

UNICEF Jordan partners - logo use guidelines

October 2019

UNICEF works with partners to accelerate progress towards the 17 Sustainable Development Goals and, together, form a global, rights-based agenda for children that has a strong focus on the most vulnerable.

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.

The UNICEF Logo should be displayed only in its approved colours. For most partnership visibility, the UNICEF standalone logo with **cyan blue on white is the most suitable**, but either variation can be used.



100% cyan



Reversed, from 100% cyan

R 0 G 174 B 239
C 69 M 14 Y 0 K 0

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**.



Order of placement:

UNICEF's logo should always be placed **in English: first from left**.

Incorrect practices:

Our container logo signature must be applied consistently to all UNICEF projects for global visual recognition.

Do not use old or incorrect logo versions.



Logo variations are accessible through:

<http://bit.ly/unicef-logos-partners>