UNICEF USA BRAND GUIDELINES

for every child

BRAND ESSENTIALS

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

- Supplementary Guidelines
- Logo Collection
- Word Templates
- PowerPoint Templates
- Photography Collections
- Editorial Style Guide
- Standard Language Documents
- Brand Elements Quick Links

CONTACT

For general brand questions, please email:
marcomms@unicefusa.org

FONTS

UNICEF USA must be represented by the fonts shown. No substitutions.

Barlow Condensed

For Every Child

Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
Thin	Light	Regular	Semibold	Bold	Extrabold

Download Barlow Condensed here.

Yantramanav

For Every Child

Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
Thin	Light	Regular	Medium	Bold	Black

Download Yantramanav here.

HEADLINE TREATMENT

Where space allows we recommend running the headline across a single line.

The style specs should always be followed.

Headline is created by skewing the text box by 10º and then rotating by 10º.

Font: Barlow Condensed Semibold (Caps)
Tracking: −10
Line Space: Match example shown.

UNICEF MAIN HEADLINE

10º

PHOTO TREATMENT

UNICEF USA Photo Collection here.

Hero style images employ a treatment in which the focal point of interest in image is highlighted in color, with the rest of the image falling out to black & white. An adjustable warm black vignette is used to blend the images to shadow at the outer edges of the frame. It may be necessary for the user to add more shadow to certain areas of the image, dependent on the specific usage. The focal point is then saturated to "pop."

Traditional images are still used as smaller images and in situations where a treated image does not reflect subject matter appropriately. **All photos must be credited.**

Hero (treated) image

© UNICEF/UNIXXXX/LASTNAME

Traditional (full color) image

© UNICEF/UNIXXXX/LASTNAME

LOGOS

UNICEF USA logo **with tagline** must be used in all instances, unless space is prohibitive.

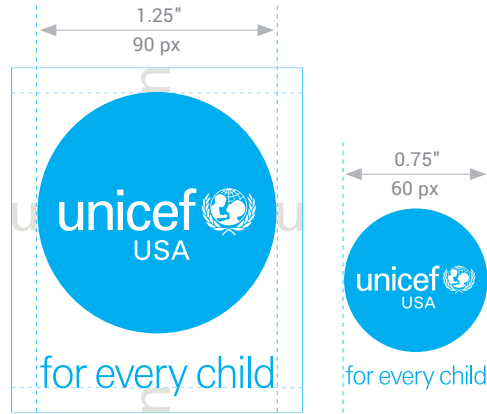Always maintain the logo's aspect ratio when scaling.

The primary logotype is 100% cyan, and the preferred background color is white. **Follow preferred sizes and minimum of clear space.**

The primary logotype can be used on photos, with white tagline.

The white globe logotype can be used only in circumstances where legibility of primary logo (cyan globe) is compromised.

Black and white logotypes are for use only on materials that do not reproduce in color.

Preferred Logo Size and Color

1.25"
90 px

0.75"
60 px

unicef USA

unicef USA

for every child

for every child

Alternate Logo Colors

unicef USA

for every child

unicef USA

for every child

TYPOGRAPHY

Shown at right are the most basic typesetting styles. While variations can be used, it is recommended for brand consistency to follow the style sheets and examples provided at right, and in templates.

Typographic templates also include samples of our brand's slanted headline treatment.

H2 SUBHEAD ALL CAPS

H3 Subhead Barlow Cnd SemiBold

Body text, Yantramanav Light, with Yantramanav Medium in Black as **emphasis style**.

- Bulleted text follows same as above with hanging indent. Bullet is Wingdings2 dingbat in UUSA Blue. Hyperlink style is Yantramanav Medium in UUSA Blue, plus [underline](#).

Caption style is Yantramanav Medium in black or white. Watch legibility of caption when placing caption over image.
PHOTO CREDIT IS YANTRAMANAV MEDIUM. CREDIT SHOULD BE IN ALL CAPS.

COLORS

Shown is the complete UNICEF USA color palette, in order of use preference. **Colors should all be used at 100% opacity** (no tints or percentages of colors). **NOTE: Do not use default colors from software programs to add color to your work.** Please use only these specific colors.

UNICEF Blue
Pantone Process Cyan
CMYK 100 0 0 0
RGB 0 174 239
Hex #00BDF2 **(ALWAYS use this value for web)**

Black
CMYK 0 0 0 100
RGB 0 0 0
Hex #000000

White*
CMYK 0 0 0 0
RGB 255 255 255
Hex #FFFFFF

UUSA Blue Dark
CMYK 100 10 0 75   RGB 0 62 94   Hex #003E5E

UUSA Blue +60%
CMYK 100 0 0 60   RGB 0 91 127   Hex 005B7F

UUSA Blue +40%
CMYK 100 0 0 40   RGB 0 118 163   Hex #0076A3

UUSA Blue -60%
CMYK 60 0 0 0   RGB 68 200 245   Hex #44C8F5

UUSA Blue -30%
CMYK 30 0 0 0   RGB 170 225 250   Hex #AAE1FA

USA Blue -10%*
CMYK 10 0 0 0   RGB 225 244 253   Hex #E1F4FD

UUSA Gray-Light*
CMYK 3 3 6 7   RGB 227 225 220   Hex #E3E1DC

UUSA Gray-Medium
CMYK 23 16 13 37   RGB 135 140 146   Hex #878C92

UUSA Gray-Dark
CMYK 30 22 17 57   RGB 95 99 106   Hex #5F636A

UUSA Orange**
CMYK 0 62 95 0
RGB 245 127 41
Hex #F57F29

UUSA Yellow**
CMYK 0 19 89 0
RGB 255 206 52
Hex #FFCE34

UUSA Green**
CMYK 40 0 90 0
RGB 165 207 77
Hex #A5CF4D

UUSA Red**
CMYK 0 95 100 0
RGB 238 50 36
Hex #EE3224

*Optimal background colors   **Use these colors sparingly, if at all.

BRAND LOOKBOOK