



Unitaid 20-year

Brand Guidelines

January 2026 | unitaid.org

The Logo

This is Unitaid's 20-year logo lock-up. It combines the hummingbird marque with a bespoke '20' anniversary numeral, the logotype and Unitaid's official tagline 'Save lives faster'. Logo artwork is available in RGB (web and digital applications) and CMYK (print applications).

Please use supplied artwork only.

Do not attempt to recreate the logo.



Tagline Options

The Unitaid 20-year logo is available in two versions: full logo lock-up with tagline, and a simplified version consisting of the marque, number and logotype only.

With tagline



Without tagline



Colours

The Unitaid logo is available in the following colourways.

Please **do not** create black and white negatives directly from the full colour logo as this changes the appearance of the hummingbird marque.

Full colour with tagline	Mono black with tagline	Mono white with tagline
Full colour without tagline	Mono black without tagline	Mono white without tagline

Safety Area

The height of the hummingbird marque (1x) determines the minimum required clear space around the logo as illustrated.

On A4 or larger the minimum of logo marque is to be used as the safety area.

The clear space adapts to margins on smaller formats.



Incorrect Logo Usage

Correct and consistent use of the Unitaid 20-year logo maintains the integrity of the brand. Inappropriate use of the logo negatively impacts brand image.

Use supplied artwork only. Do not recreate elements of the logo or alter the original artwork.

Altered colour treatment



Incorrect single colour marque



Rearranged elements



Additional effects or stretched appearance



Altered typeface

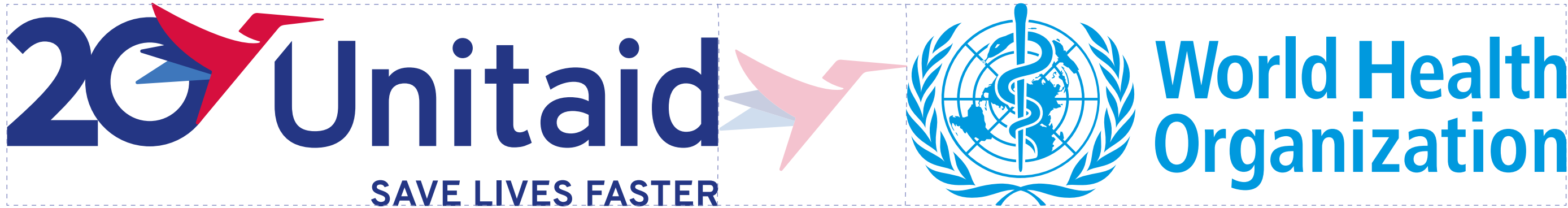


Background with no contrast

Partner Lock-ups

For co-branding and partnership lock-ups, the Unitaid 20-year logo is anchored and separated by the hummingbird marque (x1) between logos.

Use the full colour logo in co-branding instances where other logos appear in full colour. Similarly, if partners' logos are displayed as negatives on a coloured background, opt for a single-colour version to maintain visual coherence.



Marque

Unitaid's 20-year marque can be used in cases where the logotype would appear too small to be legible, for example the profile image on social media, or a website browser icon.

Do not use the standalone marque to represent Unitaid in top-level communications or partnership lock-ups.



Unitaid 

Graphic Device

The Unitaid 20-year brand graphic incorporates a fluid line device that can be applied across imagery and works seamlessly alongside gradients, creating a cohesive and dynamic visual identity that unifies all brand assets.

The gradient consists of Unitaid’s brand colours: Unitaid Red, Unitaid Navy and Unitaid Sky Blue.

Unitaid Navy	CMYK	100, 88, 6, 4	RGB	33, 46, 146	HEX	#212E92
Unitaid Red	CMYK	10, 100, 68, 0	RGB	204, 0, 51	HEX	#CC0033
Unitaid Sky Blue	CMYK	47, 0, 2, 0	RGB	117, 216, 247	HEX	#75D8F7



Social Media Application

The Unitaid 20-year logo social media application uses a bold gradient and fluid line device to create strong, scroll-stopping imagery.



Banner Application

The Unitaid 20-year banner application uses a dynamic gradient and fluid line device paired with strong, impactful imagery.





Comprehensive Unitaid brand guidelines, including specifications for typography and colour are available at: <https://brandpad.io/unitaid>