

MAY 2008

BRAND TOOL KIT

unite for
children

unicef The UNICEF logo, featuring a stylized globe with a mother and child, surrounded by a laurel wreath.

1.0	STYLE
2.0	LOGO
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Design has the ability to drive awareness, perception and loyalty and is a key expression of a brand. The Brand Tool kit presents guidelines for UNICEF's visual identity.

By applying these guidelines to your communication, campaigns and products you will build value for the UNICEF brand through a synergy of products and enhanced visibility.

1.0 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
OPTIMISTIC
BOLD
CONTEMPORARY

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.

- 2.01 LOGO OVERVIEW
- 2.02 CLEAR SPACE AND MINIMUM SIZE
- 2.03 EXAMPLES OF CORRECT USE OF LOGO
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2.0 LOGO

Our logo is the one element that unifies and represents our organization and our brand. It has been specially designed to symbolize not only our name, but also what we stand for – children. The logo should appear along with the tag line in a locked-up position (see 2.10), or in other relationships, whenever possible.

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 providing a link to our history and our heritage.

The strongest, preferred way to use the logo is reversed (white) out of a 100% cyan background.

Since it is the most powerful visual element within our brand, the UNICEF logo must always be treated with respect. It should be used only in conjunction with its approved colours. The examples shown here illustrate the correct use of the logo in positive and reverse formats.



2.02 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.

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.



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





2.04 SIGNAGE AND IDENTIFICATION OVERVIEW

Signs identify, inform and direct. Our signage and identification can take many forms including banners, flags, arm bands, vehicles, T-shirts, even medical kits. The recommended treatment for signage and identification is the logo reversed out of the cyan background.

Clothing

This page illustrates ways in which we can be identified in different working environments. In order to keep our logo highly visible, scale is important. Follow the guidelines for clear space restrictions (see section 1.02)

Visibility items

It is important that the brand's visual presentation be as distinct as possible from the environment. Because vehicles, tents, banners and signs are highly visible, they are among the most important tools for identifying our presence.

Campaign and sponsorship banners

The brand can be communicated on billboards or to show sponsorship of an event. In these situations, it is important that the brand's presence be simple, yet highly visible.



2.05 USING THE CORRECT LOGO

Please use the current version of the UNICEF logo available for download from the Intranet site, www.intranet.unicef.org under Communication/Branding/Logos. It is especially important to supply external graphic artists with the correct logo, and instruct them to refrain from any customization or distortion of it, including its typography. Previous versions of the UNICEF logo should not be used.

For comparison purposes, an incorrect logo has been used in the publication cover on the 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).

Please note the details highlighted below:



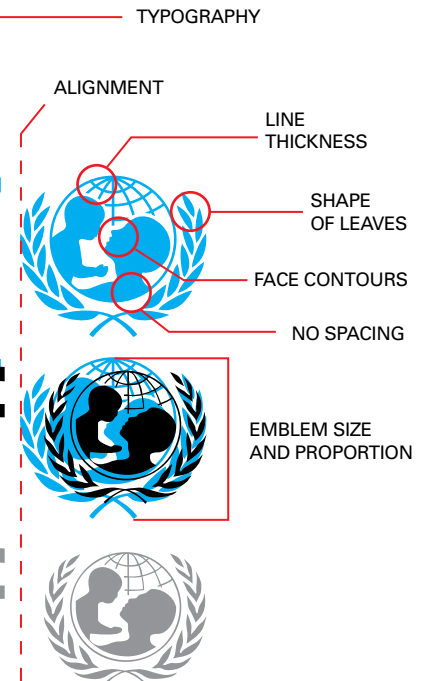
CORRECT LOGO

unicef

unicef

unicef

INCORRECT LOGO



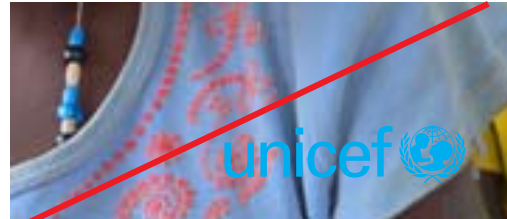
The composition of the UNICEF logo, the representation of its components and its colours may not be altered. Under no circumstances may the logo be modified, distorted or recreated. The entire logo or any of its elements may not be used as a decorative background.

Some examples of unacceptable modifications and incorrect uses of the logo are shown below. For more information, please refer to the *Guidelines on the Use of the UNICEF Logo*, available from the UNICEF Intranet site www.intranet.unicef.org under Communication/ Branding/Guidelines, or write to brand@unicef.org.

DO



DON'T



Do not superimpose the UNICEF logo on any image that obscures the logo or makes it hard to see or read. Printing a cyan logo over a photo is not recommended.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.~~

Do not use the entire logo, or any part of it separately as a tinted background or decorative element.



Do not distort, recreate, add any elements (e.g., country name or office name) or alter the proportions of the UNICEF logo.



Do not use old versions of the UNICEF logo. Use only the latest version of the UNICEF logo available at: www.intranet.unicef.org under Communication/ Branding/Logos.

2.07 APPROVED LANGUAGE VERSIONS

Only officially approved language versions of the UNICEF logo should be used. Use only the non-Latin version of the logo when such usage may present problems of readability for the local population.

For more information, please refer to the *Guidelines on the Use of the UNICEF Logo* available from the UNICEF Intranet site www.intranet.unicef.org under Communication/Branding/Guidelines, or write to brand@unicef.org



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



Arabic version



Chinese version



Russian version

2.08 TAG LINE

The tag line is the phrase we use to get people to think about us, and what makes us different. Together with the logo, it evokes the image of UNICEF.

The tag line should always appear together with the UNICEF logo in the relationship shown below. The tag line has been designed with three graphic variations suitable for display on a variety of media.

unite for children



unite for
children



The tag line in English, French, Spanish, Arabic, Chinese and Russian versions are available on the UNICEF Intranet site www.intranet.unicef.org on the Communication/Branding pages, or write to brand@unicef.org

French version

unissons-nous pour les enfants



unissons-nous
pour les enfants



Spanish version

únete por la niñez



únete por
la niñez



Arabic version



معاً من أجل الأطفال



معاً من أجل
الأطفال

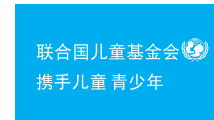


Chinese version

携手儿童 青少年



携手儿童
青少年



Russian version

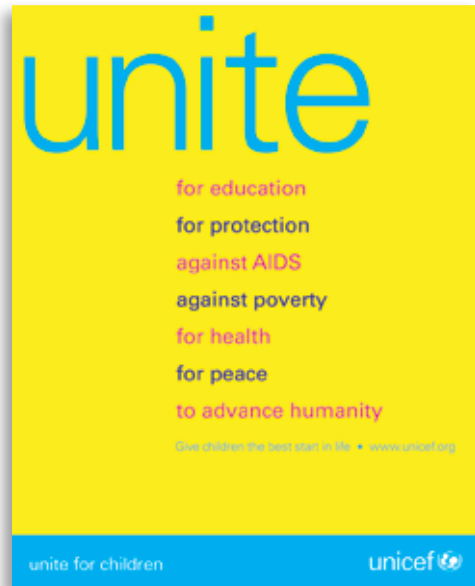
объединимся ради детей



объединимся
ради детей



The tag line and UNICEF logo should always appear together on all communication materials.



3.0 TYPOGRAPHY

Typography is another important element of our brand. By controlling the type styles and alignment used, we further strengthen the visual distinctiveness of UNICEF.

Our typeface is Univers – a Sans Serif typeface that is clear and highly legible. The type alignment for all our communication is flush left or justified.

The Arial typeface should be used in cases where Univers is not available.

For web-based applications, use Univers in graphics and use the Verdana font for all HTML text, including body text, headers, captions, and links.

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

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

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

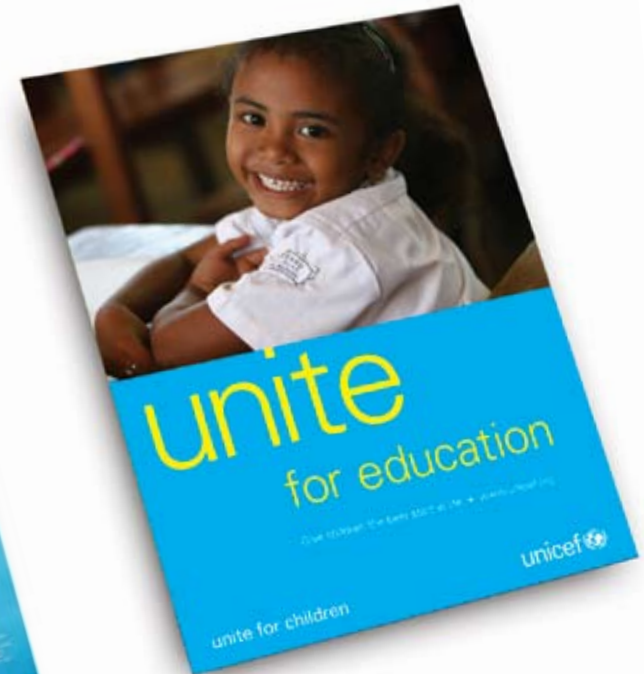
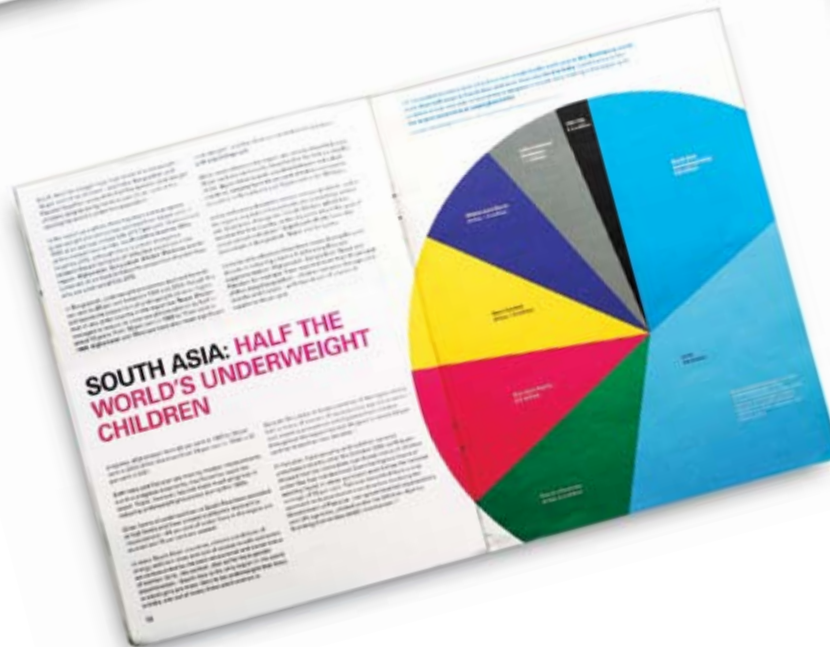
UNIVERS 55 ROMAN OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"?"/&**

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

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

Aa

These examples show how typography and layout can convey the simplicity and boldness of UNICEF's brand style.



4.0 COLOUR

The primary colour for UNICEF's logo is cyan: a bold, optimistic tone that is immediately recognizable, highly visible and universally available. It is also our link to the UN. It should be used in all our communication, and always on cover pages.

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

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
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
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 17 B 105
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



Visual identity for an advocacy campaign shows creative use of colours.

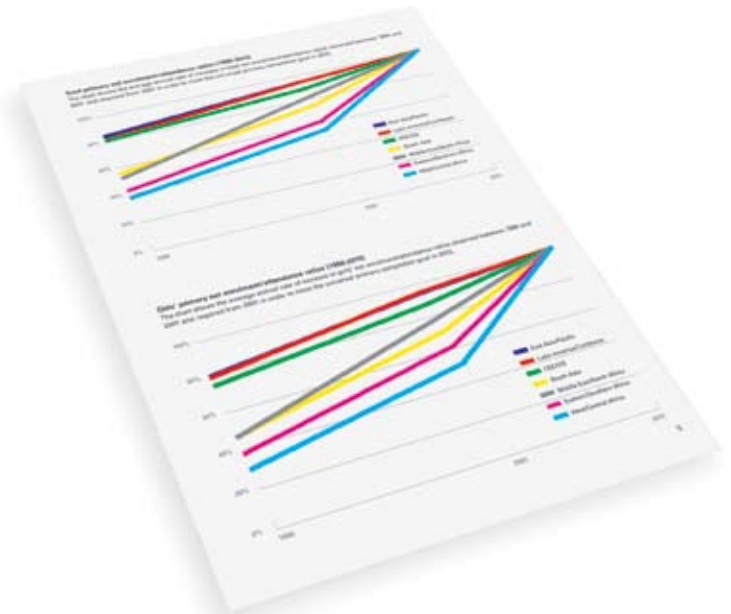
4.03 EXTENDED COLOUR PALETTE

Some campaigns and documents may require use of colour to represent an issue or a season, in addition to the main colour palette.

Use the extended 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 122 G 183 B 50	WEB HEX WEBSAFE 66CC00	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

4.04 EXAMPLES OF ADDITIONAL COLOUR PALETTE
Examples on this page illustrate the various applications of additional colours.



5.0 PHOTOGRAPHY

All of our photographs should convey the dignity and personality of the people portrayed. Images are most compelling when they tell stories – representing children in ways that reflect the reality of their worlds.





Protecting the identities of at-risk children while showing them as they are cared for helps reaffirms their rights.



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.

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. Still there are many ways to photograph creatively while still protecting identity.

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.

Children who wish to be identified because they want their stories known, are clear exceptions. However, never use black bands or pixelation of faces to protect identities because these styles ruin the image quality and impact, and can connote criminality.

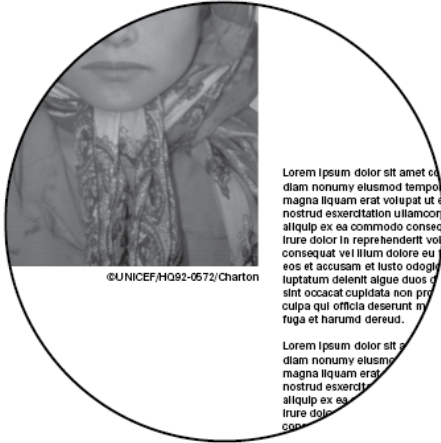


Photo credit outside and below photo, set horizontally and flush right or left.

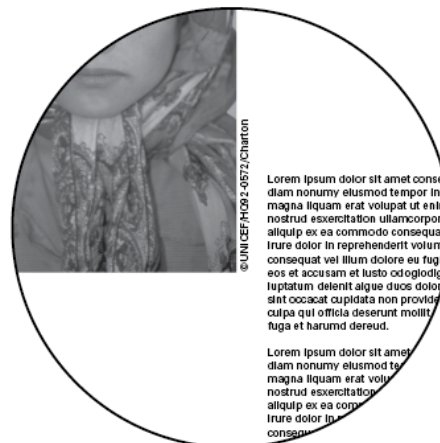


Photo credit outside the photo, set vertically and flush with bottom right or left corner.



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

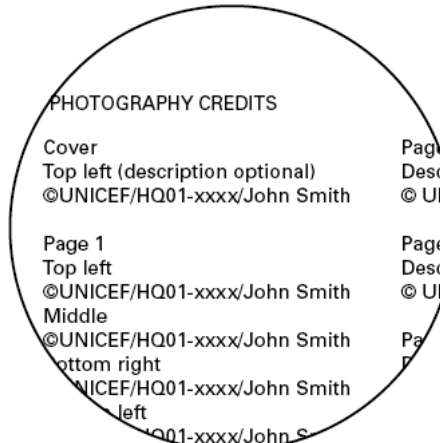


Photo credits on a separate page in a publication.

UNICEF images should be credited in all publication formats. 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/Pirozzi
or (if no reference number): ©UNICEF/Iran/2004/Pirozzi
or (if neither reference number nor photographer is known): ©UNICEF/Iran/2004

For print publications (books, brochures, flyers, posters, banners, etc.), photographs should be credited: beneath the image, flush right or: vertically beside the image, flush left or right bottom. or: on a separate 'credits' page, to include the page reference and position on the page where the image appears. (see 8.02)

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 more information on photo guidelines visit the UNICEF Intranet at <http://www.intranet.unicef.org/photoguidelines/index.html>

6.01	PRINT PUBLICATION OVERVIEW
6.02	STATIONERY OVERVIEW
6.03	BUSINESS CARDS
6.04	LETTERHEAD
6.05	MEDIA RELEASE

6.0 PRINT

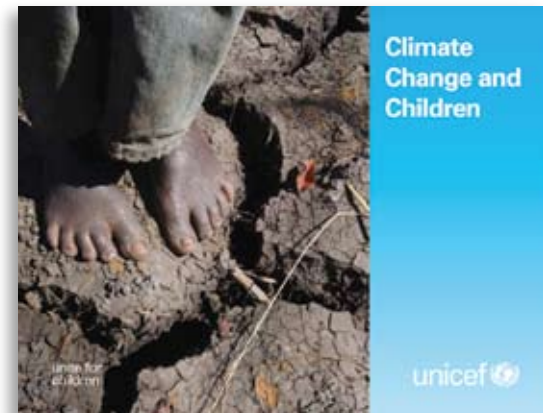
6.01 PRINT PUBLICATION OVERVIEW

All design work should be based upon the brand principles: Simple, Bold, Optimistic and Contemporary.

While there must be consistency among the core elements, there is flexibility when choosing the style of a printed piece.

Each of the styles shown below supports our brand because each uses the same grid, fonts and core elements. Be aware that some styles work better than others, depending on the subject matter.

It is important that every style uses the colour cyan. Cyan must always be visible somewhere on print publication covers.



STATIONERY OVERVIEW

Stationery items such as business cards and letterheads affect the way the public perceives our brand. It is therefore important that all stationery items be consistent. The stationery has been designed for two commonly used formats: A4 and US sizes.



6.03 BUSINESS CARDS

SIZE
88.9mm x 50.8mm

TYPOGRAPHY
Employee name:
7/8.5 Univers 65 Bold, upper case

Organization name:
7/8.5 Univers 65 Bold, upper and lower case

All other text:
7/8.5 Univers 55 Roman, upper and lower case with 8.5pt 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



Example: NY Headquarters

To ensure consistency in our corporate identity, we used fixed guidelines for designing and printing our stationery.

The correct typing format is detailed in the following example:

SIZE

8.5" x 11" (also available in A4)

TYPOGRAPHY

Organization name:

8/10 Univers 65 Bold, upper and lower case

Address and contact information:

8/10 Univers 55 Roman, upper and lower case

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

COLOUR

All elements print 100% cyan

PAPER STOCK

Rolland Enviro100 Print, 70lb Text or similar recycled paper

PRINTING METHOD

Offset lithography

TEXT

11/13 Times Roman. Leave one line space between paragraphs.

19.05mm
12.347mm

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

Telephone 212 326 7028
Facsimile 212 326 7758
www.unicef.org

Date

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

This is a sample. This is a sample. This is a sample. This is a sample. Attached please find Vacancy Bulletin No. 2002-23. Please ensure that this Bulletin is seen by all your staff, including all outposted personnel and project staff. The Vacancy Bulletin is intended primarily for UNICEF staff, although we accept applications from staff members of other United Nations organizations.


Applications should be addressed to the Human Resources Officer named in the Vacancy Notice at UNICEF, 3 United Nations Plaza, New York, NY 10017. To send your application by e-mail, use the first letter of the first name of the responsible HR Officer, followed by the full last name@unicef.org (e.g. jdoe@unicef.org). Please specify the Vacancy Number and indicate whether you are currently occupying an abolished post or have received notice of abolition of your post.

You can also apply online. The UNICEF Vacancy Bulletin is available on the UNICEF Intranet to all staff. Attached please find Vacancy Bulletin No. 2002-23. Please ensure that this Bulletin is seen by all your staff, including all outposted personnel and project staff. The Vacancy Bulletin is intended primarily for UNICEF staff, although we accept applications from staff members of other United Nations organizations.

Applications should be addressed to the Human Resources Officer named in the Vacancy Notice at UNICEF, 3 United Nations Plaza, New York, NY 10017. To send your application by e-mail, use the first letter of the first name of the responsible HR Officer, followed by the full last name@unicef.org (e.g. jdoe@unicef.org). Please specify the Vacancy Number and indicate whether you are currently occupying an abolished post or have received notice of abolition of your post.

Copies of your two most recent completed PERs (i.e. for 2000 and 2001) must be included for each post, or the application will not be considered.

unite for
children

unicef 

12.347mm
19.05mm

SIZE

8.5" x 11" (also available in A4)

TYPOGRAPHY

Media Release heading:

18pt. Univers 65 Bold, upper case

Organization name:

8/10 Univers 65 Bold, upper and lower case

Address and contact information:

8/10 Univers 55 Roman, upper and lower case

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

COLOUR

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

PAPER STOCK

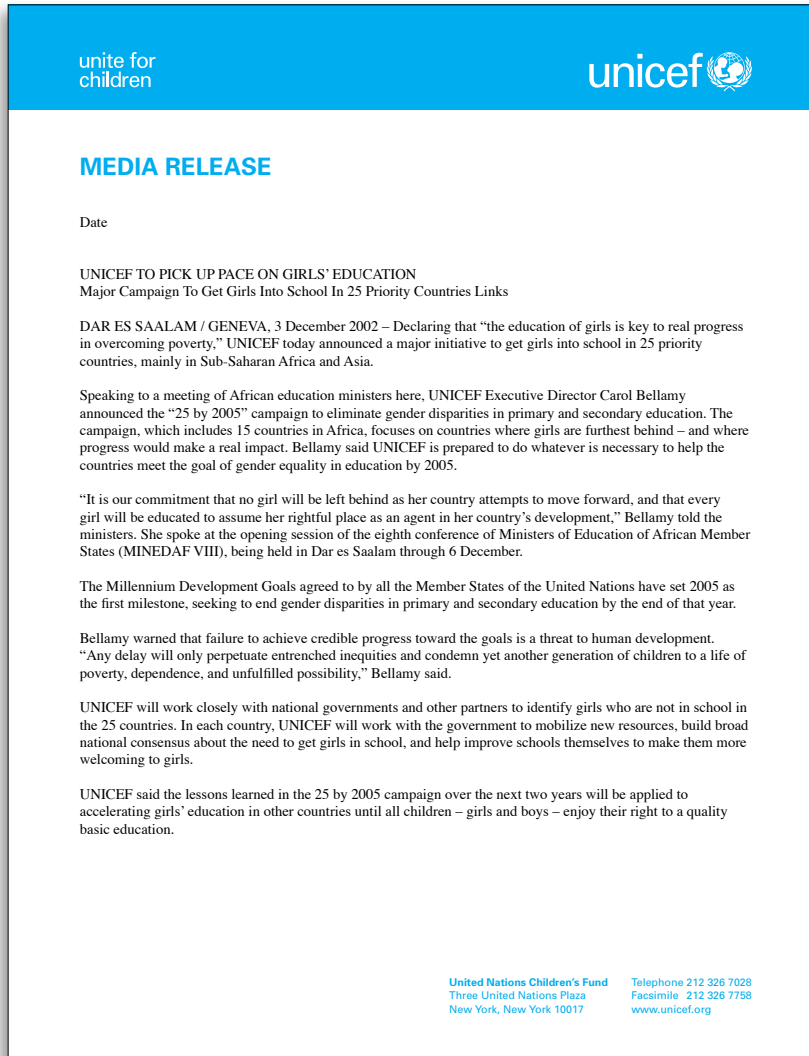
Rolland Enviro100 Print, 70lb Text or similar recycled paper

PRINTING METHOD

Offset lithography

TEXT

11/13 Times Roman. Leave one line space
 between paragraphs.



12.347mm

12.347mm

19.05mm

19.05mm

7.0 PARTNERSHIPS

When we collaborate with other organizations, it is important to ensure that all partners are fairly represented. No two partnerships are ever the same, though; the following pages show some of the variations on representing joint endeavours in graphic form.

It is not necessary to apply the UNICEF brand style and corporate visual identity to partnership campaign. It is important to use the logo properly and this section provides examples to follow.



In multiple partnerships, it is important to give all partners equal emphasis. Remember to maintain a clear space around each logo.

The examples on this page illustrates how to position the logos of multiple partners, while giving equal emphasis to all.



Use of logos showing multiple partnerships



The illustrations used throughout this report represent the views of the individuals named and not necessarily the views of UNICEF.

UNICEF, the Joint United Nations Programme of HIV/AIDS, together with the efforts and resources of the UNAIDS technical partners (UNAIDS, UNICEF, WHO, UNAIDS, UNODC, ILO, UNESCO, UNFPA) and the World Bank, worked to develop the CRASIC report and will be the general in more than 10 countries worldwide.

In equal partnerships, it is important to give both partners equal emphasis. Remember to maintain a clear space around each logo.

Draft Last Updated March 28, 2008



**FHI & UNICEF Expand Services
to Protect Zambian Infants from HIV Infection**

*PMTCT services at 45 additional medical facilities in Luapula province
to provide 100 percent coverage in three districts*

Unite for Children, Unite Against AIDS

MANSA, Zambia, 27 March 2008 (FHI/UNICEF) – Family Health International (FHI) and UNICEF, the United Nations Children’s Fund, are joining forces to provide prevention of mother-to-child transmission of HIV (PMTCT) services to women and children in one of Zambia’s most remote provinces, Luapula.

Dr. Elichu Bwalya, the Provincial Health Director of Luapula Province; Ms. Catherine Thompson, FHI Country Director and Chief of Party of the Zambian Prevention, Care, and Treatment Partnership (ZPCT); and Ms. Lotta Sylwander, UNICEF’s Zambia Representative, signed a Letter of Understanding on 25 March in Mansa, the provincial capital of Luapula, to support PMTCT services at 45 medical facilities in three Luapula districts: Samfya, Chiengi, and Kawambwa.

“FHI currently supports PMTCT services in these districts through its ZPCT project, but new funding and technical support from UNICEF will allow us to work with the Ministry of Health to offer PMTCT at every medical facility in all three districts, reaching 100 percent coverage,” said Ms. Thompson. FHI leads the implementation of ZPCT with funding from the US President’s Emergency Plan for AIDS Relief (PEPFAR) and the US Agency for International Development (USAID).

“FHI is a leader in providing PMTCT services in Zambia, and we are delighted to be partnering with them,” said UNICEF’s Sylwander. “If we’re going to reach the Millennium Development Goals in Zambia, we have to scale up PMTCT and pediatric HIV care in rural areas.

“Today approximately 35 percent of HIV-positive pregnant women in Zambia are being reached with PMTCT interventions. It’s an excellent start, but a lot more good work needs to be completed,” said Sylwander.

This initiative builds on a global Memorandum of Understanding that FHI and UNICEF signed last year under the framework of the global campaign *Unite for Children, Unite Against AIDS* to

8.0 PRESENTATIONS

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

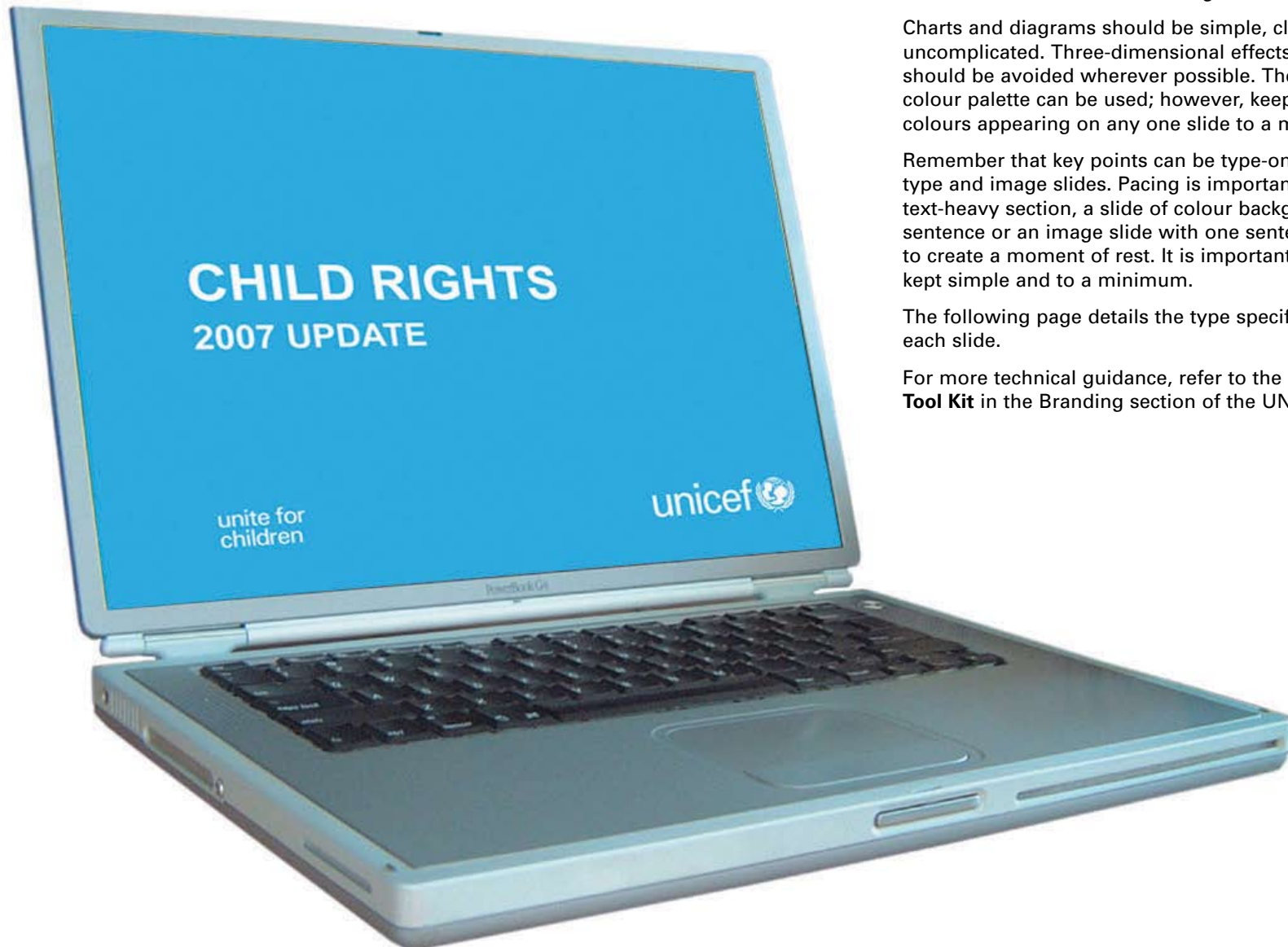
Use the font Arial in bold and regular weights.

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.

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. It is important that the text be kept simple and to a minimum.

The following page details the type specifications for each slide.

For more technical guidance, refer to the **PowerPoint Tool Kit** in the Branding section of the UNICEF intranet.



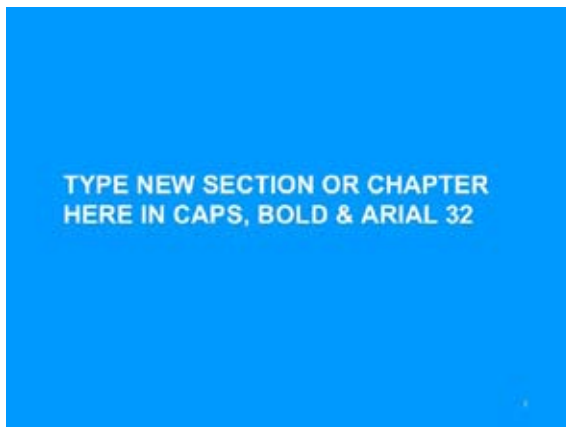
The examples below illustrate the recommended way to design a presentation in PowerPoint.



Opening Slide



Typical Text Slide



New Section or Chapter Slide



Chart, Graph and Map Slides

9.0 VIDEO

9.01 VIDEO TOOL KIT

The UNICEF Video Tool Kit is the print and web guidelines 'set in motion'. It represents the signature look and packaging of all video presentations, including animated end-tags, lower-thirds for captioning, various slates, UNICEF logo, backgrounds and transitions.

For more detailed technical specifications on the Tool Kit visit www.unicef.org/media/media_tools_guidelines.html

The Video Tool Kit is a set of data DVDs in both PAL and NTSC standards in all six official UN languages: Arabic, Chinese, English, French, Russian and Spanish. It also provides all elements necessary for creating video products in local languages. Beta SP and Digibeta versions are available on request.



10.0 RESOURCES

BRAND SITE

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

RESOURCE INFORMATION

Introduction to Brand
Brand Book PDF (Eng, Fr & Sp)
Brand Tool kit PDF (Eng, Fr & Sp)
Logo Guidelines (Eng, Fr & Sp)

FREQUENTLY ASKED QUESTIONS

General FAQ
Technical FAQ
UNIVERS Q&A

DESIGN RESOURCES AND TEMPLATES

Business Cards
Stationery
Media releases
Powerpoint
Logos
Tag lines
Supplies
Folders

GALLERY

Images
National Committees
Other materials
Publications
Signage

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