![UNHCR - The UN Refugee Agency logo]

UNHCR Brand Book

This brand book provides guidelines for correctly communicating the brand identity of UNHCR, the UN Refugee Agency

July 2016

Version 1.06

Contents

1 About Us

Introduction

The United Nations High Commissioner for Refugees (UNHCR) is mandated by the General Assembly of the United Nations (Resolution 428 (V), December 1950) to lead and coordinate international action for the worldwide protection of refugees and the resolution of refugee problems. The Office of the United Nations High Commissioner for Refugees supports the work of the High Commissioner.

For the purposes of this brand book the Office is referred to as UNHCR, the UN Refugee Agency.

UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Everyone across our organisation plays a role in defining how we are perceived. How we talk about who we are, what we do and why it matters shapes how people see our work.

When people think of a "brand," they often think about a logo or a tagline. In fact, our brand is more than just a logo, a font or a set of colours; it is what people say, think and feel about us. Our brand plays an important part in building support so that we can continue to help refugees and other people of concern and advance our mission. From conversations with friends and family, to communications with the media, partners, governments and the refugees we work with every day, we need to tell a cohesive story that resonates with our diverse audiences. A strong, consistent and recognisable brand is vital, as it gives people a reason to trust us to get things done and make a difference in the lives of refugees.

This brand book has been designed to inform all of our internal and external communications activities. It has been developed and informed by qualitative and quantitative research conducted in multiple countries with our key stakeholders, including refugees, governments, corporations, fundraising partners and members of the public.

All of our communications should convey our unique visual style and key messages. The following guidelines help ensure that our look, feel and language are consistent throughout the world.

Why this matters

There are more people under our protection than at any point since World War II. However, we know that not enough people are paying attention to refugees. Our focused research shows that only a small percentage of the general public follow refugee news very closely and are very concerned about the challenges refugees face. There is limited understanding of refugees' needs, and in many instances, misconceptions about refugees exist. We know that the term refugee does not evoke an emotional response, yet audiences have strong empathy for people escaping conflict or fleeing persecution.

Our work has never been more important or relevant. Yet, research shows awareness of UNHCR is low in comparison to peer organisations.

Communicating a clearer understanding of the people we help and the ways we help them ultimately enables us to help more refugees by building support for our mission. To do this, we need to engage audiences and build empathy for refugees' plight. We can do that by underscoring that refugees are people just like us, but have been forced to flee their homes because of conflict and human rights abuses. This is a concept that our audiences connect to emotionally.

In addition to helping explain who refugees are, we know that we need to do more to communicate the attributes that audiences universally say are most likely to make them want to support a humanitarian organisation. Those attributes are:

1 **Gets things done**
2 **Makes a difference in people's lives**
3 **Can be trusted**

We need to convey these three attributes in all of our messaging and content. This brand book sets out ways in which you can help us do so.

2 Messaging & Communication

How we talk about ourselves

As a global organisation, it is important for us to tell a unified story. We should also convey who we are and what we do in a way that is meaningful to our audiences. Our goal is to be consistent and compelling.

The information below will help us communicate—focusing on how we describe ourselves, our work, our mission and the context that makes our work so vital. The following has been informed by a year-long global brand research effort with diverse audiences and further refined by UNHCR's communications staff at Headquarters and in the field.

While we strive to be unified in our messaging, we want you to use your best judgment as to when language should be used verbatim or as guidance for your communication efforts. Whenever possible and when most helpful, we have provided the rationale or a deeper explanation of what we are trying to say and why we are emphasising certain attributes or elements.

What we want to achieve

A world where every person forced to flee can build a better future.

Our fundamental focus

Everything we do helps protect people forced to flee their homes.

Who we are

UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people.

What we do

UNHCR, the UN Refugee Agency, leads international action to protect people forced to flee their homes because of conflict and persecution. We deliver life-saving assistance like shelter, food and water, help safeguard fundamental human rights, and develop solutions that ensure people have a safe place to call home where they can build a better future. We also work to ensure that stateless people are granted a nationality.

Why we matter

Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are the world's leading organisation dedicated to supporting people forced to flee and those deprived of a nationality. We are in the field in over 125 countries, using our expertise to protect and care for nearly 64 million people.

How we talk about ourselves

Our name

Officially, the title of the organisation is "The Office of the United Nations High Commissioner for Refugees". Statements by the High Commissioner him/herself use the title "United Nations High Commissioner for Refugees". In all other communication materials, the first reference to the organisation should be UNHCR, the UN Refugee Agency. In all subsequent references, the organisation should be referred to as either UNHCR, or the UN Refugee Agency, depending on which is most appropriate for your audience. For official documents, such as the Global Appeal and Executive Committee documents the term "the Office" is generally used in lieu of "the UN Refugee Agency".

Core message framework

The core message framework helps ensure that we talk about who we are and what we do in a clear and consistent way.

The framework is structured so we always start by providing a succinct overview of what we do before diving into our three focus areas.

We should use this overview to describe the breadth of our work and refer to it when we talk about any of the focus areas.

When describing our support, aim to follow the message arc on the right. This will help communicate the support that UNHCR provides along the different stages of the refugee journey, while conveying the totality of our work. Further explanation of these messages is provided on the next page.

When talking about refugees and sharing their stories, we should follow the message arc on the right. Emphasising these points in your communications will help highlight the human impact of UNHCR's support.

Overarching message:

Protecting people forced to flee their homes

Stages of UNHCR's support:

Responding with life-saving support

Safeguarding fundamental human rights

Building better futures

Stages of the refugee journey:

Survival

Restoring hope

Finding home

Core message framework

These messages are guidelines for how to talk about UNHCR within the framework:

Protecting people forced to flee their homes

People are forced to flee for many reasons—conflict and religious, ethnic, political or gender-based persecution. UNHCR, the UN Refugee Agency, is committed to protecting refugees across the world, saving lives, focusing on their basic needs and rights, and helping them build a better future.

Responding with life-saving support

People forced to flee usually leave everything behind to make the dangerous journey to safety. Whenever and wherever people are in crisis from conflict, we lead efforts to rush in life-saving assistance, including shelter, food, water and medical care.

Safeguarding fundamental human rights

People forced to flee are often stripped of their fundamental human rights. We focus on safeguarding their rights by ensuring safety, documentation and access to education and skills. We work to ensure the stateless achieve their right to a nationality.

Building better futures

People forced to flee need a safe place to call home where they can build a better future. We help families and individuals return home when it is safe to do so, or enable them to settle and make a positive contribution in a new community.

The essence of the brand

Our communications model is designed to help teams practically apply the UNHCR brand to everyday work and develop stories and communication materials that effectively engage audiences. How we write and talk about ourselves is an integral part of UNHCR's brand and is essential for bringing our story to life. All pieces of content, whether written or visual, should clearly reflect our brand elements, including the attributes, values and tone reflected in this model.

Our attributes

Currently, our audiences most often associate us with being part of the United Nations and having expertise. Both are great attributes, but we know from our research that there are three key attributes that must be conveyed in our communications—that UNHCR:

1. Gets things done

Our research shows that audiences are more likely to take action or support organisations that have an on-the-ground presence and are capable of delivering results. People want to know that our staff is there, on the ground, responding to emergencies and working directly with refugees to help with everything from providing shelter to helping people build skills for a better future.

2. Makes a difference in people's lives

People want to know that our efforts are having an impact and making a meaningful, positive difference in refugees' lives. Use language and images that convey why our efforts matter and how they are helping refugees survive, realise their rights and prepare for a better future.

3. Can be trusted

Our audiences need to know they can trust us to deliver impact and use their donations efficiently and effectively. We can establish our trustworthiness by being authentic and transparent in our communications and showing that we are on the ground getting things done and making a difference. As an organization that is 98% funded by direct, voluntary contributions it is important that we are clear and specific about what donors' contributions will help achieve.

The essence of the brand

Our values: How we act

Our values are the basis for how we act. They outline how we, as an organisation and staff members, behave in order to protect people forced to flee. Through qualitative research with refugees and our staff, we know that the following values should be expressed implicitly through the words, images and tone we use.

Put people first.

People forced to flee and their needs are at the heart of every action and drive everything we do.

Go anywhere we're needed and get the job done.

Our staff works in more than 125 countries, often in extremely difficult conditions.

Support resilience.

People forced to flee their homes have made extraordinary efforts to survive. We work together with them with dignity and respect.

Protect people's rights.

We are there to safeguard the rights of people who have been forced to flee their homes or are deprived of a nationality.

Deliver the best possible outcome.

We are focused on protecting refugees and displaced communities forced to flee. We develop solutions so they can restart their lives and build a better future.

Circular diagram with inner ring labelled (clockwise): People-focused, Committed, Supportive, Protective, Outcome-focused. Outer ring labelled: Responsive, Capable, Respectful, Caring, Aspirational. Centre: **Protecting people forced to flee**. Legend: ● Value ● Tone

The essence of the brand

Bringing the right tone to our stories

It is important we use a consistent 'tone of voice' that reflects our brand values. Communicating with one clear voice will ensure people have a consistent experience each time they engage with us and will reinforce our key messages and attributes. Our brand comes alive through the stories of our work and what we do to help people forced to flee build a better future. We should aim to share their voices and highlight how we've helped make a difference in their lives as much as possible.

We are	We are not
Grounded in reality, responsive, in-touch with the needs of people forced to flee	Inaccessible, unapproachable
Highly capable, on the ground, making a difference, determined to deliver	Dominant, non-collaborative
Respectful of refugees' resilience, treating them with dignity, supporting their wish to be self-reliant	Pitying
Caring, humanitarians, talking about real people and their experiences	Distant, out-of-touch
Authentic, aspirational, positive, inspirational, forward-looking, solutions-oriented	Bleak, discouraging, disheartening

Helpful guidance on word choice

In every communication, we want to clearly explain who we are and what we do. Our language can be confusing and difficult for some people. The following provides suggestions on specific words and phrases that research has shown to be easier to understand while conveying the same meaning.

Word	Descriptions
Refugees	Whenever possible, refugees should be described as **people forced to flee**. Audiences are sympathetic to the situations causing people to flee (war or armed conflict, persecution), so "forced to flee" should serve as anchoring language to introduce people to the issue and the organisation's work.
Internally displaced people	Internally displaced people should be described as **people forced to flee their homes who have remained in their own country.**
Stateless	The stateless should be described as **people without a nationality** which leaves them struggling to realise their fundamental human rights and access the basic services most people take for granted.
Protection	When not being used in a legal context, the word protection should be used as a way to describe **people forced to flee who need care**. Wherever possible, be specific about what it is that we are doing to protect and care for them.
Solutions	When not being used in a legal context, solutions should be used as a way to describe how we are developing opportunities to **help people forced to flee build a better future**.

Thematic messages and how to use them

The following table indicates the specific themes that should be communicated within each of the three focus areas outlined in the core message framework. We are currently developing messages to help us communicate about these themes. Please contact Strategic Communications, Division of External Relations for guidance.

Responding with life-saving support	Safeguarding fundamental human rights	Building better futures
Emergency response	Emergency response	Returning home
Water	Water	Integrating locally
Food	Food	Resettlement
Shelter and basic supplies	Shelter and basic supplies	
Sanitation	Sanitation	
Health and access to medical care	Health and access to medical care	

3 Visual Elements

Typography

Consistency in the use of a typeface plays
an important role in reinforcing our organisation's
image. Maintaining rules of type layout
will help ensure we have a uniform identity.

Primary typeface

Proxima Nova

Released in 2005, Proxima Nova
is an exceptionally functional and legible
typeface for use throughout digital
materials and print publications. It also
looks great on retina displays.

It combines the strength of Helvetica with
the feel of Futura.

The round dot in the letter 'i' conveys
a friendly and modern aesthetic. In contrast,
our previous brand typeface Helvetica
has a square dot in the letter 'i', which comes
across as practical and robust.

The Proxima Nova font family can be found
on Adobe Typekit. Proxima Nova has
extended language features and supports
over 90 languages.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Secondary typeface

Use the secondary typeface in sidebars, for captions or to create contrast or emphasis while remaining on-brand. The secondary typeface should always be accompanied by and feel secondary to the primary typeface.

The secondary typeface may be used selectively for body copy and subheads in print when Proxima Nova is not available and is recommended for digital work, as it's easy to implement on websites.

Lato

Released in 2010, Lato works exceptionally well on screen. It is an open source Google font and thus readily available for download and easily accessible as a webfont.

The semi-rounded details of the letters convey warmth, while its classical proportions convey a sleek, contemporary look. It harmonises well with Proxima Nova.

The Lato family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages, as well as Greek and IPA phonetics.

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

System typeface

In certain situations, the primary and secondary typefaces may be unavailable. In these cases, it is acceptable to use an approved cross-platform system typeface generally available on most computers.

Arial

Arial is a sans-serif cross-platform system typeface which can be substituted in place of Proxima Nova and Lato when necessary.

Email communications should use Arial.

Situations where system typefaces may be used include:

- Desktop applications, including but not limited to Microsoft Word and PowerPoint

- Online (when Proxima Nova or Lato are unavailable)

- For users without professional design software

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*(){}[]!?:;.,**

Typesetting

Style

Manipulating Proxima Nova or Lato is prohibited. Do not stretch, condense, outline or use a drop shadow on either typeface. Look to the suggested typographic hierarchies on page 20 to emphasise or de-emphasise content.

Sizing

The smallest type size permitted for either typeface is 4 points. Only use 4 point type in print for text such as credits. There is no maximum type size.

Spacing

Type should be set at 100% word spacing and 0% tracking. In some instances, it may be necessary to manually adjust the spacing between individual characters to maintain visual balance.

Usage

Proxima Nova is strongly recommended for design work, especially publication materials. Lato may be used selectively as body copy or subheadlines if the situation calls for it.

Lato is recommended for digital work, as it's easy to implement on websites.

For non-designed work, like email, in-house correspondence, etc., please use Arial.

Typographic hierarchy

A consistent typographic hierarchy is integral to a well designed layout. This example shows relative scale relationships using the brand typefaces.

Headline   Leading = type size x 1.1

Use Proxima Nova for headlines. Bold and Extrabold weights are recommended for strength and clarity.

Subheadline   Leading = type size x 1.2

Subheadline text should be smaller than headline text but larger than body copy. Subheadline text can be set in Proxima Nova or Lato. Suggested weights are Semibold and Bold. This would also be the appropriate text setting for introductory or call-out text.

Body Copy   Leading = type size x 1.4

Use Proxima Nova or Lato for body copy. Light and Regular weights are recommended, but please use Medium when the type is small to increase legibility.

**Proxima Nova
Predominant Sample**

**Proxima Nova
Bold**
38pt / 41.8pt

Headline goes here

**Proxima Nova
Semibold**
19 / 22.8pt

Subheadline here Subheadline here

**Proxima Nova
Regular**
10pt / 14pt

Body copy lorem ipsum dolor sieat amet, consectetur adipiscing elit. Sed non sapien eu purus congue lacinia. Proin nec massa dolor. Nulla condimentum eros nec quam auor finibus. Aenean tincidunt nisl massa, sit amet lacinia libero iaculis a. Nulla risus est, malesuada et molestie ornare, consequat in ipsum. Integer tincidunt ex at lectus elementum eu ultricies ligula consectetur.

Lato Predominant Sample

**Proxima Nova
Bold**
38pt / 41.8pt

Headline goes here

Lato Bold
19 / 22.8pt

Subheadline here Subheadline here

**Lato
Regular**
10pt / 14pt

Body copy lorem ipsum dolor sieat amet, consectetur adipiscing elit. Sed non sapien eu purus congue lacinia. Proin nec massa dolor. Nulla condimentum eros nec quam auor finibus. Aenean tincidunt nisl massa, sit amet lacinia libero iaculis a. Nulla risus est, malesuada et molestie ornare, consequat in ipsum. Integer tincidunt ex at lectus elementum eu ultricies ligula consectetur.

Colour

Colours are a fundamental element in the construction
of a visual identity. Consistency in the use
of a colour palette plays an important role in reinforcing
our organisation's image.

Colour palette

Whenever possible, apply colours using the PANTONE® (PMS) reference numbers noted on this page. For cases where the use of PANTONE® colours is not possible, the nearest equivalent should be used as shown in this section.

UNHCR uses a basic colour palette to avoid using different versions of the same colour. We encourage using the primary colour set on most materials. Percentage tints can be used where appropriate.

A colour palette for data visualisation can be downloaded from media.unhcr.org/brand

Use **PANTONE® COATED** colours on coated paper for spot colour printing on glossy or matte coated surfaces.

Use **PANTONE® UNCOATED** colours on uncoated paper for spot colour printing on dull, uncoated surfaces, such as stationery paper, etc.

Use **CMYK** colours on coated and uncoated paper for offset printing, such as magazines, brochures, leaflets, full colour ads, etc.

Use **RGB** colours for computer presentations, digital displays, TV productions, etc.

Use **HEX** colours online.

Primary colours

BLUE

PANTONE 300 C/U
CMYK 99 50 0 0
RGB 0 114 188
HEX #0072BC

The UNHCR logo blue should be used as a main colour as well as an accent colour in necessary circumstances.

RICH BLACK

PANTONE BLACK 6 C/U
CMYK 78 68 67 90
RGB 0 0 0
HEX #00000

Using a Rich black for text can make printing difficult and the text less sharp. We recommend body copy is set in C0 M0 Y0 K100

WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Tints

80%	60%	40%	20%
RGB 51 142 201 HEX #338EC9	RGB 102 170 215 HEX #66AAD7	RGB 153 199 228 HEX #99C7E4	RGB 204 227 242 HEX #CCE3F2
80%	60%	40%	20%
RGB 51 51 51 HEX #333333	RGB 102 102 102 HEX #666666	RGB 153 153 153 HEX #999999	RGB 204 204 204 HEX #CCCCCC

Secondary accent colour

YELLOW

PANTONE PROCESS YELLOW C/U
CMYK 3 1 100 0
RGB 250 235 0
HEX #FAEB00

The secondary accent colour may be used in some circumstances for a graphic element.

80%	60%	40%	20%
RGB 251 239 51 HEX #FBEF33	RGB 252 243 102 HEX #FCF366	RGB 253 247 153 HEX #FDF799	RGB 254 251 204 HEX #FEFBCC

Colour applied to type

Colour should be used to help differentiate between types of information. When type is placed over a photograph, a colour may be chosen for the type from the UNHCR colour palette in consideration of legibility.

Type examples over colour

Colour palette
Colour palette
Colour palette
Colour palette
Colour palette

Type examples over image

Ensuring protection for people of concern

© UNHCR/BRENDAN BANNON

Ensuring protection for people of concern

© UNHCR/VIVIAN TAN

Logo guidelines

Only the official artwork files are permitted for use in all situations.

The logo is the most recognisable visual element of the UNHCR brand. It should appear on all communications and be applied to all UNHCR branded items. UNHCR has two logos: the official logo and the visibility logo. The official logo must be used on all official UNHCR statements, joint letters with other agencies etc.

The High Commissioner has his/her own letterhead used exclusively on stationery for official correspondence. Guidelines for the use of this letterhead/logo are held by the Executive Office and not included in this Brand Book.

Official logo

This is our official logotype. Its use
is limited to official documents where
we must use our complete name.
All documents considered official
communication by the organisation,
such as letters, will use this logotype.
A full list of documents that require
the official logo can be found here:
media.unhcr.org/brand

Visibility logo

For all other communication with a wide audience, the visibility logo will be used. Only officially approved language versions of the visibility logo should be used. Local language versions can be used in the descriptor line (The UN Refugee Agency) instead of the English descriptor, but UNHCR should be kept at all times. To get approval for a local language version, please contact Strategic Communications, Division of External Relations.

Both the horizontal and vertical versions of the visibility logo are available for use. Deciding which version to use depends primarily on the space available for the logo. You should never attempt to remake, edit or change the logo in any way. These files can be downloaded from here: media.unhcr.org/brand

The horizontal and vertical UNHCR visibility logos are available in Arabic, French, Russian, and Spanish in the Appendix.

Horizontal logo

Vertical logo

Clear-space & scale

Always maintain the minimum clear-space around the logo to preserve its integrity. The minimum clear-space is determined by the height of the letter 'U' in 'UNHCR' and should be maintained on all four sides of the logo. To maintain visual clarity and provide maximum impact, the logo must never be crowded by copy, photographs or graphical elements or be placed too close to the edge of the page. The minimum clear-space must never differ proportionally from the diagram demonstrated on this page.

Scale should always be considered when using the UNHCR logo. For the sake of legibility, the logo should never appear smaller than the minimum size shown on this page.

Horizontal logo

Vertical logo

Minimum size

.8in
20mm
100px

.5in
13mm
62px

Logo variations

The full colour logo should be used as the primary option whenever possible. Black and white versions are available for situations when the full colour version is illegible or cannot be produced, such as in black and white printing.

Horizontal logo

Vertical logo

Incorrect logo usage

The examples on this page demonstrate how the UNHCR logo must never be used.

DO NOT rotate or distort the logo.

DO NOT use a colour other than UNHCR blue, black or white for the logo.

DO NOT typeset 'UNHCR' in a different font.

DO NOT disassemble the logo.

DO NOT reposition or resize the elements of the logo.

DO NOT pair the UNHCR logo with a mark other than the official UNHCR logo mark.

DO NOT use low resolution versions of the logo.

DO NOT place the logo over an image that will make it illegible.

DO NOT change or alter the text.

DO NOT use an opacity setting less than 50%.

Co-branding guidelines

UNHCR works with a wide variety of partners—from governments, to UN and other agencies, nonprofits, and the private sector—to help people forced to flee get the support they need to build a better future. Co-branding is an important part of representing these partnerships. When we co-brand materials, we include logos of UNHCR and the partners that we have worked with on the project or initiative. The following guidelines ensure we represent ourselves and our partners consistently in communication materials involving multiple parties.

Co-branding with governments, UN and other agencies and nonprofit partners

In all co-branding situations, UNHCR logo guidelines concerning placement, colour and scale, as stated in section 3.3 of this document, must be maintained. The UNHCR visibility logo should be used on all external reports and fundraising documents. When we are the lead agency, our visual identity should be dominant. This can be established by using any of the following techniques:

- Placing the UNHCR logo in the most visible and valuable space within a document. This typically means the top left-hand side of the document.

- Placing the UNHCR logo to the left when partner logos are shown in close proximity.

- Adhering to all UNHCR brand guidelines, including our colour palette, within documents.

- When we are the lead agency, partner logos should follow the UNHCR logo. In a report, for example, our logo should be included on the front page and all partner logos should be represented on the inside front cover or back page. Partner logos

should be accompanied by the words: 'In collaboration with.'

- If we are co-leading, for example with the UN Development Programme (UNDP), then place the UNHCR logo on the left side and the UNDP logo on the right side.

- If there is no lead organisation, all logos should be of equal size and introduced with the words: 'Working together.' When there are too many organisations to include all of them on the front page of a report, all logos should be represented on the inside front cover or back page of the report.

- As a general rule when listing partners, government should come first, followed by UN and other agencies, then NGOs. Listings should be alphabetical and use the correct name, e.g. UN OCHA. Refer to the UNHCR Style Companion for correct alphabetical country lists.

- When other organisations are driving the creation of materials, it's important to ensure that the UNHCR logo

is displayed appropriately. In these situations, please refer partner design teams to the UNHCR logo guidelines on page 24.

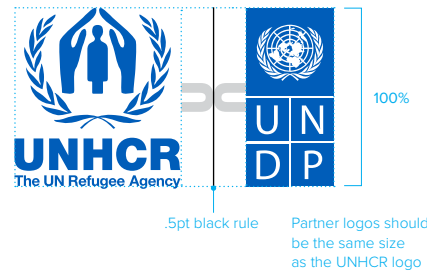- Please refer to page 33 for specific guidelines on fundraising documents.

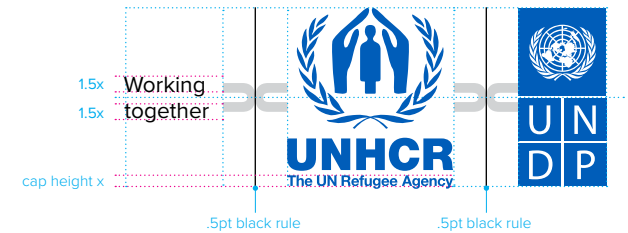# Co-branding with governments, UN and other agencies and nonprofit partners

UNHCR is the lead agency

In collaboration with

In collaboration with   x

80% 100%

cap
height x

.5pt black rule

Partner logos should
be at least 20% smaller
than the UNHCR logo

UNHCR is co-leading

100%

.5pt black rule

Partner logos should
be the same size
as the UNHCR logo

No lead organisation

Working
together

1.5x   Working
1.5x   together

cap height x

.5pt black rule

.5pt black rule
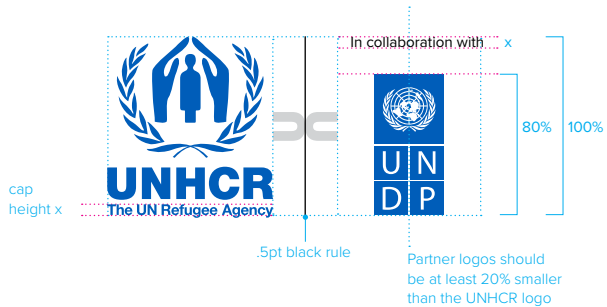
DRRM fundraising documents

For co-branded fundraising documents, please adhere to the following guidelines.

When UNHCR is the lead agency, place our logo on the left side of the front page of documents. On the inside cover, partner governments, followed by UN and other agencies should be listed. NGOs should then be listed. If there is insufficient space, NGOs should be listed on the inside back cover. All listings should be in alphabetical order.

When UNHCR is co-leading with the UN and other agencies, and partnering with governments and NGOs in a wider response plan, the UNHCR logo should be on the front page with the other UN agencies co-leading in equal size. Generally, there should not be more than eight logos on the front page.

Governments, followed by UN and other agencies should be listed on the inside cover. NGOs should be listed on the back inside cover. Please refer to the application section on page 32 for further guidance on placement and spacing.

In all materials, use the official name and logos of governments, agencies and NGOs. Please request that partners share these logos when designing materials. This will ensure that the most up-to-date version is included.

What not to do

The examples on this page demonstrate common co-branding errors.

DO NOT make the partner logo appear more dominant.

DO NOT overlap the logos.

DO NOT stagger the logos.

DO NOT change change the colours of the partner logo to match the UNHCR logo.
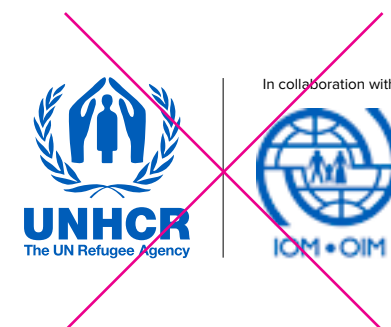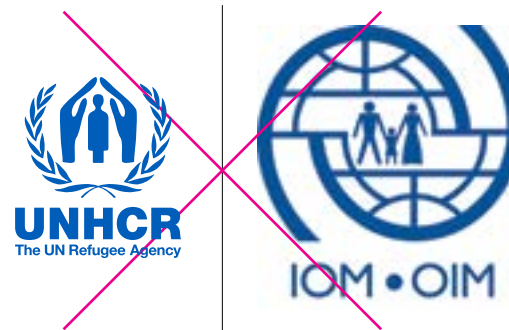
Co-branding with private sector fundraising partners

The private sector makes significant contributions to UNHCR's work in many ways, including financial contributions, gifts in kind, cause-related marketing, knowledge and brand building.

The purpose of this page is to explain how the UNHCR logo should be used by private sector supporters, either as a stand-alone logo or in co-branding. However, determining whether a private sector supporter is able to use UNHCR's logo needs to be addressed separately. For guidance on the terms and conditions that would permit the use of the UNHCR logo, refer to the PSFR Senior Corporate Fundraising Officer in Copenhagen. Once the use of the logo has been authorised, there are specific options available.

One-off fundraising

In the case of lower value, one-off, transactional types of fundraising activities, such as emergency employee appeals, fundraising events or simple granting of funds, the UNHCR logo should be used by private supporters in their communication materials along with the tagline: In support of.
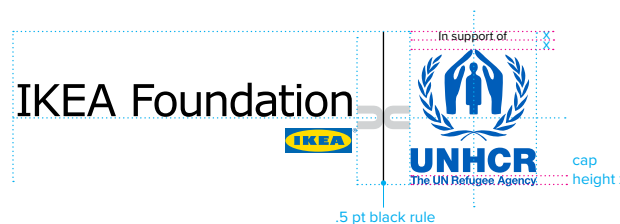
Long-term partnerships

In the case of long-term, higher value, strategic partnerships, which may benefit from a different level of recognition, it is suggested that the UNHCR logo is used by private supporters in their communication materials along with the tagline: In partnership with.
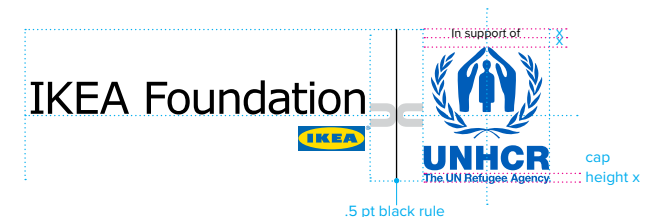
Since the unique nature of each partnership may present opportunities for a customised campaign or ongoing programme, a partnership logo or an alternate tagline could be considered. For guidance, refer to the PSFR Senior Corporate Fundraising Officer in Copenhagen.

Logo use without tagline

In the case of multi-stakeholder initiatives, programmes or campaigns supported by the private sector, use of the UNHCR logo as stand-alone can be authorised. For guidance, refer to the PSFR Senior Corporate Fundraising Officer in Copenhagen.

Country office logos

For UNHCR country offices, the following logo lock-ups are approved.

The country name should appear to the right of the UNHCR logo, with a .5pt rule in between. For the vertical lock-up, the clear space between the rule and the UNHCR logo and country name is determined by the width of two letter 'U's in 'UNHCR'. For the horizontal lock-up, the clear space between the rule and the UNHCR logo and country name is determined by the width of one letter 'U' in 'UNHCR'. For both lock-ups, the country name should be typeset in the same point size as the 'UNHCR' text, and should always be centered vertically against the rule.

Vertical lock-up

cap height x
same type size as 'UNHCR'
Font: Helvetica Neue Light

cap height x

.5 pt rule

Horizontal lock-up

cap height x

cap height x
same type size as 'UNHCR'
Font: Helvetica Neue Light

.5 pt rule

Sub-brands

UNHCR discourages the creation of sub-brands—essentially when a unit or section sets out to differentiate itself—as it dilutes the overall UNHCR brand.

Specific divisions or sections may need their own approved UNHCR logo lock-up for authorisation use. These logos are for internal use only and should never be used on external-facing materials. Please contact Strategic Communications, Division of External Relations for questions around approval to use a sub-brand.

Vertical logo

UNHCR
The UN Refugee Agency
Global
Service
Section

UNHCR
The UN Refugee Agency
Medical
Section

UNHCR
The UN Refugee Agency
Digital
Engagement
Section

Horizontal logo

UNHCR
The UN Refugee Agency | Global Service Section

UNHCR
The UN Refugee Agency | Medical Services

UNHCR
The UN Refugee Agency | Digital Engagement Section

Branding campaigns and events

On occasion, a campaign or event will need
a distinct creative identity to spark discussion
and drive engagement. However, the identity
must always draw from the core UNHCR
brand, and specific guidelines for branding
campaigns and events are currently under
development. Please contact Strategic
Communications, Division of External
Relations for guidance.

Photography

Photography is a critical part of UNHCR's visual identity. Images can serve as a powerful tool to raise awareness about UNHCR and the millions of vulnerable people that we help.

Photographic style

Images play an important role in telling the refugee story. Photos must always be respectful of refugees and portray them in a dignified manner. Imagery should convey our brand attributes—that we are determined to make a difference in the lives of refugees, we are capable of getting things done, and refugees trust us to deliver results.

We use photos for many purposes, including news, campaigns and fundraising. In general, photos should be compelling, natural and candid and show people's humanity.

© UNHCR/PHILIP BEHAN

© UNHCR/ANDREW MCCONNELL

© UNHCR/SEBASTIAN RICH

© UNHCR/BENJAMIN LOYSEAU

Photography examples

The photos that drive the most engagement for UNHCR differ depending on the audience. News photos showing dynamic or dramatic developments in refugee situations can drive media engagement. On social media, photos of refugees engaging in positive activities, like riding bikes, walking to school or studying, do well.

To tell a refugee's story, the focus of the feature photo needs to be on them. Different facets of the person's life should be shown, including their family life, school, work, etc. in order to see their entire story and showcase how we support them. These types of images demonstrate that refugees are ordinary people in extraordinary circumstances. Audiences respond to images featuring children (by themselves or with their mothers) or women.

To show our work in action, capture images of staff wearing or working with branded items or interacting with people forced to flee. An example would be a photo of staff wearing UNHCR branded items offloading an airlift onto a truck with a large UNHCR logo on the side. A UNHCR convoy loaded with supplies moving across rough terrain also works well. UNHCR's logo should be clear.

Photos for fundraising purposes are often portraits (horizontal and vertical) of a person or family, with the subject making eye contact with the camera.

You can find photos to feature in your work at our online multimedia library.

© UNHCR/OLIVIER LABAN-MATTEI

© UNHCR/CATIANNE TIJERINA

© UNHCR/SEBASTIAN RICH

Key steps for appropriate photography

- All photos require captions with the names, ages, and backstories of the people in the image, as well as direct quotes about their situation and hopes for the future.

- Do not use or create photography that contravenes our protection guidelines.

- Do not use photos that, in your judgement, have the potential to risk the security or confidentiality of refugees, even if consent has been given.

- Do not capture or use photos that are culturally insensitive or stigmatise refugees.

- Do not capture or use images that feature militia or armed people.

- Do not manipulate or alter photos, adding or removing elements.

- Always ask permission before taking a photo, unless it is of large groups of people in the distance.

- A person who is the subject of a portrait photo image needs to be clearly informed their image may be used for UNHCR publicity purposes and it may be seen in their home countries.

- Informed consent for images of children below 16 years of age is critical. The permission of a parent or other responsible adult must be obtained.

- Avoid using images that are unclear, such as silhouettes, unless that is the only effective way to obscure someone's identity and still have a visual with a story.

- UNHCR images are only made available for documentary purposes. They are not authorised for use in a commercial context. This should be made clear to corporate partners.

- If capturing photography in a location that is owned by a partner, such as a government building, airport, clinic or school, you must have the consent of the partner.

- For PSFR photos, the consent forms can be found here: media.unhcr.org/brand

- Photos must be submitted through Refugees Media. To submit photos, go to media.unhcr.org, make an account and follow the photographer guidelines.

- All UNHCR photos should be credited.

Photo captions and working with professional photographers

All photography requires captions. A full breakdown of the information that is required can be found here.

This document also covers the technical requirements and submission guidelines for professional photographers working for UNHCR.

Use of logo on photos

In situations where a photo is being used by itself and is not part of a UNHCR branded communication (e.g., brochure, flier, one-pager, website, poster, banner or booklet), our logo should be watermarked on the bottom right of the photo. The watermark should be applied to photographs that are:

- part of an image gallery;

- posted to Flickr; or

- the main visual of a social media post.

The watermark should be 20% the width of the image. The watermark should be placed in the bottom right corner of the image, with a clear-space equal to the height of the letter 'U' in UNHCR. The reverse version of the logo should be used at 50% opacity.

© UNHCR/AY TUNC AKAD

© UNHCR/EVELYN HOCKSTEIN

4 Collateral Materials

Collateral Materials

All collateral materials should adhere to the UNHCR brand guidelines. This section provides example materials for your reference. These materials can be downloaded here: media.unhcr.org/brand

PowerPoint Presentation

This page shows the UNHCR branded template for PowerPoint presentations. The official PowerPoint template can be downloaded here: media.unhcr.org/brand

If the typeface Proxima Nova is unavailable for use in a presentation, please substitute with the approved system typeface Arial per the instructions on .
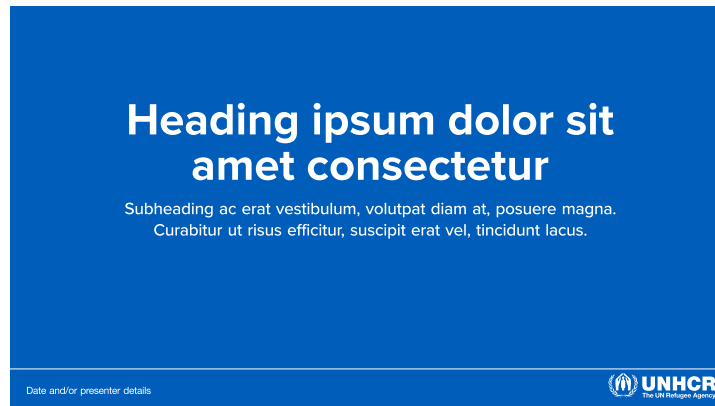
Title slide

Full-width image slide

Image slide

Image slide

Publication example

This is an example of a publication that complies with the brand guidelines.
The full template for creating publications can be downloaded here:
media.unhcr.org/brand

Publication example

This is an example of a publication that complies with the brand guidelines.
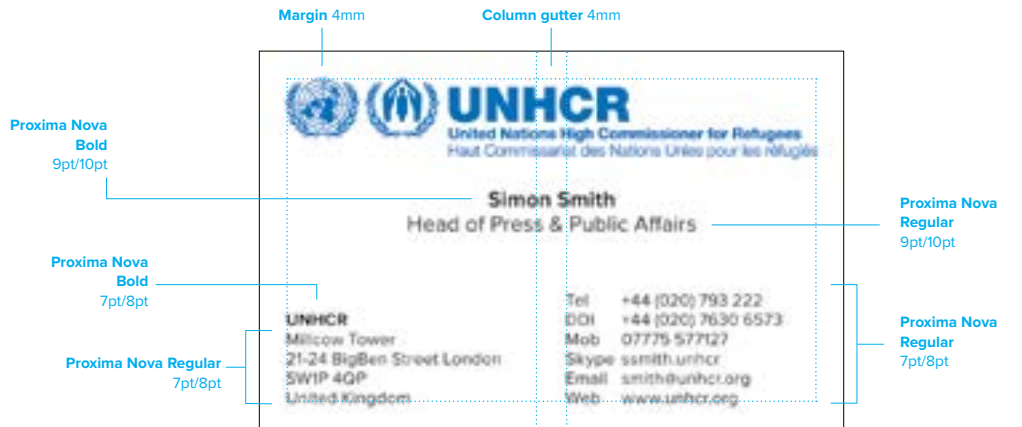The full template for creating publications can be downloaded here:
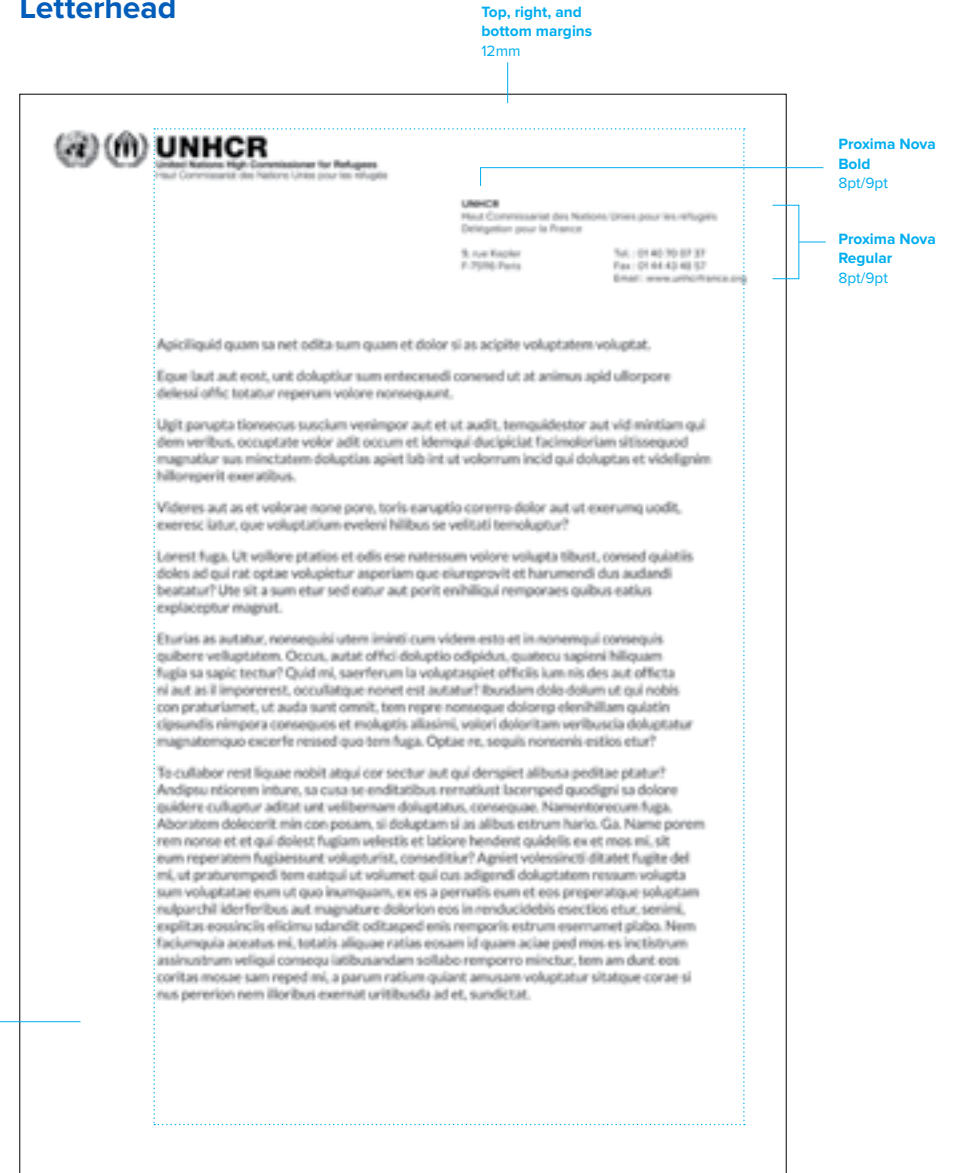media.unhcr.org/brand

Application to business card and letterhead

This page sets out the spacing and measurements to apply to business cards and letterheads.

Business card

Margin 4mm   Column gutter 4mm

Proxima Nova Bold
9pt/10pt

Proxima Nova Bold
7pt/8pt

Proxima Nova Regular
7pt/8pt

Proxima Nova Regular
9pt/10pt

Proxima Nova Regular
7pt/8pt

Letterhead

Top, right, and bottom margins
12mm

Proxima Nova Bold
8pt/9pt

Proxima Nova Regular
8pt/9pt

Left margin
38mm

Email signature sign-off

To ensure consistency and adherence
to the brand guidelines, all email signatures
should follow this template format.

Example

Template

[Nom]
[Job title], [Service or division, if applicable]
Office: [Office number] | Mobile: [Mobile number]
[Optional: Skype ID] | [UNHCR local office address]
www.unhcr.org | [Optional: Local office website URL]
[Optional: Alternative contact methods]
[Horizontal UNHCR visibility logo]

Arial Bold 10pt

John Smith
Chief of Section, Digital Section
Office: +41 22 789 123 | Mobile: +41 20 234 987 | Skype: johnunhcr

Arial Regular
10pt

Case Postale 2500, CH-1211 Genève 2 Dépôt, Suisse
www.unhcr.org
Twitter | Facebook | Instagram

Logo height
13mm (36px)

Please change colour
of all links to UNHCR blue
Hex #0072BC

Note: Users of Outlook for Mac use font size 14

5 Appendix

Arabic visibility logos

Horizontal logo

Vertical logo

French visibility logos

Horizontal logo

1-line

2-line

Vertical logo

Russian visibility logos

Horizontal logo	**1-line**	**2-line**
Vertical logo		

Spanish visibility logos

Horizontal logo

1-line

2-line

Vertical logo

Thank you for reviewing UNHCR's brand book. We appreciate your commitment to strengthening our communications and building our identity. If you have any questions, please contact Strategic Communications, Division of External Relations.