



MACHEL STUDY 10-YEAR STRATEGIC REVIEW

**CHILDREN AND CONFLICT
IN A CHANGING WORLD**

Visual Identity Guidelines

Machel Study Visual Identity Guidelines

Design Theme

The design theme features a motif of angled lines that echo angles within the photographs. The lines communicate instability of conflict, but also show action. This motif will be applied to all communication materials as shown in the examples on the following pages.



Machel Study Visual Identity Guidelines

Design Motif



Machel Study Visual Identity Guidelines

Cover example



MACHEL STUDY 10-YEAR STRATEGIC REVIEW

**CHILDREN AND CONFLICT
IN A CHANGING WORLD**



Machel Study Visual Identity Guidelines

Cover example



Machel Study Visual Identity Guidelines

Brochure spread example

IMPACT OF ARMED CONFLICT ON CHILDREN

To mark the 10th anniversary of the landmark United Nations report by Graça Machel

To mark the 10th anniversary of the landmark United Nations report by Graça Machel, Impact of Armed Conflict on Children (A/51/306), the Special Representative of the Secretary-General for Children and Armed Conflict (SRSG CAAC) and UNICEF have united to review the current situation faced by children in conflict situations.

The SRSG CAAC and UNICEF are most grateful for the engagement and support of a variety of partners to the Strategic Review and for the financial support of a number of governments enabling this important and timely initiative. Start up funds for the Strategic Review were provided by the governments of France and Germany as well as the OSRSG CAAC, UNICEF and UNDP. The governments of Australia, Austria, Canada and Norway have also contributed or pledged support.

The 1996 "Machel Study" proposed comprehensive actions for the international community to improve the protection and care of children affected by armed conflict. Much progress has been made in the last decade, including the Optional Protocols (2000), demobilization and reintegration programs for children and the prosecutions of perpetrators by international tribunals. Security Council Resolution 1612, which has established a monitoring and reporting mechanism of grave violations of child rights, furthers the commitment of the UN and Member States to this issue.

But much more needs to be done.

Since the original release of the Machel Study, the context of conflict has changed dramatically. Diverse forms of political and armed violence have presented new threats in the protection of children.

The overall aim of the Strategic Review is to provide a visionary and forward looking platform to address issues of children and armed conflict for the next 10 years. More specifically, the objectives of the Strategic Review are to:

- Highlight key progress and shortfalls
- Update the CAAC agenda in view of current global policy and UN reform;
- Identify emerging challenges and priorities
- Develop comprehensive strategies for the next

Machel Study Visual Identity Guidelines

Logo: type only version

MACHEL STUDY 10-YEAR STRATEGIC REVIEW

CHILDREN AND CONFLICT IN A CHANGING WORLD

EXAMEN STRATÉGIQUE DU RAPPORT MACHEL, 10 ANS APRÈS

**LES ENFANTS ET LES CONFLITS ARMÉS
DANS UN MONDE EN ÉVOLUTION**

EXAMEN ESTRATÉGICO DEL ESTUDIO MACHEL: 10 AÑOS DESPUÉS

**LOS NIÑOS Y LOS CONFLICTOS ARMADOS
EN UN MUNDO EN EVOLUCIÓN**

10-ЛЕТНИЙ СТРАТЕГИЧЕСКИЙ ОБЗОР ИССЛЕДОВАНИЯ, ПОДГОТОВЛЕННОГО МАШЕЛ

**ДЕТИ И ВООРУЖЕННЫЕ КОНФЛИКТЫ
В ИЗМЕНЯЮЩЕМСЯ МИРЕ**

马谢尔研究报告十年战略审查

**不断变化的世界中的
儿童与武装冲突**

الإنتعاش الاستراتيجي العشري للدراسة ماشيل

**الأطفال والنزاع
في عالم متغير**

Machel Study Visual Identity Guidelines

Logo: with photo



MACHEL STUDY 10-YEAR STRATEGIC REVIEW

CHILDREN AND CONFLICT IN A CHANGING WORLD



EXAMEN STRATÉGIQUE DU RAPPORT MACHEL, 10 ANS APRÈS

**LES ENFANTS ET LES CONFLITS ARMÉS
DANS UN MONDE EN ÉVOLUTION**



EXAMEN ESTRATÉGICO DEL ESTUDIO MACHEL: 10 AÑOS DESPUÉS

**LOS NIÑOS Y LOS CONFLICTOS ARMADOS
EN UN MUNDO EN EVOLUCIÓN**



10-LETNIA STRATEGIČESKIJ OČERK ISSLEDOVANIJ, PUSČIČENNYH V RAMČIČE

**ДЕТИ И ВООРУЖЕННЫЕ КОНФЛИКТЫ
В ИЗМЕНЯЮЩЕМСЯ МИРЕ**



马歇尔研究报告十年战略回顾

**不断变化的世界中的
儿童与武装冲突**

الاستعراض الاستراتيجي العشري لتقرير ماشيل

**الأطفال والنزاع
في عالم متغير**



Machel Study Visual Identity Guidelines

Font

Use the Sans-Serif typeface Univers for titles, headlines and charts. Alternate San-Serif typeface is Arial. Use the Serif typeface Minion Pro for body copy. Alternate Serif typeface is Times. The type alignment is flush left.

UNIVERS 75 BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

UNIVERS 65 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

UNIVERS 55 ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

UNIVERS 55 ROMAN OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;!"'&/**

UNIVERS 45 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

UNIVERS 45 LIGHT OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;!"'&/**

MINION PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

MINION PRO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;!"'&/**

MINION PRO SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

MINION PRO SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;!"'&/**

MINION PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;!"'&/*

MINION PRO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;!"'&/**

Machel Study Visual Identity Guidelines

Colors palette

Specification for print and web designs are shown here.



RED
PANTONE 73-1C
CMYK for PRINT
C 0% M 100% Y 100% K 0%
RGB for WEB
R 237 G 28 B 36



BLACK
PANTONE Black C
CMYK for PRINT
C 0% M 0% Y 0% K 100%
RGB for WEB
R 0 G 0 B 0



BLUE
PANTONE 216-1C
CMYK for PRINT
C 100% M 40% Y 0% K 20%
RGB for WEB
R 237 G 166 B 26



GRAY
PANTONE 325-4C
CMYK for PRINT
C 0% M 0% Y 0% K 60%
RGB for WEB
R 128 G 130 B 132



GOLD
PANTONE 22-1C
CMYK for PRINT
C 0% M 40% Y 100% K 0%
RGB for WEB
R 250 G 166 B 26



WARM GRAY
PANTONE 330-1C
CMYK for PRINT
C 0% M 5% Y 3% K 20%
RGB for WEB
R 209 G 200 B 199

Machel Study Visual Identity Guidelines

Letterhead

MACHEL STUDY 10-YEAR STRATEGIC REVIEW
**CHILDREN AND CONFLICT
IN A CHANGING WORLD**

July 11, 2007


Recipient Name
Address line 1
Address line 2
City, State/Province and Postal Code
Email address.com


Dear Friend,
Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter.

Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter. Replace this text with the contents of your letter.

Sincerely,

Signature

 UNITED NATIONS
**CHILDREN AND
ARMED CONFLICT**

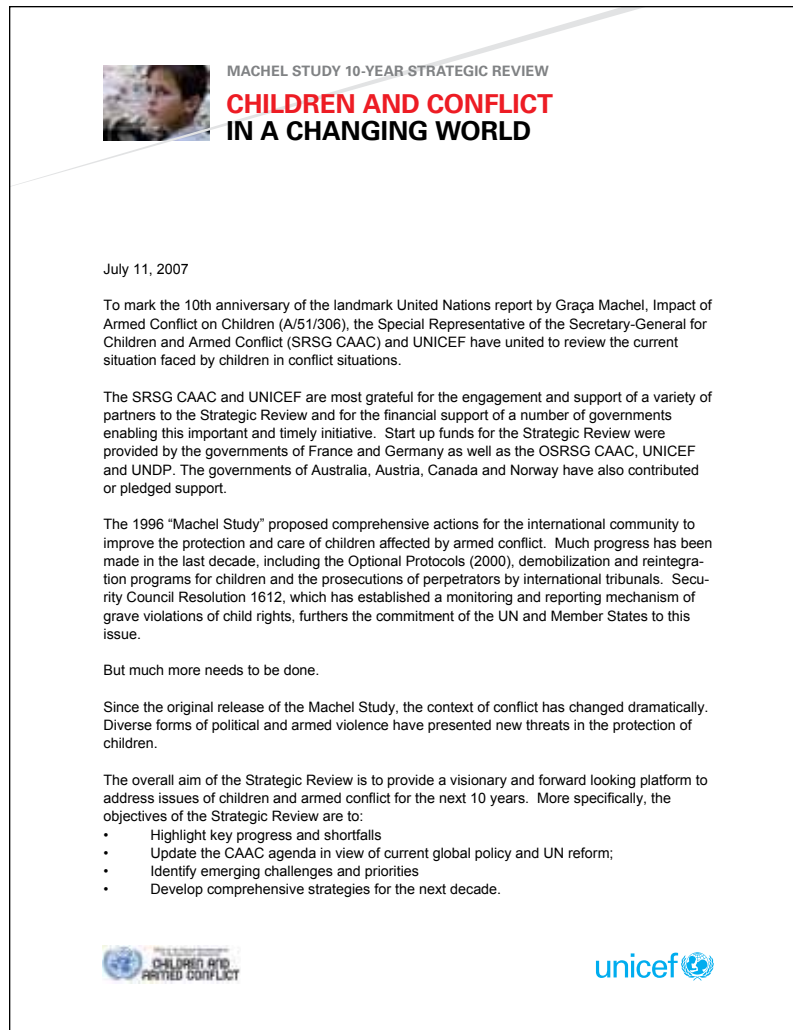


The letterhead as available is a template in six languages in the following file formats:

- Microsoft Word for desktop publishing
- Adobe InDesign and PDF files for high quality printing

Machel Study Visual Identity Guidelines

Information Letterhead



The information letterhead is available as a template in six languages in the following file formats:

- Microsoft Word for desktop publishing
- Adobe InDesign and PDF files for high quality printing