

New Branding Usage

The updated UNFPA Style Guide, with the new branding components and look and feel, will be ready in a few months from now. In the meantime, colleagues are encouraged to follow the model of the assets that have already been produced, such as the roll up banners and the pocket card.

Alternatively, you can adapt the following layouts:

■ The tagline

This should be placed **below** the logo:



Ensuring rights and choices for all

■ The Descriptor:

When placed with a logo, it could go either to the **right** or **underneath** the logo, in the three-line format, as follows:



The United Nations
sexual and reproductive
health agency



The United Nations
sexual and reproductive
health agency

When placed with the office address, the Descriptor should be **below** the address, on two lines, as follows:



605 Third Avenue, New York, NY 10158
The United Nations sexual and
reproductive health agency

■ **The Master Narrative:**

UNFPA: Delivering a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled.

Check various layouts of usage on:

<https://www.unfpa.org/styleguide> and look at the 2015 Addendum.

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MCB can also advise on any mock ups that colleagues would want us to review.
