

UNICEF CANADA

CAMPUS CLUB

BRAND GUIDE



WHO IS UNICEF?



UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we secure children's rights in virtually every country. Our global reach, unparalleled influence on policymakers, and diverse partnerships make us an instrumental force in shaping a world fit for children. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

Undaunted by war, disaster, disease and logistical complexity, UNICEF works to ensure that all children can grow up safe, healthy and educated; and protected against violence, abuse and discrimination. Our immunization programs alone have saved millions of lives. We support local, sustainable solutions and partnerships that help children survive and thrive, and respond swiftly with life-saving aid in times of disaster.

The only organization named in the UN Convention on the Rights of the Child as a source of expertise for governments, UNICEF has exceptional access to those whose decisions impact children's survival and quality of life. We are the world's advocate for children and their rights.

OUR VISION

Every child. Every opportunity. No exceptions.

OUR MISSION

To mobilize and empower Canadians to invest in the positive transformation of every child's future.

WHAT WE VALUE

We value **VISION**.

Vision is critical for positive change.

We value **RESOLVE**.

Our mission demands undaunted persistence.

We value **RESOURCEFULNESS**.

We are effective, inspired thinkers who find a way.

We value **INCLUSIVENESS**.

Our work extends to every child and is carried out in a spirit of diversity and respect.

OUR VOICE

RESPECT

connection

AUTHORITY

conviction

HUMILITY

What is brand voice?

Have you ever thought, “That sounds like something so-and-so would say”? We all recognize when people have distinctive ways of communicating. It comes through in word choice and tone (would they say, “Yeah, but,” or “Nevertheless”?) as well as in the content they choose to emphasize. Like people, strong brands have distinctive voices that reflect their character, concerns and values, and which are appropriate for the audiences being addressed. Refer to this section of the toolkit to ensure that your communications follow our voice and writing style guidelines, focus on our key messages, and are of interest to our targeted audience sectors.

SIMPLE

So that we are easily understood.

So that we communicate our ideas directly and effectively.

So that we inspire others to act.

OPTIMISTIC

We believe that we can triumph over the dangers threatening children.

We believe that others who share our vision will work with us.

We believe that together we can achieve the seemingly impossible.

BOLD

To get noticed in a cluttered world.

To make children the centre of the world's consciousness.

To be distinctive and confident in our communications.

CONTEMPORARY

To keep pace with global changes which affect children.

To appeal to new and younger audiences.

To be understood and unmistakable.

INTRODUCING OUR KEY MESSAGES

Six key messages outline the main pillars of UNICEF's work in the world. Here are brief descriptions of our key messages; for full texts, please see the section of this toolkit entitled 'Our Voice'.

CHILD SURVIVAL

UNICEF prevents child deaths throughout the world by developing and implementing high-impact, evidence-based health services and interventions.

EDUCATION

UNICEF works to ensure that every child has access to a quality education, leading to lifelong opportunities and advancing individual and global development.

CHILD PROTECTION

UNICEF works to create a safe, protective environment in which all children are protected from violence, exploitation, and unnecessary separation from family.

HIV AND AIDS

UNICEF is committed to preventing the transmission of HIV to children, and protecting and treating children affected by AIDS.

ADVOCACY

UNICEF advances the rights of children in all countries by influencing the perspectives and decisions of governments and others who set policy and law.

EMERGENCIES

UNICEF is on the ground in areas affected by disaster, saving and safeguarding children and their families, and helping them re-establish their lives.

KEY MESSAGES: **WHO WE ARE**

UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we save children's lives and secure their rights in virtually every country. Our global reach, unparalleled influence on policy makers, and diverse partnerships make us an instrumental force in shaping a world fit for children. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

KEY MESSAGES: **CHILD SURVIVAL**

Millions of children die needlessly every year, yet most of these lives could be saved with simple, affordable measures.

UNICEF is committed to saving children's lives.

UNICEF, the world's leading child-focused humanitarian and development agency, works tirelessly to help children survive and thrive. **We have saved more children's lives than any other child-focused organization.**

We work with communities, governments and non-governmental agencies to establish essential, high-impact services that safeguard children's health from conception through to adolescence. Our health interventions include antibiotics, programs to improve breastfeeding and hygiene, and nutritional supplements such as life-saving oral rehydration

salts, of which millions of packets are distributed annually. We are a leading global provider of disease-preventing bed nets and vaccines. **UNICEF-supplied vaccines reach over half the world's children and save millions of lives.**

As the only organization named in the Convention on the Rights of the Child as a source of expertise for governments, UNICEF is uniquely able to help and encourage governments to enhance their child-focused policies in order to ensure that no child dies of a cause that could have been prevented or treated.

KEY MESSAGES: **EDUCATION**

Quality education is a basic human right that enhances lives immeasurably and is critical to global development.

UNICEF ensures that children receive quality education.

UNICEF, the world's leading child-focused humanitarian and development agency, works to ensure that every child – regardless of gender, ethnicity, socioeconomic background or circumstances – receives a quality education in an environment that is safe, clean and conducive to learning and play. **We are achieving results – in just over the last decade, more than 50 million additional children have enrolled in primary school.**

We work with a broad range of local, national and international partners to help children receive quality education – and a life of opportunities. **Our initiatives focus on gender equality and eliminating**

disparities of all kinds, and target the world's most disadvantaged children. We support education that is child-centred, gender-sensitive and tailored to different age groups; relevant to all learners; and transmitted through professionally trained teachers with appropriate learning materials – quality education that enhances life skills, ends generational cycles of poverty and disease, and provides a foundation for sustainable development.

KEY MESSAGES: CHILD PROTECTION

Millions of children worldwide are abused – exploited in armed conflict, forced into child labour, and subjected to harmful practices including child marriage and female genital mutilation. All children have the right to be safe and protected, both in daily life and in times of emergency.

UNICEF is committed to protecting children.

UNICEF, the world's leading child-focused humanitarian and development agency, upholds the right of every child to grow up protected from harm. **We work to create safe, protective environments in which all children are free from violence, exploitation, and unnecessary separation from family.**

The only organization named in the Convention on the Rights of the Child as a source of expertise for governments, **UNICEF is uniquely positioned to promote changes that help children grow up unharmed.** We work with governments, non-governmental agencies and private sector partners to:

- Promote laws and systems that enforce legal standards to protect children
- Harness the positive power of communities to protect children and to address harmful attitudes and practices

- Empower children with life skills and knowledge so they understand their rights and know how to protect themselves.

Our areas of focus include: birth registration; violence against children; child labour; female genital mutilation; child marriage; child trafficking; children without parental care; justice for children; children with disabilities; and children affected by armed conflict.

KEY MESSAGES: HIV AND AIDS

More than 30 years into the AIDS epidemic, the children in its path remain at grave risk. Millions live in communities heavily burdened with disease, where many children have lost parents or caregivers to AIDS. Without proper support, many of these children will experience poverty, school dropout, indignities or early death.

UNICEF prevents and treats HIV and AIDS in children.

UNICEF, the world's leading child-focused humanitarian and development agency, is committed to preventing the transmission of HIV to children, and protecting and supporting children affected by AIDS. **We work with children and communities to stop the spread of AIDS and the suffering it brings.**

UNICEF was the first to draw the world's attention to children as the missing face of AIDS. We continue to drive and monitor global progress in the prevention, testing, and treatment of HIV and AIDS in children. We are committed to ensuring that children are never again overlooked in the world's response to HIV and AIDS.

We are leaders in helping countries develop programs to prevent mother-to-child transmission of HIV. We support programs that help prevent the transmission of HIV from mothers to their children. To help treat and eradicate HIV and AIDS throughout the world, we support prevention programs and supply healthcare providers with vital supplies, such as antiretroviral drugs.

KEY MESSAGES: **ADVOCACY**

It is vital that children's best interests come first at all times and in all environments, and that no child is excluded or forgotten in this pursuit. Bringing about this advancement requires first drawing attention to the fundamental human rights issues facing children, then creating and driving opportunities for positive change.

UNICEF advocates for the rights of every child.

UNICEF, the world's leading child-focused humanitarian and development agency, works to ensure that children's universal human rights are respected, protected and implemented. **As the world's advocate for children's rights, we influence perspectives, policies and decisions to advance the rights of children in all countries.**

UNICEF works with governments, non-governmental organizations and the private sector to produce leading research and translate it into action for children and their communities. We advocate to bring the issues and concerns of children in Canada and worldwide to the attention of governments and others who set policy, law and practice.

Policy analysis is an essential aspect of UNICEF's work. As the only organization named in the Convention on the Rights of the Child as a source of expertise for governments, **UNICEF is uniquely positioned to assess and shed light on national and international policies that fall below the UN's standards and put children at risk.** We share our findings with monitoring bodies, and work with partners to help place the fulfillment of children's rights at the centre of countries' policies and their programs for poverty reduction and human development. Our work helps the world better understand the circumstances that affect the well-being of children, and leads to the development of new approaches and actions to secure children's vital universal rights.

KEY MESSAGES: EMERGENCIES

Too often, it is children who suffer the most in emergencies. They are especially vulnerable to disease, malnutrition, violence and exploitation, including sexual abuse, trafficking and abduction. War and disaster can separate children from their parents or leave them orphaned. Urgent assistance from the international community is often essential in times of crisis.

UNICEF leads international emergency relief efforts.

UNICEF, the world's leading child-focused humanitarian and development agency, helps children and their families cope with emergencies and rebuild their lives in the aftermath of crises. **Our continuing presence in virtually every country means that we are often on the ground helping children before disaster strikes – and we remain on site long after.**

In over 60 years of providing emergency assistance, we have responded to numerous major events, including the Indian Ocean tsunami of 2004, the humanitarian crisis in Darfur, the 2010 earthquake in Haiti, the 2013 typhoon in the Philippines, the 2015 earthquake in Nepal and much more. **We turn trauma into a catalyst for a brighter future by not**

only rebuilding, but building stronger and better structures such as schools. Our innovations include school-in-a-box kits which allow classes to go on in nearly any circumstances; Days of Tranquility during which hostile forces lay down their arms long enough to allow children to be vaccinated; and photographic tracing, introduced in Rwanda in 1994 to help reunite 120,000 children with their relatives.

Working with partners, we respond to almost 300 emergencies every year. UNICEF remains dedicated to providing life-saving assistance to children affected by disaster, and to protecting their rights in all situations, no matter how difficult.

OUR LOGO



What does our logo say about us?

There is no single visual element as valuable to an organization as its logo. Ours is a carefully developed representation of UNICEF's character, values and mandate. How can our logo communicate all this? The lowercase typeface sets the tone; the illustration conveys our focus on children and families, our global presence, and our ties to the UN; the overall clarity and simplicity reflect our professionalism, transparency, and clear-sightedness in pursuit of our goals. It is critical that we preserve the impact of our logo by following the usage guidelines.

HOW DO I USE THE LOGO?

The UNICEF On Campus logo is available as:



UNICEF On Campus program name in conjunction with the UNICEF Canada logo



Combined configuration enclosed in a coloured box (available in four colours)

unicef
on campus

Type-only UNICEF On Campus wordmark

Using the logo on promotional materials

During the promotion of your events, it is natural to include the UNICEF On Campus logo on your printed flyers or poster to showcase UNICEF to your community. Please note the following restrictions for use with the UNICEF On Campus logo:

- All promotional materials created with the UNICEF On Campus logo present must be approved by your UNICEF Canada liaison before sending the materials to print.
- UNICEF On Campus clubs are only permitted to produce paper materials with the UNICEF On Campus logo. The following items cannot be produced by a UNICEF Campus Club:
 - Banners made with any material other than paper, pens, buttons, mugs, cups, towels, hats, t-shirts, etc.
 - To request any of the above from UNICEF Canada or if you are unsure, please contact your UNICEF Canada liaison.
- The UNICEF On Campus logo may not appear on any promotional material that also displays the logo of an establishment that promotes values that goes against UNICEF's value system (alcoholic establishments (bars, pubs, clubs); tobacco companies; political organizations; etc.)

Are there things I shouldn't do with the logo?

Our logo should be reproduced from the final artwork files provided. Do not attempt to recreate the logo or make changes to the final art file. When enlarging the logo, please make sure to enlarge it proportionally in each direction (i.e. the same percentage horizontally and vertically).



Do not distort the logo – scale it proportionally.



Do not reproduce the logo with missing elements.



Do not replace the typeface in the logo.



Do not screen elements within the logo.



Do not change the relationship between the elements of the logo.



Do not reproduce the elements of the logo in different colours.



Do not outline the logo.



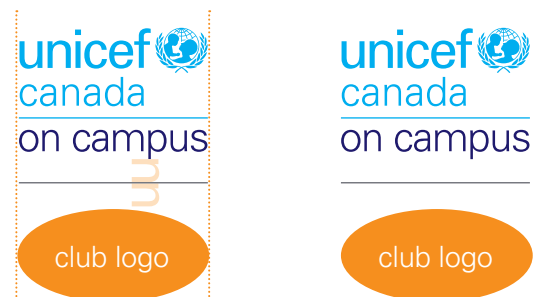
Do not reproduce the logo on a background that does not offer enough contrast.

WORKING WITH OTHER LOGOS

Understandably, many campus clubs would like to add their own logo in addition to the UNICEF On Campus logo to differentiate themselves. While campus clubs are not permitted to adapt the regular UNICEF or UNICEF Canada logo whatsoever for their own purposes, campus clubs are permitted to create their own logo that does not include any mention of UNICEF or UNICEF Canada, and does not include any official UNICEF imagery. It is then permitted that campus clubs may have their own logo appear beside the UNICEF On Campus logo, with the following rules:

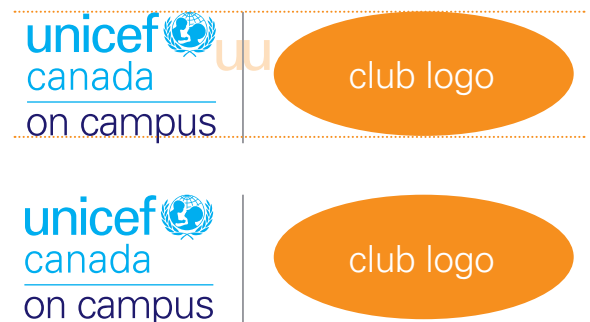
Vertical arrangement

- The UNICEF logo appears on top.
- A horizontal line the width of the UNICEF Canada On Campus logo is placed between the logos.
- The space between the line and the logos is equal to the width of the letter “u” in UNICEF.



Horizontal arrangement

- The UNICEF Canada On Campus logo appears to the left.
- A vertical line the height of the UNICEF Canada On Campus logo is placed between the logos.
- The space between the line and the logos is equal to the width of the letter “u” in UNICEF.



Please note: Logos come in a variety of shapes, sizes, and orientations. The sizing of the club logo may not always work well visually using these guidelines. **Aim to have both logos appear equal in size and importance.**

How small can I make the logo?

In print, the minimum size of the logo should measure no less than 25 mm in width. Online, the minimum width is 100 pixels at 72 dpi.

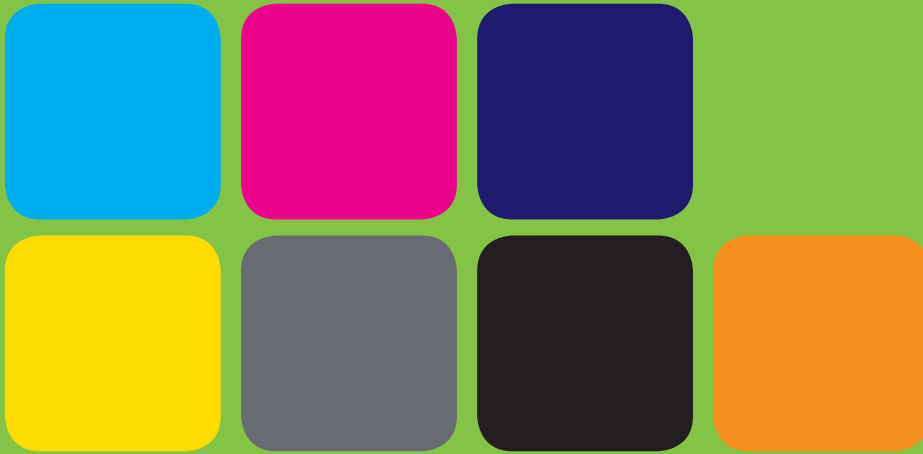


25 mm



100 pixels

COLOUR



How much does colour matter?

A thoughtfully selected colour palette is an integral contribution to any effective brand experience. Research indicates that with consistent use, colour can increase brand recognition significantly.

The UNICEF Canada colour palette is bold and optimistic, and was selected to be easily noticed in a cluttered world. It reflects the confidence of the global UNICEF brand and is a unique and ownable palette.

Each colour recalls attributes of our brand. When used with each other, the colour combinations can convey a wide range of emotions in speaking to our various key audiences.

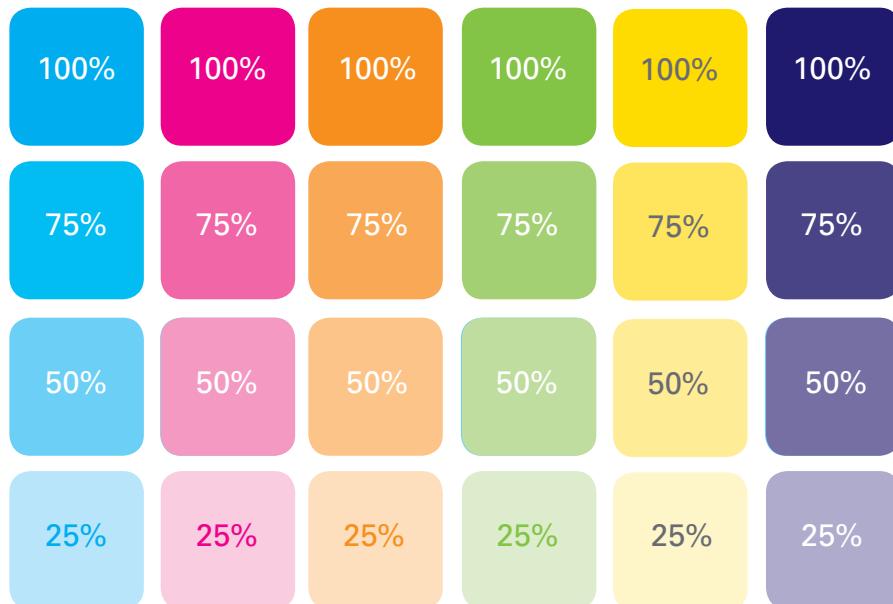
CAMPUS CLUB COLOUR PALETTE

Colour palette



PANTONE	CYAN	PANTONE	MAGENTA	PANTONE	PMS 144	PANTONE	PMS 376	PANTONE	PMS 109	PANTONE	PMS 274
CMYK	C100 M0 Y0 K0	CMYK	C0 M100 Y0 K0	CMYK	C0 M52 Y100 K0	CMYK	C53 M0 Y96 K0	CMYK	C0 M10 Y100 K0	CMYK	C100 M100 Y0 K32
RGB	R0 G159 B218	RGB	R209 G0 B116	RGB	R233 G131 B0	RGB	R122 G184 B0	RGB	R254 G209 B0	RGB	R31 G20 B93
HEX	009FDA	HEX	EC008C	HEX	FF9900	HEX	81C800	HEX	FED100	HEX	1F145D

Screens



Colours in the Campus Club palette can be screened at 75%, 50% and 25%.

Each colour recalls attributes of our brand. When used with each other, the colour combinations can convey a wide range of emotions in speaking to our various key audiences.



Originally selected by the United Nations as the antithesis to the war colour of red, our signature colour is internationally recognized as the heritage colour for all United Nations organizations. UNICEF Blue is globally influential, commands respect and conveys reason.



Vroom was chosen for the boldness, agility and youth it brings to our authoritative palette. It helps portray the passion in our voice, and our willingness to be innovative in fighting for the rights of the world's children.



Imagerine hints at a hopeful time. It's warm and easy and it brings a gentle heat to the cool and airy palette. Imagerine is playful and the most leisurely and inspirational of our colours.



Sprout offers to our palette hope for change. It contributes to the overall brightness and optimism of the palette. It feels modern and bright and looks toward new life, change and renewal.



Sunshine was selected both as a visual complement to UNICEF Blue, and for its clarity in conveying messages. It portrays forward thinking and insight; and its unwavering focus sheds light on matters at hand.



Accepted for its qualities of trust and authority, Deep Indigo brings to the palette a quiet conservatism. The colour is gentle, and offers credibility and dignity. Its honesty is unmistakable.

TYPOGRAPHY

ABCD
abcd

Why is type important?

Typography plays an important role that goes beyond the obvious. Ideally, an organization's typefaces are not only readable and practical, but also have characteristics that align with the brand's attributes and values. UNICEF strives for clarity and directness in communications, so we use typefaces that are clear and legible. They have an openness that reflects our transparency and trustworthiness, and a pared-down look that speaks to our resourcefulness. In English or in French – in any of the world's languages – the consistent use of our approved typefaces will help ensure that our materials always look and feel "UNICEF".

Our main typeface is Univers – a sans serif typeface that is clear and highly legible. Univers comes in a variety of weights. Use Univers 45 and 55 for body copy; use their oblique cuts for emphasis in body copy only when necessary. Univers 65 and 75 are used for headings, subheads and callouts.

UNIVERS FAMILY

Univers 45 Light

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMNO PQRSTUVWXYZ1234567890!@#\$

Univers 55 Roman

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890!@#\$

Univers 65 Bold

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$

Univers 75 Black

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$

The Arial typeface should be used in cases where Univers is not available.

ARIAL FAMILY

Arial

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMNO PQRSTUVWXYZ1234567890!@#\$

Arial Bold

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMN OPQRSTUVWXYZ1234567890!@#\$

Duffy is a stylish, casual script intended to be used as an accent typeface for subheads, graphics, and callouts, never for large blocks of copy.

DUFFY SCRIPT FAMILY

Duffy Bold

abcdefghijklmnopqrstvwxyzABCDEFGHIJKLMNO PQRSTUVWXYZ1234567890!@#\$

GRAPHICS



What other elements are in our visual language?

Our audiences should be able to spot a UNICEF piece at a glance thanks to its unmistakable look. The most immediate way to achieve this is through the consistent use of memorable graphic elements. Ours include outstanding imagery of active, engaged children, conveyed in a spirit of respect and optimism that reflects our mission and creates an emotional connection with the viewer. Other aspects of our “visual language” are rounded corners and white borders, which create a clean and modern look, as well as the laurel wreath used as an accent graphic, reflecting our connection to the UN.

HOW CAN GRAPHICS MAKE OUR BRAND DISTINCTIVE?

We have developed additional graphic elements to make our brand memorable. Our use of rounded corners and white borders gives a crisp and distinctive look to our materials. Our images are primarily of children – the very reason for our organization’s existence.

PHOTOGRAPHY

Photo Release

The use of photos from UNICEF field work at an event helps to engage your audience and participants to a higher level. Whenever you are in need of UNICEF photos, please connect with your UNICEF Canada liaison with a photo release request, answering these questions:

- What type of photo are you requesting?
- On what promotional materials will you be displaying the photo?
- Until what date do you require use of the photo?

Authorizations & Restrictions

UNICEF photographs are copyrighted. In accordance with international copyright laws and the Convention on the Rights of the Child, reproduction of any UNICEF image implies agreement to these terms:

- Images may not be used in a commercial context, including in co-branding partnerships with commercial companies. We do not have model releases for these uses.
- Content may not be changed by digital or any other means, except cropping.

- Use must be in a context that respects the real situation and identity of all human subjects depicted.
- Use must comply with special protection provisions if the image subject is at risk of harm or discrimination.
- All images must be credited as stated on the photo release form.
- Images are not available for personal use.
- ALL image use outside of UNICEF requires written permission by authorized UNICEF staff. Unless otherwise stated, reproduction rights are granted for one-time use for the publication and context specified in this order. If use is not specified, rights are not granted.
- Any repeat use or use in another context must be additionally requested.
- Images may not be archived in any format by any non-UNICEF entity or individual, including UNICEF consultants. Recipient agrees to return all hard copies to sender and to delete all images from all electronic storage devices upon completion of authorized reproduction placement.



SIMPLE

Simple images affirm all that is best in children, illustrating both who they are and what they can be.



OPTIMISTIC

Optimistic images convey all the hope that a child's life represents, and the confidence that UNICEF brings to its own endeavours.



BOLD

Bold images communicate clearly and immediately what is essential in a situation, stirring deep emotions in the viewer.



CONTEMPORARY

Contemporary images are recognizably current, and show the active participation of children. Unique camera angles, good cropping, interesting colours and strong crisp lines all let us feel as if we were right there with the subjects.

All of our photographs should convey the dignity and personality of the people portrayed. Images are most compelling when they tell stories – representing children in ways that reflect the reality of their worlds.

Our brand attributes – simple, optimistic, bold, contemporary – should be evident in every piece of UNICEF communication.



To make our brand more memorable, we crop photography and large areas of colour with rounded corners. To determine the appropriate radius of a rounded corner for a particular application, use the following guidelines.

- Applications smaller than 5.5" x 8.5" should employ a radius of 0.125".
- Applications larger than 5.5" x 8.5" and up to 11" x 17" should employ a radius of 0.167".
- Applications larger than 11" x 17" and up to 30" x 30" should employ a radius of 0.25".
- For applications larger than 30" x 30", the appropriate radius is up to the discretion of the designer, although it's recommended that all radius sizes increase in increments of 0.125".



This example of a PowerPoint title page uses a white border at the edge of the page and to separate the graphic elements.

A white border gives a crisp, clean look to our materials. The border separates graphic elements from the edge of the page and is also used to separate elements when using more than one image or block of colour. In general, the rules for creating white borders are as follows.

- Applications smaller than 5.5" x 8.5" have a white border of 0.125".
- Applications larger than 5.5" x 8.5" and up to 11" x 17" have a white border of 0.25".
- Applications larger than 11" x 17" and up to 30" x 30" have a white border of 0.5".
- For applications larger than 30" x 30", the appropriate border is up to the discretion of the designer, although it's recommended that all border widths increase in increments of 0.25".

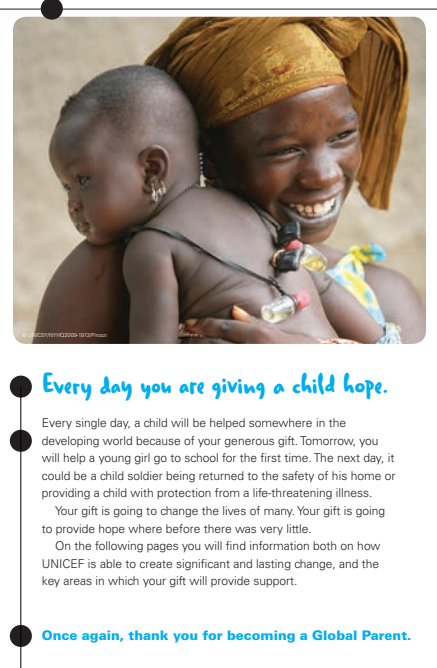
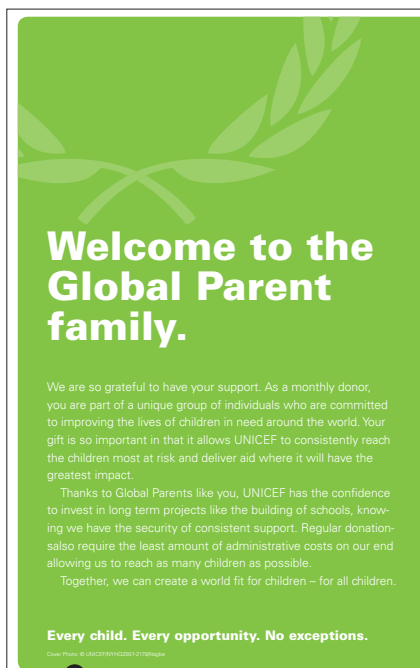
HOW DO I PUT IT ALL TOGETHER?

TOP 5 DO'S

Cover and opening spread from the Global Parent brochure

5 Photography. Photographs should show children and convey the dignity and personality of the people portrayed. All photography must follow the guidelines set out in the "Photography" section of the graphic standards.

4 Rounded corners and borders. Photography and large areas of colour have rounded corners. A white border separates graphic elements from the edge of the page.



1 UNICEF Canada Logo. The logo must be included prominently on the front of the piece.

2 Colour palette. UNICEF Blue is featured prominently. The use of colour is bold and clean. The laurel wreath appears tone-on-tone against a strong background.

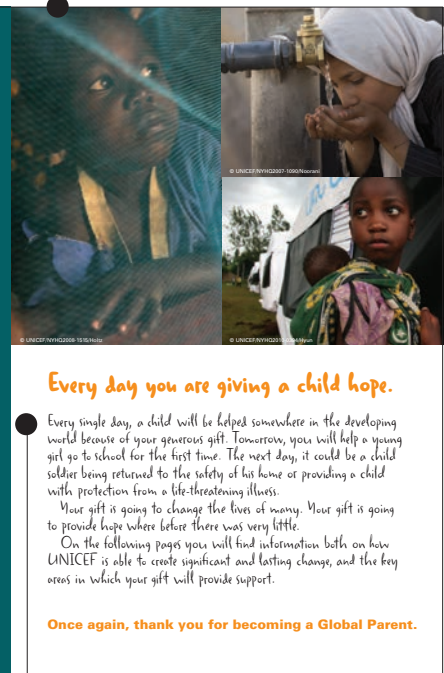
3 Type. Univers is used as the main typeface with Duffy as an accent.

TOP 5 DON'TS

5 Crowded photography. Selection and use of photographs should be simple and clean. When multiple photos are used they should be separated from one another.



4 Rounded corners and borders are not used. Photography and large areas of colour should have rounded corners and be separated from the edge of the page by a white border.



1 Poor contrast between the logo and the background. Do not use the logo in colour combinations that offer poor contrast.

2 Incorrect use of colour palette. The background colour should be UNICEF Blue or another colour from the UNICEF palette. The laurel wreath should appear tone-on-tone against the background colour, rather than in a contrasting colour.

3 Incorrect use of typefaces. Duffy should not be used for body text, and only in bold for headlines and call outs. The dominant typeface should be Univers.

Contact us

For additional information about the UNICEF Canada brand, please contact your UNICEF Canada liaison at **1 800 308 3248** or **youthinaction@unicef.ca**.