Brand Book 4.0

August 2024

UNICEF
for every child

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.

A message from the UNICEF Executive Director:

The UNICEF brand continues to stand as a beacon of hope for children everywhere, especially the most vulnerable.

Today, our brand is recognized around the world. Our visual identity is an essential component of our brand, and implementing it consistently helps build trust and support for UNICEF's work on behalf of every child, everywhere.

The guidelines to ensure consistency are detailed in the UNICEF Brand Book, which will help maximize results for children – from advocacy to fundraising, partnerships, and programming.

All of us at UNICEF play an essential part in protecting the UNICEF brand for the children of today and for generations to come.

Catherine Russell
UNICEF Executive Director

© UNICEF/UN0795033/Deeb

Refining our Brand Identity:
Streamlining core visual elements

In Brand Book 4.0, we streamline core elements by reducing logo versions, tightening our colour palette, and providing a font that is more accessible.

Style is not rigidly prescribed to allow for localization. Nevertheless, specific guidelines remain crucial across all visual communication. These include:

- Consistent and accurate implementation of the core brand elements — logo, colour and font

- Leveraging the brand statements, which encapsulate our mandate

- Leveraging the strength of our photography

- Avoiding visual clutter

Outline

Who we are

How we show up

Visual guide

Who we are

Our story

Our brand platform: for every child

Our story

Our brand proudly tells UNICEF's story — from our founding in 1946 to now — as the United Nations agency mandated to protect the rights of every child — everywhere, especially the most disadvantaged.

We are committed to reaching every child in need. We protect children's rights to survive, thrive, and reach their full potential. We achieve results to make a difference.

Our work matters more than ever, with conflicts, crises and climate change threatening hundreds of millions of children, and millions more deprived of the opportunities they need to realize their full potential.

We bring decades of field-tested expertise, a network that spans the globe, a passion for innovation, dynamic partnerships, and a commitment to getting things done. We take our responsibility and accountability as the leading organization for child rights seriously. Impartial, non-political, and neutral, our focus is protecting every child and safeguarding their lives and futures.

Day in and day out, our staff of over 17,000 works across more than 190 countries and territories to reach the children 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.

We stand for every child, everywhere.

Our brand platform: for every child

"for every child" is our brand platform. It is our purpose and our promise. It is at the heart of our messaging and visual expression.

What does "for every child" mean?

When UNICEF was awarded the Nobel Peace Prize in 1965, part of the citation read: "Aid is given to all children without any distinction of race, creed, nationality, or political conviction." Today we express this fundamental truth through the statement: for every child.

for every child:
a visual signature

"for every child" is in our logo to reinforce the association between our mandate and our name.

Our visual signature includes compelling images of individual children, most often looking directly at the camera, to reinforce our focus on every child.

unicef ⬡
for every child

for every child,
every right

A unique opportunity
for modularity

for every child, **every right**
for every child, **a healthy environment**
for every child, **a healthy future**
for every child, **education**
for every child, **gender equality**
for every child, **peace**
for every child, **nutrition**
for every child, **opportunity**
for every child, **love**

How we show up

Brand personality

Tone of voice

Our brand defined

Our mantra

Brand personality

Our brand personality is made up of six traits that make us who we are and build trust towards the organization.

Our brand personality traits should be clearly and systematically expressed in UNICEF's communication and fundraising initiatives, in how we speak and how we appear.

1. Hopeful

UNICEF maintains a positive and optimistic attitude in all circumstances

- Turning challenges into opportunities.
- Projecting confidence and promoting empowerment.
- Conveying an enthusiastic and can-do attitude.

© UNICEF/UN0723161

2. Compassionate

UNICEF puts children front and centre

- Seeing the world through the eyes of children and acting accordingly.
- Listening to their stories and communicating their concerns.

© UNICEF/UN0622182

3. Collaborative

UNICEF cooperates with partners and supporters

- Recognizing the power of concerted action and partnerships in creating and implementing sustainable solutions.
- Acting inclusively and empowering others to achieve positive social change.

© UNICEF Haiti

4. Influential

UNICEF leads on knowledge of the issues affecting children

- Drawing from our expertise and achievements to maximize results for children.
- Ensuring that others can benefit from and build upon our work.
- Backing up our communication with solid data, reinforcing our position as a leading authority on children's rights.

© UNICEF/UN0706023

5. Principled

UNICEF is guided by impartiality and integrity in everything we do

- Firmly believing that the rights of every child everywhere, must be realized without preference or prejudice.

© UNICEF/UNI367304

6. Persistent

UNICEF never gives up on children

- Staying true to our mandate with an unwavering commitment to getting things done.
- Consistently demonstrating resourcefulness and developing innovative solutions to overcome obstacles.

© UNICEF/UNI199159

Tone of voice

Our brand is also conveyed through our tone of voice. We speak in a way that is:

- Direct
- Authoritative
- Positive
- Engaging

Direct

→ Education
← Marriage

Each path leads to a different future for girls.

Girls with the least education are the ones at most risk from child marriage. It's on all of us to #endchildmarriage and help every girl thrive.

Authoritative

On average 2% of health budget spend goes on mental health.

To ensure every child can realize their right to good mental health and well-being, we need to speak up, take action and increase investment across the globe. #OnMyMind

Positive

A world without polio IS possible.

Polio cases are down 99% since 1988, but a reduction in vaccinations due to the COVID-19 pandemic is putting us all at risk. Protect your child with the polio vaccine today. #EndPolio

Engaging

21-year-old Takudzwa from Zimbabwe shares tips on improving young people's health.

Our brand defined

Our brand showcases 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 wherever they are.

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

Long form

UNICEF, the United Nations agency for children, works to protect the rights of every child, everywhere, especially the most disadvantaged children and in the toughest places to reach.

Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive, and fulfil their potential.

UNICEF provides and advocates for child health and nutrition, safe water, sanitation and hygiene, quality education and skill building, and protection of children and adolescents from violence and exploitation, in a safe and sustainable climate, free from poverty. With the world's largest humanitarian warehouse and a global footprint, we are also the world's largest provider of vaccines.

Before, during and after humanitarian emergencies, UNICEF is on the ground, bringing lifesaving help and hope to children and families. Impartial, non-political, and neutral, our focus is protecting every child and safeguarding their lives and futures.

Short form

UNICEF, the United Nations agency for children, works to protect the rights of every child, everywhere, especially the most disadvantaged children and in the toughest places to reach.

Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive, and fulfil their potential.

Before, during, and after humanitarian emergencies, UNICEF is on the ground, bringing lifesaving help and hope to children and families. Impartial, non-political, and neutral, our focus is protecting every child and safeguarding their lives and futures.

Boilerplate form

UNICEF, the United Nations agency for children, works to protect the rights of every child, everywhere, especially the most disadvantaged children and in the toughest places to reach.

Across more than 190 countries and territories, we do whatever it takes to help children survive, thrive, and fulfil their potential.

Where appropriate, the following can be included in our brand definition: UNICEF's work is funded entirely through voluntary contributions.

Ideal for: Press releases, reports, brochures, flyers, introductory or closing slides of presentations.

Our mantra

This is our mantra. In alignment with our mission, it reflects our relentless commitment to children's rights, working to reach every child, especially the most vulnerable among them.

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.
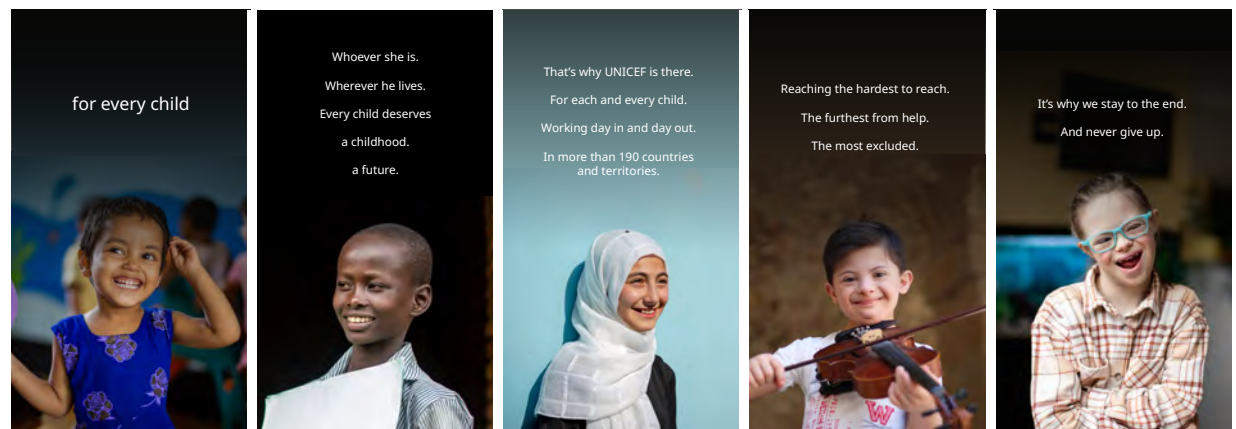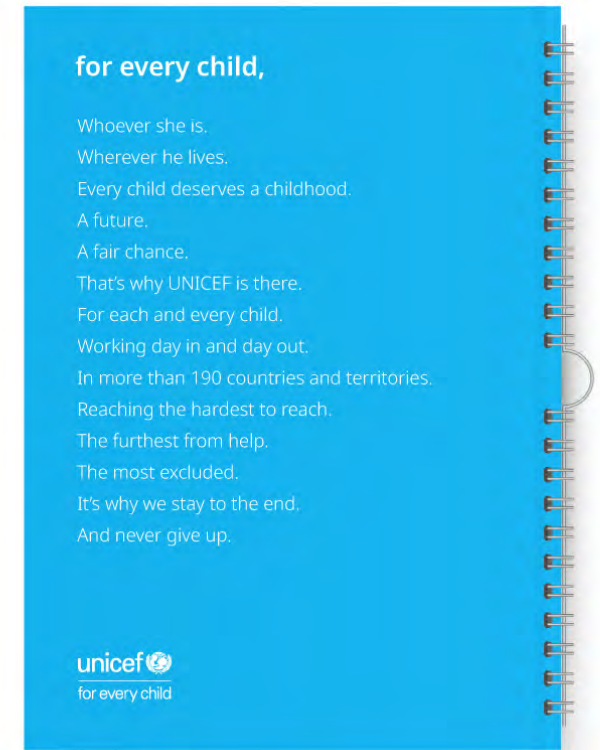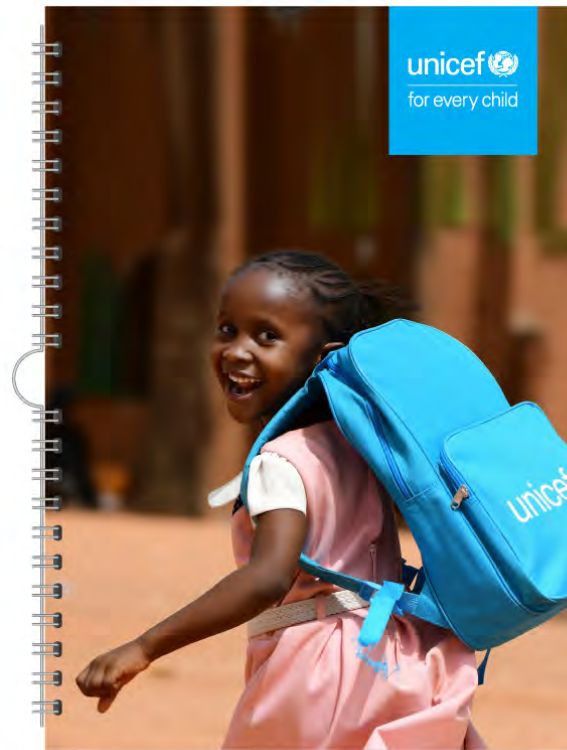
The furthest from help.

The most excluded.

It's why we stay to the end.

And never give up.

Examples

Our mantra can be featured on print and digital products, and in voice overs and spoken narration.

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.
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for every child

Whoever she is.
Wherever he lives.
Every child deserves
a childhood.
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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.
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It's why we stay to the end.
And never give up.

Visual guide

Design philosophy

Logo

Colour

Fonts

Brand statement

Imagery

Templates

Publications

Web

Video

Social media

Brand merchandise

Branding and partnerships

Sub-brands

Design philosophy

Our visual communication is guided by our design philosophy. It is our mission statement as it relates to design. UNICEF's design philosophy has four pillars.

1. We design with children's interests in mind

Children are represented in a dignified and respectful manner. We embrace diversity and inclusion and protect children's identities if being identified puts them at risk of reprisal.

2. We empower our brand through design and consistency

It takes more than just compelling design to empower the brand. We need global visual consistency for people to recognize us, trust us, and engage with us.

Engagement

Trust

Recognition

Consistency

for every child, **hope**

© UNICEF/UN0231635
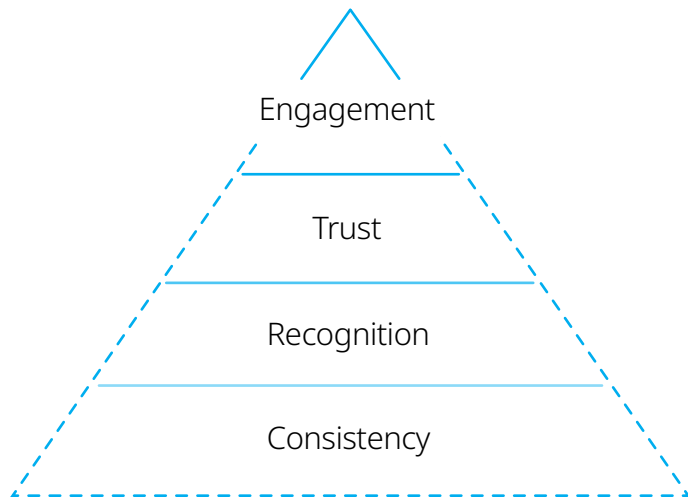
3. We bring our tagline to life

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 child.

Child-focused photography

Our tagline is also manifested in design. We do that by placing children at the forefront of our visual expression, leveraging photography that often focuses on one child. This reinforces our commitment to all children and emphasizes the importance of taking all their needs into account.

That is why the "for every child" platform is core to our brand. It is the embodiment of UNICEF's DNA and echoes our mandate to protect the rights of children everywhere, giving greatest priority to the most disadvantaged.

for every child,
every right

unicef
for every child

4. We reflect the universality of our brand

Our global presence is reflected through multilingual assets, their adaptability, and their accessibility. Localization is achieved through the translation of the tagline.

Our logo

A universal symbol of hope

The UNICEF logo is our most valuable graphic asset, and one of the most recognized logos in the world. It tells our story, embodies our history, and represents everything we are. It reflects our global leadership and expertise in delivering results for children, our credibility and trustworthiness, and our values and people.

For the children and communities we serve, our logo indicates learning, opportunity, health, clean water, protection, inclusion, a safe space, and hope. For donors, it indicates solutions, impartiality, trust, persistence, and efficiency. For our partners, it indicates collaboration and impact. For our supporters, it indicates leadership and authority on children's rights.

The emblem

The universal gesture of the caregiver 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 to UNICEF's communication, projecting a positive outlook for the future. It depicts the caregiver's energy and enthusiasm, reflecting UNICEF's optimism and the positive results we seek to deliver for every child.

Legal requirements and third-party usage

The UNICEF logo is protected under Article 6ter of the Paris Convention and unauthorized use of the UNICEF logo is forbidden.

How to treat the UNICEF logo

We protect the UNICEF logo by thoroughly reviewing guidance before usage, ensuring its legibility and giving it the space it merits.

Logo versions

Logo with container

Should be considered for use first.

Recommended

Logo without container

If legibility, visual impact or the layout design is compromised when using the logo with container, the logo without container may be used.

Logo without tagline

If legibility or visual impact are still compromised, you may use the logo without tagline. The logo without tagline may be used in exceptional cases only.

> Download logo package from WeShare Brand library [link]

Logo with container

When to use it

This is our primary logo version. It should be used whenever possible.

Why: It ensures contrast of the logo and tagline and helps increase the association between UNICEF and our brand colour, UNICEF Blue. The UNICEF Blue colour increases our brand's recognition and recall and sets us apart.

Ideal for publication covers, posters, banners, and any design collateral with enough space to maintain the logo's legibility.

> Download logo package from WeShare Brand library [link]
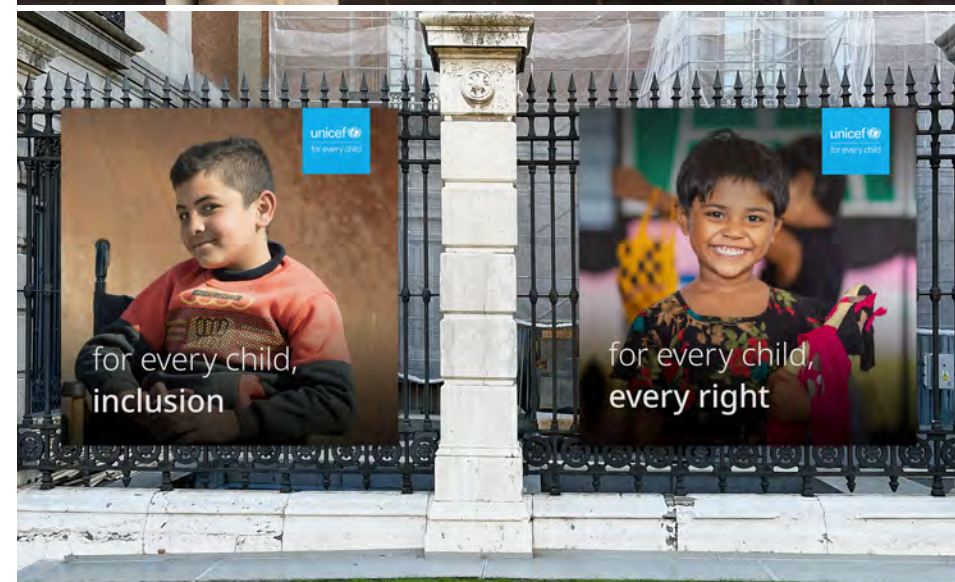
Logo with container

Alternative option

Ideal for signage.

© UNICEF

© UNICEF

© UNICEF/UN0316279

Logo with container

Placement

The ideal placement of the stacked logo with container is on the top right. Alternative placements as seen here can be applied if more suitable for the layout design.

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.

for every child, a healthy environment

for every child, every right
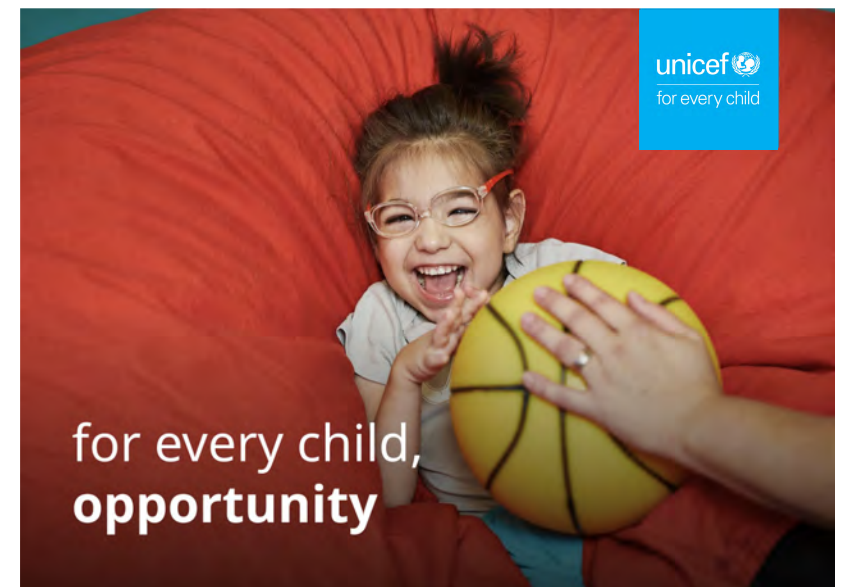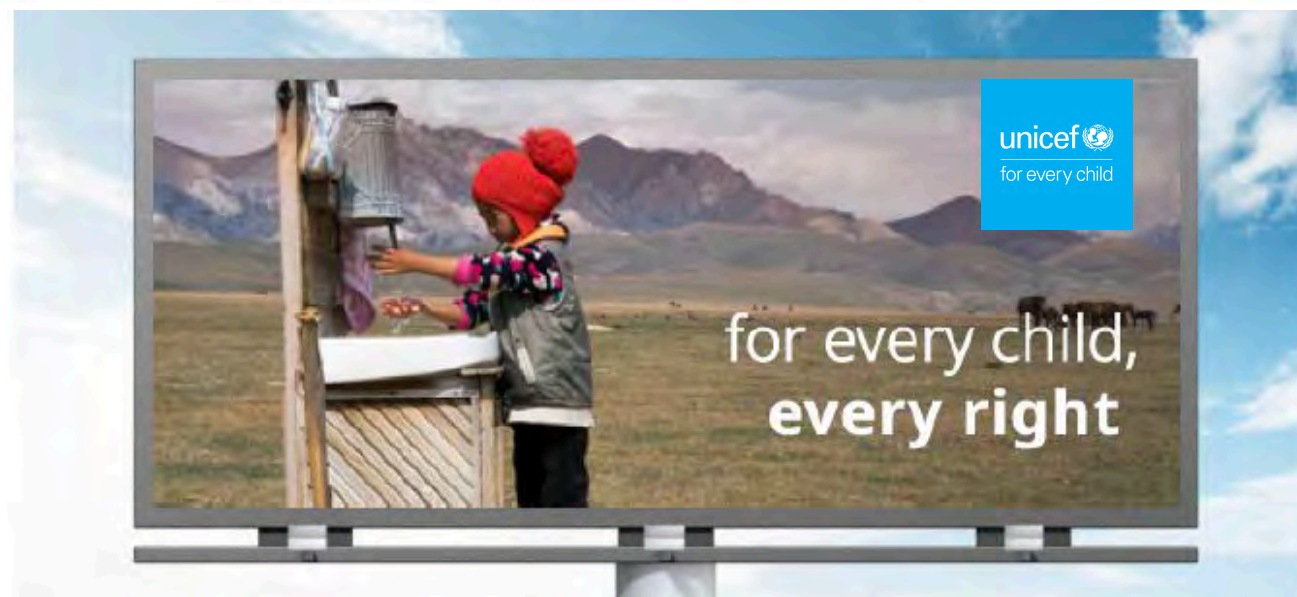
Logo with container

Sizing across canvas dimensions

The size of the stacked container logo varies relative to the canvas sizes. Ideal logo sizing is provided here and must be upheld to ensure proper visual impact and the integrity of the brand.

For canvases larger than A3 and logos in other languages, ensure that the logo maintains visual impact, legibility, and proportion similar to the examples shown here.

70 mm

50 mm

35 mm

A5 148 x 210 mm   A4 210 x 297 mm   A3 297 x 420 mm

Logo with container

Minimum size

The minimum size for all English logos with container is listed here. For all other languages, the minimum size should ensure the legibility of "for every child" and the clarity of the emblem.

225 px	225 px	35 mm	35 mm
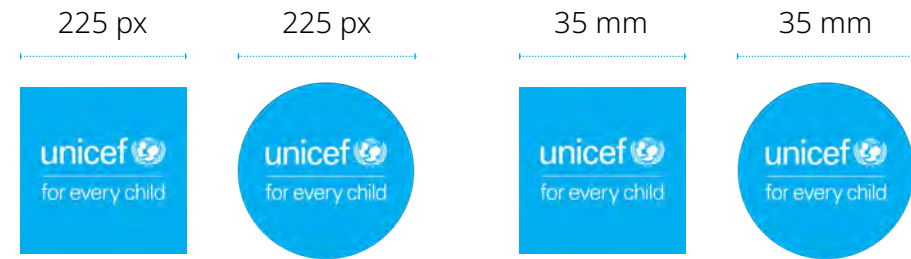
Clear space

The clear space is determined by using a space equivalent to two emblems around the logo, as indicated here.
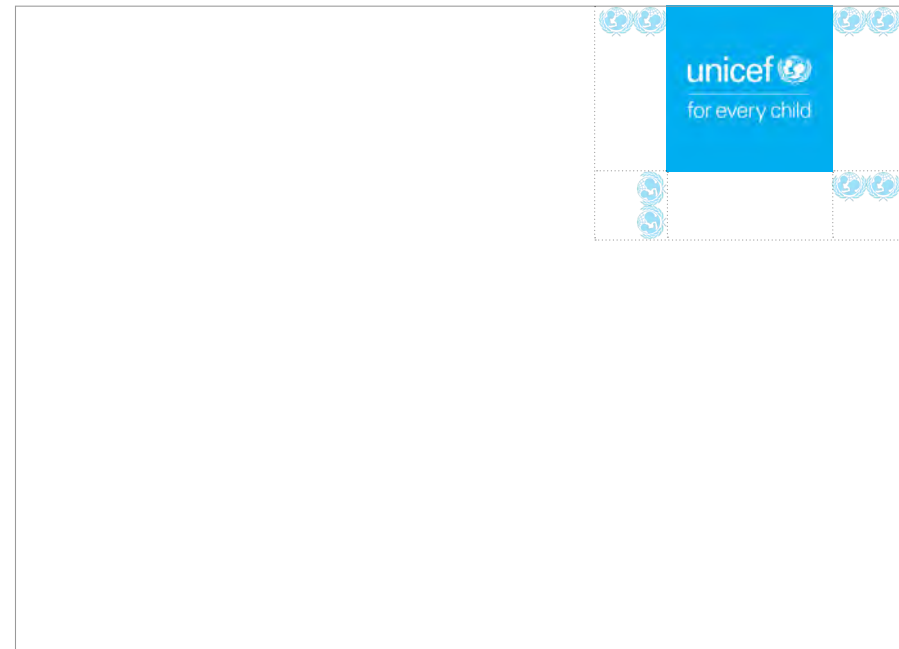
Logo with container

Dos and Don'ts

Our logo must always appear as outlined in this guide and be used consistently.

Consistency in logo usage is key to maintaining trust with our supporters.

Colour change	Colour change	Applying effects	Opacity change	Outlining logo
Capitalizing or changing fonts	Adding words	Distorting logo	Reassembly	Using emblem only

Logo with container

Dos and Don'ts

Logo without container

When to use it

The logo without container is used when legibility, visual impact or the layout design is compromised by using the logo with container. It should also be the logo of choice against cyan backgrounds.

Why: It is more legible in small scale.

Ideal for social media and compact layouts where logo legibility might be an issue.

> Download logo package from
> WeShare Brand library [link]

White logo: Ideal for cyan background

Cyan logo: Ideal for black and white background

Black logo: Ideal for partnership situations when a monochrome logo lineup is needed

Logo without container

Placement

The ideal placement of the stacked logo without container is on the top right. Alternative placements as seen here can be applied if more suitable for the layout design.
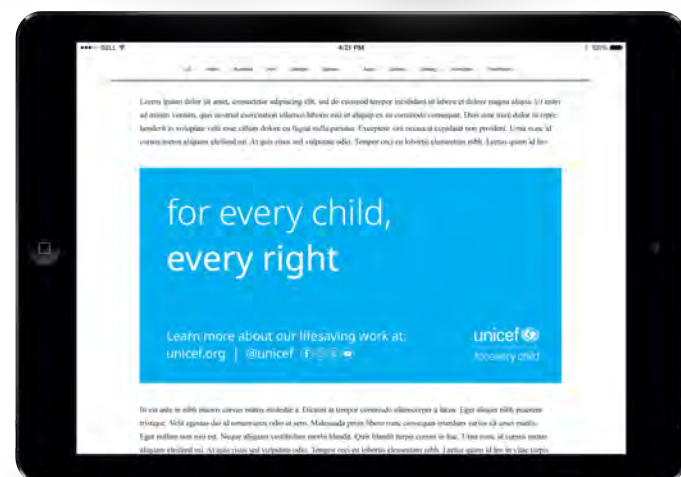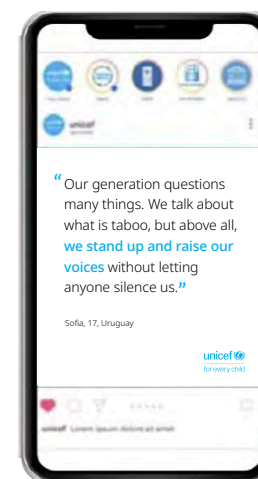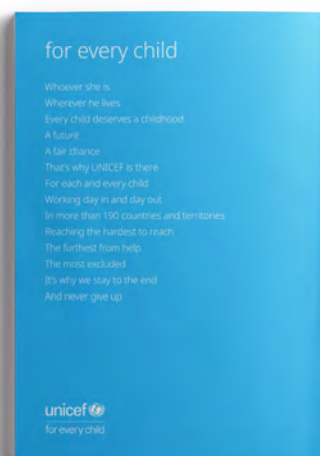
The ideal placement of the horizontal logo without container is on the bottom right. Alternative placements as seen here can be applied if more suitable for the layout design.
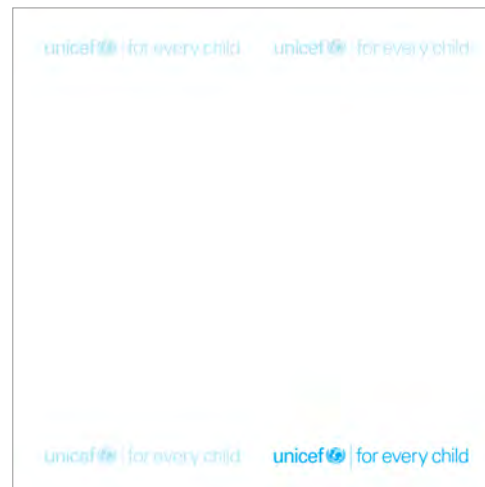
"Our generation questions many things. We talk about what is taboo, but above all, **we stand up and raise our voices** without letting anyone silence us."
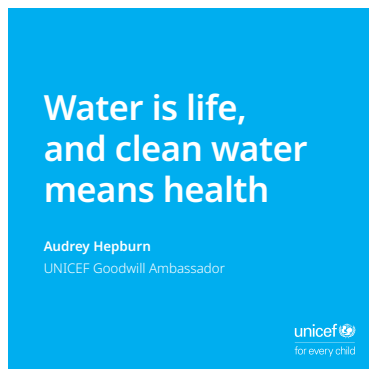
Sofia, 17, Uruguay

Logo without container

Sizing across canvas dimensions — stacked version

The size of the stacked logo without container varies relative to the canvas sizes. Ideal logo sizing is provided here and must be upheld to ensure proper visual impact and the integrity of the brand.

For canvases larger than A3, ensure that the logo maintains visual impact and proportion similar to the examples shown here.

Water is life, and clean water means health

Audrey Hepburn
UNICEF Goodwill Ambassador

unicef
for every child

1080 x 1080 px   170 px

unicef
for every child

for every child, every right

Learn more about our lifesaving work at unicef.org | @unicef

25 mm

A5 148 x 210 mm

unicef
for every child

for every child, every right

Learn more about our lifesaving work at unicef.org | @unicef

40 mm

A4 210 x 297 mm

unicef
for every child

for every child, every right

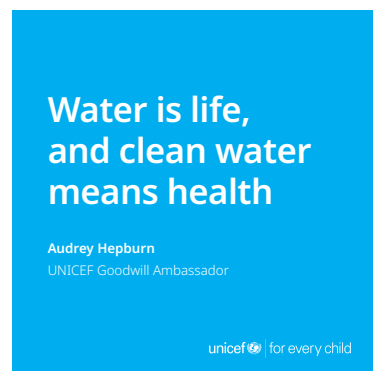Learn more about our lifesaving work at unicef.org | @unicef

55 mm

A3 297 x 420 mm

Logo without container

Sizing across canvas dimensions — horizontal version

The size of the horizontal logo without container varies relative to the canvas sizes. Ideal logo sizing is provided here and must be upheld to ensure proper visual impact and the integrity of the brand.

For canvases larger than A3, ensure that the logo maintains visual impact and proportion similar to the examples shown here.

17 mm

12 mm

9 mm

Water is life, and clean water means health

Audrey Hepburn
UNICEF Goodwill Ambassador

unicef | for every child

55 px

1080 x 1080 px

unicef | for every child

for every child, every right

Learn more about our lifesaving work at
unicef.org | @unicef

A5 148 x 210 mm

unicef | for every child

for every child, every right

Learn more about our lifesaving work at
unicef.org | @unicef

A4 210 x 297 mm

unicef | for every child

for every child, every right

Learn more about our lifesaving work at
unicef.org | @unicef

A3 297 x 420 mm

Logo without container

Minimum size

The minimum size for all English logos without container is listed here.

For all other languages, the minimum size should ensure the legibility of "for every child" and the clarity of the emblem.

unicef
for every child

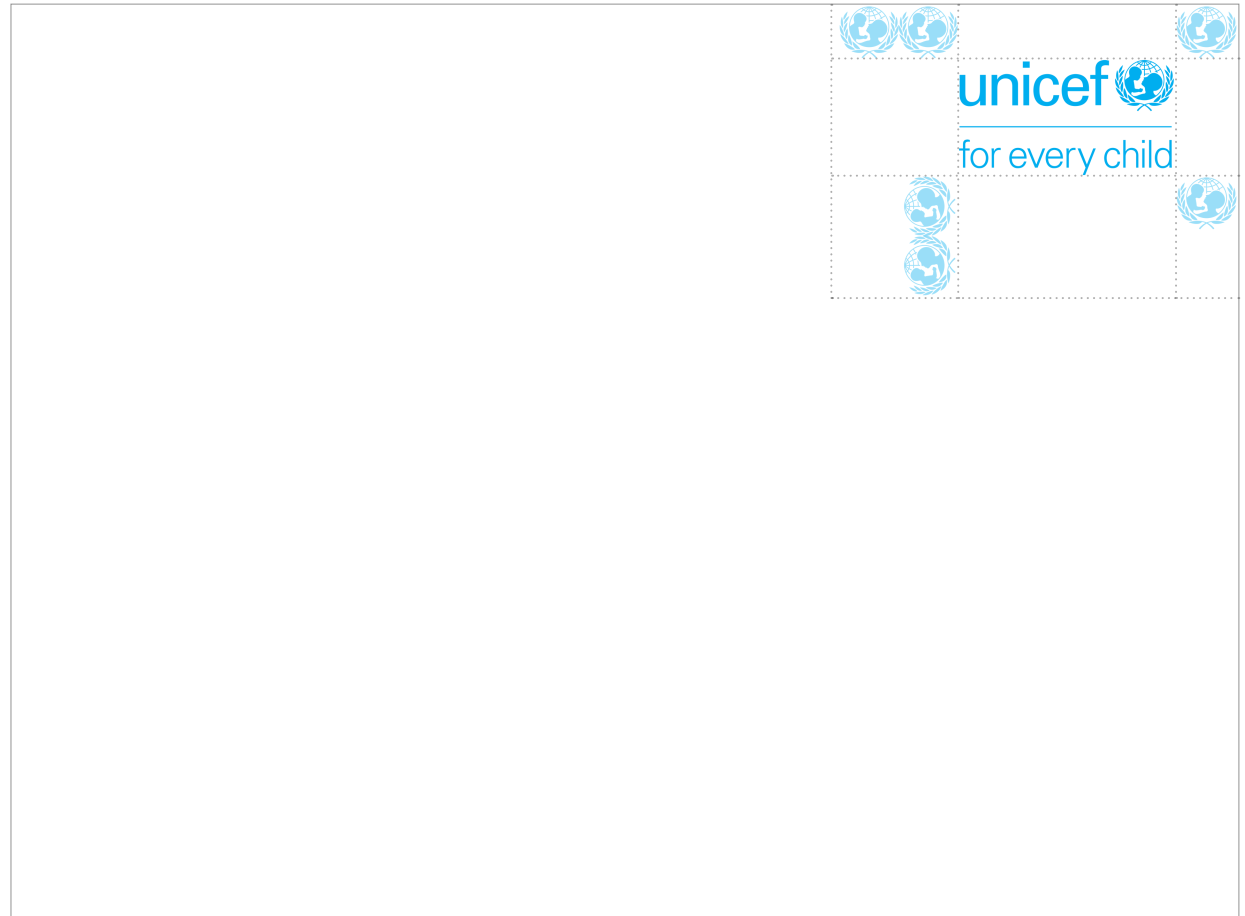W 170 px

unicef | for every child   H 55 px

unicef
for every child

W 350 mm

unicef | for every child   H 9 mm

Logo without container

Clear space

The clear space is determined by using a space equivalent to the emblems indicated around the logo.

Strict adherence to the clear space ensures impact and visibility wherever the UNICEF logo is used.

Logo without container

Dos and Don'ts

Colour change

Applying effects

Opacity change

Adding text or graphic elements

Changing proportion

Capitalizing font

Changing font

Adding words

Logo without container

Dos and Don'ts

Ensure adequate space between the logo and child's face and body

Ensure adequate contrast between logo and background

Use the appropriate logo colour

Correctly place horizontal logo

Do not place logo on child's face and body

Do not place logo on background with low contrast

Do not use the wrong logo colour

Do not anchor the horizontal logo

Logo without tagline

When to use it

The logo without tagline is used when legibility or visual impact is compromised by using the logo with tagline. It may be used in exceptional cases only.

Why: It is more legible in small scale

Alternative option

Placement

The ideal placement of the logo without tagline is on the bottom right. Alternative placements as seen here can be applied if more suitable for the layout design.

Minimum size

The minimum size for all logos in Roman alphabet without container is listed here.

150 px
20 mm

> Download logo package from WeShare Brand library [link]

Language versions

To localize the UNICEF brand, the logo and tagline "for every child" is available in 75+ languages, raising awareness of our mandate and making it resonate across the globe.

Don't

Country names should not be included in our logo. Instead, localization is achieved through the translation of the logo and tagline. This system characterizes UNICEF as both a global and local organization.

> Download logo package from WeShare Brand library [link]

Colour

UNICEF Blue

UNICEF Blue (cyan 100%) is how we are instantly recognized. It is one of our most identifiable visual elements and is iconic to our brand.

Repetition of our colour builds UNICEF's brand awareness, so it is important to use it dominantly and consistently in everything we do.

UNICEF Blue denotes hope

We use UNICEF Blue to highlight the solution, to show the opportunity in a challenging situation, and to promote empowerment and a can-do attitude.

UNICEF Blue

PANTONE®Process Cyan
CMYK C100/M0/Y0/K0
RGB R0/G174/B239
WEB HEX 00AEEF
VIDEO HEX 00AEEF

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, other computer software, and mobile
WEB HEX: Ideal for use on websites
VIDEO HEX: Ideal for use in videos

The core palette

UNICEF Blue is complemented with two neutral colours, black and white. By pairing UNICEF Blue with neutrals, we are drawing attention to our primary colour and strengthening the association between UNICEF Blue and the organization. The dominant use of UNICEF Blue makes us easily recognizable in a sea of cluttered messaging.

Primary (UNICEF Blue)

PANTONE®Process Cyan
CMYK C100/M0/Y0/K0
RGB R0/G174/B239
WEB HEX 00AEEF
VIDEO HEX 00AEEF

Neutral (White)

PANTONE®White
CMYK C0/M0/Y0/K0
RGB R255/G255/B255
WEB HEX FFFFFF
VIDEO HEX FFFFFF

Neutral (Black)

PANTONE®Black
CMYK C100/M100/Y100/K100
RGB R0/G0/B0
WEB HEX 000000
VIDEO HEX 000000

Examples

Adding colour and warmth through photography

Putting children at the centre of everything we do includes using their images to tell their stories. They naturally bring in warmth to our visuals.

for every child,
inclusion

Before, during and after, we stay to help children bounce back.

for every child,
a healthy environment

We need urgent climate action to tackle climate change.

Examples

Primary + neutral colour
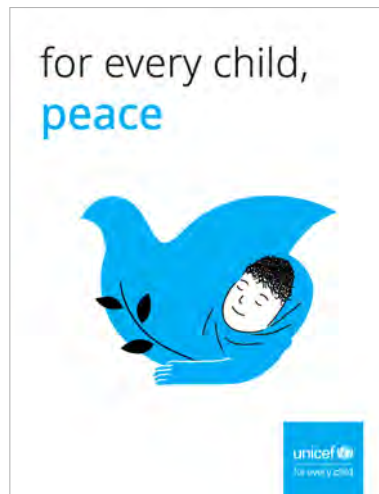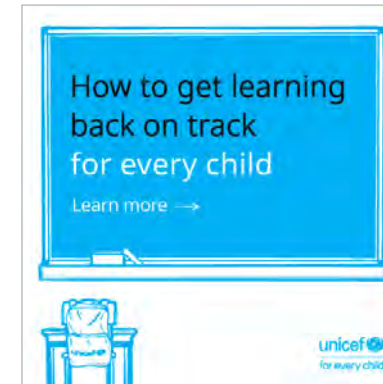
Core palette + accent colours

Accent colours are meant to be used subtly, as the name suggests. They should complement UNICEF Blue without overpowering it.

Colour application guiding principles

Colours cannot be altered. They may not be lightened, darkened, nor displayed transparently. Tints can only be used in data visualization and inside pages of publications (see relevant sections).

UNICEF Blue must be present in all messaging, and as a dominant colour.

Black should not dominate the colour scheme, unless a sombre expression is needed.

Accent colours should never take prominence over UNICEF Blue.

Primary (UNICEF Blue)

PANTONE®Process Cyan
CMYK C100/M0/Y0/K0
RGB R0/G174/B239
WEB HEX 00AEEF
VIDEO HEX 00AEEF

Neutral (White)

PANTONE®White
CMYK C0/M0/Y0/K0
RGB R255/G255/B255
HEX FFFFFF

Neutral (Black)

PANTONE®Black
CMYK C100/M100/Y100/K100
RGB R0/G0/B0
HEX 000000

Accent
PANTONE® 304
C42/M0/Y0/K5
R152/G223/B249
98dff9

Accent
PANTONE® 2728
C100/M68/Y0/K0
R38/G83/B185
2653b9

Accent
PANTONE® 3302C
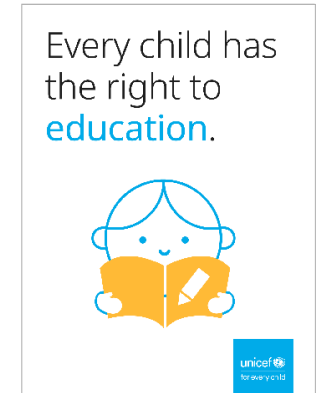C91/M41/Y61/K47
R0/G76/B69
014C45

Accent
PANTONE® 754B
C0/M25/Y100/K0
R255/G194/B14
ffc20e

Accent
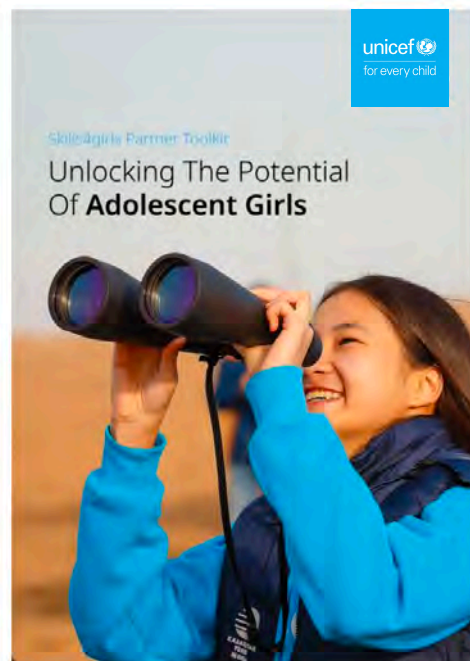PANTONE® 2728
C0/M72/Y100/K0
R242/G106/B33
ff7100

Examples

Primary + neutral + accent colours
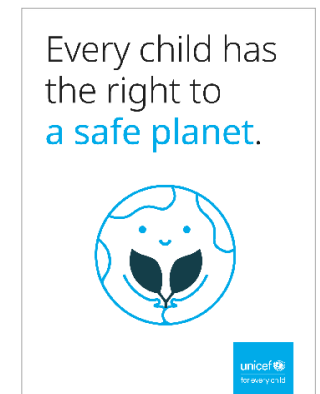
Examples

Primary + neutral + accent colours

Colour palette for emergencies

Black and red are commonly used to alert audiences during emergencies.

Red: For the graphic to be associated to UNICEF, it's important that our core colour, cyan, be used alongside red either in equal amounts or more dominantly.

Black: Black backgrounds are acceptable provided that UNICEF Blue is also used as a dominant colour, as shown in the examples below.

Primary (UNICEF Blue)

PANTONE®Process Cyan
CMYK C100/M0/Y0/K0
RGB R0/G174/B239
WEB HEX 00AEEF
VIDEO HEX 00AEEF

Neutral (Black)

PANTONE®Black
CMYK C100/M100/Y100/K100
RGB R0/G0/B0
HEX 000000

Neutral (White)

PANTONE®White
CMYK C0/M0/Y0/K0
RGB R255/G255/B255
HEX FFFFFF

Accent (Red)

PANTONE®485
CMYK C5/M100/Y100/K0
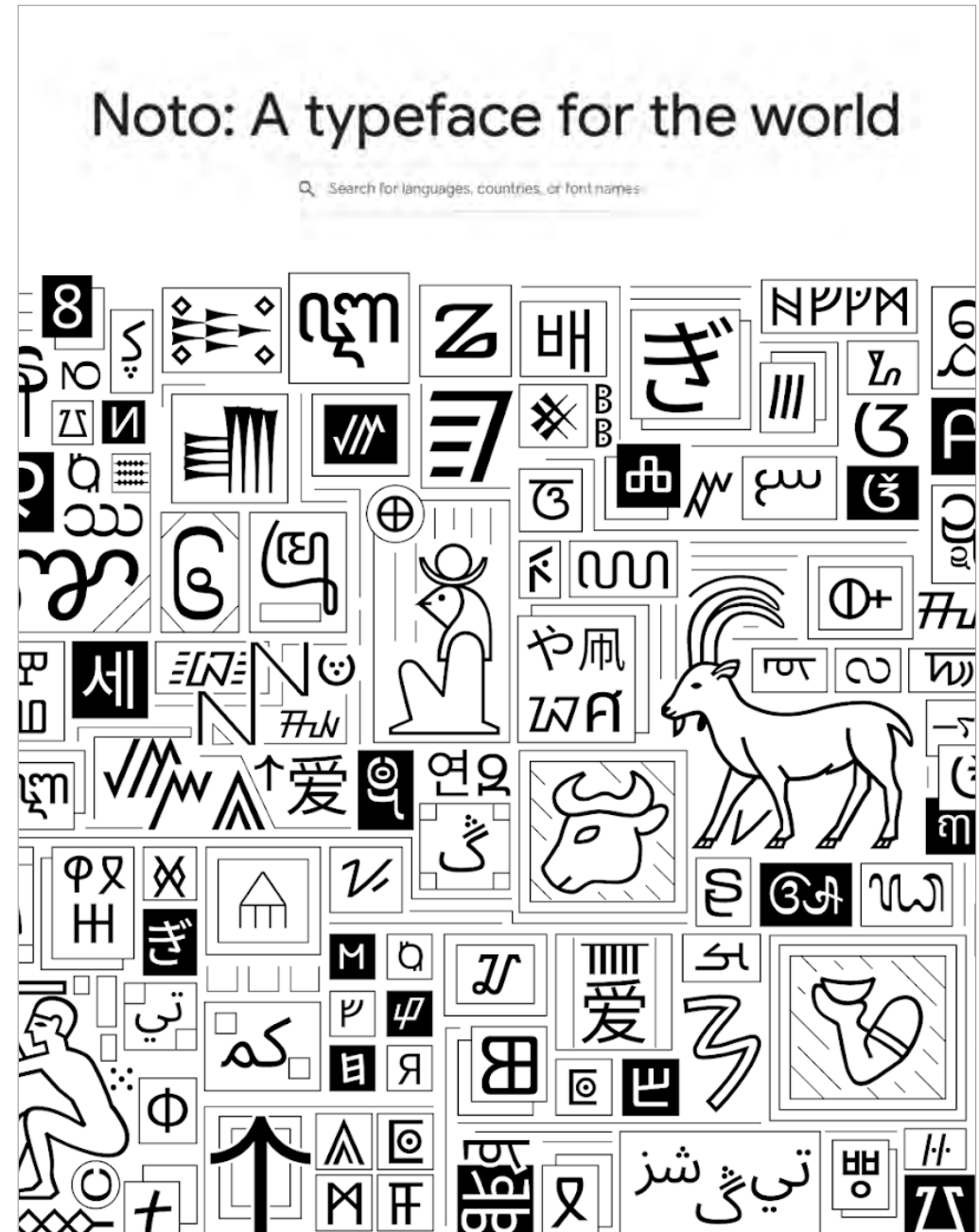RGB R226/G35/B26
HEX E2231A

Fonts

Primary font

Noto Sans is the primary typeface used by our brand. The font can be easily obtained on Google Fonts and should be consistently used. It is available in 806 languages, including the six official UN languages.

Noto Sans

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

for every child, **every right**

لكل طفل, **كل الحقوق**

为了每个孩子 都能实现 **每一项权利**

pour chaque enfant, **tous ses droits**

हर बच्चे के लिए, **हर अधिकार**

para cada criança, **todos os direitos**

для каждого ребенка, **все права**

para cada infancia, **todos los derechos**

kwa kila mtoto, **kila haki**

Secondary font

Aleo can be used where a serif font is needed, for example to highlight keywords in a brand statement.

While Aleo complements our primary font, Noto Sans, well in Roman alphabet, it may not be suitable for non-Roman alphabet. In these cases, it is recommended to exclusively use Noto Sans.

Aleo
Regular *Regular Italic* **Bold** ***Bold Italic***

for every child,
education

for every child,
mental health

for every child,
opportunity

for every child,
protection

Handwritten fonts

Handwritten fonts should be used sparingly, only when
they enhance the message or evoke a human touch.
Our primary font is Noto Sans and it should be dominant
in our communication.

- Use large font sizes for readability.
- Opt for lowercase letters to enhance legibility.
- Consider a different colour for the handwritten font.
- Ensure high contrast for better visibility.
- Make sure all letters connect seamlessly.
- Maintain sufficient space between lines.

- Do not use small font sizes to ensure legibility.
- Steer clear of cursive fonts.
- Refrain from using handwritten fonts in body text,
  or as uppercase letters.
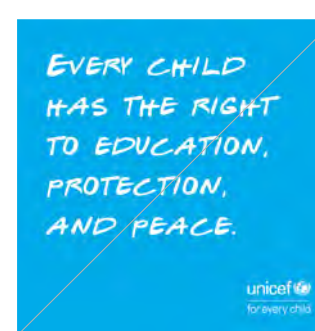
Brand statement

The brand statement combines our tagline, for every child, with keywords that showcase our vision for every child and the hopes we have for them.

The brand statements (tagline + keyword) are written in the same font size. The brand statement is always in lowercase. The tagline is in Noto Sans Regular and the keyword is in Noto Sans Bold.

Noto Sans Regular

for every child, every right

Noto Sans Bold

Examples

The brand statement is complemented by our visual signature which includes compelling photos of children, most often individual children looking directly into the camera.

for every child,
opportunity

for every child,
laughter

for every child,
nutrition

for every child,
every right

Examples

Programmatic

for every child, **every right**
for every child, **peace**
for every child, **a healthy future**
for every child, **vaccines**
for every child, **nutritious food**
for every child, **a livable planet**
for every child, **gender equality**
for every child, **education**
for every child, **safe water**
for every child, **protection**
for every child, **a voice**
for every child, **inclusion**
for every child, **opportunity**
for every child, **play**

Emotive

for every child, **a childhood**
for every child, **love**
for every child, **care**
for every child, **dreams**
for every child, **laughter**
for every child, **a future**
for every child, **a fair chance**

Imagery

Photography

Since our founding in 1946, UNICEF's brand identity has been powerfully represented through photography of children. Our child-focused imagery conveys hope and is often characterized by a direct gaze into the camera.

Child-focused

Since our founding in 1946, UNICEF's brand identity has been powerfully represented through photography of children. Our child-focused imagery convey hope and are often characterized by a direct gaze into the camera.

© UNICEF Jordan

Parent or caregiver lifting a child

The universal gesture of a parent lifting a child in our emblem symbolizes the hope, security, and joy that every child has the right to. This gesture is a hallmark of UNICEF's communication and is often represented through photography. It is iconic to our brand.

© UNICEF/UN051711

UNICEF in action

We use imagery that conveys our role and impact by showing staff in action or children interacting with UNICEF supplies. This type of imagery is symbolic of UNICEF's different areas of support and can also serve to highlight innovations. Please do not use staff imagery that is passive and fails to demonstrate the organization's intervention. Always indicate the organization's role in a caption or voiceover.

© UNICEF/UNI289834

Key questions to ask yourself when selecting imagery

1. Are we reflecting an appropriate range of diversity?

2. Are we perpetuating harmful stereotypes through the use of outdated imagery?

3. Are we thinking about how the imagery will be perceived by a truly global audience (not only western)?

4. Are we carefully considering the power dynamics between subjects in the imagery, and finding ways to represent people as equals?

5. Are we ensuring that the children with whom UNICEF works are portrayed with the same level of sensitivity and dignity as we would of our own children?

> View Photography Guidelines on Weshare [link]

© UNICEF/UNI401776

© UNICEF/UNI419123

© UNICEF/UN0683751

Other important considerations

- 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.

- Any text used alongside a photograph should be consistent with both the context and content of the photograph.

- Obtain informed consent and use written releases when possible. Use credit lines for photographs, e.g. ©UNICEF/UN062441/LeMoyne.

- Do not use synthetic nor artificially generated images, including the application of artificial generative fill or other digital manipulation, to photographs at any stage.

- Do not manipulate, add or remove content to change the meaning the photo conveys. Do not create nor use composite photographs. Photographs may be cropped, and photographs may be flipped as long as there is no writing in the photograph.

- Do not use photographs for commercial purposes.

Data visualization

We are a leading authority on children

UNICEF leads on knowledge of the issues affecting children. We back our communication with solid, accurate data, reinforcing our position as a leading authority on children's rights and issues faced by youth.
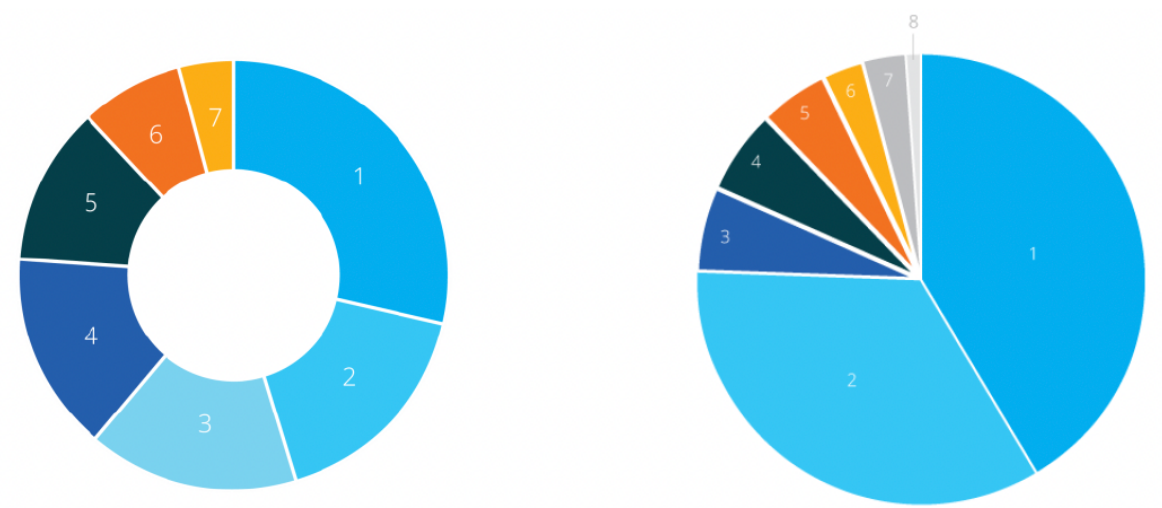
How we present data is significant

People's ability to comprehend data and derive insights is dependent on the way the data is presented. Data is presented minimally or more elaborately, depending on the audience and the actions we want them to take.

Colour

For data visualization, tints of our colour palette, as indicated here, can be used.

UNICEF Blue C100 M0 Y0 K0 R0 G174 B239 HEX 00AEEF				
FFFFFF	B3E7FA	6DCFF6	40C2F3	00AEEF
D7D2CB	BEBAB6	818180	6E6968	000000
PANTONE® 304C C36/M0/Y8/K0 R154/G219/B232 9ADBE8	PANTONE® 2728 C93/M78/Y0/K0 R0/G71/B187 0047BB	PANTONE® 3302C C91/M47/Y67/K42 R0/G76/B69 004C45	PANTONE® 7549C C0/M32/Y100/K0 R255/G181/B0 FFB500	PANTONE® 151C C0/M60/Y100/K0 R255/G130/B0 FF8200
70%	70%	70%	70%	70%
50%	50%	50%	50%	50%
30%	30%	30%	30%	30%
15%	15%	15%	15%	15%

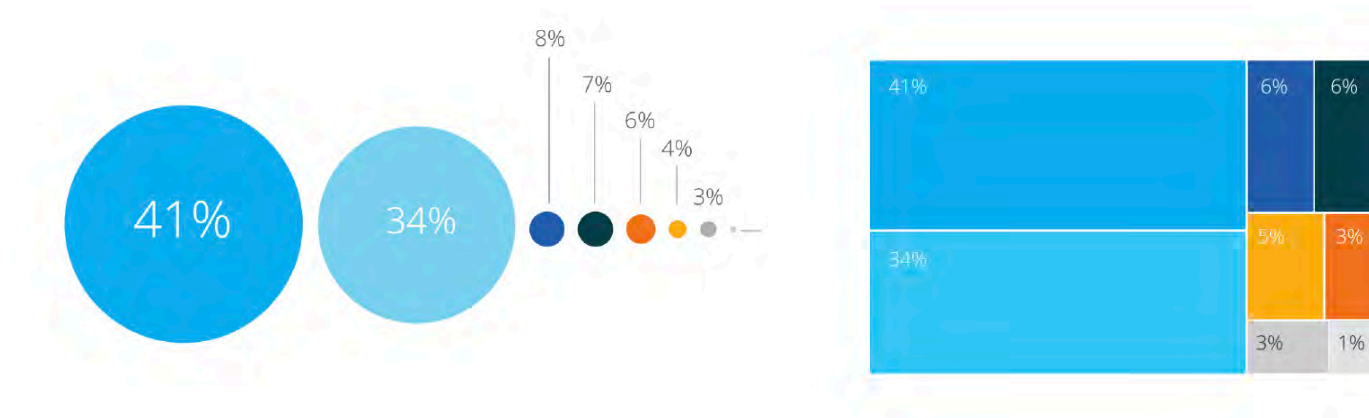> Download files from WeShare Brand library [link]

Pie charts

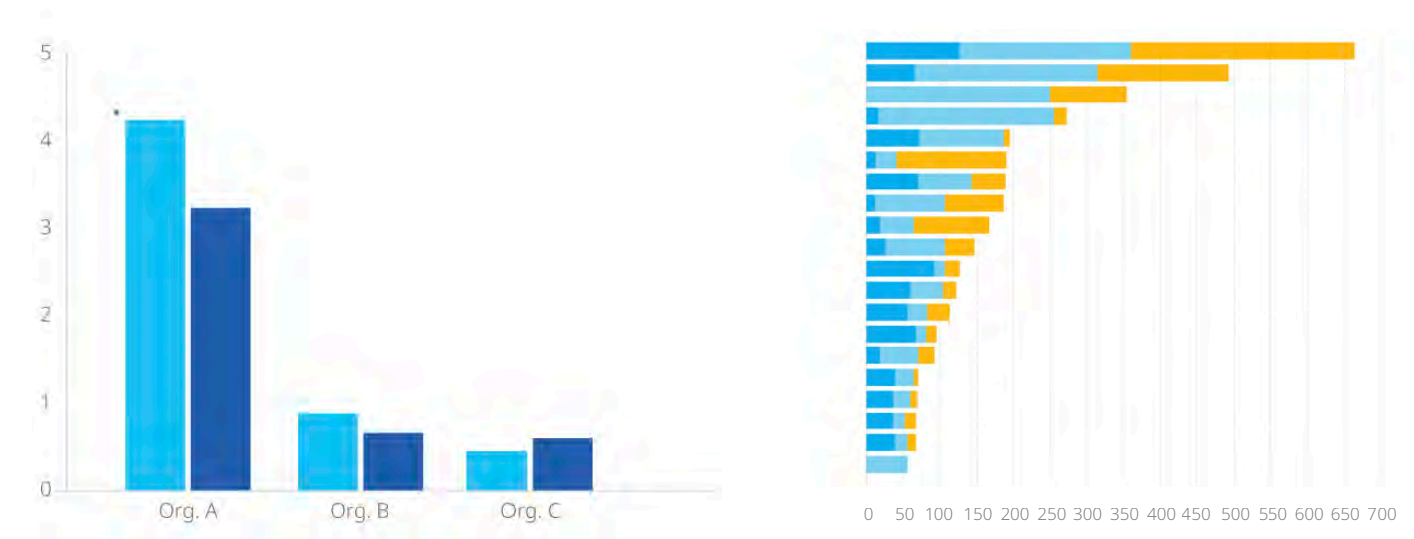

Line graphs

Surface area charts

Bar charts

Icons

A full range of icons is available.
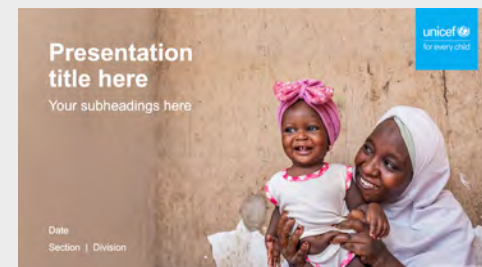
Templates

Letterhead

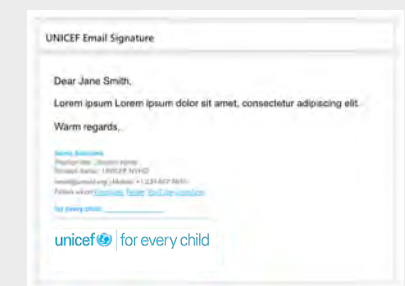Press Release

Fact Sheet

Business Cards

Certficate

Presentation

Human Interest Story

Email Signature

> Download templates from SharePoint Brand page [link]

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

Front cover

Logo with container

Covers feature the logo with container at the top or bottom of the cover.

Brand photography

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

Title/subtitles

Noto Sans is used on all cover text. For better legibility and contrast, consider using a white or cyan bar behind the title and subtitle when the text lacks contrast.
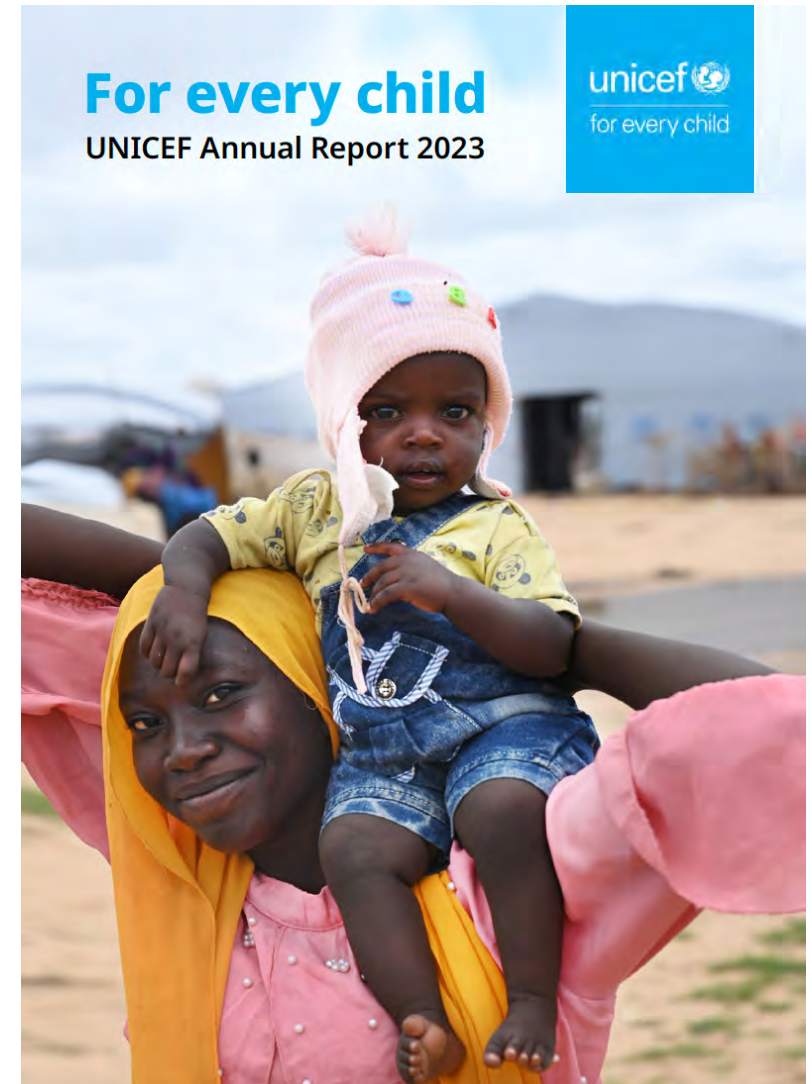
Back cover

Logo signature

All back covers should feature the UNICEF logo.

Mantra

It is optional for a synopsis of the publication or the 'for every child' mantra to be featured on the back cover or inside back cover.

Background colour

All back covers should be UNICEF Blue.

Contact information

All back covers should include the contact information of the office or division producing the work.

Copyright notice

A copyright notice should be featured as follows:
© United Nations Children's Fund (UNICEF) [month and year of publication]

DOI or ISBN number

Other identifying information such as a DOI (Digital Object Identifier) or the International Standard Book Number (ISBN) can be included.

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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.

Published by UNICEF
Division of Global Communication and Advocacy
New York

pubdoc@unicef.org
www.unicef.org

ISBN: 978-92-806-5558-2

© United Nations Children's Fund (UNICEF), May 2024
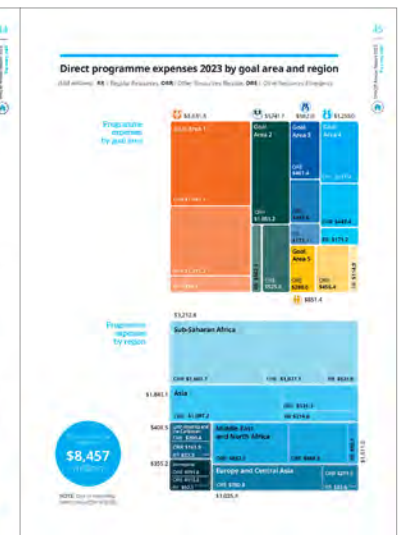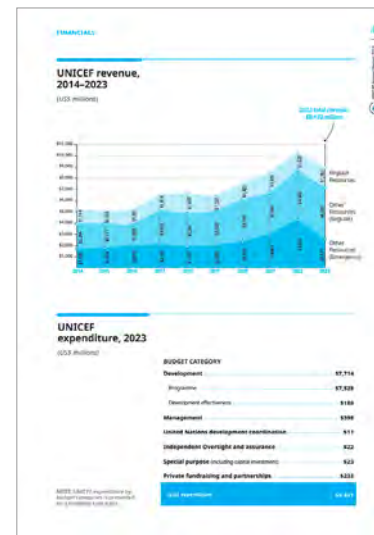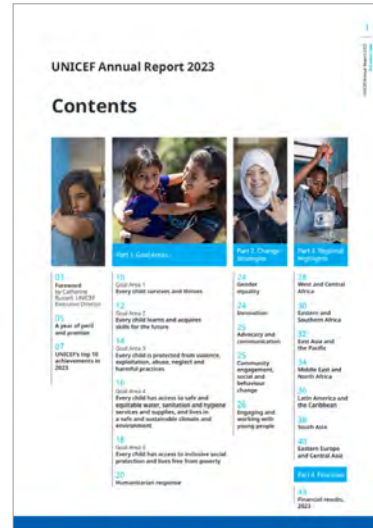
unicef
for every child

Inside pages

Colour

For the inside pages of publications, tints of our colour palette, as indicated here, can be used.

UNICEF Blue
C100 M0 Y0 K0
R0 G174 B239
HEX 00AEEF

FFFFFF	B3E7FA	6DCFF6	40C2F3	00AEEF
D7D2CB	BEBAB6	818180	6E6968	000000
PANTONE® 304C C36/M0/Y8/K0 R154/G219/B232 9ADBE8	PANTONE® 2728 C93/M78/Y0/K0 R0/G71/B187 0047BB	PANTONE® 3302C C91/M47/Y67/K42 R0/G76/B69 004C45	PANTONE® 7549C C0/M32/Y100/K0 R255/G181/B0 FFB500	PANTONE® 151C C0/M60/Y100/K0 R255/G130/B0 FF8200
70%	70%	70%	70%	70%
50%	50%	50%	50%	50%
30%	30%	30%	30%	30%
15%	15%	15%	15%	15%

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.

Logo without container

Global sites: The UNICEF logo without container 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. This is automatic in the UNICEF.org platform, and recommended for any subsite built outside of the microsite system.

Brand photography

Photography is the 'hero' of the 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.

Enhanced accessibility

The website includes an accessibility feature marked by the "**High Contrast**" button in the top right corner. Once activated, the website will be adjusted to comply with accessibility standards.
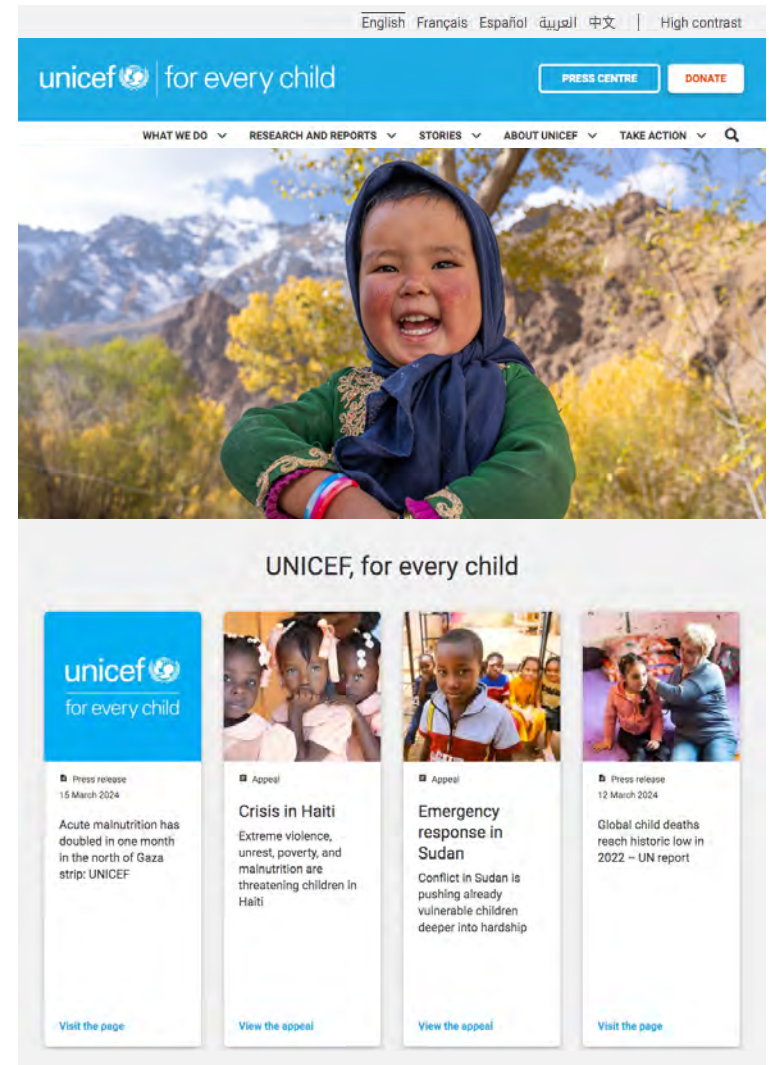
Video

To aid creatives in producing engaging visual experiences, UNICEF provides clear visual guidelines for impactful video production, consistent with our brand identity. In this section, we outline the essential components for a production kit and provide recommendations for videographers, filmmakers, editors, and creatives.

Lower third and subtitles

Lower third

The person's name should be displayed in **Noto Sans Regular Title Case**. Below it, the person's title should be displayed in **Noto Sans 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.

Font sizes need to be mobile-friendly. Please make sure fonts are clearly legible on your mobile devices prior to final output. It is recommended that the font size of the person's title be substantially smaller than their name. A **UNICEF Blue line** is used to underline the person's name. The lower third template can be edited using the UNICEF Video Toolkit.

Subtitles

Subtitles should be **white** and in **Noto Sans Bold**. If necessary to increase legibility, apply a transparent linear black gradient behind the text.

Always use UNICEF Blue
HEX Colour #00AEEF

Ishmael Beah
UNICEF Goodwill Ambassador

I lived through a conflict as a child in my own country, Sierra Leone,

Informational text

Informational text refers to text slates offering information about the story. The prescribed font is **Noto Sans Regular in white or UNICEF Blue**. **Noto Sans Black** can be used to highlight a few words only. For emphasis or if the background shot renders the text unreadable, you may choose to highlight words and phrases with a 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. Various font sizes and text effects can also be used for creative videos or explainers.

Closing cards

All videos should end with the UNICEF standard or animated end tag. UNICEF Blue, black, and white background options are available. 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, YouTube, X, and Instagram. Most of them tailor their video viewing experience to the 9:16 and 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 vertical and square format as well as the regular 16:9.

> Download closing card package from WeShare Brand library [link]
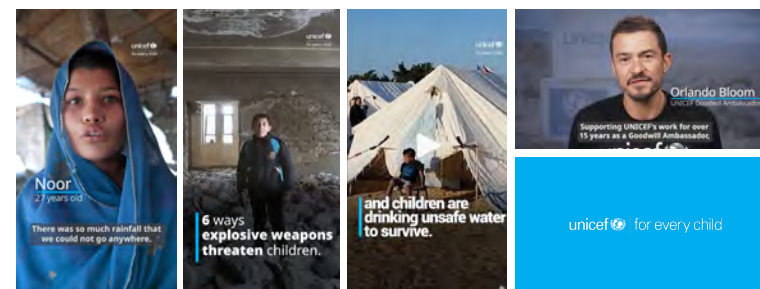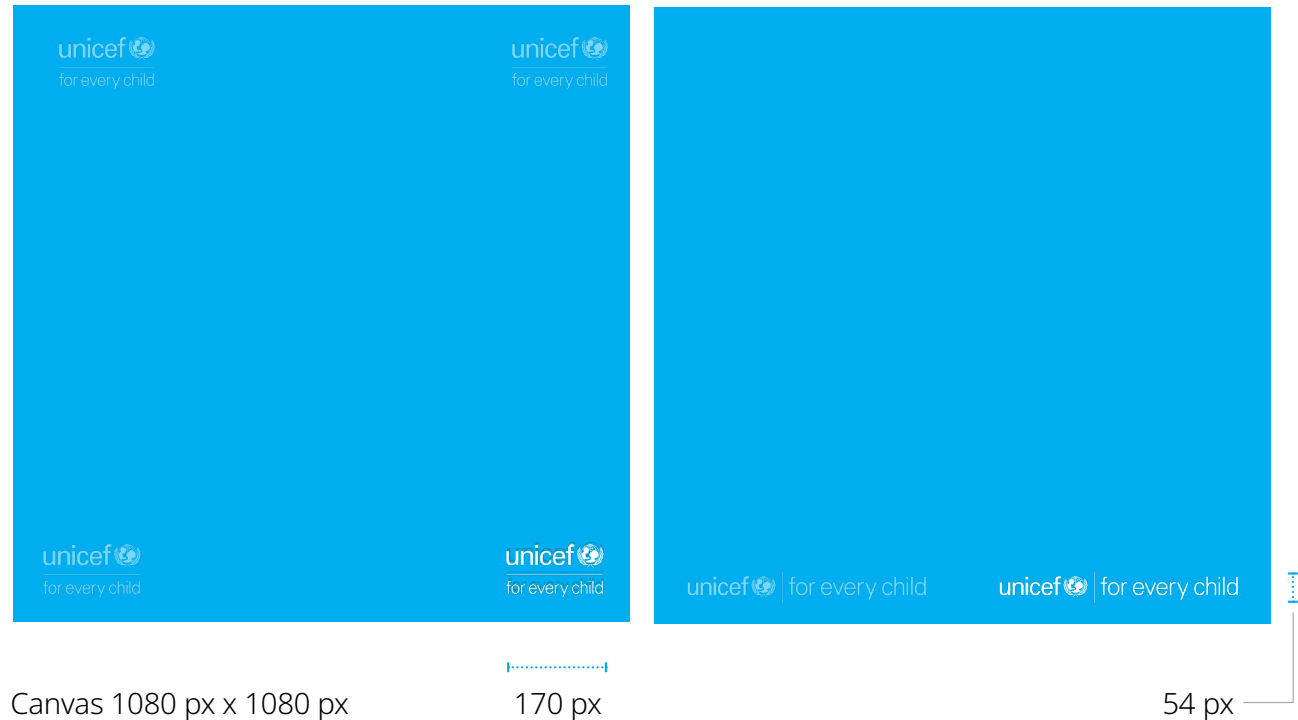
Social media

Logo without container

The standard template for social media graphics uses the stacked or horizontal UNICEF logo without container for legibility purposes, in white or cyan. The correct and consistent use of the UNICEF logo is important for reinforcing brand recognition, credibility, and trustworthiness.

Placement

The primary positioning of the logo is at the bottom right corner of the visual, but it can be placed in other corners depending on the visual's compositional needs and the platforms on which the visual will be displayed.

Minimum logo size

The minimum logo size for social media assets is **170 px for the stacked version** and **54 px for the horizontal version**.

Canvas 1080 px x 1080 px   170 px   54 px
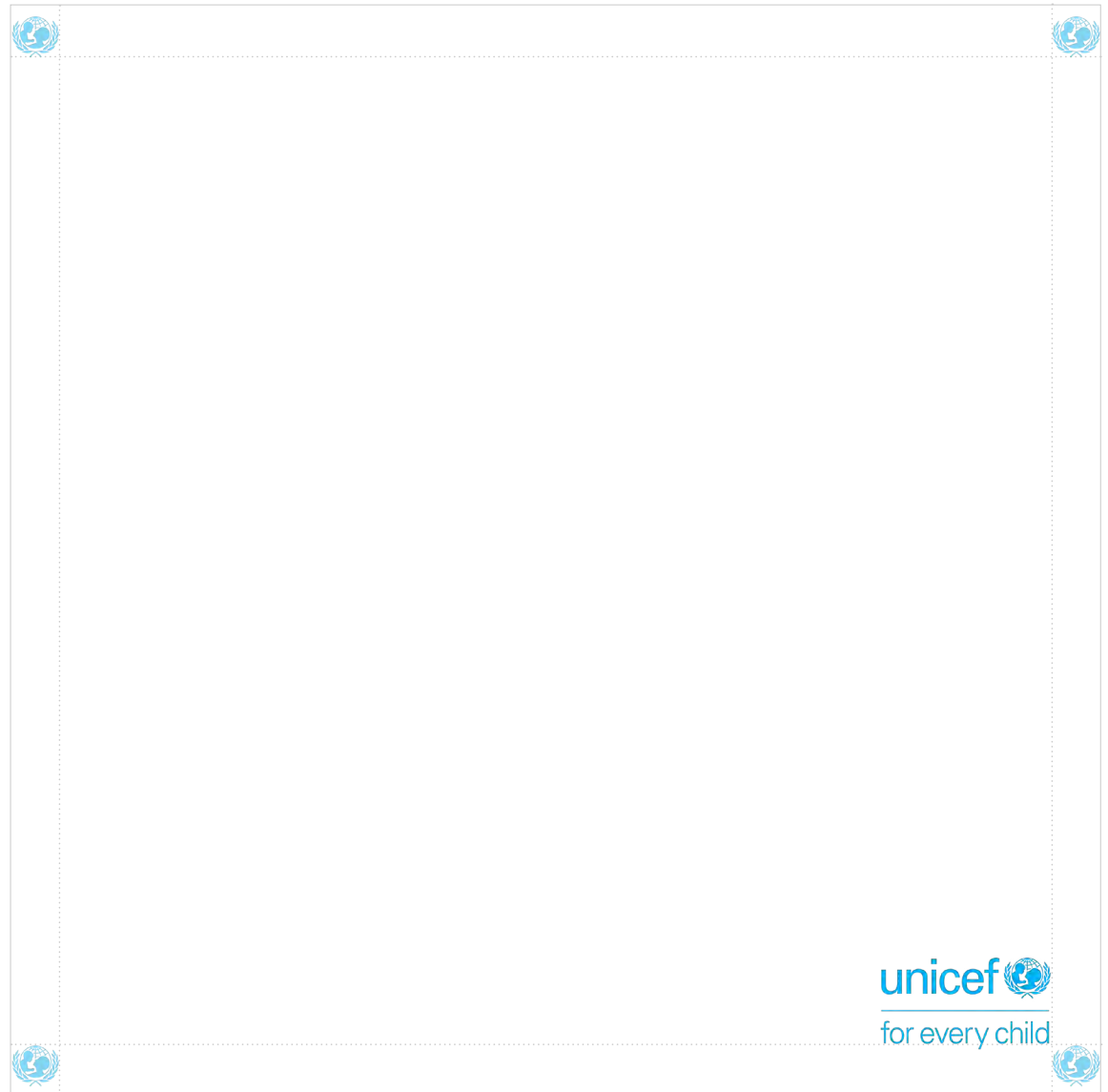
Social media canvas

This visual keeps a 1:1 aspect ratio. The recommended canvas size is 1080 px in width by 1080 px in height.

Clear space

The clear space is determined by the emblem's width as shown in the graphics. To guarantee the logo's proper appearance and visibility, it is essential to maintain the clear space between the logo and other elements.
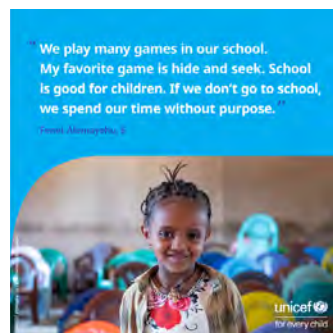
Emblem width: X

X

Social media visuals

The consistent application of brand guidelines on social media helps shape the perception of UNICEF as a reliable and reputable entity. Incorrect visual applications can negatively affect communication efforts and brand integrity.

Dos and Don'ts

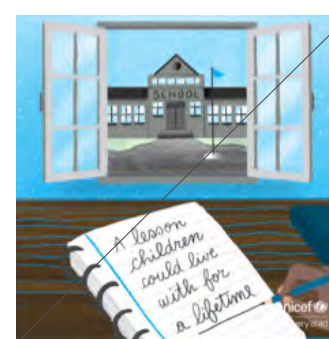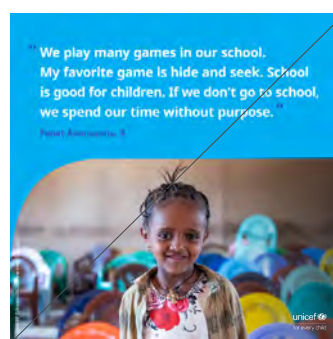|				
Apply the correct colour palette	Ensure correct logo size for legibility	Do not cover people's faces	Ensure proper logo contrast	Use logo with container as alternative if legibility is compromised

Brand merchandise

- Make sure logo is legible and clear.

- Choose product colours that are either cyan, white, or black.

- Select sustainable, high-quality materials.

- Ask for pre-production proofs.

- Focus on practical items that people will use and consider the full lifespan of the merchandise — including disposal.

- Maintain a cohesive design across all merchandise.

Branding and partnerships

Partnerships and collaborative relationships are an integral part of UNICEF's work. The use of logos and branding in any partnerships related material reflects the partner's support of UNICEF's programmes and advocacy. Partners' use of UNICEF 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.

Branding elements: Organizational versus Partnerships

UNICEF brand elements, that is, Noto Sans font, the prominent use of UNICEF Blue and our brand statements are reserved for UNICEF materials. On partnership materials and jointly published materials, UNICEF should be represented by its name or by its name and logo in accordance with the partnership agreement. The design elements of these materials should be brand-neutral across partners.

Partnerships branding guide

1. Determine the branding arrangement: The partnership agreement should determine the terms and conditions of logo and brand use in the context of the partnership (implementing partner, donor, corporate, etc.)

2. Determine which logo version to use (See next page)

3. Logo placement and sizing

   - Logo placement and sizing should reflect the roles of the partners in compliance with UNICEF guidelines for partnerships

   - In equal partnerships, the UNICEF logo is positioned secondary to the partner logo

   - Logos are shown with adequate clear space and without any added elements, avoiding the appearance of a joint logo

   - In a logo line up with multiple partners, logos are to be placed in alphabetical order

4. Have a clear understanding of the scope of use and placement of all logos and brands

5. In partnerships with a corporation, foundation or others in the private sector there must always be an approved expression of support to explain the relationship between UNICEF and the partner. These expressions are:

   - Company X supports UNICEF

   - Company X in support of UNICEF

   - Company X for UNICEF

6. When using the UNICEF logo on all materials for private sector partnerships, the addition of the non-endorsement disclaimer is a legal requirement.

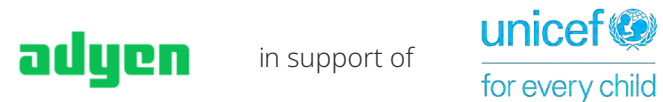   *UNICEF does not endorse any company, brand, product or service.*

   The statement should be displayed in reasonable proportion relative to the size of communication material, using a minimum 6-point font.
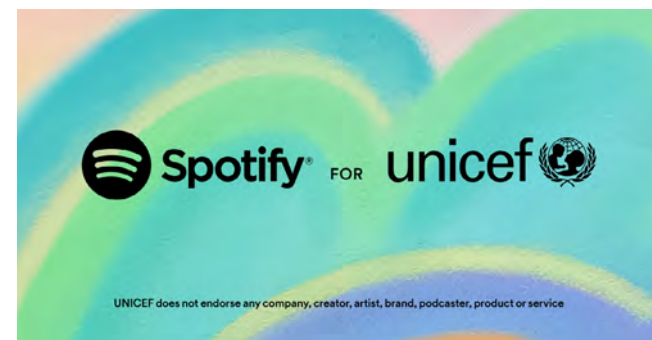

UNICEF does not endorse any brand, product or service.

Choosing a logo version

Our logo with container should be considered for use first. If legibility or the visual impact of the logo with container compared to partner logos is compromised, please use the logo without container. If legibility or the visual impact of the logo without container compared to partner logos is still compromised, you may use the logo without tagline. Please use the logo without tagline in exceptional cases only.

adyen   in support of   unicef for every child

UNICEF does not endorse any brand, product or service.

> View Communication for Partnerships guidelines on Private Sector Intranet

Sub-brands

We are one UNICEF, no sub-brands

We do not dilute our brand with new styles or identities

We do not create new:

~~Logos~~

~~Brands~~

~~Identities~~

Our relentless work for children across every country and every division should be reinforced in every piece of communication. Exercise your discretion in phasing out sub-brands. When in doubt, please email brand@unicef.org.

We need to communicate as one brand

Known

We are amongst the Top 5 best-known brands in aid and development globally.

Trusted

We are amongst the Top 5 most trusted brands in aid and development globally.

Sub-brands dilute our message

Every piece of communication must reinforce our commitment to children.

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.

unicef

for every child