

BRAND BOOK

 UNOPS

BRAND BOOK

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INTRODUCTION

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Why do we
need a brand book?

Statement of purpose

This book presents the UNOPS brand. It represents the essence of what UNOPS is and how it presents itself to the world.

This Brand Book documents UNOPS commitment to quality through the work it promises to its partners and beneficiaries. It extends across UNOPS and is evoked and communicated by the name, logo, colour, and photography, among other communication devices used by the organization.

The guidelines presented here will help us speak with one voice in words and images, ensuring brand recognition and a strong brand image.

With the help of this book we stimulate a clearer understanding of the UNOPS brand which in turn should help heighten our brand image as well as the importance of UNOPS mission in the hearts and minds of stakeholders.

Who we are. What we do.

Mission, vision and purpose

Our mission is to help people build better lives and countries achieve peace and sustainable development.

Our vision is a world where people can live full lives supported by appropriate, sustainable and resilient infrastructure and by the efficient, transparent use of public resources in procurement and project management.

We help people build better lives and countries achieve peace and sustainable development. We bring to this task the values and principles of the United Nations and the innovation, boldness, speed and efficiency of a self-financed institution.

We bring the highest international standards to what we do while respecting local contexts. We do this as our contribution to tackling the huge challenges of the 21st century.

We provide practical solutions to assist our partners to save lives, protect people and their rights, and to build a better world.

We aspire to be a leader in the efforts to channel private-sector investments for social and environmental impact while addressing the immense needs for sustainable development.

What drives us is a passion to fight inequalities and to provide opportunities to those most vulnerable. This means we often work in the most challenging environments, building foundations for communities to function and people to live with dignity and respect.

We are passionate about quality: in our people and in what we do.

We earn the trust of those we work with by caring about what they value, and by delivering on our promise to always act in the service of people in need.

VISUAL IDENTITY

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Logotype

The UNOPS logo is the core visual element that represents UNOPS brand. It should appear on all communications and be applied to all UNOPS branded items.

The UNOPS logo combines a stylized version of the UN emblem together with the letters 'UNOPS'. It is the cornerstone of the organization's branding and shall be used to represent all offices and units in the entire organization.



Brand colour



| | |
|-----------------|-----------|
| PANTONE | 2192 C |
| PANTONE | P 112-7 C |
| CMYK | 90 16 0 0 |
| RGB | 0 146 209 |
| HEX/HTML | #0092D1 |

Evolution

UNOPS logo combines a stylized version of the UN emblem together with the letters 'UNOPS'. The UN blue color, UN emblem and dominant 'UN' letters highlight the organization's place in the UN system. The less bold 'OPS' letters emphasize the operational nature of UNOPS work (the abbreviation 'ops' is often associated with 'operations').



In 2016, amendments were made to the official UNOPS logo. Please note the difference between this and previous iterations. While previous versions of the logo remain in use across the organization, no new item using the old logo should be produced.

The former organizational tagline 'Operational Excellence for Results that Matter' was removed in 2016 with the first launch of UNOPS Brand Book. This should no longer be used.

How to write UNOPS

As governed by OI.CG.2018.02: Use of UNOPS Name and Logo, the organization should solely refer to itself as 'UNOPS' and should not emphasize the full name, 'United Nations Office for Project Services'. Exceptions to this rule can only be authorized by the Executive Director or the Director of Communications.

How to say UNOPS

The recommended pronunciation of UNOPS is the simplest way: using two syllables [You, Nops]. Colleagues should exercise individual judgements when addressing audiences familiar with historic variations in pronouncing UNOPS name.

Approved logo iterations

If a document/product has a coloured background, it is acceptable to use the logo in white. The first choice for background colour should always be UNOPS Blue. However, it is also possible to have another solid background colour other than the UNOPS Blue when using the white logo. In that case, a high level of contrast between the background colour and the logo should be ensured.



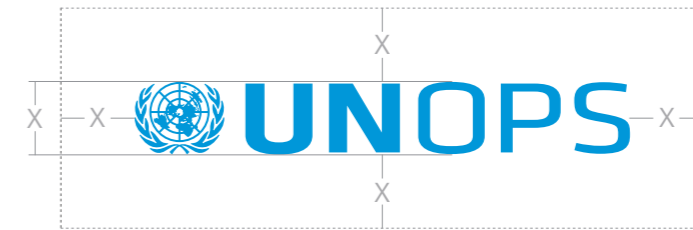
Note: The blue background is for example only. It is not a part of the logo, nor should it be used as an independent logo graphic.



The logo in black should be used when a full colour logo version is illegible or cannot be produced, such as in black and white printing.

Logo placement guideline

An area surrounding the logo must be kept clear of any type of images, text as well as the trim edge of the printed page. This clear space on all sides of the logo should be at least equal to the height of the logo as shown below.



Minimum sizes of UNOPS logo for print and web



UNOPS in languages

There is only one logo design for use in all languages.

The UNOPS/UNFPA/UNDP Executive Board offers the sole translated text of UNOPS name into Arabic, Chinese and Russian, which can be found on all official documents.

Location specific logo

It is always advised and highly encouraged to use the primary UNOPS logo as the one and only carrier for this organization's reputation and presence in regions and globally. However, should the offices desire to specify their physical location in their communication, a format as shown below is acceptable.



Location specific logos will follow the official office name as per UNOPS organigramme. The request should be sent to **branding@unops.org**.

Programme logo

In certain circumstances, partners may request that UNOPS creates a joint programming approach which requires a unique logo to be created to brand the initiative and its activities. Examples of this include joint programmes in Myanmar. UNOPS logo should appear as a supporting partner in any such arrangement.

Project logo

Following OI.CG.2018.02, unless exceptions have been granted for low profile project activities, UNOPS logo should appear on all signage related to project activities and associated project materials, including safety equipment such as hard hats, hi-visibility jackets, etc. A range of templates are available on the intranet for this purpose.

Individual project branding guidelines are frequently defined by donor visibility policies. In such instances, UNOPS logo with the requirements detailed in this book should appear as a supporting partner as defined by donor guidelines.

UNOPS sub-brand/initiative

All sub-brands and initiatives under UNOPS should structure their visual identity based on UNOPS primary logo as shown below. A request for conception and approval should be sent to **branding@unops.org**.

Dedicated third-party brand identities are only permissible in instances where UNOPS is involved in substantive partnerships with external brands (i.e. the SustainABLE tool with the University of Oxford).



Unacceptable use of UNOPS logo

As per OI.CG.2018.02, the UNOPS name and emblem shall not be used in and associated to situations that would go against the United Nations principles and values and the Executive Director principles. Vendors, contractors, consultants and other entities working or having worked for or with UNOPS shall not use the name and/or emblem of UNOPS to use their relationship with UNOPS for commercial advertising or marketing purposes. No person can authorize a third party to use the UNOPS name and emblem, except the Executive Director and the Director of Communications in consultation with the Legal Group. This applies to both for-profit entities and not-for-profit entities.

Here we have listed a handful of visual examples of unacceptable/prohibited use of UNOPS name and emblem.



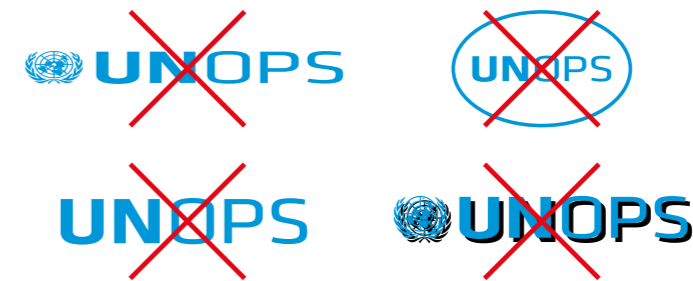
UNOPS logo in any other colors other than UNOPS blue, or black/white version as stated on page 'Approved logo iterations'.



Writing the full form of the acronym 'UNOPS'



Logo with tagline underneath



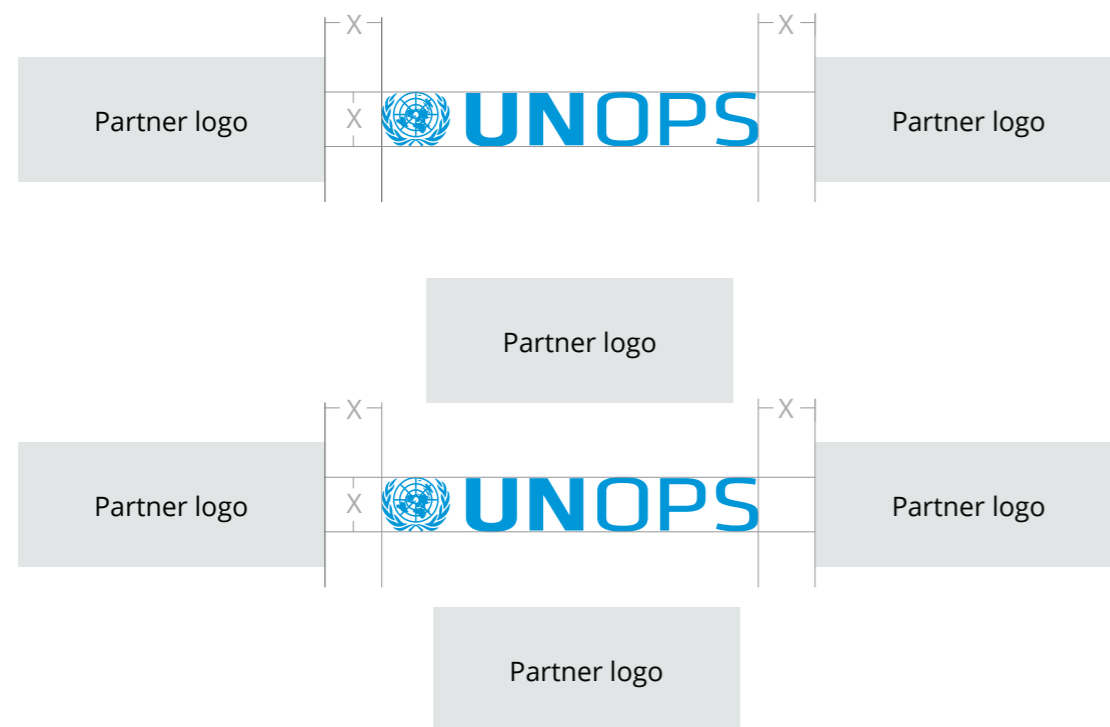
Attempts to stretch, edit, add shadow or other types of alteration of the shape, wreath and detail



Logo placed over a noisy photograph or a section where the logo is illegible and loses contrast with color or value underneath

Logo use in co-branding/ partnership context

As per OI.CG.2018.02, when using UNOPS logo along with logos from the partners, the logos should be placed giving equal visual presence and a clear space should be kept around UNOPS as depicted below. A request for production and/or approval should be sent to branding@unops.org prior to publishing or distribution.



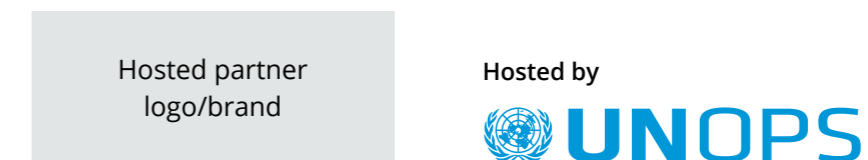
Hosted logo

Hosted entities are required to prominently display their association to UNOPS on their public communications platforms, including websites and social media channels.

UNOPS logo should appear on the homepage of corporate websites, with a link to www.unops.org.

'Hosted by UNOPS' should appear in the descriptive text of social media bios, with a link to UNOPS corporate social media platforms, should such feature be available.

Branding related to international events with associations with the United Nations should adopt a version of the corporate identity of hosted entities, featuring UNOPS logo 'hosted by UNOPS'. An example can be seen below:



All requests for approval or production should be sent to branding@unops.org prior to publishing or distribution.

Typography

UNOPS corporate typeface is Open Sans.

UNOPS accepts using the Arial typeface if Open Sans is unavailable. For short headlines and/or for drawing attention to a specific part of the text, a proprietary typeface VF Sans is used as an alternative.

Examples of Open Sans

Regular
Semi Bold
Bold
Extra Bold

Examples of VF Sans

Thin
Regular
Demi Bold
Heavy

For a formal context in official documents, if the products require the use of a more traditional typeface, **Minion Pro**, a serif typeface, can be used in conjunction with the primary typeface Open Sans.

Examples of Minion Pro

Regular
Semi Bold
Bold

For guidance regarding typography and content production in UN official languages, send an email to branding@unops.org.

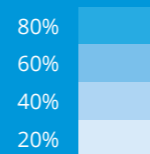
Colour

UNOPS primary colour is Blue, a vibrant shade of blue carefully curated to signify our connection to the wider UN family.

Pantone
P 112-7 C
(for print on paper)

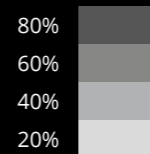
Pantone
2192 C
(non-paper production)

| For Print | | | | For web | | | Hexadecimal |
|-----------|----|---|---|---------|-----|-----|-------------|
| C | M | Y | K | R | G | B | |
| 90 | 16 | 0 | 0 | 0 | 146 | 209 | #0092D1 |



Pantone
Process Black C

| For Print | | | | For web | | | Hexadecimal |
|-----------|---|---|-----|---------|----|----|-------------|
| C | M | Y | K | R | G | B | |
| 0 | 0 | 0 | 100 | 39 | 37 | 31 | #27251F |



Primary palette proportional distribution

Palette A



Palette B



Our mission

is to help people build better lives and countries achieve peace and sustainable development.

Our vision

is a world where people can live full lives supported by appropriate, sustainable and resilient infrastructure and by the efficient, transparent use of public resources in procurement and project management.

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Secondary palette

UNOPS secondary colour palette is devised to complement the primary colours with bright, bold hues and high-contrast colour pairings. While it is important to use the colours set in the primary colour palette, should the design require, any combination of secondary colours can be used.

Orange

Pantone
166 C

For print


C M Y K
0 76 100 0

For web

R G B
227 82 5

Hexadecimal
#E35205

80%
60%
40%
20%



Cherry

Pantone
7648 C

For print

C M Y K
22 100 0 16

For web

R G B
153 30 102

Hexadecimal
#991E66

80%
60%
40%
20%



Purple

Pantone
2597 C

For print


C M Y K
80 99 0 0

For web

R G B
92 6 140

Hexadecimal
#5C068C

80%
60%
40%
20%



Midnight

Pantone
7693 C

For print


C M Y K
100 57 9 47

For web

R G B
0 73 118

Hexadecimal
#004976

80%
60%
40%
20%



Ocean

Pantone
637 C

For print

C M Y K
62 0 8 0

For web

R G B
78 195 224

Hexadecimal
#4EC3E0

80%
60%
40%
20%



Green

Pantone
375 C

For print

C M Y K
46 0 98 0

For web

R G B
151 215 0

Hexadecimal
#97D700

80%
60%
40%
20%



Lime

Pantone
382 C

For print

C M Y K
28 0 100 0

For web

R G B
196 214 0

Hexadecimal
#C4D600

80%
60%
40%
20%



Yellow

Pantone
123 C

For print

C M Y K
0 19 89 0

For web

R G B
255 199 44

Hexadecimal
#FFC72C

80%
60%
40%
20%



Gray

Pantone
Cool Gray 7 C

For print

C M Y K
20 14 12 40

For web

R G B
151 153 155

Hexadecimal
#97999B

80%
60%
40%
20%



Red

Pantone
485 C

Web use only,
do not use for
print purpose.

For print

C M Y K
0 95 100 0

For web

R G B
218 41 28

Hexadecimal
#DA291C

80%
60%
40%
20%



Background colour palette

These colours can be used as background colours in different products in combination with UNOPS primary and secondary palette.

Air

Pantone
649 C

For print

| C | M | Y | K |
|----|---|---|---|
| 10 | 3 | 1 | 0 |

For web

| R | G | B |
|-----|-----|-----|
| 219 | 226 | 233 |

Hexadecimal
#DBE2E9

Dust

Pantone
Warm Gray 1 C

For print

| C | M | Y | K |
|---|---|---|---|
| 3 | 3 | 6 | 7 |

For web

| R | G | B |
|-----|-----|-----|
| 215 | 210 | 203 |

Hexadecimal
#D7D2CB

Sand

Pantone
7401 C

For print

| C | M | Y | K |
|---|---|----|---|
| 0 | 4 | 27 | 0 |

For web

| R | G | B |
|-----|-----|-----|
| 245 | 225 | 164 |

Hexadecimal
#F5E1A4

Stone

Pantone
427 C

For print

| C | M | Y | K |
|---|---|---|---|
| 7 | 3 | 5 | 8 |

For web

| R | G | B |
|-----|-----|-----|
| 208 | 211 | 212 |

Hexadecimal
#D0D3D4

Convergence

UNOPS visual communication uses a folded vector shape as a primary design element in its communication materials. Conceptualized and crafted with UNOPS mission and vision in mind, the converging point of the planes, also known as Convergence Fold, signifies our multifaceted scope.

We strive to uphold the values and practices of the United Nations with the efficiency of the private sector. We bridge the divide between the world of the UN and the private sector, uniting the best of the two worlds – we converge.

Therefore, our visual identity is convergence – a meeting-point between two worlds to overcome challenges together. We articulate this through the convergence fold, shown here.

Corporate stationery



Email signature

For more information, see the extended email signature guideline available on the intranet.

Stationery overview

- A5 Notebook
- A6 Notepad
- Business card
- Corporate folder
- Envelope
- Letterhead
- Presentation pack

For templates and artworks, send an email to branding@unops.org.

Presentation pack 2



Presentation pack 1



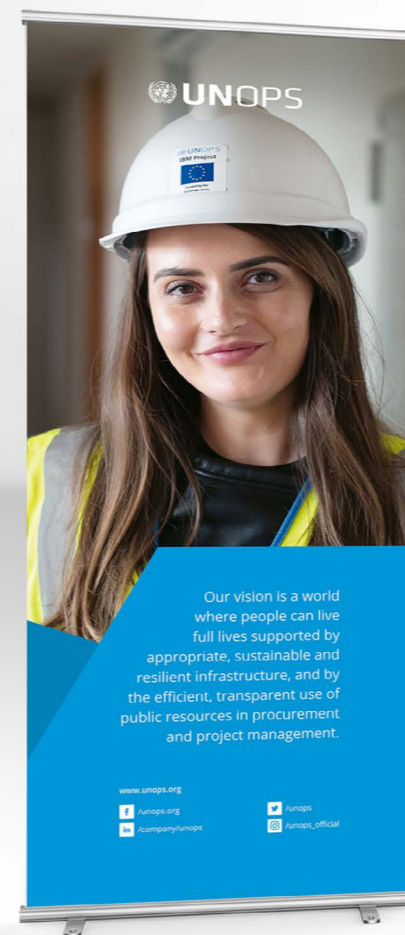
Promotional materials

UNOPS promotes its brand through a traditional set of curated merchandise, for use at public events and seminars. UNOPS also produces a set of communication material specifically aimed at high-level government bodies, partners and stakeholders.

In the following pages, we present a glimpse of available items. Should you need any print-ready files a request should be sent to branding@unops.org.

Order items yourself through Long Term Agreements or shopping process, taking sustainability into account regarding materials.





UNOPS IN WORDS AND IMAGES

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Photography

Photography plays a central role in communicating UNOPS work. Photography should always be of the highest quality and striking, so that the power of the image lifts the content on a page. Images should always tell a story (never simply to fill a space) and be representative of UNOPS work with our partners and beneficiaries.

Unless used to illustrate a specific technical point, images should focus on people – especially those who are meant to benefit from our work. As a rule, large single images are preferred. Collages of images should be avoided.

While our imagery should be realistic and representative of the situation and context in which UNOPS works and never ‘whitewash’ a situation, the imagery should tend to focus on the positive and constructive, and emphasize solutions.

The subject is the ‘owner’ of the image. Photos should present the subject with dignity and respect and should communicate the story of the subject(s) – not use people as props for a message by the photographer.

Images should emphasize geographic, ethnic, gender and age diversity. They should show local expertise wherever possible.

A few keywords that define our photography: honest, innovative and humane.

Image guidelines: honest

At UNOPS, we aim to show the projects and beneficiaries as they are. We believe that images which are true to reality reflect the honesty of the purpose. Honest images are an effective tool to build trust and gain loyalty. They nurture greater credibility for the brand. Below are a few examples.



In context Taking photos of partners and beneficiaries in action, where the subjects are portrayed in their true environment. ©UNOPS/John Rae



In action Showing UNOPS personnel or other actors in service shows easily what UNOPS does best. ©UNOPS/John Rae



Perspective An honest photo puts our view of the world in context. An engaging honest photo for UNOPS can be with one subject or several subjects (as on the left-hand side). ©UNOPS/Claude-André Nadon

Image guidelines: innovative

UNOPS strives for innovation. We aim to deliver innovative solutions to partners and beneficiaries that create real impact in their lives. Our imagery as well should portray those solutions and the enormous amount of work that is put into finding innovative solutions and implementing them.



Forward-thinking UNOPS images should focus on finding a solution for the project at hand instead of documenting the problem. At UNOPS, we think for the future, act fast and find tailored solutions for our beneficiaries. We are bold enough to think differently and agile enough to quickly adapt to changed situations. ©UNOPS/Bryan Taylor



Pushing the boundaries UNOPS images should document the use of progressive solutions to engage the people who should benefit from our work. Our subjects should connect to the reader and communicate the mission of UNOPS effectively. ©UNOPS/John Rae



Achievement Aside from solutions, UNOPS images should focus on documenting achievements. While solutions are often organic and can change or develop into a broader engagement, smaller achievements are equally important to recognize and document. ©UNOPS/Claude-André Nadon

Image guidelines: humane

At UNOPS, we strive to build better lives and help countries build better nations. Our imagery should reflect these efforts. We manifest this visually by focusing on the lives we have changed, the faces of real people who now are not afraid to walk at night because of UNOPS facilitation of solar street lights. Or, the happy mother in South Sudan who now can take her children for health check-ups.



Identity Focusing on people's individual stories, the changes UNOPS brings to them – big and small – and how they strengthen their identity should be the central factor of this kind of image. ©Magnum Photos/Newsha Tavakolian for UNOPS



Express To document the real impact on people's lives, UNOPS images should focus on honest expressions on subjects. A smile is worth a thousand words. To portray our success, images focusing on facial expression should be used. This way the reader would be able to connect with the story more honestly and effectively. ©UNOPS/John Rae



Moment The human expression of UNOPS purpose can be shown in the form of actions, interactions and social events. ©UNOPS/Ida Veileborg

Copyrights and credit

Where UNOPS has commissioned the images, the credit should read: ©UNOPS/Photographer Name

Where UNOPS has commissioned the images, but has limited user rights, the credit should read: ©Agency Name/Photographer Name for UNOPS

Stock images

It is possible to use stock multimedia content for abstract or thematic messaging in promotional materials. Send an email to branding@unops.org for stock content support.

Writing guidelines

How we describe ourselves and the work of our dedicated people across the world is of vital importance. Through our choice of language, we must demonstrate our commitment to fight inequality and to provide opportunities to those most vulnerable.

We undertake highly complex and specialized operations and we must communicate with our beneficiaries as well as the general public. It is therefore crucial that we are able to describe what we do simply, clearly and without jargon.

Factual accuracy is central to all of our communications. Navigating through the complexities and presenting content in accessible language is not an easy undertaking. The contexts where we work frequently evolve, as do sensitivities surrounding language. It is essential that we also build trust. Being open and transparent is related to the words we use to describe ourselves.

In describing the meaning and context of our work we demonstrate how our activities connect to national and global priorities – ‘the bigger picture’ – and showcase how the vast range of activities we undertake for our partners contribute to wider causes, building foundations for communities to function and people to live with dignity and respect.

We explain simply and clearly why our work matters.

Information architecture/structure

Using the 'Issue, Action, Impact' structure is central to the way we communicate with all our audiences. Although writing styles and formats can vary depending on where they will be published, all our writing should state the issue, discuss the action being taken and identify the impact of the action. 'Issue, Action, Impact' can be reordered to best construct your piece.

1

Issue

An account of the facts on a topic; Describe how this issue relates to people; Analysis of a situation/problem from a UN perspective: Shows how this situation presents an opportunity for beneficiaries

Example: 13% of births in X country go unregistered

2

Action

Consider: What should be done? What are UNOPS and partners doing to respond to the issue? How can this activity be a driving force for change? How will this action improve the lives of people, and/or communities?

Example: Training community leaders, building a school or hospital, etc.

3

Impact

The result of what has been done (or will be done) Consider: How the impact has made a difference to people and their lives; A conclusion for the action; Achievement of key result(s)

Example: School attendance increased (or is expected to increase) by 30%. This can then be expressed as projected results or social impact – increased access to education, health services, etc.

Issue Define the problem

Action Ask what needs to be done, or what has been done?

Impact Ask why does it matter? What are the results? How will it change the world?

Example

| | |
|--------|--|
| Issue | Ebola is one of the most dangerous diseases in the world. West Africa has been the heart of an epidemic which has killed close to 30,000 people. |
| Impact | Improving the health centres in Guinea have helped control the disease and reduce the number of death in West Africa from 30,000 in 2015 to 3,000 in 2016. |
| Action | To help address this challenge, we developed an approach with the government of Guinea to improve health centres across the country, providing safer working environments for health workers and those receiving care. |

Video

UNOPS videos need to tell a story. What makes for an effective video is the extent to which it tells a compelling story. That means it should have a dramatic arc, and an element of surprise, suspense or drama. It must be informative, but there always needs to be an emotional element to the story.

A video should focus on people – especially those who are expected to benefit from our work. Videos should present people with dignity and respect, and communicate their story as they would have wanted it told.

People should not be used simply as props for organizational messages. Even animated infographics should have a focus on people and should be compelling in their storytelling.

Images and subjects selected for video production should emphasize geographic, ethnic, gender and age diversity. They should show local expertise wherever possible.

While experts should be heard, unless the video is specifically a 'to-camera message or statement,' they should be on camera for no longer than 20 seconds at a time. If necessary, the rest of an interview should be illustrated through relevant alternative footage. Whenever possible, interviews or to-camera statements should be well-lit, and filmed in a quiet place to ensure a good quality audio recording.

A video should be realistic and representative of the situation and context in which we work. However, it should be constructive and emphasize solutions. UNOPS videos should incorporate appropriate but also engaging music. Wherever possible, source original music.

No video for external distribution should be finalized without consultation and approval from the Communications Group. Best practice involves discussing ideas with the Communications Group early on in the process, and engaging along the process to develop a final product that represents and promotes UNOPS brand.

Contact communications@unops.org for video support.

Web and social media

This section introduces the key branding and content requirements of UNOPS external digital communications platforms, including the official UNOPS website and social media channels. It also provides context around how and why content and information is selected for these channels.

UNOPS primary external digital communications platforms/channels (currently) include:

UNOPS corporate website: www.unops.org

UNOPS on Twitter:
www.twitter.com/unops
(@unops, @unops_es, @unops_fr)

UNOPS on Facebook:
www.facebook.com/unops.org

UNOPS on LinkedIn:
www.linkedin.com/company/unops

UNOPS on Instagram:
www.instagram.com/unops_official

UNOPS on YouTube:
www.youtube.com/user/UNOPSoofficial

Background and overview

UNOPS online presence – its digital ‘personality’ – echoes the organization’s commitment to innovation, efficiency, quality and professionalism. It reflects the values and spirit of the United Nations.

This commitment impacts the style and type of content that we share on these channels; acknowledging that each of our online platforms and channels uses a unique tone to speak to different audiences for varied objectives (e.g. Facebook vs. LinkedIn).

While it is important that we continue to present UNOPS to our online audience(s) in terms of the high-quality services we provide, we must also strive to present UNOPS as an agile organization, which is ready and willing to actively engage with our audiences, not least partners and stakeholders.

By taking advantage of the unique storytelling and information-sharing possibilities that digital/online media offer, we are now concentrating efforts on taking the stories and messages about UNOPS much further. We aspire to demonstrate who UNOPS is and what we do by highlighting the impact of our work (and the work of our partners), through highly engaging, thought-provoking and interactive ways.

By telling powerful, emotive and engaging stories on our digital platforms and channels, we can help audiences to more fully grasp how the often technical nature of our operations helps improve lives and situations on the ground, and/or contributes to more sustainable outcomes.

While the technical side of UNOPS work remains fundamental to our identity, we want to complement this by tapping into the themes of our broader Purpose, Mission and Vision statements. Ultimately, it is your content – stories, photos, videos, data etc. – about the projects you are engaged in, and the impact that your work is having on the ground, that is the central pillar of UNOPS digital/online communications ambitions, and how successful these are.

Website

UNOPS website is the global face, voice and identity of the organization. We must strive to maintain a site that is: informative, visually appealing, reliable, up-to-date, well-functioning, and accessible for all of our audience(s). This applies to content in all three of the official UNOPS working languages (English, French and Spanish).

To achieve this, we commit to the following:
All text on the website should be written in a highly professional manner, which reflects accurate, reliable and current information that is consistent in style and meaning. This also includes data and key figures, where relevant.

Stories, articles and other information featured on the website should be engaging, informative and visually appealing to our audience(s), to help contextualize UNOPS work. Visual and audio content (e.g. photography, graphics, videos and audio 'sound bites,' etc.) should be of the highest quality, wherever possible. Audiovisual content should primarily focus on beneficiaries – the 'people' aspect of UNOPS work – and help contextualize and complement other information or content featured on the site.

Professionally written content (text): Accuracy, reliability and consistency

Every effort is made to ensure that all text-based content featured on UNOPS website is compelling, and adheres to UNOPS writing style guidelines. This material should be free from any factual, grammatical and/or spelling errors or inaccuracies. Where relevant, the messaging presented in written content should be consistent with the broader positions/messaging of the organization. Indeed, how we talk about or present ourselves to the world (and specifically our target audiences) through our online platforms/channels is crucial to UNOPS success. Likewise, it is also essential that the information shared on UNOPS website is deemed by all of our stakeholders as a trustworthy and dependable source of information.

We invest considerable time and resources in ensuring that the written content we share meets consistently high standards, in line with the abovementioned criteria. Regardless of its type – be it a news article, feature story, information about Executive Board meetings, text for a country page or service, and so on – all written content shared on UNOPS website directly reflects the organization's commitment to excellence, quality and professionalism as well as our values.

To achieve a consistent, high-quality style of writing across all aspects of our website, UNOPS adheres to a specific set of writing style guidelines. Read more in the Writing guidelines section.

Compelling and engaging storytelling

UNOPS digital communications priorities encourage us to share compelling and highly engaging Stories and information on our website about UNOPS projects and activities around the world.

To do so, we are continuously seeking new and exciting ways to present our work. The feature story published on UNOPS website titled, 'Life in a refugee camp', which focuses on the Rohingya refugee crisis in Cox's Bazar, Bangladesh, is a very good example of the kind of stories and content UNOPS prioritises on its digital channels. Stories such as this use digital media to convey powerful messages about our work, and tap into broader themes of relevance to us as a humanitarian organization. Feature stories generally comprise a range of mixed media – including video, text, high-quality photos and other design elements such as illustrations and audio to create a highly engaging 'experience' for our audience.

This helps to: raise awareness about important humanitarian and development issues; and demonstrates how UNOPS is working with its partners in often complex environments, to improve lives and/or achieve more sustainable outcomes for individuals, communities and nations.

Creating powerful 'experiences' for our audience is a key priority of the UNOPS website. While this approach may not always be relevant or appropriate to some sections of the website, ensuring high-quality material is used across the website is paramount.

Quality photography, graphics and video

Wherever possible, it is vital that we utilize high-quality photos, graphics and videos when visually representing information or depicting stories about our work.

High-quality photos and videos shared on our website, as well as through our social media channels, will help to present our work, and the positive impact it is having, in a professional way. We believe that this approach will generate further interest in UNOPS and help drive additional traffic to our website.

We routinely explore new tools and trends in website design and functionality, and digital media storytelling. We are eager to enhance the 'look and feel' of UNOPS stories on the website through the use of new and emerging digital mediums. Moving forward, we hope to see information about our work being transformed into even more engaging, interactive and immersive material.

Social media

Here is practical advice on UNOPS use of social media. This includes:

- an overview of the organization's social media platforms;
- highlighting the importance of social media to our organizational goals;
- and guidance on how your office or project can establish a local Twitter or social media account to help share information, and engage with partners and stakeholders on social media at a local level

Background and overview

Social media channels enable users to share information, interact with each other and participate in social networking. Social media channels have the ability to transform audiences from content consumers into content producers. Importantly, they allow users, including organizations like UNOPS, to join online conversations on common issues, themes, interest areas, etc.

At UNOPS, it is important for us to share information about our work, as well as to engage in the conversations that are happening about issues that are relevant to us. But we must also ensure that we appropriately manage the interactive nature of these conversations, and are able to monitor and interact with both positive and negative messages that are written on social media.

Importantly, an active social media presence also helps us protect UNOPS from misrepresentation, and to mitigate any potential reputational or security risks.

UNOPS primary corporate social media channels are Twitter (with dedicated channels in English, French and Spanish), Facebook, Instagram and LinkedIn. Our secondary (updated less frequently) social media channels are YouTube and Flickr.

You can read more about how we tailor content to each of these channels in UNOPS Social Media Strategy.

Local social media accounts

In addition to UNOPS corporate social media channels, it is also possible for country offices and project teams to establish certain kinds of social media accounts at the local level.

Country offices can establish official UNOPS Country Office Twitter accounts, while project teams can establish project-focused social media accounts, usually on either Facebook or Twitter.

Local social media accounts offer UNOPS teams a valuable means of communicating and engaging with partners and stakeholders at the local level – where the results of our work are having the biggest impact.

There are some important branding-related requirements that must be adhered to when establishing either a country office (Twitter) or project-based social media account, as well as a range of other considerations that should be taken into account.

You can read more about these requirements in the guidance documents developed for the two (distinct) kinds of social media accounts:

- [Country Office Twitter accounts](#)
- [Project-based social media accounts](#)

If you would like to establish a local social media account, please contact the Communications Group on communications@unops.org to discuss further.

Together, UNOPS corporate, country office, and project-based social media channels enable us to:

Share relevant information about the organization with a large audience – such as compelling stories about UNOPS and our partners’ work and the impact these are having on people’s lives; campaigns on specific themes or issues; key events UNOPS is participating in; project updates and developments; and recruitment initiatives such as career fairs, etc. Through our social media posts, we can also drive traffic to the UNOPS website via links to specific content.

Engage with our key audiences in real time. This includes engaging with: partners, including other organizations within the UN system (by sharing or retweeting content featured on their social media channels, or by tagging or mentioning them in our own social media content); key influencers and thought leaders within the humanitarian/development context; journalists and media outlets; and relevant stakeholders from the private sector.


Got feedback?


We would love to hear from you!

For brand and design related queries, reporting the unauthorized use of the UNOPS logo or brand, send an email branding@unops.org.


UNOPS Brand Book
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