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UNICEF BRAND TOOL KIT

15.0 WEBSITE

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WEBSITE OVERVIEW
LOGO AND TAG LINE
COLOUR AND GRIDS
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WEB PAGE PRODUCTION
WEB PAGE PRODUCTION (CONTINUED)

15.0 WEBSITE

WEBSITE OVERVIEW

This section explains how to use the elements of UNICEF's identity to build functional, interesting and engaging web pages.



Correct use of the logo and tag line reversed out of cyan

Correct use of colour and typography

Correct use of typography and writing style

Correct use of imagery

Correct content legibility

LOGO AND TAG LINE LOGO

To create web graphics with the logo, use the standard graphics files available on the Intranet. Do not alter the colours used in these files, or trim the borders, which constitute the required clear space.

The source files will be available in reversed white out of cyan and in cyan positive on white. Only the reversed white out of cyan version should be used in web page top banner areas and on home pages, accompanied by the tag line in the same colour.

If you are developing a localized version of the logo image, please maintain the same minimum clear space as for print: half the height of the letter 'u' in the logo.

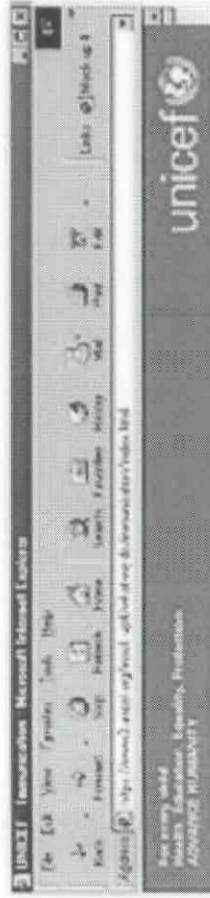
Placement: the logo will be on the top right corner of every web page, accompanied by the tag line on the left. Minimum width of the logo (as in print): 19 mm (54 pixels).

TAG LINE

To create web graphics with the tag line, use the standard graphics files available on the Intranet. Do not alter the colours used in these files, or trim the borders, which constitute the required clear space. The files will be available in reversed white out of cyan.

In all page top banner areas and in the majority of other cases, horizontally align the tag line with the logo. The tag line and logo maintain a 1:1 height relationship, but for the web the size of the tag line has been increased to maximize legibility. You can modify the lateral distance between the logo and the tag line if required.

Placement: top left corner of every web page, accompanied by the logo on the right. Use only the reversed white out of cyan version of the tag line, accompanied by the logo in the same colour.



COLOUR AND GRIDS COLOUR

The UNICEF web colour is the web safe version of cyan: #0099FF.

All gateway pages (homepage, tunnel page if any) should use cyan as their primary background colour.

All content pages (web pages with text or other substantive content) should have a cyan top banner area extending to the visible edge of the screen.

The following colours can be used for emphasis, variety and secondary design elements: magenta (#FF0099), yellow (#FFFF00), dark blue (#333399), black (#000000) and percentages of cyan (5%-100%)

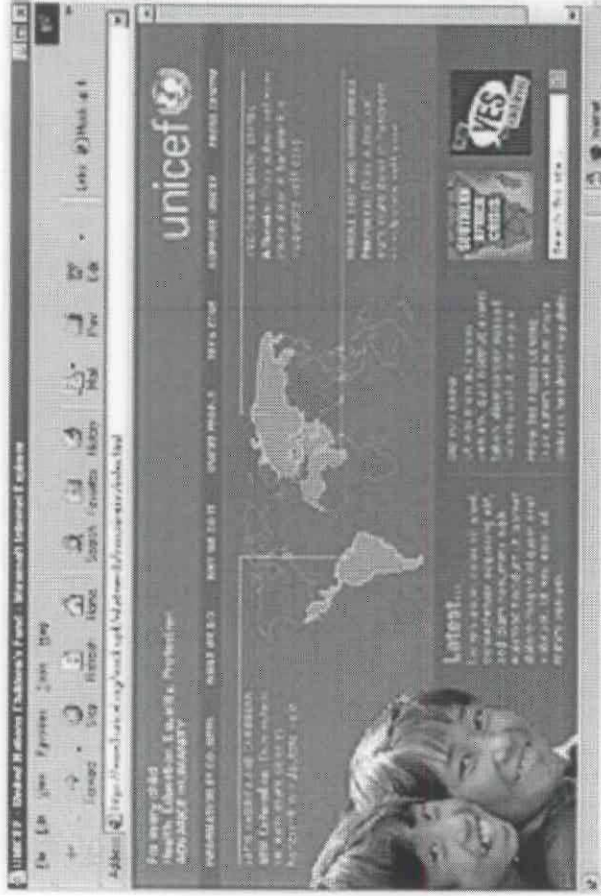
In addition, a limited palette of additional accent colours has been approved for use on www.unicef.org. You may also use these colours for emphasis, variety and secondary design elements: orange: #DF5E32, #FF8448, greys: any pure grey such as #333333, #D0D0D0, etc., and blues: #9CAABA, #D3E1EB, #047BD2, and #0093EF.

Body text should be black on a white background. On content pages, link colours should be the web default values.

GRIDS

On the web, place the logo and tag line at the top of the page, rather than at the bottom, in order to ensure that they are visible when a user first arrives at the page.

All content pages should include a cyan top banner area extending to the visible edge of the screen. There should be adequate negative space around text and design elements.



TYPOGRAPHY, WRITING STYLE AND IMAGERY TYPOGRAPHY

Web fonts: Use Univers in graphics used as titles or headlines, and in other graphics that incorporate text. Use Verdana for all HTML text including body text, headers, captions, links and other text.

SPECIAL TOPICS

1 What children see, they show
Children not only see the world differently than adults do; their abilities to share their observations differ with age. Words and phrases might come relatively easily for adults or older children, while cameras or crayons are often the most expressive media for younger children.

As part of an ongoing commitment to learn about the lives of children by listening to their 'voices' – in whatever voice they are most comfortable using, most of the photographs and drawings in *The State of the World's Children 2003* were created by children and young people. [Read more...](#)

2 Child participation: Myth and reality
Many myths surround the idea of child participation. One such myth is that child participation means adults handing over all their power to children. But in reality, participation means giving children more responsibility, according to their evolving capacities, carefully consulting them and taking their views into account. When children's views are sensitively solicited and sincerely understood, they may reveal things that adults would never have grasped independently. They can profoundly change policies or programmes, and in some cases protect children from future harm. [Read more...](#)

3 A child's 'right' to participate
The Convention on the Rights of the Child does not explicitly set forth children's right to participate – except as a goal for children with disabilities. However, there is a 'cluster of participation articles' that provides the argument for the child's right to participate. The cluster includes articles 5, 9, 12, 13, 14, 15, 16, 17, 21, 22, 23 and 29. [Read more...](#)

Names of website sections and headers on web pages may be either in upper and lower case or all upper case. The UNICEF Web Style Guide will give more specific guidance for pages on our website.
Headers and body text should be left aligned.

WRITING STYLE

When you write for the web:

- be economical and to the point — sentences should be a maximum of about 30-35 words long
- use the active voice
- avoid starting sentences with subordinate clauses
- structure your text using the format issue, action, impact
- make liberal use of headers, subheads and bulleted and numbered lists, in order to break up large areas of text, facilitate scanning and enhance readability.

If the text for a given web page is more than 500 words, consider splitting it up into two or more pages.

IMAGERY

On the web, use the three preferred image styles:

- 1 Portraits silhouetted on cyan;
- 2 Objects/symbols/graphics silhouetted on cyan; and
- 3 Context imagery.

Home pages should include a portrait silhouetted on cyan.

Credit information for all photographs on the web should be provided, as is done for print publications.

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4 MARCH 2003

UNICEF BRAND TOOL KIT

15.0 WEBSITE

15.05a

WEB PAGE PRODUCTION

As a general rule, Internet content developed by UNICEF offices, including Headquarters divisions, Regional Offices and Field Offices, belongs on the UNICEF website at www.unicef.org, on servers in New York. Pages on this site typically use pre-defined templates, which already incorporate the brand guidance provided in this tool kit.

Pages on the UNICEF website will be designed according to the UNICEF Web Style Guide being prepared by DOC, which will be available on the Intranet. The Web Style Guide will provide more detailed guidance and standards. Please contact Tanya Accone, UNICEF Communication Officer in the DOC web team for more information on the Web Style Guide.

Websites developed by National Committees, and exceptional websites that require their own domain, are not subject to the Style Guide but must still conform to the general brand guidance outlined in this tool kit. If you have a site that you believe must have a separate domain, please contact both ITD/Network Services and DOC (IBIS/Web team). Requests will be reviewed on a case-by-case basis.



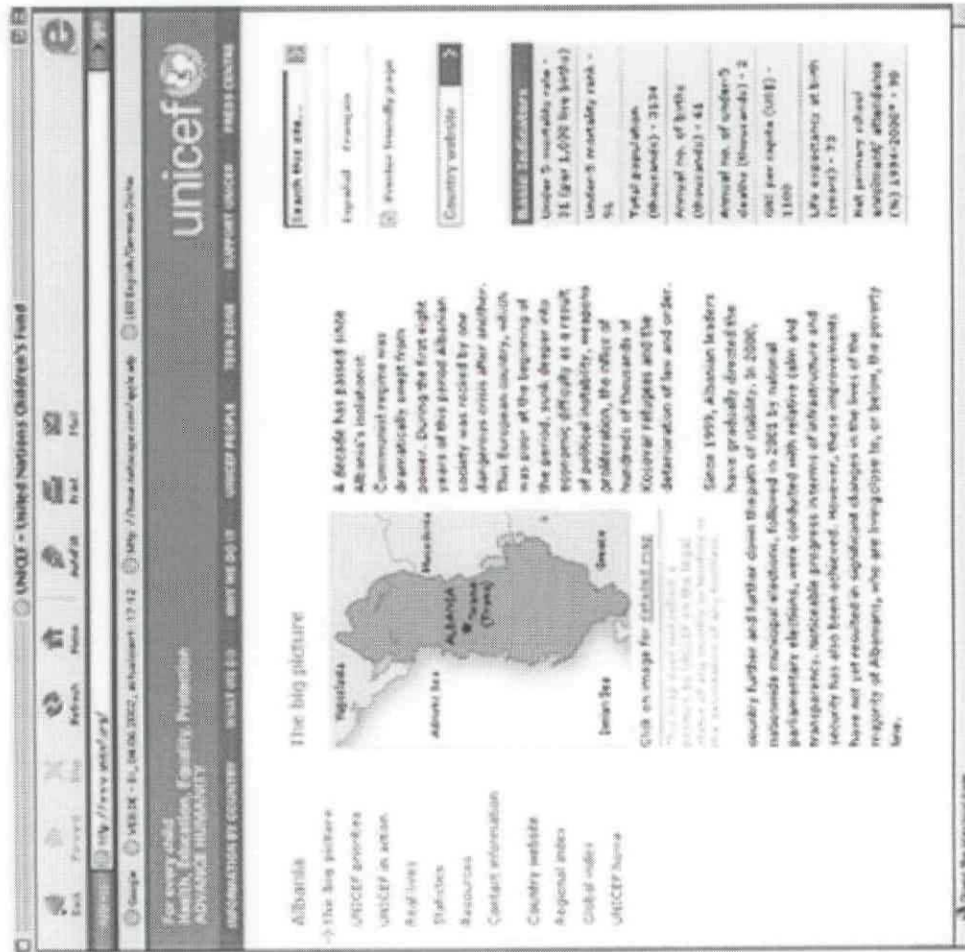
Information architecture: Where appropriate, build your information architecture according to the issue-action-impact model. Sites on www.unicef.org will in many cases fit into an existing information architecture that is already structured in this way.

In all cases, page titles should have 'UNICEF' as the first word.

Legibility: you can incorporate design enhancements to improve legibility where appropriate. Keep these changes subtle and in harmony with the overall look of the brand. Examples: striping alternate rows of a long data table with very light grey; adding background colours to table header cells to distinguish them from data cells; colouring headers using colours from the brand palette, (see section on Colour, 5.0).

Images: prepare web images according to the brand guidelines under Imagery (see section 8.0) and according to the general principles governing use of images on the web. The latter include using appropriate image formats (jpg or gif), compression and small file sizes. Refer to the UNICEF Web Style Guide for more detailed information.

Text layout: Body text should in most cases be in a single column. Adjoining columns can be used for navigational links or related information.



Brand guidance for website development

Note on the text:

Most of the following texts are structured according to the organization of the latest version of the brand toolkit available to the web team. Thus the texts can be inserted into the corresponding chapters in the toolkit.

We propose creating one additional chapter : "Web page production", parallel to the chapter on print publications which is already in the toolkit.

We will send separately screenshots illustrating many of these points.

Tagline (What we stand for)

To create web graphics with the tagline, use the standard graphics files available on the Intranet. Do not alter the colours used in these files, or trim the borders, which constitute the required clearspace. The files will be available in reversed white out of cyan blue.

In all pagetop banner areas and in the majority of other cases, align the tagline horizontally with the logo. The tagline and logo maintain a 1:1 height relationship, but for the web the required clearspace has been reduced in order to maximize legibility by increasing the size of the tagline. If required, you can modify the lateral distance between the logo and the tagline.

Placement: top left of every web page, accompanied by the logo which will be on the right. Use only the reversed white out of cyan blue version of the tagline, accompanied by the logo in the same colour.

Logo

To create web graphics with the logo, use the standard graphics files available on the Intranet. Do not alter the colours used in these files, or trim the borders, which constitute the required clearspace.

The source files will be available in reversed white out of cyan blue and in cyan blue positive on white. **Only** the reversed white out of cyan blue version should be used in web pagetop banner areas and on home pages, accompanied by the tagline in the same colour.

If you are developing a localized version of the logo image, please maintain the same minimum clearspace as for print: half the height of the letter 'u' in the logo.

Placement: top right of every web page, accompanied by the tagline which will be on the left. Use only the horizontal version of the logo.

Minimum width: as in print, 19 mm (= 54 pixels).

Colour

The UNICEF web colour is the websafe version of cyan blue: #0099ff.

All gateway pages (homepage, tunnel page if any) should use cyan blue as their primary background colour.

All content pages (web pages with text or other substantive content) should have a cyan top banner area extending to the visible edge of the screen.

The following colours can be used for emphasis, variety and secondary design elements:

- magenta (#ff0099)
- yellow (#ffff00)
- dark blue (#333399)
- black (#000000)
- percentages of cyan (5-100%)

In addition, a limited palette of additional accent colours has been approved for use on www.unicef.org. You may also use these colours for emphasis, variety and secondary design elements:

- orange: #DF5E32, #FF8448
- greys: any pure grey, such as #333333, #d0d0d0, etc.
- blues: #9CAABA, #D3E1EB, #047BD2, #0093EF.

Body text should be black on a white background. On content pages, link colours should be the web default values.

Typography

Web fonts: Use Univers in graphics used as titles or headlines, and other graphics that incorporate text. Use Verdana for all HTML text including body text, headers, captions, links, and other text.

NB: the current version of the brand toolkit advises using Arial for 'web-based applications.' This information should be replaced as outlined above. References to Arial should be deleted.

Names of website sections and headers on web pages may be either in sentence case (i.e. the first letter capitalized, the remainder in lower case) or in all-caps. The UNICEF Web Style Guide will give more specific guidance for pages on www.unicef.org.

Headers and body text should be aligned left.

Writing style

When you write for the web:

- be economical and to the point—sentences should be about 30-35 words long at the most
- use the active voice
- avoid starting sentences with subordinate clauses
- structure your text as issue, action, impact
- make liberal use of headers, subheads, bulleted and numbered lists, in order to break up large areas of text, facilitate scanning and enhance readability.

If the text for a given web page is more than 500 words, consider splitting it up into two or more separate pages.

Imagery

On the web, use the same three preferred image styles: 1, portraits silhouetted on cyan; 2, objects/symbols/graphics silhouetted on cyan; and 3, context imagery. Home pages should include a portrait silhouetted on cyan.

Grids

On the web, place the logo and tagline at the top of the page, rather than at the bottom, in order to ensure that they are visible when a user first arrives at the page.

All content pages should include a cyan top banner area extending to the visible edge of the screen.

There should be adequate negative space around text and design elements.

Web page production

The brand toolkit and the UNICEF Web Style Guide: As a general rule, Internet content developed by UNICEF offices including Headquarters Divisions, Regional Offices and Field Offices belongs on the UNICEF web site at www.unicef.org, on servers in New York. Pages on this site typically use predefined templates, which already incorporate the brand guidance provided within this toolkit.

Pages on www.unicef.org are also subject to the **UNICEF Web Style Guide** being prepared by DOC, which will be available on the Intranet. The Style Guide will provide much more detailed guidance and standards on various aspects of web design. Please contact the Tanya Accone in the DOC Web team for more information on the Web Style Guide.

Web sites developed by National Committees, and exceptional websites which require their own domain, are not subject to the Style Guide but must still conform to the general brand guidance in this toolkit. If you have a site which you believe must have a separate domain, please contact both ITD (Network Services) and DOC (IBIS/Web team) to present your request. Requests will be reviewed on a case-by-case basis.

Information architecture: Where appropriate, build your information architecture according to the issue-action-impact model. Sites on www.unicef.org will in many cases fit into an existing information architecture which is already structured in this way.

Page <title>s should have 'UNICEF' as the first word in **all** cases.

Legibility of content: you can incorporate design enhancements to improve legibility where appropriate. Keep these changes subtle and in harmony with the overall look of the brand. Examples: striping alternate rows of a long data table with very light grey; adding background colours to table header cells to distinguish them from data cells; colouring headers (with a colour from the brand palette, see 'Colour'). [Attach screenshots]

Images: prepare web images both according to the brand guidelines under 'Imagery' and also according to general principles of image use on the web. The latter include appropriate choice of jpeg or gif format, compression and small file size, etc. Refer to the UNICEF Web Style Guide for more detailed information.

Text layout: Body text should in most cases be in a single column. Adjoining columns can be used for navigational links or related information.