5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR

Visual Identity
VERSION 4.3 - 14 APRIL 2022
<table>
<thead>
<tr>
<th>Table of contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept 3</td>
</tr>
<tr>
<td>The handprint 4</td>
</tr>
<tr>
<td>Logo 5</td>
</tr>
<tr>
<td>Horizontal and vertical 5</td>
</tr>
<tr>
<td>Positive and negative applications 6</td>
</tr>
<tr>
<td>Safe area - Vertical 7</td>
</tr>
<tr>
<td>Safe area - Horizontal 8</td>
</tr>
<tr>
<td>Texture 9</td>
</tr>
<tr>
<td>Overview 9</td>
</tr>
<tr>
<td>Orientation 10</td>
</tr>
<tr>
<td>Typography 12</td>
</tr>
<tr>
<td>Typeface 12</td>
</tr>
<tr>
<td>Main usage 13</td>
</tr>
<tr>
<td>Event name and venue 14</td>
</tr>
<tr>
<td>Call to action construction 15</td>
</tr>
<tr>
<td>Key messages 16</td>
</tr>
<tr>
<td>Colour 17</td>
</tr>
<tr>
<td>Colour palette 17</td>
</tr>
<tr>
<td>Hand application 18</td>
</tr>
<tr>
<td>Title and venue application 19</td>
</tr>
<tr>
<td>Texture application 20</td>
</tr>
<tr>
<td>Main hashtag application 21</td>
</tr>
<tr>
<td>Light hashtag application 22</td>
</tr>
<tr>
<td>Call to action application 23</td>
</tr>
<tr>
<td>Email 24</td>
</tr>
<tr>
<td>Social media 25</td>
</tr>
<tr>
<td>Account banner and avatar 25</td>
</tr>
<tr>
<td>Post examples 26</td>
</tr>
</tbody>
</table>
All children, everywhere, have the right to play.
The handprint

Overview

The handprint symbol is an integral part of the visual identity for the 5th Global Conference on the Elimination of Child Labour. It stands for the voices of children, many of whom are very young. It stands for their innocence and happiness, as it contains a smile. It stands for the idea of "getting our hands dirty" to end child labour, because it won’t be easy and we will have to work hard – but it will be worth it when we succeed.
The logo is available in both orientations.
The logo can be used in a single colour, mixed colours, or black and white, on either a positive or negative background. Here are some examples.
The logo is available in 3 languages: English, French and Spanish. For every language, the safe area thickness is equal to the half of the hand width.
Safe area - Horizontal

The logo is available in 3 languages:
English, French and Spanish.
For every language, the safe area thickness is equal to the half of the hand height.

<table>
<thead>
<tr>
<th></th>
<th>5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR</th>
<th>5E CONFÉRENCE MONDIALE SUR L’ÉLIMINATION DU TRAVAIL DES ENFANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>![Logo in English]</td>
<td>![Logo in French]</td>
</tr>
<tr>
<td>H/2</td>
<td>![Logo in English]</td>
<td>![Logo in French]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>5A. CONFERENCIA MUNDIAL SOBRE LA ERRADICACIÓN DEL TRABAJO INFANTIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>H</td>
<td>![Logo in Spanish]</td>
</tr>
<tr>
<td>H/2</td>
<td>![Logo in Spanish]</td>
</tr>
</tbody>
</table>
This year the event will be held by an African country for the first time. A texture inspired by various textiles and patterns popular across the continent frames the communication approach. The style is naïve and elementary, with the underlining idea that it could have been drawn by a child.
Texture

Orientation

The line of triangles must always point towards the content.
Texture

Orientation

The line of triangles must always point towards the content.
Typography

**Typeface**

The official typeface of the event is FF Good, a straight-sided sans serif with variations from Light to Ultra.

**FF Good**

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789“?!’’[]{}*@$€£:;,. 
The number of children in child labour has risen to 160 million worldwide – an increase of 8.4 million children in the last four years – with millions more at risk due to the impacts of COVID-19.
5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15–20 MAY 2022
Typography

Call to action construction

FF Good Medium
150 em track
Uppercase

KEYWORD

Font size 4X

2.5X

3X

2.5X

3X

X
The latest neuroscience research says that positive (solutions-oriented) images increase attention, while negative (problem-oriented) images cause a freezing effect. This has serious implications for how we communicate about an important topic like child labour. Our key messages are all positive - they spark images of happy and healthy children - and describe the way that we want the world to be, not the way that it is today. Similarly, our challenge is about taking a concrete and collective action - raising your hand - to contribute to a common goal.

**Key messages**

**Positive and solutions-oriented**

- The latest neuroscience research says that positive (solutions-oriented) images increase attention, while negative (problem-oriented) images cause a freezing effect. This has serious implications for how we communicate about an important topic like child labour. Our key messages are all positive - they spark images of happy and healthy children - and describe the way that we want the world to be, not the way that it is today. Similarly, our challenge is about taking a concrete and collective action - raising your hand - to contribute to a common goal.

**Primary hashtag**

#EndChildLabour

**Challenge hashtag**

#RaiseYourHandForKids

**Related key messages**

- Children should Imagine
- Children should Experiment
- Children should Dream
- Children should Dance
- Children should Celebrate
- Children should Travel
- Children should Grow
- Children should Explore
- Children should Sing
- Children should Create
- Children should Talk
- Children should Learn
- Children should Love

Together, we can end child labour
You can make a difference to end child labour
Join the global movement for children
It's time to end child labour
Let kids play
For a child labour-free world
Lend a hand to end child labour
Child labour ends here
Because kids deserve better
Close child labour. Open happiness.
Do your part to end child labour
Because children deserve better
**Colour**

**Colour palette**

The direct colour scheme is inspired by the way children see the world. Green grass, Blue sky, Orange sun. It’s beautiful and bright in its childlike simplicity.

The main colours are Orange, Green and Blue.

Each main colour has 3 variations: Light, Medium and Dark.

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>0-78-85-0</td>
<td>234-84-45</td>
<td>#E9532D</td>
</tr>
<tr>
<td>Light</td>
<td>0-10-80-0</td>
<td>255-223-67</td>
<td>#FFDF43</td>
</tr>
<tr>
<td>Medium</td>
<td>0-53-85-0</td>
<td>242-141-50</td>
<td>#F28D32</td>
</tr>
<tr>
<td>Dark</td>
<td>0-80-100-60</td>
<td>122-44-0</td>
<td>#7A2B00</td>
</tr>
<tr>
<td>Green</td>
<td>70-0-88-20</td>
<td>68-151-64</td>
<td>#449640</td>
</tr>
<tr>
<td>Light</td>
<td>21-0-53-0</td>
<td>216-227-148</td>
<td>#D8E394</td>
</tr>
<tr>
<td>Medium</td>
<td>56-0-71-16</td>
<td>114-169-97</td>
<td>#71A860</td>
</tr>
<tr>
<td>Dark</td>
<td>80-0-90-65</td>
<td>0-83-35</td>
<td>#005322</td>
</tr>
<tr>
<td>Blue</td>
<td>90-35-0-0</td>
<td>0-129-199</td>
<td>#0081C7</td>
</tr>
<tr>
<td>Light</td>
<td>30-0-0-0</td>
<td>188-228-250</td>
<td>#BCE3FA</td>
</tr>
<tr>
<td>Medium</td>
<td>72-28-0-0</td>
<td>62-151-211</td>
<td>#3E97D3</td>
</tr>
<tr>
<td>Dark</td>
<td>100-50-0-45</td>
<td>0-69-119</td>
<td>#004577</td>
</tr>
</tbody>
</table>
Colour

Hand application

Background: Main
Hand: Light

Alternative for Green background only
Hand: Yellow

Background: Light
Hand: Main

Background: White
Hand: Blue

Background: Picture or dark colour
Hand: White or Yellow
Colour

Texture application

Background: Main
Texture: Dark

Background: Light
Texture: Medium

Background: White
Texture: full colour
Main hashtag application

- **Background: Main**
  - Hashtag: Light
  - Word: White
  - Alternative for Orange background only
    - Hashtag: Main 40%
    - Word: Light

- **Background: Light**
  - Hashtag: Medium
  - Word: Dark

- **Background: White**
  - Hashtag: Medium 70%
  - Word: Main
Colour

Light hashtag application

Background: Main
Hash tag and word: Main 40%

Background: Light
Hash tag and word: Medium

#Word #Word #Word #Word

#Word #Word #Word

#Word #Word
Colour

Call to action application

Background: Main
Stroke: Light: Keyword: White

Background: Light
Stroke: Medium + Keyword: Dark
Social media

Post examples

“I join my voice with that of the United Nations in saying stop child labour.”

SAMUEL ETO’O
Social media

Post examples

“"I join my voice with that of the United Nations in saying stop child labour.""

SAMUEL ETO’O

“We will address the worst forms of child labour in Sierra Leone”

Alpha Osman Timbo
Ministry of Labour and Social Security of Sierra Leone

Among 12-to-14 year-olds, child labour fell from 41.1 milion in 2016 to 35.6 milion in 2020

Source: UNICEF

2 days to Regional Consultations

Regional Consultation Asia Pacific

10 DECEMBER 2021

Today is Human Rights Day

#ENDCHILDLABOUR

Today is Human Rights Day

10 DECEMBER 2021

Source: UNICEF
INFO

FOR FURTHER INFORMATION
PLEASE CONTACT

International Training Centre of the ILO
Learning Innovation
Viale Maestri del Lavoro, 10
10127 Turin – Italy

Massimiliano Leone
Head, Digital Media and Design
T +39 011 693 65 77
m.leone@itcilo.org
www.itcilo.org