

EDITION 1.2 - OCTOBER 2016

UNICEF Brand 2016

Graphics Manual - Lite Version

UNICEF Brand Graphics Manual

The UNICEF Brand Graphics Manual has been developed for use by UNICEF staff and consultants who focus on producing visual communication materials for the organization.

The purpose of this publication is to help staff improve the quality of their information products and deliver professional visual communication materials throughout UNICEF, communicating with a consistent visual language which is on brand.

This manual will help staff, consultants and partners to produce quality materials such as fact sheets, situation reports, infographics, social media materials and reports.

Special acknowledgment goes to UNOCHA, whose inspiration and guidance has informed much of the content in this document. The humanitarian icons used were originally developed by OCHA and have been made available to UNICEF for its visual communication purposes.

For any questions about this manual, please contact:

James Elrington

jelrington@unicef.org

For any questions about the brand, please contact:

Michelle Siegel

msiegel@unicef.org



How to use this manual

The purpose of this book is to help staff and consultants produce effective visual communication materials that speak with a common visual language to both internal and external audiences.

The best way to use this book is as a PDF. There are links and interactive elements to help the user find exactly which digital assets they need to help them produce visual communication materials.

There are links to templates which can be used by both Mac and PC computers. For complex designs and large publications it is recommended to employ a professional designer. Please share this manual with the selected designer.

To navigate through the PDF:



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Download file

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MS Publisher version (.pub)



MS Powerpoint version (.ppt)



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The UNICEF brand

The UNICEF brand is one of the most important assets of the organization. It represents how we are perceived, how we are recognized and how we engage with our audience. As a global brand, we need to consolidate our use and application of the brand to speak with a common visual language which communicates clearly the core messages and beliefs of the organization.



By using and adhering to the UNICEF brand guidelines on use and application of the logo, we can move from a cluttered visual language...



... to one where the organization communicates with a consistent and unified visual language, strengthening the power and impact of our brand.

UNICEF logotype

The current UNICEF logotype was implemented as part of the 2000 Brand Strategy. It remains unchanged and is UNICEF's permanent visual identifier.

The UNICEF logotype is a symbolic representation of the organization. It should not be altered in any way under any circumstances.

The logotype will continue to be used to represent the organization in general and in partnerships.

To provide the required clear-space around the logotype, use the height and width of a standard capital letter 'M' – in the same height as the letters in the logotype – as a guide.

UNICEF PERMANENT VISUAL IDENTIFIER



REQUIRED CLEAR-SPACE GUIDE



UNICEF logotype artwork

Below are a range of logos which have been made available for use. Simply click on the version required and it will open in the most compatible software available.

Image files (.png) - Screen

Below are high resolution .png file, a good version for preserving transparency



100% Cyan



RGB blue for web/screen



100% Black



White

UNICEF signature

The combination of the UNICEF logotype with the tagline 'for every child' comprises the organization's visual signature.

The signature must be applied consistently to all UNICEF projects to provide global visual recognition of the organization as a whole.

The horizontal signature is the preferred configuration which should be applied to all UNICEF productions. Use the vertical signature when the horizontal configuration may not fit.

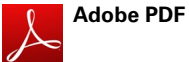
HORIZONTAL SIGNATURE



VERTICAL SIGNATURE



Full guidelines:



UNICEF signature artwork

Below are a range of horizontal logos which have been made available for use. Simply click on the version required and it will open in the most compatible software available.

Image files (.png) - Screen

Below are high resolution .png file, a good version for preserving transparency



100% Cyan



RGB blue for web/screen



100% Black



White

Image files (.png) - Screen

Below are high resolution .png file, a good version for preserving transparency.

100% Cyan



RGB blue for
web/screen



100% Black



White



UNICEF signature language

A range of language versions have been made available for use.

FRENCH:

unicef  | pour chaque enfant

SPANISH:

unicef  | para cada niño

RUSSIAN:

юнисеф  | для каждого ребенка

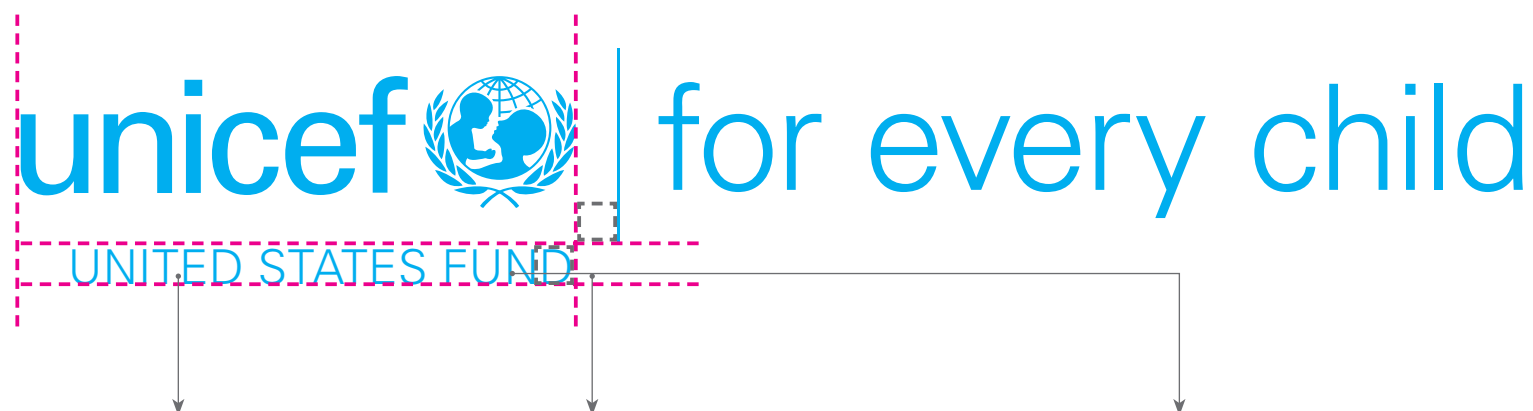
ARABIC:

يونيسف  | لكل طفل

National Committee

If the name of the National Committee is required with the logotype signature, please follow these instructions on how to add the relevant name.

EXAMPLE



The NC name should be placed under the UNICEF logo justified right in-line with the right of the logo

The size of the font name should be the same height as the distance between the logo and the dividing line as shown by the grey square above

The typeface to use is Univers 45 light in capital letters with +10 spacing

National Committee

EXAMPLE



| pour chaque enfant



| para cada niño



| per ogni bambino



| für jedes kind

Country offices

EXAMPLE



| pour chaque enfant



| para cada niño



| para cada criança



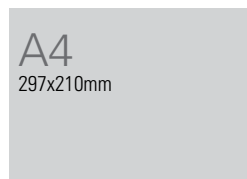
| for every child

Layout principles

What size should your document be? This is important to consider before starting to produce any publication. Think about the end users and how they will be using it. If it is for printing, then A4 portrait is the most standard and easy to read and use. For screen, the most appropriate is landscape, ideally A4 as well for convenient printing.

Paper dimensions

The standard A4 paper size is the most suitable for printing worldwide.



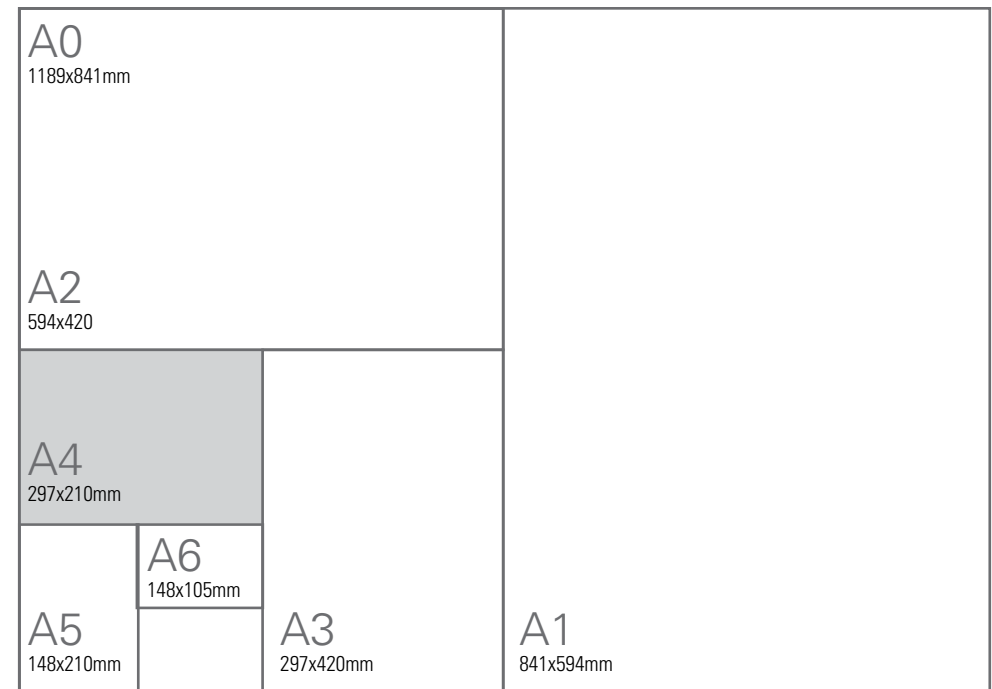
A4 landscape



A4 portrait

A4 is only slightly taller and thinner than the US Letter paper size and is more commonly available.

Choose whether 'landscape' or 'portrait' orientation is best for your document, but avoid mixing the two in the same project.



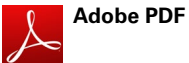
Layout principles

Sometimes a simple layout template is all that is required to bring a document to life. On this page are examples of how to create a simple text layout, using strong branding and design. The use of columns is recommended to make heavy text documents more visually interesting and easier to read.

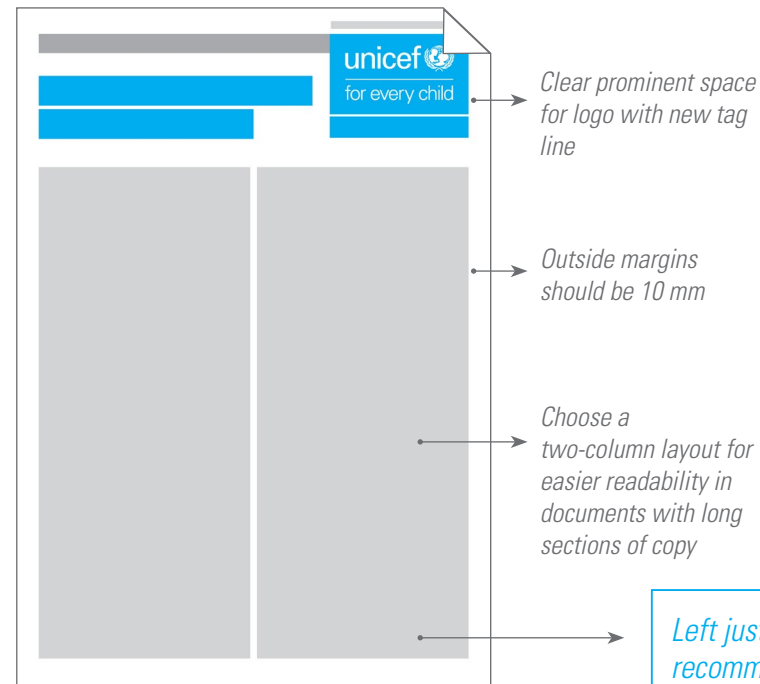
When justifying text it is recommended to always justify on the left side without any hyphenations. Do not separate a number from what it refers to, for example “7 children”, should be “7 children” on the same line.

A range of templates can be found on [page 54](#) with links to download them.

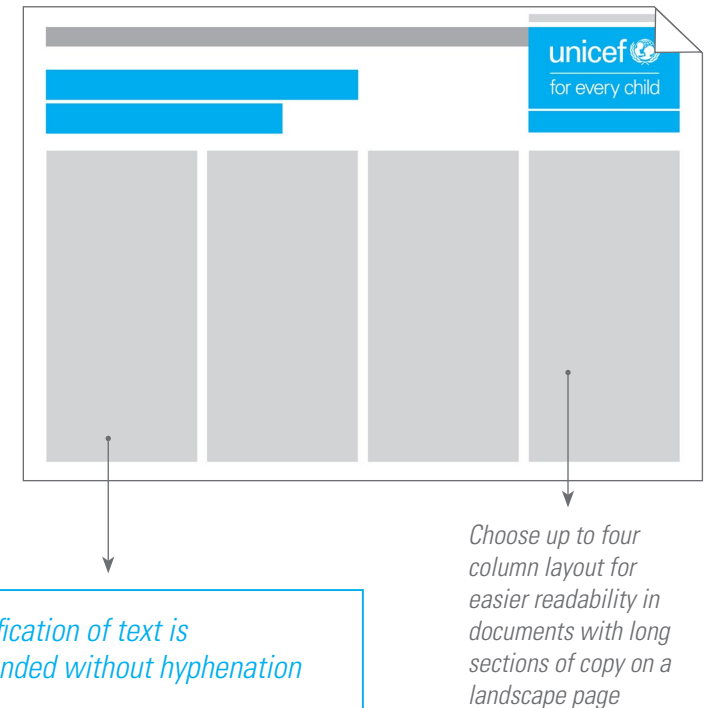
UNICEF Style Book:



The standard A4 paper size is the most suitable for printing worldwide. Portrait orientation (vertical) is the most practical for the reader.



Landscape orientation (horizontal) is available and is practical for certain documents



Fonts

The brand toolkit recommends the use of certain fonts which are outlined here. Univers is our brand font and should be used whenever possible.

Univers is the principle typeface for UNICEF's brand and should be used whenever possible. The typeface has an extensive range within it and all can be used, with the six main styles shown here:

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Univers 45 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Fonts

When Univers typeface is not available, a similar and standard typeface can be used, Arial. The Arial typeface has limited range but is guaranteed to work on most computers around the world. If a font is not found, then Courier is used as a default, which is never attractive.

The Aleo typeface contains nice numbers and works well in headlines and as pull-out quotes. A standard serif font may be used in its place if not available. A good one on the PC is Garamond Bold.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789**

Aleo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

Aleo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789

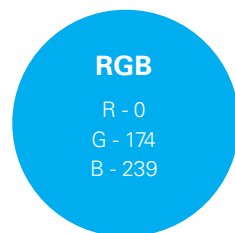
Aleo Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz123456789**

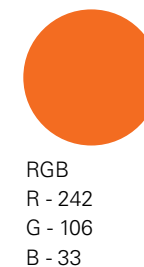
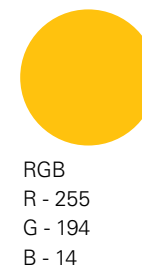
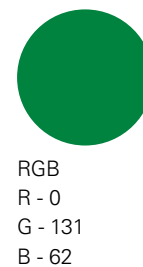
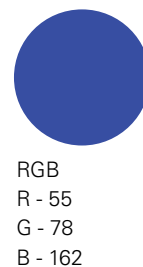
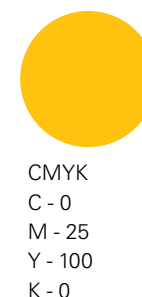
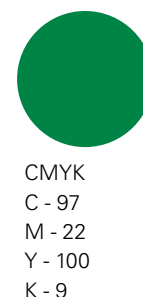
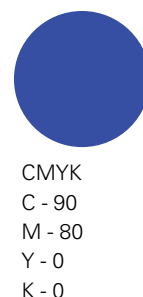
New colour palette

The UNICEF colour palette has been updated as part of the new Brand Strategy and the details of the colour breakdown is outlined here. Spot colours are recommended for professional printing as well as the CMYK versions. The RGB are to be used for screen reproduction only,

PRIMARY COLOUR

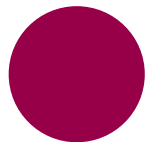


SECONDARY COLOUR PALETTE





PANTONE®
485



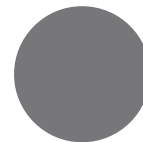
PANTONE®
221



PANTONE®
2613



PANTONE®
Warm Grey 1



PANTONE®
Cool Grey 9



PANTONE®
Black



CMYK
C - 5
M - 100
Y - 100
K - 0



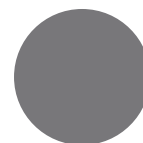
CMYK
C - 31
M - 100
Y - 53
K - 20



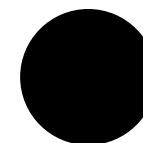
CMYK
C - 70
M - 100
Y - 20
K - 7



CMYK
C - 14
M - 14
Y - 17
K - 0



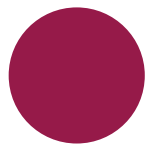
CMYK
C - 55
M - 47
Y - 44
K - 10



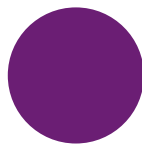
CMYK
C - 0
M - 0
Y - 0
K - 100



RGB
R - 226
G - 35
B - 26



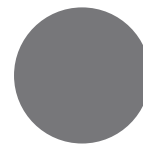
RGB
R - 150
G - 26
B - 73



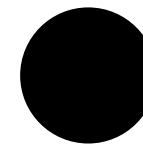
RGB
R - 107
G - 30
B - 116



RGB
R - 216
G - 209
B - 202



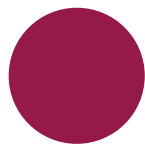
RGB
R - 119
G - 119
B - 122



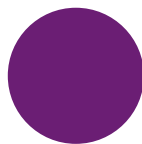
RGB
R - 0
G - 0
B - 0



HEX/WEB
E2231A



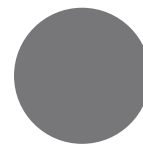
HEX/WEB
961A49



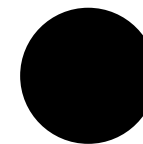
HEX/WEB
6A1E74



HEX/WEB
D8D1C9



HEX/WEB
777779



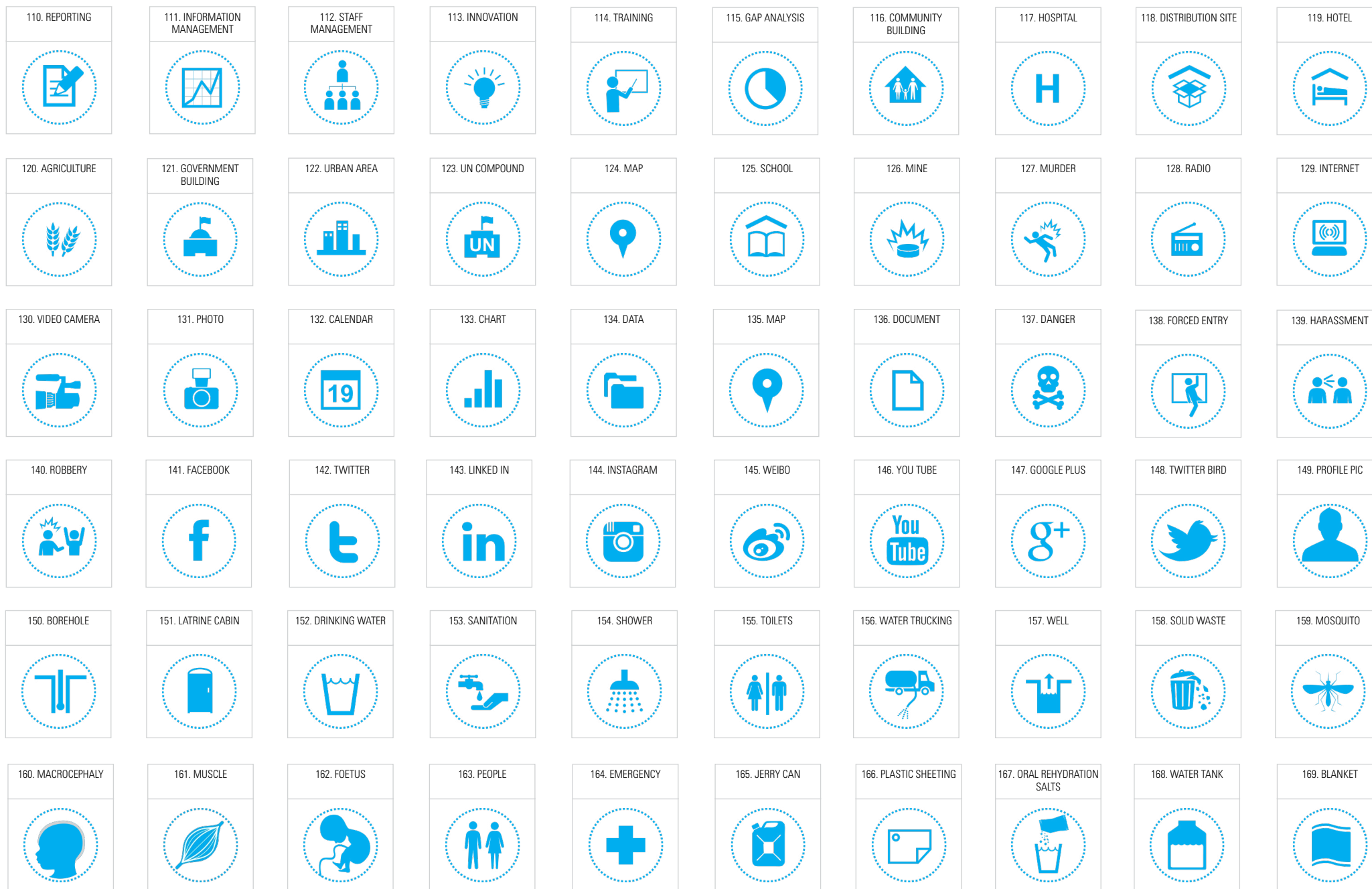
HEX/WEB
404041

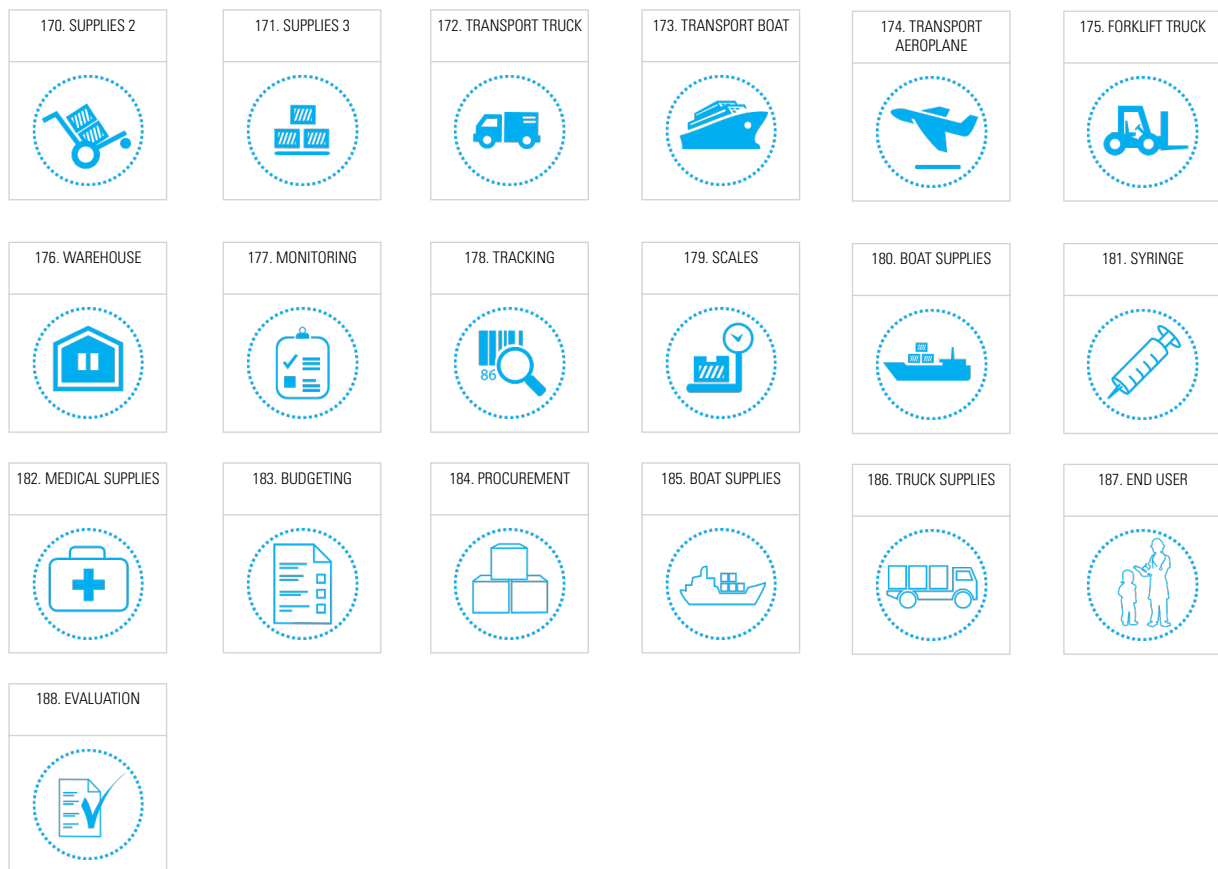
Icons

A range of icons has been produced to bring consistency to our visual language when representing the organization's activities. This is a library of icons which will evolve and expand. Click on any thumbnail to view a larger version.



50. ARRESTED	51. HOME DESTROYED	52. TENT	53. SHELTER	54. COLD WAVE	55. HEAT WAVE	56. VOLCANO	57. TECHNOLOGICAL DISASTER	58. DAMAGED	59. DESTROYED
60. NOT AFFECTED	61. SCHOOL AFFECTED	62. SCHOOL DESTROYED	63. SCHOOL NOT AFFECTED	64. RESPONSE	65. MEDICINE	66. SUPPLIES	67. SANITATION	68. DRINKING WATER	69. MEDICAL SUPPLIES
70. VACCINES	71. PSYCHO-SOCIAL SUPPORT	72. HEADQUARTERS	73. REGIONAL OFFICE	74. COUNTRY OFFICE	75. NATIONAL COMMITTEE	76. COORDINATION	77. ASSESSMENT	78. TRAINING	79. TELECOMMUNICA- TIONS
80. CLOTHES	81. WINTER NON FOOD ITEMS	82. WINTERIZATION	83. DATA COLLECTION	84. MOSQUITO NET	85. TARPULIN	86. SOAP	87. WATER SOURCE	88. READY TO USE THERAPEUTIC FOOD	89. SYRINGE
90. FOOD AND WATER	91. FINANCING	92. PARTNERSHIPS	93. PRIVATE FUNDRAISING	94. PLEDGE GIVING	95. LEGACY GIVING	96. COMMUNICATION	97. ADVOCACY	98. RAISING AWARENESS	99. ITC
100. REPORTING	101. ANNOUNCEMENT	102. CASH DONATION	103. DIGGER	104. FUEL	105. CONTRACT	106. CONSTRUCTION	107. LEADERSHIP	108. ANALYSIS	109. MEETING





Icons

Full range of icons available in Power Point layout :

CYAN



RGB



WHITE



GREY



BLACK



World maps

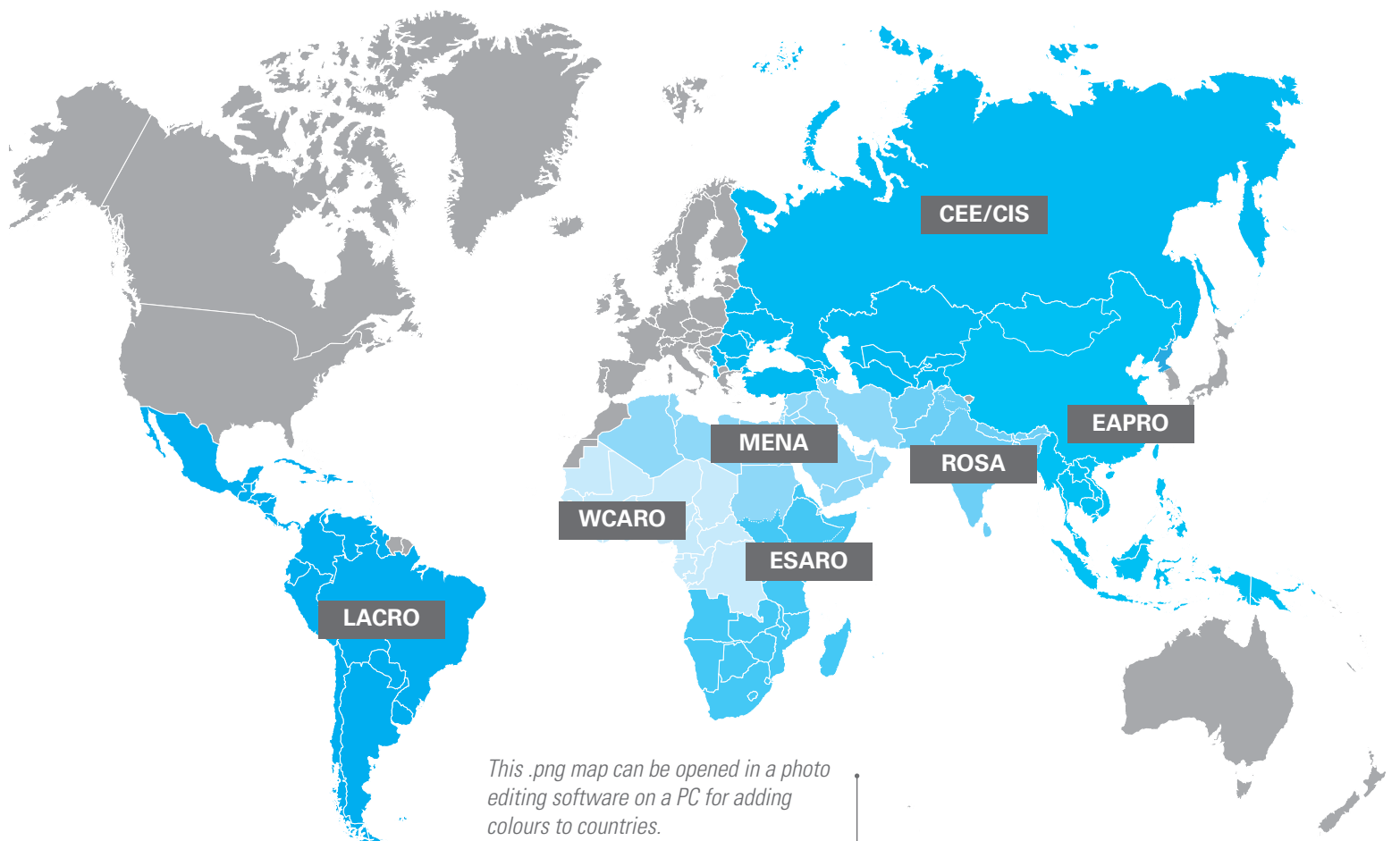


Maps are one of most useful ways to show the scale and capacity of UNICEF's work around the world and are a vital resource when communicating on emergencies.

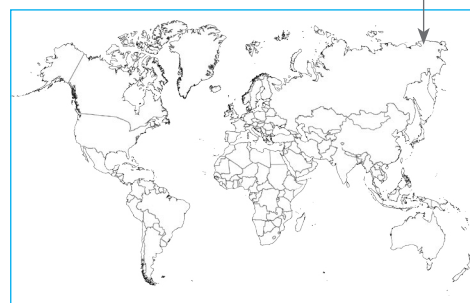
On this spread, the regions where UNICEF has programmatic activities are highlighted.

All maps MUST be accompanied by the following disclaimer:

This map is stylized and not to scale. It does not reflect a position by UNICEF on the legal status of any country or area or the delimitation of any frontiers. The dotted line represents approximately the Line of Control agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the Parties. The final boundary between the Republic of the Sudan and the Republic of South Sudan has not yet been determined.



This .png map can be opened in a photo editing software on a PC for adding colours to countries.



Regional maps



Available here are maps covering the seven regions UNICEF covers with a list of all the programmatic countries.

*Last updated August 2016

Click on any of the maps to view them.

CEE/CIS



EAPRO



ESARO



Open in PDF

LACRO



MENA



ROSA



WCARO



Country maps



Base maps such as the ones shown here act as good starting points before adding data and detail. Below are examples of 'one column' maps that can be used in situation reports, whereas the more detailed map on page 45 can be used to show more extensive data and information.





Emergency graphics

When an emergency arises, especially a sudden onset emergency, UNICEF needs to respond quickly with its visual communication materials to highlight the crisis and launch an appeal. The following pages describe in detail what should be produced, with template examples and guidance on how to use them. Using the Nepal earthquake emergency appeal from 2015, this section provides details on required actions and how to produce materials in support of communication and fundraising.



Day 1 - first 2 to 6 hours

As the news breaks of an emergency, UNICEF PFP will work with local photographers and the Country Office to acquire as quickly as possible photos of children affected by the crisis. However, in those instances where an image is not available, an old image from that country may be used but with the clear disclaimer: *"The photo shown here does not represent the current emergency."*

Phase 1 Graphic: The visual here shows the recommended style of visual to use during the first few hours of an emergency.

When using an old photo, please ensure the disclaimer is featured. *"The photo shown here does not represent the current emergency."*



Phase 1 Graphic (Photo): Once photos start coming in, PFP will share them online through the emergency portal with a recommended one to be used.

This photo must immediately replace the old one.



Day 1 - First 2 to 6 hours

Once a key image which is appropriate to fundraising and is on brand has been selected, this should be used in the final Phase 1 graphic.

Phase 1 Graphic (Photo): As more photos are made available, a more appropriate image for fundraising may be more suitable. Close-up shots of children's faces with direct eye contact are ideal, but the child must not show distress.



Phase 1 web banners: A range of web banners will be made available to be adapted by markets and used accordingly. Available in:

1. 728x90 pixels horizontal banner
2. 200x200 pixels square banner
3. 160x600 pixels vertical banner
4. Banner for email signatures



1. Web Banner 728x90 pixels



Day 1 - First 2 to 6 hours

The Phase 1 web banners are useful graphic elements to be used quickly across a range of digital and print platforms. These consistently branded visuals help to create awareness of the emergency and to generate income.



2. Web Banner 200x200 pixels

4. Email signature banner 120x40mm

James ELRINGTON
Design Specialist | Brand & Marketing | Communication | PFP
O: +41 22 909 5261, M: +41 79 428 2905, Fax: +41 22 909 5908
jelrington@unicef.org

United Nations Children's Fund
5-7 Avenue de la Paix 1211 Geneva, Switzerland
Follow us on Facebook, Twitter, YouTube and at www.unicef.org



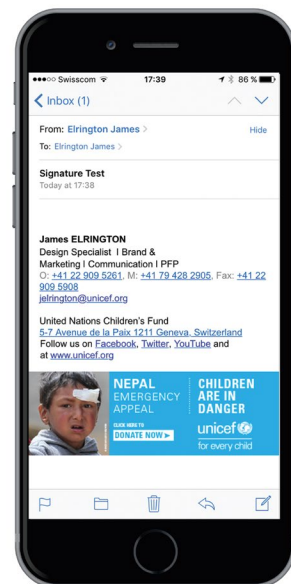
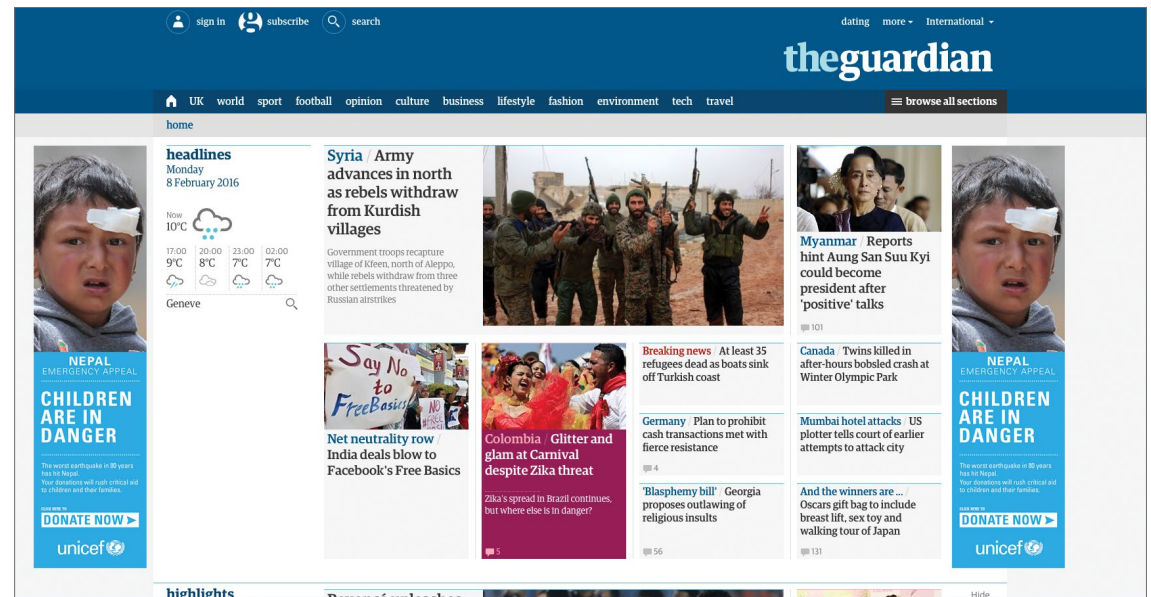
3. Web Banner 160x600 pixels



Day 1 - First 2 to 6 hours

The use of consistent visual messaging will have a powerful effect across different media.

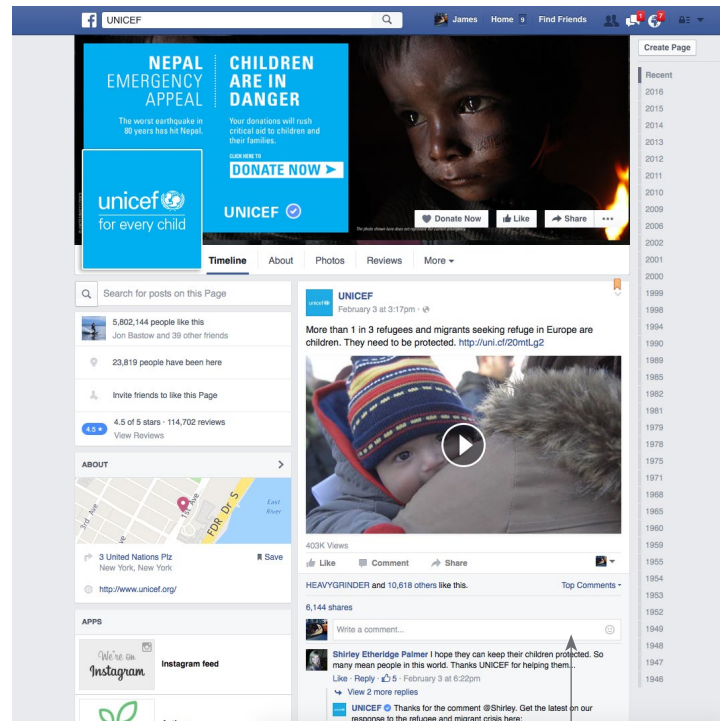
Examples of how they could look on news websites



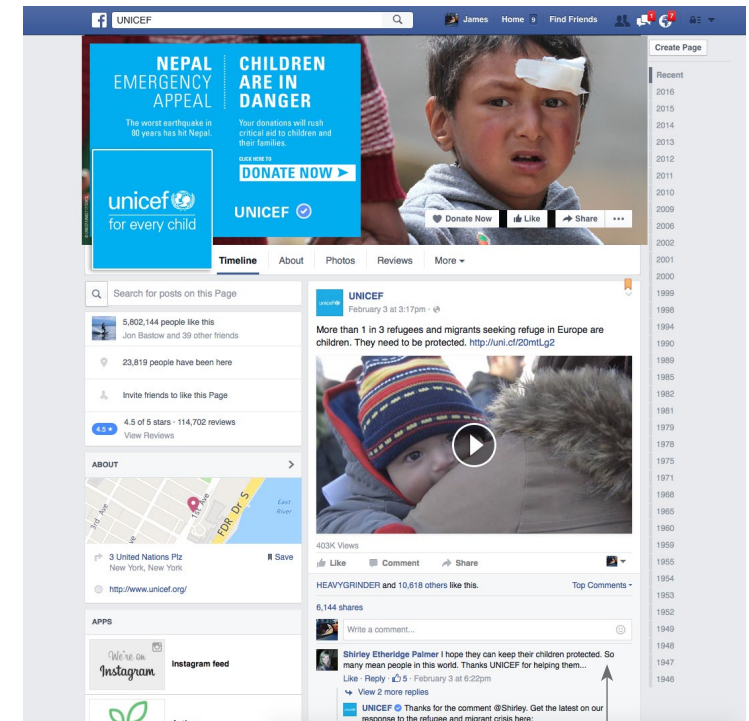
New email signature dimension fits mobile screens better

Day 1 - First 2 to 6 hours

It is important that during the first few hours of an emergency, UNICEF's social media presence reflects the current emergency appeal, enabling supporters to donate.



Phase 1 Facebook landing page: The landing page for your Facebook page should reflect the same look and feel of the emergency appeal graphics. When no photos from the emergency are available, an older image may be used but the disclaimer must be incorporated.



Phase 1 Facebook landing page: Once the key photo for the emergency is available, the home page needs to be updated to reflect consistency.

Social media photography guidelines:



Day 2 to 5 - First infographic

During the first week, PFP will produce an infographic to highlight the immediate needs and response to be used in fundraising and communication materials.





Templates

A set of templates have been developed with the new brand logotype which are designed to help bring consistency and accurate branding to a range of materials.

Left justification without hyphenation is recommended for all text layouts. The use of columns is recommended as well to create a more editorial and less text-heavy feel to the layout.

Text layout



This **text layout** has been made available to improve basic documents with the new brand logotype and brand consistency.

Fact sheets



The **fact sheet** can be used to highlight key activities and achievements in programmatic areas and is a useful way to summarize planned work for partners and donors.


Human interest stories



Human interest stories are an effective and compelling way to tell the story of UNICEF through the experiences of beneficiaries.

Situation reports

UNICEF South Sudan Situation Report



unicef
for every child

Humanitarian
Situation Report:
SOUTH SUDAN

11 – 24 September 2015 #08

Highlights

- UNICEF and MSF Holland organized a campaign of malaria presumptive treatment screening 29,731 children 6 months to 5 years in Bentu Protection of Civilians (PoC) site for fever. Fifty-four per cent of those screened, 16,112 children, were treated for malaria.
- On 22 September, UNICEF WFP and partners deployed two RRM missions to Koch and Bawo in Koch County, to deliver multi-sectoral assistance to highly vulnerable populations. This is the first time that large scale life-saving assistance has been provided in the county since violence broke in May 2015. The UNICEF team will be screening and treating children under 5 for malnutrition; providing immunization services to children under 15 and pregnant women; delivering WASH supplies; and identifying and registering unaccompanied and separated children. UNICEF, in coordination with other actors will also be delivering survival kits.
- UNICEF in collaboration with state Ministries of Health, WHO and health partners launched the first of two rounds of Sub-National Immunization Days (SNIDs) in five states: Lakes, Warrap, Jonglei, Upper Nile and Unity. The campaign will deliver two successive doses of Oral Polio Vaccine targeting 1,897,266 children under 5 in response to the case of circulating Vaccine-Derived Polio Virus (cVDPV) detected in Mayom County. It aims at circulating building up a high population immunity to interrupt the circulation of the cVDPV.

Situation in numbers

1.64 million

People internally displaced since 15 December 2013

100% humanitarian crisis since 14 November 2013

876,986*

Confirmed internally displaced children under 18 years

Outside South Sudan

628,495

Licensed and South Sudanese refugees or neighbouring countries since 15 December 2013 (UNHCR figures)

2013 (UNHCR figures)

Priority humanitarian funding needs January - December 2015

US\$ 183.3 million

UNICEF's Response with Partners

	Cluster Target	Cluster results (of)	Target achieved (%)	UNICEF Target	Cluster results (of)	Target achieved (%)
WASH: # of target population provided with access to water as per agreed standards (15-19 litres of water per person per day)	3,500,000	1,999,769	57%	800,000	487,711	61%
Nutrition: # of children 6-59 months with Severe Acute Malnutrition admitted for treatment	140,950	92,167	62%	140,950	92,167	62%
Health: # of children 0-15 yrs vaccinated for measles				1,207,735	254,980	21%
Education: # of children and adolescents aged 3-18 with access to education in emergencies	446,740	305,132	79%	260,000	206,940	104%
Child Protection: # of children reached with critical child protection services	340,295	309,777	100%	275,280	256,922	94%

The **situation report** is the most common way for country offices to report on the situation in the country and to raise awareness around the HAC appeal.

PowerPoint

29 August 2016

Title of presentation

Name of presenter



unicef
for every child

The UNICEF **PowerPoint** template should be used when presenting externally and internally. It is a guideline from which to build on.

Newsletter

A NEWSLETTER ABOUT UNICEF AMBASSADORS

unicef
for every child

Ambassador
Newsletter #20

In this issue:

- Ambassadors in the Field
- Awards
- Campaigns & Events
- New Ambassadors

UNICEF Ambassador
Ewan McGregor walks
with Myrna, aged 10,
inside an abandoned
mush that her family
used to live in, Erbil,
Northern Iraq on
July 29 2016.

Ambassadors support #fightunfair
campaign

Ambassadors challenge climate
change

UNICEF Goodwill Ambassador Angélique Kidjo joined a distinguished list of speakers at the *South to South* event in December, at the Petit Palais in Paris, during COP21. Kidjo, joined by UNICEF Executive Director Anthony Lake and 15-year-old youth digital mapper from Zimbabwe Tatiana Kondo, spoke about the impact of climate change on children. "Climate change means more droughts, floods, heatwaves and other severe weather conditions, and although the threats of climate change pose serious risks for everyone – it is the children – especially the poorest and most disadvantaged – who will bear the brunt of its effects," said Kidjo.

During the same period, UNICEF Goodwill Ambassador Katy Perry released a special weather report to put a focus on the extreme weather patterns that are emerging across the globe, forcing millions of children and families to flee their homes. Perry called on viewers and listeners to help make a positive change in the forecast for children by fighting global warming.

With the increase in newsletters being produced, this template is provided to bring consistency and the new brand strategy to them.

Letterhead

unicef
for every child

Date

Name, Title

Office

Address

City, State/Province, Postal Code

Salutation:

Body: UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: www.unicef.org

Sincerely,

Name, Title

email

One of the most common templates available in American A4 and standard A4.

Text layout

Sometimes a simple layout template is all that is required to bring a document to life. On these pages are examples of how to create a simple text layout, using strong branding and design. The use of columns is recommended to make heavy text documents more visually interesting and easier to read.

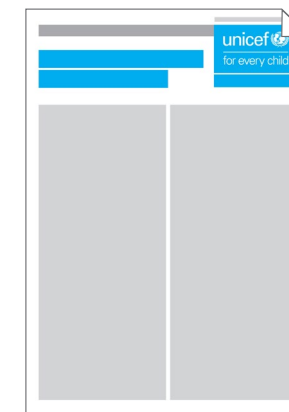


Clear prominent space for logo with new tag line

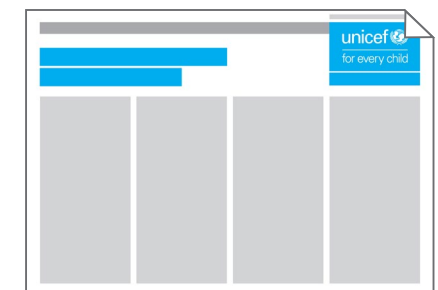
Outside margins should be 10 mm

Choose a two-column layout for easier readability in documents with long sections of copy

A4 Portrait template

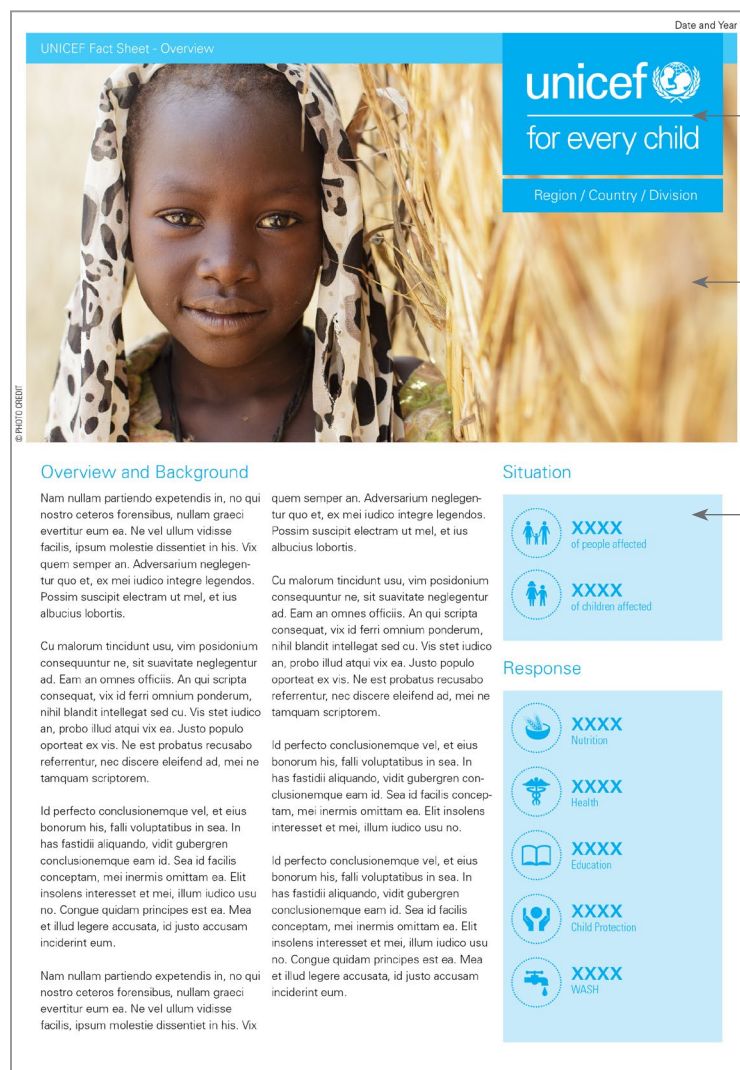


A4 Landscape template



Fact sheet

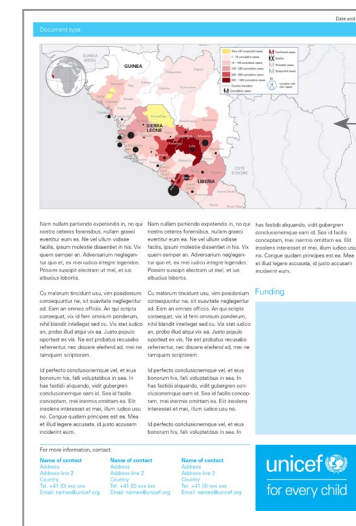
The fact sheet can be used to highlight key activities and achievements in programmatic areas and is a useful way to summarize planned work for partners and donors. Using this branded template will help to provide consistency over a range of fact sheets with information displayed in the same places to help readers find key information more easily.



Clear spacing for new brand logotype with signature

Update with relevant and compelling photograph

Situation in numbers with relevant icons help to convey key data quickly



The back page is a good place for representing geographic data

Artwork available in:



MS Power Point



MS Publisher

Human interest stories

A good way to tell the UNICEF story is through compelling human interest stories, and this template is provided to help standardize their production. The use of the Aleo typeface helps to bring quotes and headlines to life in a more editorial way.

UNICEF Liberia - Stories from the Field

unicef

for every child

Region / Country / Division

On 14 November, (left-right) Martu Weefor embraces Justina King in the Paynesville suburb of Monrovia, the capital. Ms. King was the caregiver for siblings 9-year-old Mercy Kennedy and 17-year-old Harris Wreh while they were at an interim care centre for children exposed to EVD, in Monrovia.

Caring for those in a time of fear: How one health worker made a difference to an entire community

By Susan Mapleleaf

On 14 November, (left-right) Martu Weefor embraces Justina King in the Paynesville suburb of Monrovia, the capital. Ms. King was the caregiver for siblings 9-year-old Mercy Kennedy and 17-year-old Harris Wreh while they were at an interim care centre for children exposed to EVD, in Monrovia.

Nam nullam partiendo expetendis in, no qui nostro ceteros forensibus, nullam graeci evertitur eum ea. Ne vel ullum vidisse facilis, ipsum molestie dissentiet in his. Vix quem semper an. Adversarium neglegentur quo et, ex mei iudico integre legendos. Possim suscipit electram ut mel, et ius albusci lobortis.

"I was so happy to be able to make a difference to their lives."

Cu malorum tincidunt usu, vim positionum consequuntur ne, sit suavitatem neglegentur ad. Eam an omnes officis. An qui scripta consequat, vix id ferri omnium ponderum, nihil blandit intellegat sed cu. Vis stet iudico an, probo illud atqui vix ea. Justo populo oporteat ex vis. Ne est probatus recusabo referrentur, nec discere eleifend ad, mei ne tamquam scriptorem.

Id perfecto conclusionemque vel, et eius bonorum his, falli voluptatibus in sea. In has fastidii aliquando, vidit gubergren conclusionemque eam id. Sea id facilis conceptam, mei inermis omittam ea. Elit insolens interesset et mei, illum iudico usu no. Congue quidam principes est ea. Mea et illud legere accusata, id justo accusam inciderint eum.

Nam nullam partiendo expetendis in, no qui nostro ceteros forensibus, nullam graeci evertitur eum ea. Ne vel ullum vidisse facilis, ipsum molestie dissentiet in his. Vix quem semper an. Adversarium neglegentur quo et, ex mei iudico integre legendos. Possim suscipit electram ut mel, et ius albusci lobortis.

Cu malorum tincidunt usu, vim positionum consequuntur ne, sit suavitatem neglegentur ad. Eam an omnes officis. An qui scripta consequat, vix id ferri omnium ponderum, nihil blandit intellegat sed cu. Vis stet iudico an, probo illud atqui vix ea. Justo populo oporteat ex vis. Ne est probatus recusabo referrentur, nec discere eleifend ad, mei ne tamquam scriptorem.

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Id perfecto conclusionemque vel, et eius bonorum his, falli voluptatibus in sea. In has fastidii aliquando, vidit gubergren conclusionemque eam id. Sea id facilis conceptam, mei inermis omittam ea. Elit insolens interesset et mei, illum iudico usu no.

UNICEF Liberia - Stories from the Field

unicef

for every child

Region / Country / Division

On 14 November, (left-right) Martu Weefor embraces Justina King in the Paynesville suburb of Monrovia, the capital. Ms. King was the caregiver for siblings 9-year-old Mercy Kennedy and 17-year-old Harris Wreh while they were at an interim care centre for children exposed to EVD, in Monrovia.

Caring for those in a time of fear: How one health worker made a difference to an entire community

By Susan Mapleleaf

On 14 November, (left-right) Martu Weefor embraces Justina King in the Paynesville suburb of Monrovia, the capital. Ms. King was the caregiver for siblings 9-year-old Mercy Kennedy and 17-year-old Harris Wreh while they were at an interim care centre for children exposed to EVD, in Monrovia.

Nam nullam partiendo expetendis in, no qui nostro ceteros forensibus, nullam graeci evertitur eum ea. Ne vel ullum vidisse facilis, ipsum molestie dissentiet in his. Vix quem semper an. Adversarium neglegentur quo et, ex mei iudico integre legendos. Possim suscipit electram ut mel, et ius albusci lobortis.

"I was so happy to be able to make a difference to their lives."

Cu malorum tincidunt usu, vim positionum consequuntur ne, sit suavitatem neglegentur ad. Eam an omnes officis. An qui scripta consequat, vix id ferri omnium ponderum, nihil blandit intellegat sed cu. Vis stet iudico an, probo illud atqui vix ea. Justo populo oporteat ex vis. Ne est probatus recusabo referrentur, nec discere eleifend ad, mei ne tamquam scriptorem.

Id perfecto conclusionemque vel, et eius bonorum his, falli voluptatibus in sea. In has fastidii aliquando, vidit gubergren conclusionemque eam id. Sea id facilis conceptam, mei inermis omittam ea. Elit insolens interesset et mei, illum iudico usu no.

Id perfecto conclusionemque vel, et eius bonorum his, falli voluptatibus in sea. In has fastidii aliquando, vidit gubergren conclusionemque eam id. Sea id facilis conceptam, mei inermis omittam ea. Elit insolens interesset et mei, illum iudico usu no.

Artwork available in:

EDITION 1.2 - 2016


UNICEF Brand Graphics Manual Page 40

Situation report

One of the most common documents distributed is the situation report. It is often text and data heavy. The template available is designed to bring consistency across all levels of production, using photos and icons to help bring the data to life and make the key messages as clear as possible.

PowerPoint is the recommended software to use when producing situation reports as the formatting is more flexible than Word.

UNICEF South Sudan Situation Report



unicef

for every child

Humanitarian Situation Report:


SOUTH SUDAN


11 – 24 September 2015. #68


Highlights

- UNICEF and MSF Holland organized a campaign of malaria presumptive treatment screening 29,731 children 6 months to 5 years in Bentiu Protection of Civilian (PoC) site for fever. Fifty-four per cent of those screened, 16,112 children, were treated for malaria.
- On 22 September, UNICEF, WFP and partners deployed two RRM missions to Koch and Buaw in Koch County, to deliver multi-sectoral assistance to highly vulnerable populations. This is the first time that large scale lifesaving assistance has been provided in the county since violence broke in May 2015. The UNICEF team will be screening and treating children under 5 for malnutrition; providing immunization services to children under 15 and pregnant women; delivering WASH supplies; and identifying and registering unaccompanied and separated children. UNICEF, in coordination with other actors will also be delivering survival kits.
- UNICEF in collaboration with state Ministries of Health, WHO and health partners launched the first of two rounds of Sub-National Immunization Days (SNIDs) in five states: Lakes, Warrap, Jonglei, Upper Nile and Unity. The campaign will deliver two successive doses of Oral Polio Vaccine targeting 1,927,256 children under 5 in response to the case of circulating Vaccine-Derived Polio Virus (cDVPV) detected in Mayom County. It aims at rapidly building up a high population immunity to interrupt the circulation of the cDVPV.

Situation in numbers

**1.64 million**
People internally displaced since 15 December 2013
(OCHA, Humanitarian Bulletin dated 18 September 2015)

**876,986***
Estimated internally displaced children under 18 years

**628,495**
Estimated new South Sudanese refugees in neighbouring countries since 15 December 2013 (UNHCR Regional Refugee Information Portal, dated 21 September 2015)

Priority Humanitarian Funding needs January - December 2015

US\$ 183.3 million

UNICEF's Response with Partners

Indicators	Cluster for 2015			UNICEF for 2015		
	Cluster Target	Cumulative results (N)	Target achieved (%)	UNICEF Target*	Cumulative results (N)	Target achieved (%)
WASH: # of target population provided with access to water as per agreed standards (7.5-15 litres of water per person per day)	3,500,000	1,999,789	57%	600,000	487,711	81%
Nutrition: # children 6-59 months with Severe Acute Malnutrition admitted for treatment	148,958	92,167	62%	148,958	92,157	62%
Health: # of children 6mo-15y vaccinated for measles				1,207,705	254,988	21%
Education: # of children and adolescents (aged 3-18) with access to education in emergencies	446,748	351,132	79%	200,000	208,946	104%
Child Protection: # of children reached with critical child protection services	340,295	369,777	109%	275,280	259,922	94%

The strong secondary palette colour (RGB, 226,35,29) is used to highlight the importance of and to differentiate the document

South Sudan example available in:

Artwork available in:

EDITION 1.2 - 2016

UNICEF Brand Graphics Manual Page 41

PowerPoint

This is a standard PowerPoint template which contains pre-made slides for users to adapt accordingly. Any slides which are not used should be deleted.

Remember that a PowerPoint is designed to support a verbal presentation and should be used in a way that supports what is being said. Try and keep text to a minimum and use visuals to illustrate the message rather than bullet points.

Ten tips to remember:

1. Don't use too much text
2. Make sure your text is legible (less is more)
3. Maintain contrast between text and background
4. Use no more than five colours
5. Use contrasting colours to highlight key points
6. Use single images
7. Don't use clip art
8. Don't use effects or transitions
9. Keep it simple
10. Don't use too much text!



In line with the new brand strategy, the front cover of the PowerPoint should use an image with the blue-wash effect. Please refer to the guidelines on how to produce these.

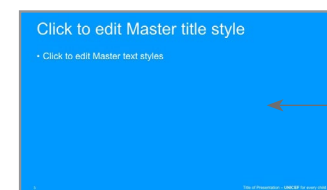
***As most screens and monitors display a more widescreen format, the dimensions for the template are:*

On-screen show 16:9

25.4 cm wide by 14.29 cm high



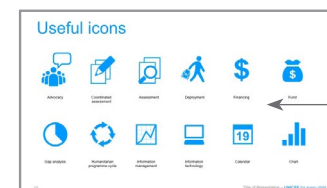
Range of simple slides with bold headline



Option to create white on blue for variety



Option to add side images to support text



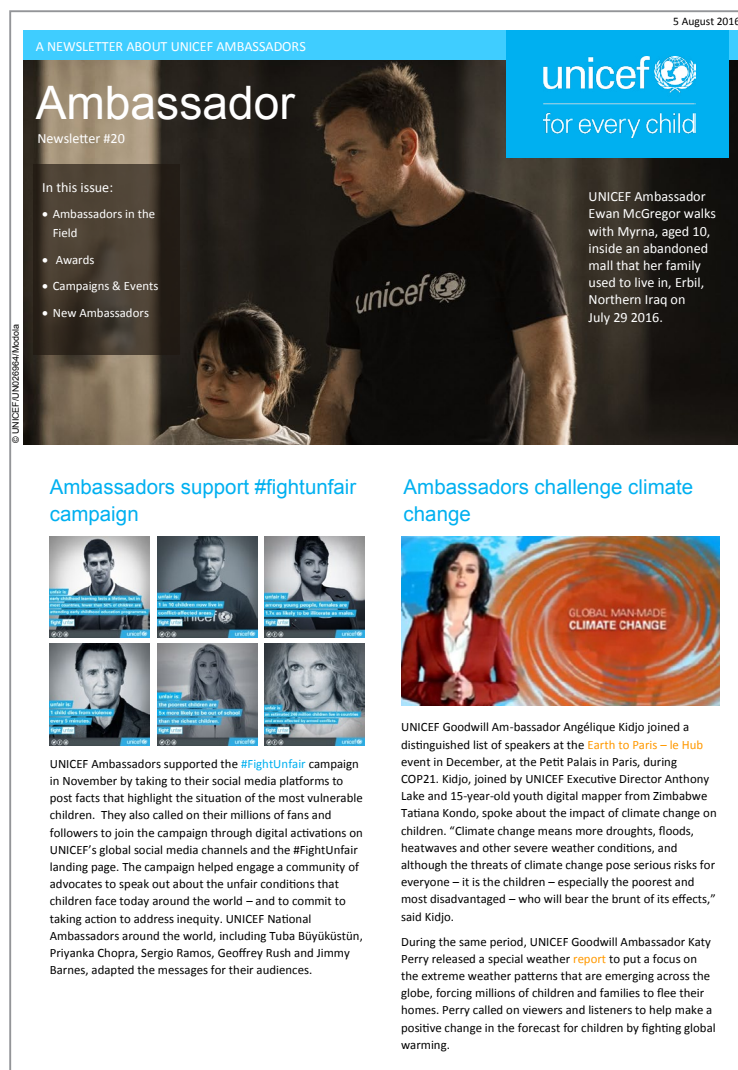
A range of useful icons already placed in slides

Artwork available in:



Newsletters

As more and more newsletters are being produced and released throughout the organization, a standard template has been developed to bring consistency of brand and layout to them.




Example available in:  **MS Publisher**

Template available in:  **MS Publisher**

Letterhead

A new letterhead has been designed with the new brand. There are two formats available ,for US Letter format and A4 Portrait format.

 | for every child

Date

Name, Title

Office

Address

City, State/Province, Postal Code

Salutation:

Body: UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: www.unicef.org

Sincerely,

Name, Title

email

Active in more than 190 countries and territories through country programmes and National Committees.
We are UNICEF, the United Nations Children's Fund.

US Letter format (216mm x 279mm):



 | for every child

Date

Name, Title

Office

Address

City, State/Province, Postal Code

Salutation:

Body: UNICEF works in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments. For more information about UNICEF and its work visit: www.unicef.org

Sincerely,

Name, Title

email

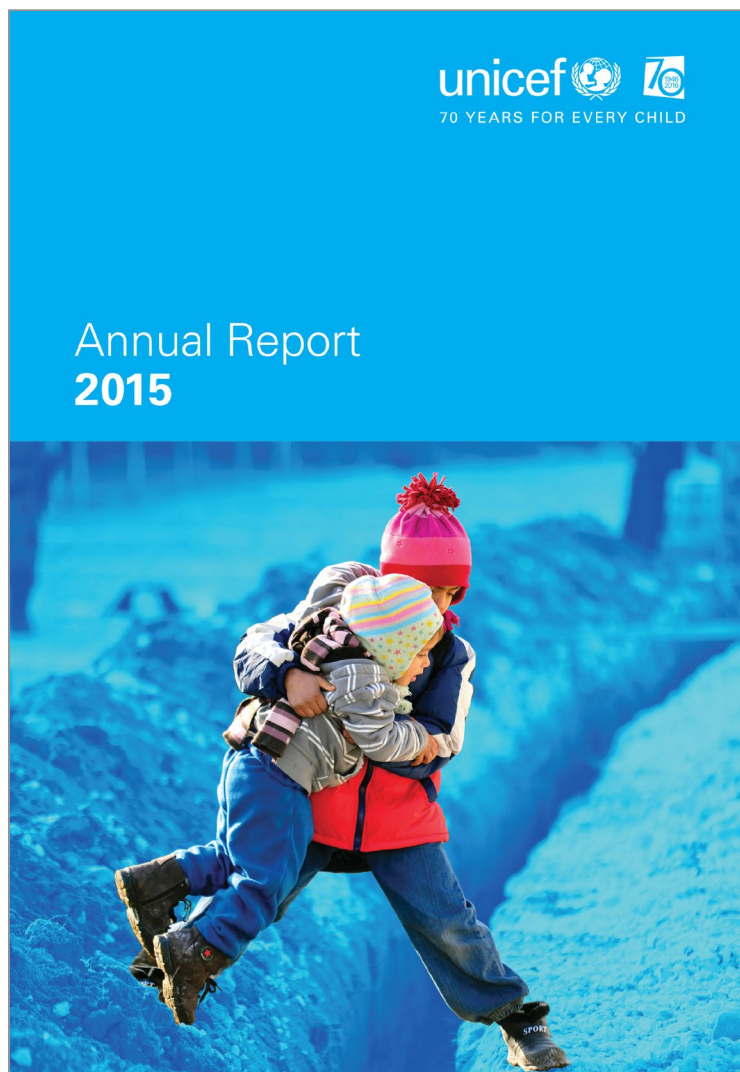
Active in more than 190 countries and territories through country programmes and National Committees.
We are UNICEF, the United Nations Children's Fund.

A4 Portrait format (210mm x 297mm):



Reports

No defined template is available for reports at the present time, but will be made available in the second edition of this manual towards the end of 2016.



Infographics

Infographics are the most commonly used method of representing information in a graphic way and are an effective way to communicate key messages visually.

A good infographic requires time and effort; it should not contain any imagery (see pictographs) and should consist of a limited colour palette, fonts and messages.

Try and follow these basic principles before creating your infographic:

1. Define your key message

Your visual products need to tell a story. Consider the audience and determine the purpose of the product. Is it for internal or external use, advocacy, communication or fundraising.

2. Collect data

Make sure you have accurate and specific data that allow you to convey your key message, data which will best show the facts and will grab the reader's attention

3. Sketch the information

Make a sketch to plan out how you want the infographic to look before you start building it. This will help determine what data and information would work best in the design.

Avoid maps as these do not tell a story. Guide the readers by including narrative text.

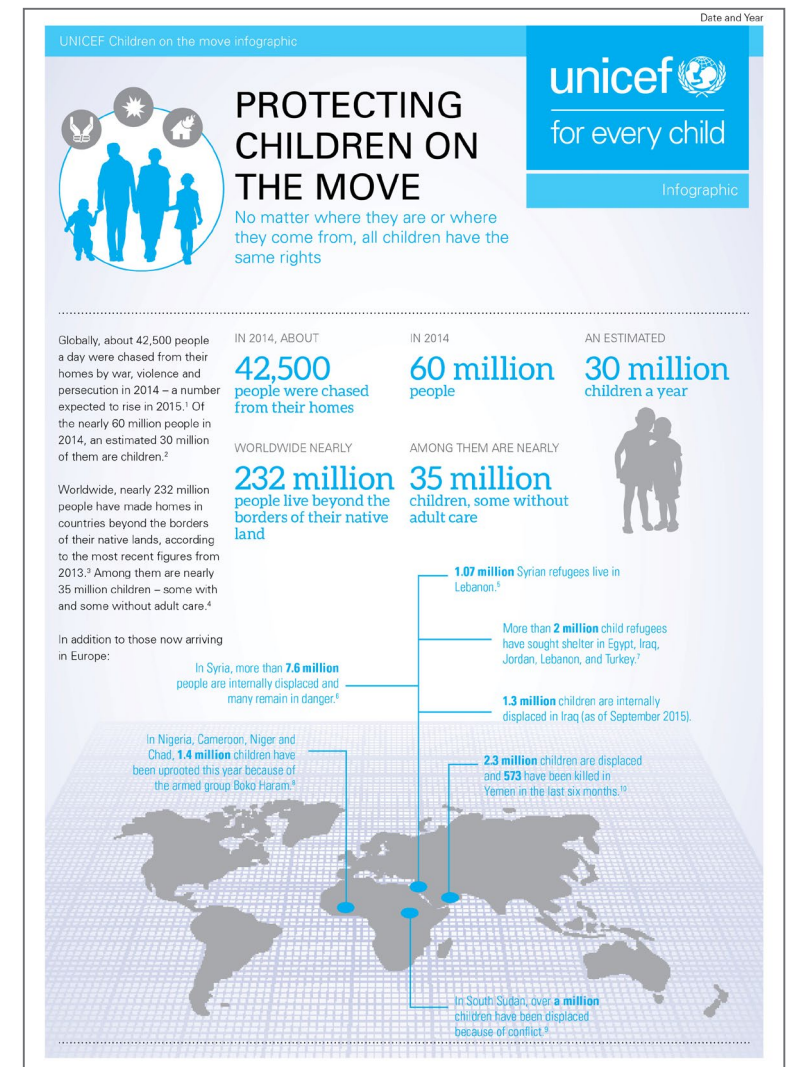
4. Keep it simple and clear

Exclude unnecessary elements and keep only the most important information that will highlight the key messages.

5. Create a hierarchy of information

Create an information hierarchy that shows the most important information in the most prominent way.

Use techniques such as strong colours and large font sizes. Make the least important information light for a greater contrast.



Infographic examples

Here are some examples of infographics which have been produced using standardized icons and layout. It is recommended to use InDesign or Illustrator when producing infographics, but a PowerPoint layout has been made available for users without access to those softwares.

Artwork available in:



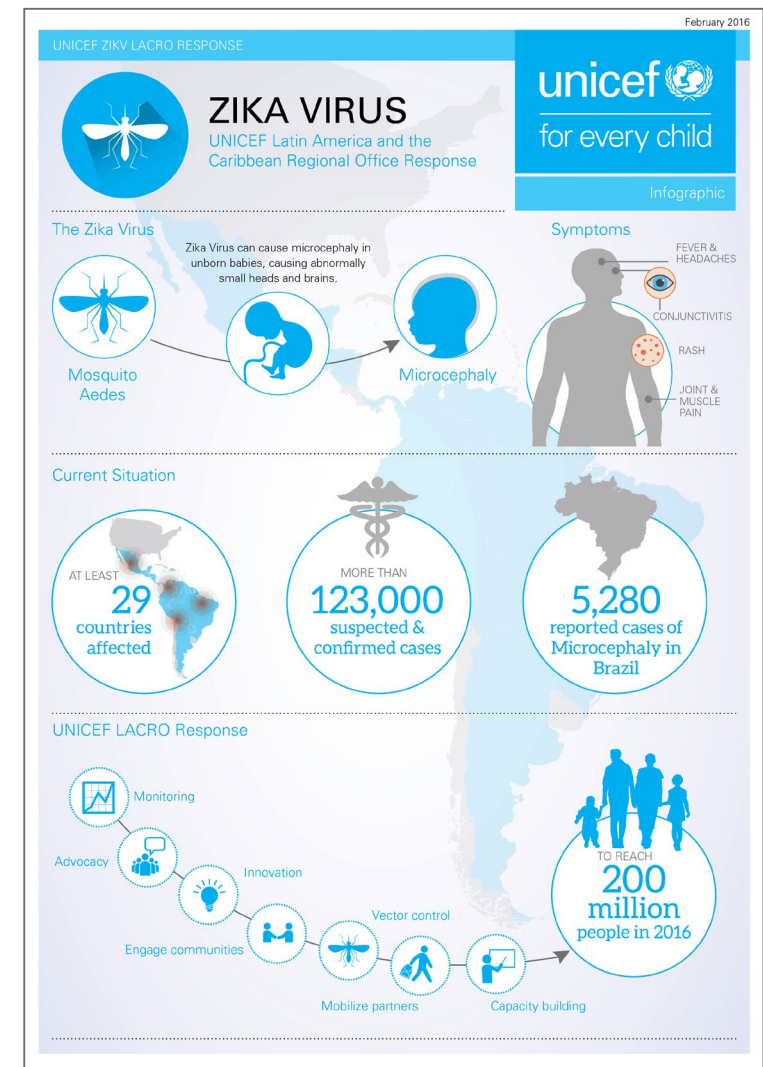
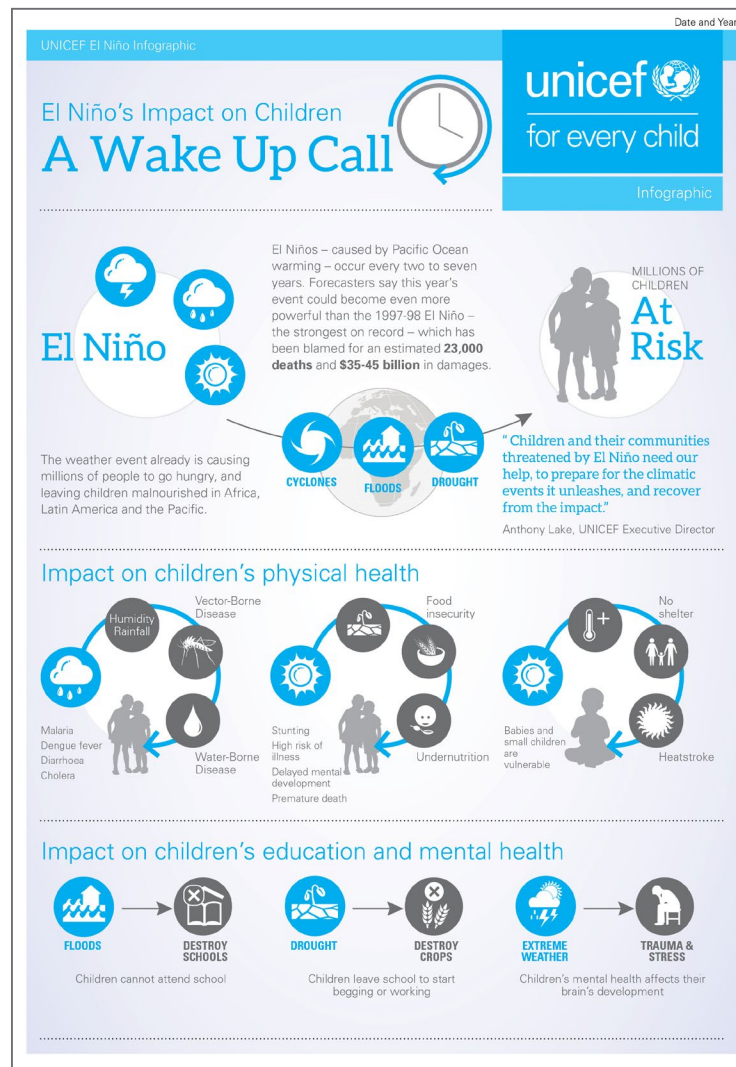
MS Power Point



Acrobat PDF



Adobe InDesign CC6



Social media dimensions

When producing designs and artwork for social media it is essential to use the correct format and dimensions to ensure the images are represented accurately when shared. Here are some dimension guidelines for some of the most used social media platforms.



Twitter dimensions (pixels)

Header Photo:
1500 x 1500

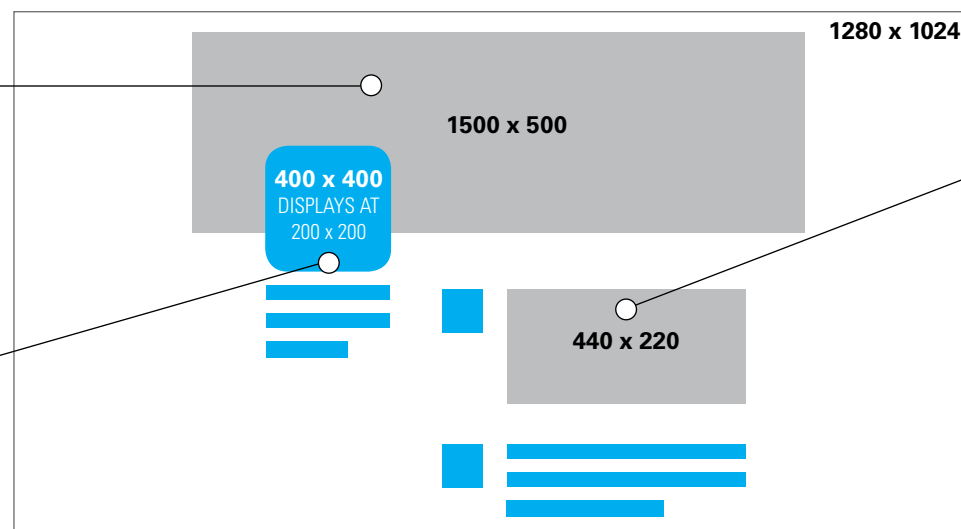
Image Guidelines

- Recommended 1500x500
- Maximum file size of 10 MB. in JPG, GIF, or PNG

Profile Photo:
400 x 400

Image Guidelines

- Recommended 400x400
- Maximum file size of 10 KB. in JPG, GIF, or PNG



In-Stream Photo:
440 x 220

Image Guidelines

- Min to appear expanded at 440 x 220 pixels
- Max to appear expanded at 1024 x 512 pixels
- Appears in stream collapsed at 506 x 253 pixels
- Max file size of 5 MB for photos, and 3 MB for animated GIFs.

Social media dimensions

Facebook dimensions (pixels)

Profile Photo:
180 x 180

Image Guidelines

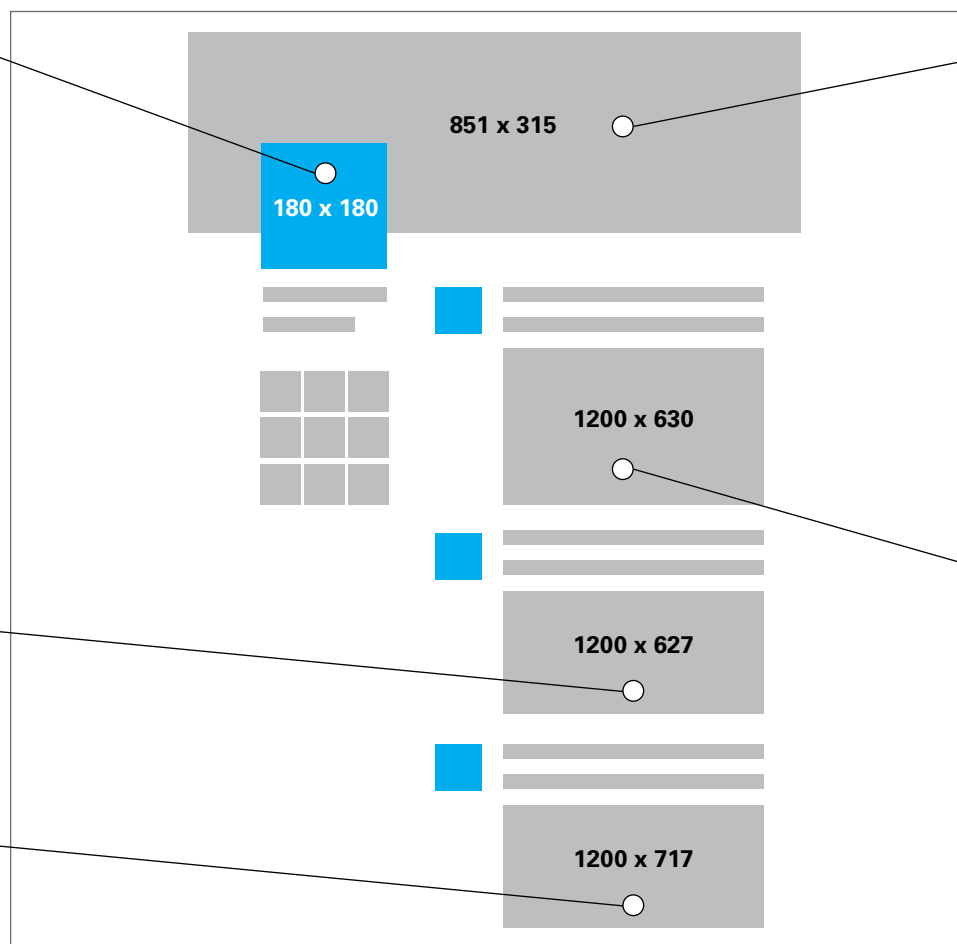
- Must be at least 180 x 180 pixels
- Photo will appear on page as 160 x 160 pixels
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.

This will be the photo representing your FB presence and will appear on your timeline

It will also appear when you post to other walls.

Shared Link:
1200 x 627

Highlighted Image:
1200 x 717



Cover Photo:
851 x 315

Image Guidelines

- Appear on page at 851 x 315 pixels
- Anything less will be stretched
- Minimum size of 339 x 150 pixels
- For best results upload as RGB JPG file less than 100 KB
- Images with a logo or text may be best as PNG File.

Shared Images:
1200 x 630

Image Guidelines

- Recommended upload size of 1200 x 630 pixels
- Will appear in feed at max width of 470 pixels (will scale to a max of 1:1)
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1)

Social media dimensions



Instagram dimensions (pixels)

Profile Photo:
110 x 110

Image Guidelines

- Appear on your homepage at 110 x 110 pixels
- Square photo

Photo Thumbnails:
161 x 161

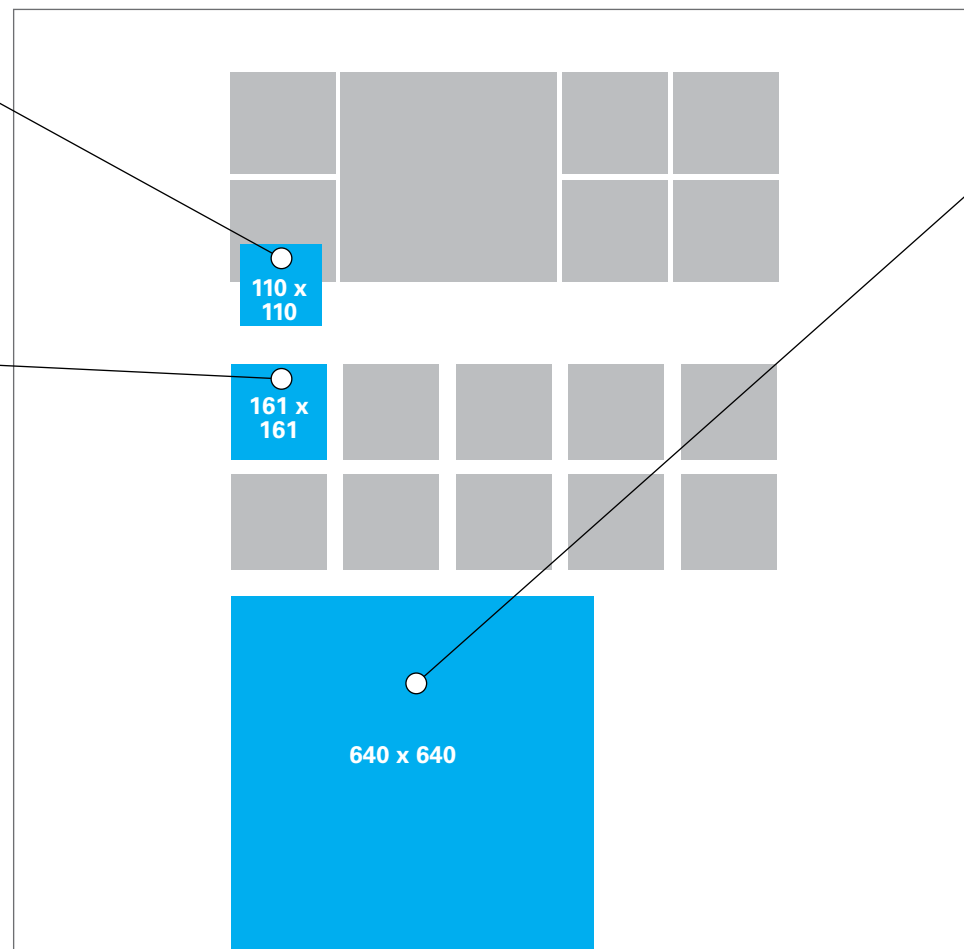
Image Guidelines

- The thumbnails will appear on the page at 161 x 161 pixels.

Photo Size:
640 x 640

Image Guidelines

- The size of Instagram images has been increased to 640 x 640 pixels
- Instagram still scales these photos down to 612 x 612 pixels
- Appear in feed at 510 x 510 pixels



Social media dimensions



You Tube dimensions (pixels)

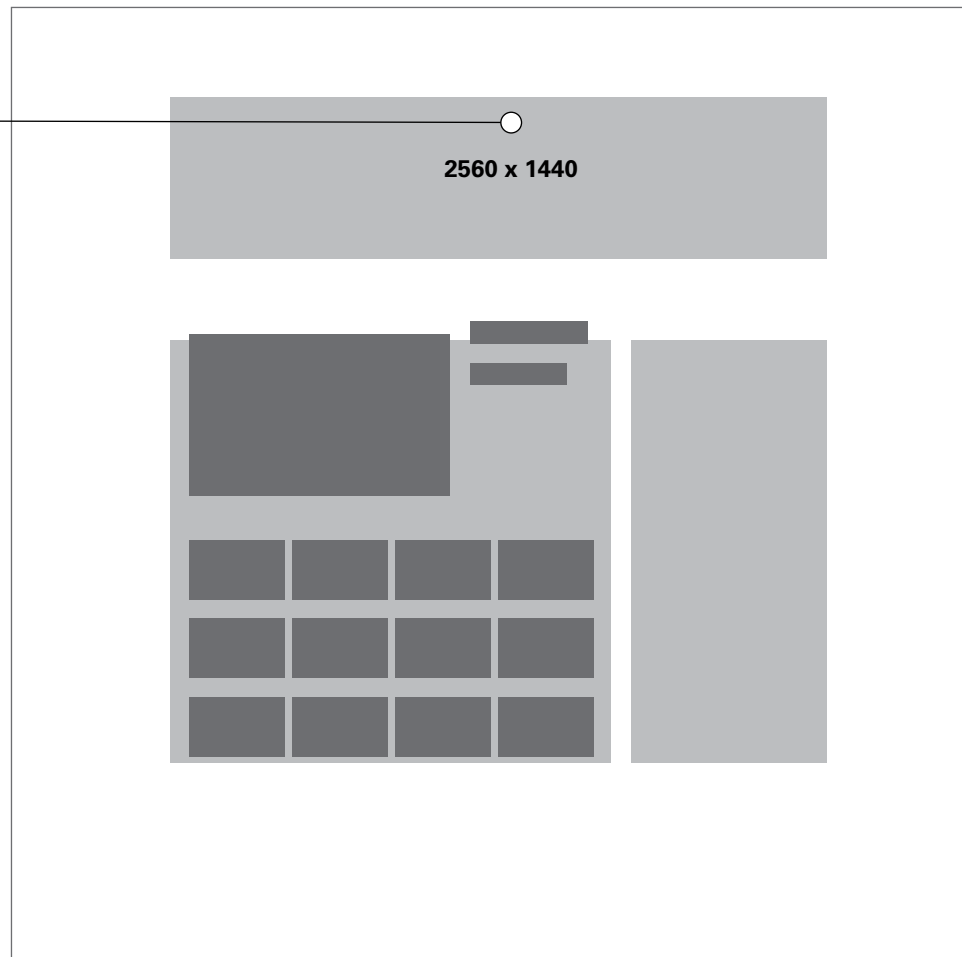
Channel Cover
Photo: 2560 x 1440

Image Guidelines

There are a lot of different platforms and devices that users can stream YouTube on so it's important that your brand has a photo optimized for each on

Display Sizes:

- Tablet display:
1855 x 423
- Mobile display:
1546 x 423
- TV display:
2560 x 1440
- Desktop:
2560 x 423
(1546 x 423 - pixels are always visible).



BEHIND THE SCENES/
BY **KARRI SAARINEN** / 05.24
#DESIGN #DLS
#EXPERIENCE-DESIGN

“Visual language is like any other language. Misunderstandings arise if the language is not shared and understood by everyone using it. A unified design language shouldn’t be just a set of static rules and individual atoms; it should be an evolving ecosystem.”

As our common visual language increases, this reference and guide manual will evolve and grow online, building a community of best practices for the organization to share in and learn from, with examples to inspire and templates to adapt. Our Brand will be even stronger once we communicate in a common visual language in everything we do.

Thank you for using this document.