communications division

branding guidelines
Branding Guidelines

This document outlines the branding guidelines for the United Nations Relief and Works Agency (UNRWA). It sets the standard for the design of all UNRWA publications and public communications.

The guidelines in this manual are compulsory for all Agency employees and contractors producing communications materials.

All templates, logos, fonts and high resolution photos presented in these guidelines have been included in the accompanying DVD. They are also available on the UNRWA intranet (intranet.unrwa.org).

The templates have been designed to be used in conjunction with Adobe InDesign CS. The accompanying branding kit contains files for use with CS5.5, files for use with earlier versions of CS, and easy-to-use jpegs.

For a more comprehensive set of tips on communications for UN agencies, refer to UNDP’s communications toolkit: http://web.undp.org/comtoolkit/reaching-the-outside-world/outside-world-tools.shtml
1. **Introduction**
The Importance of Branding
Building a global brand
These guidelines will significantly improve the visual presentation of publications, fact sheets, and other common communications, as well as standardise stationery and business cards. It provides guidelines and templates for the design of materials. It will help the Agency project a more unified image that creates instant recognition.

Universal standards
It is not only written words, but photos, colors, typography, and layout that all contribute to creating an effective message.

Because the Agency’s work is so diverse and decentralised, there is a risk that all the communications materials continually produced in different fields and for different projects will look completely different from each other. These practices dilute the effectiveness of our communications, and are a barrier to building a globally recognisable brand.

While there is a need for flexibility and communications that are adapted to appeal to different audiences, the universal standards set by this document will ensure that all our communications have some basic things in common; like individual members of the same family.

These guidelines set the official universal standards for any communications by the UNRWA “family.” Eventually, audiences all over the world will be able to look at any communication and instantly know it was produced by UNRWA.

Brand architecture
Articulating a clear, concise, and consistent message is central to developing a global brand.

Having a standard way to talk about the Agency is just as important as consistently using the same identity. While each field and programme is unique, there are many cross-cutting elements that define UNRWA’s work throughout all five fields. It is important that we speak with one voice.

A writing style guide is available on the accompanying DVD: please use it.

External communication
In general, UNRWA’s work is unfamiliar to those not working in development. To spread awareness, it is critical to unify and simplify our message. Here are a few messaging tips:

- Focus on UNRWA assistance and its end result; not the Agency as an institution
- Avoid mentioning internal organisational structures (eg Communications Division)
- Don’t promote or ‘brand’ individual divisions and offices
- Don’t develop programme/project logos that compete with the UNRWA identity
- Avoid development jargon and acronyms (eg DERC or WBFO)
- Showcase successes

Speaking with one voice
The first step in building a global brand is developing a visual identity that is used consistently on all communications: the UNRWA logo.

Fields, programmes and projects may not create individual logos or separate identities. This diminishes our recognition as a global organisation.

UNRWA is one Agency; we have one identity, one brand.
2. UNRWA’s Graphic Identity
A. Graphic identity

1. UNRWA logo:

Below is the standard logo for UNRWA. It is to be used to mark all programmes, projects, activities, and public communications that require acknowledgement of UNRWA. This is the official and preferred logo layout.

![UNRWA Logo]

Please note that the new logo uses the standard UNRWA blue. It is pantone colour number Cyan 100 (C:100, M: 0, Y: 0, K: 0), and Adobe Indesign/Photoshop number #00aeef.

![Pantone Color]

For the internet the logo uses the RGB formula. (R 0, G 174, B 239).

![RGB Color]

The new UNRWA logo is to be used from now on ALL UNRWA publications. Other approved variations by aspect, color and language (shown on the next page) are available for specific design needs.

Use of the UN name and logo is restricted based on General Assembly Resolution 91(I), 1946.

Use of UNRWA’s logo in any partnering arrangements or in joint publications should be cleared by the Department of Legal Affairs: a.segalli@unrwa.org.
Variations on the logo

The UNRWA logo (United Nations emblem with Agency acronym) must appear prominently on all publications.

The UNRWA wordmark (stylised “United Nations Relief and Works Agency for Palestine Refugees”) should appear elsewhere on the same publication, either at the bottom or the reverse side, but not adjacent to the logo.
2. **Fonts**

The recommended fonts to be used in all publications in English are:

- **DIN** for headings
- **Myriad** for text body

**Headsings**

**Text body**

The recommended fonts to be used in all publications in Arabic are:

- **GE SS Two** for headings
- **Winsoft Pro** for text body

**العناوين الرئيسية**

**النص الداخلي**

**B. UNRWA Summary**

Where there is room, UNRWA publications should also include this brief summary of the Agency’s activities:

**About UNRWA**

UNRWA is a United Nations agency established by the General Assembly in 1949 and is mandated to provide assistance and protection to a population of some [INSERT FIGURE] registered Palestine refugees. Its mission is to help Palestine refugees in Jordan, Lebanon, Syria, West Bank and the Gaza Strip to achieve their full potential in human development, pending a just solution to their plight. UNRWA’s services encompass education, health care, relief and social services, camp infrastructure and improvement, microfinance and emergency assistance. UNRWA is funded almost entirely by voluntary contributions.

Please note: the figure for the refugee population is recalculated every six months. Check the biannual document ‘UNRWA in Figures’ for the latest figure.
C. Templates

The following are the standard UNRWA templates for all publications.

1. Stationery
   a. Letterheads
   b. Envelopes
   c. Business cards

2. Publications
   a. Media kit
   b. Newsletters
   c. Fact sheets
   d. Brochures guide
   e. CDs
   f. CD sleeves

3. Event branding
   a. Repeating backdrop
   b. Podium front
   c. T-Shirts
1. Stationery

a. Letterheads

Letterheads according to field/HQ and department are available on the UNRWA intranet (intranet.unrwa.org).
b. Envelopes

Size: A4
c. Business cards

This is the official layout for all UNRWA business cards. The logo, colours, fonts and lettering must be adhered to.

Name and contact details presented in one column and following colour scheme

All letters in lower-case [no capitals!]

Specifications:

<table>
<thead>
<tr>
<th>Size:</th>
<th>9 cm x 5 cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper type:</td>
<td>Chromo</td>
</tr>
<tr>
<td>Paper weight:</td>
<td>350 g</td>
</tr>
<tr>
<td>Lamination:</td>
<td>Matt double sided</td>
</tr>
</tbody>
</table>
d. Email signatures

This is the official layout for all UNRWA email signatures. The logo, colours, fonts and lettering must be adhered to.

John Smith | Finance Officer
UNRWA | Department of Finance | West Bank
+972 2 589 000 | +972 54 000 0000 | j.smith@unrwa.org

Specifications:

Font size: 10
Font type: Arial
Colour: Standard UNRWA blue: R 0, G 174, B 239 (see Graphic Identity section)
2. Publications*

a. Media kits

This is the standard design for UNRWA media kits. Publishers can add their own contact details. All other elements should be kept as in this original design.
b. Newsletters

As part of the newsletter template, various elements such as graphs and charts have been designed for use as applicable.


At a glance / Announcement
- 4,764,700 registered refugees
- 58 recognised refugee camps
- 29 per cent of refugees live in camps
- 30,450 staff
- 871 schools
- 137 primary health care clinics
As of December 2009

registered refugees (by country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan</td>
<td>1,983,700</td>
</tr>
<tr>
<td>Syria</td>
<td>472,100</td>
</tr>
<tr>
<td>Lebanon</td>
<td>425,600</td>
</tr>
<tr>
<td>West Bank</td>
<td>779,000</td>
</tr>
<tr>
<td>Gaza Strip</td>
<td>1,106,200</td>
</tr>
</tbody>
</table>

Engaging photos to break up text
(see Photography section)

Graphs should follow this style

This box can be used to highlight important information, eg announcements

Co-branding (if applicable)
Lorem ipsum dolor sit amet

Consectetur adipiscing elit. In vel lobortis libero. Donec svere mi in diam idquia posuere. Pellentesque placerat bibendum enim, ut amet lacus lectus auctor vitae. Elaam consequat ina

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tortur sita sed sodales euismod. Praesent sedales, a meti fringilla aliquam, ligula nibh molestie metus, eget suscipit orci ams uac augue.

In hac habitasse plateas dictum. Vismac eget magna nibh.

Sed dubio lacus nec ipsum pretium laermet. Mauris quis felis


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nunc neque. Cras vitae sapien neque, quis conseqast sapien. Suscipendus et enim eget nibh cursus bibendum sed sed vulputate. In pura tortor, posuere et euturna quis, condimentum quis augue. Praesent tincidunt, sapien at congue semper, erat urna ullamcorper dui, id lobortis turpis nibh a magna. Perim dictum,

eris in melodie pelanentesque, quam eris curcus quam, in rhoncus metus metus a dui. Sed liable sem a, fringilla ornus euismod non, dignissim vitae odio.


malesuada. Aenean accumamus dolor nec tellus dignissim imperdiet. Praesent ac velit lectus, ut mollis elit.

ut id orci et libero pharetra convextur vel quis nibh. Merabi conmali, uta id semper posuere, tortor est porta mauris, non cursus orci lacus sodales ante. Cras meti

tortur sita sed sodales euismod. Praesent sedales, a meti fringilla aliquam, ligula nibh molestie metus, eget suscipit orci ams uac augue.

In hac habitasse plateas dictum. Vismac eget magna nibh.

Sed dubio lacus nec ipsum pretium laermet. Mauris quis felis


susceptibl etiam ut amet aucter efevelt auctor. Proi sol amel

nunc neque. Cras vitae sapien neque, quis conseqast sapien. Suscipendus et enim eget nibh cursus bibendum sed sed vulputate. In pura tortor, posuere et euturna quis, condimentum quis augue. Praesent tincidunt, sapien at congue semper, erat urna ullamcorper dui, id lobortis turpis nibh a magna. Perim dictum,

eris in melodie pelanentesque, quam eris curcus quam, in rhoncus metus metus a dui. Sed liable sem a, fringilla ornus euismod non, dignissim vitae odio.

c. Fact sheets

As part of the fact sheet template various elements such as graphs and charts have been designed for use as applicable.
UNRWA's award-winning micro finance programme:
• Mitigates the conditions of poverty and creates opportunities for self-supporting economic activity.
• Promotes economic development in the most deprived communities in the Middle East.
• Creates and sustains jobs to help people pull themselves out of poverty.

Human rights
UNRWA:
• Works to disseminate core democratic values: respect for human rights, cooperation and peace building, and protection of the most vulnerable members of society.
• Promotes non-violence and conflict resolution as part of its human rights and tolerance school curriculum.
• Assists the organisation of student councils in schools, which encourage democratic participation, especially amongst girls, and the practical application of international values.

Neutrality
• Neutrality is essential for UNRWA’s ability to implement its humanitarian mission.
UNRWA therefore:
• Implements a strict “no politics” policy.
• Where any staff are found to have engaged in activities incompatible with UNRWA’s neutrality regulations, disciplinary action is taken up to and including dismissal from service.
• Inspects installations regularly for breaches of neutrality.
• UNRWA has no political or governance authority in any of its fields of operation.

At a glance
4,766,700 registered refugees
58 recognised refugee camps
29 per cent of refugees live in camps
30,600 staff
691 schools
137 primary health care clinics
as of December 2009

Budget 2011
UNRWA relies on donations. The Agency currently faces an unprecedented shortfall in funds needed to provide its essential services.

Registered refugees (by country)
Pupil enrollment (by country)

UNRWA provides assistance, protection and advocacy for some 4.8 million registered Palestine refugees in Jordan, Lebanon, Syria and the occupied Palestinian territory, pending a solution to their plight. The Agency’s services encompass education, health care, social safety-net, camp infrastructure and improvement, community support, microfinance and emergency response, including in times of armed conflict. Through these services UNRWA strives to help Palestine refugees achieve a decent standard of living, long and healthy lives, knowledge and skills and full enjoyment of human rights. These goals are formulated according to the UN criteria for human development.

UNRWA Representative Office, Washington D.C. | washingtondc@unrwa.org
www.unrwa.org
d. Brochures guide

A series of covers has been designed for all UNRWA booklets and brochures. On the following page is a diagram showing this series. UNRWA publications have been divided between informational and fundraising materials, and have been further subdivided according to type of publication.

The cover photo, title, publishing department/field/unit and date can be changed as necessary. All letters must be in lower case [no capitals]. All other elements on the cover should be kept as in the template to ensure uniformity.

A single template for the back cover for all UNRWA publications has been designed. The publisher’s address and contact details can be added on this template.
Specifications (for covers only):

- Size (large / small): A4 / A5
- Paper type: Chromo
- Paper weight: 300 g
- Lamination: Matt

Matt chromo paper recommended for inside pages.
* UNRWA publications must include a copyright statement (© + name) to protect the intellectual property of the Agency and other copyright holders. The appropriate statement will depend on copyright ownership and the purpose of publication.

Copyright statements should be cleared by the Department of Legal Affairs: a.segall@unrwa.org.
e. CDs

Empty CD

Must stay

www.unrwa.org

CD with content

Choose your own photo 
(see Photography section)

Title of film/content

unrwa slideshow

Co-branding 
(if applicable)

www.unrwa.org
f. CD sleeve

This is the standard design for UNRWA CD sleeves. Publishers can add their own contact details. All other elements should be kept as in this original design.

Specifications:
- Size when folded: 13 cm X 13 cm
- Paper type: Chromo
- Paper weight: 300 g
- Lamination: Matt
3. Event branding

a. Repeating backdrop

b. Podium front

Specifications:
Size: 50 cm X 70 cm
Paper type: Chromo
Paper weight: 170 g
Mounted on foam board
c. T-shirts

[Image showing co-branding options for T-shirts]
4. Installation branding

a. School sign

b. Clinic sign

c. Office sign
D. Photography

A good photo and caption are often all you need to tell a story. At UNRWA, we want to convey information that everyday readers can care about and understand. A photo and a 10 to 20 word caption can easily illustrate how UNRWA is making a difference. A 150 to 250 word narrative adds context, programme details, and supporting statistics.

Remember:
• The photograph brings the story to life
• The intro copy adds context
• The narrative shows how UNRWA assisted the person or community, detailing who, what, where, when, and why

1. Imagery: A picture is worth a thousand words

Imagery is an integral and vital part of UNRWA communications. Visual imagery — specifically photography — documents our daily activities, and conveys the spirit and energy of the Agency’s work.

Since imagery will be used in all communications, from print to the web, we must ensure that it consistently captures the best of our work and showcases our success. In this way, audiences will connect emotionally with the subject, and the communication will have greater impact.
When preparing or selecting imagery, keep in mind these guidelines:

• Select images that are in focus and that are colourful and bright
• Focus on the positive aspects of UNRWA’s efforts
• Demonstrate aid in action: our services on the ground
• Ensure the photo is relevant to the story
• Show people looking at camera, whenever possible
• In captions, include the ‘who, what, when, where, and why’ of the photo
• Credit the photographer as follows: ©Full Name/Organisation (eg UNRWA or AFP)
• ALWAYS obtain the consent of the person being photographed
• Shoot digital photos with at least a 3-megapixel resolution, original files at least 2000 pixels by 1500 pixels, high quality JPEG or TIFF format, RGB color mode. Offset printed images should be at least 300 pixels per inch and either CMYK or greyscale color mode.

These imagery guidelines can also be provided to photographers to help them create original imagery for UNRWA.

Make an emotional connection
The positive impact of the activity is immediately clear in this photo. Zooming in on detail is often more powerful than trying to capture a whole scene.

Show positive benefits
An image like this immediately conveys the positive impact UNRWA assistance has had on this child. While the One Laptop per Child computer is visible in the shot, the happy girl is the main subject.
Focus on success
It is important to show stories in context, and that our investment is paying off. Here a metal worker, in Yarmouk camp (Syria), who benefited from UNRWA’s micro-credit programme is shown in his workshop which now provides a steady income for his family.

Demonstrate personal impact
Focusing on individuals who have benefited from UNRWA assistance will connect with readers in a meaningful way. You can feel the joy this young student is experiencing after hearing her project was selected to represent Palestine at a science fair in the US.

Show the brand in context
It is important to show the brand in context. An example is shown on the flour bag in this image.
2. UNRWA photos

Below are photos currently in use by the Communications Division. High resolution versions of these photos are enclosed in the branding DVD.

**Human development goals**

- Human rights
- A decent standard of living
- Long and healthy lives
- Knowledge and skills

**Inspirational**

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  
9.  
10.  
11.  
12.  
13.  
14.  

Explanatory

Education

Microfinance

Camp improvement

Cash for work

Vocational training
Health

Relief and social services
E. Powerpoint

Below are basic branded templates for use in any Powerpoint presentation about UNRWA. Text and data can be added as needed.

The recommended font for UNRWA Powerpoint presentations is Century Gothic.

[Images of branded templates for opening slide, English only, Arabic only, and empty slide for text, images, maps or graphs.]
C. Audiovisual branding

Credits of UNRWA films, clips and other audio visual materials must include the UNRWA logo and the following text:

UNRWA relies on donations.
To donate go to unrwa.org/donate.

This animated video tag must be added at the end of any film, clip or other audiovisual material.
Full branding kit: DVD index

1. Branding guidelines pdf
2. Logo
   a. Adobe Indesign CS5.5
   b. Adobe Indesign idml
   c. High resolution jpeg
   d. Low resolution jpeg
   e. Transparent png
   f. pdf
   g. Main partner logos
3. Fonts [Arabic and English]
4. UNRWA summary [Arabic and English]
5. Templates
   a. Stationery
      1. Letterheads
      2. Envelopes
      3. Business cards
      4. Email signatures
   b. Publications
      1. Media kits
      2. Newsletters
      3. Fact sheets
      4. Brochures guide
      5. CDs
      6. CD sleeves
   c. Event branding
      1. Repeating backdrop
      2. T-Shirts
   d. Installation branding
      1. School sign
      2. Clinic sign
      3. Office sign
6. Photography
7. Powerpoint
8. Audiovisual branding
9. Writing style guide
communications division
unrwa jerusalem
po box 19149, 91191 east jerusalem

t: jerusalem (+972 2) 589 0224, f: jerusalem (+972 2) 589 0274
t: gaza (+972 8) 677 7533/7527, f: gaza (+972 8) 677 7697

www.unrwa.org