



# *BrandBook* 2013

A User's Manual for the U.S. Fund for UNICEF

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## Why Does Our Brand Matter?

Because UNICEF makes a better world for children. Because UNICEF works for more children, in more places, on more issues than any other humanitarian organization. And because, with more than 60 years of experience, UNICEF is globally recognized for putting the most effective and innovative ideas to work in more than 190 countries and territories.

Our work—to fund, advocate for and build public support for UNICEF—is driven by the knowledge that UNICEF is a proven leader in child survival and well-being. Communicating that knowledge to our supporters, donors, partners and volunteers (and to the people who we hope will join them) is central to our success.

Every one of us at the U.S. Fund is an advocate for children and for UNICEF. Our name and reputation give us the power to make a difference for children. How we tell the UNICEF story—in ways that are engaging, inspiring and easy to share—matters.

This Brand Book exists to help us convey UNICEF to our supporters in textual and visual language that is bold, optimistic, persuasive and authoritative. Our brand is recognized world-wide, and it represents our strengths, values and personality. It is up to all of us to ensure that our work always represents the power of UNICEF.

## Who Are We?

The U.S. Fund for UNICEF secures crucial financial support and government funding for UNICEF and is dedicated to increasing the engagement of all Americans who care about the well-being of children.

Our vision is a better world for children. Our mission is to help save, protect and empower every child, everywhere.

### *Our History*



**1948**  
After helping to organize Women United for the United Nations, the American actress Helenka Pantaleoni co-founds the U.S. Committee for UNICEF (now the U.S. Fund for UNICEF), as part of a group that sought public backing for UNICEF.



**1950**  
The Allison family starts a Halloween movement in Pennsylvania. Trick-or-Treat for UNICEF soon becomes a national tradition embraced by generations of Americans.



**1954**  
Danny Kaye becomes the first UNICEF Goodwill ambassador, a role that he said granted him "a greater sense of fulfillment out of my work than almost anything else I've ever done."



**1971**  
George Harrison gives the Concert for Bangladesh, the first benefit concert of its kind. The George Harrison Fund for UNICEF continues his humanitarian legacy.



**1988**  
Audrey Hepburn is named a UNICEF Goodwill Ambassador. The U.S. Fund for UNICEF recently established the Audrey Hepburn Society® for major donors in her honor.



**2007**  
The UNICEF Tap Project, a national campaign to provide children with clean drinking water, is launched during World Water Week.



**2010**  
The U.S. Fund for UNICEF launches Next Generation, for young professionals who want to contribute to UNICEF's work and share its message.



**2011**  
The U.S. Fund for UNICEF creates the Bridge Fund, an innovative financial tool designed to fast-track lifesaving assistance to children in need.

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## What Makes Us Different?

UNICEF has been saving and improving young lives since 1946. As the world's leading organization for children, our reputation is well-established. Still, it is important to let people know why supporting UNICEF is the most effective way to help children.

### 1 UNICEF DOES WHATEVER IT TAKES.

UNICEF isn't daunted by war or geography or logistics. When roads are impassable, UNICEF delivers supplies by boat. Or bicycle. Or donkey. UNICEF is so trusted that it has been able to negotiate ceasefires in war-zones to immunize children against killer diseases.

### 2 UNICEF WORKS FROM THE GROUND UP.

UNICEF and its partners are on the ground, working with communities to help them solve problems from the bottom up. UNICEF measures its success by what matters to people—vaccines delivered, wells installed, children attending school.

### 3 UNICEF IS IN IT FOR THE LONG HAUL.

UNICEF doesn't build a well and walk away. This organization helps people learn how to build their own wells – and fix them. It helps open schools and create systems that keep those schools running. It targets diseases, like polio, and spends decades vaccinating children, staying on the job until the disease is wiped out.

### 4 UNICEF MAKES YOUR DOLLAR GO FURTHER.

UNICEF buys and distributes more life-saving goods for children than any other humanitarian organization in the world. That means UNICEF can actually move markets, getting volume discounts on vaccines, bed-nets and other goods that result in more lives saved, for less.

### 5 UNICEF THINKS BIG.

UNICEF doesn't just vaccinate one village or one country. As the largest provider of vaccines for the developing world, UNICEF helps stop disease in its tracks. The world is on the brink of eliminating diseases such as polio that once killed hundreds of thousands of children every year.

### 6 UNICEF INNOVATES.

Forty years ago, UNICEF figured out that promoting simple, low-cost interventions like handwashing and breastfeeding could save millions of lives. Since then, UNICEF has developed portable classrooms to make education possible anywhere, birthing kits to ensure mothers can deliver safely, and mobile technology that's slashing the time it takes to deliver health services in some of the most remote corners of the globe.

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## Our message in 10-15 Words

### TIP

Every U.S. Fund communication should relay at least one of the following messages, each of which can be adapted for audience and length.

UNICEF works for every child, everywhere.

UNICEF works around the world to make a lasting difference in the lives of children.

UNICEF works for more children, in more places, on more issues than any other humanitarian organization.

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## **Our message** in 30 Words

UNICEF works for children in more than 190 countries and territories.  
Every child, no matter where they were born, deserves a safe and healthy childhood.

UNICEF is the world's leading organization for children,  
working in more than 190 countries and territories to help all  
children realize their full potential.

The U.S. Fund for UNICEF supports UNICEF'S efforts to provide children  
with immunizations, education, medicine, emergency relief and clean water;  
and to protect children from violence and exploitation.

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## Our message in 100 Words

UNICEF works for children in more than 190 countries and territories. Every child, no matter where they live, deserves a safe and healthy childhood.

The U.S. Fund for UNICEF raises funds for UNICEF's work on child survival, child development, child protection and emergencies. We believe ZERO children should be abused, exploited or denied the right to health care, education and protection.

It's an ambitious goal, but we believe that unwavering commitment is the only way to guarantee a better world for children. Your support will help us build that world.

*For more information visit [unicefusa.org](http://unicefusa.org)*

UNICEF is the world's leading organization for children, working in more than 190 countries and territories to help all children realize their full potential. The U.S. Fund for UNICEF and its partners are building a support for UNICEF and transforming the lives of children everywhere.

UNICEF works to protect children and to promote children's access to health care, clean water, nutrition and education.

The U.S. Fund for UNICEF is a registered charity raising funds for UNICEF's work in child survival and development. It is supported entirely by voluntary donations.

UNICEF's enormous buying power means that every dollar goes further. By driving down the cost of vaccines, anti-malarial bed nets and other lifesaving goods, UNICEF gets more for less, ultimately saving more children's lives.

*For more information visit [unicefusa.org](http://unicefusa.org)*

UNICEF works for more children, in more places, on more issues than any other humanitarian organization.

UNICEF works with families, communities, partners and governments around the world to help every child realize his or her full potential.

The U.S. Fund for UNICEF believes ZERO children should be denied the right to health care, protection, education or emergency relief, regardless of where they live or how disadvantaged their circumstances.

Funded entirely by voluntary contributions, UNICEF receives no money from the United Nations. The U.S. Fund for UNICEF meets the highest standards of Charity Navigator and the Better Business Bureau. 90 cents of every dollar we spend goes directly to help children.

*For more information visit [unicefusa.org](http://unicefusa.org)*



**TIP**

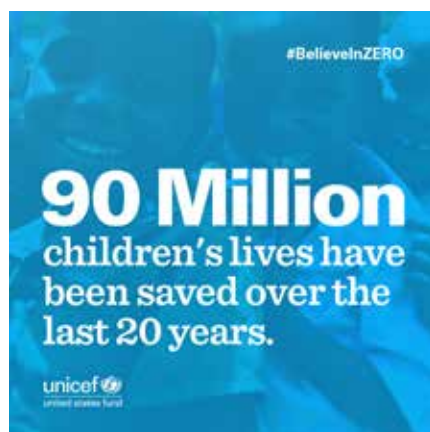
Remember, this is just a guide. All U.S. Fund for UNICEF employees are obligated to follow our policy for social media.

## Our Voice On Social Media

Frequently include @unicefusa in your tweets.

Include pictures or video whenever possible.

Make your asks clear and concise. (“Sign this petition,” “Watch this video”)



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## **Our Voice:** On the Web

Text should be easy to read. Readers scan web pages quickly.

One line of text should have no more than 8-10 words.

One paragraph should have no more than 5 lines.

Insert a heading for every 2-4 paragraphs.

Each heading should be no more than 7 words.

Headings should fit on one line.

Buttons on a web page should have no more than 3 words.

Try to include at least one image on a web page.

An image caption should have no more than 25 words.

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## **Our Voice** Describing Our Work

When describing our work, use words that reflect who we are and connect emotionally with our current and potential supporters.

Use words that highlight our strengths and our values while conveying our personality.

### Optimistic

When you support UNICEF, you are supporting the kind of innovation and experience that makes a lasting difference for children. UNICEF thinks big to create meaningful change for children. Your support helps sustain that change for generations to come.

### Determined

We will not stop until every child has medicine, food, water and services needed to stay healthy and the protection and opportunities to thrive. UNICEF's work is complicated, but our mission is simple. We want to make a better world for children. Join us!

### Empathetic

No child should face violence or exploitation. No child should face a future without opportunity. No child should die of things we can prevent.

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## **Our Voice** How to Talk About Children

Children are at the heart of everything we do. When we tell their stories in a compelling way, in words or pictures, we connect them to our supporters.

Stories about children helped by UNICEF may be told in the first person, directly by the child, or by a UNICEF employee who has worked with them. These stories are the most powerful way to convey the importance of UNICEF's work.

Preserve the dignity of the child. Use their real names.\* Get accurate information about who they are and where they live. If you're in the field, ask for ages and the correct spellings of names and places. Details make our writing authentic.

*\*With the exception of children who are living with HIV/AIDS or who have suffered exploitation or abuse. In these cases, UNICEF protects the identity of the child by changing names and using photographs that do not reveal their faces.*

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## Our Voice Making Our Stories Effective

Every story should describe a specific **issue**, show how UNICEF has a direct **impact** on that issue and explain the **U.S. Fund** for UNICEF's role in supporting that work.

### Examples

One-year old Ekalale was on the brink of starvation when his family began bringing him to the UNICEF-supplied feeding center in Turkana, Kenya. UNICEF, the main provider of therapeutic food, has helped treat more than 2 million malnourished children in the drought-stricken Sahel. We believe ZERO children should die of malnutrition.

} Issue  
} Impact  
} Believe in ZERO/U.S. Fund role

More than 2 million people have fled the violence in Syria, including more than 1 million children who are now refugees. In Jordan's Za'atari camp for Syrian refugees, UNICEF supplies clean water but 60,000 people will run out of drinking water in the next several months because UNICEF's emergency response is severely underfunded. The U.S. Fund is seeking your support for UNICEF to maintain this lifesaving supply of clean water. We believe ZERO children should die of diseases caused by a lack of clean water.

} Issue  
} Impact  
} Believe in ZERO/U.S. Fund role

Worldwide, more than 5 million children are trafficked. In 2011 UNICEF helped introduce legislation in Albania, Bolivia and Malawi to help prevent exploitation. Worldwide, UNICEF provides psychosocial care to trafficked children and helps reintegrate them into their communities. We believe ZERO children should be abused or exploited.

} Issue  
} Impact  
} Believe in ZERO/U.S. Fund role

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## **Our Voice** Believe in ZERO

“Believe in ZERO” is a call to action, an invitation to join us in supporting UNICEF.

### Examples

We believe ZERO children should die of things we can prevent.

Believe in ZERO poverty, ZERO hunger, ZERO disease.

At the U.S. Fund for UNICEF, we believe in a world with ZERO exploited children, ZERO children denied an education and ZERO children deprived of clean water.

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## **Our Voice** Making Our Stories Connect

Making an emotional connection is easier with language that:

- Puts the child at the center
- Respects the dignity of the child
- Avoids jargon and acronyms
- Is conversational
- Is personal, written from one real person to another
- Is concise, written in short, simple sentences.

### Example

The number of children who die from things we can prevent should be ZERO. And it can be. With new vaccines, technology and programs, we can finish the job we started.

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## Our Voice Style Book

- In a Headline, Every Important Word Should Be Capitalized
- In a subhed, capitalize only the first word
- Write short sentences.
- Avoid repetition in a story. Don't repeat the same words over and over in a story. Repetition dilutes the effectiveness of a story.
- Use metaphors and points of reference to explain and give context.

### Example

The number of child refugees from Syria has reached 1 million. That's more than the combined under-5 populations of Boston and Los Angeles.

- Use active voice.
- Include quotes from children and UNICEF workers and supporters.
- Avoid overuse of boldface, italics and all-caps.
- Always include a call to action. Offer a way for people to join us in supporting UNICEF. Donate now. Learn more. Join us.



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## Our Name

UNICEF, the United Nations Children’s Fund, is the world’s leading organization for children.

When talking about health, education and survival programs at work globally, use UNICEF.

When talking about national fundraising, advocacy and marketing, use U.S. Fund for UNICEF. On second reference, you can refer to the organization as the U.S. Fund.

Only use “we” or “our work” when talking about the U.S. Fund’s efforts on behalf of UNICEF. Do not use “we” when referring to the programmatic work of UNICEF. This is important because it preserves our organization’s tax-free status.

**Website:**  
unicefusa.org

**Facebook:**  
/unicefusa

**Twitter:**  
@unicefusa

**Tax ID:**  
The U.S. Fund for UNICEF is a registered 501(c)(3). Our Federal Identification Number is 13-1760110

**Accreditations:**  
The U.S. Fund meets the Better Business Bureau’s standards for charity accountability. The U.S. Fund meets Charity Navigator’s highest financial standards for charities.

## Our Fonts

Our authority is grounded in knowledge and experience, but we do not have to interact with the world from on high. As representatives of a complex, professional organization, we can still engage the world with a familiar, comforting face.

*The face of  
UNICEF is...*

OPTIMISTIC  
OPEN  
DYNAMIC  
*inspirational*  
**ENERGETIC**  
empathetic  
DETERMINED

**TIP**

Reference exact Web font versions to use: [Typography.com](https://typography.com) for Sentinel and [Fonts.com](https://typography.com) for Univers.

In the type examples, CSS definitions should be given along with the pt values. e.g. 9/11pt, font-size: 9px; line-height: 11px

## Our Fonts

Our typography not only helps ensure that our materials are recognized as U.S. Fund for UNICEF communications, it also telegraphs the feeling of our brand. Our two primary typefaces are Univers (sans-serif) and Sentinel (serif).

**Univers**

Clean

Iconic

Readable

**Sentinel**

Classic

Traditional

Decorative

## Our Fonts **Univers**

■ Where Univers is not available use Arial.

### Suggested point size and leading for body text

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verit fugia ntius, exceped ut quisin  
porehentur? Soluptasimo beaqua turis  
exerum, vite non cus que venist laccatem  
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**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***

**UNIVERS 47 LIGHT CONDENSED**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

#### TIP

Ideal text block of  
**sans serif** type set in  
univers light 9/12 pt.

First line paragraph  
indent: p9. Never  
indent first paragraph.

**Flush left**, rag right  
text. Ideal rag has  
a short, long, short,  
long balance.

Avoid hyphenating  
words. Never break  
UNICEF or other  
proper names.

## Our Fonts Sentinel

■ Where Sentinel is not available use Georgia.

### Suggested point size and leading for body text:

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verit fugia ntius, exceped ut quisin  
porehentur. Soluptasimo beaqua turis  
exerum, vite non cus que venist laccatem rempor  
modi nonem ne molum renis si cumnihil laborep  
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venitium und dolupta tetur accat.

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venitium accat.

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vitiorerati und dolupta tetur, odit quunt hil incto  
etur? Eptae ea nistion nobitat quisim earum velis  
quid quis sam exceped igentia cor aut fugit pratur  
re molorum quatus estias conserite tiandunt .  
acipsus archit et voluptatiata dus quam ius aster  
dellate ndenis dolo coreped qui dolupic iissequ  
atisitate sume sam haria quas est, sequati oreium

**SENTINEL BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**SENTINEL BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**SENTINEL MEDIUM**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**SENTINEL BOOK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

*SENTINEL BOOK ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**SENTINEL LIGHT**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

*SENTINEL LIGHT ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

#### TIP

Ideal text block of  
**serif** type set in Sen-  
tinel Light 9.5/12 pt.

Initial cap gives  
the reader a starting  
point.

Line break with  
run in subhed:  
Sentinel Bold u/lc  
9.5/12 pt.

## Our Photography

Since its founding in 1946, UNICEF's brand identity has been linked to photographs of children.

### Guidelines:

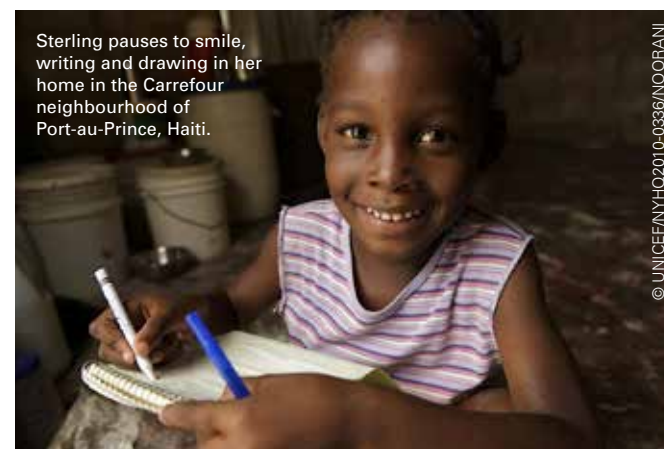
- With the exception of photos used as illustration and some news photography, all photos should include a **caption** that tells the reader the name of the child\*, location and what he or she is doing in the photograph. Rewrite the caption information supplied with the photograph to match the style of the rest of your communication.
- Photos should convey the **dignity and personality** of those portrayed in them. Avoid using photographs that show women and children as hopeless or as passive victims. The images we use convey a spirit of respect and optimism that reflects our core vision, mission and values.
- Be true to the context of the photograph. **Do not manipulate, remove, add or alter subjects.**
- UNICEF photos are reserved for the exclusive use of UNICEF staff and partners. They are not to be used for commercial purposes.
- For internal and external distribution, use a release form and include copyright, photo credit and information on restrictions.
- Use the following style for credits: UNICEF Photos: ©UNICEF/HQXX-XXXX/NameHere  
For U.S. Fund photos: ©U.S. Fund for UNICEF/Year/NameHere

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

*\*With the exception of children who are victims of exploitation and abuse or are living with HIV. In these cases, UNICEF protects the identity of the child by changing the name and by not revealing the face in photographs.*

#### TIP

We are always looking for new evocative and effective photographs. Please share any UNICEF or U. S. Fund accredited photos you might come across with colleagues in marketing and communications.



Sterling pauses to smile, writing and drawing in her home in the Carrefour neighbourhood of Port-au-Prince, Haiti.

© UNICEF/NYHQ2010-0336/NOORANI



© UNICEF/NYHQ2006-0715/CRANSTON

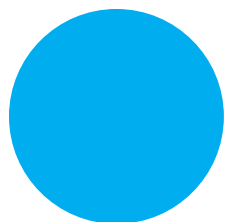
**TIP**

“Web” colors should have a # in front of them: e.g. #006699 instead of 006699

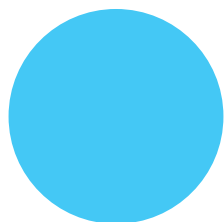
## Our Colors

The primary color for U.S. Fund branding is, like UNICEF’s own signature color, cyan – but around here we call it UNICEF Blue. It should be used in all communications and is our visual link to the United Nations. A secondary palette is provided for use in conjunction with UNICEF Blue.

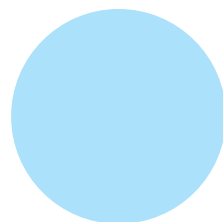
### Core Palette



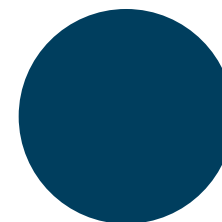
Pantone Process Cyan  
CMYK 100 0 0 0  
RGB 0 159 223  
Hex 009FDF



Pantone Process Cyan 60% Tint  
CMYK 100 0 0 0  
RGB 0 159 223  
Hex 009FDF



Pantone Process Cyan 30% Tint  
CMYK 100 0 0 0  
RGB 0 159 223  
Hex 009FDF



Dark Blue  
CMYK 100 10 0 75  
RGB 0 54 84  
Hex 003BC5

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## Our Colors

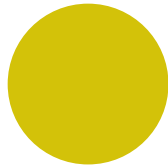
This secondary palette is provided for use in conjunction with cyan.

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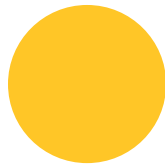
### Secondary Palette



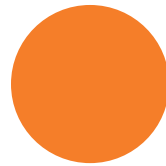
Pantone 7496 C  
CMYK 46 6 100 42  
RGB 118 136 29  
Hex 76881D



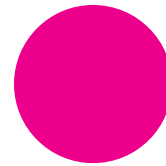
Pantone 103 CP  
CMYK 5 5 100 16  
RGB 197 169 0  
Hex C5A900



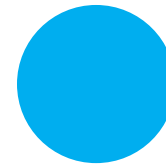
Pantone 123 C  
CMYK 0 19 89 0  
RGB 255 199 44  
Hex FFC72C



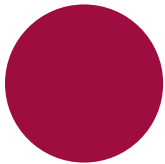
Pantone 158 CP  
CMYK 0 62 95 0  
RGB: 232 119 34  
Hex E87722



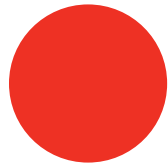
Pantone Process Magenta  
CMYK 0 100 0 0  
RGB 212 15 125  
Hex D40F7D



Pantone Process Cyan  
CMYK 100 0 0 0  
RGB 0 159 223  
Hex 009FDF



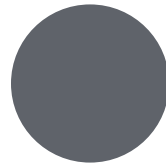
Pantone 7420 CP  
CMYK 13 100 54 30  
RGB 155 34 66  
Hex 9B2242



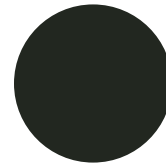
Pantone 485 CP  
CMYK 0 95 100 0  
RGB 218 41 28  
Hex DA291C



Pantone Warm Gray 1 CP  
CMYK 3 3 6 7  
RGB 215 210 203  
Hex D7D2CB



Pantone Cool Gray 9 CP  
CMYK 30 22 17 57  
RGB 117 120 123  
Hex 75787B



Pantone Black 3 C  
CMYK 67 44 67 95  
RGB 33 39 33  
Hex 212721



## Our Logo

The UNICEF logo is one of our most powerful symbols. It is our guarantee of quality, trust and integrity. The two elements of the logo — the UNICEF name and the emblem — must always be used together as a single unit. Contact the marketing department for questions on usage and permission for third party usage.



The logo can be reproduced in cyan and black, and in positive and negative versions.

### Preferred Size



### Logo Size and Scaling

The preferred size for reproducing the U.S. Fund for UNICEF logo in printed materials is 1.5" wide.

The U.S. Fund for UNICEF EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met.

### Minimum Size



Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 1" wide. Always maintain the logo's aspect ratio when scaling.

The minimum size for using the U.S. Fund for UNICEF logo in electronic media such as web sites or presentations is 600 pixels wide.

## Our Logo



### Logo Clear Space

Always surround the U.S. Fund for UNICEF logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is defined by the height of the “u” in the name UNICEF. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

The clear space is equal to approximately .433” square or “u”.



DO NOT distort



DO NOT tint



DO NOT frame



DO NOT alter/add typography



DO NOT change the color



DO NOT crop



DO NOT take apart or pattern



DO NOT rotate

### Incorrect Logo Usage

To preserve the integrity of our brand, our logo must have consistency in its appearance. Ensure that our logo is clearly recognizable by using it properly, and *do not alter it under any circumstances*. Consider the logo version and the background it is placed on to provide the best legibility. The examples shown here illustrate various uses to avoid.

# Our Logo

## Pairing the Logo

Our brand is an important asset, and logo size and placement should be a key consideration when negotiating co-branding agreements. Co-branded logos should be visually balanced and communicate the joint nature of the project or product.

When pairing the logo with another brand's logo or wordmark the U.S. Fund for UNICEF logo should always:

1. appear first.
2. appear equal in size.
3. be separated by a .5 inch black rule.
4. have the proper amount of clear space applied.



## Logo on Backgrounds

Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

Avoid placing the logo on complicated imagery or on backgrounds that are too light or dark.

Keep the logo versions in mind and use your best judgement to select the most appropriate choice for the background to which it is being applied.

Please see the examples for improper and proper usage.



IMPROPER USAGE



IMPROPER USAGE



PROPER USAGE



PROPER USAGE

## Logo on Collateral

In some instances, the U.S. Fund for UNICEF logo will be too large for use on collateral or miscellaneous items. In those instances, the UNICEF logo should be used instead. To determine which logo is appropriate, please keep the minimum size and clear space requirements in mind (sections 4.1 and 4.2). If, and only if, the item that you are trying to place the U.S. Fund for UNICEF logo on is too small for the logo to be legible and meet the minimum size requirements, the UNICEF logo can be used in its place.

\*Please note that there are also certain partnerships established by the U.S. Fund for UNICEF for which the UNICEF logo is the preferred logo of choice.

Please direct all merchandise and collateral inquiries and orders through the U.S. Fund for UNICEF's marketing department.

Please see the examples at right.



## Design Elements

Design can mean the difference between whether your communication gets read or discarded. We strive to make every piece special and hope that there is a standard of quality tying each piece together. To that end, we utilize similar design elements which help give our collateral its look and feel.

### Tear Drop

This shape is a contemporary way to call out text or buttons. We like it because it suggests water, one of our main areas of focus.

### Dashed Gray Rules

.5pt 80% Black  
These are a great dividing mechanism which can be used in vertical and horizontal arrangements.

### Diagonal Hatch Marks

Another dividing element, these can be employed as headers, divider vertically and horizontally.



Tekanes etu  
cum nobit ut  
volorro deriore  
pore rspero

Tekanes etu  
cum nobit ut  
volorro deriore  
pore rspero

unicef   
united states fund

### The Badge

In an attempt to update the logo without changing it, we put the inside the "badge". This allows for greater readability in print and online and gives the logo a sense of power it might not have on its own. It should only be employed when it is able to bleed off the top of the page as demonstrated above.

unicef   
united states fund

unicef   
united states fund

### Logo Encapsulators

Some other ways to add personality to the logo



The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood.