

[No Brand] Branding UNICEF Innovation

**How do we design a cohesive,
agile and fresh identity for
innovation work at UNICEF?**

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“The speed at which global problems – from disease outbreaks, to the global refugee crisis, to millions of out-of-school children – disrupt the lives of children around the world is only getting faster. UNICEF innovates in order to stay agile and find solutions to the evolving challenges affecting all children.”

The UNICEF innovation identity was created to share a clear and cohesive story about who we are, what we do and how we do it. The identity conveys the personality of a team that is agile, fresh, forward thinking and optimistic.

The innovation ‘identity’ has always been a work in progress, with fragments of colours palettes and fonts being pulled up

as the need arises. We were always hesitant to create a brand for UNICEF Innovation, not wanting to be too distinct or separate from the larger UNICEF brand. Our design team tasked itself with trying to create something that reaches a happy medium while also staying authentic to the UNICEF Innovation agenda. The term 'no brand branding' came about and stuck. After many iterations, collecting stories and consultations with the larger team, the UNICEF Innovation identity was created to follow four clear principles:

HONOUR UNICEF

Innovation is here to strengthen UNICEF's mission.

REFLECT INNOVATION PRINCIPLES

Our identity is agile, sustainable, scalable and open for both our team and for our audiences.

BE EASY TO APPLY

Communication materials will be built with open fonts, complementary & contemporary colours, curated photographs and templates that are practical and easy to apply.

BE SIMPLE AND CLEAR

A simple, fresh and optimistic look that lets our audiences know we're confident about our work.