

October 2023

# Children's Environmental Health Collaborative External visual guidelines

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THIS MANUAL IS A KEY OVERVIEW OF THE VISUAL IDENTITY OF THE CHILDREN'S ENVIRONMENTAL HEALTH COLLABORATIVE. INSIDE, YOU WILL FIND SPECIFICATIONS THAT WILL ENSURE CONSISTENCY ACROSS APPLICATIONS AND HELP TO MAINTAIN HIGH STANDARDS OF DESIGN AND PRODUCTION.

NO ALTERATIONS SHOULD BE MADE TO THESE SPECIFICATIONS.

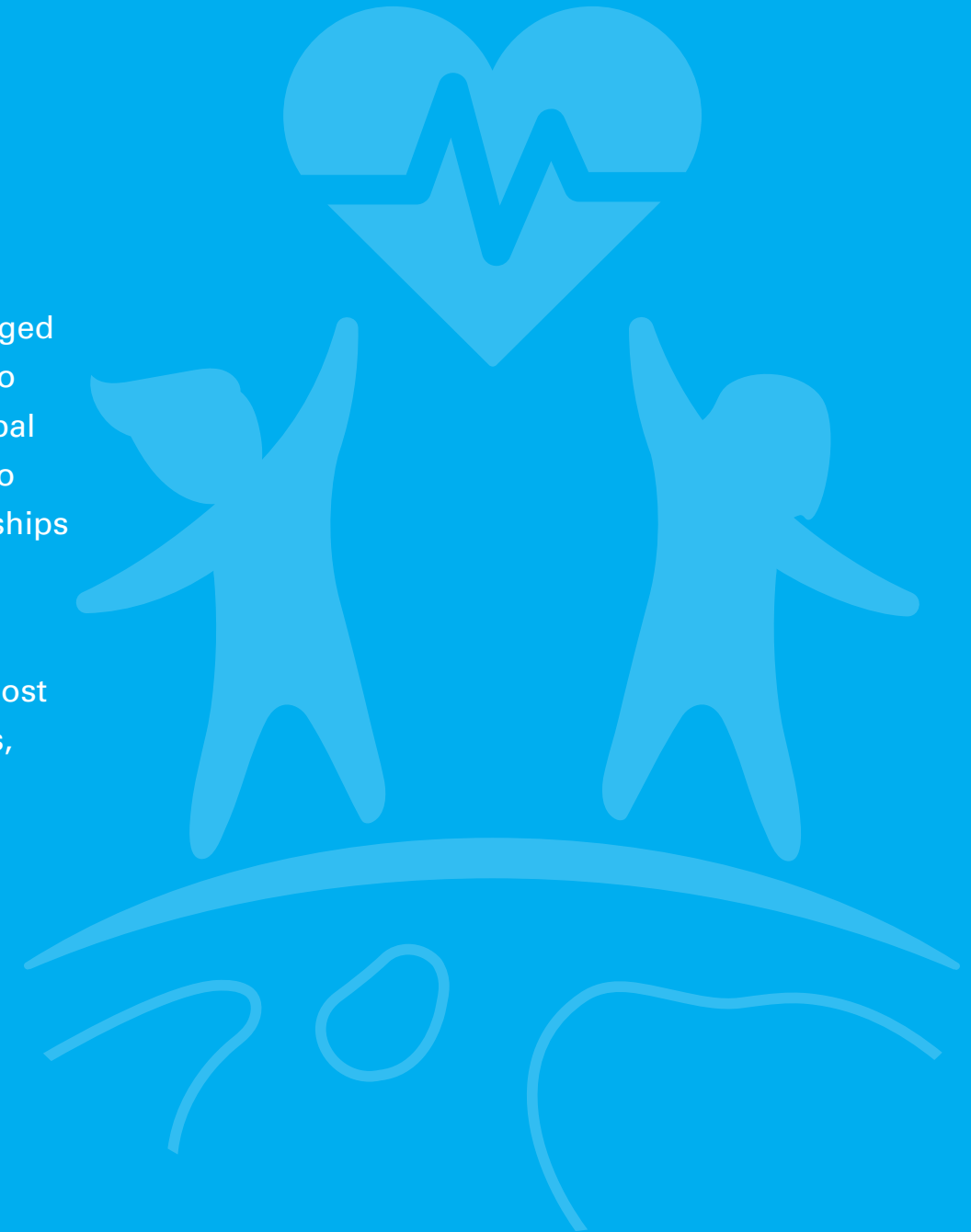


## THE CHILDREN'S ENVIRONMENTAL HEALTH COLLABORATIVE

The Children's Environmental Health Collaborative is a UNICEF-led, managed and resourced initiative. It is not a legal identity and therefore is not a logo but an icon. The Global Collaborative platform connects with existing global alliances and partnerships on issues of climate, environment and health to drive action for children. It will unify efforts to continuously drive partnerships and public facing advocacy on children's environmental health.

The Collaborative will spotlight the major risks children face, and it will engage stakeholders to address these challenges. The Collaborative will host forums and a central hub for exchanging technical resources, experiences, and good practices.

Membership is open to governments and international organizations, including the private sector and civil society.



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# The icon

There are 2 different icon formats for different usages:

- The icon
- The stamp icon

## The icon

This is the primary icon and should be used in most situations.



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## The stamp icon

This is an alternative icon lock up for when space is limited, such as on social media.



# The icon

As an approved partner of the Children's Environmental Health Collaborative, your organization is allowed to use the Collaborative's visual identity on products or events related to children's environmental health issues. Permission to use and any questions related to the Collaborative icon should be sent to [ceh@unicef.org](mailto:ceh@unicef.org). Notification of the use of the icon should be submitted at the concept phase of development. These products then should be submitted as a resource for the knowledge library.

Primary icon of the Children's Environmental Health Collaborative

 [Download icon](#)



Mark

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Letterform

Disclaimer: Permission to use the Collaborative's visual identity does not mean partners can use UNICEF's or the founding partners' logos, as well as other partners of the Collaborative. Partners will need to enter bilateral agreements with one another to seek permission to use institutional logos on joint products.



# Stamp icon

This visual lock-up is used when space is limited, such as on social media tiles. Preference is always to use the primary visual lockup on page 6.



Cyan



White

[Download stamp icon](#)

# Icon reversal

The icon can be reversed out of a solid background.  
There are 2 different icon formats for different usages:

- The icon
- The stamp icon

The icon



The stamp icon





# Icon with partners

Partners of the Collaborative can display their organizational logo with the Collaborative icon as displayed below.

The icon with partner logos




The icon with partner logos – reversal



Spacing guide



# Logo placement for publications/document



Children's  
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In partnership with \_\_\_\_\_

Insert logo

Portrait



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In partnership with \_\_\_\_\_

Insert logo   Insert logo



Children's  
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Collaborative

In partnership with \_\_\_\_\_

Insert logo   Insert logo   Insert logo   Insert logo

Placement areas



# Icon exclusion zone

To ensure its integrity and visibility, the icon should be kept clear of interference from any other text, images or graphics. A minimum area of clear space has been defined around it. It must be surrounded on all sides by an adequate clear space – a space equal in size to the height of the 'heart' of the icon.

The icon



The stamp icon



# Icon minimum size

To ensure proper detail and legibility, the icon should never be used in sizes smaller than shown. The minimum size of the icon is 35 mm in width. The stamp icon minimum size is 20mm in width and icon with partners minimum size is 50mm.

The icon



| 35mm |

The stamp icon



| 20mm |

The icon with partners



| 50mm |



# Icon dos and don'ts

The following examples demonstrate correct and incorrect ways to use the icon.



Dos



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Do only use the icon as supplied.



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Do ensure that icon reversals  
follow the brand guidelines.



Do only display the icon on  
uncluttered backgrounds.



Don'ts



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Don't change the proportions of any element.



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Don't use colours that are not specified.



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Don't display the icon on a coloured  
background that makes it hard to read.



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Don't distort the icon.



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Don't box the icon.



Don't display the icon on a busy background.



## Children's Environmental Health Collaborative

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