



for every child

UNICEF USA PHOTO GUIDELINES

These guidelines pertain to the application of photographic images by designers and art directors. They do not address content-gathering guidelines for photographers in the field.

RELATED RESOURCES

Click text below to link to resource.

[UNICEF USA Brand Guidelines](#)

[Supplementary Guidelines](#)

[Photography Collections](#)

[WeShare Photo Database](#)

CONTACT

Questions about compliance can be directed to photo@unicef.org

CHILD PROTECTION

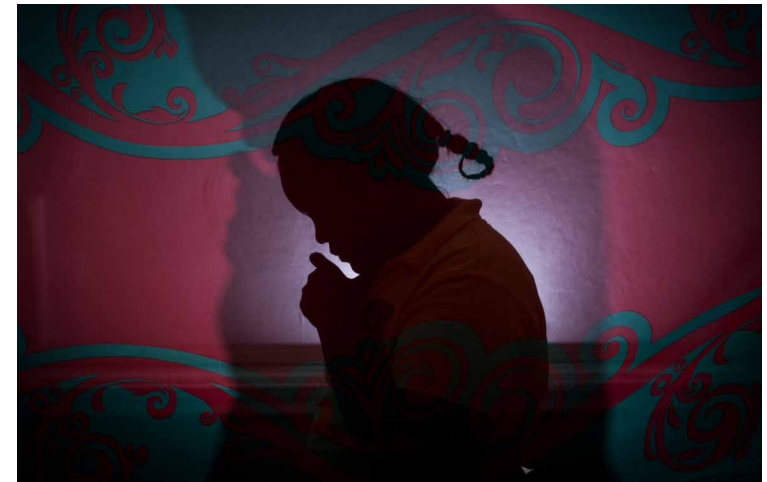
[UNICEF Child Protection Guidelines here](#)

Respect the dignity of children, always.

All photographs of children must protect their best interests above all. Do not choose a photo where identifying the child would put them at risk. Avoid the use of stereotypes, both positive and negative. Do not show nudity. Images of children for commercial purposes (i.e., to help sell a specific product or service) is not allowed.

Protect identities of at-risk children

Do not obscure identities with pixelization or black bars, as it can criminalize or depersonalize the subject. Consider a silhouetted image instead.



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BEST PRACTICES

Respect diversity and inclusion when showing multiple images.

Photos of children should range from serious/neutral to happy/smiling. Avoid images of extreme sadness or poverty or injury, especially when it's gratuitous or manipulative.



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CAPTIONS

When writing captions to accompany an image, standard practice is to include a child's first name only, age, and country of origin or region where the photo was taken. Avoid labeling children in depersonalizing ways, such as referring to them as victims or migrants. Ensure they retain their humanity and dignity.

RETOUCHING AND MANIPULATION

Image authenticity is UNICEF policy.

Do not manipulate photography that changes the context or meaning of the image. Do not add or remove elements.

Allowable Exceptions

- Images may be cropped
- Images may be flipped, as long as no writing is in the photo, and doing so does not change the meaning of the image.
- Colors may be enhanced or removed using shading, vignettes or tinting (but do not replace one color with another).

CREDITING

All UNICEF images are accompanied by the standard UNICEF copyright and credit notice.

All photographs from WeShare, UNICEF's Digital Asset Manager, are credited to include: © UNICEF/WeShare catalogue number/photographer, e.g., © UNICEF/UNI35163/Giacomo Pirozzi (first name is optional).

When the photo is not owned by UNICEF, credit as:
© photographer name

THE STORY WE WANT TO CONVEY

UNICEF (via its dedicated and caring workers) is on the ground, taking action, going to the hardest-to-reach places, using smart thinking/innovations, and doing amazing things to support the world's most vulnerable children.



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BRANDING CONSIDERATIONS

Try to use photos that include a UNICEF logo or UNICEF's cyan color when possible and natural. This helps to visually reinforce the UNICEF brand in the memory of the viewer.



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3 BEST PRACTICE PHOTO STYLES



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Daring

Imagery of UNICEF-branded workers in action on behalf of the world's children. Examples: delivering vaccines and supplies by whatever means necessary. Children need not be included in these shots.

Caring

UNICEF-branded workers interacting with children, who are benefiting from UNICEF's work. Consider diversity and the relationship between the UNICEF worker and the child when selecting these shots. Avoid reinforcing savior stereotypes when possible.

Portraits

Images of children, preferably making eye contact with the camera to engage the viewer. Respect children's dignity, and select photos that range from serious/resilient to empowered/happy. Avoid showing gratuitous misery.