



for every child

UNICEF USA BRAND GUIDELINES

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



[Download Barlow Condensed here.](#)

Yantramanav

For Every Child



[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 10° and then rotating by 10°.

Font: Barlow Condensed Semibold (Caps)

Tracking: -10

Line Space: Match example shown.



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



Traditional (full color) image



© UNICEF/UN1XXXXX/LASTNAME

© UNICEF/UN1XXXXX/LASTNAME

LOGOS

Download UNICEF USA logo here.

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

Always maintain the logo's aspect ratio when scaling.

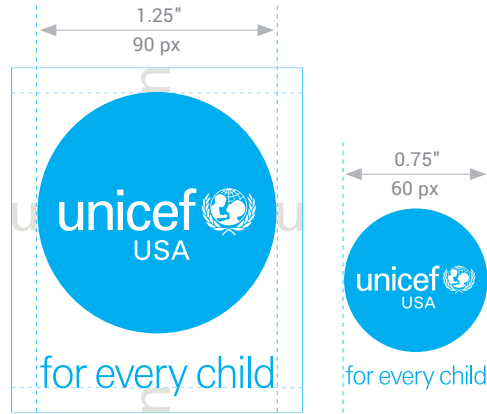
The primary logotype is 100% cyan, and the preferred background color is white. Follow preferred sizes and minimum of clear space.

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



Alternate Logo Colors



TYPOGRAPHY

- Download Microsoft Word template here.
- Download PowerPoint template here.
- Download Adobe InDesign template here.
- Download Adobe Illustrator template here.
- Download Adobe Photoshop template here.

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.



for every child



UNICEF: FOR EVERY CHILD

For nearly 75 years, UNICEF has been relentlessly working day in and day out to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. And we never give up.

UNICEF has a presence in 190 countries and territories, carrying out programs, fundraising and advocacy to protect the rights of children and provide high-impact, sustainable solutions. By 2019, these efforts had helped slash child mortality rates by more than half and save 122 million children's lives.

UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children, providing major fundraising and advocacy support. Together, we have helped save more children's lives than any other humanitarian organization.

UNICEF receives no funds from the United Nations' member-states dues and so relies on voluntary contributions. More than 87 cents of every dollar spent by UNICEF USA supports UNICEF's work helping the world's most vulnerable children and their families.

RIGHT NOW UNICEF IS PROVIDING CHILDREN WITH . . .

- **HEALTHCARE:** UNICEF annually procures enough vaccines to reach 45% of the world's under-5 children. UNICEF will be leading global procurement and delivery of the COVID-19 vaccine through the COVAX Facility.
- **NUTRITION:** UNICEF works to prevent malnutrition, promote breastfeeding, and respond to severe acute malnutrition by providing between 75-80% of the global demand for therapeutic food.
- **WATER, SANITATION, AND HYGIENE (WASH):** In both development and humanitarian settings, UNICEF helps provide safe water and improved sanitation and hygiene services.
- **CHILD PROTECTION:** UNICEF works to end child marriage, labor and conscription, and unite families after disaster.

For more information, visit unicefusa.org.

LATEST NEWS: VACCINES DELIVERED IN 140+ COUNTRIES AND COUNTING. IMPORTANT UPDATES AVAILABLE HERE. [DONATE](#)

MISSION UNSTOPPABLE

UNICEF is rushing to deliver 1.4 billion vaccine doses in 2021. Together, we can end the pandemic and restart children's lives.

[DONATE NOW](#) [START A FUNDRAISER](#)

Bonus: Tell Congress to support equitable vaccine distribution

Watch video



UNICEF CLUBS RAISE YOUR VOICE FOR EVERY CHILD.

UNICEF CLUBS MONTHLY

UNICEF CLUB VOLUNTEERS THINK GLOBALLY AND ACT LOCALLY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

[LEARN MORE](#)

Tell Congress: **PASS THE MINDS ACT NOW**

UNICEF USA for every child

HELP END PREVENTABLE CHILD DEATHS.

UNICEF USA for every child

UNICEF USA **EMPLOYEE HANDBOOK**

BRAND LOOKBOOK