



**EDUCATION
CANNOT
WAIT**

The global fund for education in emergencies

BRAND GUIDELINES

December 2020

INTRODUCTION

An estimated 75 million children and youth are deprived of their right to quality education as a result of wars, epidemics and natural disasters. They need our urgent support.

Governments have pledged to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all by 2030.

At Education Cannot Wait, we believe in a world where all children and youth affected by crises can learn free of cost, in safety and without fear in order to grow and reach their full potential.

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OUR NARRATIVE

OUR NARRATIVE WHO WE ARE

Our raison d'être is to catalyse quicker and more sustainable education responses for children and youth in crisis settings through our support to education programming.

Education Cannot Wait's style and narrative is bold and light. We are the face and voice of a new way of working designed to making real changes in the United Nations system. With this in mind, our narrative can pivot from the traditional messaging used by aid stakeholders, embracing instead a voice that is familiar, slightly edgy and absolutely unapologetic.

We mobilize partnerships to deliver quality educational outcomes for the girls and boys living in crisis, war zones and disasters that have been left behind. We support the achievement of the Sustainable Development Goals (SDGs), specifically SDG4, and we deliver our investments with speed, agility and impact.

The voices of the children and communities that we serve are the most important.

When referring to Education Cannot Wait's funding, we refer to programmes and investments and ensure acknowledgment of grantees and partners. We support a positive narrative that values partnership and collaboration. Education Cannot Wait is not an implementing agency.



OUR NARRATIVE BRAND VALUES

CATALYTIC

- We are a broker that connects stakeholders to deliver inclusive and cost-effective actions
 - We embrace innovation and identify new approaches that can be mainstreamed and accelerated
 - We are agile and adapt to the rapidly changing needs of emergencies and protracted crises
-

COLLABORATION

- We build on and strengthen existing systems and processes
 - We are committed to working with stakeholders to develop sustainable solutions
 - We look for new funding sources to benefit the sector as a whole
-

PIONEERING

- We address systemic obstacles to rethink how education aid can be provided
 - We use our unique role to embrace innovation and do things differently
 - We look for new ways to secure predictable funds
-

COMMITMENT

- We strengthen local capacity and resilience of communities we support
 - We always strive to reach the children that are the most vulnerable and underserved
 - We work to continuously improve the efficiency of the sector
-

OUR NARRATIVE BOILERPLATE

When referring to Education Cannot Wait, you can use our standard description below:

About Education Cannot Wait (ECW)

ECW is the first global multilateral fund dedicated to education in emergencies and protracted crises. It was launched by international humanitarian and development aid actors, along with public and private donors, to address the urgent education needs of 75 million children and youth in conflict and crisis settings. ECW's investments are designed to usher in a more collaborative approach among actors, ensuring relief and development stakeholders join forces to achieve quality education outcomes.

Education Cannot Wait is hosted by UNICEF. The Fund is administered under UNICEF's financial, human resources and administrative rules and regulations, while operations are run by the Fund's own independent governance structure.

Additional information is available at www.EducationCannotWait.org



OUR NARRATIVE

REFERRING TO EDUCATION CANNOT WAIT

In external communications, always spell out the full name of the organisation when using it for the first time in a piece. If you follow the first mention with “ECW” in parentheses, you may refer to the organisation as “ECW” at any point in the rest of the piece. Always introduce the abbreviation in body copy rather than in a headline or subheading.

For example:

Education Cannot Wait (ECW) is a new global fund to transform the delivery of education in emergencies and protracted crises.

This rule does not apply to social media posts or website menus.

Education Cannot Wait is always singular.

Education Cannot Wait is operating in 14 countries.

NOT

Education Cannot Wait are operating in 14 countries.

An apostrophe followed by the letter “s” can be used with Education Cannot Wait or ECW as a singular possessive.

Education Cannot Wait’s mission is to educate children and youth in crisis settings.

OR

ECW’s mission is to educate children and youth in crisis settings.

OUR LOGO



OUR LOGO OVERVIEW

Our primary logo consists of three elements: an icon, tagline and wordmark.

The highlighter graphic evokes the importance and urgency of the issue. It also hints towards learning. These are balanced by a condensed sans serif rounded wordmark.

The primary version of our logo is shown here. It should be used wherever possible.

The logo can be used with or without the tagline, depending on the size of the application and content.

Unless adding the logo to an orange background, it is recommended that you use the orange version of this logo as seen here. Upon request, logos are available in white and black for use on backgrounds that do not sufficiently contrast with this standard logo.

ECW Primary logo with tagline



ECW Primary logo without tagline



OUR LOGO

MINIMUM SIZE AND EXCLUSION ZONE

When placing our logo in a design, please ensure you give it enough room to breathe; this is the exclusion zone.

Always leave an area of space equal to the cap height of the logotype "E".

The logo artwork comes with the dimensions for the exclusion zone included in the artboard size.

To make sure our logo is visible to everyone, we have a minimum size for print and digital formats.

There can be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Print

Minimum width 49mm with tagline
Minimum width 26 mm without tagline

Digital

Minimum width 185 px with tagline
Minimum width 98 px without tagline

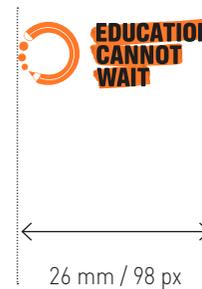
ECW Primary logo with exclusion zone



Minimum size with tagline



Minimum size without tagline



OUR LOGO

LOGO USE, PRIMARY

Our primary logo colour is orange, it should be used where possible before reverting to the secondary version which is white.

Both primary and secondary logos have an additional vertical version. In the event the main, horizontal logo doesn't fit in a layout, please use the vertical logo.

Every logo must be legible at all times. Use the background colour examples shown here to help decide whether to use the primary or secondary logo version.



Our primary logo is orange. Always use this logo on white and other backgrounds that don't compromise legibility.



Our primary logo can be used on light neutral colored (gray & tan) backgrounds.



Our primary logo may be used on neutral areas of photos.



This is the vertical version of our primary logo. The same rule from above applies here as well.



The vertical logo can be used on light neutral colored (gray & tan) backgrounds.



The vertical logo may be used on neutral areas of photos.

OUR LOGO

LOGO USE, SECONDARY

Our secondary logo colour is white. This colour should only be used when the background requires it (for example on black or orange backgrounds). The use rules for the primary logo also apply to the secondary logo.

On multi-page publications, it's preferred that just one logo treatment be used for consistency.

The logo is available in multiple formats, with or without the tagline.



Our secondary logo is white. Always use this logo on black and other dark backgrounds that won't affect legibility.



Our secondary logo can be used on a primary color background such as orange.



Our secondary logo may be used on neutral areas of photos.



This is the vertical version of our secondary logo. The same rule from above applies here as well.



The vertical logo can be used on a primary color background such as orange.



The vertical logo may be used on neutral areas of photos.

OUR LOGO

CO-BRANDING, PRIMARY

When using the ECW logo please follow the guidelines to preserve the brand integrity. In partnership projects the ECW logo must always appear on the right side.

Our primary logo colour is orange. This is the primary logo and should be used where possible before reverting to the secondary version.

In addition, both logos should appear balanced and equal in size.

Partnership with the primary logo



The global fund for education in emergencies

Balance

To emphasize partnership, both logos should appear balanced and equal in size.

Partnership with the vertical logo



Divider

A dividing line between the logos can help ensure clarity and create a clear separation between marks.

OUR LOGO

CO-BRANDING, SECONDARY

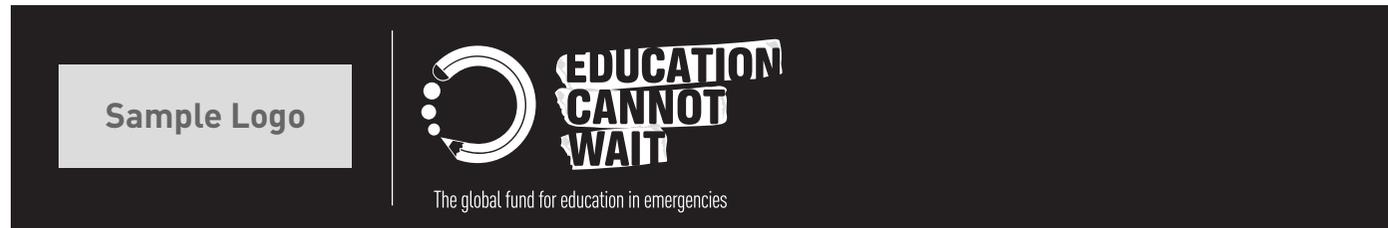
When using the ECW secondary logo please follow the guidelines to preserve the brand integrity. In partnership projects the ECW logo must always appear on the right side.

Our secondary logo colour is white. This colour should only be used when the background requires it.

In addition, both logos should appear balanced and equal in size.



Primary, with white tagline



Secondary, with tagline



Secondary, without tagline



Secondary, stacked logo

OUR LOGO

DOS AND DON'TS

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



DON'T break up the highlighter and logotype



DON'T recreate the highlighter



DON'T recreate the wordmark



DON'T use any other colours for the logo



DON'T use any other colours for the wordmark



DON'T use any secondary colours as a background for the logo



DON'T add information to the logo



DON'T reposition the elements



DON'T ignore the clearspace

OUR COLOURS



OUR COLOURS OVERVIEW

Our signature colour is orange. It is as important to our identity as the logo itself and can act as its own recognisable element.

The primary colours should be used for all types of communication, print or digital. Orange can serve as a highlight colour for headlines or any other elements to signify an action. It should be used sparingly to avoid flooding pages with too much eye-catching information.

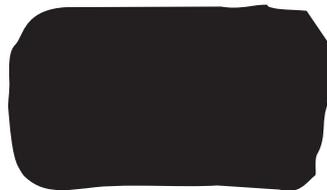
The secondary palette can be used for content such as infographics and graphs, if the primary palette is not sufficient.

Primary colours



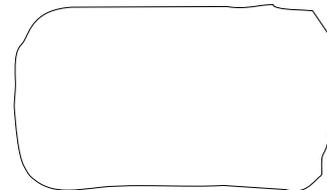
Orange

C0 M65 Y95 K0
R250 G120 B40
#FA7828



Black

C0 M0 Y0 K100
R0 G0 B0
#000000



White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Secondary (special use) colours



Teal

C80 M30 Y0 K0
R0 G130 B200
#0082C8



Bright blue

C70 M0 Y10 K0
R5 G180 B215
#05B4D7



Bright red

C0 M75 Y65 K0
R240 G80 B70
#F05046



Lime

C42 M10 Y100 K0
R162 G188 B8
#A2BC08



Yellow

C5 M29 Y100 K0
R242 G182 B0
#F2B600



Charcoal

C61 M52 Y52 K22
R99 G99 B99
#636363



Light grey

C10 M5 Y5 K0
R220 G220 B220
#DCDCDC



OUR TYPEFACES

OUR TYPEFACES

PRIMARY

Our typefaces form another important part in our toolkit. For most print and digital applications we use two typefaces:

Ketchupa

Ketchupa is our main headline font for most printed applications. You can find exceptions on the following page. It lends itself to a large point size to create visual impact. It should always be used in uppercase.

Din Pro Condensed

In print as well as digital, Din Pro Condensed can serve as a secondary alternative to Ketchupa if Ketchupa is not available or to create a better hierarchy of read for complex information.

Din Pro

Use Din Pro for body copy for most printed and digital applications. You can find exceptions on the following page.

Primary typefaces

KETCHUPA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIN PRO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUR TYPEFACES

SECONDARY

These are our secondary typefaces and should be used when our primary fonts Ketchupa and Din Pro are not available. Such examples include most Microsoft applications, such as Word® and PowerPoint®.

Arial Bold

Arial Bold should be used in place of Ketchupa and Din Pro condensed for main headlines. It should always be used in uppercase.

Arial

Arial Light should be used in place of Din Pro for body copy. Use Arial Regular if Light is not available.

Secondary typefaces

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

de cette femme la vie des enfants
angea complètement. Elle réservait
travaux les pénibles. C'est ceux qui
issaient par les deux chemins et les
amis moutons de la famille dans l'enclos
chaque jour charge de grosses jarres, ils allaient
puiser l'eau à la source ou bien la hotte au
es, ils s'enfonçaient dans la brousse pour
la masser les jours morts.



Les doubles com
lor bl ad mb ie
dr cl cc mg
cl fl ff gn
br gl tt kn
gu gl ss kn
or gal mm ch
pr H mny
tr gg ph

PHOTOGRAPHY & VIDEO

PHOTOGRAPHY & VIDEO OVERVIEW

Education Cannot Wait uses photography and video to advocate for quality, safe, inclusive and equitable education for children and youth in crisis settings. The photos and videos we use are usually produced by Education Cannot Wait and by our partners in the field.

We use imagery that tells the stories of children and youth in crisis, highlighting needs for educational support and conveying the role and impact of Education Cannot Wait and our partners in meeting those needs. All photos and videos should always indicate the organization's role in a caption or voice.

Education Cannot Wait follows UNICEF principles and guidelines for reporting on children, available [here](#).

These promote the ethical and safe collection, storage and use of child testimonies, photos and videos in all media. The accurate and respectful representation of children everywhere safeguards children's rights, including their rights to expression, privacy and protection. Education Cannot Wait recognizes that children are frequently at risk of abuse, discrimination, stigma or other exploitation if their name or visual identity is known. Education Cannot Wait promotes the highest ethical standards regarding child representation, in line with UNICEF's "8 Quick Steps to Ethical Imagery", available [here](#).

Partners are expected to align their practices and ensure the safety and ethical treatment of children.

Photo Citation

When using Education Cannot Wait photos, always include a citation in this format: Photo: ECW/Name of photographer. When using photos from our partners, please ensure compliance to their citation and copyright requirements.

To access our photo library please visit the Education Cannot Wait Flickr page [here](#).



Photos taken should be appropriate and show the person empowered and dignified. Photos should be taken in good faith and used in line with what was initially intended and agreed to.



Photos should be inclusive and show a diverse range of school-aged children.



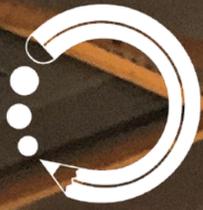
OUR RESOURCES

RESOURCES

To download our logos and access additional resources on Education Cannot Wait's communication guidelines and materials, visit our website:

<http://www.educationcannotwait.org/home/brand-guidelines/>





EDUCATION CANNOT WAIT

The global fund for education in emergencies



www.EducationCannotWait.org

#EducationCannotWait



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