

# UNICEF Brand Book



# Tone of voice

Our brand is also conveyed through our tone of voice. We speak in a way that is:

- Direct
- Authoritative
- Positive
- Engaging



## Direct



- Education
- ← Marriage

Each path leads to a different future for girls.

Girls with the least education are the ones at most risk from child marriage. It's on all of us to #endchildmarriage and help every girl thrive.

## Authoritative



On average 2% of health budget spend goes on mental health.

To ensure every child can realize their right to good mental health and well-being, we need to speak up, take action and increase investment across the globe. #OnMyMind

## Positive



A world without polio IS possible.

Polio cases are down 99% since 1988, but a reduction in vaccinations due to the COVID-19 pandemic is putting us all at risk. Protect your child with the polio vaccine today. #EndPolio

## Engaging



21-year-old Takudzwa from Zimbabwe shares tips on improving young people's health.

# Colour

## UNICEF Blue

UNICEF Blue (cyan 100%) is how we are instantly recognized. It is one of our most identifiable visual elements and is iconic to our brand.

Repetition of our colour builds UNICEF's brand awareness, so it is important to use it dominantly and consistently in everything we do.

## UNICEF Blue denotes hope

We use UNICEF Blue to highlight the solution, to show the opportunity in a challenging situation, and to promote empowerment and a can-do attitude.

## UNICEF Blue

PANTONE®Process Cyan  
CMYK C100/M0/Y0/K0  
RGB R0/G174/B239  
WEB HEX 00AEEF  
VIDEO HEX 00AEEF

**PANTONE:** Ideal for use in one or two-colour jobs, e.g. stationery  
**CMYK:** Ideal for full-colour printing, e.g. brochures and posters  
**RGB:** Ideal for PowerPoints, other computer software, and mobile  
**WEB HEX:** Ideal for use on websites  
**VIDEO HEX:** Ideal for use in videos

# The core palette

UNICEF Blue is complemented with two neutral colours, black and white. By pairing UNICEF Blue with neutrals, we are drawing attention to our primary colour and strengthening the association between UNICEF Blue and the organization. The dominant use of UNICEF Blue makes us easily recognizable in a sea of cluttered messaging.

## Primary (UNICEF Blue)

PANTONE®Process Cyan  
CMYK C100/M0/Y0/K0  
RGB R0/G174/B239  
WEB HEX 00AEEF  
VIDEO HEX 00AEEF

## Neutral (White)

PANTONE®White  
CMYK C0/M0/Y0/K0  
RGB R255/G255/B255  
WEB HEX FFFFFFFF  
VIDEO HEX FFFFFFFF

## Neutral (Black)

PANTONE®Black  
CMYK C100/M100/Y100/K100  
RGB R0/G0/B0  
WEB HEX 000000  
VIDEO HEX 000000

# Core palette + accent colours

Accent colours are meant to be used subtly, as the name suggests. They should complement UNICEF Blue without overpowering it.

## Colour application guiding principles

Colours cannot be altered. They may not be lightened, darkened, nor displayed transparently. Tints can only be used in data visualization and inside pages of publications (see relevant sections).

UNICEF Blue must be present in all messaging, and as a dominant colour.

Black should not dominate the colour scheme, unless a sombre expression is needed.

Accent colours should never take prominence over UNICEF Blue.

## Primary (UNICEF Blue)

PANTONE®Process Cyan  
CMYK C100/M0/Y0/K0  
RGB R0/G174/B239  
WEB HEX 00AEEF  
VIDEO HEX 00AEEF

## Neutral (White)

PANTONE®White  
CMYK C0/M0/Y0/K0  
RGB R255/G255/B255  
HEX FFFFFFFF

## Neutral (Black)

PANTONE®Black  
CMYK C100/M100/Y100/K100  
RGB R0/G0/B0  
HEX 000000

### Accent

PANTONE® 304C  
C36/M0/Y8/K0  
R154/G219/B232  
9ADBEB

### Accent

PANTONE® 272B  
C93/M78/Y0/K0  
R0/G71/B187  
0047BB

### Accent

PANTONE® 3302C  
C91/M41/Y67/K42  
R0/G76/B69  
004C45

### Accent

PANTONE® 7549C  
C0/M32/Y100/K0  
R255/G181/B0  
FFB500

### Accent

PANTONE® 151C  
C0/M60/Y100/K0  
R255/G130/B0  
FF8200

# Examples

Primary + neutral +  
accent colours



# Fonts

## Primary font

Noto Sans is the primary typeface used by our brand. The font can be easily obtained on Google Fonts and should be consistently used. It is available in 806 languages, including the six official UN languages.

## Noto Sans

Light *Light Oblique*

Roman *Roman Oblique*

**Bold *Bold Oblique***



# Secondary font

Aleo can be used where a serif font is needed, for example to highlight keywords in a brand statement.

While Aleo complements our primary font, Noto Sans, well in Roman alphabet, it may not be suitable for non-Roman alphabet. In these cases, it is recommended to exclusively use Noto Sans.

## Aleo

Regular *Regular Italic* **Bold** **Bold Italic**



# Social media

## Logo without container

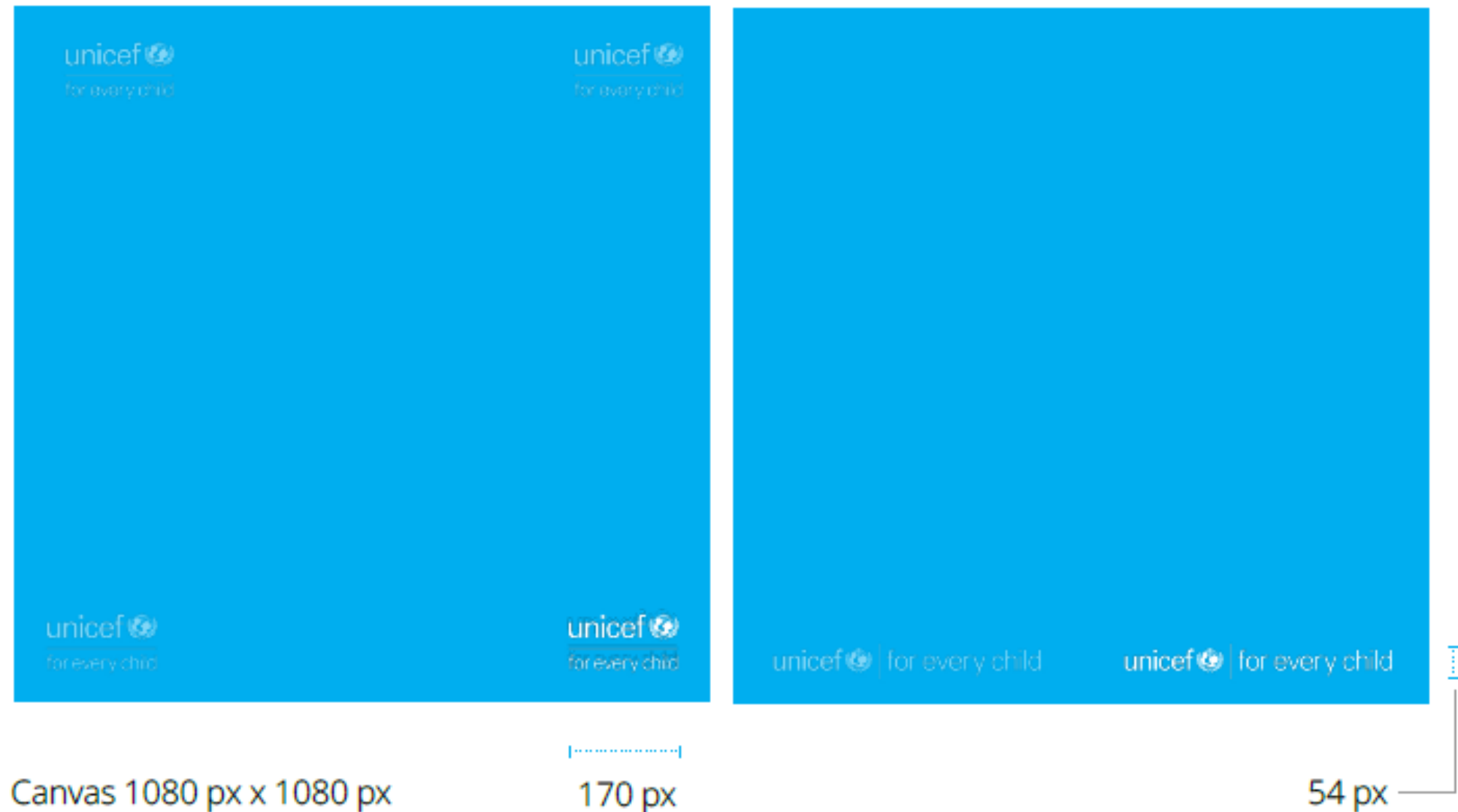
The standard template for social media graphics uses the stacked or horizontal UNICEF logo without container for legibility purposes, in white or cyan. The correct and consistent use of the UNICEF logo is important for reinforcing brand recognition, credibility, and trustworthiness.

### Placement

The primary positioning of the logo is at the bottom right corner of the visual, but it can be placed in other corners depending on the visual's compositional needs and the platforms on which the visual will be displayed.

### Minimum logo size

The minimum logo size for social media assets is **170 px** for the stacked version and **54 px** for the horizontal version.



# Social media canvas

This visual keeps a 1:1 aspect ratio. The recommended canvas size is 1080 px in width by 1080 px in height.

## Clear space

The clear space is determined by the emblem's width as shown in the graphics. To guarantee the logo's proper appearance and visibility, it is essential to maintain the clear space between the logo and other elements.



Emblem width: X



# Social media visuals

The consistent application of brand guidelines on social media helps shape the perception of UNICEF as a reliable and reputable entity. Incorrect visual applications can negatively affect communication efforts and brand integrity.

## Dos and Don'ts



Apply the correct colour palette



Ensure correct logo size for legibility



Do not cover people's faces



Ensure proper logo contrast



Use logo with container as alternative if legibility is compromised

