



کمر بن برائے اساتذہ



Norway



unicef  
for every child

ALP DEVELOPMENT PLAN

Center Dar-ul-Uloom Usmania PashtoonAbad

NFEMIS Code 525010194947

District Quetta

Project Grant 200,000

Enrollment 40

Start Date 2nd December, 2024

Completion Date 27th December, 2024

NATURE OF WORK:

The renovation of washrooms, electrical work, installation of UPS, Provision of a water tank and white wash.

Education for out-of-School Children and Adolescents in Balochistan

Directorate of Education Schools, Balochistan

# UNICEF Pakistan Branding Guidance

July 2025

# Do's & Don'ts

# Branding of Programme Sites

Consistent and thoughtful use of the UNICEF Brand can increase affection and build trust in communities, **leading to better outcomes for children**

## Do's

- The UNICEF logo and partner logos should be applied to **physical structures** to reflect UNICEF's **presence** and acknowledge the **donor's support** in communities. This is a contractual obligation in agreements with donors.
- If branding allows better delivery, increase service uptake, promotes behaviour change, strengthens partnerships
- Branding should reassure the user that UNICEF is **present**, responding on the ground.
- Branding should be **context specific**.
- Find the correct UNICEF logo files on [WeShare](#) and on the [Brand Hub](#).

# Branding of Programme Sites- What not to do





Branding should be applied through the lens of **programme and reputational risk management**

## Don'ts

- If UNICEF and donor branding introduces **any risk** to the site or programme staff.
- If branding of programme sites will impede programme outcomes or suggest UNICEF and partners are prioritizing visibility over results or safety.
- The **full life cycle of the programme site** should be considered: if the site is a temporary arrangement or there is no guarantee of the long-term viability of the site, investment in branding of the site should be minimal.
- Do not brand **single use disposable items** that will end up in landfills.
- For medical grade equipment and other specialized equipment requiring regular quality control, branding should only be applied if there is capacity to **ensure requisite monitoring for functionality and quality of the equipment**.
- Do not spray schools or structures with spray paint or any form of inappropriate branding methods

# Placement of logos

- Recommended placement: Donor (left), Government Partner (centre), UNICEF (right)
- Implementing partner logos should be placed at the bottom.
- This order is reversed in case of signage in Urdu.
- In case of multiple donors, please ensure equal size of all donor and partner logos
- In case of multiple donors, it is recommended to arrange donors in alphabetical order




**Flood Emergency Response -2025**

**Hygiene Promotion in Flood Affected Districts  
Swat, Buner & Shangla**


**Funded by: The Kingdom of the Netherlands and the  
Government of Sweden**


[www.srsp.org.pk](http://www.srsp.org.pk) [complaints@srsp.org.pk](mailto:complaints@srsp.org.pk)




Examples

# Banner Example (co-branded)

 **KOREA**  
Sharing Hope Sharing Future



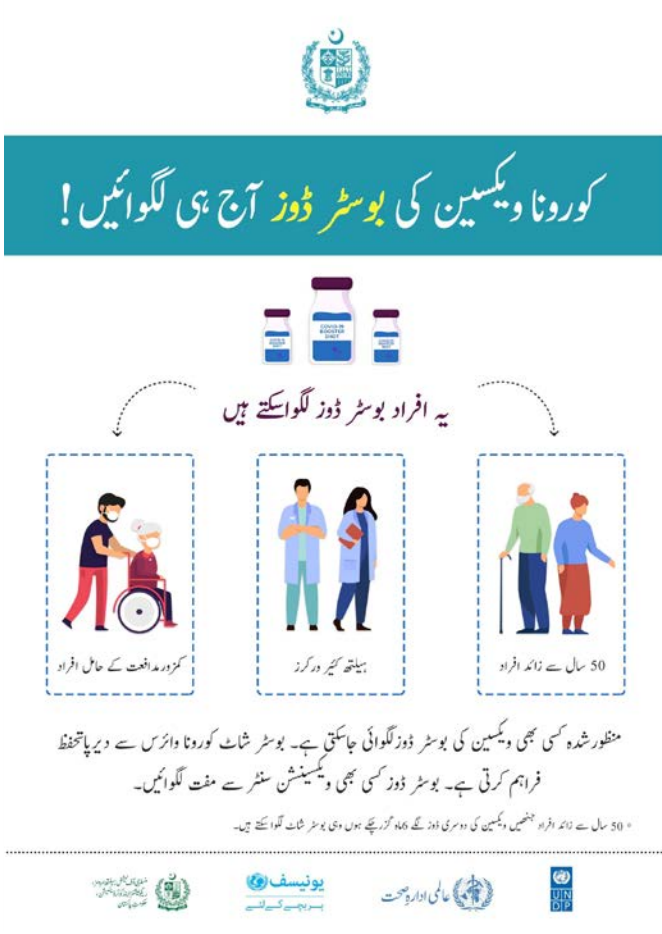
 **unicef**  
for every child

Training on  
**KANGROO MOTHER CARE**  
For health care providers of District Charsadda, Pakistan

18<sup>th</sup> to 19<sup>th</sup> June 2025

- Logos shown with adequate clear space on all sides
- Proportionately equal sizing conveys equal partnership
- Optional – use of cyan graphic elements, like borders and text boxes

# Poster Examples



کورونا ویکسین کی بوسٹر ڈوز آج ہی لگوائیں!

یہ افراد بوسٹر ڈوز لگوا سکتے ہیں

کمزور صحت کے حامل افراد

ہینڈلڈ کیئر ورکرز

50 سال سے زائد افراد

منظور شدہ کسی بھی ویکسین کی بوسٹر ڈوز لگوائی جاسکتی ہے۔ بوسٹر شات کو رونا وائرس سے دیرپا تحفظ فراہم کرتی ہے۔ بوسٹر ڈوز کسی بھی ویکسینیشن سنٹر سے مفت لگوائیں۔

50 سال سے زائد افراد جنہیں ویکسین کی دوسری ڈوز کے 46 گزرتے ہیں، وہ بوسٹر شات لگوا سکتے ہیں۔

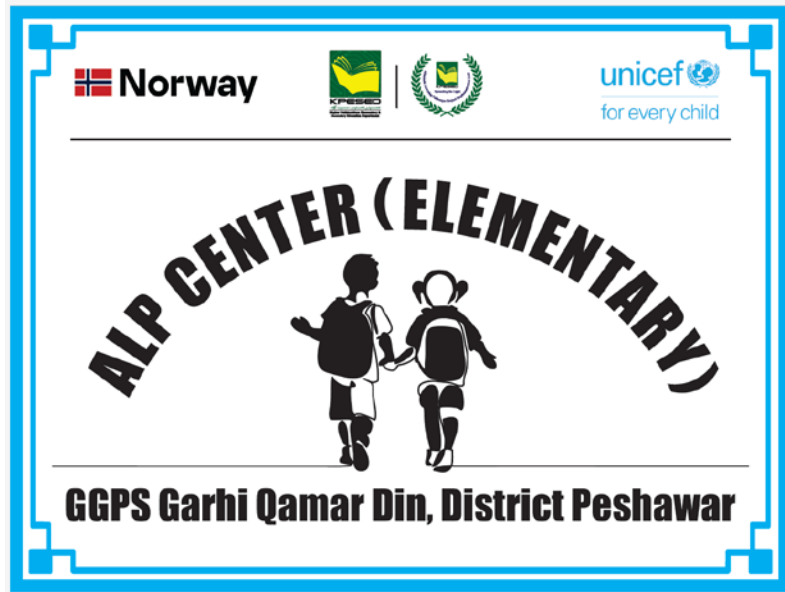
Logos: Government of Punjab, UNICEF, WHO, UNFPA



نوزائیدہ بچوں کو زکے پہلے 6 ماہ کے صرف اور صرف ماہ دودھ دیا جانا چاہیے

Logos: UNICEF, WHO, UNFPA, WFP, UN Women, UNFPA

- Branding does not compete with the main message or the objective of the poster.
- Logos sized and placed to reflect the different roles of the organizations.
- Logos are correct and legible (if space is limited, organizations should be represented by name alone)
- Ample clear space for legibility – no excess print or graphics
- Logos and branding do not need to be applied where their use may have a negative influence

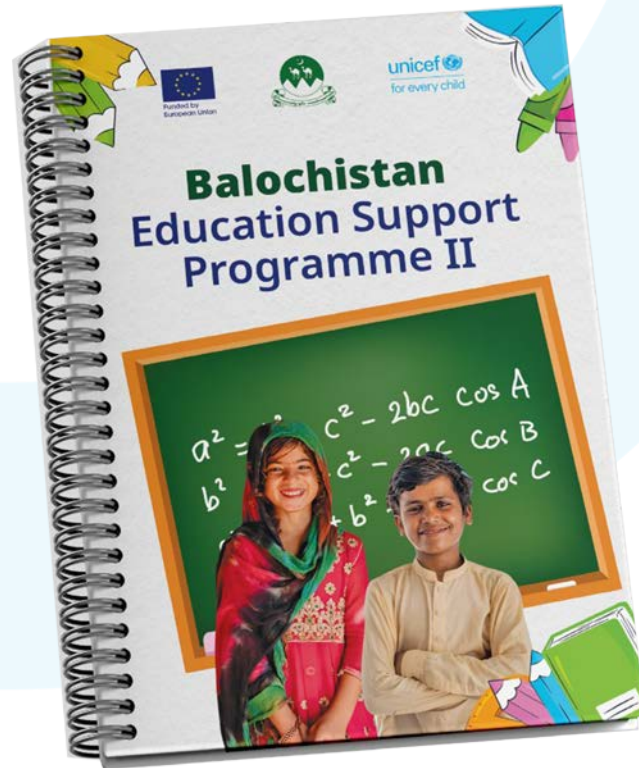


## Site sign example

- Logos shown with adequate clear space on all sides. Positioning of logos indicates roles of partners.
- Government or Ministry crests and flags are shown prominently as sign of endorsement
- Sign is in the language used in the community
- Sign keeps listed organizations accountable for the conditions of the site



# Example of Programme Materials



# Branding recommendations

Category	Examples	If UNICEF logo alone	If UNICEF and partners
Electronics	Monitors, televisions, laptops, tablets, printers, paper shredders, cameras	Round or square UNICEF logo decal, 65mm to 150mm diameter or width	Logo decals should be between 100mm and 150mm
Equipment	Vehicles, forklifts, refrigerators, freezers	Round UNICEF logo decal, 205mm to 350mm diameter or width	Logo decals should be between 150mm and 205mm
Supplies	Clipboards, whiteboards, chalkboards, scales, incubators, projectors	Round or square UNICEF logo decal, 65mm to 205mm diameter or width	Logo decals should be between 100mm and 150mm
Kits	Hygiene kits, Education kits, Midwifery kit, ECD kit, Dignity kit, recreation kit	Round or square UNICEF logo decal on kit only, never its contents, 125mm to 205mm	Logo decals should be between 125mm and 175mm
Shelters	Tarps, tents	UNICEF logo printed onto fabric, 75cm wide (height will depend on use of logo or standalone logo)	Apply Logo decals, between 40cm and 60cm wide

# Avoid branding

Apply branding only when strictly necessary and apply branding discreetly (small, unobtrusive logo)

Category	Examples	Notes
Hygiene	Latrines, portable toilets	
Healthcare	Hospital linens – gowns, bedsheets Waste management supplies – waste bins, sharps containers	
Power	Generators Batteries, battery packs	
Furniture (for programme sites – schools, clinics, etc.)	Tables, desks, chairs, cabinets, bookcases	Visibility for government partners or IPs is better suited for these items
Child friendly items	Individual toys and enrichment items	

# Examples



# Examples



# Examples



Editable templates for  
staff, IPs & vendors

# Our templates are designed to ensure consistency and quality across all vendor, IP, and staff materials. Follow these simple steps to customize them:

## 1. Open the Template

- Download the relevant slide (standee, banner, Pana flex, or signboard) from the shared slides.

## 2. Replace Text

- Click on the sample text boxes.
- Type in your approved content (title, tagline, contact details, etc.).
- Use the recommended fonts and sizes already set in the template.

## 3. Insert Logos

- Select the logo.
- Insert your approved logo (PNG or JPEG format with transparent background preferred).
- Adjust proportionally, do not stretch or distort the logo (hold shift while adjusting the size to avoid stretch)

## 4. Maintain Design Integrity

- Do not move or resize key design elements.
- Stick to the color palette provided.
- Keep alignment and spacing as they are for a professional finish.

## 5. Save and Share

- Save your customized file in the required format (PDF or JPEG for printing, PPT for further edits).
- Share with the A&C team for final review before production.
- Share with Implementing partner/vendor/designer for printing.

# Banner Template



## Flood Emergency Response-2025

Distribution of Hygiene Kits  
District Swat, Pakistan

Implemented by: Sarhad Rural Support Programme (SRSP)

 [www.srsp.org.pk](http://www.srsp.org.pk)

 [complaints@srsp.org.pk](mailto:complaints@srsp.org.pk)



Food and Agriculture  
Organization of the  
United Nations

# Panaflex Template



**KOREA**  
Sharing Hope Sharing Future



**unicef**   
for every child

Training on

## **KANGROO MOTHER CARE**

For health care providers of District Charsadda, Pakistan

18<sup>th</sup> to 19<sup>th</sup> June 2025



# Standee Template



## Flood Emergency Response-2025

Distribution of Hygiene Kits  
District Swat, Pakistan

Implemented by:  
Sarhad Rural Support Programme  
(SRSP)

 [www.srsp.org.pk](http://www.srsp.org.pk)

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Food and Agriculture  
Organization of the  
United Nations

# Visibility in Donor Events & Field Visits

## Visibility in Donor Events & Field Missions- A Checklist

1. Have the mission and related visibility requirements with guidance from A&C been communicated with implementing partner(s) including any specific considerations?

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2. Are all donor(s) supported sites (health centers, schools, distribution points) branded with the correct donor logo with guidance from A&C?  
Has a field visit been conducted by the responsible programme specialist to confirm sharing photos with A&C?

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3. Has the FO programme focal point sent new brand designs for approval by A&C and photos of existing branding for review and corrections if needed?

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4. In the event of multiple donors accompanying a field mission, has appropriate visibility been planned without ad hoc visibility activities from Implementing partners?

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6. Is the correct partner logo displayed in all related sites as per section III of the checklist?

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7. Are photography arrangements in place for high-quality photos with UNICEF & donor logos?

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8. If there is a planned event during the field mission is the correct donor logo displayed in backdrops, banners, digital and programme material?

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9. Have all high-quality photos and key programme messages been shared with A&C for development of a social media post for donor recognition?

# UNICEF & Donor Logos

# UNICEF Logo Variations

## Logo with container

Should be considered for use first.



Recommended



## Logo without container

If legibility, visual impact or the layout design is compromised when using the logo with container, the logo without container may be used.



## Logo without tagline

If legibility or visual impact are still compromised, you may use the logo without tagline. The logo without tagline may be used in exceptional cases only.



UNICEF logo files on [WeShare](#) and on the [Brand Hub](#).

# Donor Logos & Branding Guidelines



Funded by  
the European Union

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Transforming  
Education

[LOGO FOLDER](#)



[LOGO FOLDER](#)



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**KOREA**

Sharing Hope Sharing Future

[LOGO FOLDER](#)



[LOGO FOLDER](#)



[LOGO FOLDER](#)



Partnership | Progress | Prosperity

[LOGO FOLDER](#)



[LOGO FOLDER](#)



[LOGO FOLDER](#)



[Click here to view the folder with all donor logos](#)

# Additional notes

- Some donors have more than one logo! Check their branding guidance or refer to the Advocacy & Communication team for guidance.

**Example:** the UKaid logo is used to acknowledge FCDO's humanitarian funding (ex. BRAVE) and UK International Development logo in development funding (ex. AAWAZ)

- Use the full name of the donor government in funding statement

**Example:** This facility was built with funding from the Government of Sweden/The Kingdom of the Netherlands

- Sometimes there are funds from the donor government and their development agencies, check the branding guidance on who to acknowledge!

**Example:** Government of Korea/KOICA, Government of Japan/JICA, Government of Sweden/SIDA

- Donor guidance can change

**Example:** All United State Government grants are now **only** to be acknowledged with the US flag (US BHA previously acknowledged with the USAID logo)

- Government branding guidelines supersede UNICEF guidelines and must be complied with and is a valid justification to donors if questioned

▪ **Example:** Placing a specific logo or logos/photos on all programme material in a province

For additional guidance or support with  
UNICEF & donor branding please contact  
the Advocacy & Communication Team

**Hiba Ali**

**[hiali@unicef.org](mailto:hiali@unicef.org)**

**or**

**Karen Reidy**

**[kreidy@unicef.org](mailto:kreidy@unicef.org)**

It takes a tribe to keep our donors happy for more support for the children  
of Pakistan- please help us spread the word!