



for every child

# UNICEF USA DIGITAL GUIDELINES

## BRAND ESSENTIALS

The resources below can be found on Bynder, or simply click text below to link to resource.

- [UNICEF USA Brand Guidelines](#)
- [Supplementary Guidelines](#)
- [Standard Language Documents](#)
- [Logo Collection](#)
- [Photography Collections](#)
- [WeShare Photo Database](#)

## CONTACT

For general brand questions, please email:  
[marcomms@unicefusa.org](mailto:marcomms@unicefusa.org)



## LOGO USAGE

Download **UNICEF USA** logo [here](#).  
Use UNICEF USA logo **with tagline** in all instances where space/legibility allows.

Preferred Logo Size: **125px**  
Minimum Logo Size: **90px**  
Logo Color: **#00BDF2**

If you need to go below **90px** use the **UNICEF USA Wordmark** on a **cyan, black, or white** background.

## FONTS

UNICEF USA must be represented by the fonts **Barlow Condensed** and **Yantramanov**.

### HEADER VALUES - DESKTOP

# H1

Font size: 56px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H2

Font size: 42px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H3

Font size: 34px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H4

Font size: 24px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

### HEADER VALUES - MOBILE

# H1

Font size: 36px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H2

Font size: 24px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H3

Font size: 18px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**SemiBold**

# H4

Font size: 16px  
Line-height: 1.0em  
Color: **#00BDF2**  
**Barlow Condensed**  
**Bold**

### BODY TEXT VALUES

Over eight decades, the United Nations Children's Fund (UNICEF) has built an unprecedented global support system for the world's children.

Font size: **16px**  
Line-height: **1.3em**  
Color: **#000000**  
**Yantramanav Regular**

### LINK STATES

**Link** **Yantramanav Black**  
Color: **#00BDF2**

**Hover** **Yantramanav Black Underlined**  
Color: **#00BDF2**

**Visited** **Yantramanav Black**  
Color: **#003F5F** or **#E1F4FD**

**Active** **Yantramanav Black Underlined**  
Color: **#003F5F** or **#E1F4FD**

## BUTTONS

### STANDARD BUTTON STYLE:

Font: **Barlow Condensed**  
**SemiBold All Caps**  
Font Color: **#FFFFFF**  
Button Color: **#00BDF2**  
Font Size: **28px**  
Padding: **22px 25px**  
Border Radius: **100px**

*Scale button size proportionally when needed.*



### PRIMARY BUTTON STYLE:

Font Color: **#FFFFFF**  
Button Color: **#00BDF2**  
Hover Color: **#003E5E**



### EMERGENCY BUTTON STYLE:

Font Color: **#FFFFFF**  
Button Color: **#EE3224**  
Hover Color: **#B2251B**



### SECONDARY BUTTON STYLE:

Font Color: **#00BDF2**  
Button Color: **Transparent**  
Border Color: **#00BDF2**  
Hover Color: **#AAE1FA**

## DESKTOP MENU BAR

Top nav for UNICEFUSA.org subpages



**NAV BAR**  
Height: 130px  
BG Color: #00BDF2

**UNICEF USA**  
**WORDMARK LOGO**  
Size: 130px (Desktop)  
Color: #FFFFFF

**Barlow Condensed**  
**SemiBold**  
Font size: 24px  
Color: #00BDF2

**Barlow Condensed**  
**SemiBold Italic**  
Font size: 24px  
Font Color: #000000  
Button Color: #FFFFFF

## BANNER ADS

Standard examples of UNICEF USA banner ads.



## DROPDOWN MENUS & TEXT FIELDS

Which city are you based in?

**Yantramanav Black**  
Color: #000000  
Font size: 18px

**Yantramanav Regular**  
Color: #000000  
Font size: 18px

**Yantramanav Regular**  
Color: #000000  
Border Stroke: 1px  
Border Color: #878C92  
Border Radius: 100px  
Size: 300px wide by 40px High  
Dropdown Icon: #AAE1FA / #00BDF2

Which city are you based in?

- New York
- Chicago**
- Houston
- Boston

**Yantramanav Black**  
Color: #000000  
Font size: 18px  
Highlight Color: #AAE1FA

**Yantramanav Regular**  
Color: #878C92  
Font size: 18px  
Border Stroke: 1px  
Border Color: #878C92  
Border Radius: 100px  
Size: 300px wide by 40px High

Please enter a valid email

**Yantramanav Bold**  
Color: #878C92  
Font size: 16px  
Border Stroke: 2px  
Border Color: #878C92  
Border Radius: 100px

**Barlow Condensed**  
**SemiBold Italic**  
Font size: 24px  
Font Color: #000000  
Button Color: #00BDF2