



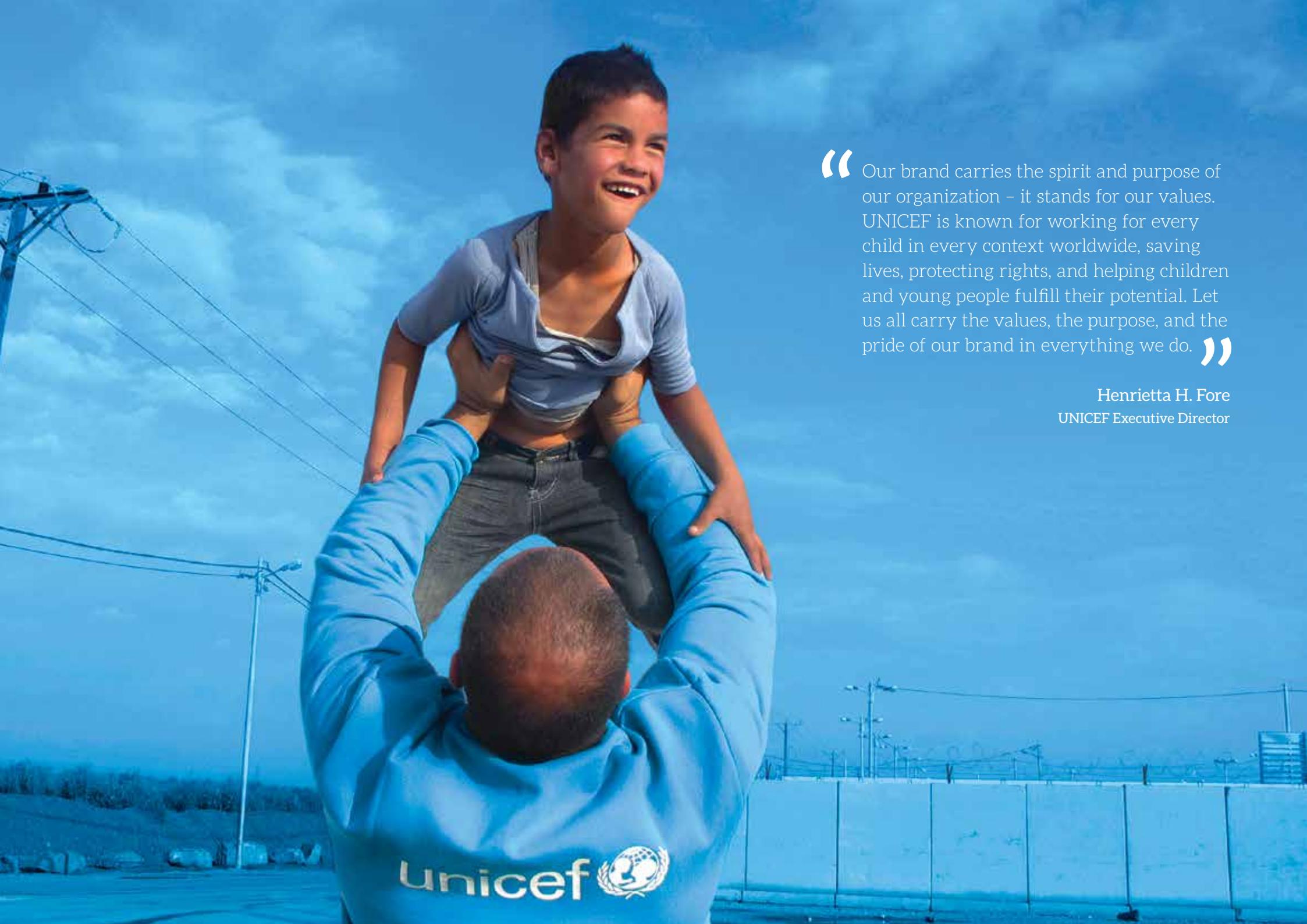
# Brand Book

and Brand Manual  
Version 3.1





for every child, opportunity

A young boy with short dark hair, wearing a light blue t-shirt and jeans, is laughing joyfully with his arms raised. He is being held up by a man whose back is to the camera; the man is wearing a bright blue long-sleeved shirt with the UNICEF logo on the back. They are outdoors under a clear blue sky with some power lines visible in the background.

“ Our brand carries the spirit and purpose of our organization – it stands for our values. UNICEF is known for working for every child in every context worldwide, saving lives, protecting rights, and helping children and young people fulfill their potential. Let us all carry the values, the purpose, and the pride of our brand in everything we do. ”

Henrietta H. Fore  
UNICEF Executive Director



for every child, protection

unicef   
for every child

A close-up photograph of a young child with dark curly hair, wearing a red and white striped shirt, being held by an adult's hands. One hand is on the child's head, and the other is holding a white electronic device, possibly a thermometer or scale, near the child's arm. The background is dark blue.

for every child, nutrition

A close-up photograph of a young child with dark skin and short hair, wearing a red t-shirt that says "my grandparents don't spoil me". A person's hands are visible, one holding a clear plastic syringe and the other supporting the child's chin, as they administer a nasal vaccine. The background is dark and out of focus.

# for every child, vaccines



for every child,  
clean water





for every child, education



for every child

for every child, love

This Brand Book presents UNICEF's Global Brand Strategy – '**for every child**' – and practical guidelines for its use by the entire organization.

For the first time, brand building has been recognized as an organizational priority and included in the UNICEF Strategic Plan, which identifies winning support for the cause of children from decision makers and wider publics as a critical change strategy that UNICEF will focus on for the next four years.

This Brand Book includes updated, in-depth guidance for adapting the brand strategy in everything we do, in every country where we work. In compliance with the Global Regulatory Framework, it should be used by all UNICEF Country Office and National Committee teams. To guide suppliers in producing materials for UNICEF, it also may be used in conjunction with contractual terms and agreements.

The Brand team welcomes questions and suggestions for improvement on all brand-related guidance and assets.

Please contact the **Brand Help Desk:** [brand@unicef.org](mailto:brand@unicef.org)

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# Our brand

This section covers our Global Brand Strategy and how it reflects the many facets of our work for every child.

A young girl with a white headscarf and a prosthetic leg is smiling while playing soccer. She is wearing a yellow long-sleeved shirt and blue jeans. The background shows a destroyed building.

# For every child

Whoever she is.

Wherever he lives.

Every child deserves a childhood.

A future.

A fair chance.

That's why UNICEF is there.

For each and every child.

Working day in and day out.

In more than 190 countries and territories.

Reaching the hardest to reach.

The furthest from help.

The most excluded.

It's why we stay to the end.

And never give up.

 Download brand videos

# Our Story | Who we are

***Our brand proudly tells UNICEF's story – from our founding in 1946 through this day – as the UN organization mandated to protect the rights of every child, everywhere, especially the most disadvantaged.***

UNICEF was established in the aftermath of World War II to help children and young people whose lives and futures were at risk – no matter what role their country had played in the war. What mattered to UNICEF was reaching every child in need. What mattered was protecting children's rights to survive, thrive, and reach their full potential. What mattered was achieving results.

This is the DNA of UNICEF. And our work matters more than ever today, with conflicts and crises threatening hundreds of millions of children and young people, and millions more deprived of the opportunities they need to grow into healthy, productive adults.

We bring more than 70 years of field-tested expertise, a network that spans the globe, a passion for innovation, dynamic partnerships, and a commitment to making every dollar count. Impartial and non-political, we are never neutral when it comes to protecting children's rights and safeguarding their lives and futures.

Day in and day out, we work across more than 190 countries and territories to reach the children and young people who are most at risk and most in need. We work to save their lives. To protect their rights. To keep them safe from harm. To give them a childhood in which they are protected, healthy, and educated. To give them a fair chance to fulfil their potential, so that someday, they can build a better world.

We are UNICEF. We stand for every child, everywhere.

And we never give up.

 [Read UNICEF's Mission Statement](#)



# Our brand defined | What we do

***Our brand showcases what we do and why we do it: UNICEF's lifesaving, life-changing work across more than 190 countries and territories to protect the rights of every child and to drive change for the most disadvantaged children and young people in every society.***

These brand definitions should be used in all materials, including print, digital and social media where appropriate. This includes press releases, partner materials, and any communications or advocacy effort that calls for a brief description of UNICEF.

## Long form

UNICEF works in the world's toughest places to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere. Across more than more than 190 countries and territories, we do whatever it takes to help children survive, thrive and fulfill their potential, from early childhood through adolescence.

The world's largest provider of vaccines, we support child health and nutrition, safe water and sanitation, quality education and skill building, HIV prevention and treatment for mothers and babies, and the protection of children and adolescents from violence and exploitation.

Before, during and after humanitarian emergencies, UNICEF is on the ground, bringing lifesaving help and hope to children and families. Non-political and impartial, we are never neutral when it comes to defending children's rights and safeguarding their lives and futures.

And we never give up.

unicef | for every child

 [Read UNICEF Annual Report](#)

 [Read Results for Every Child](#)

## Short form

UNICEF works in the world's toughest places to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere.

Across more than more than 190 countries and territories, we do whatever it takes to help children survive, thrive and fulfill their potential, from early childhood through adolescence.

Before, during and after humanitarian emergencies, UNICEF is on the ground, bringing lifesaving help and hope to children and families. Non-political and impartial, we are never neutral when it comes to defending children's rights and safeguarding their lives and futures.

And we never give up.

unicef | for every child

## Boilerplate form

UNICEF works in the world's toughest places to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere. Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive and fulfill their potential, from early childhood through adolescence.

And we never give up.

unicef | for every child

*Where appropriate, the following can be included in our brand definition:*

*UNICEF's work is funded entirely through the voluntary support of millions of people around the world and our partners in government, civil society and the private sector.*

# Why a new brand strategy?

The UNICEF Strategic Plan 2018-2021 identifies strengthening our brand as an organizational priority for the first time, because it is a critical key to winning support for the cause of children from decisionmakers and wider publics, and thus to driving change.

UNICEF is already one of the world's most trusted organizations, and our brand is already among the most recognizable of any organization. Our **name** and **logo** evoke our status as the only children's organization mandated by the United Nations General Assembly and the Convention on the Rights of the Child.

But these iconic assets alone are not enough to tell the story of what **UNICEF stands for** and our lifesaving, life-changing work in more than 190 countries and territories. To increase our impact, our brand must powerfully convey the essence of everything we do, and why we do it – instantly and consistently identifying UNICEF as the organization protecting the rights of every child, everywhere and driving change for the most disadvantaged children and young people in every society.

Our brand must also powerfully convey UNICEF's organizational values: Trust, Care and Respect, Integrity and Accountability.

We measure our success in strengthening our brand against three key performance indicators:

- UNICEF is immediately associated by the public with our tireless work for children, especially the most vulnerable.
- UNICEF is increasingly regarded as an effective organization that achieves results for children.
- UNICEF is building on its strong reputation as a trusted and credible organization that can be counted on to deliver.

The brand strategy is also an integral element of the new Global Regulatory Framework, which supports better organization-wide coordination and consistency.

Across our entire organization – in every office, every country, every region and every National Committee – we are one UNICEF, and we have one global brand. We are all responsible for delivering on our mission, and it is up to each of us to use the unique power of our brand to help drive change for every child.

*UNICEF's brand strategy was developed over an 18-month period in consultation with nearly 1,000 UNICEF and National Committee staff members. Their contributions helped make the brand strategy truly representative of our organization, reflecting the many facets of our work for every child. It was approved by the Executive Director on May 2016 and has since been rolled out across the entire organization.*

# More than a tag line: unicef | for every child

*The Strategic Plan pursues a vision of realizing the rights of every child and does so by starting with the most deprived, because a focus on equity accelerates progress towards achieving the rights of all children.*

– UNICEF Strategic Plan 2018–2021

Like our Strategic Plan, UNICEF's new brand strategy responds to the call of the 2030 Agenda to "leave no child behind" – supporting our equity focus, across our entire organization, to drive change for the most disadvantaged children.

At the heart of the new brand strategy is the new brand signature, **unicef | for every child**.

More than a tag line, it is the embodiment of UNICEF's DNA, true to the purposes and principles of our founding more than 70 years ago and truly reflective of the changing, challenging environment in which we work today.

**'for every child'** echoes our universal mandate to protect the rights of children everywhere – and embodies our mission's dictate to give greatest priority to the most disadvantaged children.

It is a rallying cry for all of us, and for all those who share our vision of a world in which every child has a fair chance.

The key to our new brand strategy is also its modularity. The brand statement, '**for every child**' is just the first half. The second half includes the words that enable us to showcase the scope and scale of our work for children in more than 190 countries and territories ... to illustrate the challenges they face ... and to highlight the hopes we have for them.

This modularity enables an almost infinite range of adaptability across all platforms and for all audiences – a critical capacity, given the magnitude of UNICEF's programmes, operations and audiences around the world.

As the visual guide following this section demonstrates, our new brand statement is complemented by our new visual signature, which includes compelling images of individual children in full colour, most often looking directly into the camera, framed or highlighted with UNICEF's signature cyan blue. These elements are designed to create a more direct, immediate connection with viewers.

Together, these mandatory, signature elements create a unified, unique brand presence that instantly identifies UNICEF – highlighting everything we do, in every country where we work.

The examples included in this book – some already in use across our organization – illustrate the power of the new brand strategy.

# Our brand principles

10 ways UNICEF's new brand strategy supports our work for every child

**1 | We are one UNICEF.** From Uganda to Uzbekistan, from Uruguay to the United States, UNICEF is for *every child*. We have one global brand strategy that instantly identifies us, creating a powerful brand presence that evokes everything we do, across our entire organization.

**2 | We are champions of children's rights.** UNICEF is the only organization mandated by the United Nations General Assembly and guided by the Convention on the Rights of the Child to promote the rights and well-being of children everywhere – and our brand strategy demonstrates this unique responsibility to every child.

[Read 25 Years of the Convention on the Rights of the Child here.](#)

**3 | We work for every child, everywhere.** UNICEF has an unrivaled reach, on the ground in more than 190 countries and territories with a vast network of partners – and our brand strategy is designed to be *adapted across the entire organization*.

**4 | We are child-focused.** UNICEF puts children and adolescents first – and our brand strategy always puts children and young people front and centre: their faces, their situations, their stories.

**5 | We are equity-focused.** UNICEF's mission is to reach every child, giving priority to the most disadvantaged children – and our brand strategy highlights the urgent challenges they face and our efforts to reach them.

[Read \*For every child, a fair chance: The promise of equity\* here](#)

**6 | We are results-focused.** UNICEF is on the ground, working with our partners every day to get things done for children – and our brand strategy demonstrates our daily hands-on efforts and the impact we are having on children's lives.

[Read \*For every child, results\* here](#)

**7 | We are trusted.** UNICEF has over 70 years of experience working with our partners to co-create solutions that save and improve the lives of children around the world – and our brand strategy emphasizes our expertise, projecting our confidence, competence, and capacity.

[Read \*For every child, hope: UNICEF @ 70\*](#)

**8 | We engage and inspire.** UNICEF never loses hope for the world's children and our brand strategy always points to solutions, inviting others to join us in driving change for every child.

**9 | We care.** UNICEF believes that all children, whatever their circumstances, have the right to be treated with dignity and compassion – and our brand strategy embodies our respect, never portraying children as objects of pity, and always showing UNICEF's concern for their well-being.

**10 | We never give up.** UNICEF takes on the toughest challenges, working in some of the world's toughest places – and our brand strategy highlights our relentless determination to reach every child.

A photograph showing four young children, likely of Asian descent, wearing bright yellow hooded jackets. They are leaning over a weathered blue metal railing, smiling and looking towards the camera. The background is dark and appears to be the interior of a wooden structure with vertical planks.

for every child, play

A close-up photograph of a woman with dark hair and a young girl with a red bow in her hair. The woman is laughing heartily, showing her teeth, while holding the child. The background is blurred blue.

A true brand is alive, constantly evolving  
to meet the needs of changing times.

While adopting these guidelines is mandatory –  
how you adapt our new brand strategy is up to you.

**Make it your own.**

for every child,

**LAUGHTER**  
Make it your own

# Graphic visual guide

This section provides direction on the key graphic elements of the new brand strategy and includes guidance on multiple brand touchpoints including photography, videos, publications, web and social media content, and other public-facing materials.

A close-up photograph of a young child with dark skin and short hair, wearing a green and red patterned dress, smiling broadly. An adult with dark hair and a white shirt is holding the child, also smiling. They are outdoors with blurred greenery in the background.

for every child, joy

# Iconic brand identity elements

UNICEF's visual identity comprises a set of iconic elements that, when combined, make us immediately recognizable.



## Our logo

Our logo and tag line must remain consistent and have a strong presence.

## Our colour

We are proudly **UNICEF Blue** (100% cyan) and show it in everything we do.

## Our font

Our official font is **Univers LT Pro** and we should use this whenever possible.

## Our brand statement

Our brand statement '**for every child**' introduces a topic.

## Symbolism

UNICEF is more than a name, and our logo is more than a graphic design. The universal gesture of a parent lifting a child in our logo and imagery symbolizes the hope, security and joy that our work gives to parents and their children.

# Logo

## Logo signature

The combination of the UNICEF logo and tag line makes up our complete signature.

HORIZONTAL  
LOGO SIGNATURE



VERTICAL  
LOGO SIGNATURE



## Container logo signature

Our logo signature is placed inside a **cyan container**. This treatment helps reinforce the relationship between our logo and our brand colour, and enhances legibility when placed over photographs and graphics.

The UNICEF logo or 'logo signature without the container' may be used when legibility is an issue, or in some partnership contexts.

### RECOMMENDED VERSIONS



Logo signature  
centred in circular  
container



Logo signature  
aligned from bottom  
of container



Logo signature  
aligned from top of  
container



Logo signature  
centred in container



Logo signature  
centred in short  
container



Horizontal logo signature  
centred in container

[Download container logo signature](#)

## Container logo signature - other languages

### RECOMMENDED VERSIONS

FRENCH



SPANISH



RUSSIAN



ARABIC

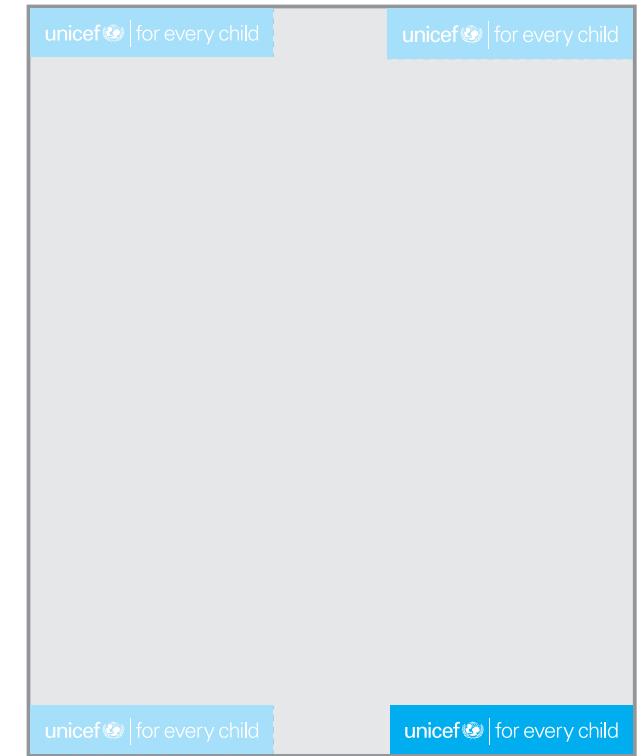
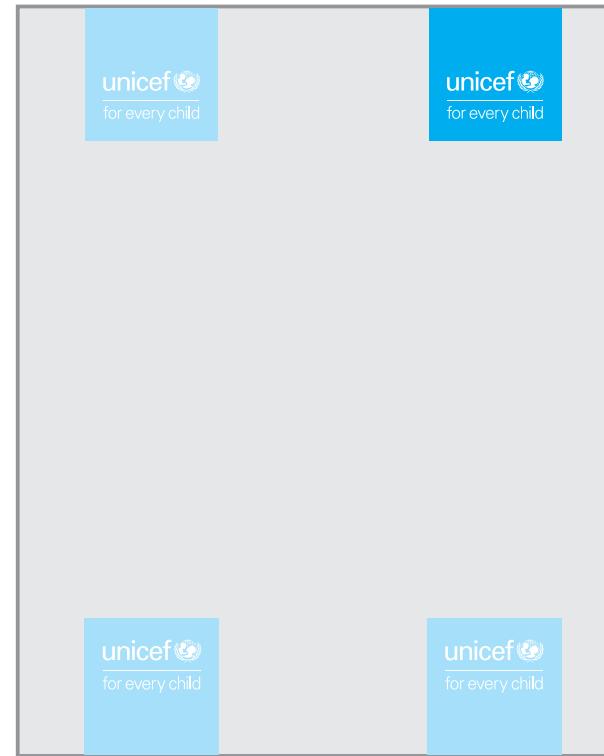
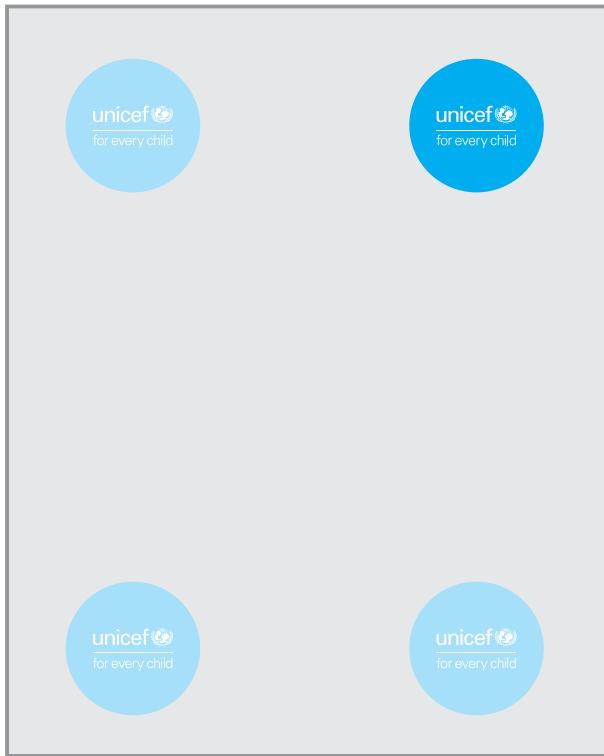


Download container logo signature

## Container logo signature - placement

In design collateral, the ideal placement of the circle and square container logo signature is top right, and the best placement for the rectangle container logo signature is bottom right. Alternative placements as seen below can also be applied.

These placements enhance consistency and legibility, especially when the container logo signature is placed over images and graphics - and they apply to different formats (portrait, landscape, square, etc.).

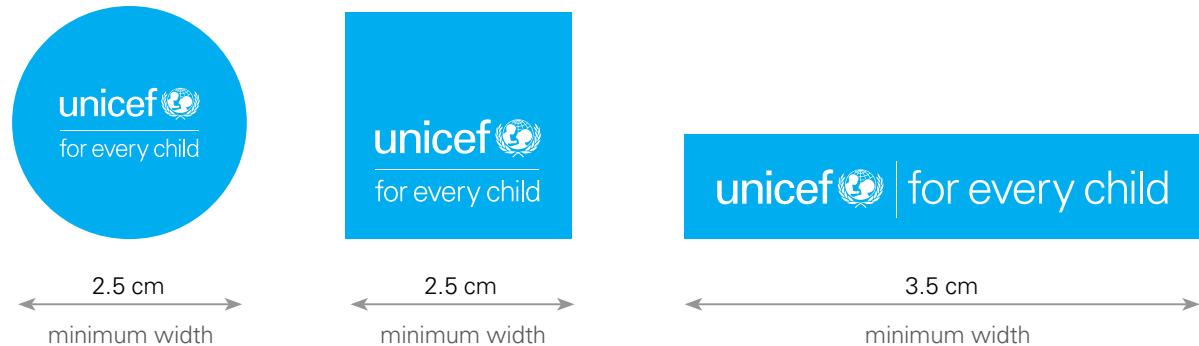


## Container logo signature - minimum size

The minimum size requirement for the container logo signature is based on the legibility of the tagline "for every child".

For the container logo signature in English, the minimum width is 2.5 cm for the circle and the square, and 3.5 cm for the horizontal version.

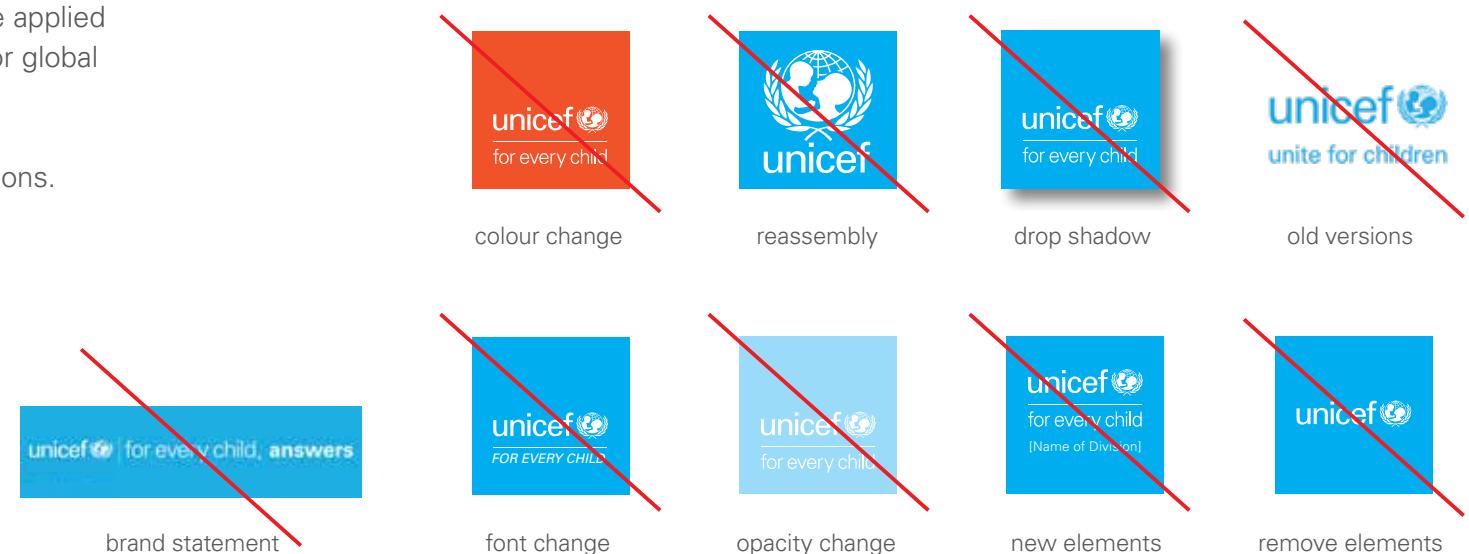
For all other languages, the minimum width should ensure the legibility of "for every child".



## Container logo signature - incorrect logo versions

Our container logo signature must be applied consistently to all UNICEF projects for global visual recognition.

Do not use old or incorrect logo versions.



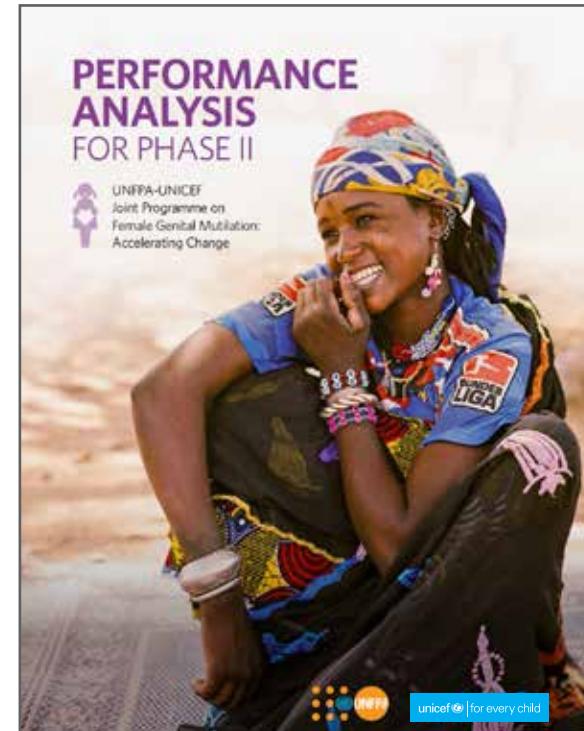
## Logo usage in partnerships

Partnerships and collaborative relationships are an integral part of UNICEF's work. The use of our logo in any partnership-related material reflects UNICEF's participation in the partnership and the implicit endorsement of its messages.

Partners' use of UNICEF's branding and logo should be specified in the binding partnership instrument. Terms of use will differ based on the category of partnership and its scope.

- The logo signature with or without the container can be paired with partner logos. Select the version with a similar visual weight/size as the logo of the partner(s).
- UNICEF's logo and partners' logos should be presented in proportionately equal sizing, with equal visual emphasis and adequate clear space around each logo.

### EXAMPLES



# Logo usage in partnerships - corporate and foundation fundraising

## EXAMPLES

In the context of a partnership with a single entity, we apply the following:

- 1 | Describing the partnership** Use one of the following clearly articulated expressions to describe the partnership.

Company X **supports** UNICEF  
 Company X **in support** of UNICEF  
 Company X **for** UNICEF

- 2 | Logo placement and sizing** Follow the placement and sizing guidelines for the UNICEF logo, including clear space to ensure that the logo retains a strong presence.

- The UNICEF logo is positioned secondary to the partner's logo.
- The UNICEF logo should be equal or smaller in size compared to the partner's logo.
- The two logos are placed distinctly separate from each other, avoiding the appearance of a joint logo.

- 3 | Non-endorsement disclaimer** Use a disclaimer to explain that we do not endorse any company, group of companies, industry sector, product or service.

**UNICEF does not endorse any company, brand, product or service.**

While not prominent, the statement should be displayed in reasonable proportion relative to the size of communication material, using a minimum 6-point font.



The minimum size of the UNICEF logo should measure no less than 2 cm wide for print, and no smaller than 100 pixels wide for website applications.



UNICEF does not endorse any brand, product or service.

# Colour

We are proudly **UNICEF Blue**.

We show it in everything we do; behind our logo, on signature images and when working in the field.

**UNICEF Blue** (cyan 100%) is how we are instantly recognized.

## PANTONE

Ideal for use in one or two-colour jobs, e.g. stationery

## CMYK

Ideal for full-colour printing, e.g. brochures and posters

## RGB

Ideal for PowerPoints and other computer software, mobile, and TV

## VIDEO HEX

For use in videos

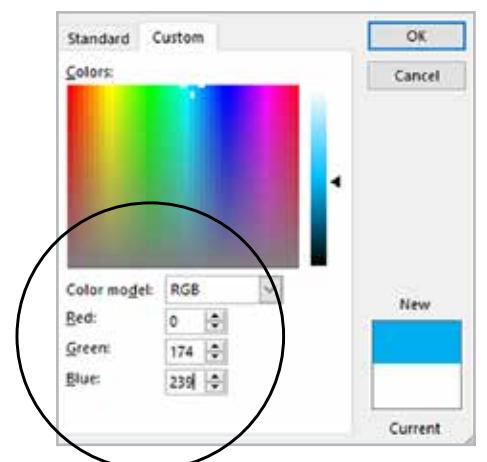
## WEB HEX

For use on websites



## PRACTICAL TIP

To set UNICEF Blue in presentations (using softwares such as *Keynote*, *PowerPoint* and *Word*), open the colour window and input the values for red, green, and blue as shown below, to ensure that the right colour is being used.



## Blue treatment

**UNICEF Blue** should be used in all our visual communication to help unify our brand. By representing UNICEF consistently across everything we do, we build trust and awareness, and allow for audience recall.

The application of a bluewash effect on selected photos symbolizes UNICEF's presence and capacity to act on behalf of children everywhere. We use the effect over the image but leave the subject in full colour. This visual treatment emphasizes the brand, the child, and our staff.

Other ways of integrating UNICEF Blue are also encouraged.

### EXAMPLES OF WAYS TO INTEGRATE UNICEF BLUE IN CREATIVE ASSETS



[View library of bluewash images here](#)



[View video here](#)



[View video here](#)

## Secondary colours

While our primary colour is **UNICEF Blue**, we also use a selection of secondary colours to support our design and messaging, and to complement our use of **UNICEF Blue** and logo containers.

**Secondary colours** are useful in special situations such as emergency responses, calls to action, text boxes in reports and presentations, containers around statements in social media and digital posts, and graphic treatments such as infographics. Secondary colours should not take prominence over **UNICEF Blue**.

										
PANTONE® 356 C97/M22/Y100/K9 R0/G131/B62 00833D	PANTONE® 376 C55/M3/Y100/K0 R128/G189/B65 80BD41	PANTONE® 7548 C0/M25/Y100/K0 R255/G194/B14 FFC20E	PANTONE® 1505 C0/M72/Y100/K0 R242/G106/B33 F26A21	PANTONE® 485 C5/M100/Y100/K0 R226/G35/B26 E2231A	PANTONE® 221 C31/M100/Y53/K20 R150/G26/B73 961A49	PANTONE® 2613 C70/M100/Y20/K7 R107/G30/B116 6A1E74	PANTONE® Warm Grey 1 C14/M14/Y17/K0 R216/G209/B202 D8D1C9	PANTONE® Cool Grey 9 C55/M47/Y44/K10 R119/G119/B122 777779	PANTONE® Black C63/M62/Y59/K94 R45/G41/B38 2D2926	PANTONE® 7685 C90/M80/Y0/K0 R55/G78/B162 374EA2

### SAMPLES



# Fonts

## RECOMMENDED

**Univers LT Pro** is the font family of our logo and the primary typeface used by our brand. It should be used wherever possible. We encourage UNICEF offices to acquire the font for ongoing use.

### Univers LT Pro

*Light Light Oblique Roman Roman Oblique*  
**Bold Bold Oblique Black Black Oblique**

## ALTERNATIVES

**Arial** can be used when **Univers LT Pro** is not available.

### Arial

Regular *Italic Bold Bold Italic*

**Roboto** can be used on websites and videos to replace **Univers LT Pro**.

### Roboto

Regular

**Aleo** can be used where a serif font is needed to highlight content, such as pull-out quotes.

### Aleo

Regular **Bold**

# Brand statement

The brand statement combines our tagline “for every child” with other words, focusing on the scale of our work for children.

The brand statement can be featured on photos on one line or stacked on multiple lines, but ‘**for every child**’ should always remain on the same line.

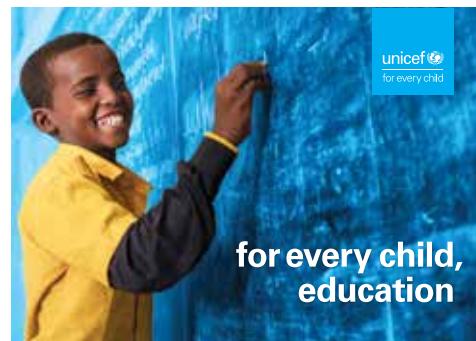
Always use the font **Univers LT Pro bold**.

## CAPITAL LETTERS

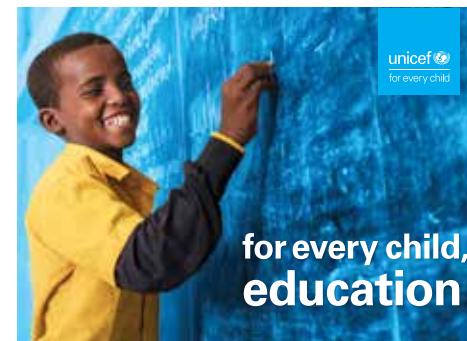
When suitable, the brand statement can be written in capital letters. Avoid using a mixture of lowercase and uppercase letters in the same statement.



## STANDARD



## TYPE-SIZE SHIFT

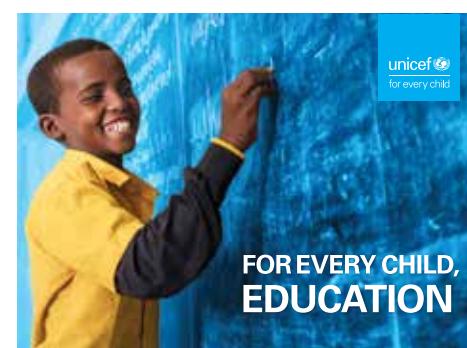
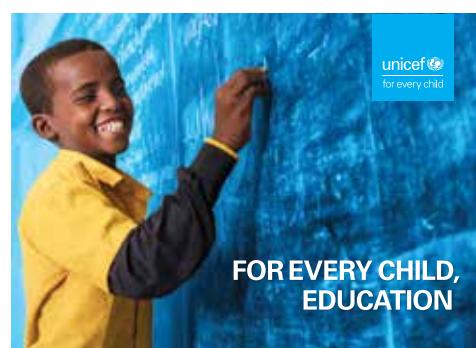


A type-size shift can be used to highlight the focus word(s).

## BAR CONTAINER



A bar container can be used to highlight the focus word(s). This is most suitable for social media and digital use.

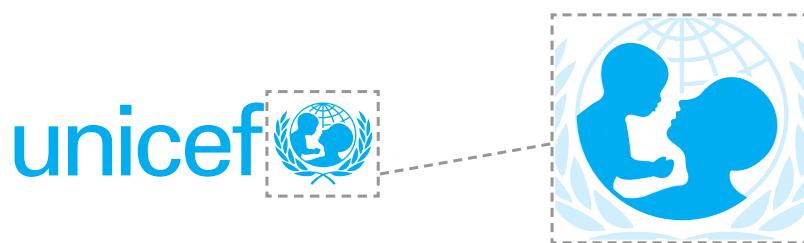


**FOR EVERY CHILD,  
EDUCATION**



# Symbolism

The universal gesture of the parent lifting a child in our emblem symbolizes the hope, security and joy that our work gives to parents and their children. This gesture is a hallmark of UNICEF's communication, projecting a positive outlook for the future. It depicts the parent's energy and enthusiasm which reflects UNICEF's optimism and the positive effects of the results we seek to deliver for every child.



Symbolism is a powerful part of our brand. People will recognize us through our iconic brand identity elements, but it is what those elements symbolize that will engage them more deeply with our brand.

This symbolism can be captured in different ways. For example, subjects can be backlit creating silhouettes as shown in the image on the right. Because features and details are not clearly seen, this shot conveys a sense of universality. Another approach is a clear close-up view, giving the audience a more relatable experience, as shown on page 23.



# Dos and don'ts



do



- Anchor logo signature container at the top right corner
- Make sure the brand statement is legible and clearly contrasted



- Use photo in original colours (if not using bluewash treatment)



don't



- Floating container
- Brand statement in a colour other than white
- Brand statement over face of child or logo



- Logo without container, especially over imagery
- Break the '**for every child**' in Brand statement



- Logo signature container over the child
- Brand statement in a font other than Univers LT Pro
- Completely bluewashed image

# Photography

Since our founding in 1946, UNICEF's brand identity has been represented powerfully through photography of children. Putting children at the centre of everything we do includes using their images to tell their stories - and ours.

We also use imagery that conveys our role and impact by showing staff in action or children interacting with UNICEF supplies. Whether or not the imagery portrays a UNICEF intervention, always clearly indicate the organization's role in a caption or voice over.

## Questions to ask

Ask these questions to help evaluate whether photographs of children and the way they are used, uphold children's rights to accurate representation, respect, privacy and protection:

- What if the child depicted were your child?
- What if you were the child depicted?
- Would you:
  - Release rights without review?
  - Want to know how the image is used?
  - Agree to use in the proposed context?
  - Agree if their name, location, or real circumstances were changed to represent a hypothetical person?
  - Request safeguards to protect against unintended harm from use of their image?

## CHILD-FOCUSED PHOTOGRAPHY



## UNICEF IN ACTION PHOTOGRAPHY



## Dos and don'ts



- **DO** represent children in a dignified, respectful manner. Children are never hopeless, nor are they passive victims. Our images convey a spirit of respect and optimism that reflects UNICEF's core vision, mission and values.
- **DO** embrace diversity and inclusion, featuring children from all backgrounds, including children with disabilities, and maintaining a balance of gender and cultural identifications. Avoid stereotypes.
- **DO** protect the identities of children who are victims of sexual exploitation and those charged with or convicted of a crime. Protect the identities of any children if being identified puts them at risk of reprisal.
- **DO** use lead 'iconic' photographs that are consistent with both the real context in which the image was made – whether positive or negative, general or specific – and with the content it supports. Accompanying text should be consistent with both the context and content of the photograph.
- **DO** obtain informed consent, and use written releases as possible. Use credit lines for photographs, e.g. © UNICEF/UN062441/LeMoigne.
- **DO** use the brand 'bluewash' effect on signature photos used for covers, lead campaign imagery and other brand purposes. The effect visually reinforces our focus on the child or young person, as well as UNICEF staff, supplies and field products that help depict our role and impact. Refer to the Brand Help Desk for further guidance.



- **DON'T** manipulate, add or remove content to change the meaning the photo conveys. No composite photographs. Photographs may be cropped, and photographs may be flipped as long as there is no writing in the photograph.
- **DON'T** use photographs for commercial purposes. Photographs are reserved for use by UNICEF and our partners to promote, advance and defend the rights of children.

[View in-depth photography guidance](#)

# Video

UNICEF produces powerful videos that highlight the range of our work, provoke debate, and inspire engagement and support. As with all assets, videos should be consistent with the brand guidelines and support our brand identity. Fonts need to be clearly legible, especially on mobile devices and social media feeds.

Always use UNICEF Blue  
HEX Colour #00AEEF.

## Lower third and subtitles

### LOWER THIRD

The person's name should be displayed in **Roboto Medium**

**UPPERCASE**. Below it, the person's title should be displayed in **Roboto Light Title Case**, and substantially smaller than the person's name.

If the person featured in the video is a child, then their title should always be their age (e.g. "13 years old"). Children are normally only identified by their first name.

A UNICEF Blue container is used to highlight a person's name and title. The container should be created using the UNICEF Blue HEX Code with transparency no less than 80%.

### SUBTITLES

Subtitles should be in white with a slight black outline in **Roboto Medium**. To increase legibility, apply a transparent linear black gradient behind the text.



## Informational text

Informational text refers to text slates offering information about the story. The prescribed font is **Roboto Medium** in white or **UNICEF Blue**. For emphasis or if the background shot renders text unreadable you may choose to highlight words and phrases with a blue background strip using the **UNICEF Blue** HEX code.

Font size can be adjusted to avoid covering important elements of a moving image, including faces and other visuals that help tell the story.



## Closing cards

All videos should end with the UNICEF animated video end tags appearing over a black or white screen. The transition from the final shot of the video to the UNICEF end tag is at the editor's discretion.



## Formats

UNICEF's edited videos are primarily for social media, such as Facebook, Twitter, and Instagram. Most of them tailor their video viewing experience to the square 1:1 format. Videos should be edited in this format as well as 16:9 for YouTube. All the visual guidelines in this section for video content production apply to the square format as well as the regular 16:9.

Shooting and production should be planned in advance for video that is delivered primarily in square 1:1 format. For example, in this format you may want to shoot slightly wider, or compose shots more symmetrically, than you normally would.

[Access video toolkit](#)  
(UNICEF login required)

[Download closing cards](#)  
(UNICEF WeShare login required)

# Social media

## Social media profiles

### FACEBOOK



#### Cover image

When possible, display a current UNICEF campaign (e.g., #ChildrenUprooted, #EarlyMomentsMatter, #EndViolence, etc.). If there is no active campaign, use a brand image as displayed.

#### Profile image

The profile image should be the **unicef | for every child** logo lock-up in white on cyan background. You can translate 'for every child' into the language predominantly used in your market or region, using the downloadable Photoshop template.

### TWITTER



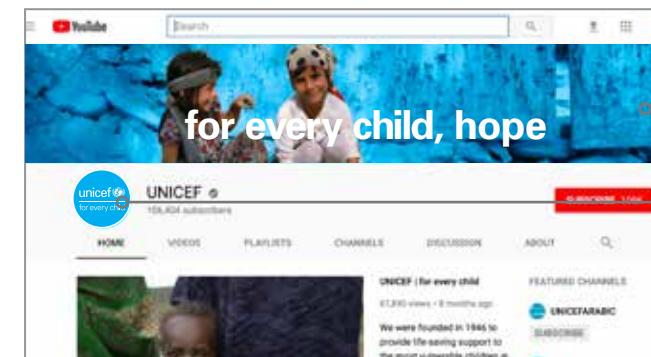
#### Cover image

#### Profile image

 See templates for cover and profile images

(UNICEF login required)

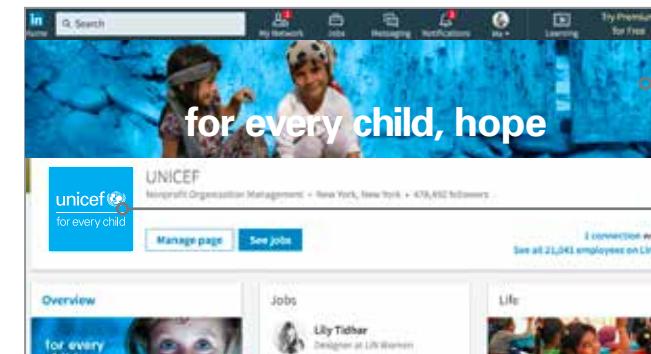
### YOUTUBE



#### Cover image

#### Profile image

### LINKEDIN



#### Cover image

#### Profile image

### INSTAGRAM



#### Profile image

## Social media posts examples

### CORE MESSAGING



Bluewash images represent UNICEF's global presence.

Posts do not need to feature the UNICEF logo. The hashtag **#ForEveryChild** can be used in caption when appropriate.

### QUOTE



Do not cover more than 20% of a photo with text.

The asset will underperform on platforms such as Facebook.

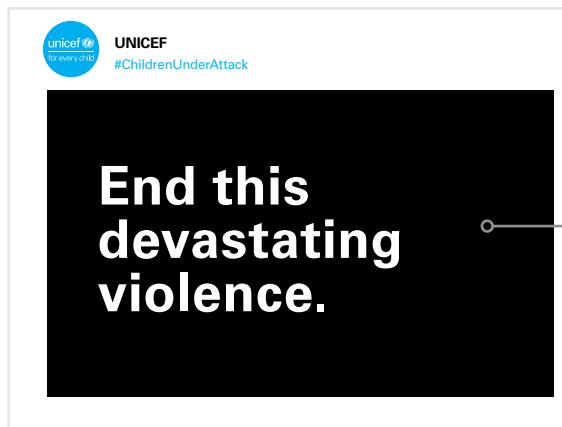
### FACTOGRAPH



Use varying font weights and sizes to emphasize statistics.

Secondary colours can be used.

### EMERGENCIES AND FUNDRAISING



For very urgent announcements, you can choose black as an alternative background colour, and red to highlight certain words.

Use these sparingly to maximize impact.

# Web

The UNICEF.org web platform provides a unified design system for global, regional, country and campaign sites. The platform uses a custom Drupal Content Management System, and includes a suite of templates supporting the global brand and content strategies.

## BRAND PHOTOGRAPHY

Photography is the ‘hero’ of the new site. Most templates feature a large hero image at the top of the page, including on landing pages and content pages featuring articles and programmatic content.

**High profile pages:** The use of bluewash photos is recommended on high profile pages that showcase UNICEF’s work at large such as landing pages – found in the top navigation – or pages built for specific branded campaigns or initiatives.

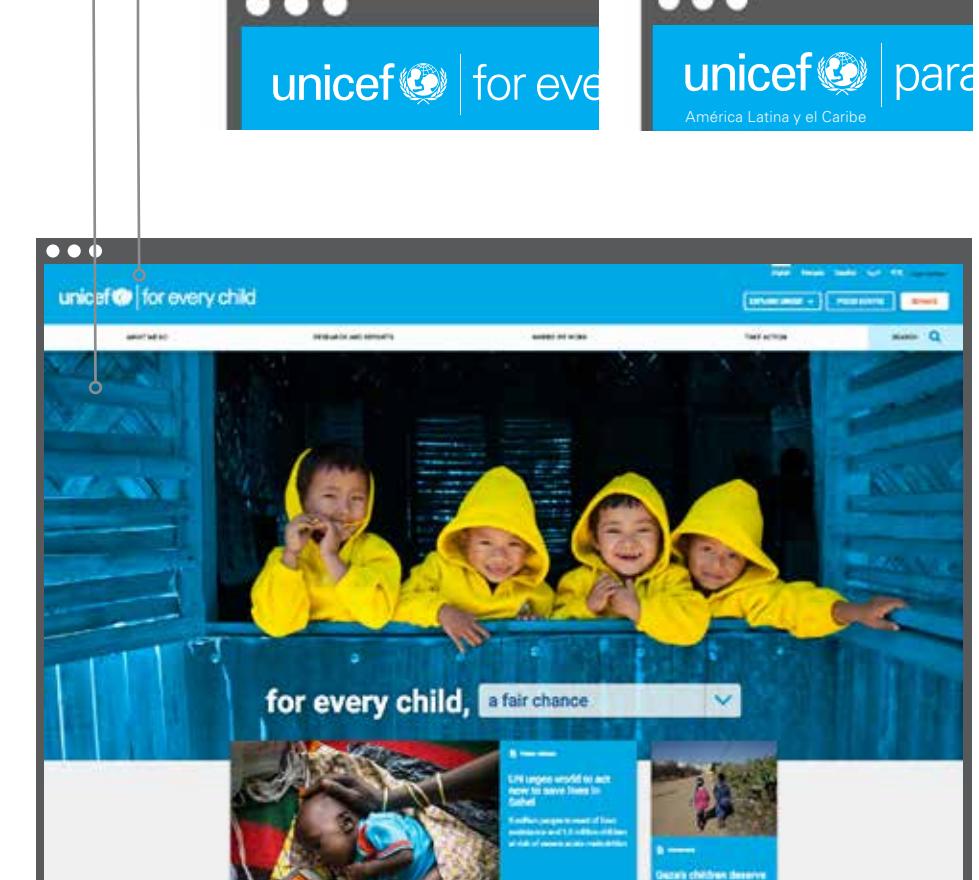
**Specific programme, topic or story pages:** Once you get a little deeper in the site, it is best to use original photography that illustrates the context of the programme, topic, or story described on the page.

For photographs positioned below the hero area – on any type of page – UNICEF’s original photography rather than a bluewashed photo, is recommended.

## LOGO SIGNATURE

**Global sites:** The UNICEF logo signature is placed consistently on the upper left (or upper right in languages that read right-to-left).

**Regional, country, or campaign sites:** The name of the country, region, or campaign is included below the logo signature. This is automatic in the new UNICEF.org platform, and recommended for any subsite built outside of the microsite system.



[View Drupal training guides](#)

(UNICEF login required)

# Publications

UNICEF's published works are unified by the consistent implementation of the brand guidelines on covers and inside pages. This applies to flagship reports, major global publications, brochures, one-off editions or series.

## Covers

### CONTAINER LOGO SIGNATURE

Covers feature the square or circular UNICEF container logo signature at the top or bottom of the cover.

### PHOTOGRAPHY

Ideally, covers should feature a single bluewashed photograph, placed as a full bleed image (extending to all four sides of the cover).

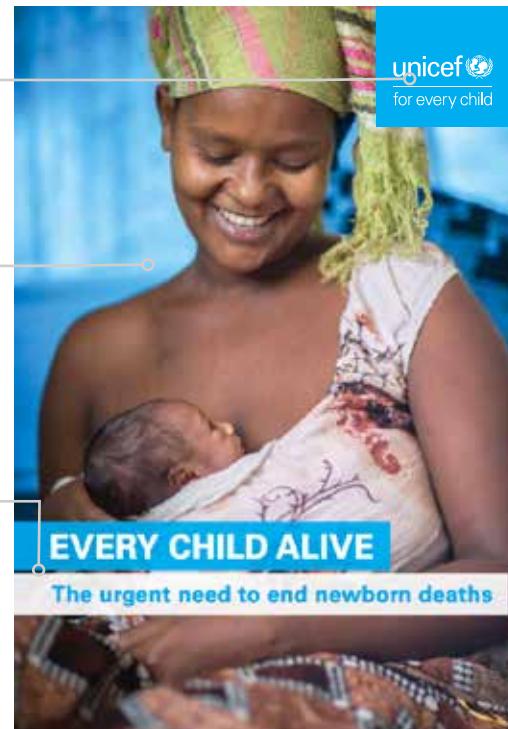
### TITLE/SUBTITLE

Univers LT Pro is used on all cover text.

Titles, including series titles, should be in Light, Roman or Bold weights; and in either UPPER CASE or Title Case. Subtitles should use Sentence case.

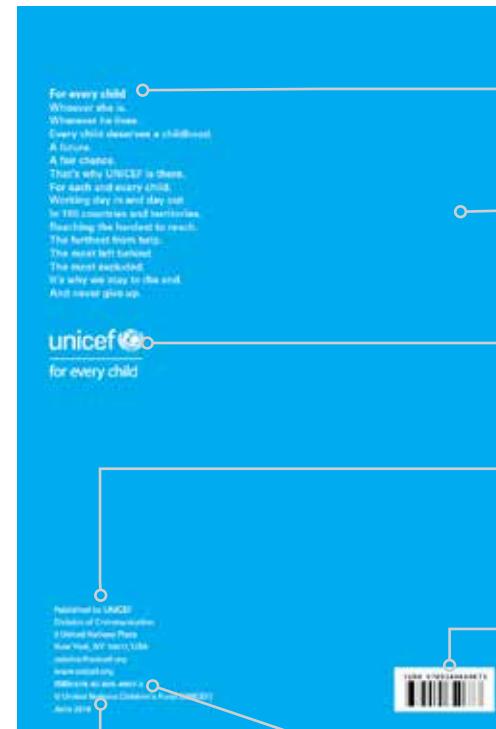
When using a bluewash photo or cyan background, all text should be in white. In other cases, UNICEF Blue may be preferred for cover text. A cyan or white background strip can also be used behind text.

### Cover example



Although series need to be clearly distinct from one another, it is important to unify editions within a series and maintain visual consistency.

### Back cover example



### MANIFESTO OR SYNOPSIS

It is optional for a synopsis of the publication or the 'for every child' manifesto (see page 13) to be featured on the back cover or inside back cover.

### BACKGROUND COLOUR

All back covers should be UNICEF Blue.

### UNICEF LOGO

All back covers should feature the UNICEF logo.

### CONTACT INFORMATION

All back covers should include contact information of the section producing the work.

### BARCODE

An optional barcode for printed works that require external distribution services can be included.

### ISBN NUMBER

Other identifying information such as the International Standard Book Number (ISBN) can be included.

[View in-depth publication guidance](#)

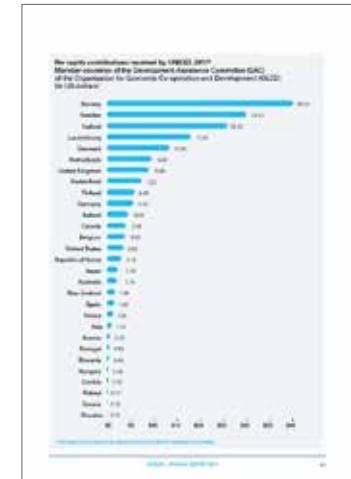
(UNICEF login required)

## Inside pages

# WATER, SANITATION AND HYGIENE

## RESULTS IN 2010: ACHIEVEMENTS

GLOBAL CHILD PROTECTION INITIATIVE	WHAT IS IT? WHAT'S NEW? WHAT'S CHANGED?	WHAT'S WORKED IN CHILD PROTECTION IN THE PAST? WHAT'S NOT WORKED AND WHY?
<b>What's new?</b> <p>The Global Child Protection Initiative (GCI) is a multi-year effort to support countries in their efforts to make child protection systems more effective. It is a joint initiative of UNICEF, the World Bank, and the United Nations Population Fund (UNFPA). The GCI will support countries in their efforts to improve child protection systems by providing technical assistance, training, and resources. The GCI will also help countries to develop national child protection strategies and plans.</p>	<p>A key element of the GCI is the development of a multi-level approach to child protection, which includes national, regional, and local levels. The GCI will also focus on improving the quality of child protection services, particularly in rural areas. The GCI will also work to strengthen the capacity of governments to implement child protection policies and programs.</p>	<p>As part of their efforts to improve child protection, governments will be encouraged to adopt a rights-based approach to child protection. This approach emphasizes the importance of children's rights and the need to protect children from harm. The GCI will also encourage governments to involve children in the development of child protection policies and programs.</p>
<b>What's changed?</b> <p>The GCI has brought about several changes in child protection systems around the world. One of the most significant changes is the shift towards a more rights-based approach to child protection. This approach emphasizes the importance of children's rights and the need to protect children from harm. The GCI has also helped to strengthen the capacity of governments to implement child protection policies and programs.</p>	<p>In addition, the GCI has helped to improve the quality of child protection services, particularly in rural areas. The GCI has also worked to strengthen the capacity of governments to implement child protection policies and programs.</p>	<p>As part of their efforts to improve child protection, governments will be encouraged to adopt a rights-based approach to child protection. This approach emphasizes the importance of children's rights and the need to protect children from harm. The GCI will also encourage governments to involve children in the development of child protection policies and programs.</p>
<b>What's worked in child protection in the past?</b> <p>Child protection systems have made significant progress in recent years. One of the key factors in this success is the recognition of the importance of children's rights. This has led to the development of more effective child protection policies and programs. Another factor has been the increased involvement of governments in child protection. This has led to the development of more effective child protection policies and programs.</p>	<p>Child protection systems have made significant progress in recent years. One of the key factors in this success is the recognition of the importance of children's rights. This has led to the development of more effective child protection policies and programs. Another factor has been the increased involvement of governments in child protection. This has led to the development of more effective child protection policies and programs.</p>	<p>Child protection systems have made significant progress in recent years. One of the key factors in this success is the recognition of the importance of children's rights. This has led to the development of more effective child protection policies and programs. Another factor has been the increased involvement of governments in child protection. This has led to the development of more effective child protection policies and programs.</p>
<b>What hasn't worked and why?</b> <p>There are several reasons why child protection systems have not always been effective. One reason is that there has been a lack of political will to implement child protection policies and programs. Another reason is that there has been a lack of resources to implement child protection policies and programs. A third reason is that there has been a lack of knowledge about how to implement child protection policies and programs effectively.</p>	<p>There are several reasons why child protection systems have not always been effective. One reason is that there has been a lack of political will to implement child protection policies and programs. Another reason is that there has been a lack of resources to implement child protection policies and programs. A third reason is that there has been a lack of knowledge about how to implement child protection policies and programs effectively.</p>	<p>There are several reasons why child protection systems have not always been effective. One reason is that there has been a lack of political will to implement child protection policies and programs. Another reason is that there has been a lack of resources to implement child protection policies and programs. A third reason is that there has been a lack of knowledge about how to implement child protection policies and programs effectively.</p>

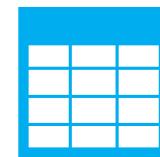


The map illustrates the complex migratory routes from Central America and Mexico towards the United States. It highlights various entry points into the US, including the Southwest border, the Gulf Coast, and the Eastern Seaboard. The map also shows internal migration within Central America and Mexico, with labels like 'Guatemala', 'El Salvador', 'Honduras', 'Mexico', 'US', and 'Central America'. A red shaded area indicates the 'Vicious Cycle of Hardship and Danger' that drives migrants. The title at the top reads: 'MIGRATION IN CENTRAL AMERICA AND MEXICO: Migrants and refugees driven from a vicious cycle of hardship and danger'.



# Graphic resources

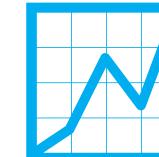
For data to be represented consistently, templates for **tables**, **line**, **pie**, and **surface area charts** are available. A full range of **icons** as well as detailed regional **maps** are also available.



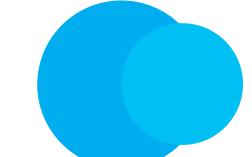
TABLES



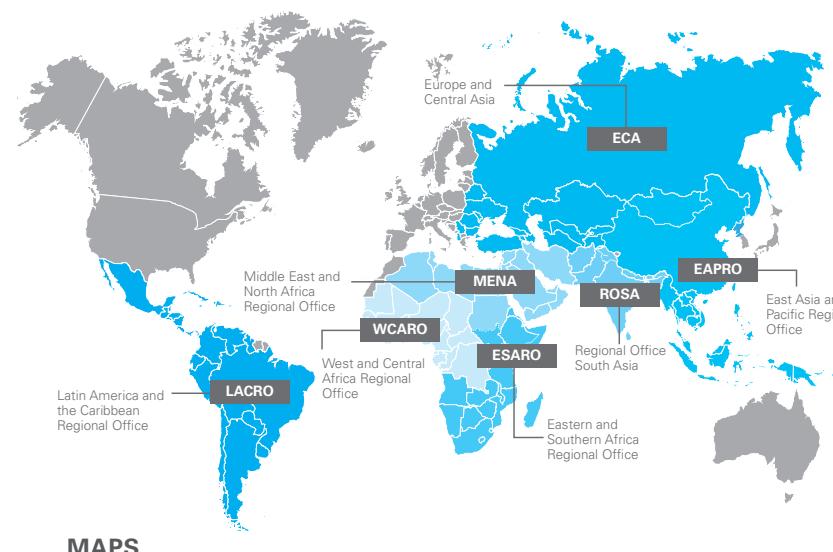
BAR CHARTS

HORIZONTAL  
BAR CHARTSLINE  
CHARTS

PIE CHARTS

SURFACE AREA  
CHARTS

ICONS



This map is stylized and not to scale. It does not reflect a position by UNICEF on the legal status of any country or area or the delimitation of any frontiers. The dotted line represents approximately the Line of Control agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the Parties. The final boundary between the Sudan and South Sudan has not yet been determined.

 Download graphic resources

(UNICEF WeShare login required)

# Presentations and stationery

Slide presentations and stationery play an important role in reinforcing UNICEF's brand identity. The use of these templates and the adaptation of these examples is recommended, especially for communication with external audiences.



POWERPOINT PRESENTATION TEMPLATE

**BULLETIN TEMPLATE**

unicef for every child

**LETTERHEAD TEMPLATE**

unicef for every child

**THANK YOU / WELCOME PACKAGE**

unicef for every child

**ENVELOPES**

unicef for every child

**BUSINESS CARD TEMPLATE**

unicef for every child

**EMAIL SIGNATURE**

unicef for every child

► Download templates  
(UNICEF login required)

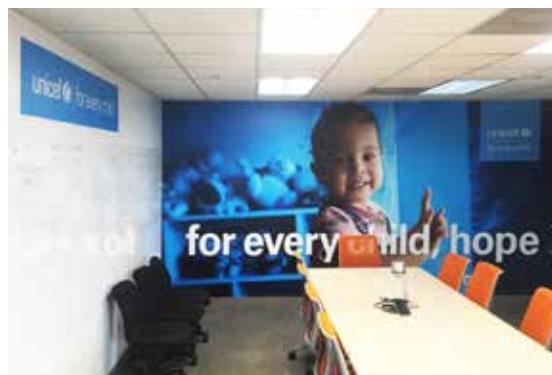
# Branded material and signage

## Best practice for branded material and signage

- Branded signage should be kept as simple as possible.
- Any text should just be limited to a clear brand statement or a minimal call to action.

- Be sure to use photographs that have a high-enough resolution for the final artwork size so your image is sharp.
- Bluewash images are preferred for branded material.
- Use a large container logo over images. Use block blue if just displaying a UNICEF logo or Partner logos in your signage.

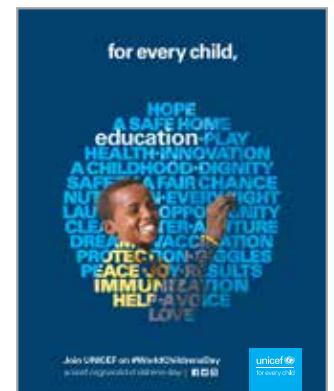
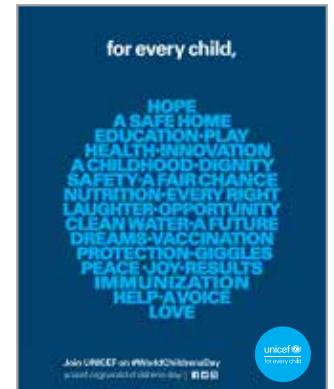
OFFICE BRANDING



RETRACTABLE BANNERS



POSTER SERIES

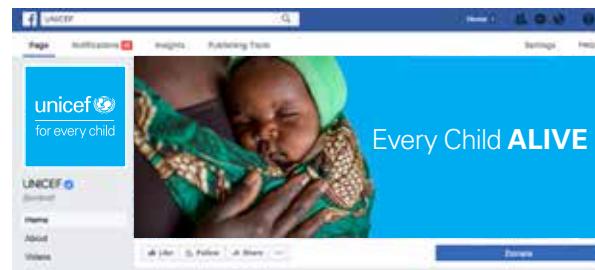


# Campaigns

National and global campaigns should also be developed using the guiding principles provided throughout the Brand Book, and brand assets available on our [ICON](#) and [WeShare](#) pages. The following are good examples of on-brand campaigns.

## Every Child ALIVE

FACEBOOK COVER PHOTO



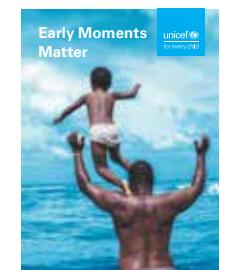
SOCIAL MEDIA POST



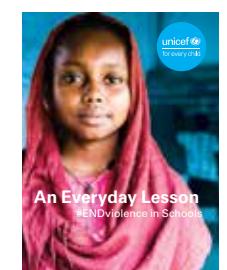
PRINT



## Early Moments Matter



## END Violence



## Children Uprooted



# How to convey our brand in fundraising and communication

This section provides guidance on how we manifest UNICEF's organizational values. It also covers key characteristics and facts about UNICEF that should be expressed when communicating to target audiences.

# Expressing our organizational values

UNICEF's brand expression articulates UNICEF's organizational values (**integrity, accountability, respect, care and trust**).

The following points describe the integral traits of UNICEF that make us who we are and help to build trust towards the organization. These traits should be articulated clearly and systematically in UNICEF's communication and fundraising initiatives.

Hopeful  
Compassionate  
Collaborative  
Influential  
Principled  
Persistent



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Hopeful

**UNICEF maintains a positive, optimistic attitude in all circumstances.**

We turn tough challenges into opportunities, reframe difficulties and thrive on problem-solving. We adapt and respond constructively to pressure and setbacks, even in the most dire emergencies. We project confidence and promote empowerment. We convey an enthusiastic outlook and a 'can-do' attitude to the public, our partners and our supporters.



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Compassionate

**UNICEF puts children and young people front and centre.**

We see the world through children's eyes, understand their needs and aspirations, and take action accordingly. We respect their rights and privacy, and strive to protect their dignity. We do not shy away from conveying the emotions we feel when they are suffering. We empathize with them – listening to their stories and speaking up to help communicate their concerns.



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Collaborative

**UNICEF cooperates with partners and supporters to get things done for children and young people.**

We recognize the power of concerted action and the importance of partnerships in co-creating and implementing sustainable solutions. We are inclusive – empowering and supporting others in our mutual efforts to achieve positive change. We express ourselves with respect, sensitivity and humility in our interactions with partners at all levels.



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Influential

**UNICEF leads on issues affecting children and young people.**

We draw from our expertise and history of achievement to guide our work and maximize results for children. We communicate assertively, while ensuring that others can benefit from – and build upon – our work. We back up our communications with solid, accurate data, reinforcing our position as a leading authority on children's rights and youth issues.



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Principled

**UNICEF is guided by impartiality and integrity in everything we do.**

We firmly believe that the rights of every child, everywhere, must be realized without prejudice or preference. We set high standards of self-awareness and ethical behavior in our unyielding dedication to reaching the most disadvantaged and hardest-to-reach children and young people. We communicate honestly about our goals and our results. We do what we say and say what we do.



Hopeful • Compassionate • Collaborative • Influential • Principled • Persistent

## Persistent

**UNICEF never gives up on children and young people.**

We are keenly aware of our responsibility and accountability as the leading organization for children's rights. We stay true to this mandate by operating with a limitless commitment to getting things done. We consistently demonstrate resourcefulness and develop innovative solutions to overcome obstacles. We do whatever we can to achieve real results for every child in need or at risk.



# Tone of voice

UNICEF's brand is conveyed by what we say and how we say it. The tone of voice we use in all communications should reflect our brand. Because we are hopeful, compassionate, persistent, principled, influential and collaborative...

we speak in a way that is

**Direct • Authoritative • Positive • Engaging**



# Articulating our key characteristics

UNICEF's key characteristics are the overarching points that guide the way we talk about our work. There are key characteristics and facts about UNICEF that should be expressed when communicating to target audiences. These characteristics help audiences to understand what the organization believes in and how it acts. Target audiences should clearly associate these key characteristics with UNICEF.

These key characteristics apply to all communication and fundraising activities and materials – from face-to-face interactions to digital media to written statements, reports and publications. Only a select few are usually conveyed at once, depending on the context. They are usually embedded in key messages specific to an initiative.

**View the [for every child, results](#) webpage to find examples on how to express characteristics to external audiences.**



[Read Results for Every Child](#)

# Global leadership

## A unique experience

UNICEF works day in and day out, in some of the world's toughest places, to save and improve children's health, nutrition, education and protection – constantly building up our ability to apply the best solution to each situation.



## A long-term presence worldwide

UNICEF reaches more children and young people than any other international organization. Our local presence in almost every country enables us to take successful approaches from one place and adapt them elsewhere, driving results at a global scale.

## Unequalled expertise

UNICEF uses world-renowned research – combined with the collective experience of thousands of specialists on the ground – to both identify the issues facing children and young people, and deliver solutions that will have the greatest impact.

## An approach that tackles all key issues

UNICEF addresses all major issues affecting the lives and futures of children and young people. We recognize the importance of seeing the whole child in our efforts to meet the needs and protect the rights of every child.

# Saving more lives with less money

## Efficient

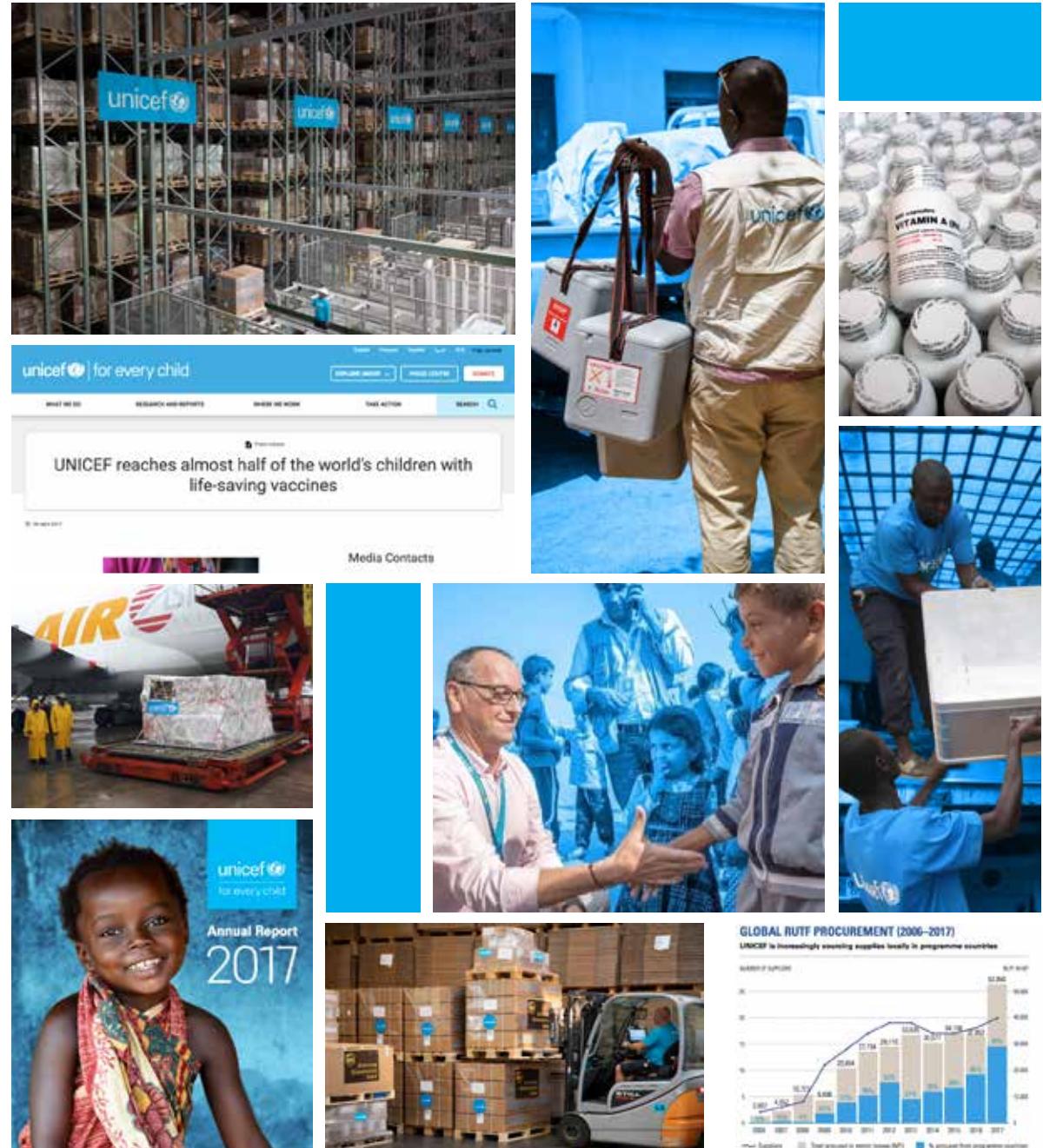
UNICEF is committed to making every dollar go further to save and improve young lives.

## Transparent

UNICEF believes that openness and accountability are fundamental to delivering results for children and young people.

## Value for money

UNICEF is one of the world's largest buyers of lifesaving supplies for children. This purchasing power gives us unique leverage to negotiate the best price, which enables us to save more lives.



# Emergency response and readiness

## A leading role during emergencies

UNICEF leads coordinated action by United Nations agencies, international NGOs and local partners to reach children with safe water and sanitation, nutrition and education in emergency situations.



## A rapid response during crises

UNICEF can ship lifesaving supplies almost anywhere within 48 hours, thanks to our global supply chain and local presence in more than 190 countries and territories.

## A credible voice to protect the rights of children in humanitarian crisis

UNICEF speaks out about any violation of children's basic rights and the need to protect children in the most vulnerable situations.

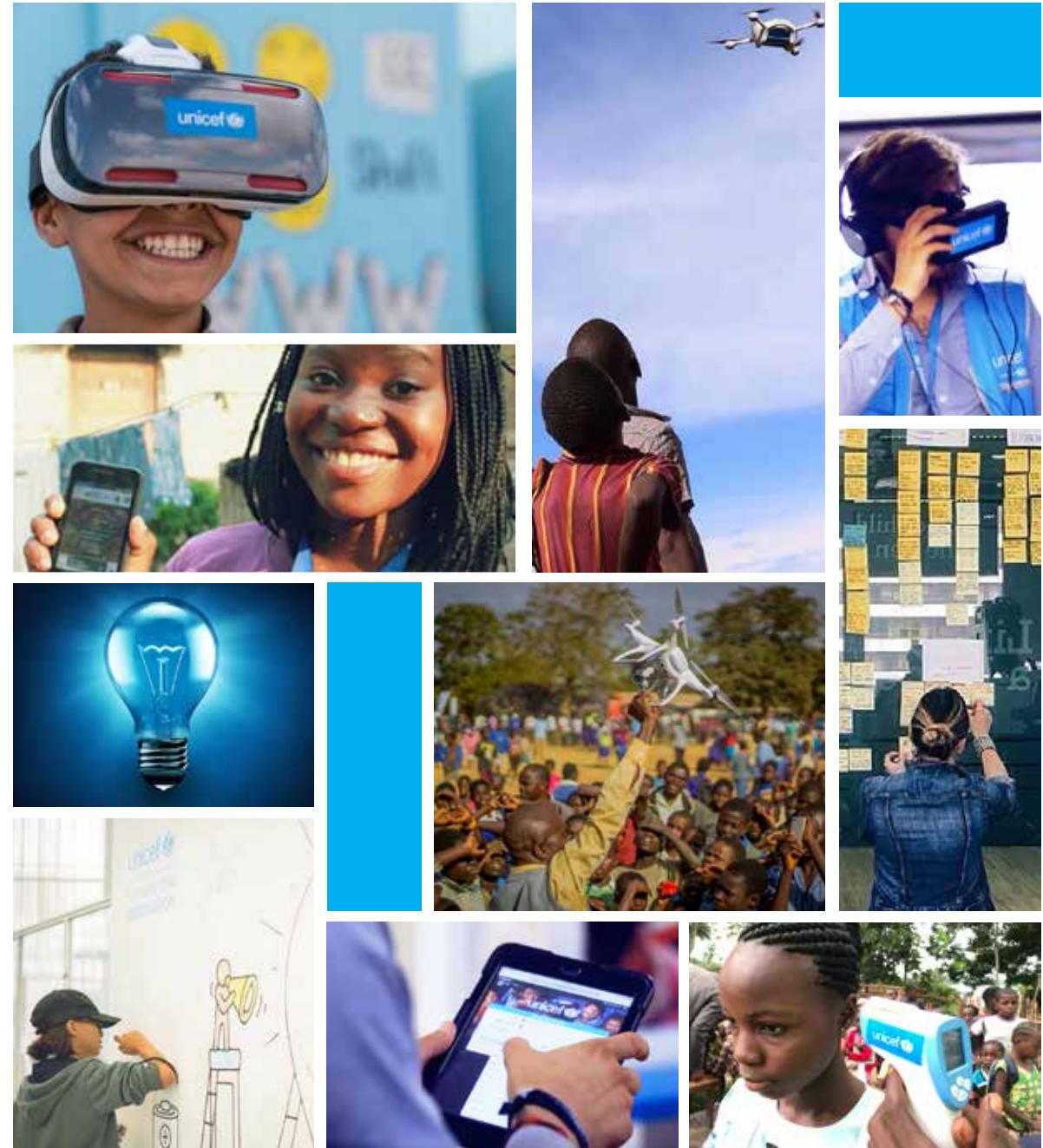
## UNICEF is on the ground before, during and after humanitarian emergencies

Thanks to its long term presence in more than 190 countries, UNICEF stays and delivers. How we respond in crises lays the foundation for long-term development, just as how we work in non-crisis situations helps communities to weather future shocks.

# New solutions to old problems

## Innovative

UNICEF has pioneered and scaled up simple but high-impact interventions for decades – from the distribution of pasteurized milk in its early years to the use of mobile phones to monitor the health and nutrition of children in remote regions today.



# Powerful partnerships

## A catalyst for change

UNICEF is a trusted partner of governments, the private sector and civil society. We unite with them to deliver results for children and young people at a scale that otherwise would not be possible.

## Entirely reliant on voluntary contributions

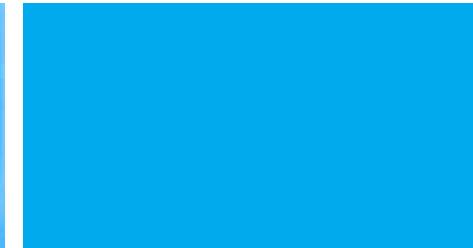
UNICEF's generous supporters in the public and private sectors help us make a difference in young lives. Our individual supporters help by donating, volunteering or being advocates for children and young people in their communities.



# An influential voice for children

## Solid evidence

UNICEF is a leading source of data and information on the state of the world's children and young people.



# Photo credits

Cover   © UNICEF/UN0248235/Naftalin	Page 54   © UNICEF/UN038572/Naftalin	Page 62   © UNICEF/UN0152980/Slavin
Inside Cover   © UNICEF/UN0199453/Sokol	Page 55   © UNICEF/UN0152942/Bonnaud	Page 62   © UNICEF/UN074429/Hatcher-Moore
Page 3   © UNICEF/UN069007/Abimeri	Page 55   © UNICEF/UNI199694/Wandera	Page 62   © UNICEF/UNI126783/Krzesiel
Page 4   © UNICEF/UN0202139/Rich	Page 55   © UNICEF/UNI163713/Vas	Page 62   © UNICEF/UN069234/Guhle
Page 5   © UNICEF/UN074391/Almang	Page 55   © UNICEF/UN0153562/Naftalin	Page 62   © UNICEF/UN0228262/Twells
Page 6   © UNICEF/UNI199436/Grile	Page 56   © UNICEF/UN025201/Irwin	Page 62   © UNICEF/UN036651/Anmar
Page 7   © UNICEF/UN043450/Lister	Page 56   © UNICEF/UN0153590/Mohamed Hersi	Page 62   © UNICEF/UN036828/Dehoux
Page 8   © UNICEF/UN074420/Knowles-Coursin	Page 56   © UNICEF/UNI181553/Sokhin	Page 63   © UNICEF/UNI141902/Schermbrucker
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