Over the course of our 70-year history, our name has evolved, our logo has changed, and our mission has grown from reaching children in need after World War II to reaching children everywhere. One thing has remained constant and true: Our commitment to promoting the rights and improving the lives of the world’s most vulnerable, disadvantaged children. Our new brand strategy, **UNICEF, for every child**, reflects this commitment and will help harness the power of UNICEF to achieve more results for children.

Anthony Lake
UNICEF Executive Director
for every child, hope
for every child, education
for every child, dignity
This Brand Book outlines the new UNICEF brand strategy in compliance with the Global Regulatory Framework. It includes preliminary guidance to help you adapt it to everything we do, in every country where we work.

This Brand Book may be used by all UNICEF teams and National Committees, in conjunction with contractual terms and agreements, to guide suppliers in producing materials for UNICEF. The Brand Team welcomes questions and suggestions for improvement to the brand guidance and brand assets. Please contact the Brand Help Desk: brand@unicef.org
Contents

Our Brand  (Who we are)
For every child ......................................................... 9
Our story ................................................................. 10
UNICEF in 60 words or less ................................ 11
Why a new brand strategy? ................................. 12
More than a tag line: UNICEF, for every child .... 14
Our brand principles ............................................. 15

Brand Manual  (How we look)

PHASE I - Graphic visual guide
Our visual identity ...................................................... 21
Logo signature ........................................................ 22
Colour ................................................................. 27
Fonts ................................................................. 30
Brand statement .................................................. 31
Do’s and Don’ts .................................................... 30
Examples ............................................................ 33
Photo credits ....................................................... 35

PHASE II (by September 2017)
Further guidance including photo, editorial and social media guidelines, publication covers, and digital assets

PHASE III (by December 2017)
Full fundraising toolkit and other guidance for campaigning and publications
Our Brand

WHO WE ARE
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 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.

View brand videos here
Our story

UNICEF was established in the aftermath of World War II to help children whose lives and futures were at risk – no matter what country they were from. The only thing that mattered to UNICEF was reaching every child in need. What mattered was achieving results.

Today, with conflicts and crises around the world threatening and displacing millions of children, and millions more facing poverty, deprivation, violence, exploitation and discrimination, achieving results for children matters more than ever – and achieving them for every child is still UNICEF’s driving force.

We bring 70 years of field-tested expertise, a network that spans the globe, a passion for innovation and a commitment to making every dollar count. Impartial and non-political, we are never neutral when it comes to protecting children’s rights and safeguarding their lives and futures.

We work day-in and day-out, in 190 countries and territories, and some of the world’s toughest places, to reach the children who are most at risk and most in need.

We work to save their lives. To defend their rights. To keep them safe from harm. To give them a childhood in which they’re protected, healthy and educated. To give them a fair chance to fulfill their potential — so that someday, they can help build a better world.

And we never give up.

UNICEF, for every child.

Read UNICEF’s Mission Statement here.
UNICEF in 60 words or less

The following passages explain why UNICEF is for every child – for use in all materials, including print, digital and social media.

Long form:

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

Short forms:

UNICEF works in some of the world’s toughest places to save children’s lives. To defend their rights. To help them fulfill their potential. And we never give up. UNICEF, for every child.

UNICEF works in 190 countries and territories to save children’s lives. To defend their rights. To help them fulfill their potential. And we never give up. UNICEF, for every child.

UNICEF saves children’s lives, defends their rights, and helps them fulfill their potential. We never give up.
UNICEF – United Nations Children’s Fund – is one of the world’s most trusted and respected organisations – and the leading organization for children.

We are very well known by our name and our logo – with a global brand awareness of 93 per cent. These iconic assets evoke our status as the only children’s organization mandated by the United Nations General Assembly and the Convention on the Rights of Child.

But to increase our impact, we also need to be better known for our lifesaving, life-changing work for every child: UNICEF’s relentless work on the ground in 190 countries and territories to defend the rights of every child and to drive change for the most disadvantaged, vulnerable and excluded children in every society.

UNICEF’s new brand strategy powerfully conveys the essence of everything we do, instantly and consistently identifying UNICEF as the organization driving change for every child. We will measure our success in strengthening our brand against three key performance indicators:

- UNICEF is immediately associated by the public with our relentless work for children, especially the most vulnerable
- UNICEF is increasingly regarded as an effective organization that achieves results for children
- UNICEF is building on its strong reputation as a trusted and credible organization that can be counted on to deliver

As the new UNICEF Strategic Plan 2018-2021 makes clear, strengthening our brand is a key change strategy to deliver on our mission, in pursuit of our shared vision of a world in which the rights of every child are realized and every child has a fair chance in life.
The new brand strategy is also an integral element of the new global regulatory framework, which supports better organization-wide coordination and consistency.

Across our entire organization – in every office, every country, every region, and every National Committee – we are one UNICEF, and we have one global brand. We are all responsible for delivering on our mission, and it is up to each of us to use the unique power of our brand to help drive change for every child.

UNICEF’s new brand strategy was developed over an 18-month period in consultation with nearly 1,000 UNICEF and National Committee staff members. Their contributions helped make our brand strategy truly representative of our organization, reflecting the many facets of our work for every child. It was approved by UNICEF Executive Director Anthony Lake on May 2016.
UNICEF works to promote the rights of every child, everywhere – starting with the most deprived, because a focus on equity accelerates progress towards achieving the rights of all children.

– UNICEF Strategic Plan 2018-2021
(To be approved by the UNICEF Executive Board, September 2017)

Like our Strategic Plan, UNICEF’s new brand strategy responds to the call of the 2030 Agenda to “leave no child behind” – supporting our equity focus, across our entire organization, to drive change for the most disadvantaged children.

At the heart of the new brand strategy is the new brand signature, **UNICEF, for every child**.

More than a tag line, it is embodiment of UNICEF’s DNA, true to the purposes and principles of our founding more than 70 years ago and truly reflective of the changing, challenging environment in which we work today.

‘for every child’ echoes our universal mandate to protect the rights of children everywhere – and embodies our mission’s dictate to give greatest priority to the most disadvantaged children.

It is a rallying cry for all of us, and for all those who share our vision of a world in which every child has a fair chance.

The key to our new brand strategy is also its modularity. The brand statement, ‘for every child’ is just the first half. The second half includes the words that enable us to showcase the scope and scale of our work for children in 190 countries and territories … to illustrate the challenges they face … and to highlight the hopes we have for them.

This modularity enables an almost infinite range of adaptability across all platforms and for all audiences – a critical capacity, given the magnitude of UNICEF’s programmes, operations and audiences around the world.

As the visual guide following this section demonstrates, our new brand statement is complemented by our new visual signature, which includes compelling images of individual children in full colour, most often looking directly into the camera, framed or highlighted with UNICEF’s signature cyan blue. These elements are designed to create a more direct, immediate connection with viewers.

Together, these mandatory, signature elements create a unified, unique brand presence that instantly identifies UNICEF – highlighting everything we do, in every country where we work.

The examples included in this book – some already in use across our organization – illustrate the power of the new brand strategy.
Our brand principles

1 I **We are one UNICEF.** From Uganda to Uzbekistan, from Uruguay to the United States, UNICEF is *for every child.* We have one global brand strategy that instantly identifies us, creating a powerful brand presence that evokes everything we do, across our entire organization.  
   Read more about our brand repositioning here.

2 I **We are champions of children’s rights.** UNICEF is the only organization mandated by the United Nations General Assembly and guided by the Convention on the Rights of the Child to promote the rights and well-being of children everywhere – and our brand strategy demonstrates this unique responsibility to every child.  
   Read 25 Years of the Convention on the Rights of the Child here.

3 I **We work for every child, everywhere.** UNICEF has an unrivaled reach, on the ground in 190 countries and territories with a vast network of partners – and our brand strategy is designed to be *adapted across the entire organization.*

4 I **We are child-focused.** UNICEF puts children first – and our brand strategy always puts *children front and centre:* their faces, their situations, their stories.  
   Read about the Graphic visual guide here.

5 I **We are equity-focused.** UNICEF’s mission is to reach every child, giving priority to the most disadvantaged children – and our brand strategy highlights the urgent challenges they face and our efforts to reach them.  
   Read For every child, a fair chance:*The promise of equity* here.

6 I **We are results-focused.** UNICEF is on the ground, working with our partners every day to get things done for children – and our brand strategy demonstrates our daily hands-on efforts and the impact we are having on children’s lives.  
   Read For every child, results here.

7 I **We are trusted.** UNICEF has 70 years of experience working with our partners to save and improve the lives of children around the world – and our brand strategy emphasizes our expertise, projecting our confidence, competence, and capacity.  
   Read For every child, hope: UNICEF @ 70.

8 I **We engage and inspire.** UNICEF never loses hope for the world’s children – and our brand strategy always points to solutions, inviting others to join us in driving change for every child.

9 I **We care.** UNICEF believes that all children, whatever their circumstances, have the right to be treated with dignity and compassion – and our brand strategy embodies our respect, never portraying children as objects of pity, and always showing UNICEF’s concern for their well-being.

10 I **We never give up.** UNICEF takes on the toughest challenges, working in some of the world’s toughest places – and our brand strategy highlights our relentless determination to reach every child.

Our brand principles
10 ways UNICEF’s new brand strategy supports our work for every child
for every child, love
for every child, safety
for every child, clean water
A true brand is alive, constantly evolving to meet the needs of changing times. While these guidelines are mandatory - how you adapt them is up to you. Make it your own.

for every child,
Across our entire organization, we have one mission – and one global brand strategy to help us achieve it. Part of the Global Regulatory Framework, UNICEF, for every child is designed to powerfully convey everything we do, in every country where we work, by every UNICEF team and National Committee.

This is Phase I of UNICEF’s new Brand Manual. It provides direction on the key graphic elements of the new brand strategy. Phase II (September 2017) will include further guidance including photo, editorial and social media guidelines, fundraising, publication covers and digital assets. Phase III (December 2017) will include full fundraising toolkit and other guidance for campaigning and publications.
Our visual identity

UNICEF’s visual identity is comprised of a set of iconic elements, that make us immediately recognizable.

Our logo signature
Our logo and tag line must remain consistent and have a strong presence.

Our colour
We are proudly UNICEF Blue and show it in everything we do.

Our brand statement
Our brand statement “for every child” introduces a topic.

Our font
Our official font is Univers LT Pro and we should use this whenever possible.
The combination of the UNICEF logo and tag line makes up our complete signature.
Logo signature

Our logo must be applied consistently to all our UNICEF projects for global visual recognition.

The stand-alone logo is only used in cases where size becomes an issue for legibility and in partnership contexts.

DO NOT USE OLD or INCORRECT LOGO VERSIONS
Logo signature

The ideal treatment for our logo is inside a cyan bar container. This helps reinforce the relationship between our logo and our brand colour and enhances legibility when placed over photographs and graphics.

Recommended version
Logo signature aligned from bottom of container suitable to be anchored at the top right corner. (see next page)

Alternative versions

- Logo signature aligned from top of container
- Logo signature centered in container
- Logo signature centered in short container
- Horizontal logo signature centered in container
- Logo signature centered in circular container (for special use only)
Logo signature

These are the ideal placements for the cyan bar container logos when being applied on design collateral.

These placements enhance consistency and legibility, especially when placed over images and graphics.

These guidelines apply to different formats (portrait, landscape, square, etc.).
Logo signature

EXAMPLES IN OTHER LANGUAGES

unicef | pour chaque enfant

unicef | para cada niño

юнисеф | для каждого ребенка

يونيسف | لكل طفل

COUNTRY SIGNATURES

unicef | para cada criança

unicef | für jedes kind

unicef | para cada niño
We are proudly **UNICEF Blue**. We show it in everything we do; behind our logo, on signature images and when working in the field.

**UNICEF Blue** (cyan 100%) is how we are instantly recognized.
Colour

Applying a **bluewash effect** to some of our images visually reinforces our focus on child, symbolizing UNICEF’s presence and capacity to act on their behalf.

This visual treatment is a special effect we encourage you to apply when appropriate to emphasize brand, the child and our staff. We use a signature bluewash over the entire image, leaving the subject in full colour to help focus our message.
While our primary colour is **UNICEF Blue**, we also use a selection of secondary colours to support our design and messaging, and to complement our use of UNICEF Blue and logo containers.

Secondary colours are useful in special situations such as emergency response, identifying a call to action, text boxes in reports and presentations, containers around statements in social media and digital posts, and graphic treatment such as infographics and backgrounds.

**Samples**

- **Social media post with busy background**
  - Campaign assets using photography
  - Campaign assets using graphics
  - Urgent announcements use black as a background color.
Fonts

Univers LT Pro is the font of our logo and the primary typeface used of our brand. It should be used wherever possible; we encourage UNICEF offices to acquire the font for ongoing use.

Arial can be used when Univers is not available.

Aleo can be used where a serif font is needed, such as pull-out quotes.

RECOMMENDED

Univers LT Pro

Light  Light Oblique  Roman  Roman Oblique

Bold  Bold Oblique  Black  Black Oblique

ALTERNATIVES

Arial  Regular  Italic  Bold  Bold  Italic

Aleo  Regular  Bold
Brand Statement

**STANDARD**

for every child, results

for every child, results

The brand statement can be featured in one line or on multiple lines, but ‘for every child’ should always remain on the same line.

**TYPE-SIZE SHIFT**

for every child, results

A type-size shift can be used to highlight the focus word(s).

**BAR CONTAINER**

for every child, results

A bar container can be used to highlight the focus word(s). This is most suitable for social media and digital use.

**FOR EVERY CHILD, RESULTS**

When suitable, the brand statement can be written in caps. Avoid using a mixture of lower and uppercase in the same statement.
Do’s and Don’t’s

- Anchor logo signature container at the top right corner.
- Center brand statement in Univers LT Pro bold
- Use photo in original colours (if not using bluewash treatment)

- Floating container
- Brand statement over face of child or logo
- Logo signature container over the child
- Brand statement in a font rather than Univers LT Pro
- Break the “for every child” on Brand statement
- Brand statement in a colour rather than white
Famine and war have placed the lives of an entire generation of children in South Sudan in grave danger. Children have been killed, injured, displaced and abducted in a brutal conflict. The scale of the crisis in the world’s youngest country is staggering. 1.85 million people have been displaced inside South Sudan since fighting began in December 2013. More than one million people have fled to neighbouring Ethiopia, Sudan, Kenya and Uganda in search of safety. More than 400,000 children have been forced out of school and 17,000 children are reported as being used by armed groups in the conflict. Children have been separated from their families and are at great risk to violence and sexual abuse. Poor food security has been exacerbated by lack of planting and harvesting in crucial food-growing areas due to the conflict. The war is also hampering the delivery of life-saving aid. Outbreaks of both cholera and measles are spreading.

HOW IS UNICEF HELPING?

Unicef is doing everything we can to deliver life-saving food and clean water to children and families affected by the fighting. We’re also working hard to keep children safe and reunite them with their families. More than a million people, including 200,000 children, have so far received life-saving assistance from Unicef and partners through 82 joint missions to areas hardest hit by the war. In addition, more than 60,000 children have benefited from community-based psychosocial care and support. This year, Unicef aims to treat more than 200,000 children for severe malnutrition. We are supporting 620 outpatient therapeutic feeding sites and around 50 inpatient feeding sites across South Sudan.

Famine has been declared in South Sudan. More than 250,000 children are suffering from severe malnutrition. 100,000 people are facing starvation, with a further 1 million reported on the brink of famine.
Examples – Digital

Website

Social media

Web banner

UNICEF ON THE GROUND for every child affected by famine

Children in South Sudan, Nigeria, Somalia and Yemen are losing their fight for life.

HELP US

UNICEF for every child

Millions of children still miss out on essential vaccines

UNICEF for every child

UNICEF ON THE GROUND for every child affected by famine

Children in South Sudan, Nigeria, Somalia and Yemen are losing their fight for life.

HELP US

UNICEF for every child

UNICEF for every child
If you have any questions about this document, please contact the brand help desk: brand@unicef.org

For access to brand guidance, resources and assets, please visit the ICON page.