

4.01	LOGO OVERVIEW
4.02	CLEAR SPACE AND MINIMUM SIZE
4.03	EXAMPLES OF CORRECT USE OF LOGO
4.04	USING THE CORRECT LOGO
4.05	UNACCEPTABLE USE
4.06	APPROVED LANGUAGE VERSIONS
4.07	LOGO AND TAG LINE
4.08	TAG LINE POSITION
4.09	LANGUAGE VERSIONS OF LOGO AND TAG LINE

4.0 LOGO



The UNICEF logo is the one element that unifies and represents our organization. It has been specially designed to symbolize not only our name, but also what we stand for – children. The lower case letters used in the logo are friendly and approachable. The parent and child symbol shows the child as our central purpose while the laurel leaves provide a link to our history with the United Nations.

The UNICEF logo should be used as an indivisible unit and its integrity should be respected at all times. Placing the UNICEF logo on any materials (including partnerships) represents UNICEF’s endorsement of its contents. For more information on the use of the UNICEF logo in partnerships, please refer to section 11.0 Partnerships.

The UNICEF Logo should be displayed only in its approved colours. The examples shown here illustrate the correct use of the logo in positive and reverse formats. The preferred ways to display the logo are reversed (white) out of a 100% cyan background, or cyan against a white background. For more information on color please refer to page 7.01 Primary Colour Palette.

All logo files (including approved language versions) are available for download from the UNICEF Intranet site www.intranet.unicef.org under Communication/Brand/Logos.

Preferred ways to use the logo:



Reversed, from 100% cyan



100% cyan



Reversed, from black



100% black



100% cyan over colour



Reversed over image

4.02 CLEAR SPACE AND MINIMUM SIZE

To protect the strength and integrity of the logo, a clear space area, free of competing visual elements, should be maintained around the logo.

In the example at left below, 'X' represents the clear space around the logo. 'X' is equal to half the height of the letter 'u' in the UNICEF logo.

The minimum size of the logo should measure no less than 19mm in width. For website applications, the logo should be no smaller than 100 pixels wide.

