

# Brief Visibility Guide for Partners

### Key principles

In formal partnerships, use of the UNICEF name and logo, and use of partners' names and logos, are managed by UNICEF focal points and governed by the partnership agreement.

Co-branded materials should offer fair visibility to all partners, proportionate to their roles in the partnership, and without giving any single partner outsized prominence. Partners, including UNICEF, should be represented by their logos, and not through integration of additional brand elements.

Partners' use of UNICEF's branding and logo should be specified in the binding partnership instrument. Terms of use will differ based on the category of partnership and its scope (see Annex 1).

### Use of the UNICEF logo in partnerships

As part of the UNICEF Humanitarian Response for Children inside and outside of Ukraine, UNICEF helps the Governments of 13 countries to protect the rights and meet the needs of children and their families who arrived from Ukraine. This is communicated by putting the logo of the leading state body and UNICEF logo in proportionately equal sizing, with equal visual emphasis and adequate clear space around each logo.

The logos of the civil society organizations supported by UNICEF are placed separately from the leading state body and UNICEF. When the logos need to be shown together due to space constraints, an expression to describe the partnership such as *in partnership with* can be incorporated.

Therefore, UNICEF and government partners are shown together, to convey equal partnership. The implementing partner (national NGO, CSO, etc) should be shown at a remove, to convey that their role in the partnership is different.

When different logo placement is not possible because of limited space, then inviting use of text (ie, "supporting", "with", etc).

On signage and materials for audiences that speak different languages, use of the UNICEF standalone logo is acceptable. If the material has been prepared in one single language, however, the UNICEF logo in the same language should be used.

## Example



ROMODROM  
DROBNÉ PROJEPTY  
SPOLLEČNOST


Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eliusmod tempor incididunt ut labore  
et dlore magna aliqua. Ut enim ad  
minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.





MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eliusmod tempor incididunt ut labore  
et dlore magna aliqua. Ut enim ad  
minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY



ROMODROM  
DROBNÉ PROJEPTY  
SPOLLEČNOST

## UNICEF logo and versions

## Logo

### Logo signature

The combination of the UNICEF logo and tag line makes up our complete signature.

HORIZONTAL  
LOGO SIGNATURE



VERTICAL  
LOGO SIGNATURE



## Colour

We are proudly **UNICEF Blue**.  
We show it in everything  
we do; behind our logo, on  
signature images and when  
working in the field.

**UNICEF Blue** (cyan 100%)  
is how we are instantly  
recognized.

**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 and other  
computer software, mobile, and TV

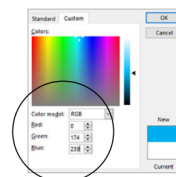
**VIDEO HEX**  
For use in videos

**WEB HEX**  
For use on websites



Graphic visual guide | Colour

**PRACTICAL TIP**  
To set UNICEF Blue in presentations  
using softwares such as Keynote,  
PowerPoint and Word, open the colour  
window and input the values for red,  
green, and blue as shown below,  
to ensure that the right colour is  
being used.



## ANNEX 1

### PERMISSION TO USE THE UNICEF BRAND WITH EXTERNAL PARTIES

#### Example

In the context of their collaborative efforts to raise awareness of [name of collaborative project, or the primary goal thereof], [name of UNICEF office or Division] hereby grants [partner name] permission to use the UNICEF name and logo. This permission gives the aforementioned entity authorization to use the UNICEF name and logo on digital, print, and other resources developed specifically for the project, and

expires upon conclusion of the project or on [specify date], whichever comes first. Use of the UNICEF name and logo in contexts outside the scope of the project, or in a way that brings undue reputational risk to UNICEF, will be seen as grounds for revocation of this permission. Use of the UNICEF name and logo will be monitored by [name of UNICEF focal point] on behalf of UNICEF and [name of partner focal point] on behalf of the partnering entity. The UNICEF focal point will liaise with the UNICEF Brand Section to provide Brand resources, including logo files, to the partnering entity as requested.