

# GLOBAL APPAREL GUIDELINES



Establishing a recognisable and consistent look across UNHCR, the UN Refugee Agency.

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# Introduction

**This document provides guidance to help produce quality apparel consistent with UNHCR's global brand identity.**

When UNHCR personnel and supporters wear our branded clothing, they are representing the organization. It is important that we maintain a coherent look globally that is recognized and helps build trust and support for our work.

All offices should adhere to these guidelines, so we have a consistent look.

# Definitions

There are two categories of UNHCR apparel: **workwear** and **supporter-wear**.

**Workwear** may be worn by anyone working directly for UNHCR while on duty. They must not be used outside working hours and cannot be gifted including to partners. People of concern must be able to know that everyone wearing workwear is genuinely working for UNHCR and accountable to the organization.

By **Supporter-wear** we mean the apparel people demonstrating their support for UNHCR can wear without being mistaken as on-duty UNHCR personnel. It's a safe way to raise awareness and engage with people outside the organization.

## **Co-branded apparel**

Co-branding UNHCR workwear is not permitted for safeguarding reasons. Everyone must be able to identify immediately for whom the wearer works. In exceptional cases where you need to create co-branded apparel, you may produce a supporter-wear t-shirt only.

# Workwear designs

## Workwear principles

The below principles apply to all UNHCR workwear.

UNHCR blue fabric (Pantone 300 C) only and the logo must be in **white**.

Use the **global (English) visibility logo** only – no translated logos allowed.



- For all workwear, use the English visibility logos. This is our global visibility logo.
- Logo sizes and placement should be adjusted per item but remember that minimum vertical logo is 13mm across and minimum horizontal logo size is 20mm across.

## T-shirts and shirts

### Product

Short-sleeved men's t-shirt

### Artwork

Front: Horizontal English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

### Logo alignment

Front: Centered  
Back: Centered  
Sleeve: Centered

### Color

Logo: White  
T-shirt: UNHCR blue (Pantone 300 C)



### Product

Short-sleeved women's t-shirt

### Artwork

Front: Horizontal English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

### Logo alignment

Front: Centered  
Back: Centered  
Sleeve: Centered

### Color

Logo: White  
T-shirt: UNHCR blue (Pantone 300 C)





**Product**

## Long-sleeved men's t-shirt

**Artwork**

Front: Horizontal English visibility logo

Back: Vertical English visibility logo

Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Centered

Back: Centered

Sleeve: Centered



FRONT

BACK

SIDE

**Color**

Logo: White

T-shirt: UNHCR blue (Pantone 300 C)

**Product**

## Long-sleeved women's t-shirt

**Artwork**

Front: Horizontal English visibility logo

Back: Vertical English visibility logo

Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Centered

Back: Centered

Sleeve: Centered



FRONT

BACK

SIDE

**Color**

Logo: White

T-shirt: UNHCR blue (Pantone 300 C)

**Product**

## Short-sleeved men's polo shirt

**Artwork**

Front: Vertical English visibility logo

Back: Vertical English visibility logo

Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

Sleeve: Centered



FRONT

BACK

SIDE

**Color**

Logo: White

Shirt: UNHCR blue (Pantone 300 C)

**Product**

Short-sleeved women's polo shirt

**Artwork**

Front: Vertical English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
Back: Centered  
Sleeve: Centered

**Color**

Logo: White  
Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Men's long-sleeved polo shirt

**Artwork**

Front: Vertical English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
Back: Centered  
Sleeve: Centered

**Color**

Logo: White  
Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Long-sleeved women's polo shirt

**Artwork**

Front: Vertical English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
Back: Centered  
Sleeve: Centered

**Color**

Logo: White  
Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE



**Product**

Short-sleeved men's shirt

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned, on the pocket  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Short-sleeved women's shirt

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned, on the pocket  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Long-sleeved men's shirt with chest pockets

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned, on the pocket  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Men's kurta with chest pockets

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned, on the pocket  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Kurta: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Women's kurta with hip pockets

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Kurta: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

**Product**

Unisex sweatshirt

**Artwork**

Front: Horizontal English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Centered  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Shirt: UNHCR blue (Pantone 300 C)



FRONT

BACK

SIDE

## Outerwear

### Product

Unisex field vest / reporter's jacket

### Artwork

Front: Vertical English visibility logo

Back: Vertical English visibility logo

### Logo alignment

Front: Left-aligned, on the pocket

Back: Centered

### Color

Logo: White

Vest: UNHCR blue (Pantone 300 C)



FRONT



BACK

### Product

Tabard

### Artwork

Front: Horizontal English visibility logo

Back: Vertical English visibility logo

### Logo alignment

Front: Centered

Back: Centered

### Color

Logo: White

Tabard: UNHCR blue (Pantone 300 C)



FRONT



BACK

### Product

Slip-on sleeveless jacket / vest

### Artwork

Front: Horizontal English visibility logo

Back: Vertical English visibility logo

### Logo alignment

Front: Centered

Back: Centered

### Color

Logo: White

Vest: UNHCR blue (Pantone 300 C)



FRONT



BACK

**Product**

Slip-on sleeveless jacket / vest (with zip)

**Artwork**

Front: Vertical English visibility logo

Back: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

**Color**

Logo: White

Vest: UNHCR blue (Pantone 300 C)



FRONT



BACK

**Product**

Men's warm sleeveless jacket

**Artwork**

Front: Vertical English visibility logo

Back: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

**Color**

Logo: White

Jacket: UNHCR blue (Pantone 300 C)



FRONT



BACK

**Product**

Women's warm sleeveless jacket

**Artwork**

Front: Vertical English visibility logo

Back: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

**Color**

Logo: White

Jacket: UNHCR blue (Pantone 300 C)



FRONT



BACK

**Product**

Men's longline warm waterproof jacket with hood

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Jacket: UNHCR blue (Pantone 300 C)



**Product**

Women's longline warm waterproof jacket with hood

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Jacket: UNHCR blue (Pantone 300 C)



**Product**

Unisex longline waterproof hooded jacket

**Artwork**

Front: Vertical English visibility logo  
 Back: Vertical English visibility logo  
 Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Left-aligned  
 Back: Centered  
 Sleeve: Centered

**Color**

Logo: White  
 Jacket: UNHCR blue (Pantone 300 C)



**Product**

Unisex hoodie

**Artwork**

Front: Horizontal English visibility logo  
Back: Vertical English visibility logo  
Sleeve: Vertical English visibility logo

**Logo alignment**

Front: Centered  
Back: Centered  
Sleeve: Centered

**Color**

Logo: White  
Hoodie: UNHCR blue (Pantone 300 C)



## Head and neckwear

**Product**

Snood

**Artwork**

Front: Horizontal English visibility logo

**Logo alignment**

Front: Lower part, centered

**Color**

Logo: White  
Snood: UNHCR blue (Pantone 300 C)



**Product**

Beanie

**Artwork**

Front: Horizontal English visibility logo

**Logo alignment**

Front: Lower part, centered

**Color**

Logo: White  
Beanie: UNHCR blue (Pantone 300 C)





**Product**

Lanyard

**Artwork**

Horizontal English visibility logo

**Logo alignment**

Around the lanyard, evenly spaced

**Color**

Logo: White

Lanyard: UNHCR blue (Pantone 300 C)



**Product**

Warm scarf

**Artwork**

Vertical English visibility logo

**Logo alignment**

Both ends of the scarf, centered

**Color**

Logo: White

Scarf: UNHCR blue (Pantone 300 C)

WARM SCARF



TOP

**Product**

Sunhat

**Artwork**

Front: Horizontal English visibility logo

Back: Horizontal English visibility logo

**Logo alignment**

Front: Centered

Back: Centered

**Color**

Logo: White

Hat: UNHCR blue (Pantone 300 C)



FRONT



BACK

**Product**

Baseball cap

**Artwork**

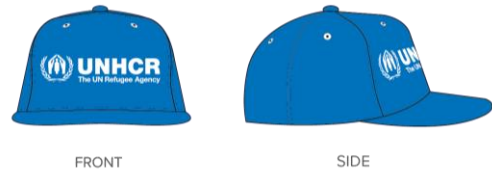
Front: Horizontal English visibility logo  
Back: Horizontal English visibility logo

**Logo alignment**

Front: Centered  
Back: Centered

**Color**

Logo: White  
Cap: UNHCR blue (Pantone 300 C)



## Other identifying items

**Product**

Enamel badge

**Artwork**

Horizontal English visibility logo

**Logo alignment**

Centered

**Color**

Logo: UNHCR blue (Pantone 300 C)  
Badge: White, Silver border



**Product**

Clip-on logo

**Artwork**

Horizontal English visibility logo

**Logo alignment**

Centered

**Color**

Logo: UNHCR blue (Pantone 300 C)  
Badge: White



**Product**  
Umbrella

**Artwork**  
Horizontal English visibility logo

**Logo alignment**  
Around the umbrella, evenly spaced

**Color**  
Logo: White  
Umbrella: UNHCR blue (Pantone 300 C)



**Product**  
Armband

**Artwork**  
Horizontal English visibility logo

**Logo alignment**  
Centered

**Color**  
Logo: White  
Armband: UNHCR blue (Pantone 300 C)



**Product**  
Backpack

**Artwork**  
Front: Horizontal English visibility logo  
Shoulder strap: Vertical English visibility logo

**Logo alignment**  
Front: Centered  
Strap: Upper part

**Color**  
Logo: White  
Backpack: UNHCR blue (Pantone 300 C)



FRONT

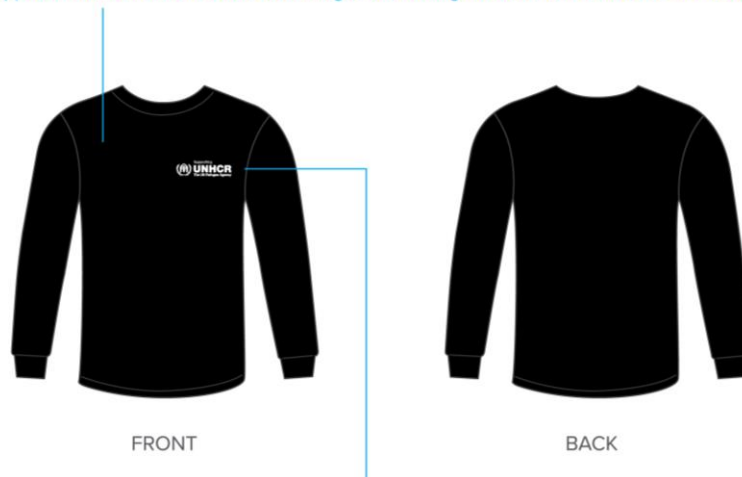
BACK

# Supporter wear designs

## Supporter wear principles

The below principles apply to all UNHCR workwear.

All supporter-wear must be in **black** and all logos and writing in **white**. You cannot use UNHCR blue.



A small **horizontal supporting visibility logo** on the top left side of the chest, and nowhere else.

- All supporter-wear must feature the supporting visibility logo shown below. It is not permitted under any circumstances for supporter-wear to use main UNHCR visibility logos.
- Do not use the supporting visibility logo on the back of clothing.

Contact the Global Brand Unit at [GlobalBrand@unhcr.org](mailto:GlobalBrand@unhcr.org) for pre-approved translations of the 'supporting' visibility logo.



Supporting visibility logo

## T-shirts and shirts

### Product

Short-sleeved men's t-shirt

### Artwork

Front: Horizontal supporting visibility logo  
Back: Blank

### Logo alignment

Front: Left-aligned

### Color

Logo: White  
T-shirt: Black



FRONT

BACK

### Product

Short-sleeved women's t-shirt

### Artwork

Front: Horizontal supporting visibility logo  
Back: Blank

### Logo alignment

Front: Left-aligned

### Color

Logo: White  
T-shirt: Black



FRONT

BACK

### Product

Long-sleeved men's t-shirt

### Artwork

Front: Horizontal supporting visibility logo

### Logo alignment

Front: Left-aligned  
Back: Blank

### Color

Logo: White  
T-shirt: Black



FRONT

BACK

**Product**

Long-sleeved women's t-shirt

**Artwork**

Front: Horizontal supporting visibility logo

**Logo alignment**

Front: Left-aligned

Back: Blank

**Color**

Logo: White

T-shirt: Black



FRONT

BACK

---

**Product**

Unisex sweatshirt

**Artwork**

Front: Horizontal supporting visibility logo

**Logo alignment**

Front: Left-aligned

Back: Blank

**Color**

Logo: White

T-shirt: Black



FRONT

BACK

---

**Product**

Unisex sports vest / singlet

**Artwork**

Front: Horizontal supporting visibility logo

**Logo alignment**

Front: Left-aligned

Back: Blank

**Color**

Logo: White

T-shirt: Black



FRONT

BACK



## Outerwear

### Product

Unisex rain jacket

### Artwork

Front: Horizontal supporting visibility logo

### Logo alignment

Front: Left-aligned

Back: Blank

### Color

Logo: White

T-shirt: Black



### UNISEX ZIP-UP HOODIE

### Product

Unisex zip-up hoodie

### Artwork

Front: Horizontal supporting visibility logo

Back: Blank

### Logo alignment

Front: Left-aligned

### Color

Logo: White

T-shirt: Black



# Special events and campaigns t-shirt

You are strongly advised not to produce clothing for one-off special events or time-specific campaigns. You can draw attention to your event or campaign through use of specifically created banners, posters, press releases and other marketing and press materials.

If one-off clothing is genuinely critical to the success of your event or campaign only create t-shirts following the below guidance. Do not create other items of clothing.

## Product

Special events T-shirt

## Artwork

Front: Horizontal supporting visibility logo

Back: Add the name, hashtag or call to action of your event

## Logo alignment

Front: Left-aligned

## Color

Logo: White

Text on back: White

T-shirt: Black



FRONT

BACK

# Face-to-face fundraising clothing

When face-to-face fundraisers are directly employed by UNHCR, they should use UNHCR workwear.

If face-to-face fundraisers are employed by an external agency under contract to UNHCR, they should have clothing that follows the below principles. Volunteers, community fundraisers should wear general UNHCR supporter-wear.



Small horizontal “Fundraising for” visibility logo on the top left side of the chest.



Large vertical “Fundraising for” visibility logo.

Contact the Global Brand Unit at [GlobalBrand@unhcr.org](mailto:GlobalBrand@unhcr.org) for pre-approved translations of the ‘Fundraising for’ visibility logo.



‘Fundraising for’ visibility logo

**Product**

T-shirt

**Artwork**

Front: Vertical 'fundraising for' visibility logo

Back: Vertical 'fundraising for' visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

**Color**

Logo: White

Jacket: UNHCR blue (Pantone 300 C)



---

**Product**

Foldaway waterproof hooded jacket

**Artwork**

Front: Vertical 'fundraising for' visibility logo

Back: Vertical 'fundraising for' visibility logo

**Logo alignment**

Front: Left-aligned

Back: Centered

**Color**

Logo: White

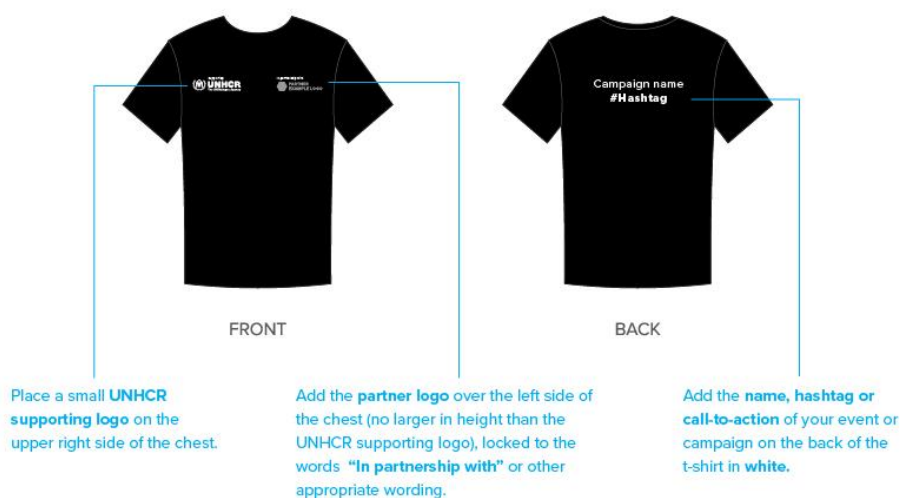
Jacket: UNHCR blue (Pantone 300 C)



# UNHCR apparel and partnerships

Co-branding UNHCR workwear is not permitted: everyone must be able to identify immediately for whom the wearer works.

In very exceptional cases where you need to create co-branded apparel, you may only produce a supporter-wear t-shirt that follows the below principles.



Contact the Global Brand Unit at [GlobalBrand@unhcr.org](mailto:GlobalBrand@unhcr.org) for advice and sign off on co-branding with a partner's logo



Example of locking UNHCR logo with partner's, using explanatory line

**Product**

Co-branded T-shirt

**Artwork**

Front left: UNHCR supporting visibility logo.  
You may use horizontal or vertical version.

Front right: Partner logo locked with explanatory line.  
This must not be larger in height than the UNHCR supporting logo.

Back: Blank. You may add campaign name or hashtag as shown above, if appropriate.

**Logo alignment**

Front left: UNHCR logo  
Front right: Partner logo

**Color**

Logos: White  
Text on back: White  
T-shirt: Black





# Frequently Asked Questions

1. Why do we need a global approach for UNHCR apparel?
2. What is the procurement protocol for UNHCR apparel?
3. Who is workwear for? Can we provide them to people outside the organisation?
4. Can I wear UNHCR workwear when off-duty?
5. Can I gift workwear to a partner?
6. Can I produce workwear on different colours or use different logos than the ones shown on the guidelines?
7. When is it safe to destroy UNHCR workwear?
8. Is it mandatory to wear UNHCR workwear when on duty? How many pieces should I wear?
9. I need to produce a special piece of apparel for a UNHCR initiative. What is the process?
10. What is changing on workwear and partnerships from the launch of the guidelines?
11. What can I do with existing workwear that features a partner's logo?
12. Why do we need supporter-wear? Can't we just provide people with UNHCR workwear?
13. I need to produce an item, which is not included on the guidelines. What is the process?

## **Question 1: Why do we need a global approach for UNHCR apparel?**

When UNHCR personnel and supporters wear branded clothing, they are representing our organization in the wider world. We have specific rules governing the application of our logo, when UNHCR branded clothing can be worn, and who by.

It is important that we maintain a consistent and coherent look to all UNHCR workwear and supporter-wear that promotes trust and is easily recognized by all. It must be clear from looking at what someone is wearing whether they are working for UNHCR, and

whether they are supporting UNHCR (i.e. workwear that denotes professional profile and responsibilities versus private support, incorporating safeguarding and other risk considerations).

### **Question 2: What is the procurement protocol for UNHCR apparel?**

These guidelines do not cover how workwear materials are procured, nor how they are funded. Queries about procurement, budgets and costs should be addressed to the relevant teams. These guidelines are here to enable colleagues to brief in and procure workwear and supporter-wear using coherent and consistent design approach across the whole organization.

### **Question 3: Who is workwear for? Can we provide them to people outside the organisation?**

Workwear may be worn by anyone working directly for UNHCR who has signed the Code of Conduct and who – in the event of problems – would be accountable to UNHCR disciplinary procedures. This includes:

- Colleagues on Indefinite, Fixed-term or Temporary appointment contracts at all levels
- Colleagues at all levels on UNOPS Individual Contractor Agreement contracts who are working for UNHCR
- Colleagues who have International, Locally-hired and National consultancy contracts with UNHCR
- Junior Professional Officers
- Interns
- Volunteers
- Goodwill Ambassadors and High Profile Supporters working with the Goodwill Ambassadors Team (NB: Goodwill Ambassadors and High Profile Supporters will also have their own separate workwear guidelines)

### **Question 4: Can I wear UNHCR workwear when off-duty?**

UNHCR's workwear may only be used by UNHCR personnel while on duty. It must not be used outside working hours.

**Question 5: Can I gift workwear to a partner?**

Workwear **cannot** be gifted to partners. People of concern must be able to see that everyone wearing UNHCR workwear is genuinely working for UNHCR, is therefore accountable to UNHCR and can be trusted.

**Question 6: Can I produce workwear in different colours or use different logos than the ones shown in the guidelines?**

Our visual identity represents how we are perceived and recognized and helps to build trust and support for our work. It is vital that all offices adhere to these guidelines, so we have a globally consistent look.

UNHCR workwear uses UNHCR blue (Pantone 300 C) as its base colour to differentiate it from other UN organizations which use different blues as their core colours (such as, for example, UNICEF).

No other logos, designs, slogans, event titles or hashtags may appear on UNHCR workwear.

**Question 7: When is it safe to destroy UNHCR workwear?**

Workwear must be maintained so that it continues to look professional. Workwear must be destroyed (ideally safely and sustainably recycled as rags) as soon as it no longer fits this description. Stained, faded, ripped or threadbare items of workwear must not be used.

Colleagues may alter their workwear to fit them better if they so choose. However, the professionalism and integrity of the workwear must not be compromised, and all logos must remain fully visible.

**Question 8: Is it mandatory to wear UNHCR workwear when on duty? How many pieces should I wear?**

It is not mandatory to wear workwear, and there is no minimum or maximum amount of apparel to wear. Everyone should wear something so that people can identify them as UNHCR staff clearly and quickly (i.e. at least a lanyard, a badge or a t-shirt).

Colleagues should be mindful of their actions and comments while wearing workwear on the way to and from their place of work.

**Question 9: I need to produce a special piece of apparel for a UNHCR initiative. What is the process?**

You are strongly advised not to produce clothing for one-off special events or time-specific campaigns. You can draw attention to your event or campaign through use of specifically created banners, posters, press releases and other marketing and press materials.

If absolutely necessary, create only t-shirts following the guidance on page 22. Do not create other items of clothing.

Only use the supporting visibility logo. It is not permitted under any circumstances for event / campaign t-shirts to use main UNHCR visibility logos. This is to maintain safeguarding protocols if someone who is not bound by UNHCR's Code of Conduct wears the t-shirt.

Place the name, hashtag or call-to-action of your event or campaign on the back of the t-shirt. Use Arial font for Latin-based alphabets. For other alphabets, use the system font given for that alphabet on the Brand Hub.

**Question 10: What is changing on workwear and partnerships from the launch of the guidelines?**

UNHCR's global guidance is changing from 1st of March 2021. From this date onwards:

- Co-branded workwear is not permitted for new partnerships.
- Partner staff are not permitted to wear UNHCR workwear.
- UNHCR's workwear must be worn by UNHCR personnel – they cannot wear partner clothing.
- No other logos, designs, slogans, event titles or hashtags may appear on UNHCR workwear.

This new approach is to ensure safeguarding: people forced to flee and others must be able to identify UNHCR personnel quickly, and must be able to see very easily which organization an individual is responsible to in terms of line management and disciplinary processes.

You can draw attention to the partnership through use of specifically created banners, posters, press releases and other marketing and press materials.

Please contact the Global Brand Unit on [globalbrand@unhcr.org](mailto:globalbrand@unhcr.org) if a partner demands co-branded workwear be produced.

### **Question 11: What can I do with existing workwear that features a partner's logo?**

Any existing workwear that features co-branding may be worn until it is no longer usable and/or that phase of the partnership ends.

Once the workwear is no-longer usable, UNHCR staff should wear UNHCR workwear only, unless co-branded workwear is mandated by the partnership agreement. If it is mandated by the partnership agreement, then workwear featuring the “working with” logo may be produced, but only enough material to see out the end of this phase of the partnership may be created. If this option is required, it must first be discussed with and approved by the Global Brand Unit ([globalbrand@unhcr.org](mailto:globalbrand@unhcr.org)), who will provide the appropriate “working with” logo and guidance.

Once this phase of partnership ends, if and when a new agreement or MOU is produced, then the requirement for co-branding should be removed, and from the start of the new phase all UNHCR staff should wear UNHCR workwear only. Partner staff are not permitted to wear UNHCR workwear.

### **Question 12: Why do we need supporter-wear? Can't we just provide people with UNHCR workwear?**

When UNHCR personnel and supporters wear branded clothing, they are representing our organization in the wider world. We have specific rules governing the application of our logo, when UNHCR branded clothing can be worn, and by whom. It's important because:

- It's a way for UNHCR colleagues to show their support without requiring them to appear to be 'on duty' 24/7
- It's a way for people outside the organization fundraising for, raising awareness of, or advocating for UNHCR and our mandate to demonstrate their support

- It helps to avoid safeguarding issues, meaning that people who do not work for UNHCR are less likely to be mistaken for working UNHCR colleagues
- It is a lower-risk way to give a piece of branded clothing to non-UNHCR participants at UNHCR events
- It's a safe way to raise awareness of UNHCR and our work.

UNHCR supporter-wear can be worn by people who support UNHCR at any time. Supporter-wear should not be worn by UNHCR colleagues who are on duty: when working, UNHCR colleagues should use UNHCR workwear.

If UNHCR colleagues wish to raise awareness of and support for UNHCR outside their working hours, they should wear UNHCR supporter-wear.

Non-UNHCR personnel may be offered supporter-wear. This is because it uses the supporting logo and not UNHCR's logo as a standalone. They may not wear nor be offered UNHCR workwear.

**Question 13: I need to produce an item, which is not included on the guidelines. What is the process?**

Any new design proposals must be approved by the Global Brand Unit via [globalbrand@unhcr.org](mailto:globalbrand@unhcr.org)



# GLOBAL APPAREL GUIDELINES

v.1 March 2021



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