

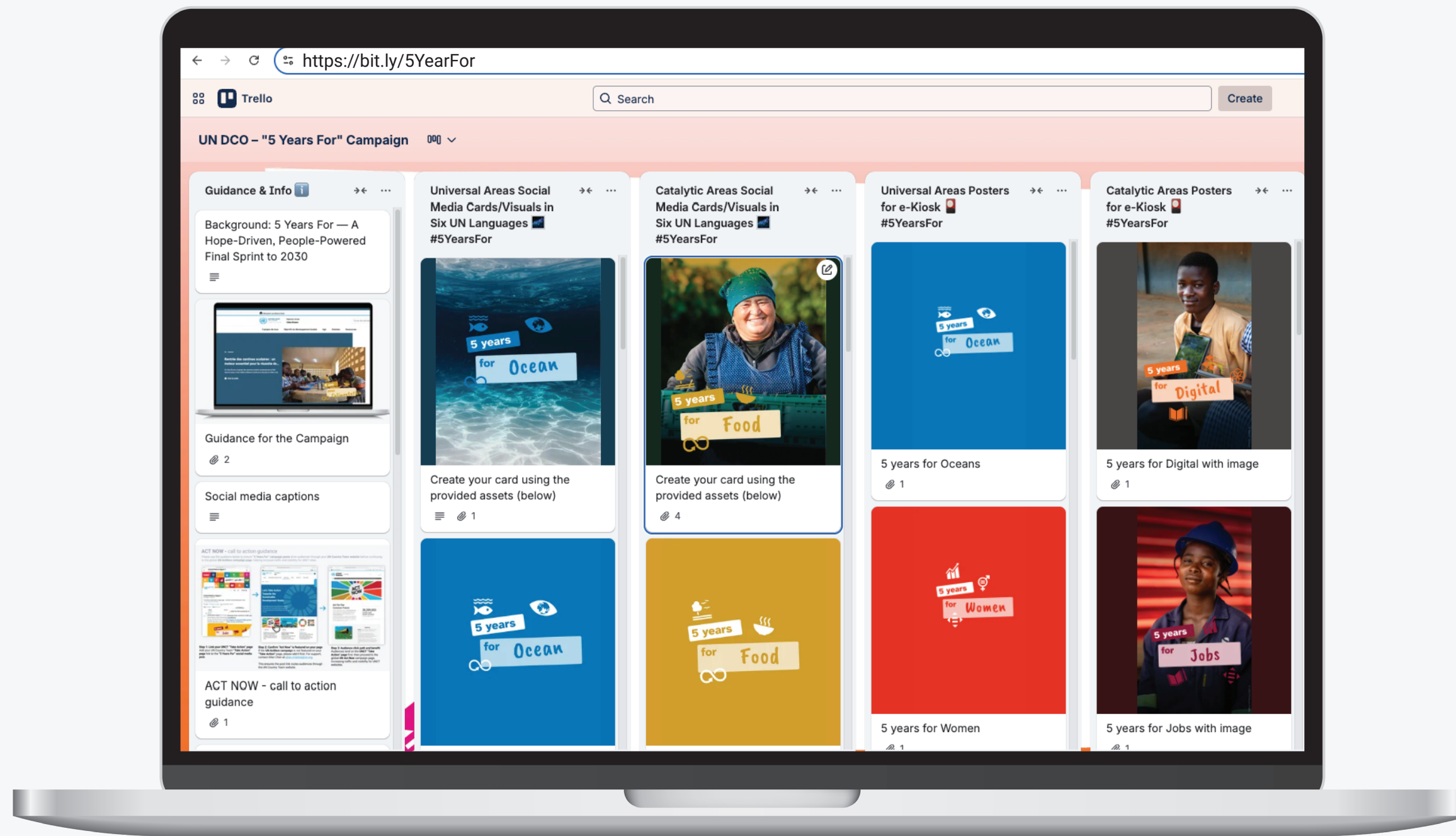
# 5 Years For

5 YEARS FOR...

Campaign guidance

# Campaign assets – Trello board

All campaign assets for the 5 Years For campaign are maintained in the Trello workspace, including the latest approved visuals, editable source files, copy drafts and guidance on usage. Use the link below to access the master board and retrieve the most current materials:  
<https://bit.ly/5YearFor>



# Colour palette

RGB 20, 157, 41  
HEX d09d29

30% 70%

RGB 141, 24, 56  
HEX 8d1838

30% 70%

RGB 236, 110, 40  
HEX ec6e28

30% 70%

RGB 249, 181, 25  
HEX f9b519

30% 70%

RGB 72, 119, 60  
HEX 48773c

30% 70%

RGB 2, 125, 186  
HEX 027dba

30% 70%

RGB 42, 152, 71  
HEX 2a9847

30% 70%

RGB 0, 86, 41  
HEX 005688

30% 70%

RGB 194, 31, 51  
HEX c21f33

30% 70%

Graphic



# Graphic – composition

5 years  
for



5 years  
for Clean Energy



5 years  
for Clean Energy



# Graphic – variation of areas



5 years  
for Food

Icons: infinity symbol, bowl of food, tree, and steam.



5 years  
for Clean Energy

Icons: sun, globe, and cubes.



5 years  
for Jobs

Icons: bar chart, book, and double-headed arrow.

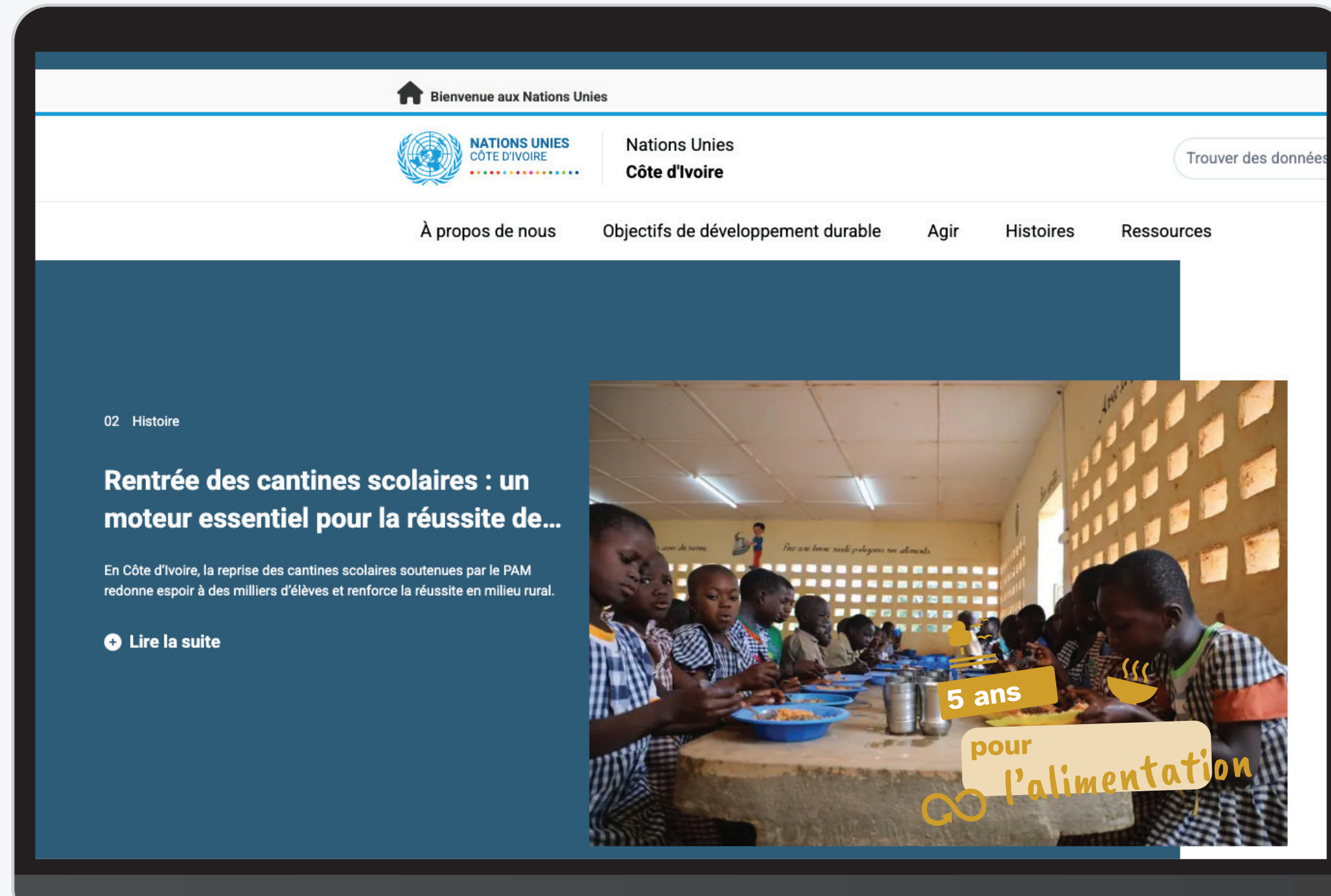
# Graphic – variation of areas



# Graphic – multiple-language version



# Graphic – websites



# Graphic – social media cards



# Graphic – social media post

← Post

 **United Nations Egypt**   
@UNEGypt  

Five years For People & Planet!

Across countries, communities are driving change, from fair consumption to sustainable food that nourish people and protect nature.

Join them and [#ActNow!](#)

 <https://egypt.un.org/en/take-action>

[#5YearsFor](#)



4:31 PM · Jan 2, 2026 · 492 Views

# ACT NOW - call to action guidance

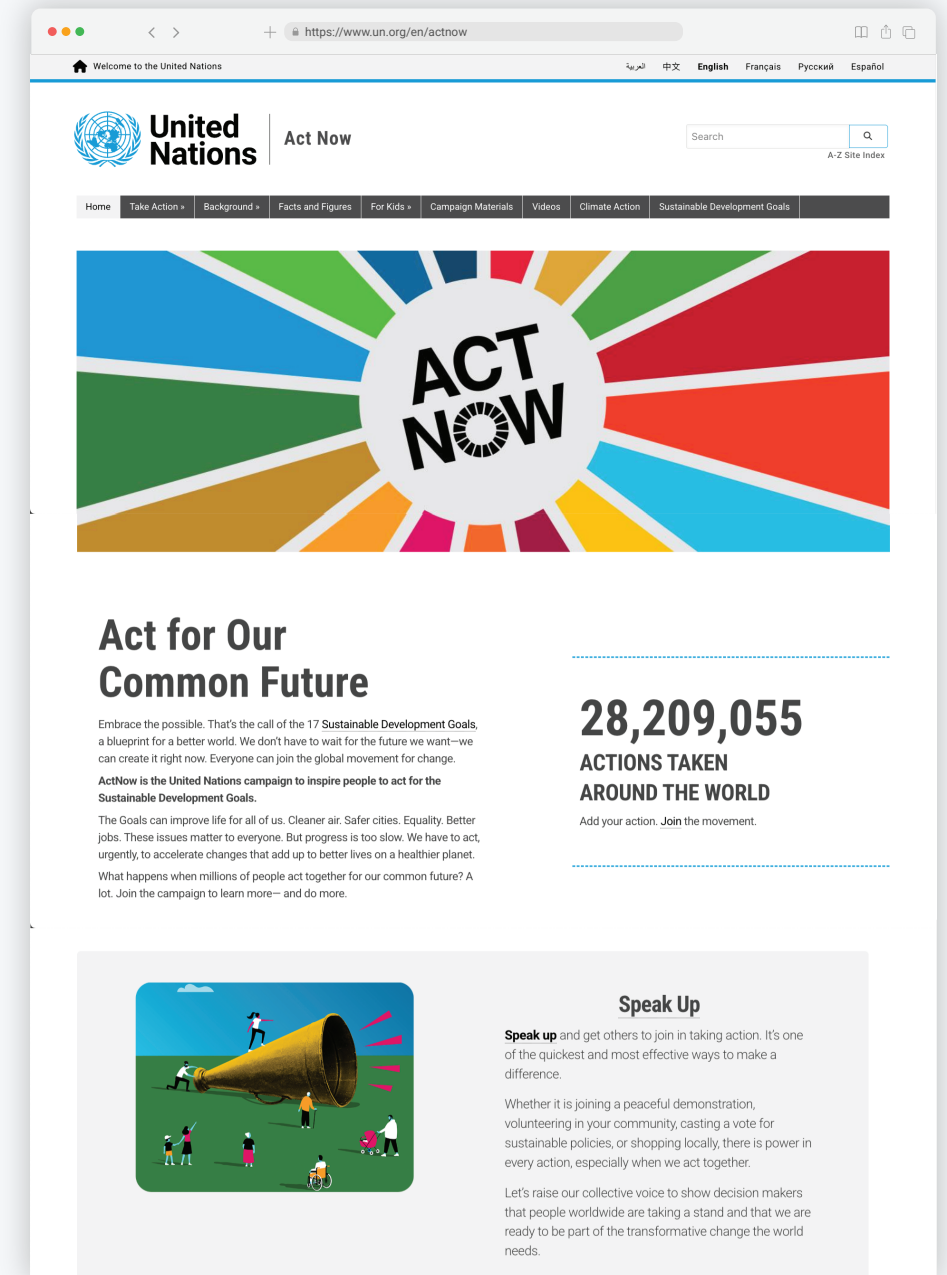
Please use the guidance below to ensure “5 Years For” campaign posts drive audiences through your UN Country Team website before continuing to the global UN ActNow campaign page, helping increase traffic and visibility for UNCT sites.



**Step 1: Link your UNCT “Take Action” page**  
Add your UN Country Team “Take Action” page link to the “5 Years For” social media post.

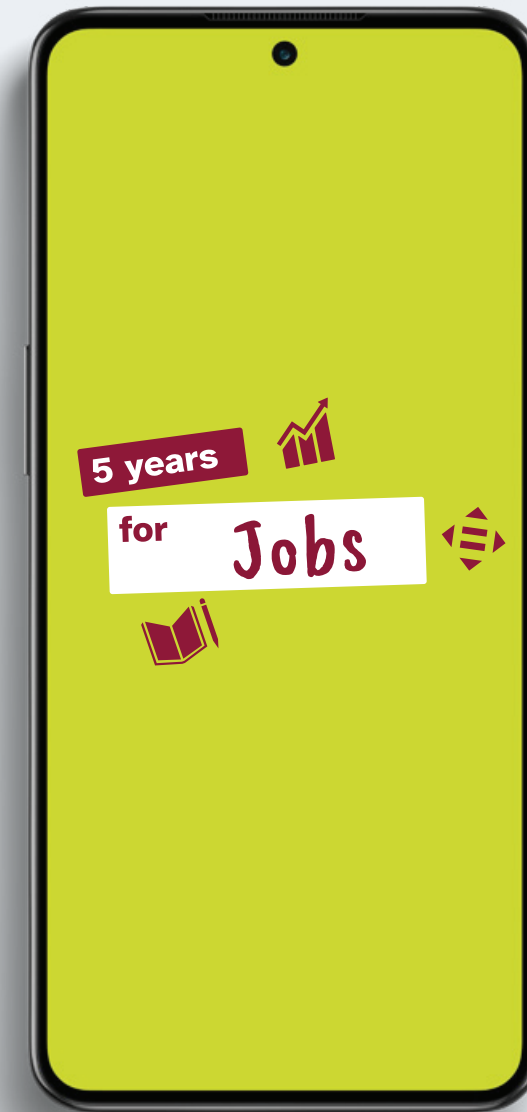
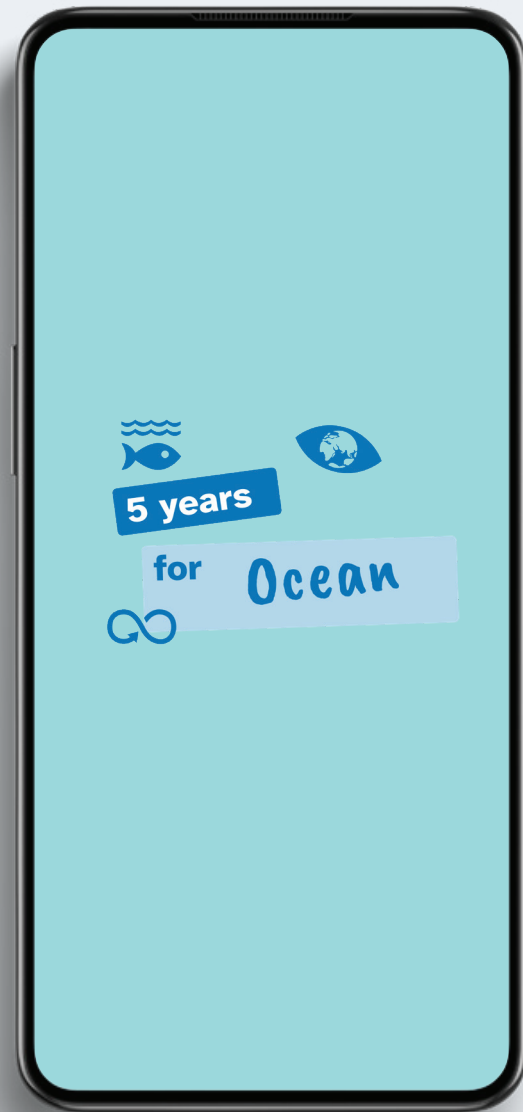


**Step 2: Confirm “Act Now” is featured on your page**  
If the UN ActNow campaign is not featured on your “Take Action” page, please add it first (For more detailed guidance on how to do this, please see last page.) For support, contact [DCONews@un.org](mailto:DCONews@un.org). This ensures the post link routes audiences through the UN Country Team website.

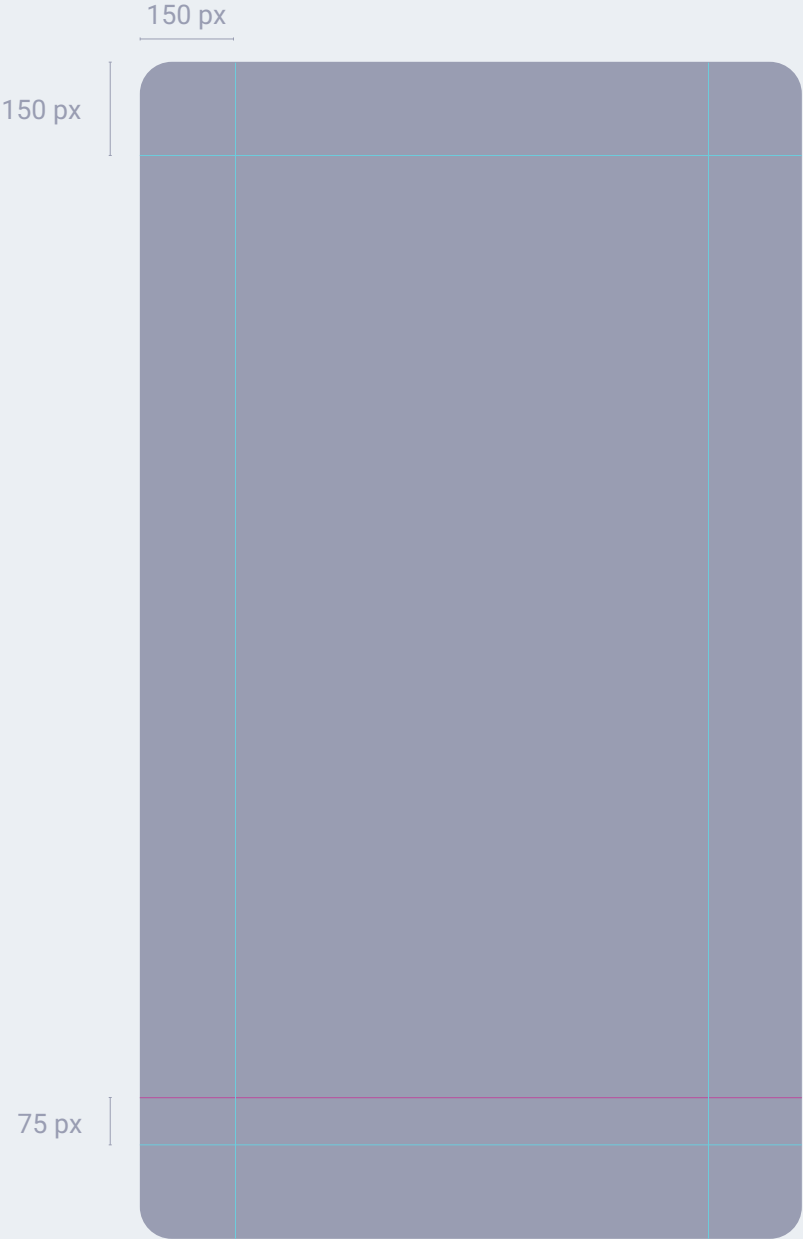


**Step 3: Audience click path and benefit**  
Audiences land on the UNCT “Take Action” page first, then proceed to the global UN Act Now campaign page, increasing traffic and visibility for UNCT websites.

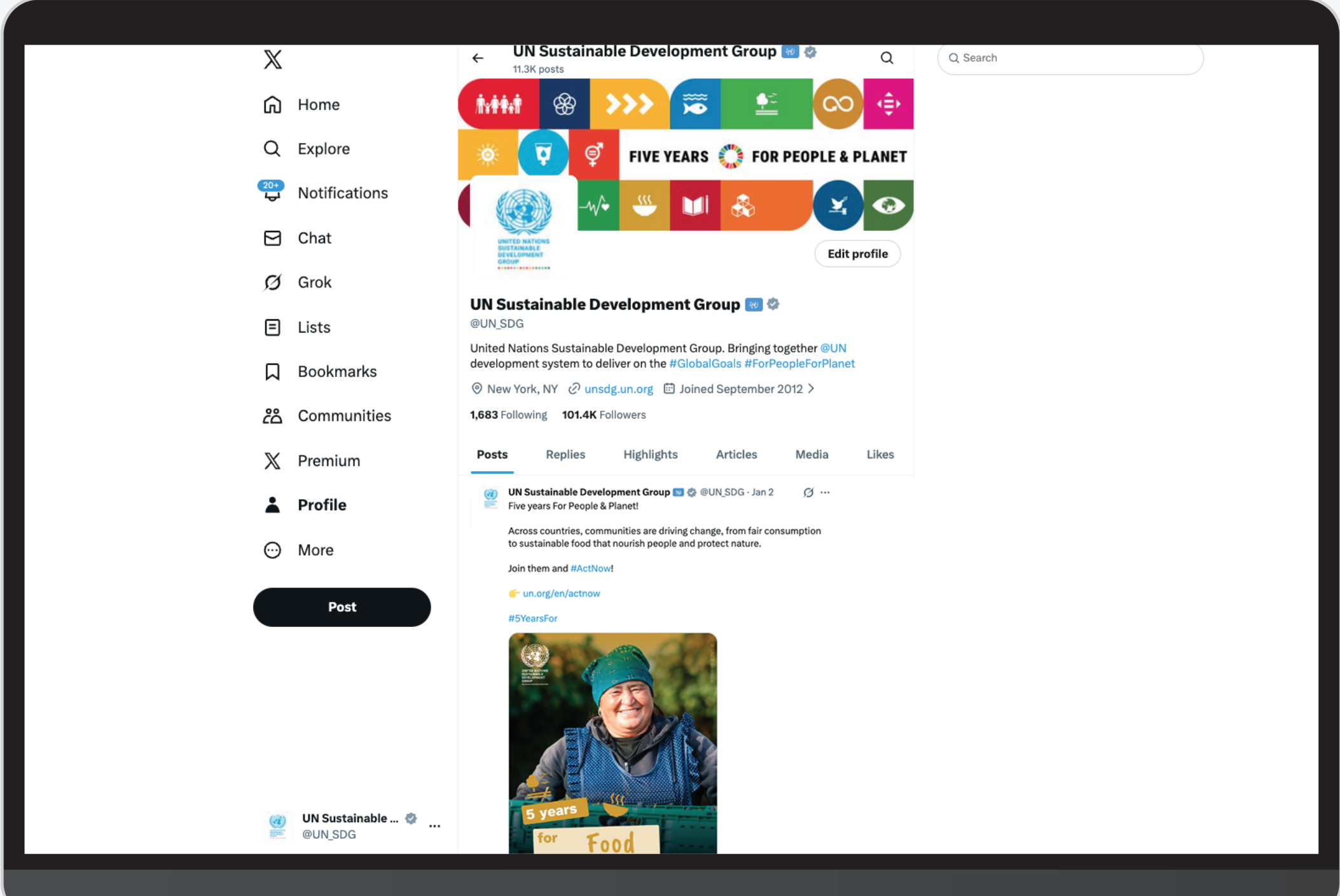
# Graphic – Instagram stories



# Instagram reels



# Banner – social media



# Technical guidance

## 1. What to do if the UN ActNow campaign is not activated on your UNCT “Take Action” page:

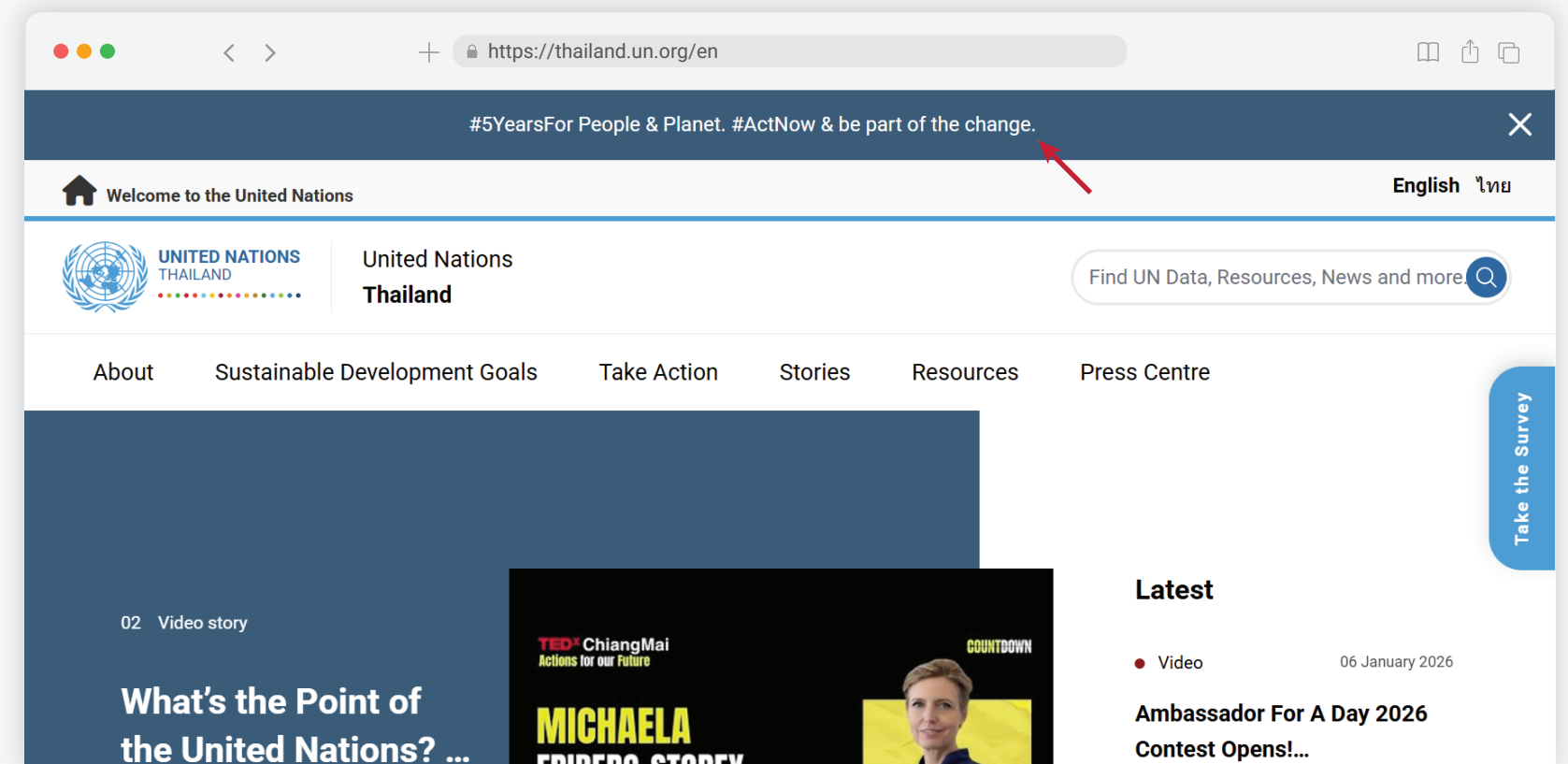
Please activate ACT NOW via your site’s **Take Action** module:

1. Go to your site admin and click **+ Add Content**
2. Select **Take Action**
3. Under **Take Action Type**, choose **Global**
4. Save and publish



## 2. To add a link to ACT Now on the Alert Banner on the homepage:

1. From the administrative menu, click **Site Settings**
2. Scroll down to the **Alert Banner** section
3. Under **Display Alert Banner**, select Homepage only.
4. In the **Alert Banner Text** field, enter the short message you would like to display.
5. To add the **ACT Now** link, highlight the text you want to hyperlink, then click the **Link** button in the text editor and insert the URL.
6. Press **Save** to publish the changes.



**Thank you!**