

# UNAIDS BRAND VISUAL GUIDELINES



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## OVERVIEW

### Objective

The overall objective of the visual guidelines is to articulate the new visual identity system for UNAIDS that will be applied to all printed and digital communications.

The new design will provide a clear, comprehensive and unified visual language for the organization when communicating externally, further solidifying our brand recognition.

These guidelines are published to ensure an appropriate and consistent visual approach for UNAIDS, and to increase the awareness of UNAIDS as an organization with a unified focus.

## OVERVIEW

### **Positioning the UNAIDS brand**

UNAIDS is a politically smart, problem-solving organization. It speaks with a loud, unified voice, backed by accurate data, and possesses a clear conscience.

UNAIDS works with regions, countries and communities to ensure responses to HIV bring about the most impact and work towards Getting to zero.

A leader in the HIV response, UNAIDS brings energy to AIDS-related issues as well as solutions. People interested in health and development want to know what we are doing and thinking.

Our partners place their trust in us to have the knowledge to get the job done and believe in us to do it well. Leaders at all levels turn to UNAIDS for strategic information to help make evidence-informed choices.

### **Differentiation factors**

For the United Nations, we are edgy and energetic. We are not the only organization working on challenging issues, but we aim to stay ahead of the curve by adopting innovative approaches to get results for people. We are seen as moving the global AIDS agenda forward.

## OVERVIEW

### UNAIDS tagline

Getting to zero

### UNAIDS vision

Zero new HIV infections.  
Zero discrimination.  
Zero AIDS-related deaths.

### UNAIDS mission

UNAIDS is an innovative United Nations partnership that leads and inspires the world in achieving universal access to HIV prevention, treatment, care and support.

UNAIDS fulfills its mission by:

- Uniting the efforts of United Nations Cosponsors, civil society, national governments, the private sector, global institutions and people living with and most affected by HIV;
- Speaking out in solidarity with the people most affected by HIV in defense of human dignity, human rights and gender equality;
- Mobilizing political, technical, scientific and financial resources and holding ourselves and others accountable for results;
- Empowering agents of change with strategic information and evidence to influence and ensure that resources are targeted where they deliver the greatest impact; and
- Supporting inclusive country leadership for comprehensive and sustainable responses that are integral to and integrated with national health and development efforts.

## THE UNAIDS BRAND

### **Brand**

Our brand differentiates us from other organizations and builds trust with our audience. The visual language established reinforces the UNAIDS brand. The below words symbolize the brand characteristics and voice.

### **Brand characteristics**

Courageous  
Optimistic  
Expert  
Collaborative  
Unconventional  
Politically astute  
Empathetic

### **Brand voice**

Loud with clear conscience  
Energetic  
Vibrant  
Clear  
Intelligent (backed by data)

## BRAND ELEMENTS

### Logo

A strong identity will increase awareness of the UNAIDS brand and help continue to build trust and loyalty. The refreshed logo is the primary visual identifier of UNAIDS across all products and languages.

The globe and laurels validates UNAIDS as a member of the United Nations family. The red ribbon is a universal symbol of the AIDS movement. The UNAIDS logo is an integrated unit. Elements of the logotype and logomark should not be separated or altered in any way.

Since the UNAIDS logo is the most powerful visual identifier within the UNAIDS brand, it must always be treated with respect.

If you would like to add the UNAIDS logo to a publication or product you must first ensure that the material has been fully reviewed and cleared. Please complete the UNAIDS logo use clearance form and submit it to Communications for clearance using the instructions provided in the form. Documents/products that have not been technically cleared will not be reviewed by Communications for political and brand clearance.

### UNAIDS logo



## BRAND ELEMENTS

### Logo variations

In most situations, the UNAIDS logo should appear in the two brand colours: Pantone Black and Pantone 186. However, in some cases, it is permitted to use the logo in black-and-white or reversed out of a background.

The colour version of the logo always goes on a white background.

Colour



Black and white



Reversed out of colour – example 1



Reversed out of colour – example 2





## BRAND ELEMENTS

### Logo exclusion zones

The logo requires space around it in order to maximize its presence. This space should be equivalent to or greater than the height of the UNAIDS letterform.



### Logo minimum size

The print minimum size is 49 x 9 mm.



The pixel minimum size is 244 x 46 px.



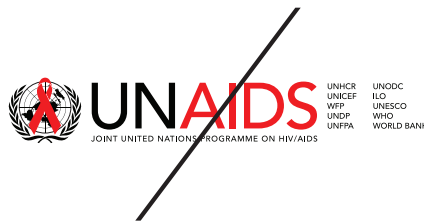
## BRAND ELEMENTS

### Logo use

The examples shown here illustrate common misuses of the logo that **must be avoided** in order to ensure the integrity of the UNAIDS brand.

If you have any logo use question please consult UNAIDS Communications.

Use only the latest version of the UNAIDS logo available on the UNAIDS brand builder web site



UNAIDS colour logo always goes on a white background; do not superimpose the logo on any image, colour or pattern that makes it hard to see or read.



Do not recreate, rearrange or add any elements (e.g., country name or office name).



Do not stretch or distort the logo in any way.



## BRAND ELEMENTS

Do not rotate the logo.



Do not create patterns with the logo.



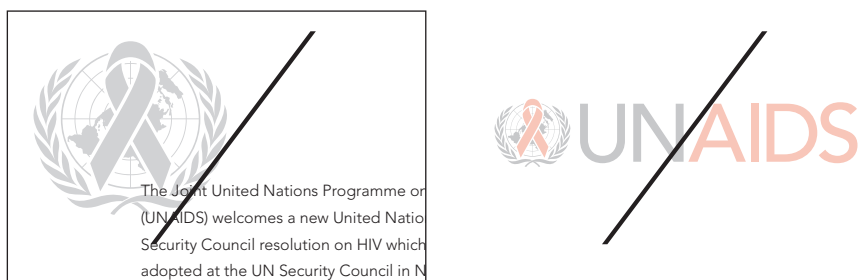
Do not replace the colours.



Do not crop the logotype. Always use the full logo.



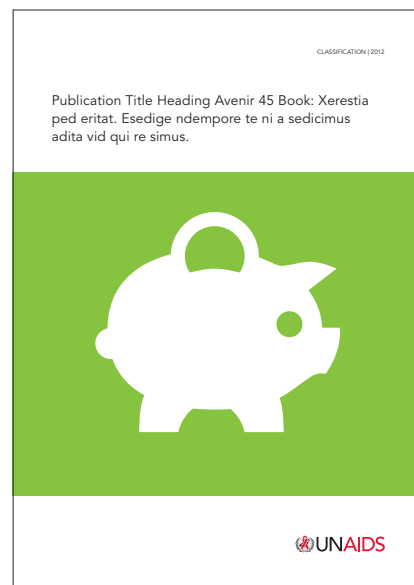
Do not use the logo or any part of it as watermark



## BRAND ELEMENTS

### Logo use

- When using the UNAIDS logo on its own, the preferred placement is top or bottom right-hand corner of the page allowing white space around it. See example.
- The logo is an integrated unit. Elements of the logotype should not be separated or altered in any way.
- Ensure the appropriate type of file is downloaded depending on your planned use of logo (web: use gif, print: use eps).



Sample of preferred logo placement.

### Cosponsored material

In equal partnerships, it is important to give the logos of all partners equal emphasis. Remember to maintain a clear space around each logo. The exclusion zone or space around the UNAIDS logo is equal to the capital letter height.



Sample of size and space around  
Cosponsored logos.

## BRAND ELEMENTS

### Typography

For communications created by UNAIDS staff on computers without the typefaces Avenir and Minion Pro installed, it is suggested to use Arial as a sans serif and Times New Roman as a serif font.

Sans serif fonts (Arial) are best used for headlines and shorter lengths of text and serif fonts (Times New Roman) are better suited (legibility-wise) for longer body text. Remember, keep it simple, use only a few sizes and weights. For example, a good mixture would be to use Arial Bold for headlines, Arial for charts, quotes and sidebars and Times New Roman for body text.

#### Sans Serif

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&!

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&!**

#### Serif

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&!

## BRAND ELEMENTS

### Typography

Tips for setting typography

In order to set typography in clean and legible manner it is suggested to:

- Remember less is more, keep it simple and be clear
- Remember it's about communicating to your audience in the voice of the organization
- Use only approved brand fonts
- Use only a couple of varying weights and point sizes
- Set text flush left, rag right
- Avoid hyphenating
- Optimum line width for legibility is 50-70 characters
- Single word space after a sentence (not two)
- Be consistent in the use of upper and lower case; for example set headlines in sentence case

Setting typography in such a way will help to achieve a consistent and professional image for UNAIDS.

## BRAND ELEMENTS

### Colour

Colour provides a basis for a consistent visual language, aiding in brand differentiation and recognition.

Brand colours selected for UNAIDS reinforce the brand objectives and brand characteristics of the organization.

Brand voice colours selected reinforce our brand voice characteristics which are:

Loud (with clear conscience)  
Energetic  
Vibrant  
Clear  
Intelligent (backed by data)

It is recommended to select one brand voice colour to use.

Below is the UNAIDS colour palettes with equivalents for print and digital mediums.

### Brand colours



Pantone Black  
C0M0Y0K100  
R0G0B0



Pantone 186  
C0M100Y81K4  
R227G24B55

### Brand voice colours



Pantone Cyan  
C100M0Y0K0  
R0G174B239



Pantone 376  
C52M0Y100K0  
R136G197B64



Pantone Magenta  
C0M100Y0K0  
R236G0B140



Pantone 021  
C0M53Y100K0  
R247G142B30

## BRAND ELEMENTS

### Tagline

The tagline “Getting to zero” conveys our vision — zero new HIV infections, zero discrimination and zero AIDS-related deaths. Countries, partners and people around the world have embraced the UNAIDS vision and are now working to translate it into reality.

The tagline is set in Avenir 95 Black. The tagline can be aligned to the right or left of the page. See the examples below.

### Getting to zero

Tagline (Avenir 95 Black)





## BRAND ELEMENTS

### Brand images

The appropriate brand images reflect the core values of UNAIDS. The images are respectful and reinforce our key messages and brand characteristics. The images connect emotionally with our audience and exemplify a cultural and geographical diversity uniting against AIDS.

The characteristics of the UNAIDS brand images are:

- Contemporary
- Optimistic
- Contemplative
- Hopeful
- Unconventional
- Warm

The style is more photojournalistic (the observer), never forced or staged. The colour palette is saturated (bright) or warm. The colours in the imagery compliment the UNAIDS colour palette.

UNAIDS brand images are never:

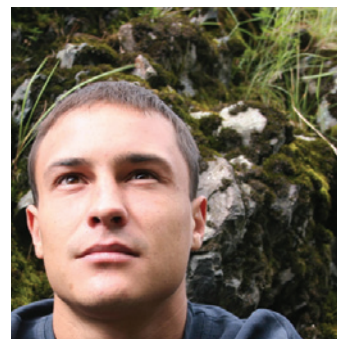
- Sad
- Depressing
- Dark
- Dated
- Patronizing

See the selection of brand images on the next page.

## BRAND ELEMENTS

### Brand images

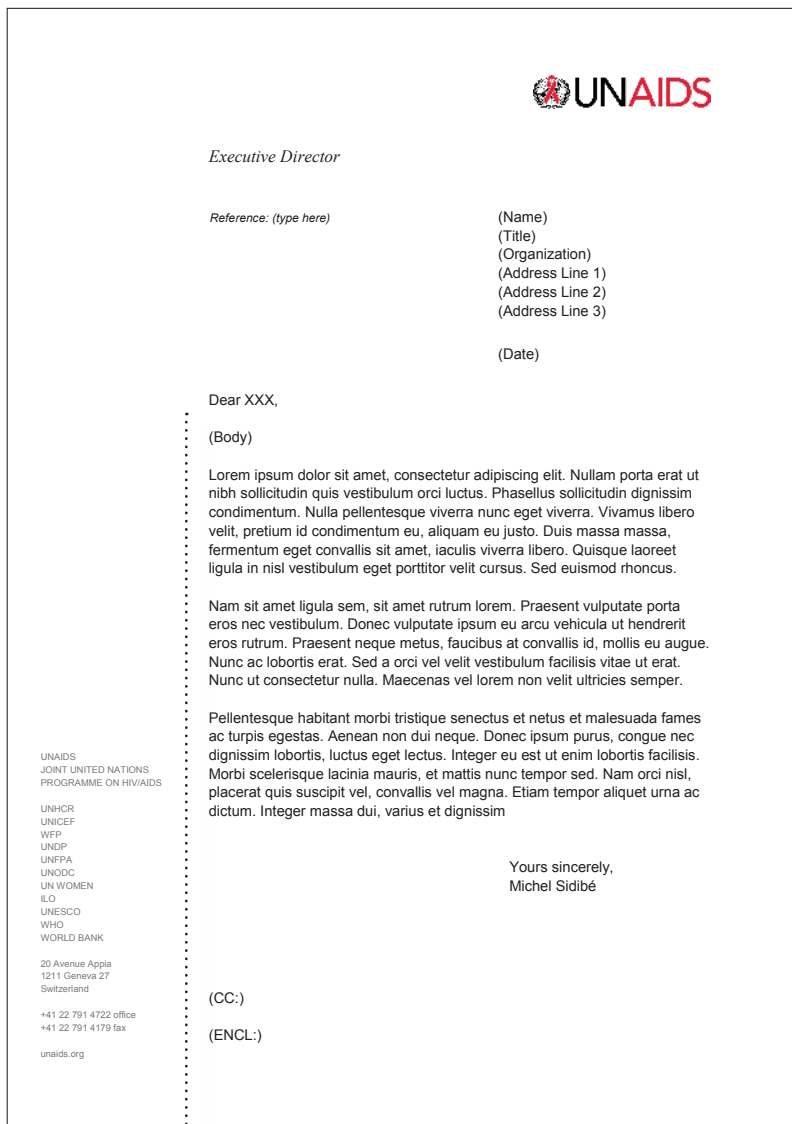
Below are a selection of appropriate brand images for UNAIDS. Please check with UNAIDS Communications about images owned by UNAIDS for usage.



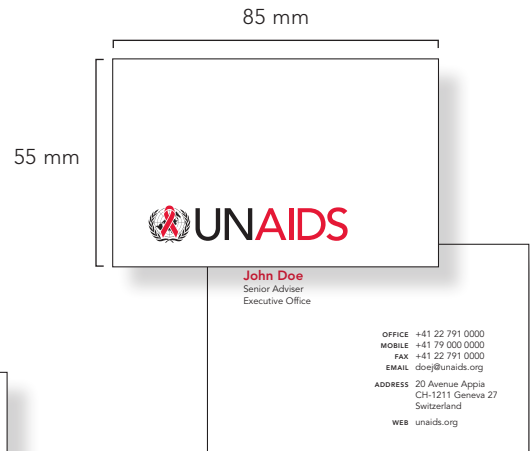
# APPLICATIONS

## Stationery

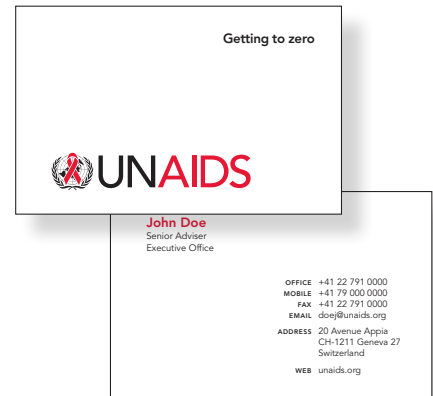
The components of communications for UNAIDS come together to form a consistent visual approach that is efficient and flexible.



Letter text is flush left Arial Regular 10/12



Single language with UNAIDS logo business card




Single language with UNAIDS logo and tagline business card



Bilingual business card

# APPLICATIONS

## Stationery




**FACSIMILE**

TO: (type here)	FAX: (type here) PAGES: (type here) REF: (type here)
FROM: (type here)	DATE: (type here)
SUBJECT: (type here)	

(Body)


>Lorem ipsum dolor sit amet, con  
nibh sollicitudin quis vestibulum  
condimentum. Nulla pellentesque  
velit, pretium id condimentum  
fermentum eget convallis sit a  
ligula in nisl vestibulum eget p  
lectus. Aliquam hendrerit aliqu  
ac imperdiet accumsan, tellus  
erat. Phasellus ullamcorper se  
Nam sit amet ligula sem, sit ar  
eros nec vestibulum. Donec v

Facsimile template



**MEMORANDUM**

TO: (type here)	FROM: (type here)
REF: (type here)	DATE: (type here)
SUBJECT: (type here)	



*With the compliments of the (Branch/Dept/Division/Office/Name)*

20 Avenue Appia  
1211 Geneva 27  
Switzerland  
  
+41 22 791 3666 office  
+41 22 791 4187 fax  
  
unaids.org

consectetur adipiscing elit. Nullam porta erat ut nibh sollicitudin  
Phasellus sollicitudin dignissim condimentum. Nulla pellentesque  
ivamus libero velit, pretium id condimentum eu, aliquam eu justo.  
tum eget convallis sit amet, iaculis viverra libero. Quisque laoreet  
t porttitor velit cursus. Sed euismod rhoncus lectus. Aliquam  
ullamcorper. Sed congue, metus ac imperdiet accumsan, tellus  
scing tellus felis id erat. Phasellus ullamcorper semper massa in  
  
amet rutrum lorem. Praesent vulputate porta eros nec  
e ipsum eu arcu vehicula ut hendrerit eros rutrum. Praesent  
onvallis id, mollis eu augue. Nunc ac lobortis erat. Sed a orci vel  
e ut erat. Nunc ut consectetur nulla. Maecenas vel lorem non velit  
  
i tristique senectus et netus et malesuada fames ac turpis  
aque. Donec ipsum purus, congue nec dignissim lobortis, luctus  
t enim lobortis facilisis. Morbi scelerisque lacinia mauris, et mattis  
nisl, placerat quis suscipit vel, convallis vel magna. Etiam tempor  
ger massa dui, varius et dignissim

Signature  
Title

(CC:)  
(ENCL:)

Memorandum template

Compliments card

## APPLICATIONS

### Powerpoint

Three universal Powerpoint templates are available: a version with the UNAIDS logo; a version with the tagline “Getting to zero” and the UNAIDS logo; and a version with the UNAIDS vision and the UNAIDS logo. Contact Communications if you would like a more elaborate Powerpoint template.



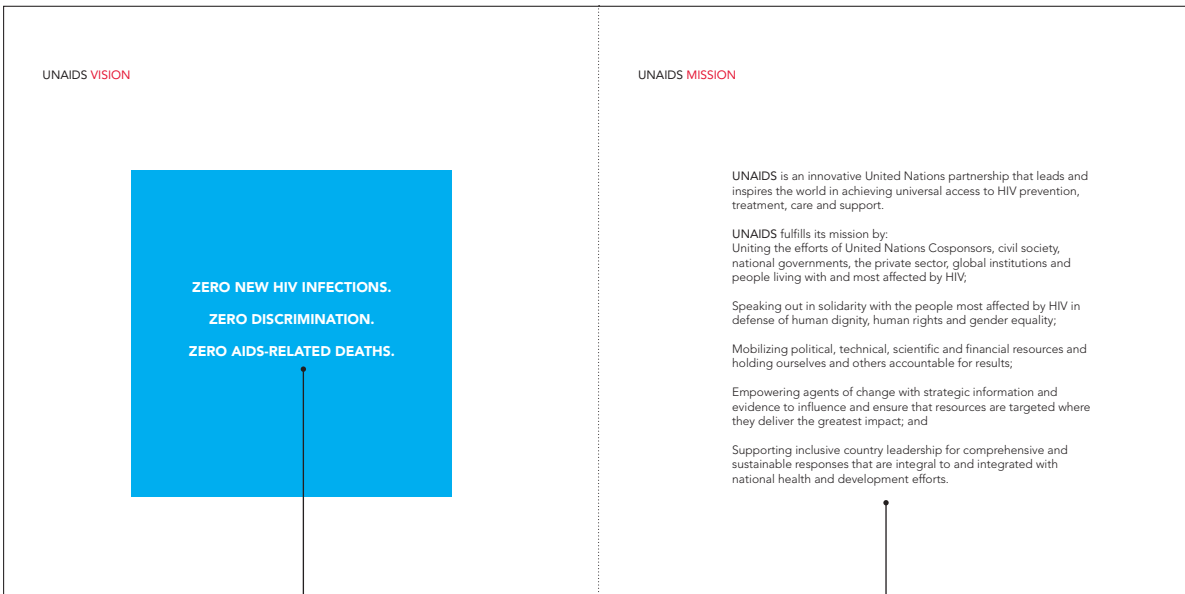
# APPLICATIONS

## Mission brochure



Tagline

Cover with tagline



Vision statement

Body text flush left

## APPLICATIONS

### Banners

(80cm x 200cm)



Banners with Vision statement.



Banners with Vision statement.

# APPLICATIONS

## Report templates

Several templates for reports have been created and are available on the UNAIDS Brand Builder website.

### Cover options



### Inside options

1 column

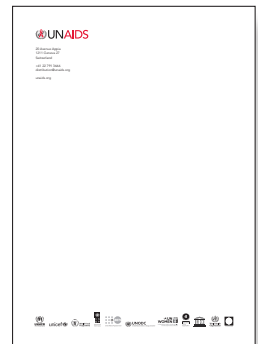
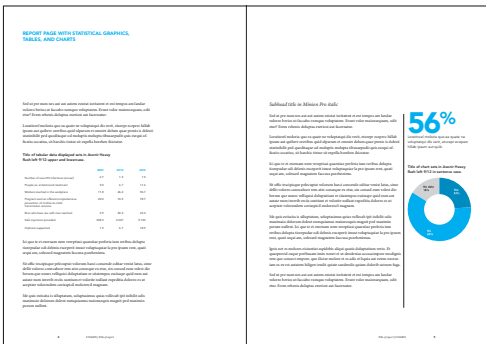
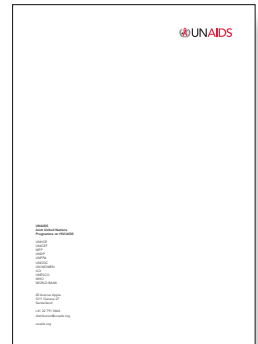


### Inside options

2 columns



### Back cover standard and corporate

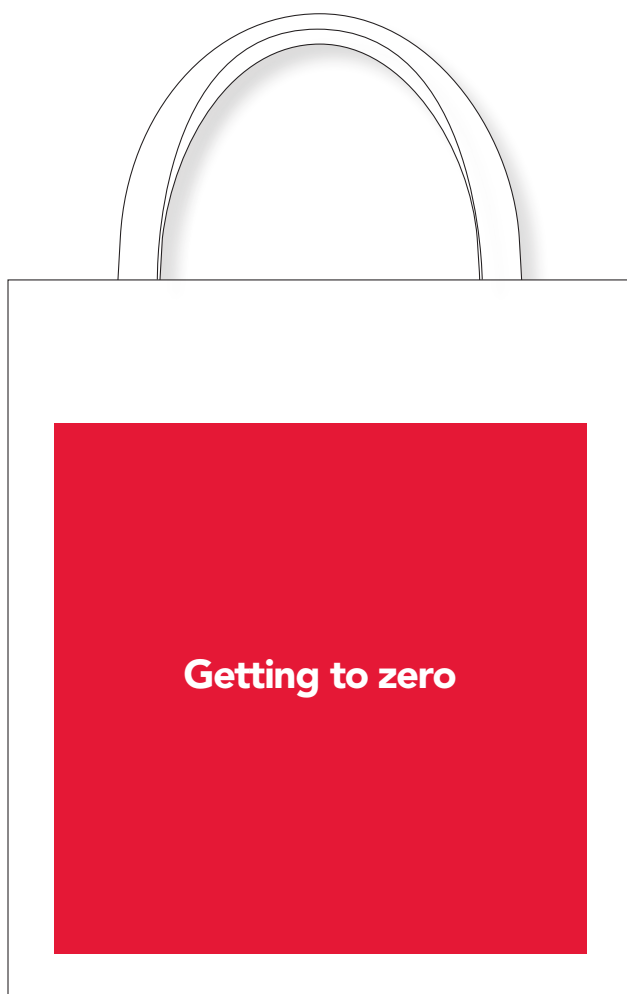




## APPLICATIONS

### Conference bag

(330mm x 381mm)



Tagline



Vision

## APPLICATIONS

### T-shirt

Logo/Vision



Example of logo and vision statement on white t-shirt. Logo is printed in black and match Pantone 186 red, centered on shirt and approximately 12 cm wide. Vision statement is centered on back printed in match Pantone 186 red.



Example of logo and vision statement on colour t-shirt. Logo is printed in white, centered on shirt and approximately 12 cm wide. Vision statement is centered on back printed in white.

## APPLICATIONS

### T-shirt

Logo only



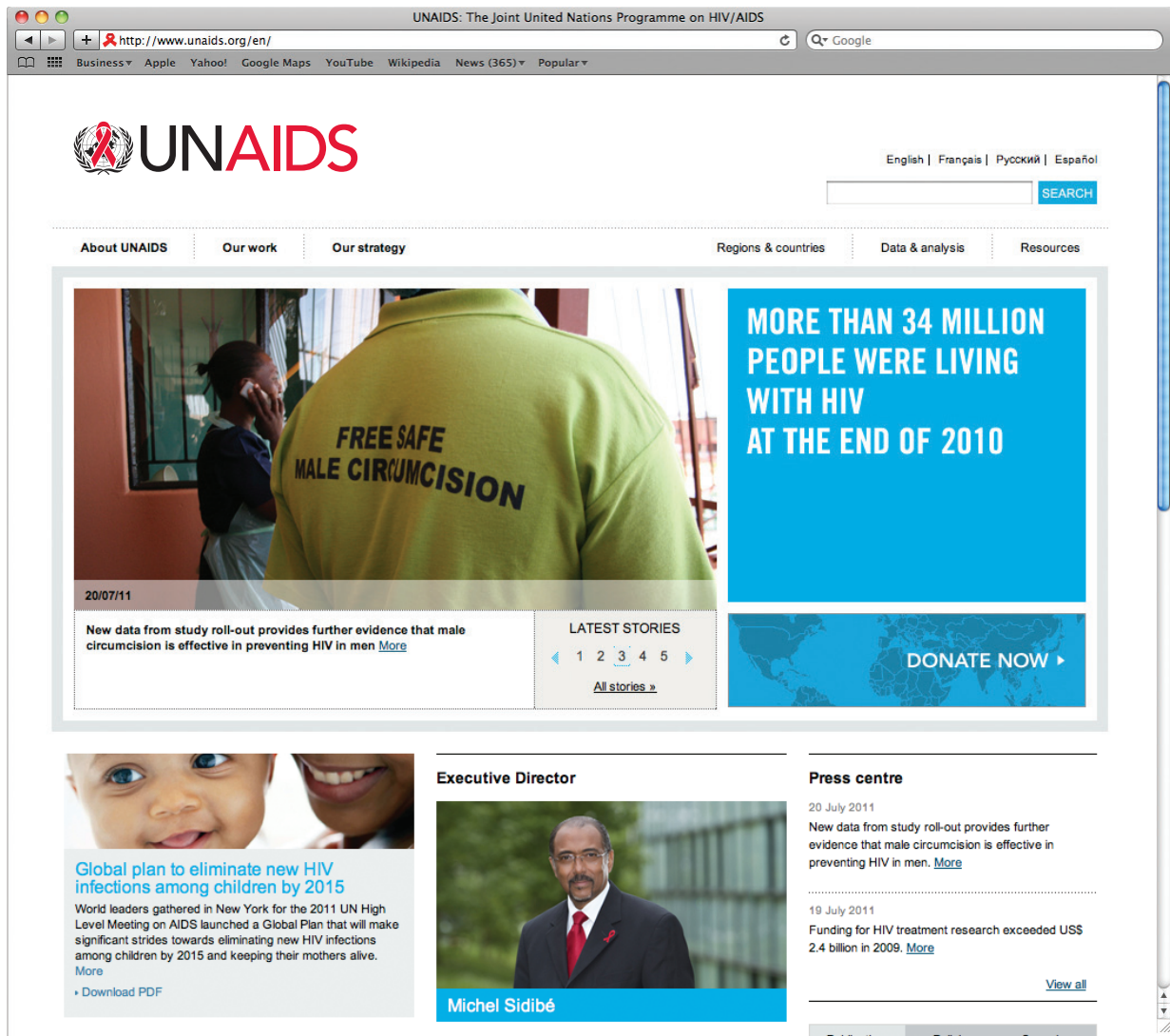
Example of logo only on white t-shirt. Logo is printed in black and match Pantone 186 red, placed on right chest pocket area, centered and approximately 8 cm wide.



Example of logo only on colour t-shirt. Logo is printed in white, placed on right chest pocket area, centered and approximately 8 cm wide.

# APPLICATIONS

## Website



## CONTACT

### **More information**

UNAIDS Communications is responsible for all aspects of the identity and branding. All external communications should be approved by UNAIDS Communications.

If you have specific questions or problems concerning the use of the logo, colours, typography or any other element of the visual identity, please consult UNAIDS Communications.

For more information and to download logo artwork and templates, please visit the UNAIDS Brand Builder site or send an email to [brand@unaids.org](mailto:brand@unaids.org).

## NOTES

## NOTES



**UNAIDS**  
**Joint United Nations**  
**Programme on HIV/AIDS**

UNHCR  
UNICEF  
WFP  
UNDP  
UNFPA  
UNODC  
UN WOMEN  
ILO  
UNESCO  
WHO  
WORLD BANK

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brand@unaids.org

[unaids.org](http://unaids.org)