

OUR BRAND BOOK



**UN
VOLUNTEERS**



Badria Ahmed Elhij (right), National UN Volunteer, Sudan. (2008)



We are inspiration in action

WELCOME

Collected here in our Brand Book are the introductory messages about who we are, what we do, and the added value we provide. These are brought together to give us global clarity and consistency in our conversations about the United Nations Volunteers (UNV) programme. For those of you wishing to create branded materials, this document works together with our Brand Guidelines and the templates available in our Communications Toolkit.

Our Brand Guidelines is a 'how-to' document, with details of our visual identity system, layouts, styles and best practice to create strong, consistent materials.

Our Communications Toolkit is our practical set of logo files and templates to support the simple and efficient implementation of our brand materials.

All of these brand tools are designed to help you convey UNV consistently. When we all have a common and more consistent voice, we collectively reinforce and strengthen our brand at every communication opportunity.

► All the brand tools can be found at: www.unv.org/branding/tools

CONTENTS

INTRODUCTION	8
WHO WE ARE	10
Our mandate	12
Our vision	14
How we achieve our vision	16
What we do	18
Our boilerplate statement	20
Our outcomes	22
Our visual identity	24
OUR ADDED-VALUE STATEMENTS	26
UNV mobilizes people	28
UNV enables participation	30
UNV promotes volunteerism	32
UN Volunteers make important contributions	34
UN Volunteers add unique value	36
UN Volunteers bring communities together	38
Volunteers are catalysts of change	40
Volunteerism enables people to participate	42
BUILDING A COHESIVE AND STRONG BRAND	44
Our communication principles	46
Creating conversations and engagement	50

INTRODUCTION

A ‘brand’ is built on the set of associations and experiences people have with an organization. A strong brand provides the reassurance of knowing what to expect. Our brand plays a critical role in our relationships and partnerships. It influences how people perceive UNV, what we stand for, what we do, the value we add, and how they can engage with us.

Between 2014 and 2017, our first Strategic Framework is being implemented. We have clear directions within the Framework on how to become more focused and relevant in a changing financial and development context. Such important changes in our operations and how we work need to be clearly translated into our brand and the way we talk about ourselves. As a result, the Communications Team at UNV headquarters undertook a brand repositioning to make our words and visuals more clearly represent our purpose and actions in the current landscape.

This repositioning exercise included extensive desk research, interviews and surveys with those in the field, as well as interviews with staff at headquarters. It revealed four major areas where we could significantly improve UNV’s brand strength and presence as a global organization.

Building a connected community

Everyone capturing and sharing the stories, images, results and experiences, from the remote field projects to the activities of the senior management team.

Increasing the visible presence of the UNV brand in the field

Having UN Volunteers and personnel that feel proud to wear and share the UN Volunteers' logo, tagline and messages side-by-side with our partners.

Nurturing deeper relationships

Actively engaging our partners to understand, not just who we are, but the added-value of what we provide and the catalytic results we can achieve together.

Embracing new partners

Realizing that engaging with new partners and seeking new conversations is vital to our survival and growth as an organization.

Each one of us is an ambassador of UNV. From a conversation you may have at the local market, answering your neighbour's question of "what do you do?", to a high-level panel discussion in Nairobi or New York, we all have the reputation and success of UNV in our hands. This Brand Book is created to assist in making your ambassadorship one filled with pride and professional satisfaction; enabling you to start a dialogue that will develop stronger relationships and partnerships for the success of UNV.



*Catalino Benitez Jr., National UN Volunteer Field Monitor, UNDP, the Philippines.
(UNDP, 2014)*



WHO WE ARE

What UNV does has changed over time, and how people experience us can depend on different situations. But we need to be clear and consistent with the basics. This section provides those introductory messages.

These messages, as short statements, will assist you in the general introduction of UNV, its mandate, vision, what we do, how we do it and the outcomes that will be seen as a result. Through repetition, these create a strong sense of coherence, clarity and confidence across the organization.

In this section:

Our mandate

Our vision

How we achieve our vision

What we do

Our boilerplate statement

Our outcomes

Our visual identity

OUR MANDATE

What UNV stands for is embedded in being part of the United Nations, and upholding the values of UN work throughout the world.

The United Nations Volunteers (UNV) programme was created by the General Assembly (GA) in 1970 through GA resolution 26/59; which proclaims the decision to:

“... establish within the existing framework of the United Nations, with effect from 1 January 1971 an international group of volunteers, the members of which shall be designated collectively and individually as United Nations Volunteers”.

Back in 1970, UNV's initial role was to mobilize volunteers to provide professional support to UN partners in various programme countries. Since then, UNV's mandate has evolved to being an important part of peacekeeping and also promoting the recognition of volunteerism worldwide.

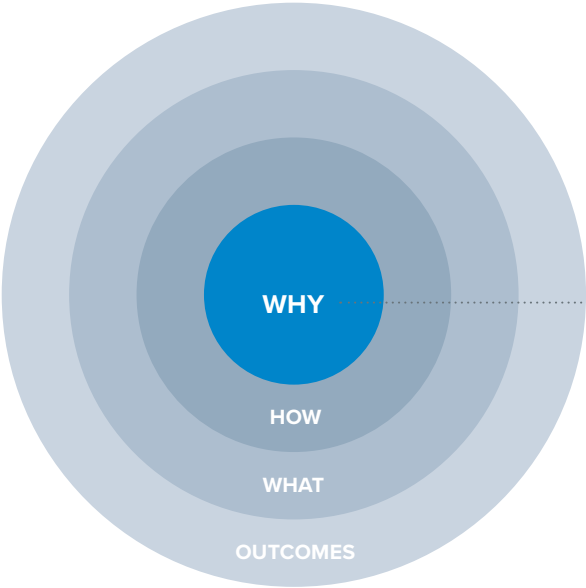
UNV has shown its value in the UN system in the implementation of the Millennium Development Goals, along with important involvement in youth and inclusion, throughout peace and development efforts of the United Nations.

UN Volunteer Refugee Registration Officer, Sag Nioniogo refugee camp, Burkina Faso. (Eric St-Pierre, UNV 2014)



OUR VISION

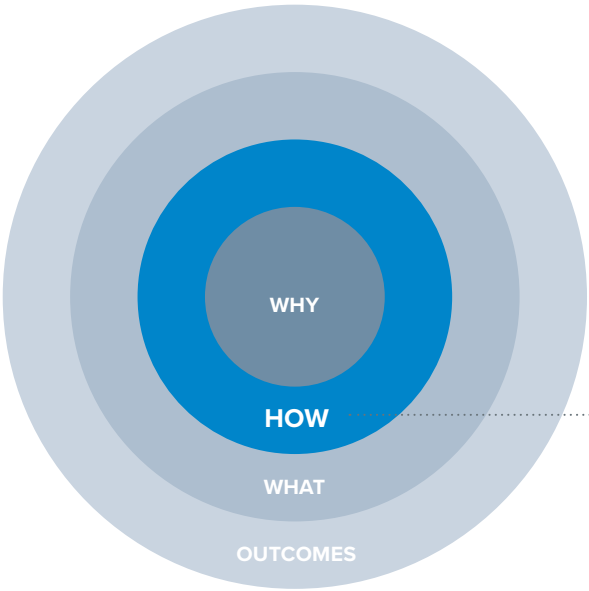
Our vision is what we set out to achieve in the long term. It's why we exist.



UNV's vision is to
create a world where
volunteerism is
recognized and valued
within societies as
a way for all people
and countries to
achieve peace and
development.

HOW WE ACHIEVE OUR VISION

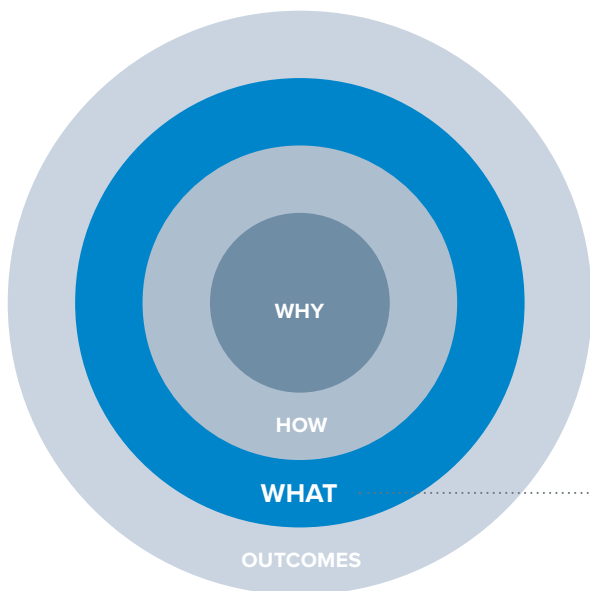
This statement refers to how we set out to achieve our vision through partnerships.



UNV contributes
to peace and
development
through volunteerism
worldwide. We work
with partners to
integrate qualified,
highly motivated
and well supported
UN Volunteers
into development
programming.

WHAT WE DO

This statement refers to what UNV does:
mobilizing volunteers and advocating
for volunteerism.



UNV mobilizes
volunteers to make
an impact in the peace
and development
programmes of the
United Nations and
promote the value
and global recognition
of volunteerism.

OUR BOILERPLATE STATEMENT

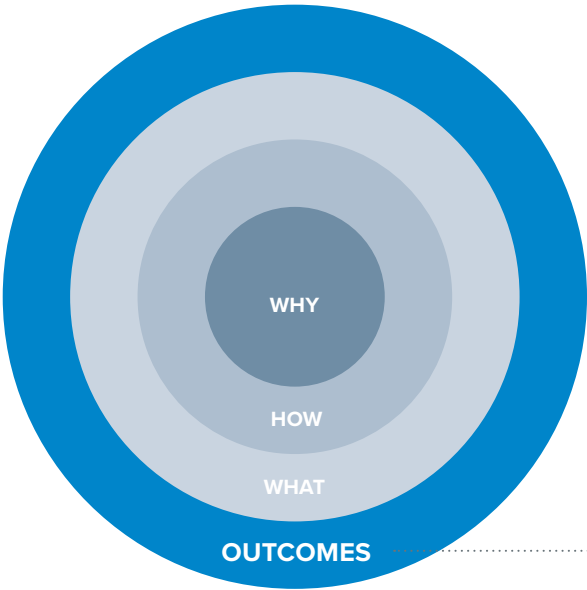
When a single statement is required to summarize UNV, this description can be used in print or in response to a general enquiry.

“The United Nations Volunteers (UNV) programme contributes to peace and development through volunteerism worldwide. We work with partners to integrate qualified, highly motivated and well supported UN Volunteers into development programming and promote the value and global recognition of volunteerism.

UNV is active in around 130 countries every year. With Field Presences in over 80 countries, UNV is represented worldwide. UNV is administered by the United Nations Development Programme (UNDP) and reports to the UNDP Executive Board.”

OUR OUTCOMES

These statements summarize what we will see as a result of our work.



The UNV Strategic Framework 2014-2017 has full details on harnessing the power of volunteers and volunteerism to support the achievement of internationally agreed goals.

- Greater recognition of volunteers as catalysts of change for peace and development, shaping the future of their communities locally, nationally and globally.
- Deeper integration of volunteerism into development programmes.
- Mobilization of increasing numbers and diversity of UN Volunteers contributing to peace and development.
- Volunteers who continue to support and strengthen UN action, upholding the fundamental values of volunteerism.

OUR VISUAL IDENTITY

Brand is much more than a logo, however our visual identity is an important part of how we are perceived. The logo and the tagline show our name, our connection to the United Nations and provide a sense of what volunteers embody. They were designed to be more modern and clearer in style and emphasize the UN Volunteers at the heart of UNV.

Our tagline is used alongside, but separately, to our logo, allowing it to be bigger and bolder than it has been before. We believe UN Volunteers demonstrate ‘inspiration in action’ – turning inspiring ideas into actions and inspiring others through their actions. It also describes volunteerism itself, helping the outside world view volunteerism and volunteer initiatives as ‘inspiration in action’.

Our Brand Guidelines document provides detailed instructions on the application of our visual identity.

► Our Brand Guidelines can be found at: www.unv.org/branding/tools



We are
**inspiration
in action**



*Margaret Hmangte, UN Youth Volunteer, Churachandpur district, India.
(Ruhani Kaur/UNDP, 2014)*



OUR ADDED-VALUE STATEMENTS

Our Added-Value Statements highlight the benefits we provide to our partners. Once people understand the introductory messages about who we are, they quickly need to relate to the value they will receive from UNV, UN Volunteers and volunteerism.

Different audiences will be engaged by different aspects of the value that UNV delivers. Our Added-Value Statements can be used as a complete set to show the range of benefits we provide, or they can be selected in different combinations, tailoring your information to what your audience is most engaged by.

► An additional document with supporting examples for each Statement can be found at: www.unv.org/branding/tools

In this section:

UNV mobilizes people

UNV enables participation

UNV promotes volunteerism

UN Volunteers make important contributions

UN Volunteers add unique value

UN Volunteers bring communities together

Volunteers are catalysts of change

Volunteerism enables people to participate

OUR ADDED-VALUE STATEMENTS

UNV MOBILIZES PEOPLE

UNV mobilizes a much-needed resource of qualified people, from the seasoned and committed to the optimistic and young, who are ready to make their energy and skills available for UN partners to draw upon in the pursuit of peace and development.

Adama Aissatou Sherif, UN Volunteer, MIUNURACT in Chad. (2009)





OUR ADDED-VALUE STATEMENTS

UNV ENABLES PARTICIPATION

UNV enables the UN system to broaden participation of people striving for a better future.

*Mohammad Sharaz (right), UN Volunteer Information Management Officer with the UN Mission for Ebola Emergency Response, Pakistan.
(Michael Mondeh, 2015)*

OUR ADDED-VALUE STATEMENTS

UNV PROMOTES VOLUNTEERISM

UNV promotes volunteerism for peace and development through its strong partnerships and capacity to engage volunteers.

UN Volunteer, Philippines capacity building. (Red Circle, 2014)

Light Circuit

Head L

Head light
Relay



Combination
Switch

Parking Pos





International UN Volunteer, MONUSCO in the DRC. (UNV, 2014)

OUR ADDED-VALUE STATEMENTS

UN VOLUNTEERS MAKE IMPORTANT CONTRIBUTIONS

UN Volunteers make important contributions to UN action in the pursuit of sustainable development, with a particular focus on people in transition or crisis.

OUR ADDED-VALUE STATEMENTS

UN VOLUNTEERS ADD UNIQUE VALUE

UN Volunteers constitute a resource in ensuring impact and sustainability in UN peace and development interventions.

UN Volunteers embody the fundamental values of commitment, inclusiveness, engagement and solidarity.

Participants in the Youth Volunteer summer camp held through the Arab Youth Volunteering for a Better Future programme, Jordan. (WupY-PS, 2013)



١- النصح
٢- الشعور من التنبية
٣- الحاجة أم الاختراع
٤- العمل التطوعي أساس
٥- خلق أسلوب لتبني



OUR ADDED-VALUE STATEMENTS

UN VOLUNTEERS BRING COMMUNITIES TOGETHER

UN Volunteers work with people and organizations in local communities to link UN initiatives with local needs for sustainable solutions.

OUR ADDED-VALUE STATEMENTS

VOLUNTEERS ARE CATALYSTS OF CHANGE

Volunteers make a difference to the communities where they are assigned by being helping hands as well as being active models of change.

Modeste Zeye, UN Volunteer at the National Blood Transfusion Center of Ouagadougou, Burkina Faso. (Eric St-Pierre, 2014)





OUR ADDED-VALUE STATEMENTS

VOLUNTEERISM ENABLES PEOPLE TO PARTICIPATE

Volunteerism is an opportunity for everybody, including marginalized groups, women and youth, to have their voice heard and their actions recognized.

Volunteerism strengthens social cohesion and trust by promoting individual and collective action, leading to sustainable development for people by people.



*Marie Dibangue, UN Volunteer with MINUSTAH in Haiti.
(Red Cross Films/ UNV, 2014)*



BUILDING A COHESIVE AND STRONG BRAND

Building a brand is more than having a set of statements. It is about applying consistent words and visuals so that they positively engage our audiences. We will achieve this by using our communication principles and having a structure to the way that we combine our introductory messages about UNV alongside the need for the next level of supporting information when conversations deepen.

In this section:

Our communication principles

Creating conversations and engagement

OUR COMMUNICATION PRINCIPLES

Our research and review process as part of the brand repositioning exercise showed us that our communication materials were often long, formal in tone and inconsistent in style. We were sending mixed messages and too often focused on what we wanted to say, rather than meeting the needs of our audiences.

To support future improvements, here are a set of Communication Principles. Using these will increase the impact, coherence and success of all communications – internally and externally.

Understanding

Clarity

Consistency

Confidence

Pride

Estafania Aguirre Chauvin, National UN Volunteer, Ecuador. (2009)



OUR COMMUNICATION PRINCIPLES

Understanding

First seek to understand the purpose of any piece of communication. Before you decide on a format or the required content, ask: “Who is this for?”. What key messages do you want them to understand? What do you want them to do? What will be most engaging for them, based on their current knowledge of UNV and the context in which they operate?

Clarity

Less is more. Effective communications simplify something that in reality is often complex and nuanced. Ensure communications are as concise as possible. Minimize jargon and repetition. Make the key relevant points and make them easy to act on and relate to. Too much information prevents dialogue and dilutes impact. Clarity helps us to be understood and create further engagement.

Consistency

Use the Brand Book, Guidelines and Communications Toolkit provided. Don’t rewrite or create something new if the content already exists. Consistency helps people become familiar with what to expect and builds trust. It is the key to being professional, recognized and remembered.

Confidence

Short statements and bold images backed with relevant facts and figures, convey confidence. Strong and consistent points present us as an organization that knows what we are good at and the value we provide. Communicating with confidence inspires confidence in others. Gaining the confidence of others is a route to deeper relationships and partnerships.

Pride

Facts and figures are important, but people are at the heart of UNV. Volunteer work can be very serious and harrowing as well as joyful and exciting. Whatever the situation, it is human-centred and it should be celebrated with a proud sense of achievement. Greater use of images and stories bring communications alive. Convey human emotion and a sense of pride in what UNV and its Volunteers achieve.

CREATING CONVERSATIONS AND ENGAGEMENT

We talk with many different people, both inside and outside of the UN - staff, UN Volunteers, UN agencies, our beneficiaries and partners, including Governments, regional organizations and the private sector. We also engage with people at different stages of their experience with us.

Many audiences want basic or clearer understanding of what we do and the value we provide. These introductory messages are outlined in this Brand Book.

Once these are clear, many conversations then require the next level of supporting information relevant for each audience. Deeper tailored communications for programmatic themes, partnerships, events or case studies should be created with assistance from the Communications Team in Bonn at UNV headquarters. This ensures that more detailed materials remain consistent and clear and can draw from the most relevant knowledge and experience across the UNV community.

► Connect with your communications team focal point and refer to tools at: www.unv.org/branding/tools

Some steps to build conversations and relationships over time:

1. Generate the foundation of understanding and interest:

Use consistent introductory messages from the Brand Book about UNV, what we do and the added-value we provide.

2. Develop interest and meet expectations:

Follow general interest with the next level of supporting information about how UNV can meet the needs of specific audiences and situations.

3. Clarify the process for engagement and partnership:

Explain the specific actions and processes for moving things forward together. For partnerships, contact your focal points in your Portfolio, programmes and the Partnerships Team at UNV headquarters for information and tools on partnership development.



UN Youth Volunteer, tuberculosis awareness project, Uzbekistan. (UNV, 2009)



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