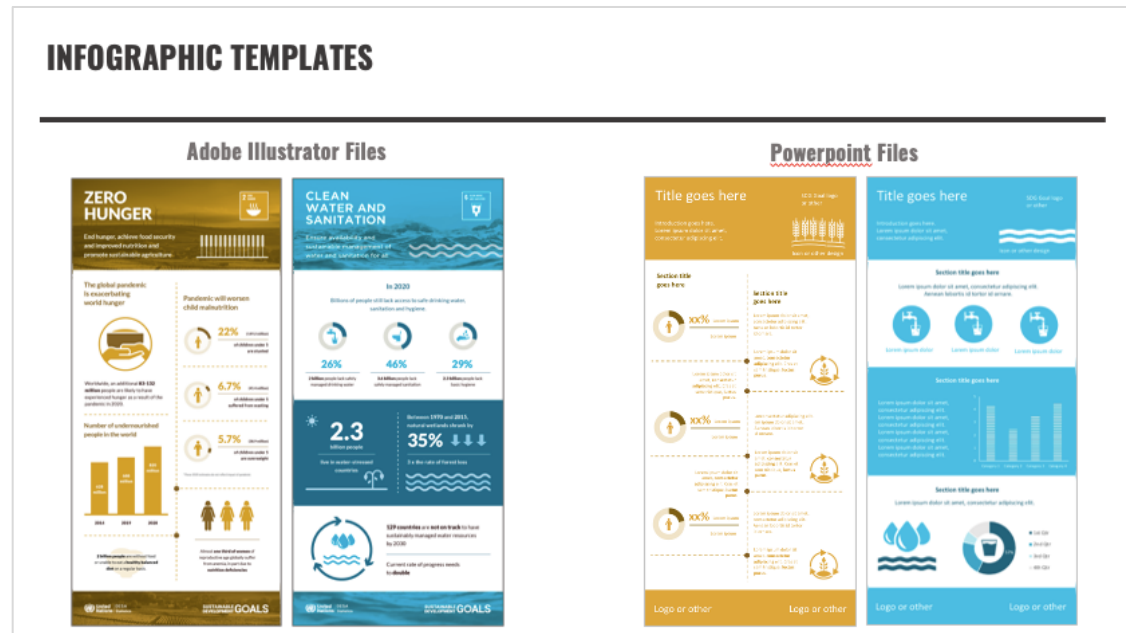
*Templates*

Each template is provided on the website in a zip file. The templates are listed by product (i.e. infographics or flyer) and the zip file contains the template in its corresponding program (i.e. Adobe Illustrator or Microsoft Powerpoint), along with fonts. The fonts provided in the templates are [Lato](#) and [Roboto](#).

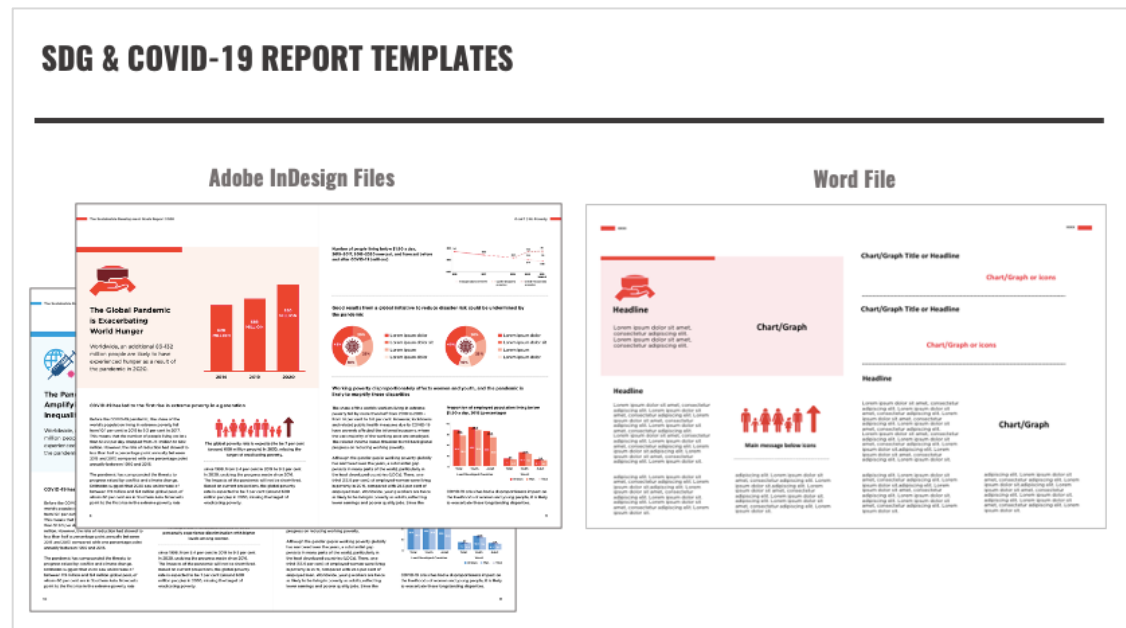
All templates in Adobe Illustrator or Adobe InDesign include the SDG Goal colors (CMYK) as swatches. This allows for users to accurately use the SDG colors and is used for printing. All templates in Microsoft Powerpoint contain the SDG colors as swatches as well, but they are in RGB format. Powerpoint does not allow for CMYK colors, so when these items are printed, they may differ slightly from any products that use CMYK colors. Please keep this in mind when using any of the Powerpoint templates for printing.

*Example: Powerpoint template for the brochure with explanatory notes and RGB colors*



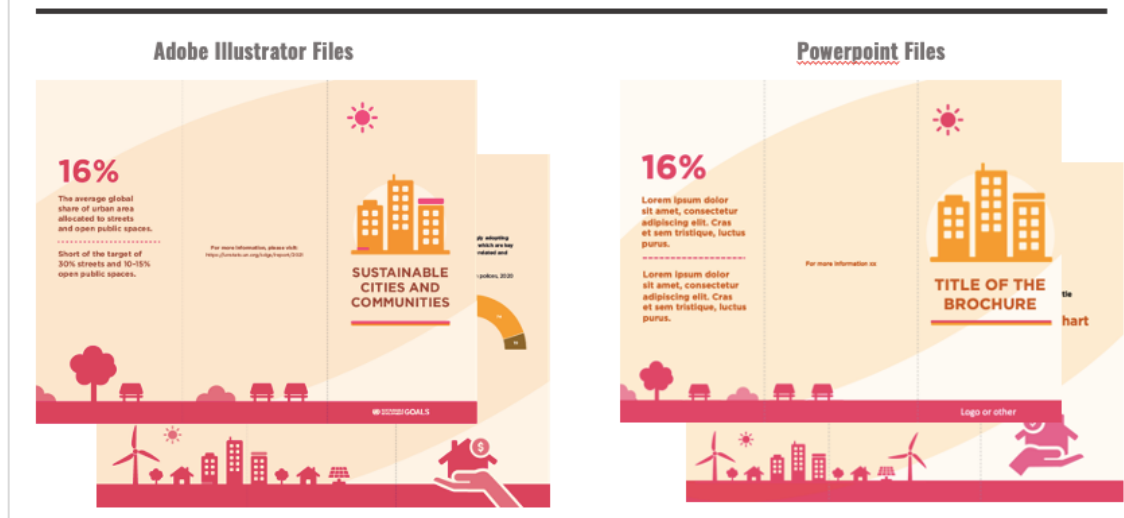


The infographics included in the toolkit are both templates and examples of a finished infographic using the icons and suggested design and content elements. Users can reference these when creating an infographic, which aims to integrate the icons with the subject matter. The files for the infographics are available in Adobe Illustrator and Powerpoint. More details on the layout of the infographics is included in the toolkit pdf.



The report spreads included in the toolkit include examples of how an SDG and COVID-19 report spread could be developed. Users can reference these when creating their reporting, which aims to integrate the icons with the subject matter. The files for the infographics are available in Adobe InDesign and Microsoft Word. More details on the layout of the report spreads is included in the toolkit pdf. As seen here, the icons can be used to grab the user's attention when highlighting important data.

## BROCHURE TEMPLATES



The toolkit also includes an example of how a tri-fold brochure could be developed. Users can reference this when creating tri-fold brochures, which aims to integrate the icons with the subject matter. The files for the tri-fold brochure is available in Adobe Illustrator and Microsoft Powerpoint. More details on the layout is included in the toolkit pdf. As seen here, the icons can help create a beautiful visual story on a subject matter.

## FLYER & SOCIAL MEDIA CARD TEMPLATE



Templates were also included for creating flyers and a social media card. More details of the layout can be found in the toolkit pdf. Users will be provided with the Adobe Illustrator working file and can use these as references when beginning to design.