



# CONVENTION ON THE RIGHTS OF THE CHILD

Design guidelines for the  
use of the child-friendly text  
and icons

Version 2

September 2020

unicef   
for every child

# CONVENTION ON THE RIGHTS OF THE CHILD

In 1989 something incredible happened. Against the backdrop of a changing world order world leaders came together and made a historic commitment to the world's children. They made a promise to every child to protect and fulfil their rights, by adopting an international legal framework – the United Nations Convention on the Rights of the Child.

Contained in this treaty is a profound idea: that children are not just objects who belong to their parents and for whom decisions are made, or adults in training. Rather, they are human beings and individuals with their own rights. The Convention says childhood is separate from adulthood, and lasts until 18; it is a special, protected time, in which children must be allowed to grow, learn, play, develop and flourish with dignity. The Convention went on to become the most widely ratified human rights treaty in history and has helped transform children's lives.

## Background to the child-friendly text and icons

Ensuring that all children and adults know and understand children's rights is at the core of UNICEF's mandate to support the implementation of the Convention on the Rights of the Child. Several versions of the Convention in child-friendly languages have been developed since its adoption in 1989, including by UNICEF country offices and National Committees. These versions vary in quality and accuracy and are often very specific to a country and therefore not easily transferable to another context. Many were prepared without consultations with children.

Many visual illustrations representing articles of the Convention have also been developed over the years, often through creative projects involving child participation, supported by local artists. However, these illustrations are often very culturally specific, complex drawings or interpretive works of art. There was therefore a need for a comprehensive, universal set of simple visual icons for the Convention.

In 2019, on the occasion of the 30th anniversary of the Convention, UNICEF, via a partnership with Child Rights Connect, developed a child-friendly version of the Convention (aimed at children aged 10-17) as well as visual icons for the Convention overall and for each of the main Convention articles. The Committee on the Rights of the Child has reviewed the child-friendly Convention text and icons and has officially granted its support. UNICEF has adopted the text as the organization's standard child-friendly version of the Convention.

Children participated in the development of the child-friendly text and icons via a global Children's Advisory Team established by Child Rights Connect, with additional input into the text from over 100 children via Child Rights Connect's global network of NGO partners. Three draft versions of each of the 43 article icons were then put to a global online public vote in thirteen languages, for both children and adults, which ran from 12 April to 14 June 2019.

# DESIGN GUIDANCE FOR THE CHILD-FRIENDLY TEXT AND ICONS

## Child-friendly text

This is the UNICEF standard child-friendly version of the Convention and is for adaptation by UNICEF only. The child-friendly text in English is accompanied by a separate internal UNICEF guidance document on how to adapt this, through child participation processes, into other languages. The endorsement of the text by UNICEF and Child Rights Connect is represented by the inclusion of their respective logos. Any translations of the child-friendly text – and use therein of the UNICEF logo – in a particular country must be signed off by the Representative of the relevant UNICEF country office, or the Executive Director of the relevant National Committee for UNICEF. A UNICEF Representative/Executive Director may choose to work with non-UNICEF partners such as local NGOs in producing local language versions of the text, but the final version must be signed off by the Representative/Executive Director. The full child-friendly text in English must always be accompanied by the UNICEF and Child Rights Connect logos. If adapted into other languages, the text must always be accompanied by the UNICEF logo. The global UNICEF logo may be replaced by the logo of the relevant local National Committee. Additional logos of government or NGO partners who have supported the development of locally adapted versions may be added to the text (in line with general UNICEF brand guidelines).

## Icons

The term “icons” refers to the Convention on the Rights of the Child overall icon and the 43 article icons. UNICEF has developed the icons as a contribution to global child rights education and advocacy efforts. It is hoped that all UNICEF country offices and National Committees, and United

Nations, Government and civil society partners will use the icons to help promote the Convention for the benefit of children everywhere.

In order to maintain quality control over the icon text, the design files for translation will only be available to UNICEF offices and National Committees. Any translations of the icon text must be signed off by the Representative of a UNICEF country office, or the Executive Director of a UNICEF National Committee. A UNICEF Representative/ Executive Director may choose to work with non-UNICEF partners such as local NGOs in producing local language versions of the icons, but the final versions must be signed off by the Representative/ Executive Director.

- **All entities wishing to use the icons (including UNICEF offices) must agree to use them only as permitted by these guidelines.**
- **The integration or combination of any element of the icons into a separate logo design is prohibited.**
- **Non-UNICEF stakeholders may use the icons for informational purposes that are illustrative, educational, non-commercial, and not intended to raise funds.**
- **When the icons are used, the following text must be displayed: Designs © UNICEF, 2019**

Guidelines on the fundraising, product-based fundraising and commercial uses of the icons are outlined below.

# FUNDRAISING, PRODUCT-BASED FUNDRAISING AND COMMERCIAL USES

The following uses of the icons are **permitted without prior permission**:

- **Fundraising materials** produced and used by UNICEF country offices and National Committees to raise funds in support of UNICEF, or to communicate about UNICEF fundraising campaigns.
- **Promotional merchandise** produced and used by UNICEF country offices and National Committees for advocacy and awareness-raising, in line with existing procurement and branding guidelines.

The following uses of the icons **may be permitted with prior permission of UNICEF** and with the conclusion of an appropriate agreement granting the rights for the use of the icons and/or the UNICEF logo:

- **Use on UNICEF branded and UNICEF co-branded products through an agreement for permission to use the UNICEF name and logo in connection with the manufacture and sale of UNICEF branded products:** Only these products can use the icons placed directly on the actual product line and sold to raise funds for UNICEF.
- **Use on promotional materials for UNICEF branded and UNICEF co-branded products through an agreement for permission to use the UNICEF name and logo in connection with the manufacture and sale of UNICEF branded products:** The icons can be used as part of the designs to promote the sale/fundraising activity of UNICEF branded and UNICEF co-branded products.

- **Use on communication and promotional materials about a corporate partner's partnership with UNICEF, including Cause Related Marketing initiatives:** The icons can be integrated into these materials. This is all as part of an existing or new agreement with UNICEF.

Any request to use the icons for these purposes would require a necessary Due Diligence and Communication for Partnerships review, and approvals on brand usage, communication, product safety and ethical conditions of manufacturing, prior to confirming the opportunity.

The following uses of the icons are **not permitted**:

- **On corporate partners' products in Cause Related Marketing:** The use of the icons on any CRM product/s is not permitted. See above regarding potential allowed use on CRM communication and promotional materials.
- **Commercial use:** The use of the icons on a product developed and sold for profit by a company is not permitted.
- **Self-promotion or personal financial gain:** The icons may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain.

## Liability

UNICEF does not assume any responsibility or liability for the activities of any entity with respect to any informational, fundraising or commercial use of the icons.

## Disclaimer

- The use of the icons by an entity does not imply the endorsement of UNICEF of such entity, its brand, its products or services, or its activities.
- This non-endorsement disclaimer must be included on all dual branded products and on any promotional or communication materials within a corporate partnership context: **“UNICEF does not endorse any company, brand, product or service.”**

## Copyright

- All materials using the icons must include the copyright notice: **“Designs © UNICEF, 2019”.**

## Brand Notice

- If the UNICEF logo is also part of a UNICEF branded or UNICEF co-branded product and/or promotional materials, this brand notice must be included: **“UNICEF’s name and emblem are protected under international law”.**

## WHERE TO FIND THE CHILD-FRIENDLY TEXT AND ICONS

**For non-UNICEF stakeholders:** Access to the publicly available documents, icons and communications products designed by UNICEF via [WeShare](https://bit.ly/crcicons) [shortcut: <https://bit.ly/crcicons>]. These final documents, icons and communications products can be shared widely to promote awareness and understanding of the Convention, but only as permitted by the guidelines in this document. The text and design of these products cannot be altered by non-UNICEF stakeholders. Contact your local UNICEF office if you wish to collaborate on the development of a new language version of the child-friendly text or icons.

## Kinderrechte-Icons auf Deutsch

Die deutschsprachigen Icons und Designprodukte stehen auf **[unicef.at/kinderrechtematerial](https://unicef.at/kinderrechtematerial)** zum Download zur Verfügung.

Bei Fragen zu den deutschsprachigen Kinderrechte-Icons wenden Sie sich an **[kinderrechte@unicef.at](mailto:kinderrechte@unicef.at)**

# CONVENTION ON THE RIGHTS OF THE CHILD

## — ICONS



# CONVENTION ON THE RIGHTS OF THE CHILD

## — OVERALL ICON

Colour version. Recommended version to use in priority. Use it only on a white or light colour background.



Vertical version



Horizontal version



2 cm

Minimum vertical size



Minimum horizontal size

# CONVENTION ON THE RIGHTS OF THE CHILD

## — OVERALL ICON

Colour version with white border. When on a dark background colour or complex image, use the icon with white borders.



Vertical version



Horizontal version



2 cm

Minimum vertical size



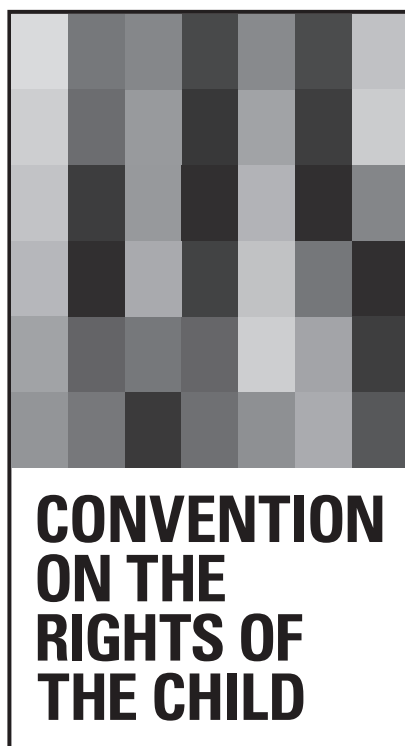
3 cm

Minimum horizontal size



# CONVENTION ON THE RIGHTS OF THE CHILD

## — OVERALL ICON



Vertical version



Horizontal version



2 cm

Minimum vertical size



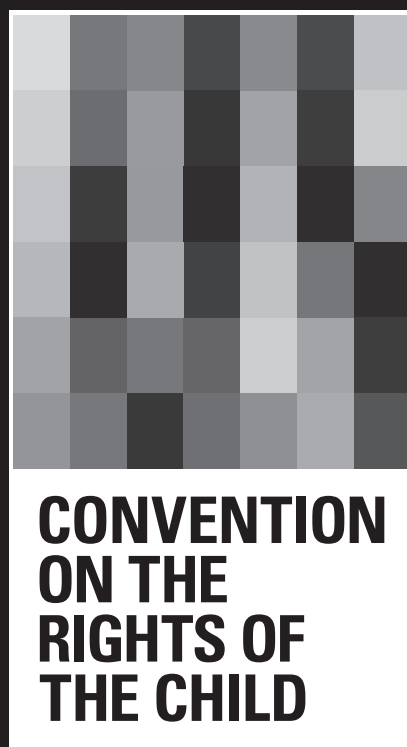
3 cm

Minimum horizontal size

# CONVENTION ON THE RIGHTS OF THE CHILD

## — OVERALL ICON

Gray scale version with white border. When on a dark background colour or complex image, use the icon with white borders.



Vertical version



Horizontal version



2 cm

Minimum vertical size



3 cm

Minimum horizontal size

# FONT FOR THE ICONS

UNIVERS LT 67 Condensed Bold is the font used for the icons. Only UNICEF offices have access to the design files for the icons. Partners wanting to translate the icons into a language which has not yet been provided should contact their local UNICEF office.



# CONVENTION ON THE RIGHTS OF THE CHILD

## — ICONS

Colour references for the overall icon and 43 article icons (Article 1 to 43-54).

 <p>Article 1 PMS: 108 C C0 M12 Y100 K0 R255 G218 B0</p>	 <p>Article 2 PMS: 166 C C2 M78 Y100 K0 R236 G94 B36</p>	 <p>Article 3 PMS: Rhodamine Red C C12 M91 Y0 K0 R213 G58 B149</p>	 <p>Article 4 PMS: 2613 C C73 M100 Y14 K4 R103 G42 B125</p>	 <p>Article 5 PMS: 7690 C C86 M44 Y15 K2 R229 G36 B59</p>	 <p>Article 6 PMS: 7721 C C88 M38 Y53 K35 R0 G92 B92</p>	 <p>Article 7 PMS: 376 C C57 M0 Y100 K0 R122 G193 B67</p>
 <p>Article 8 PMS: 7405 C C7 M17 Y95 K0 R240 G203 B40</p>	 <p>Article 9 PMS: 185 C C0 M99 Y22 K0 R238 G31 B56</p>	 <p>Article 10 PMS: 212 C C0 M80 Y2 K0 R239 G91 B157</p>	 <p>Article 11 PMS: 269 C C81 M95 Y22 K11 R82 G49 B115</p>	 <p>Article 12 PMS: 7689 C C78 M32 Y9 K0 R39 G143 B192</p>	 <p>Article 13 PMS: 309 C C97 M61 Y48 K49 R0 G57 B72</p>	 <p>Article 14 PMS: 382 C C33 M0 Y96 K0 R183 G212 B59</p>
 <p>Article 15 PMS: 7406 C C6 M23 Y95 K0 R240 G193 B41</p>	 <p>Article 16 PMS: 187 C C22 M100 Y78 K16 R170 G29 B55</p>	 <p>Article 17 PMS: 709 C C0 M74 Y36 K0 R241 G105 B123</p>	 <p>Article 18 PMS: 274 C C100 M100 Y37 K32 R34 G30 B82</p>	 <p>Article 19 PMS: 299 C C75 M20 Y0 K0 R0 G160 B220</p>	 <p>Article 20 PMS: 546 C C96 M63 Y56 K67 R0 G39 B47</p>	 <p>Article 21 PMS: 582 C C45 M31 Y100 K15 R136 G136 B49</p>
 <p>Article 22 PMS: 7549 C C0 M33 Y93 K0 R252 G179 B43</p>	 <p>Article 23 PMS: 1955 C C28 M100 Y58 K32 R136 G19 B61</p>	 <p>Article 24 PMS: 701 C C5 M59 Y25 K0 R232 G133 B149</p>	 <p>Article 25 PMS: 7693 C C100 M70 Y29 K14 R0 G79 B122</p>	 <p>Article 26 PMS: 306 C C73 M5 Y4 K0 R0 G181 B227</p>	 <p>Article 27 PMS: 356 C C88 M26 Y100 K13 R10 G127 B64</p>	 <p>Article 28 PMS: 4975 C C47 M76 Y60 K74 R58 G25 B30</p>
 <p>Article 29 PMS: 715 C C0 M54 Y87 K0 R246 G141 B57</p>	 <p>Article 30 PMS: 186 C C12 M100 Y82 K3 R207 G31 B57</p>	 <p>Article 31 PMS: 248 C C43 M95 Y0 K0 R157 G51 B147</p>	 <p>Article 32 PMS: 7686 C C96 M71 Y13 K2 R15 G88 B150</p>	 <p>Article 33 PMS: 297 C C 57 M 3 Y 4 K 0 R 92 G 195 B 231</p>	 <p>Article 34 PMS: 355 C C84 M12 Y100 K1 R14 G157 B73</p>	 <p>Article 35 PMS: 1545 C C37 M71 Y91 K53 R95 G53 B24</p>
 <p>Article 36 PMS: 716 C C2 M62 Y100 K0 R239 G125 B34</p>	 <p>Article 37 PMS: 1925 C C0 M99 Y55 K0 R237 G27 B86</p>	 <p>Article 38 PMS: 7649 C C43 M100 Y24 K17 R137 G27 B102</p>	 <p>Article 39 PMS: 7685 C C90 M67 Y11 K1 R42 G94 B157</p>	 <p>Article 40 PMS: 7697 C C71 M34 Y26 K8 R76 G133 B156</p>	 <p>Article 41 PMS: 7738 C C75 M10 Y94 K0 R69 G167 B80</p>	 <p>Article 42 PMS: 160 C C26 M69 Y98 K20 R160 G88 B37</p>
 <p>Article 43-54 PMS: 424 C C0 M0 Y0 K70 R109 G110 B113</p>	 <p>PMS: Black C C0 M0 Y0 K100 R0 G0 B0</p>					

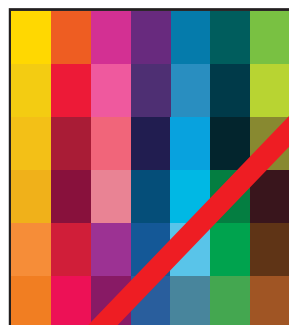
# CONVENTION ON THE RIGHTS OF THE CHILD

## — OVERALL ICON

Don'ts - these instructions apply to the vertical and horizontal overall icon.



**DO NOT** stretch, squash or distort



**DO NOT** remove the text



**DO NOT** add drop shadows



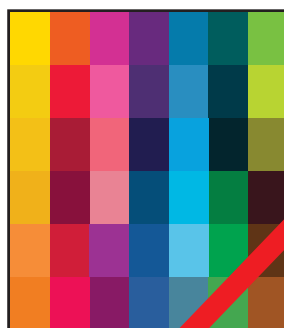
**DO NOT** add colours or new elements



**DO NOT** alter or modify



**DO NOT** change font



**DO NOT** separate



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Don'ts - these instructions apply to the 43 article icons. Only the text can be changed for translation purposes, as signed off by UNICEF.



**DO NOT** stretch, squash or distort



**DO NOT** remove the text



**DO NOT** add drop shadows



**DO NOT** add colours or new elements



**DO NOT** change the colour



**DO NOT** separate

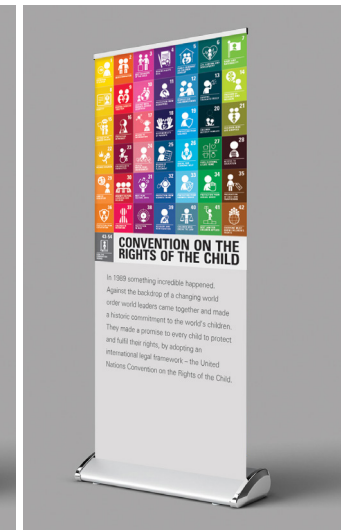


**DO NOT** alter or modify the visual image

# CHILD-FRIENDLY TEXT AND ICONS — DESIGN IDEAS

**For UNICEF:** Before designing a new product, first check the internal [SharePoint folders](#) to see which products already have design files available for adaptation. If you design a new product, or adapt an existing product into a new language, please upload the files to the [SharePoint folder](#) so that other offices can also make use of this.

**For non-UNICEF stakeholders:** Check the [public storage folder](#) to see which products are already available. If you wish to design a new product using the icons, please contact your local UNICEF office.



Street poster

Bus

Banners



# CHILD-FRIENDLY TEXT AND ICONS — DESIGN IDEAS

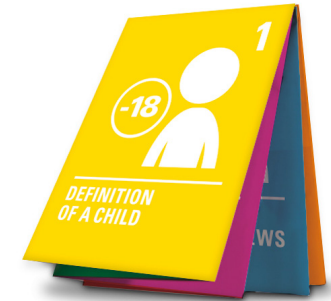
See separate guidance on how to adapt the child-friendly text into other languages with the participation of children.



Flags



Card game



Poster/leaflet



Passport



Ring bound



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

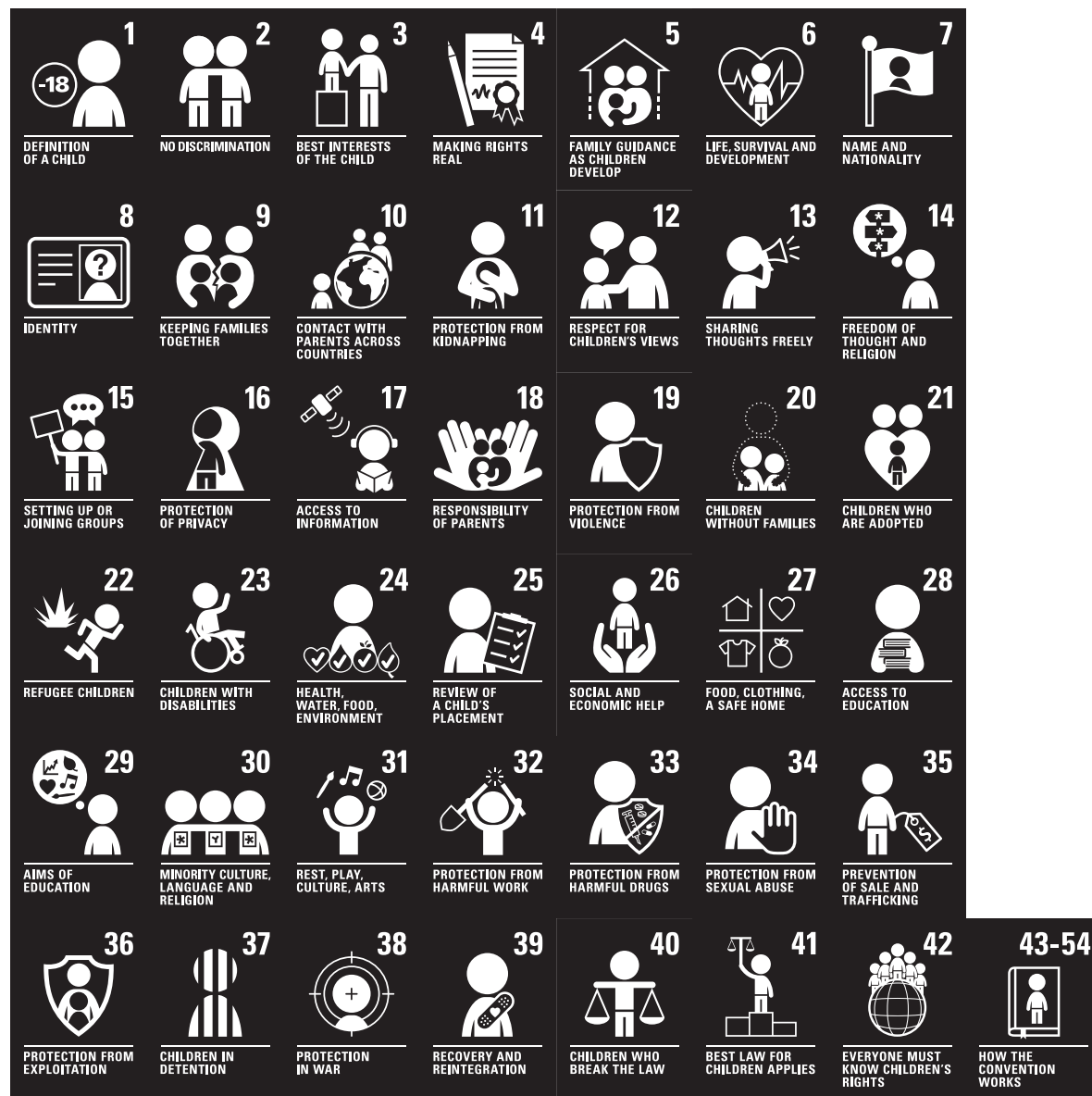
Colour version.



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Black and white version should only be used when colour is not possible. The colour version is the default one.



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 1  
PMS: 108 C  
C0 M12 Y100 K0  
R255 G218 B0



Article 2  
PMS: 166 C  
C2 M78 Y100 K0  
R236 G94 B36



Article 3  
PMS: Rhodamine Red C  
C12 M91 Y0 K0  
R213 G58 B149



Article 4  
PMS: 2613 C  
C73 M100 Y14 K4  
R103 G42 B125



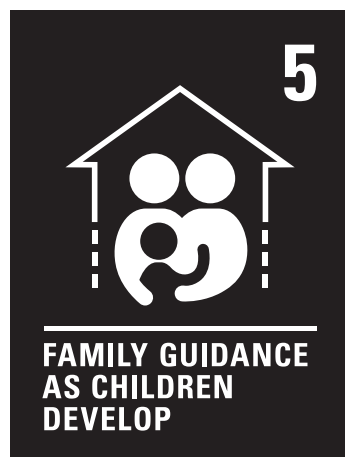
# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

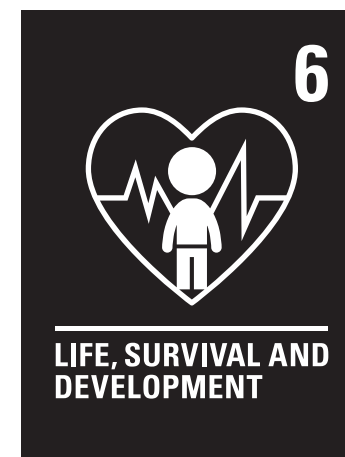
Icon colour and black and white.



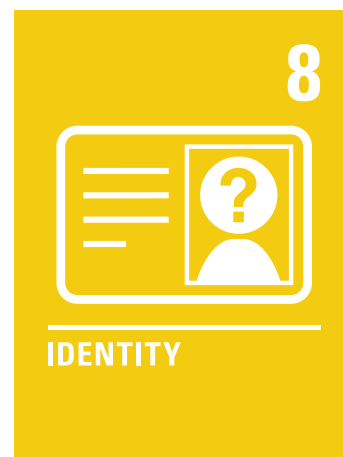
Article 5  
PMS: 7690 C  
C86 M44 Y15 K2  
R229 G36 B59



Article 6  
PMS: 7721 C  
C88 M38 Y53 K35  
R0 G92 B92



Article 7  
PMS: 376 C  
C57 M0 Y100 K0  
R122 G193 B67



Article 8  
PMS: 7405 C  
C7 M17 Y95 K0  
R240 G203 B40



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 9  
PMS: 185 C  
C0 M99 Y22 K0  
R238 G31 B56



Article 10  
PMS: 212 C  
C0 M80 Y2 K0  
R239 G91 B157



Article 11  
PMS: 269 C  
C81 M95 Y22 K11  
R82 G49 B115



Article 12  
PMS: 7689 C  
C78 M32 Y9 K0  
R39 G143 B192



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

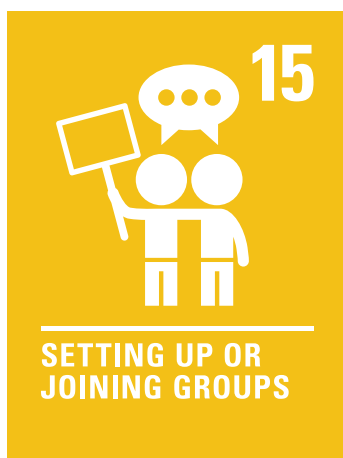
Icon colour and black and white.



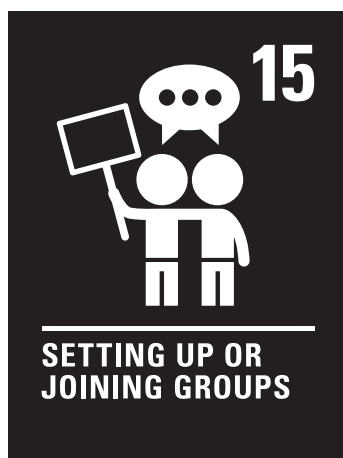
Article 13  
PMS: 309 C  
C97 M61 Y48 K49  
R0 G57 B72



Article 14  
PMS: 382 C  
C33 M0 Y96 K0  
R183 G212 B59



Article 15  
PMS: 7406 C  
C6 M23 Y95 K0  
R240 G193 B41



Article 16  
PMS: 187 C  
C22 M100 Y78 K16  
R170 G29 B55



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 17  
PMS: 709 C  
CO M74 Y36 K0  
R241 G105 B123



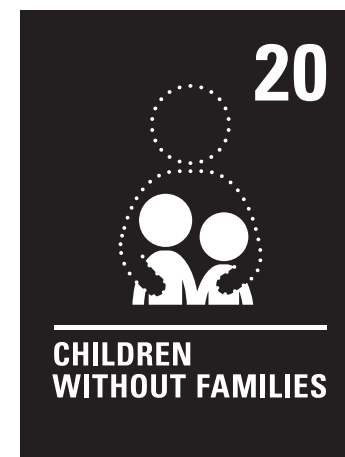
Article 18  
PMS: 274 C  
C100 M100 Y37 K32  
R34 G30 B82



Article 19  
PMS: 299 C  
C75 M20 Y0 K0  
R0 G160 B220



Article 20  
PMS: 546 C  
C96 M63 Y56 K67  
R0 G39 B47



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 21  
PMS: 582 C  
C45 M31 Y100 K15  
R136 G136 B49



Article 22  
PMS: 7549 C  
C0 M33 Y93 K0  
R252 G179 B43



Article 23  
PMS: 1955 C  
C28 M100 Y58 K32  
R136 G19 B61



Article 24  
PMS: 701 C  
C5 M59 Y25 K0  
R232 G133 B149

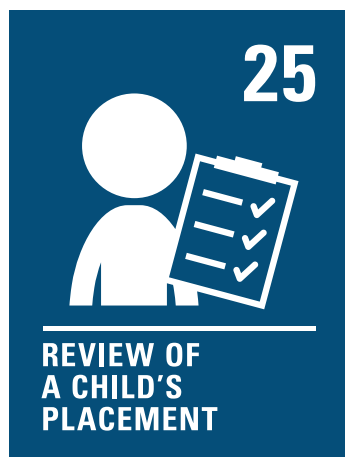




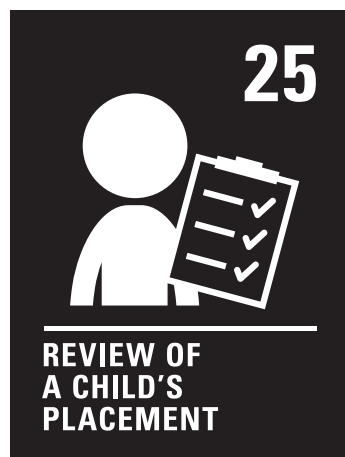
# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

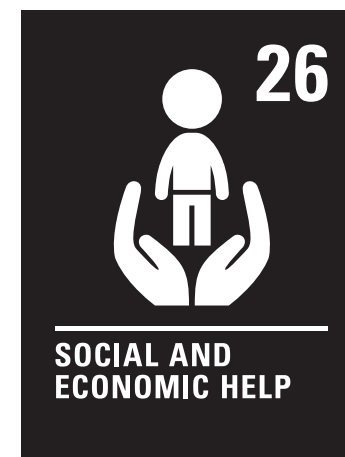
Icon colour and black and white.



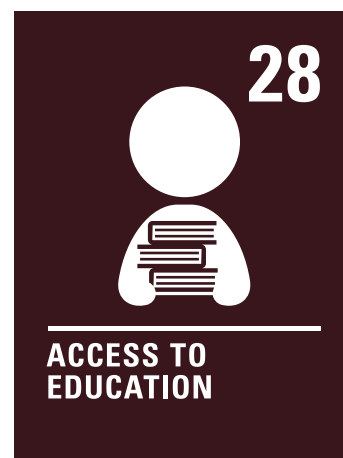
Article 25  
PMS: 7693 C  
C100 M70 Y29 K14  
R0 G79 B122



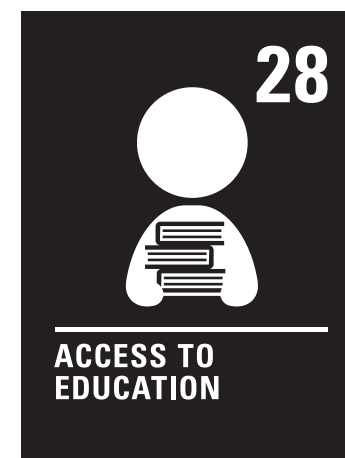
Article 26  
PMS: 306 C  
C73 M5 Y4 K0  
R0 G181 B227



Article 27  
PMS: 356 C  
C88 M26 Y100 K13  
R10 G127 B64



Article 28  
PMS: 4975 C  
C47 M76 Y60 K74  
R58 G25 B30



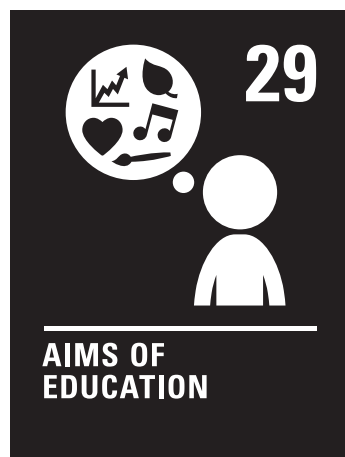
# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

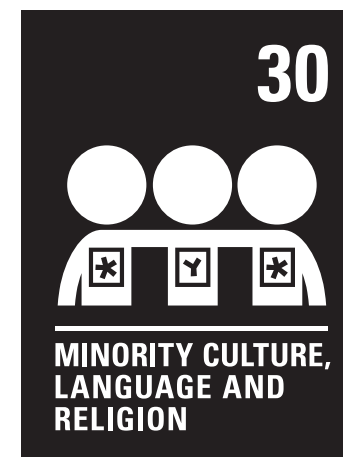
Icon colour and black and white.



Article 29  
PMS: 715 C  
C0 M54 Y87 K0  
R246 G141 B57



Article 30  
PMS: 186 C  
C12 M100 Y82 K3  
R207 G31 B57



Article 31  
PMS: 248 C  
C43 M95 Y0 K0  
R157 G51 B147



Article 32  
PMS: 7686 C  
C96 M71 Y13 K2  
R15 G88 B150



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 36  
PMS: 716 C  
C2 M62 Y100 K0  
R239 G125 B34



Article 33  
PMS: 297 C  
C 57 M 3 Y 4 K 0  
R 92 G 195 B 231



Article 34  
PMS: 355 C  
C84 M12 Y100 K1  
R14 G157 B73



Article 35  
PMS: 1545 C  
C37 M71 Y91 K53  
R95 G53 B24



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 37  
PMS: 1925 C  
C0 M99 Y55 K0  
R237 G27 B86



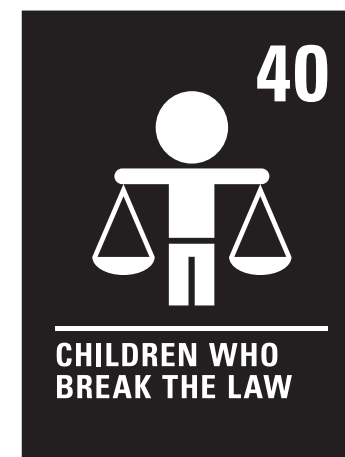
Article 38  
PMS: 7649 C  
C43 M100 Y24 K17  
R137 G27 B102



Article 39  
PMS: 7685 C  
C90 M67 Y11 K1  
R42 G94 B157



Article 40  
PMS: 7697 C  
C71 M34 Y26 K8  
R76 G133 B156



# CONVENTION ON THE RIGHTS OF THE CHILD

## — 43 ARTICLE ICONS

Icon colour and black and white.



Article 41  
PMS: 7738 C  
C75 M10 Y94 K0  
R69 G167 B80



Article 42  
PMS: 160 C  
C26 M69 Y98 K20  
R160 G88 B37



Article 43-54  
PMS: 424 C  
C0 M0 Y0 K70  
R109 G110 B113





Design guidelines for the use of  
the child-friendly text and icons

These guidelines were prepared by the Human Rights Unit  
(Programme Division) and Child Rights Policy and Advocacy Unit  
(Private Fundraising and Partnerships Division), UNICEF.

For additional questions about these guidelines or  
about the child-friendly text and icons, please contact  
[aesangbedo@unicef.org](mailto:aesangbedo@unicef.org).

Version 2

September 2020

## Kinderrechte-Icons auf Deutsch

Bei Fragen zu den deutschsprachigen  
Kinderrechte-Icons wenden Sie sich  
an **[kinderrechte@unicef.at](mailto:kinderrechte@unicef.at)**

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