

SEPTEMBER 2012

BRAND TOOL KIT

unite for
children

unicef 

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STATEMENT OF PURPOSE

This document provides guidelines to ensure the correct use of the UNICEF brand identity. Our brand is key to ensuring that our outreach presents the organization consistently throughout the world. A strong brand aids recognition of UNICEF by our audiences, conveys what we stand for and helps to build a reputation for excellence.

By applying these guidelines to your communications, campaigns and materials you will strengthen the UNICEF brand image and enhance the visibility of the organization.

1.0 MISSION STATEMENT

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.

UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behaviour towards children.

UNICEF insists that the survival, protection and development of children are universal development imperatives that are integral to human progress.

UNICEF mobilizes political will and material resources to help countries, particularly developing countries, ensure a "first call for children" and to build their capacity to form appropriate policies and deliver services for children and their families.

UNICEF is committed to ensuring special protection for the most disadvantaged children – victims of war, disasters, extreme poverty, all forms of violence and exploitation and those with disabilities.

UNICEF responds in emergencies to protect the rights of children. In coordination with United Nations partners and humanitarian agencies, UNICEF makes its unique facilities for rapid response available to its partners to relieve the suffering of children and those who provide their care.

UNICEF is non-partisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority.

UNICEF aims, through its country programmes, to promote the equal rights of women and girls and to support their full participation in the political, social, and economic development of their communities.

UNICEF works with all its partners towards the attainment of the sustainable human development goals adopted by the world community and the realization of the vision of peace and social progress enshrined in the Charter of the United Nations.

The mission statement, adopted by the Executive Board in 1996, was intended to guide UNICEF's work into the 21st century.^[1]

It is an expression of consensus on the organization's purpose, the actions the organization undertakes to achieve its purpose, and the principles and values that guide its actions.

It captures the essence of UNICEF's work for all stakeholders associated with the organization, including the Executive Board, staff at all levels, partners, allies and donors.

The identity of an institution is expressed through its values, goals, actions, achievements and brand. The mission statement was the foundation for UNICEF's brand identity, since it describes the organization's reason for being and what sets it apart from other organizations.

^[1] E/1996/32 (Part I), E/ICEF/1996/12 (Part I), 26 March 1996, Report of the Executive Board of the United Nations Children's Fund on the Work of its First Regular Session of 1996 (22-25 January), Page. 7.

2.0 TAG LINE

unite for children

From its inception, UNICEF has operated as a collaborative organization, working closely with others to forge a world fit for children. The organization's tag line, *Unite for Children*, encompasses this unique legacy, and communicates the essence of our mission.

Unite for Children ... positions UNICEF as a leader, convener and facilitator of effective partnerships and programs for and with children. It underscores the power of the organization's brand to bring together diverse stakeholders in the drive to realize children's rights and achieve the Millennium Development Goals with equity.

Unite for Children ... explains how results for children are best achieved. UNICEF collaborates with governments, donors, international agencies, civil society organizations, the private sector, communities, families and individuals to meet their obligations to children under international conventions and national legislation and programmes.

Unite for Children ... calls for collaboration when emergencies devastate the lives of children. UNICEF works with agencies and governments to ensure that essential services and protection are swiftly restored for children and women, and engages National Committees and donors to form alliances in fundraising for immediate and post-crisis humanitarian response.

Unite for Children ... is a rallying call to action for donors and volunteer activists as well as UNICEF staff to join forces and contribute to our overarching goal: A world fit for children.

Unite for Children ... is the central advocacy and communications message for the organization, and should be displayed prominently in all external communication and advocacy materials and products.

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3.0 BRAND STYLE

Brand style serves to differentiate UNICEF's materials from those of other organizations.

Our Brand style is based upon these characteristics: Simple, Optimistic, Bold and Contemporary. By applying these characteristics of our Brand style in the development of content and presentation, you will ensure our unique style and enhance recognition of UNICEF by our audiences.

SIMPLE

So that we are easily understood.

So that we communicate our ideas directly and effectively.

So that we inspire others to act.

OPTIMISTIC

We believe that we can triumph over the dangers threatening children.

We believe that others who share our vision will work with us.

We believe that together we can achieve the seemingly impossible.

BOLD

To get noticed in a cluttered world.

To make children the centre of the world's consciousness.

To be distinctive and confident in our communications.

CONTEMPORARY

To keep pace with global changes which affect children.

To appeal to new and younger audiences.

To be understood and unmistakable.

4.01	LOGO OVERVIEW
4.02	CLEAR SPACE AND MINIMUM SIZE
4.03	EXAMPLES OF CORRECT USE OF LOGO
4.04	USING THE CORRECT LOGO
4.05	UNACCEPTABLE USE
4.06	APPROVED LANGUAGE VERSIONS
4.07	LOGO AND TAG LINE
4.08	TAG LINE POSITION
4.09	LANGUAGE VERSIONS OF LOGO AND TAG LINE

4.0 LOGO



The UNICEF logo is the one element that unifies and represents our organization. It has been specially designed to symbolize not only our name, but also what we stand for – children. The lower case letters used in the logo are friendly and approachable. The parent and child symbol shows the child as our central purpose while the laurel leaves provide a link to our history with the United Nations.

The UNICEF logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the UNICEF logo on any materials (including partnerships) represents UNICEF’s endorsement of its contents. For more information on the use of the UNICEF logo in partnerships, please refer to section 11.0 Partnerships.

The UNICEF Logo should be displayed only in its approved colours. The examples shown here illustrate the correct use of the logo in positive and reverse formats. The preferred ways to display the logo are reversed (white) out of a 100% cyan background, or cyan against a white background. For more information on color please refer to page 7.01 Primary Colour Palette.

All logo files (including approved language versions) are available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos.

Preferred ways to use the logo:



Reversed, from 100% cyan



100% cyan



Reversed, from black



100% black



100% cyan over colour



Reversed over image

4.02 CLEAR SPACE AND MINIMUM SIZE

To protect the strength and integrity of the logo, a clear space area, free of competing visual elements, should be maintained around the logo.

In the example at left below, 'X' represents the clear space around the logo. 'X' is equal to half the height of the letter 'u' in the UNICEF logo.

The minimum size of the logo should measure no less than 19mm in width. For website applications, the logo should be no smaller than 100 pixels wide.



This page illustrates examples of the correct use of the logo.



4.04 USING THE CORRECT LOGO

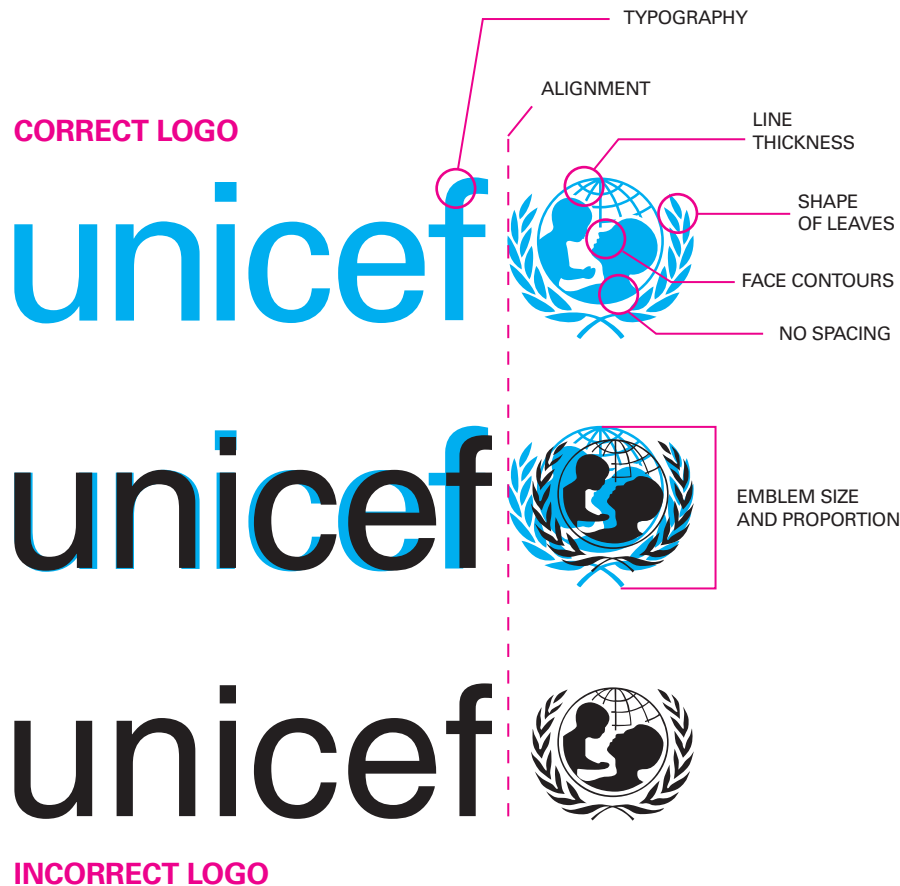
UNICEF is represented by its logo. The correct version of the UNICEF logo should always be used.

For the purposes of comparison, the correct logo is shown next to an incorrect UNICEF logo. Please note the details highlighted at left. The differences, which may not be apparent at first sight, are magnified when the incorrect logo (black) is superimposed on the correct logo (cyan).

Outdated or unauthorized versions of the UNICEF logo should not be used. When working with external graphic artists, provide them with the correct logo and brand guidelines and instruct them to refrain from any customization or distortion of the logo, including its color or typography.

The UNICEF logo is available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos.

To report the unauthorized or inappropriate use of the logo, send an email to brand@unicef.org





Do not place the logo on backgrounds that provide little contrast or legibility.



Do not superimpose the logo on any image or decorative pattern that obscures its readability.



Do not place a cyan logo over a photo that interferes with its legibility.

Examples of unacceptable modifications and incorrect uses of the logo are shown to the left.

The logo is an indivisible unit. Do not alter the composition of the logo, or change its components.

The correct UNICEF logo is available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos. For more information contact brand@unicef.org



Do not retype the text component of the logo



Do not recreate, distort, add, or change any elements of the logo. Do not alter the proportions of the logo.



Do not use the logo, or any of its elements as a tinted background or decorative element.



Do not add special effects to the logo (drop-shadows, outlines).



Do not use clipart or logos found in the internet. Do not use scanned art.



United Nations Children's Fund

Do not use outdated versions of the logo.



Do not combine or make the logo (and tagline) appear to form part of any other text or graphic.



Do not print the logo in metallic inks (gold, silver bronze).

Od magnam quident volor aperchitiae. Nam quatur? Omnihicidio volorrovit ped Elecestiunto eatus et eum alitae nosam sit, oocus quidus audaeperumet et autestitur reperfe rrovidendit, corepro quiaecuptat

Never use the logo as a decorative element behind typography.



Do not use the logo's typography or the parent and child symbol as a separate visual element.



Never separate the visual components of the logo. It is designed to be a single and cohesive single signature. Do not display the logo truncated or incomplete.



4.06 APPROVED LANGUAGE VERSIONS

Use only officially approved language versions of the UNICEF logo. The latin script version of the logo should be used at all times (English/French/Spanish). Use the non-latin script versions of the logo (Arabic/Chinese/Russian) only when problems of readability arise for the local population.

Language versions of the logo are available for download on the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos. For more information write to brand@unicef.org



English, French, Spanish version
and all other Latin-script based languages



Arabic version



Chinese version



Russian version

4.07 LOGO AND TAG LINE

Whenever possible, the tag line should appear along with the UNICEF logo. The tag line has been designed with two graphic variations suitable for display on a variety of media: two-line and stacked format.

For more information on the significance of the tag line, refer to Section 2.01 of this Tool Kit.

When working with partnerships it is not necessary to use the UNICEF tag line, or apply the UNICEF Brand visual identity on communication materials.

E-MAIL SIGNATURE

To setup your UNICEF logo and tag line E-mail signature, in Lotus Notes and Microsoft Outlook, follow the guidelines available on the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/E-mail signature.

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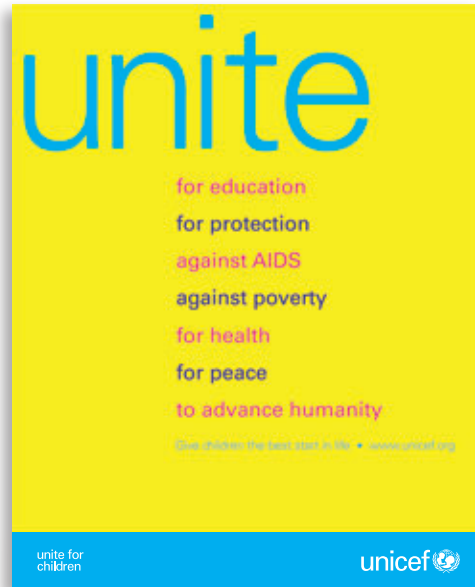
Two-line format, with a 1:1 height relationship with logo



unite for children

Stacked format

Shown below are three examples of how to use the logo and tag line combination in graphic materials.



4.09 LANGUAGE VERSIONS OF LOGO AND TAG LINE
Language versions of the logo and tag line, including the six official languages shown here, are available for download from the UNICEF Intranet site: www.intranet.unicef.org under Communication/Brand/Logos.

For more information about the logo write to brand@unicef.org

French version

unissons-nous
pour les enfants



Chinese version

携手儿童
青少年 联合国儿童基金会 



Arabic version

 يونسف معاً من أجل
الأطفال



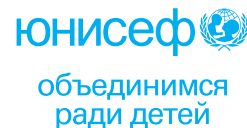
Spanish version

únete por
la niñez



Russian version

объединимся
ради детей юнисеф 



English version

unite for
children



5.0 TYPOGRAPHY

UNIVERS 75 BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"'&/*

UNIVERS 65 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"'&/*

UNIVERS 55 ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"'&/*

UNIVERS 55 ROMAN OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"'&/**

UNIVERS 45 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"'&/*

UNIVERS 45 LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"'&/**

Careful selection and arrangement of typography provides legibility and readability to any communication material. The UNICEF Brand uses a distinctive typographic treatment that, when used consistently, reinforces recognition of the Brand. The use of typography alone, without photographs or graphics, can communicate simplicity and order.

UNIVERS
Univers is the official typeface of the UNICEF Brand. Univers is a sans-serif typeface recognized for its design simplicity, clarity and legibility. Those characteristics, represent the Brand's design style. Univers works well when combined with other typefaces, and it may be used in upper and lower case as body text, or all upper case as a display typeface. The recommended type alignment for all print communication is flush left or justified. For optimum readability, the recommended typographic treatment for body text is black against a white background.

Univers is not a standard computer font, and it may be purchased separately and installed by your office's IT department. The following sans-serif typefaces may be used when Univers is not available. For printed materials use Arial for body text and headlines, or Times Roman for body text only. For web-based applications, use Verdana for all HTML text, including body text, headers, captions, and links. Whenever possible, use Univers in graphics create for the web.

For more information on the use of typography for the web, refer to Section 14.0 of the Tool Kit.

Aa Bb Cc

6.0 WRITING STYLE

ISSUE

Define the problem

ACTION

What needs to be done?

What has been done?

IMPACT

Why does it matter?

What are the results?

How will it change the world?

Information should be structured in the same format for everything we write, from speeches to advertisement copy to meeting agendas. Our writing should state the issue, discuss the action that UNICEF is taking and identify the impact of the action.

“Issue, Action and Impact” can be reordered to best construct your piece. All text should be brief and to the point. Writing in this basic format will ensure that our written communications are Simple, Optimistic, Bold and Contemporary.



Here is an example of our writing style. The headline states the issue in a clear and simple way and shows the impact (a reduction in measles deaths). The body text reiterates the issue, and explains the action taken and its related impact. It is important to remember that issue, action and impact can be reordered to best construct your piece.

**MEASLES DEATHS:
2001–770,000
2005–335,000**

Measles is one of the most preventable killers of children in the world. We've developed a strategy with the World Health Organization to cut the number of measles deaths in half by 2005. To achieve this goal, we have partnered with 5 major Non-Governmental Organizations to create the necessary technical and financial support to prevent these deaths with safe and inexpensive vaccines.

Together, our agencies will support mass measles campaigns by 23 countries this year, reaching 36 million children, and saving tens of thousands of lives this year alone. We are creating a world in which every child is valued, and every child has a right to health. Join us: www.unicef.org



Issue

Impact

Action

6.03 EXAMPLE OF USE: QUOTATION

The example provided on this page illustrates our writing style for quotations. The quotation states the issue, action and impact in a clear and simple way. This clean design can only be achieved by writing with an economical style that is direct and to the point.

For more information on writing style, refer to the *UNICEF Style Book*, available for download from the UNICEF intranet site www.intranet.unicef.org under Communication/Publications/Editorial.



Issue and action
Impact



7.0 COLOUR

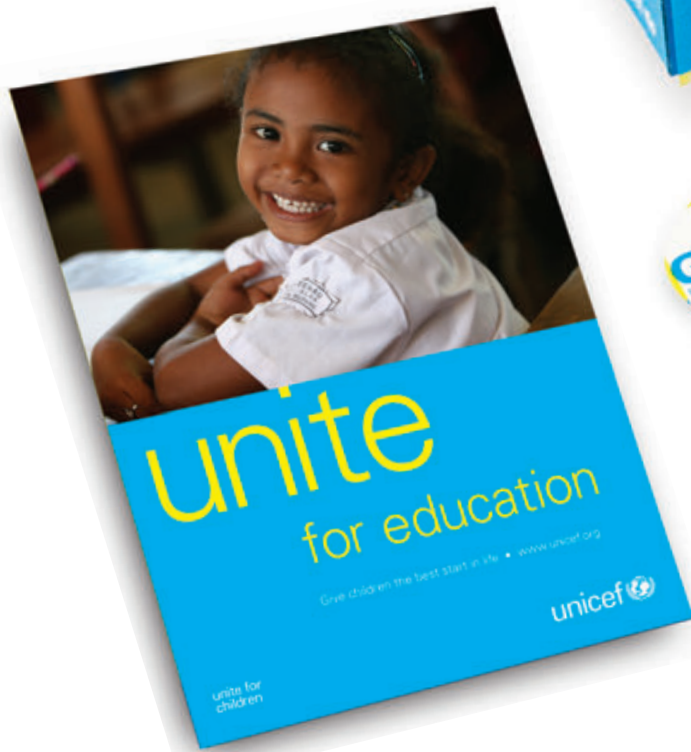
The primary colour for UNICEF’s logo is cyan: a bold, colour that is immediately recognizable and highly visible. Cyan is also a visual link to the UN. This colour should be featured in all our communication.

The colours in our primary colour palette are pure, bold and optimistic, and they complement cyan. This palette should be used in all corporate communication.

The acceptable range of colour shift in cyan, is no more than 10%. Please refer to the UNICEF cyan colour chart, available for download from the UNICEF Intranet site www.intranet.unicef.org under Supply Templates, to evaluate colour accuracy when no reliable mechanical or digital colour measure systems are available.

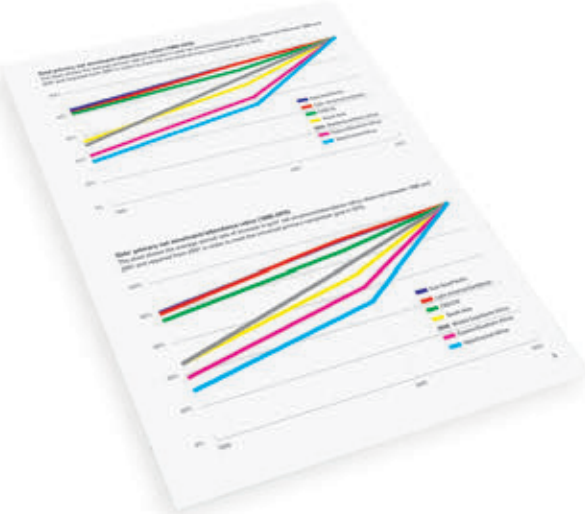
For more information on Pantone® colours, go to www.pantone.com

CYAN	PRINT PANTONE® Process Cyan	PRINT CMYK C 100 M 0 Y 0 K 0	SCREEN RGB R 0 G 153 B 255	WEB HEX Websafe 0099FF	VIDEO DIRECT RGB R 4 G 132 B 169
	PLASTIC PANTONE® Plastic chip Q320-3-1	FABRIC PANTONE® Fabric swatch 17-4540-TC			
MAGENTA	PRINT PANTONE® Process Magenta	PRINT CMYK C 0 M 100 Y 0 K 0	SCREEN RGB R 255 G 0 B 153	WEB HEX Websafe FF0099	VIDEO DIRECT RGB R 214 G 0 B 107
YELLOW	PRINT PANTONE® Process Yellow	PRINT CMYK C 0 M 0 Y 100 K 0	SCREEN RGB R 255 G 255 B 0	WEB HEX Websafe FFFF00	VIDEO DIRECT RGB R 221 G 193 B 18
BLACK	PRINT PANTONE® Process Black	PRINT CMYK C 0 M 0 Y 0 K 100	SCREEN RGB R 0 G 0 B 0	WEB HEX Websafe 000000	VIDEO RGB R 0 G 0 B 0
DARK BLUE	PRINT PANTONE® 274	PRINT CMYK C 100 M 100 Y 0 K 0	SCREEN RGB R 51 G 51 B 153	WEB HEX WEBSAFE 333399	VIDEO DIRECT RGB R 51 G 71 B 105



Some campaigns or documents may require the use of additional colours. Use the secondary colour palette when a seasonal colour is needed for a marketing campaign, or for a specific issue like HIV/AIDS. Sometimes a wider range of color is needed when presenting data.

RED	PRINT PANTONE® PMS 032 Red	PRINT CMYK C 0 M 100 Y 100 K 0	SCREEN RGB R 222 G 36 B 20	WEB HEX Websafe CC0000	VIDEO DIRECT RGB R 236 G 42 B 52
ORANGE	PRINT PANTONE® PMS 1505	PRINT CMYK C 0 M 50 Y 100 K 0	SCREEN RGB R 247 G 148 B 29	WEB HEX Websafe FF9900	VIDEO DIRECT RGB R 243 G 106 B 0
GREEN	PRINT PANTONE® PMS 348	PRINT CMYK C 100 M 0 Y 100 K 0	SCREEN RGB R 0 G 151 B 64	WEB HEX Websafe 009900	VIDEO DIRECT RGB R 0 G 113 B 47
LIGHT GREEN	PRINT PANTONE® PMS 376	PRINT CMYK C 50 M 0 Y 100 K 0	SCREEN RGB R 141 G 198 B 63	WEB HEX Websafe 8DC63F	VIDEO DIRECT RGB R 107 G 171 B 0
GREY	PRINT PANTONE® PMS Cool Grey 9	PRINT CMYK C 0 M 0 Y 0 K 50	SCREEN RGB R 128 G 128 B 128	WEB HEX Websafe 999999	VIDEO RGB R 128 G 128 B 128



- 8.01 PHOTOGRAPHY OVERVIEW
- 8.02 SIMPLICITY
- 8.03 OPTIMISM
- 8.04 BOLD
- 8.05 CONTEMPORARY
- 8.06 PROTECTING AT-RISK CHILDREN
- 8.07 COPYRIGHTS AND CREDITS

8.0 PHOTOGRAPHY

8.01 PHOTOGRAPHY OVERVIEW

Photography can help to project the UNICEF brand attributes that characterize the organization: Simple, Optimistic, Bold and Contemporary.

Photographs should present the dignity of the people portrayed. Images are most compelling when they tell stories – representing children in ways that reflect the reality of their worlds.

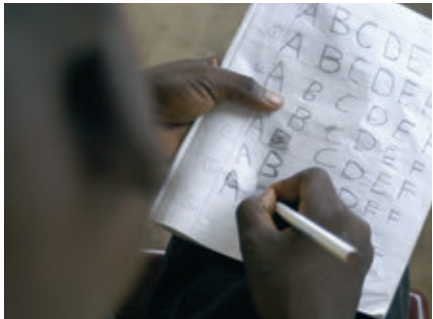
Follow these six keys to appropriate use of photography:

1. Use photo captions to present the context in which the photo has been taken.
2. Do not manipulate photo images, remove, add or alter objects.
3. Do not display faces of children who may be vulnerable to exploitation, abuse, discrimination, violence or trauma if they are identified in photographs. (For more information see page 8.06)
4. UNICEF photographs are reserved for the exclusive use of UNICEF staff or partners. They are not to be used for commercial purposes.
5. For internal or external image distribution, use the release form and include copyright, photo credit and information on restrictions of use.
6. All UNICEF photographs should be credited.





A natural balance is struck between an engaging foreground and a simple background.



Simple images often focus on a detail that hints at a much larger subjects.

8.0 PHOTOGRAPHY

8.02 SIMPLICITY

UNICEF's brand attributes – simple, optimistic, bold, contemporary – should be evident in every piece of UNICEF communication.

Simple images affirm all that is best in children: illustrating both who they are and what they can be.



Using one colour theme, a centred composition and clean, sharp lines keep this image simple and powerful.



Images should be uncluttered, with a minimum of distracting elements.



The camera presents this child as safe, happy and comfortable in her own world.

8.0 PHOTOGRAPHY

8.03 OPTIMISM

Optimistic images convey all the hope that a child's life represents, and the confidence that UNICEF brings to its own endeavours.



Optimistic images present engaging people involved in concrete action that is clear and evident.



Strong colours, active children and an intimate camera angle combine to draw the viewer in.

Bold images communicate clearly and immediately what is essential in a situation, stirring deep emotions in the viewer.



Intense colours and close framing create a strong image.



Bold can mean dramatic in the narrative sense – confronting the audience with a difficult issue.



Bold can also be shown in the frank, confident gaze that the subject directs at the viewer.

Contemporary images are recognizably current, and show the active participation of children. Unique camera angles, good cropping, interesting colours and strong crisp lines all let us feel as if we were right there with them.

Contemporary imagery presents children as unique individuals in diverse social and cultural situations.



Capturing children at the centre of the action, from a different angle and in vivid colour, creates an up-to-the minute impression.



Looking at a familiar scene from a different perspective also makes a photograph feel contemporary.



The Convention on the Rights of the Child mandates every child's right to privacy and protection in all media. This fact should always be borne in mind when creating imagery. There are many ways to photograph creatively while still protecting identities when necessary.

The following groups of at-risk children should never be identified visually: victims of sexual exploitation; HIV-positive children; children charged with or convicted of a crime. We also recommend that child soldiers carrying guns, or at risk of being abused if identified, not be visually identifiable.

Please, never use black bands or pixelation of faces to protect identities because these styles ruin the image quality and impact, and can connote criminality.

Children who wish to be identified because they want their stories known, are clear exceptions, and should sign releases affirming this.

For more information on child protection go to www.unicef.org/protection/index.html

This image protects the boy's identity, and yet still situates him in his own environment.

Focusing on relevant details can protect identities while underscoring the logic of protection.

UNICEF images should be credited in all publications. Crediting should be in one of the following formats:

For HQ images:

© UNICEF/HQ01-2007/Pirozzi
(photographer's first name is optional)

For images from field offices:

© UNICEF Iran/reference number/Smith

or (if no reference number):

© UNICEF Iran/2008/Smith

or (if neither reference number nor photographer is known):

© UNICEF Iran/2008

For print publications (books, brochures, flyers, posters, banners, etc.), photographs should be credited:

1. beneath the image, flush right;
2. vertically beside the image, flush left or right bottom;
3. on a separate 'credits' page, to include the page reference and position on the page where the image appears.

For Web reproduction, photographs should be credited: beneath the image, flush right, as above.

For PowerPoint presentations, photographs should be credited: beneath the photographs, flush right or on the last page of the presentation.

For images not owned by UNICEF: follow the credit line information recommended by the photographer or agency.

For more information on photo guidelines visit the UNICEF Intranet site at www.intranet.unicef.org Communication/Communication Tools/UNICEF Photo Library/Guidelines/Use and Credit.

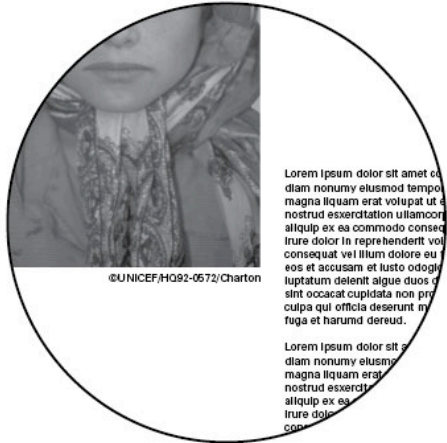


Photo credit outside and below photo, set horizontally and flush right or left.

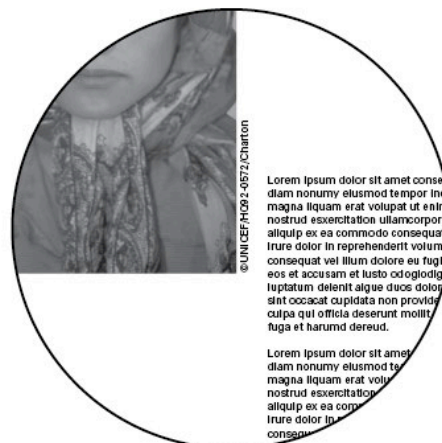


Photo credit outside the photo, set vertically and flush with bottom right or left corner.



Full page photo with credit in bottom gutter corner, set vertically.

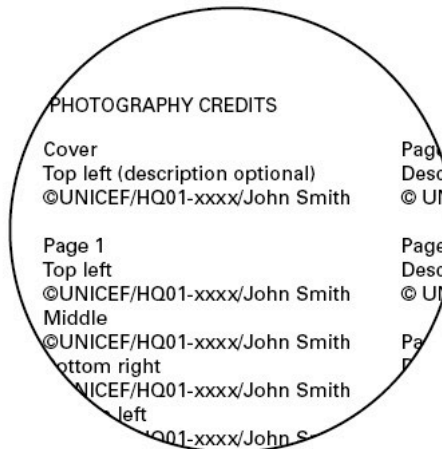


Photo credits on a separate page in a publication.

9.0 VISIBILITY

UNICEF branded materials such as supplies, signage, and other products, have been designed to stand out from their environment and those of other organizations. Branded materials bring visibility to UNICEF and help our stakeholders recognize our work.

Brand visibility communicates our accountability to donor governments, programme beneficiaries and partners, and highlights our presence during fundraising and humanitarian activities. The level of visibility given to the UNICEF Brand should be considered in the social and political context of the environment where UNICEF operates, ensuring there is no risk to UNICEF staff and partners.

UNICEF visibility items are reserved only for the use of UNICEF staff or other authorized personnel during official functions or events. Visibility items may be distributed to external partners, volunteers or children, upon approval of the head of office. Visibility items are not to be sold or given away to unauthorized persons.

UNICEF branded visibility items should not be customized or altered with personalized designs or messages.



10.0 PRINT

10.01 PUBLICATION OVERVIEW

The design of UNICEF publications is based upon our brand principles and writing style. The consistent use of the brand’s design elements (photography, typography, colour, logo) increases recognition of our brand by our audiences.

Every publication design should feature the process colour cyan on the cover.

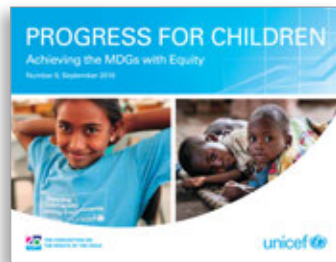
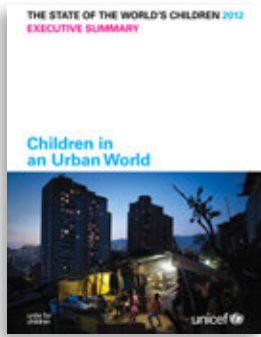
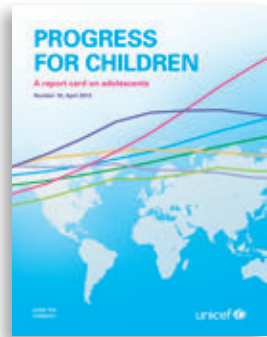
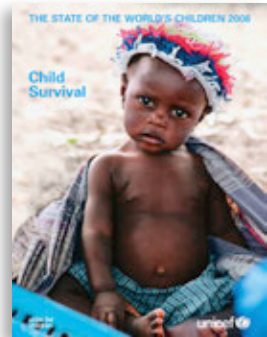
PAPER SELECTION

In general, UNICEF publications should be printed on an environmentally friendly paper with a smooth finish, matte-coated surface, with a bright white value, and at least 30% recycled content or recyclable material.

To save on production costs, UNICEF publications should be distributed as digital files (PDF, Microsoft Word, PowerPoint etc.)

COPYRIGHT NOTICE

The correct copyright notice in UNICEF publications should read: © United Nations Children’s Fund (UNICEF).



For many people, stationery items such as business cards, envelopes and letterheads may be the first point of contact with the organization.

Microsoft® Word® templates for all UNICEF official stationery are available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Stationery.



SIZE
3.5" x 2"

TYPOGRAPHY

Employee name:

7 point type over 8.5 point leading. Univers 65 Bold, upper case

Organization name:

7 point type over 8.5 point leading. Univers 65 Bold, upper and lower case

All other text:

7 point type over 8.5 point leading. Univers 55 Roman, upper and lower case with 8.5 point line spacing after end of paragraphs

All letters and numerals should be kerned as necessary. Letterspacing should be set at zero.

COLOUR

Front: All type prints 100% cyan

Back: The back is to remain blank or can be used for another language for a bilingual card.

PAPER STOCK

Rolland Enviro100 Print, 100lb Cover or similar recycled paper

PRINTING METHOD

Offset lithography

A Microsoft® Word® template is available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Stationery. For more information contact brand@unicef.org



SIZE
8.5" x 11"

TYPOGRAPHY

Organization name:

8 point type over 10 point leading, Arial Bold, upper and lower case; 100% Pantone® Process cyan

Address and contact information:

8 point type over 10 point leading, Arial Regular, upper and lower case; prints 100% Pantone® Process cyan

BODY TEXT

11 point type over 13 point leading, Times Roman. Leave one line space between paragraphs. Body text prints solid black.

PAPER STOCK

Rolland Enviro100 Print, 70lb Text or similar recycled paper

PRINTING METHOD

Offset lithography or digital printing

A Microsoft® Word® template is available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Stationery. For more information contact brand@unicef.org

.75 inch

.75 inch

.5 inch

United Nations Children's Fund
Three United Nations Plaza
New York, New York 10017

Telephone 212 326 7000
Facsimile 212 888 7465
212 888 7454
www.unicef.org

1 April 2011

Addressee's Name
Addressee's Title
Company Name
Street Address
City, State, Zip Code
Country

Salutation:

This letter illustrates the aligned-left, ragged-right typing format for 8 1/2" x 11" letterhead. These directions should be followed precisely to achieve a consistent letter presentation.

Establish a margin for the letter 19mm (0.75") from the left and 19mm (0.75") from the right edge of the sheet. Position the date 38mm (1.5") from the top edge of the sheet. Leave one line of space between the date and the address. Leave four lines of space between the address and the salutation. After the salutation, leave one line of space and start the body of the letter. Paragraphs are typed one space apart with no first-line indents. The typeface used on all correspondence is Times Roman set 11/13.

Maintain one line of space between the body of the letter and the complimentary close, allowing three lines of space for the signature, followed by the name and title. The enclosure caption should be positioned directly below the name and title. One line of space should be left between enclosure and the copy designations, with the "cc:" positioned to the left of the designated names. Typist's initials will be positioned with one line of space below the copy designations.

Complimentary close.

Employee Name, Title, Department
Enclosure:

cc: L.D.Smith
S.G.Vance

B.D.

unite for children

unicef

.75 inch

.75 inch

.5 inch

SIZE
8.5" x 11"

TYPOGRAPHY

Media Release heading:
18 point type. Arial Bold, upper case,
100% Pantone® Process cyan

Organization name in footer:
8 point type over 10 point leading, Arial Bold, upper
and lower case; prints 100% Pantone® Process cyan

Address and contact information in footer:
8 point type over 10 point leading, Arial Regular, upper
and lower case; prints 100% Pantone® Process cyan

BODY TEXT

11 point type over 13 point leading, Times Roman. Leave
one line space between paragraphs. Prints solid black.

COLOUR

All permanent elements print 100% Pantone® Process
cyan with logo and tag line reversing to white on a
100% cyan background.

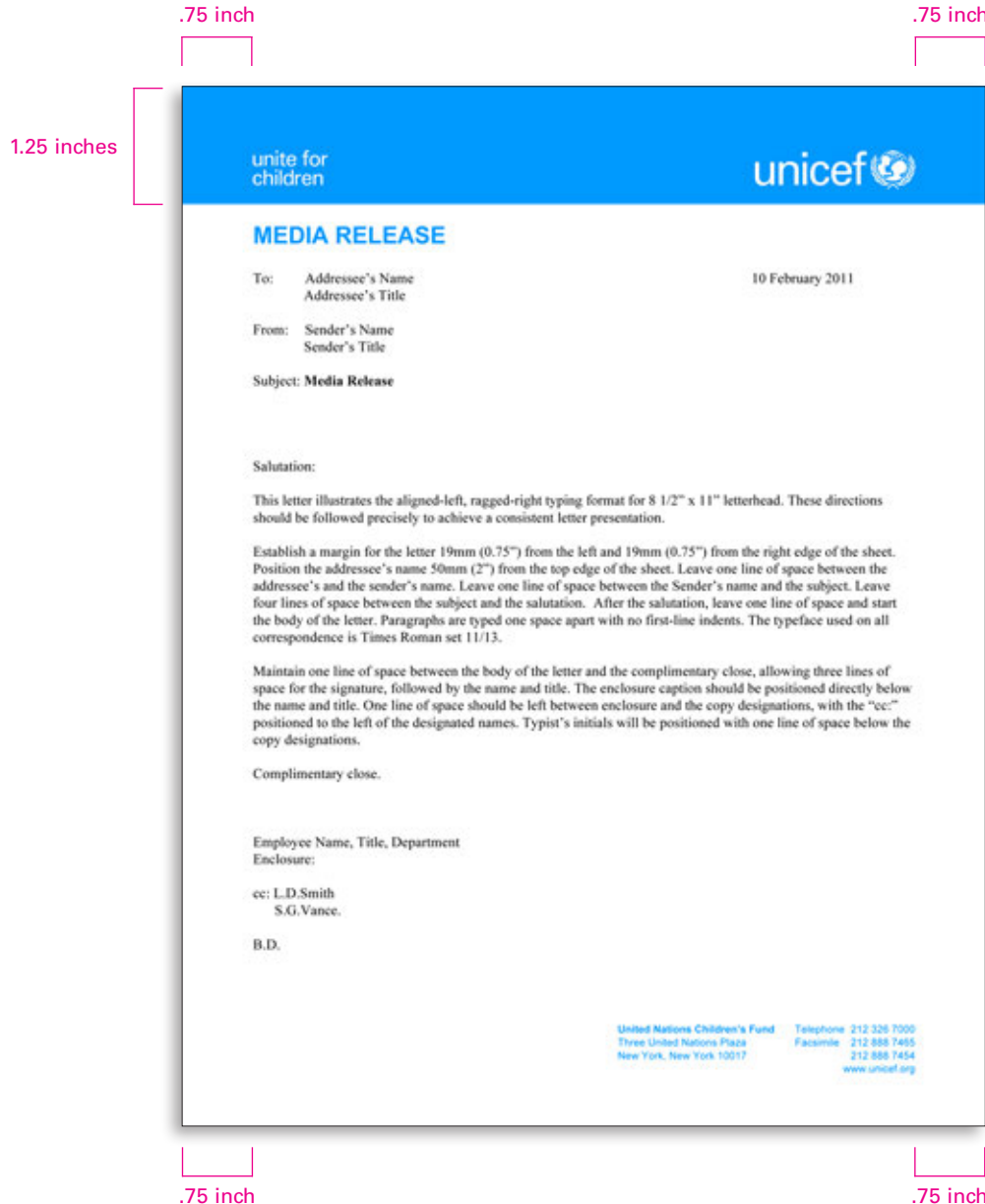
PAPER STOCK

Rolland Enviro100 Print, 70lb Text or similar
recycled paper

PRINTING METHOD

Offset lithography or digital printing

A Microsoft® Word® template is available for download
from the UNICEF Intranet site www.intranet.unicef.org
under Communication/Brand/Stationery. For more
information contact brand@unicef.org



11.0 PARTNERSHIPS

11.01 PARTNERSHIPS OVERVIEW

Partnerships and collaborative relationships are an integral part of UNICEF's work. Partnerships allow UNICEF to achieve more for children than UNICEF can on its own.

Bringing partners together in a collaborative effort lies at the heart of the Unite for Children concept; a rallying call for action to join forces and contribute to our overarching goal: A World fit for Children.

Partnerships are dynamic and constantly evolving. UNICEF's participation in partnerships is diverse, with its role ranging from convener to supporter. Partnerships can be made with one or multiple partners.

The UNICEF Brand does not have to be used in partnership materials. Partners may use the UNICEF logo by written permission and in connection with partnership programmes. Use of the UNICEF logo in any partnership-related material reflects UNICEF's participation in the partnership and the implicit endorsement of its messages.

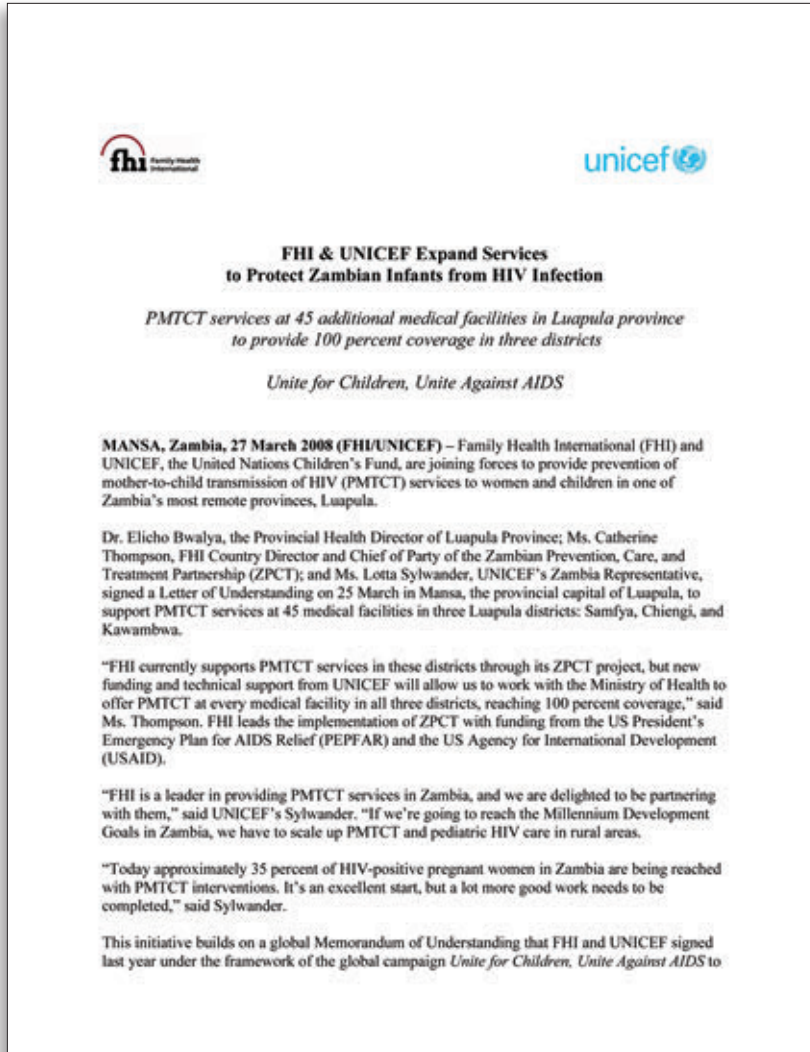
Use of logo by partners should be specified in the partnerships terms of reference.

For more information on Partnerships visit the Private Fundraising and Partnerships Intranet site:
<http://www.intranet.unicef.org/geneva/pfp.nsf>



In a partnership with two partners, it is important to give both partners' logos equal emphasis. Both logos should be shown at proportionately the same size and at the same level. As far as possible, the UNICEF logo should appear on the right hand side. As people read from left to right, the UNICEF logo may be the last to be seen, leaving with the reader a lasting and memorable impression.

Remember to maintain the recommended minimum clear space around each logo (see Section 4.02).



In multiple partnerships, logos should be shown at proportionately the same size and at the same level, with even and clear space around each logo. To give all partners' logos equal emphasis, logos should be arranged alphabetically from left to right.

The examples shown on this page illustrate how to position the logos of multiple partners and co-convenors on the back cover of publications.



PARTNERSHIP SIGNAGE EXAMPLE

Public events present unique opportunities for partnerships to highlight important aspects of their work. Step and repeat banners, signage and other high visibility items, often serve as backdrops for photo opportunities during these events. Partnership signage should aim to properly display all partners' logos from a variety of angles and distances. When working with partnership campaign materials, it is not necessary to apply the UNICEF Brand visual identity.



12.0 PRESENTATIONS

This section explains how to use the elements of the UNICEF brand to create presentations in Microsoft® PowerPoint®.

Use the font Arial in bold and regular weights.

Charts and diagrams should be simple, clear and uncomplicated. Three-dimensional effects and animation should be avoided wherever possible. The complete main colour palette can be used; however, keep the number of colours appearing on any one slide to a minimum.

The use of photography to enhance or complement a message is encouraged. However, photo imagery should be kept to a minimum and used to communicate, not decorate.

Remember that key points can be type-only slides or type and image slides. Pacing is important, so after a text-heavy section, a slide of colour background with one sentence or an image slide with one sentence can be used to create a moment of rest. The text should be kept simple and to a minimum.

The following page details the type specifications for each slide.

Templates are available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Document Templates/PowerPoint Templates.

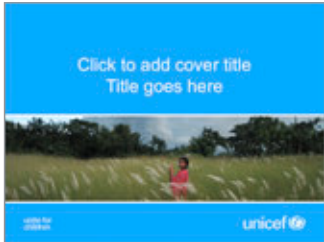
For more information contact brand@unicef.org



The three examples below illustrate the recommended way to use text simply and cleanly when preparing a presentation in PowerPoint®.

Type sizes and styles are built into the master pages of each template. Just click to add your text.

These and other templates may be found on the intranet.



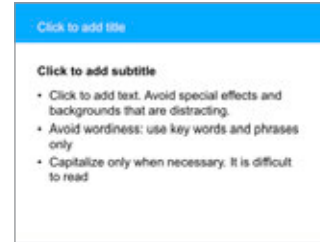
Cover
Arial Bold, Title Case, 40pt



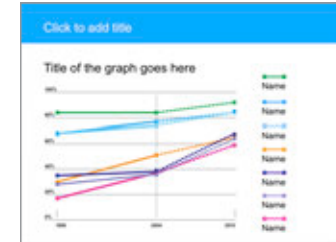
Cover option, or section
Arial Bold, Title Case, 40pt



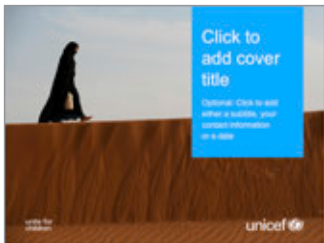
Bulleted text and text
Arial, Sentence case, 28pt



Subtitled bulleted text and text
Arial Bold and Arial, 28pt



Graphs and charts
Arial; 18pt, 16pt, 14pt



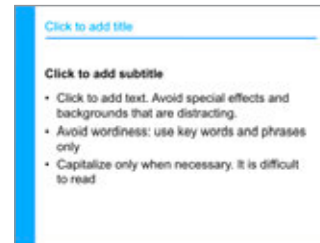
Cover
Arial Bold, Title Case, 40pt



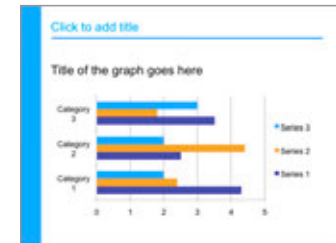
Cover option, or section
Arial Bold, Title Case, 40pt



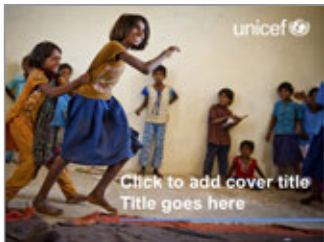
Bulleted text and text
Arial, Sentence case, 28pt



Subtitled bulleted text and text
Arial Bold and Arial, 28pt



Graphs and charts
Arial; 18pt, 16pt, 14pt



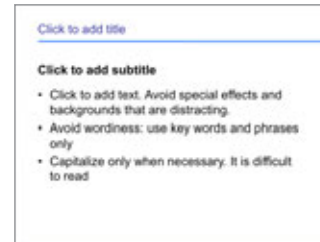
Cover
Arial Bold, Title Case, 40pt



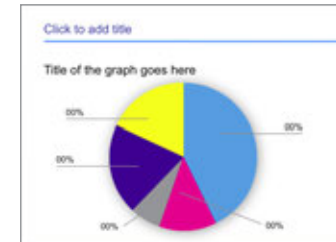
Cover option, or section
Arial Bold, Title Case, 40pt



Bulleted text and text
Arial, Sentence case, 28pt



Subtitled bulleted text and text
Arial Bold and Arial, 28pt



Graphs and charts
Arial; 18pt, 16pt, 14pt

13.0 VIDEO

13.01 VIDEO OVERVIEW

The UNICEF Video Tool Kit is the source of technical specifications needed for the production of branded video. It represents the signature look and packaging of all video presentations, including animated end-tags, lower third for captioning, various slates, UNICEF logo, backgrounds and transitions.

The UNICEF Video Tool Kit is a set of video elements in both PAL and NTSC standards. These elements are provided in English, French, Spanish and Arabic languages and can be applied local video productions.

To download elements of the UNICEF Video Tool Kit, use our FTP server. You should use an FTP client application such as FileZilla:

<http://filezilla-project.org/download.php>

Host: 57.69.14.97

User name: videotoolkit

Password: videotoolkitvideo



14.01	WEBSITE OVERVIEW
14.02	LOGO AND TAG LINE
14.03	COLOUR
14.04	TYPOGRAPHY, WRITING STYLE AND IMAGERY
14.05	WEB PAGE PRODUCTION
14.06	WEB PAGE PRODUCTION (CONTINUED)

14.0 WEBSITE

The UNICEF website www.unicef.org is one of the platforms used by the organization to communicate with our various stakeholders, donors, supporters and friends.

This section explains how to use the elements of UNICEF's brand identity to build functional, interesting and engaging web pages.



Correct use of the logo reversed out of cyan

Correct use of colour and typography

Correct use of imagery

Correct use of typography and writing style

Correct content legibility



LOGO

To create web graphics with the logo, use the standard graphics files available from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos. Do not alter the colours used in these files. Remember to maintain the required clear space around the logo. (See Section 4.02).

The logos are available in white reversed out of cyan, and in cyan positive on white. We recommend the use of the white reversed out of cyan version for web page top banner areas and home pages, accompanied by the tag line in the same colour.

If you are developing a localized version of the logo image, please maintain the same minimum clear space as for print: half the height of the letter 'u' in the logo.

Placement: the logo will be on the top left corner of every web page. The UNICEF logo should be no smaller than 100 pixels in width.

TAG LINE

To create web graphics with the tag line, use the standard graphics files available from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos. Do not alter the colours used in these files. The files will be available in reversed white out of cyan, and in cyan positive on white.

In all page top banner areas and in the majority of other cases, horizontally align the tag line with the logo. The www.unicef.org website uses the stacked version of the tag line. The tag line and logo maintain a 1:1 height relationship. You can modify the lateral distance between the logo and the tag line if required.

The UNICEF web colour is the web safe version of cyan: #0099FF.

All main pages (homepage or section landing pages) should use white as their primary background colour to maximize legibility of the text and use cyan as an accent colour. Less text heavy pages can use cyan as their primary background colour, with white or yellow text.

The following colours can be used for emphasis, variety and secondary design elements:

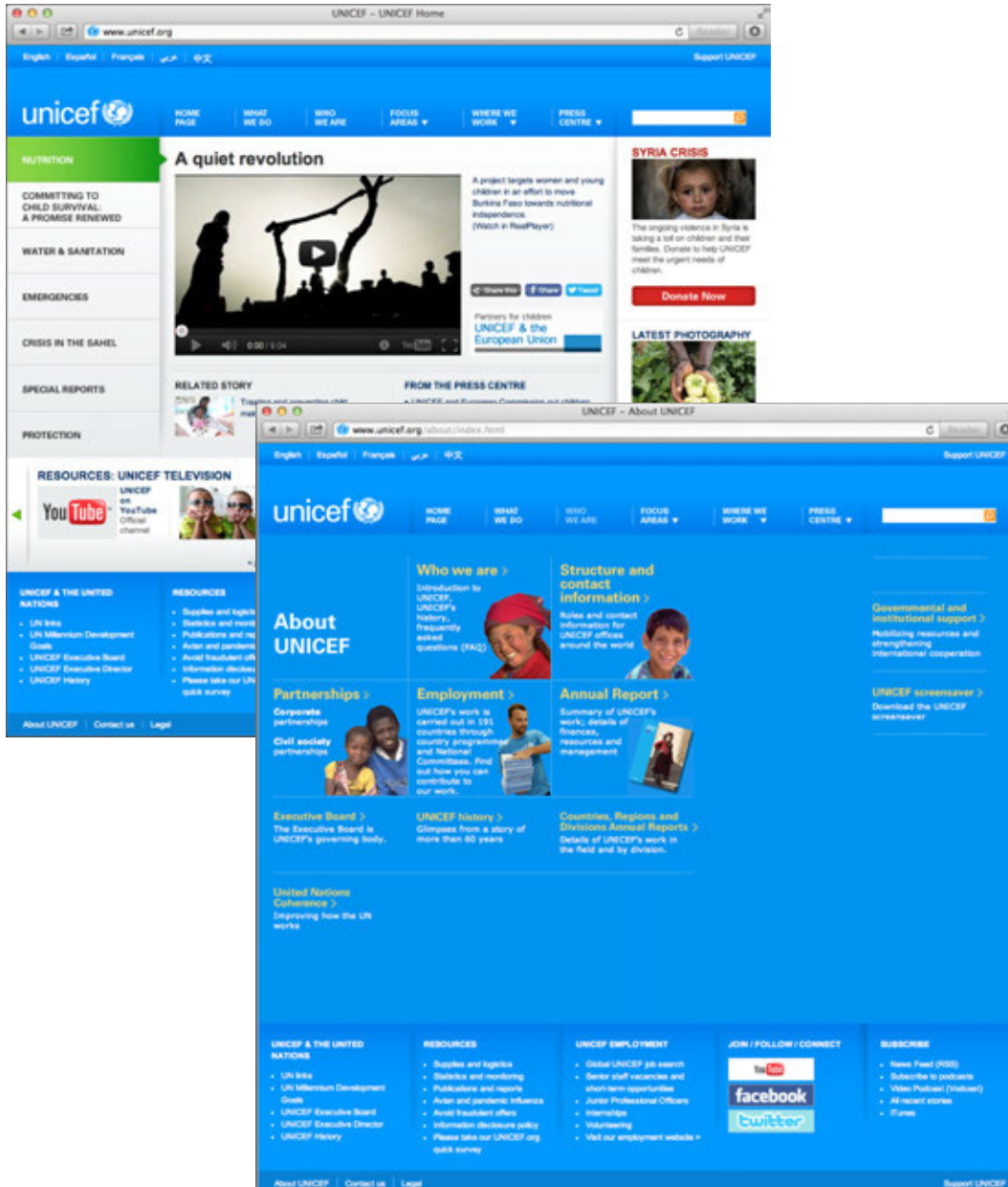
- magenta #FF0099
- yellow #FFFF00
- dark blue #333399
- black #000000

and percentages of cyan (5%–100%)

In addition, a limited palette of additional accent colours has been approved for use on www.unicef.org. You may also use these colours for emphasis, variety and secondary design elements:

- yellow: #FFD76A
- orange: #DF5E32 #FF8448
- greys: #333333 #D0D0D0
- and blues: #9CAABA #D3E1EB
- #047BD2 #0093EF

Body text should be black on a white background. On content pages, link colours should be the web default values.





TYPOGRAPHY

Web fonts: Use Univers in graphics used as titles or headlines, and in other graphics that incorporate text. Verdana is the official font for all HTML text (body text, headers, captions, links, etc.) on www.unicef.org. Arial, a sans-serif font, can be used as an alternative accent font. Names of website sections and headers on web pages may be either in upper and lower case or all upper case. Headers and body text should be aligned from the left in languages that read from left to right.

WRITING STYLE

When you write for the web:

- be economical and to the point – sentences should be a maximum of about 30-35 words long
- use the active voice
- avoid starting sentences with subordinate clauses
- structure your text using the format issue, action, impact
- make liberal use of headers, subheads and bulleted and numbered lists, in order to break up large areas of text, facilitate scanning and enhance readability.

If the text for a given web page is more than 500 words, consider splitting it up into two or more pages.

For more specific guidance, refer to the UNICEF Web Writing Guidelines available for download from the UNICEF Intranet site www.intranet.unicef.org under Communications/Internet Broadcast and Image Section (IBIS).

IMAGERY

On the web, use the three preferred image styles:

- Content relevant photographs in vertical or horizontal format optimized for the web.
- Silhouetted portraits.
- Banners/promotional buttons/icons/graphics.

Provide photo credit information for all photographs on the web pages, as it is done for print publications.

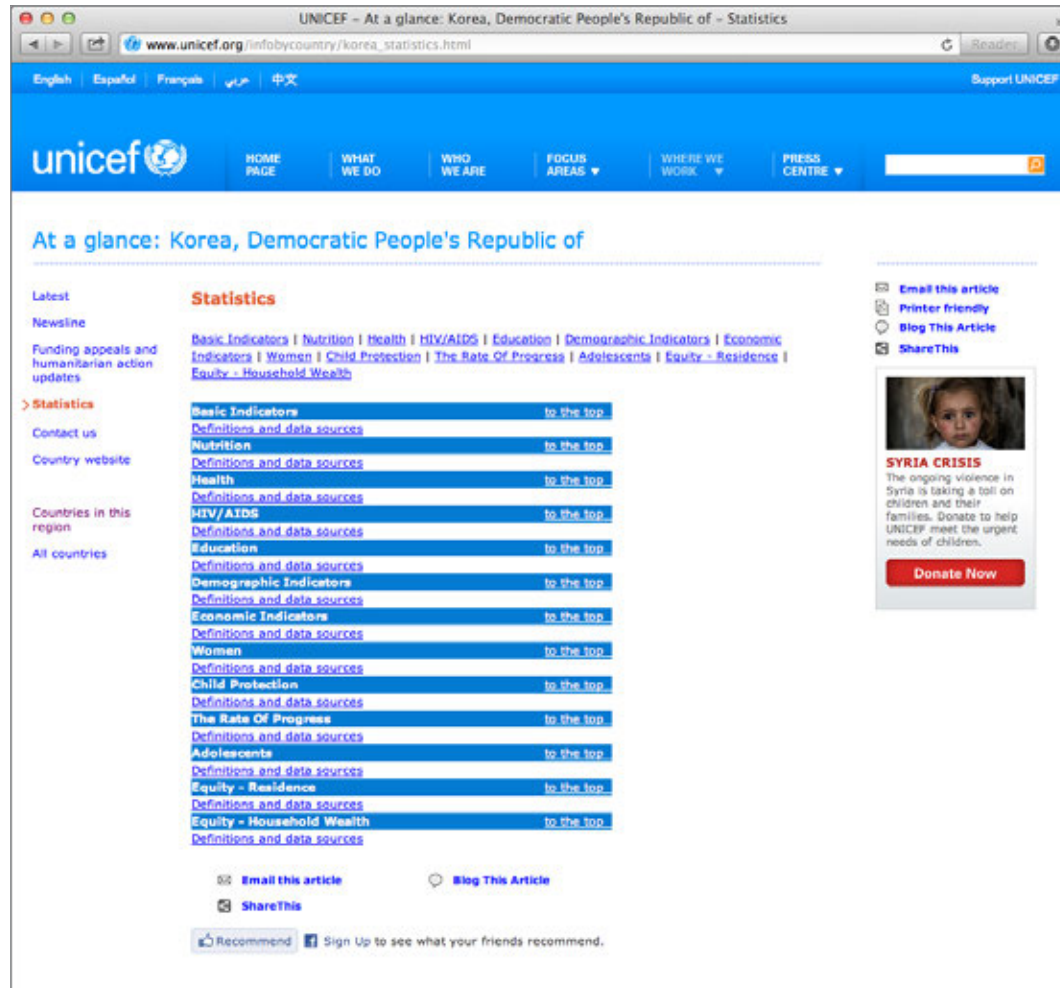
For more information on the use of photography, refer to Section 8, or to the photo guidelines available from the UNICEF Intranet site www.intranet.unicef.org under Communications/Internet Broadcast and Image Section (IBIS).

As a general rule, Internet content developed by UNICEF offices (including Headquarters divisions, Regional Offices and Field Offices) belongs on the UNICEF website at www.unicef.org, on servers in New York. Pages on this site typically use pre-defined templates, which already incorporate the brand guidance provided in this tool kit.

Pages on the UNICEF website are designed according to the UNICEF Web guidelines, available for download from the UNICEF Intranet site www.intranet.unicef.org under Communications/Internet Broadcast and Image Section (IBIS).

Websites developed by National Committees, and exceptional websites that require their own domain, are not subject to the UNICEF Web guidelines. However, they must still conform to the general brand guidance outlined in this Tool Kit. If you have a site that you believe must have a separate domain, please contact both ITD/Network Services and DOC (IBIS/Web team). Requests will be reviewed on a case-by-case basis.





Information architecture: Where appropriate, build your information architecture according to the issue-action impact model. Sites on www.unicef.org will in many cases fit into an existing information architecture that is already structured in this way. In all cases, HTML page titles should have 'UNICEF' as the first word.

Legibility: you can incorporate design enhancements to improve legibility where appropriate. Keep these changes subtle and in harmony with the overall look of the brand. Examples: striping alternate rows of a long data table with very light grey; adding background colours to table header cells to distinguish them from data cells; colouring headers using colours from the brand palette, (see Section 7.0 Colour).

Images: prepare web images according to the brand guidelines under Photography (see Section 8.0) and according to the general principles governing use of images on the web. The latter include using appropriate image formats (jpg or gif), compression and small file sizes.

Text layout: Body text should in most cases be in a single column. Adjoining columns can be used for navigational links or related information.

For more information, refer to the UNICEF Web guidelines, available on the UNICEF Intranet site www.intranet.unicef.org under Communications/ Internet Broadcast and Image Section (IBIS).

LINKING EXTERNAL SITES TO THE UNICEF WEBSITE
 UNICEF welcomes links from sites that share the organization's goals of working for children's rights, meeting their basic needs and expanding their opportunities to reach their full potential. To link an external site to the UNICEF web site, send an email to unicefinfo@unicef.org

15.0 RESOURCES

BRAND SITE

The resources below can be found on the UNICEF Intranet site www.intranet.unicef.org site under Communication/Branding.

National Committees can access these resources through www4.intranet.unicef.org

REFERENCE DOCUMENTS

Brand Tool Kit PDF (Eng, Fr & Sp)
Brand Tool Kit for Partnerships

FREQUENTLY ASKED QUESTIONS

Brand FAQs
Technical FAQs
Typography FAQs

BRAND RESOURCES & DIGITAL ASSETS

Document templates
Stationery templates
Supply templates
Logo files

OTHER LINKS

What's new
Brand Community of Practice

PHOTOGRAPHY

The UNICEF Photo Archive can be accessed from the UNICEF Intranet site www.intranet.unicef.org under Communications/Internet Broadcast and Image Section/UNICEF Photography (under image). For questions on UNICEF photography, send an e-mail to photo@unicef.org

WESHARE

WeShare is an independent platform used by UNICEF to distribute digital resources to Staff in HQ, field offices, National Committees and partners.

For more information go to <http://weshare.unicef.org>

CONTACTS

GENERAL BRAND QUESTIONS

Please e-mail brand@unicef.org

Michelle Siegel
Chief, Brand Management Section
Division of Communication
New York
msiegel@unicef.org

To report the unauthorized use of the UNICEF logo or brand send an email to brand@unicef.org

PHOTO CREDITS

SECTION 4 LOGO

- 4.01** © UNICEF/HQ92-0572/Charton
4.08 © UNICEF/HQ07-1109/Noorani (*Centre*)
 © UNICEF/HQ06-0408/Pirozzi (*Right*)

SECTION 6 WRITING STYLE

- 6.03** © UNICEF/HQ96-1058/Toutounji

SECTION 7 COLOUR

- 7.02** © UNICEF/HQ06-1823/Estey (*Left*)
 © UNICEF/HQ00-0682/Chalasanani (*Right*)

SECTION 8 PHOTOGRAPHY

- 8.01** © UNICEF/HQ06-0027/Bannon
8.02 *Clockwise from top left:*
 © UNICEF/HQ92-0192/Leslie
 © UNICEF/HQ03-0354/Vitale
 © UNICEF/HQ97-0308/Noorani
 © UNICEF/HQ04-0089/Nesbitt
8.03 *Clockwise from top left:*
 © UNICEF/HQ92-0120/Colvey
 © UNICEF/HQ02-0266/Pirozzi
 © UNICEF/HQ92-2022/LeMoyne
8.04 *Clockwise from top left:*
 © UNICEF/HQ04-0264/Nesbitt
 © UNICEF/HQ97-0945/Horner
 © UNICEF/HQ95-0743/Balaguer
8.05 *Clockwise from top left:*
 © UNICEF/HQ00-0590/Hernandez-Claire
 © UNICEF/HQ04-0396/Bonn
 © UNICEF/HQ99-1088/LeMoyne
8.06 *Clockwise from top left:*
 © UNICEF/HQ04-0122/Nesbitt
 © UNICEF/HQ00-0781/DeCesare
 © UNICEF/HQ03-0521/LeMoyne

SECTION 9 VISIBILITY

- 9.01** *From left to right, top to bottom*
 © UNICEF/HQ99-0685/Horner
 (Digitally altered for illustrative purposes only)
 © UNICEF/HQ01-0059/Bronstein
 (Digitally altered for illustrative purposes only)
 © UNICEF/2004/Bornholtz
 © UNICEF/HQ99-0373/Horner
 (Digitally altered for illustrative purposes only)
 © UNICEF/NYHQ2011-1577/Marco Dormino
 © UNICEF/NYHQ2009-1057/Susan Markisz
 © UNICEF/NYHQ2011-0364/Marta Ramoneda
 © UNICEF/NYHQ2011-1811/Prashanth Vishwanathan
 © UNICEF/NYHQ2011-0496/Richard Grehanz

SECTION 10 PRINT

- 10.01** *From left to right, top to bottom*
 © UNICEF/HQ07-0108/Jean
 © UNICEF/NYHQ2005-1323/Tkhostova
 © UNICEF/NYHQ2006-2421/Markisz
 © UNICEF/NYHQ2005-0221/Pietrasik
 © UNICEF/NYHQ2007-1344/Pirozzi
 © UNICEF/NYHQ2011-1795/Giacomo Pirozzi
 © Jonas Bendiksen/Magnum Photos
 © UNICEF/NYHQ2010-2828/Sautereau
 © UNICEF/NYHQ2005-0270/Pirozzi
 © UNICEF/NYHQ2008-1197/Holt

SECTION 11 PARTNERSHIPS

- 11.01** © UNICEF/NYHQ08-0369/Naing
11.04 © UNICEF/NYHQ2007-1923/Markisz (*Top*)
 © UNICEF/NYHQ2006-0636/Markisz (*Left*)
 © UNICEF/NYHQ2010-1978/Stephanie Berger (*Centre*)
 © UNICEF/NYHQ2011-1824/Susan Markisz (*Right*)

SECTION 12 PRESENTATIONS

- 12.01** © UNICEF/NYHQ2010-1781/Guoegnon
12.02 © UNICEF/NYHQ2010-1781/Guoegnon (*Top first*)
 © UNICEF/NYHQ2006-2271/Bannon (*Top second*)
 © UNICEF/NYHQ2005-242/Pirozzi (*Middle first*)
 © UNICEF/NYHQ2009-1511/Holt (*Middle second*)
 © UNICEF/INDIA2011-00197/Halle'n (*Bottom first*)
 © UNICEF/RWAA2011-00242/Noorani (*Bottom second*)

SECTION 13 VIDEO

- 13.01** © UNICEF/2004/Antonelli

