unicef | children first.
UNITED STATES FUND

UNICEF CLUBS
BRAND
BOOK 2016–17

updated July 1, 2016

Contents

How to Use This Book
When people talk about branding, they tend to think in terms of logos and taglines, but for us it means much more. The UNICEF Clubs brand reflects everything you do and say.

WHAT IS THE UNICEF CLUBS BRAND?

It's what UNICEF Clubs stands for and makes it unique.

WHY IS THE BRAND BOOK IMPORTANT?

Brands work when people can relate to them. If we convey a clear and consistent identity every time we communicate, people will come to know — and appreciate — who we are and what we stand for.

This book highlights key components of the UNICEF Clubs and U.S. Fund for UNICEF brand. It includes messaging we use to communicate with others about UNICEF Clubs and updated guidelines for defining our visual identity online and through social media.

This book should always be referenced along with the U.S. Fund for UNICEF Brand Book, which reflects the components for the UNICEF master brand.

WHEN SHOULD I USE THE BRAND BOOK?

Every single day you should do something for UNICEF Clubs! The Brand Book is meant to help us all become better communicators. It should inform everything you do — from talking to someone on the subway and creating a presentation to writing a thank-you letter and designing a web page.

U.S. Fund for UNICEF Logo

The U.S. Fund for UNICEF logo can be used alone in instances where "Children First" appears close by.

We require any club materials (digital or print) that use the UNICEF name and/or logo to be sent to volunteer@unicefusa.org for approval before printing.
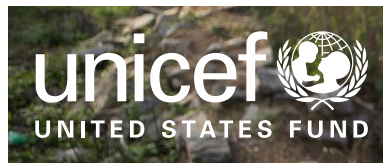
Note: The US Fund for UNICEF logo has been modified slightly for greater impact and readability. Contact **volunteer@unicefusa.org** for questions on usage or for a logo package

U.S. FUND LOGO

The logo can be reproduced in **USF Blue** (100% cyan), **black** and **white**.

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. **.jpg logos should never be scaled up** to avoid pixelization.

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** or **300 pixels wide** for digital use online or in presentations.

Always maintain the logo's aspect ratio when scaling.

Preferred Size

1.5"

Minimum Size

1"

U.S. Fund for UNICEF Logo

By including the tagline "Children First" with our logo, we are ensuring that people know what we do and who we stand for. It is essential to keep them together as often as possible.

The "stacked" or "vertical" version of the logo is for use in compact spaces.

STACKED CHILDREN FIRST LOGO

The logo can be reproduced in **USF Blue** (100% cyan), **black** and **white**.

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. **.jpg logos should never be scaled up** to avoid pixelization.

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** and **300 pixels wide** for digital use online or in presentations.

Always maintain the logo's aspect ratio when scaling.

Preferred Size

1.5"

Minimum Size

1"

U.S. Fund for UNICEF Logo

By including the tagline "Children First" with our logo, we are ensuring that people know what we do and who we stand for. It is essential to keep them together as often as possible.

The logo can be reproduced in **USF Blue** (100% cyan), **black** and **white**.

The **preferred size** for reproducing the horizontal U.S. Fund for UNICEF/Children First logo in printed materials is **4″ 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. **.jpg logos should never be scaled up** to avoid pixelization.

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 **2.5″ wide** or **750 pixels wide** for digital use online or in presentations.

Always maintain the logo's aspect ratio when scaling.

Preferred Size

4″

Minimum Size

2.5″

Our Logo Correct 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 improper applications of logo**.

Correct usage of logo

DO NOT use old versions of logo

DO NOT change color

DO NOT add type

DO NOT rotate

DO NOT alter or rearrange

DO NOT distort

DO NOT crop

DO NOT tint

DO NOT use other fonts

DO NOT use sideways

DO NOT frame

DO NOT pattern
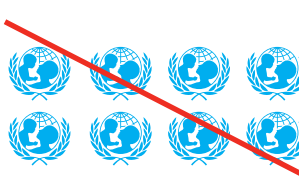
DO NOT add shadow or effect of any kind

DO NOT create a box under logo

DO NOT use low res file

Our Logo Usage on Backgrounds and Images

- 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 too dark.

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

Please see the below examples for correct and incorrect usage.

Correct Usage

Incorrect Usage: logo is unreadable

Our Logo Usage with UNICEF Clubs Materials

- **Posters and flyers:** Always place the U.S. Fund for UNICEF/Children First logo clear of any other logos or text at the bottom with ample space from edge (posters: at least 1" from edge, flyers: 1/2").

- **T-shirts:** Separate the U.S. Fund for UNICEF/Children First logo and your UNICEF Club name or logo by printing one on the front and the other on the back of the t-shirt. Ideally, the fabric would be 100% cyan with white or black lettering and logo. Alternatively, use white or black.

- **Websites:** Position the U.S. Fund for UNICEF/Children First horizontal logo in the footer of your web page. Do not group your UNICEF Club name or logo with the UNICEF logo—they are to remain separate and with at least 1/2" clear space.

- **In general:** Don't combine the logo with any other elements — such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Our Fonts

Our typography not only helps ensure that our materials are recognized as UNICEF Clubs communications, it also helps create a distinct visual identity. The two primary UNICEF Clubs typefaces are Univers (sans serif) and Sentinel (serif).

Where Univers and Sentinel are unavailable, use Arial (sans serif) and Georgia (serif). **Do not replace UNICEF Clubs brand fonts with any other fonts from your desktop.**

Preferred Fonts

Univers | Sentinel

Alternate Fonts

Arial | Georgia

Our Colors Complete Palette

Below is the complete UNICEF Clubs color palette. Colors should all be used at 100% of color (no tints or percentages of colors). Besides our preferred white, optimal background colors are USF Blue 10% and USF Gray Light.

Do not use default colors from software programs to add color to your work.
Please use only these specific colors. If more colors are needed, use additional tints of the below color palette.
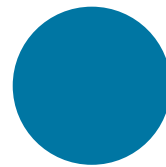
USF Blue -10%
CMYK: 10 0 0 0
RGB: 225 244 253
Hex: #E1F4FD
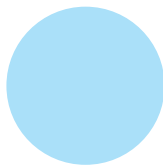
USF Blue -30%
CMYK: 30 0 0 0
RGB: 171 225 250
Hex: #ABE1FA
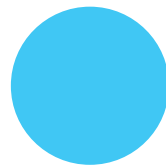
USF Blue -60%
CMYK: 60 0 0 0
RGB: 68 200 245
Hex: #44C8F5
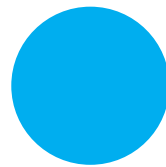
USF Blue
Pantone Process Cyan
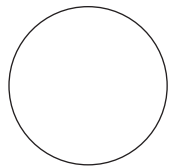CMYK: 100 0 0 0
RGB: 0 159 223
Hex: #009FDF

USF Blue +40%
CMYK: 100 0 0 40
RGB: 0 118 163
Hex: #0076A3
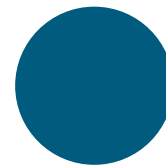
USF Blue +60%
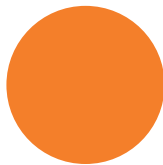CMYK: 100 0 0 60
RGB: 0 91 127
Hex: #00567F
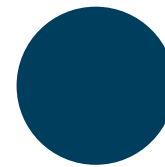
USF Blue -Dark
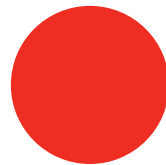CMYK: 100 10 0 75
RGB: 0 62 94
Hex: #003E5E

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

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

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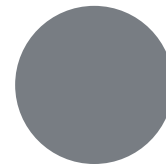CMYK 0 62 95 0
RGB: 232 119 34
Hex #E87722

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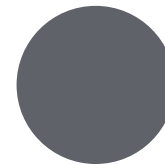Pantone 485 CP
CMYK 0 95 100 0
RGB 218 41 28
Hex #DA291C

USF Green
Pantone 375 CP
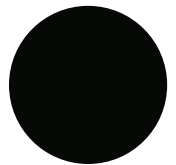CMYK 40 0 90 0
RGB 151 215 0
Hex #91D700

USF Gray -Light
CMYK 3 3 6 7
RGB 227 225 220
Hex #E4E1DC

USF Gray -Medium
Cool Gray
CMYK 23 16 13 46
RGB 121 125 131
Hex #797D83

USF Gray -Dark
CMYK 30 22 17 57
RGB 95 99 105
Hex #5F6369

USF Black
Rich Black
CMYK 67 44 67 95
RGB 0 7 0
Hex #000600