5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR

Visual Identity

VERSION 4.3 - 14 APRIL 2022

Table of contents

Concept

Overview

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.

Logo

Horizontal and vertical

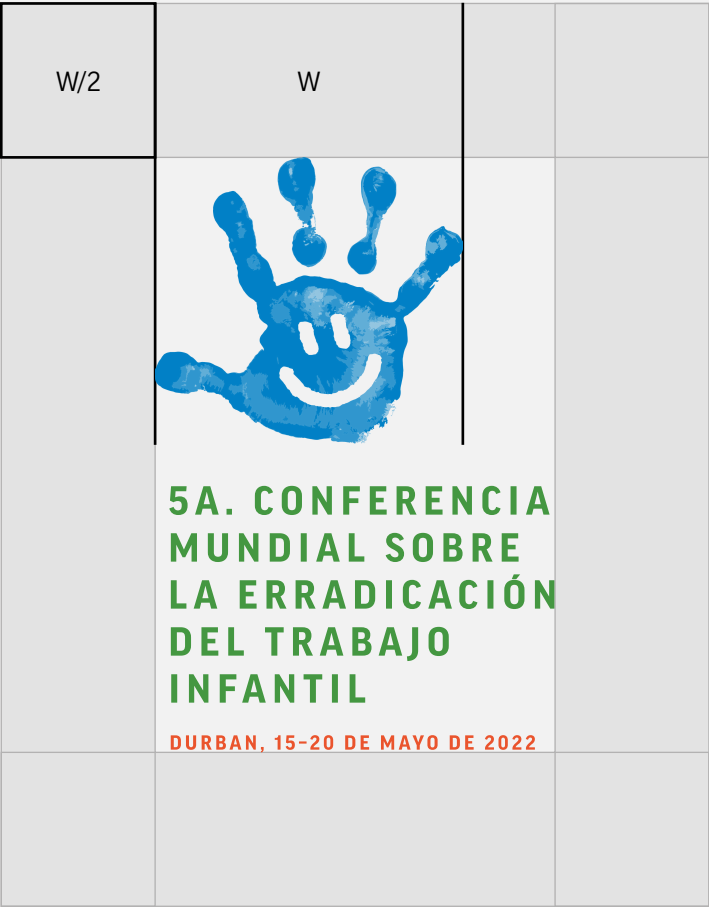The logo is available in both orientations.

Logo

Positive and negative applications

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.

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
MIXED COLOUR - POSITIVE

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
SINGLE COLOUR - POSITIVE

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
BLACK

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
MIXED COLOUR - NEGATIVE

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
SINGLE COLOUR - NEGATIVE

5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR
DURBAN, 15-20 MAY 2022
WHITE

Logo

Safe area - Vertical

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.

W/2	W

**5TH GLOBAL
CONFERENCE
ON THE
ELIMINATION
OF CHILD
LABOUR**

DURBAN, 15-20 MAY 2022

W/2	W

**5E CONFÉRENCE
MONDIALE
SUR L'ÉLIMINATION
DU TRAVAIL
DES ENFANTS**

DURBAN, 15-20 MAI 2022

W/2	W

**5A. CONFERENCIA
MUNDIAL SOBRE
LA ERRADICACIÓN
DEL TRABAJO
INFANTIL**

DURBAN, 15-20 DE MAYO DE 2022

Logo

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.

5TH GLOBAL CONFERENCE
ON THE ELIMINATION
OF CHILD LABOUR

DURBAN, 15-20 MAY 2022

H

H/2

5E CONFÉRENCE MONDIALE
SUR L'ÉLIMINATION
DU TRAVAIL DES ENFANTS

DURBAN, 15-20 MAI 2022

H

H/2

5A. CONFERENCIA MUNDIAL
SOBRE LA ERRADICACIÓN
DEL TRABAJO INFANTIL

DURBAN, 15-20 DE MAYO DE 2022

H

H/2

Texture

Overview

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 naive and elementary, with the underlining idea that it could have been drawn by a child.
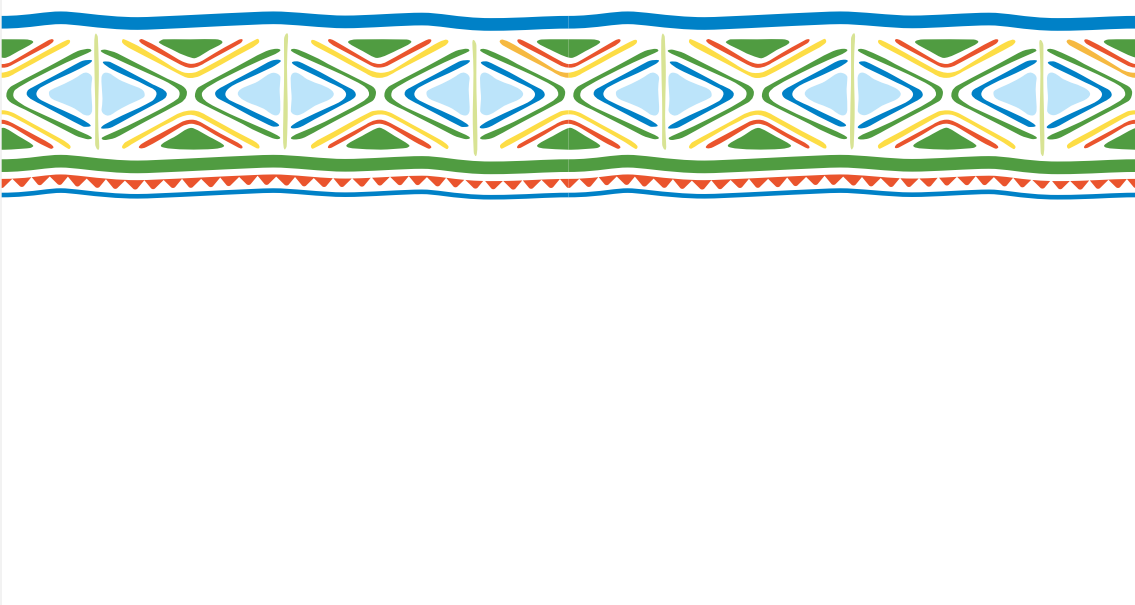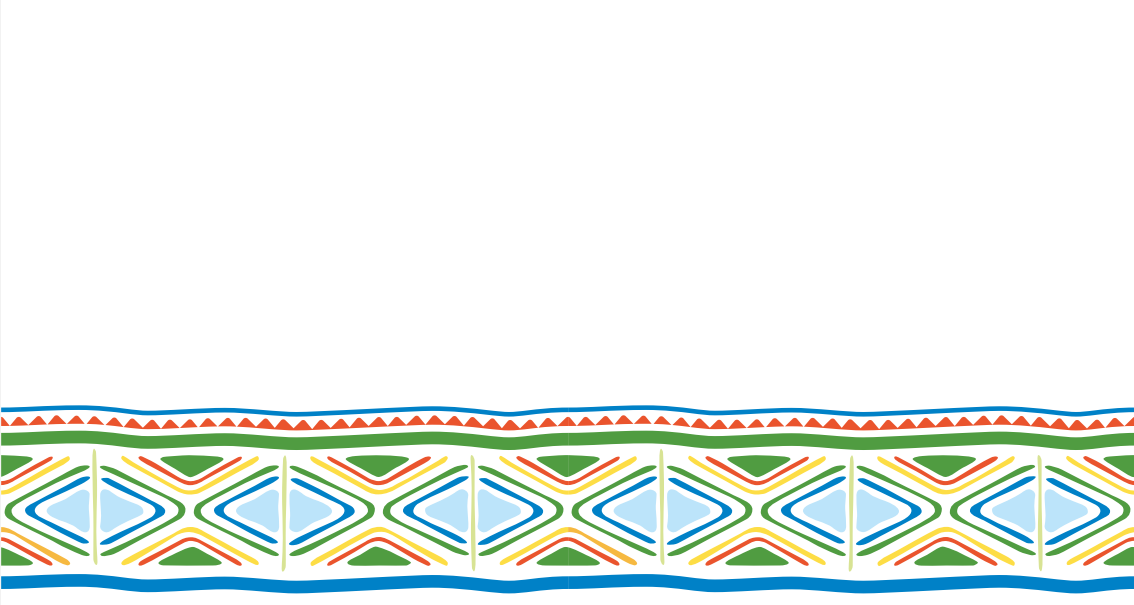
Texture

Orientation

The line of triangles must always point towards the content.

Content side

Edge side

Texture
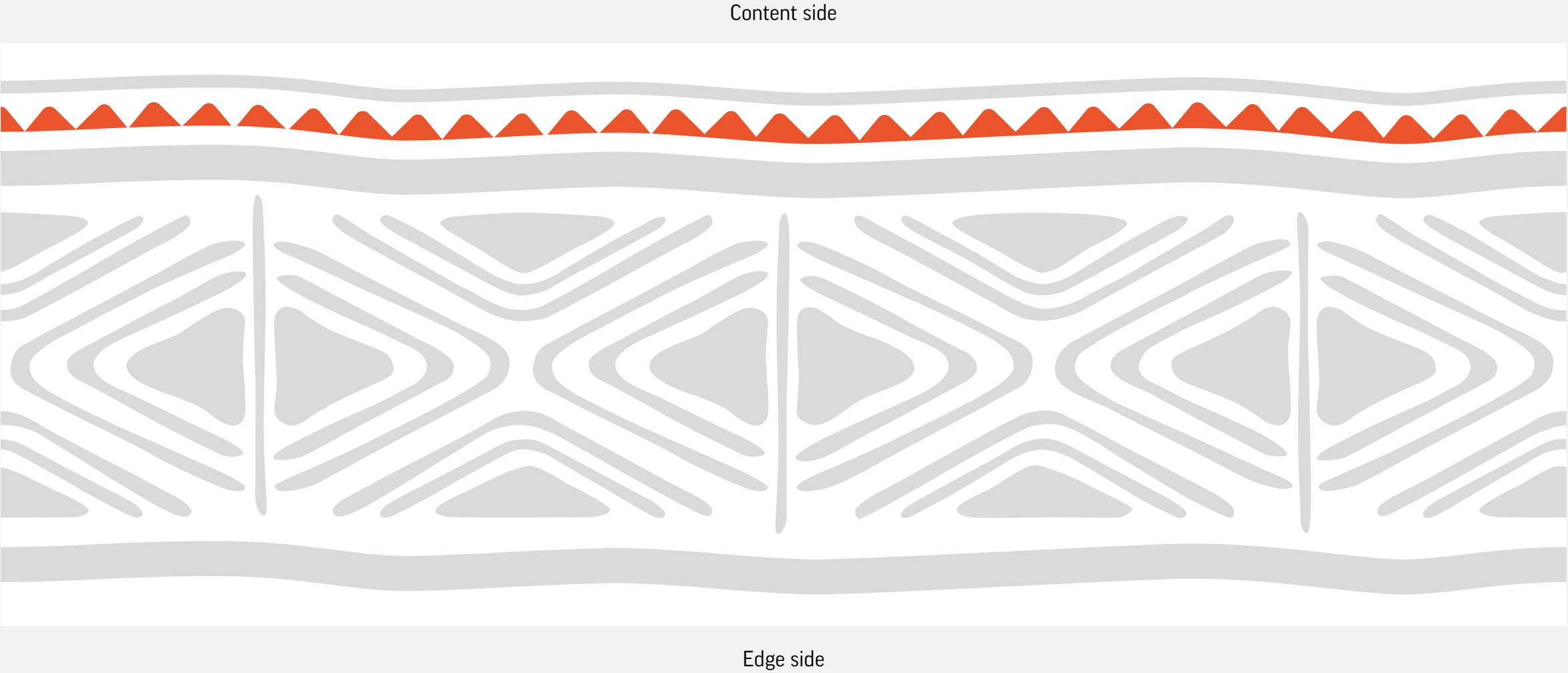
Orientation

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

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789"?!"()[]{}*@&$€£:;,.

Main usage

Main titles: FF Good Black

Social dialogue and tripartism

Main titles uppercase: FF Good Black - Size/Line height: 1/1 (ex. 40pt/40pt)

SOCIAL DIALOGUE AND TRIPARTISM

Hashtags: FF Good Black

#EndChildLabour

Subtitle: FF Good Regular Uppercase

THE WAY FORWARD

Keywords: FF Good Bold Uppercase + 150 em Track

FORCED LABOUR

Small title: FF Good Bold

Children have the right to express their views

Body text: FF Good Regular - Size/Line height: 4/5 (ex. 16pt/20pt)

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.

Typography

Event name and venue

Short description **Event name**
FF Good Bold
Font size 25pt
Line height 30pt
Track: 150 em
Uppercase

Venue (Horizontal)
FF Good Bold
Font size 17.17pt
Line height 30pt
Track: 150 em
Uppercase

Venue (Vertical)
FF Good Bold
Font size 12.6pt
Line height 30pt
Track: 150 em
Uppercase

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Typography

Call to action construction

FF Good Medium
150 em track
Uppercase

2.5X

Font size 4X

3X

2.5X

X

3X

KEYWORD

2.5X

3X

2.5X

X

3X

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.

Orange **Main**	Orange **Light**	Orange **Medium**	Orange **Dark**
CMYK 0-78-85-0	CMYK 0-10-80-0	CMYK 0-53-85-0	CMYK 0-80-100-60
RGB 234-84-45	RGB 255-223-67	RGB 242-141-50	RGB 122-44-0
HEX #E9532D	HEX #FFDF43	HEX #F28D32	HEX #7A2B00

Green **Main**	Green **Light**	Green **Medium**	Green **Dark**
CMYK 70-0-88-20	CMYK 21-0-53-0	CMYK 56-0-71-16	CMYK 80-0-90-65
RGB 68-151-64	RGB 216-227-148	RGB 114-169-97	RGB 0-83-35
HEX #449640	HEX #D8E394	HEX #71A860	HEX #005322

Blue **Main**	Blue **Light**	Blue **Medium**	Blue **Dark**
CMYK 90-35-0-0	CMYK 30-0-0-0	CMYK 72-28-0-0	CMYK 100-50-0-45
RGB 0-129-199	RGB 188-228-250	RGB 62-151-211	RGB 0-69-119
HEX #0081C7	HEX #BCE3FA	HEX #3E97D3	HEX #004577

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

Title and venue application

Background: Main
Title: White + Venue: Light

Background: Light
Title: Dark + Venue: Main

Background: White
Title: Green + Venue: Orange

Background: Picture or dark colour
Title: White + Venue: White or Yellow

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DURBAN, 15-20 MAY 2022

Colour

Texture application

Background: Main
Texture: Dark

Background: Light
Texture: Medium

Background: White
Texture: full colour

Colour

Main hashtag application

Background: Main
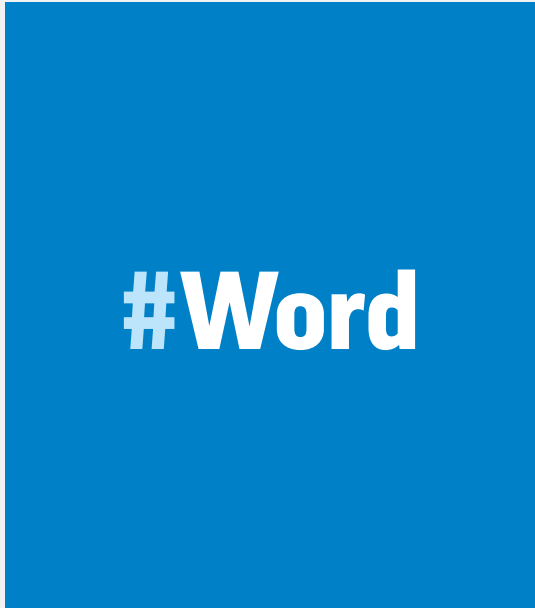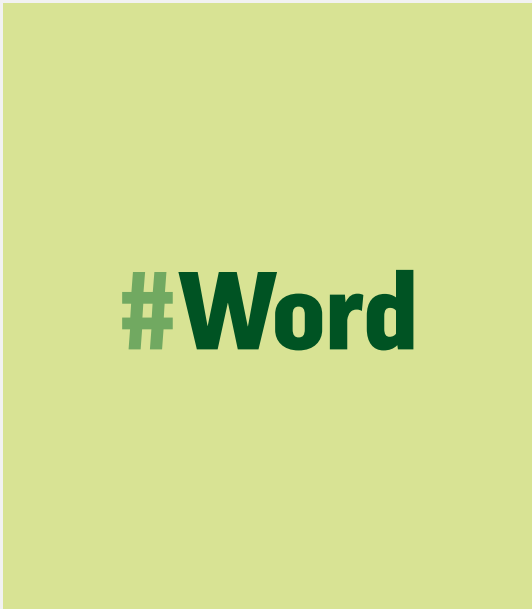Hashtag: Light
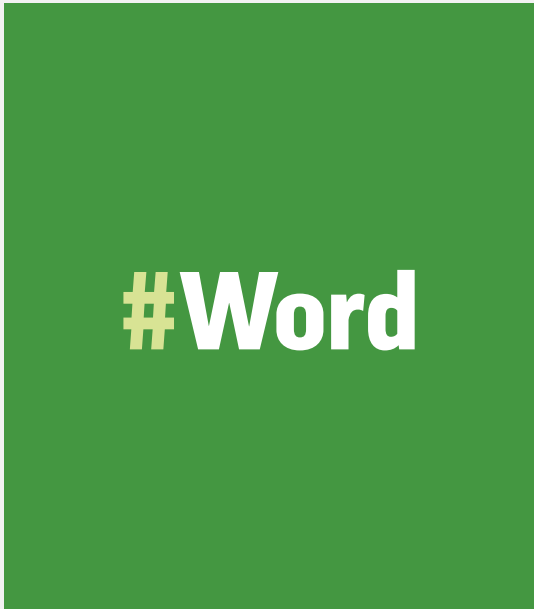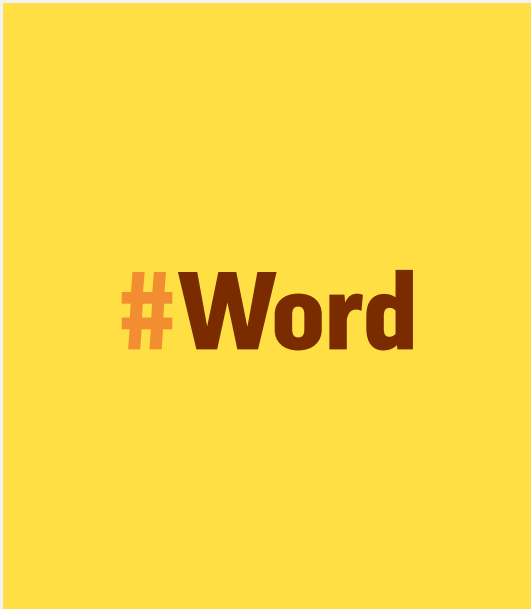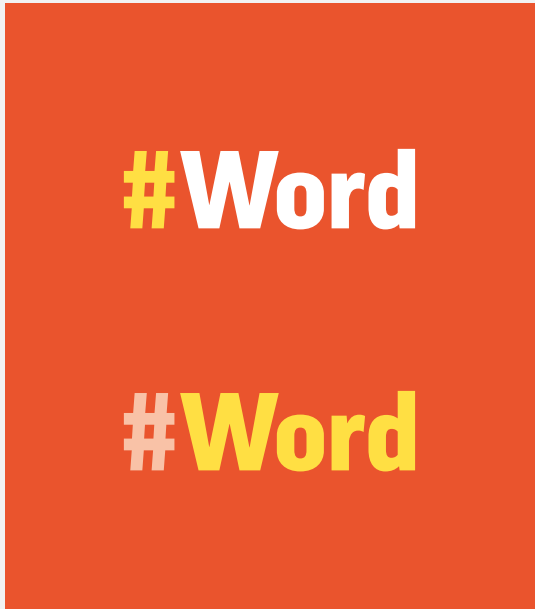Word: White

Alternative for Orange background only
Hashtag: Main 40%
Word: Light

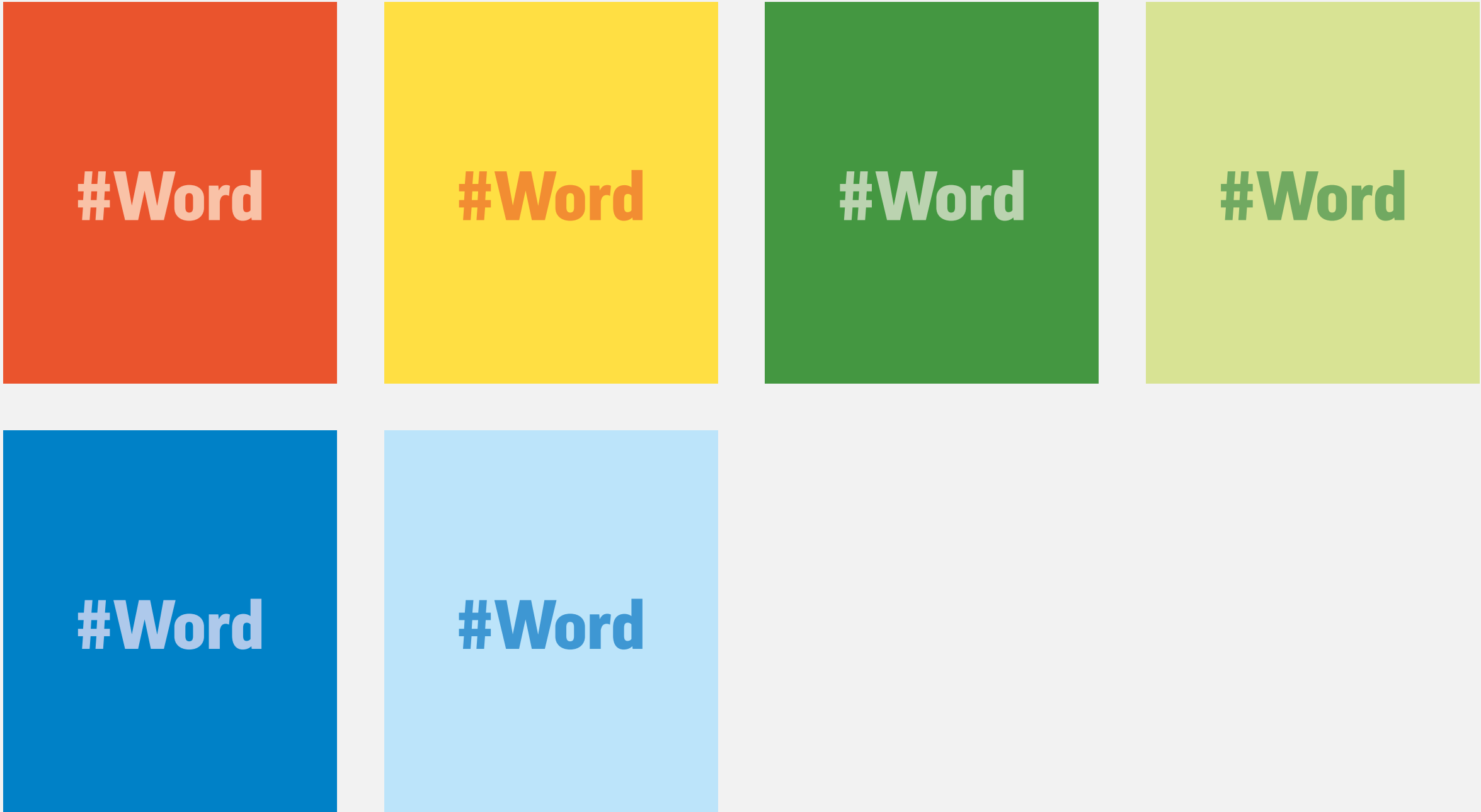**Background: Light**
Hashtag: Medium
Word: Dark

Background: White
Hashtag: Medium 70%
Word: Main

#Word
#Word

#Word

#Word

#Word

#Word

#Word

#Word
#Word
#Word

Colour
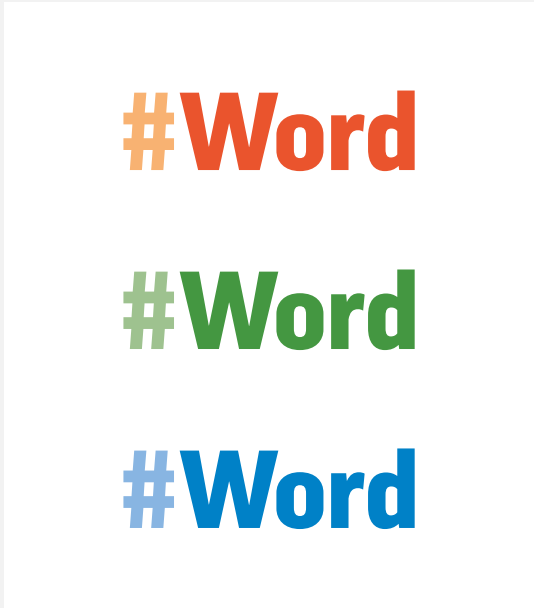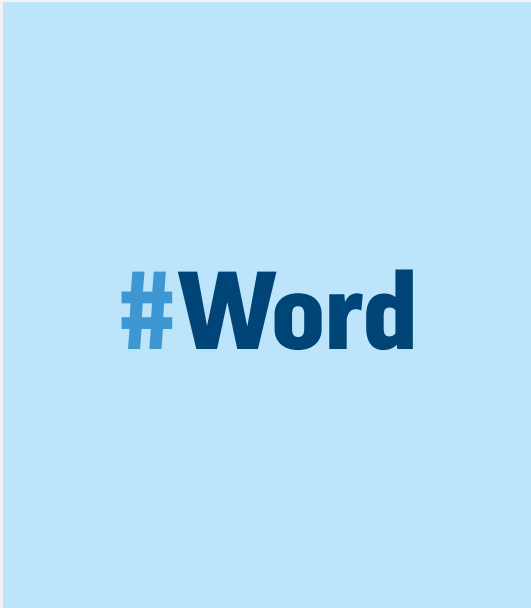
Light hashtag application

Background: Main
Hashtag and word: Main 40%

Background: Light
Hashtag and word: Medium

#Word #Word #Word #Word

#Word #Word

Colour

Call to action application

Background: Main
Stroke: Light: Keyword: White

Background: Light
Stroke: Medium + Keyword: Dark

Email

Signature

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Massimiliano Leone

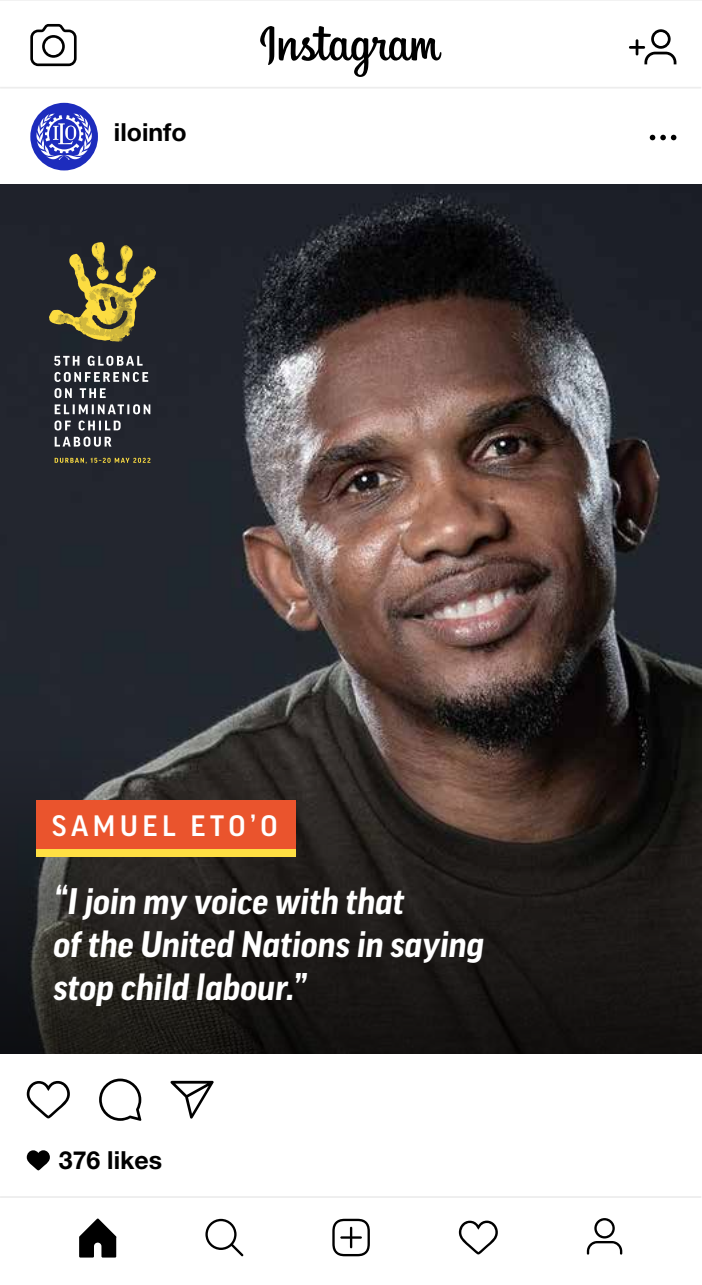Head, Digital Media and Design

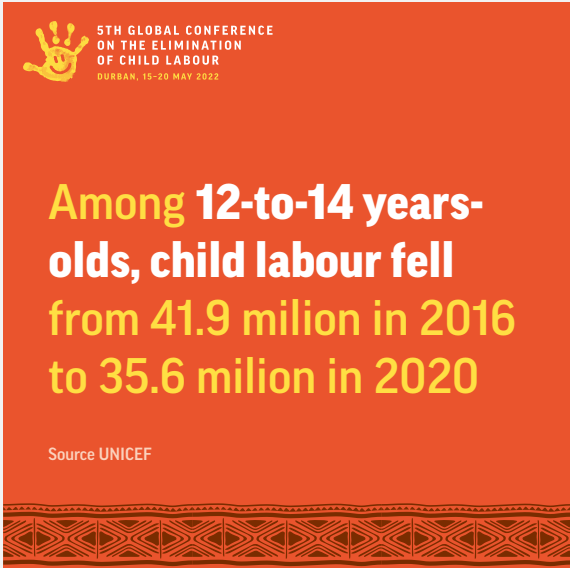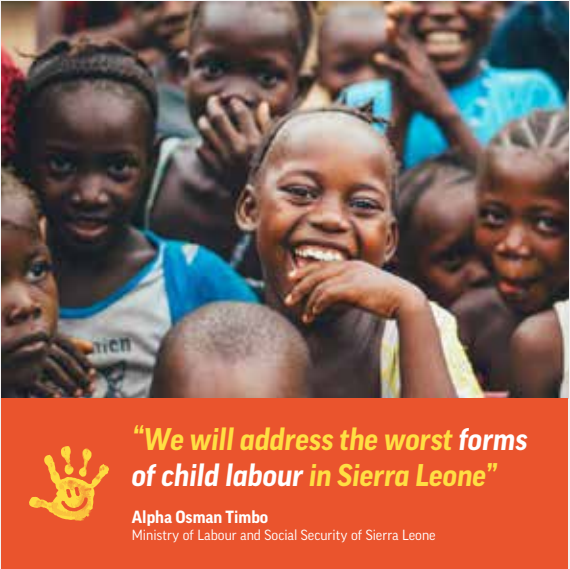+39 011 693 65 77
m.leone@itcilo.org

childlabourconference.org

Social media

Account banner and avatar

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Social media

Post examples

Social media

Post examples

INFO

ITC ILO
International **Training** Centre