END CHILDHOOD LEAD POISONING
PARTNERSHIP FOR A LEAD-FREE FUTURE

Partnership for a Lead-Free Future (PLF) Brand and Identity Guidelines

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Partnership for a Lead-Free Future (PLF) Brand and Identity Guidelines

Why a Strong Brand and Identity Matter

A strong, coherent and unified brand is critical to the Partnership for a Lead-Free Future's success. As a global coalition of partners, PLF's identity must clearly convey our shared purpose, ambition and our commitment to ending lead exposure, and the collaborative approach that defines our work.

As laid out in this document the brand represents the perception and trust PLF builds through its actions, while the identity is the set of visual and verbal standards that ensure our communications are unified and recognizable.

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Partnership for a Lead-Free Future (PLF) Brand and Identity Guidelines

A unified brand:

- **Builds credibility and visibility,** helping audiences recognize and trust the PLF's voice, purpose and mission.
- **Amplifies collective impact**, allowing partners to speak as one on the global stage while maintaining their own institutional identities.
- **Strengthens collaboration**, by providing clear guidance on how the Partnership and its members are represented, ensuring consistency and alignment across all communications.
- **Signals unity and shared purpose**, demonstrating that diverse organizations are working together with a common commitment toward a lead-free future for every child.

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A clear, consistent brand helps the PLF and its partners communicate with confidence, align around shared messages, and inspire action across governments and partners worldwide.

A clear identity builds brand awareness, reinforces recognition of the Partnership's collective efforts, and ensures that PLF activities and partner contributions are visibly linked to the shared mission.

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I. PLF Brand and Identity Guidelines
Purpose and Principles

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I. Purpose and Principles

These guidelines ensure that all communications, materials, and activities related to the **Partnership for a Lead-Free Future (PLF)** present a unified, credible, and collaborative identity.

They are designed to:

- Reflect that all PLF members are **equal partners** working toward a shared goal.
- Provide clear guidance on **how branding, authorship, and acknowledgements should be applied** across materials.
- Reinforce that the **PLF Secretariat** is housed at UNICEF, leveraging all the latter's capabilities, networks, global reach and goodwill of the organization, while maintaining a separate and independent structure that serves as a neutral, equidistant, impartial platform for coordination and collaborative.

Core principles of PLF communications, materials and activities:

- **Equity** – All partners are equal members of the Partnership.
- **Transparency** – Clearly distinguish between the Partnership, the Secretariat, and individual partners.
- **Primary authorship determines branding** – The organization or entity producing or owning the material drives primary branding decisions.
- **Consistency and Flexibility** – Present a unified identity while allowing co-branding and shared visibility.
- **Credibility** – Use evidence-based information.
- **Collaboration** – Reflect the collaborative and inclusive nature of the Partnership.

All branding decisions — logo use, acknowledgements, and visual treatment — should begin with one question:

Who is the primary author or content owner?

That answer determines whether the material carries the PLF brand, one or more partner brands, or both types. These guidelines detail how to use the PLF brand and identity for PLF produced materials, co-produced materials, and partner produced materials.

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II. PLF Brand and Identity Guidelines
Where These Guidelines Apply

II. Where These Guidelines Apply

These guidelines apply to all **communications, materials, and activities** produced by the Partnership for a Lead-Free Future (PLF), that reference or represent the PLF Secretariat, or any work carried out by partners that supports the goals of the PLF.

They cover:

- **Written and print materials**, including reports, briefs, publications, presentations, and advocacy documents.
- **Digital and online communications**, such as websites, social media, newsletters, and multimedia products.
- **Events and outreach**, including webinars, conferences, workshops, and campaigns.
- **Visual and audiovisual products**, including photography, video, infographics, and promotional materials.

In all these formats, branding should align with the principles and rules in this document—particularly the determination of **primary authorship**, logo use, and acknowledgement of partners.

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III. PLF Brand and Identity Guidelines

The PLF Identity

III. The PLF Identity

3.1 Tagline

The Partnership for a Lead-Free Future is the first ever global partnership to drive attention and resources toward ending childhood lead poisoning.

The Partnership for a Lead-Free Future (PLF) is working to end childhood lead poisoning by 2040 by raising visibility, mobilizing resources, and accelerating coordinated actions.

3.2 Tone and Messaging

PLF communications should be:

- Collaborative and inclusive
- Evidence-based and solutions-oriented
- Hopeful and child-focused
- Globally relevant and credible

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IV. PLF Brand and Identity Guidelines

Determining Branding: Who Produces the Material

IV. Determining Branding: Who Produces the Material

Branding and logo use depend on authorship and ownership of materials. Refer to the Annex for examples of specific use cases.

4.1 PLF-Produced or PLF-Led Materials

- The PLF is the primary author, either through drafting or leading an inclusive process of partner inputs.
- The PLF logo is prominent and primary. For example, as shown in the PLF Year 1 Progress Report.
- Partner logos appear as contributors or supporters as appropriate.
- Written attribution should emphasize collective effort as follows:
  - **Produced by the Partnership for a Lead-Free Future, with inputs from [Partner(s)].**

4.2 Partner-Produced Materials in Support of PLF

- A PLF partner organization, or organizations, is the primary author.
- The partner logo is primary; the PLF logo appears secondarily, separate and not in line with organizational logos.
- Include the attribution:
  - **Produced by [Partner Name], in support of the Partnership for a Lead-Free Future. Additional input provided by [Partner(s)].**
- Partners are encouraged to use the PLF logo on materials and communications that align with the Partnership's mission and objectives. Prior approval is not required. The Secretariat reserves the right to request the removal of the logo if materials are later determined to be misaligned with the mission or otherwise inappropriate.

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V. PLF Brand and Identity Guidelines

Use of the PLF Logo

V. Use of the PLF Logo

The PLF logo is the unifying visual identity of the Partnership and represents the collective commitment to a lead-free future.

5.1 Placement and Use

- The PLF logo is intended to represent the Partnership as a collective and, wherever possible, should be displayed separately from individual organizational logos, rather than in a single line alongside them, to reflect its role as an overarching partnership identity.
- For PLF-produced or PLF-led materials, the PLF logo should appear prominently (e.g., top left or centered).
- For partner-produced materials, the PLF logo may appear secondarily, placed apart with the phrase “In support of:” above it.

5.2 Permission and Review

- Only Partners of the PLF are permitted to use the logo, which is available upon request from the PLF Secretariat.
- Prior approval is not required. The Secretariat reserves the right to request the removal of the logo if materials are later determined to be misaligned with the mission or otherwise inappropriate.
- Always use approved logo files; do not alter, recolor, or distort.
- Maintain clear white space and neutral or approved backgrounds.
- Use the appropriate logo depending on a light or dark background.

5.3 Example Placement

- PLF-produced report: PLF logo top left; partner logos grouped at the bottom as contributors.
- Partner report in support of PLF: Partner logo(s) top; PLF logo bottom beneath “In Support of”.
- Presentation in support of PLF: Partner logos on the first line, PLF logo beneath it underneath “In Support of”

5.4 Use of the PLF Logo

Original Logo

Head and Text Version

Brand name/ Type Mark

Logo

>3.5 cm

Inverted Color

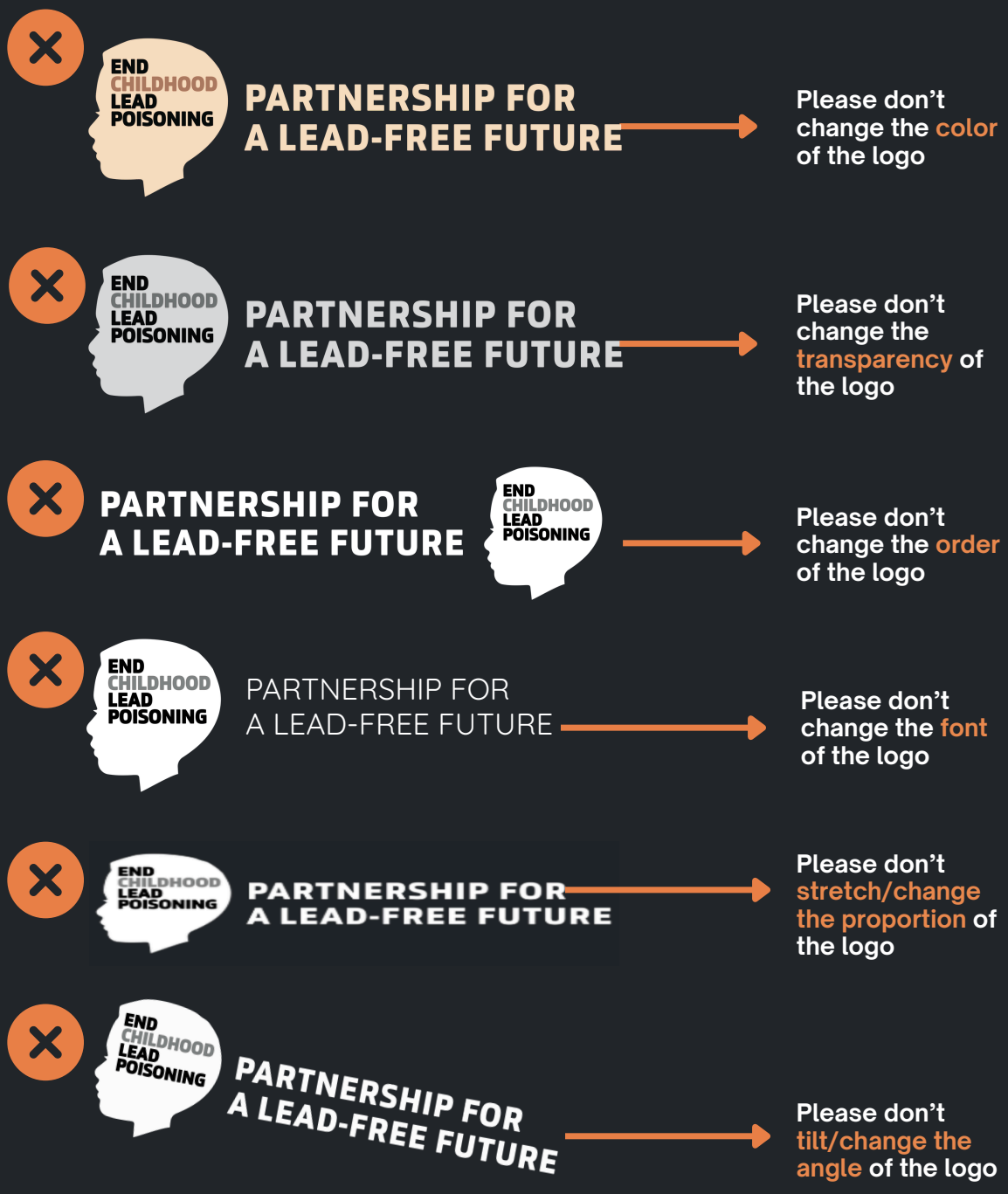
Head and Text Version

Brand name/ Type Mark

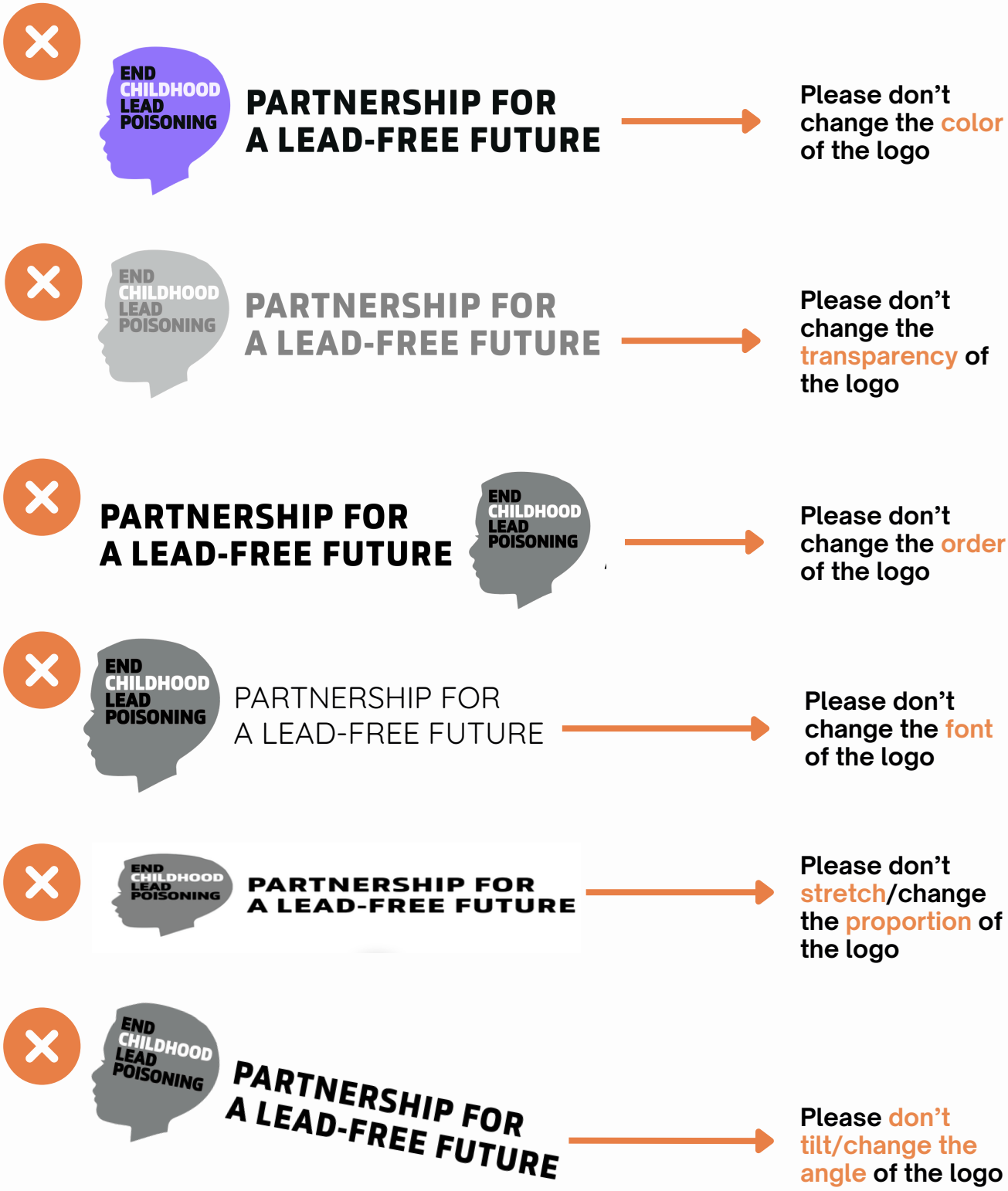
Logo

5.5 Incorrect Use of the PLF Logo

When applying the PLF logo, please avoid changing the color, transparency, order or font of the logo. In addition, please don't stretch, compress, flip, rotate, or tilt the PLF logo.



5.5 Incorrect Use of the PLF Logo



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PLF Brand and Identity Guidelines

VI. Co-Branding and Written Acknowledgements

Co-Branding and Written Acknowledgements

6.1 Primary Branding

Follow the principles of authorship:

- **PLF-led materials**: PLF logo primary, partners secondary.
- **Partner-led materials**: Partner logo primary, PLF secondary and used alongside “in support of.”

6.2 Written Attribution

In publications where written attribution is used in addition to logo placement (for example on inside covers, title pages, or author listings), the following language is recommended to reflect PLF as either the primary or a contributing organization. This should align with how the PLF logo is presented on the cover. Where written attribution is not used, no additional reference is required.

- Produced by the Partnership for a Lead-Free Future, with inputs from [Partner A, Partner B, etc.].
- Produced by [Partner Name], in support of the Partnership for a Lead-Free Future. Additional input provided by [Partner(s)].

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PLF Brand and Identity Guidelines

VII. Reference to UNICEF

Reference to UNICEF

UNICEF is both a partner of the PLF and houses the PLF Secretariat. References should be **subtle, factual, and consistent**.

7.1 Standard Reference Line

"The PLF Secretariat is housed at UNICEF, and benefits from access to UNICEF's technical expertise and global network."

As needed and where relevant, use this line:

- On PLF-produced materials (back cover, inside front page, or acknowledgements section).
- In descriptive text, where relevant, to show the relationship with UNICEF.
- This text is not required to be used alongside PLF logo usage or references.

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PARTNERSHIP FOR A LEAD-FREE FUTURE

VIII. Partnership for a Lead-Free Future
Visual Guidelines

Visual Guidelines

8.1 Look and Feel

- Draw inspiration from the PLF Year 1 Progress Report.
- Use a clean, globally relevant design emphasizing children and action.
- Apply a consistent color palette, typography, and graphic style.

8.2 Photo Guidelines

- Use ethical, high-quality imagery that reflects dignity, diversity, and inclusion.
- Avoid distressing or staged content.
- Always include a photo credit and where available a caption.

8.3 Branded Colors

The PLF Grey (Hex #212529) and the PLF Orange (Hex #e87f46) are the official branded colors of PLF. Consistent usage of the branded colors enhance the PLF identity and is part of the PLF official visuals.

PLF Gray CMYK 20/10/0/84 RGB 33/37/41 Hex #212529	PLF Logo Gray CMYK 1/0/0/49 RGB 128/129/129 Hex #808181	PLF Cerulean (Complementary color of PLF Orange) CMYK 70/28/0/9 RGB 70/167/232 Hex #46a7e8
PLF Orange CMYK 0/45/70/9 RGB 232/127/70 Hex #e87f46	PLF Caramel CMYK 0/32/50/19 RGB 207/140/104 Hex #cf8c68	PLF Terra Cotta CMYK 0/19/30/29 RGB 181/146/127 Hex #b5927f
PLF Khaki CMYK 0/14/33/16 RGB 215/184/144 Hex #d7b890	PLF Biege CMYK 0/5/13/5 RGB 243/232/211 Hex #f3e8d3	PLF Sand CMYK 0/32/100/0 RGB 240/218/209 Hex #f0dad1

8.4 Branded Font

Bronkoh Heavy is the official branded font of PLF. Consistent usage of the branded font strengthens the PLF identity and is part of the PLF visuals. If not available, Canva Sans and Sans-Serif can be used as substitutes.

ABCDEFGHIJKLMNOPQRSTUV
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

8.4 Branded Font (Variations)

Bronkoh Regular
Bronkoh Regular

Bronkoh Regular Italic
Bronkoh Regular Italic

Bronkoh Thin
Bronkoh Thin

Bronkoh Thin Italic
Bronkoh Thin Italic

Bronkoh ExtraLight
Bronkoh ExtraLight

Bronkoh ExtraLight Italic
Bronkoh ExtraLight Italic

Bronkoh Light
Bronkoh Light

Bronkoh Light Italic
Bronkoh Light Italic

Bronkoh SemiBold
Bronkoh SemiBold

Bronkoh SemiBold Italic
Bronkoh SemiBold Italic

Bronkoh Bold
Bronkoh Bold

Bronkoh Bold Italic
Bronkoh Bold Italic

Bronkoh ExtraBold
Bronkoh ExtraBold

Bronkoh ExtraBold Italic
Bronkoh ExtraBold Italic

Bronkoh Heavy
Bronkoh Heavy

Bronkoh Heavy Italic
Bronkoh Heavy Italic

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PARTNERSHIP FOR A LEAD-FREE FUTURE

IX. Partnership for a Lead-Free Future
Secretariat vs. Partnership References

Secretariat vs. Partnership References

9.1 The Partnership

Refers to the collective of all member organizations.

Example: The PLF is hosting a global campaign to elevate awareness of lead in used lead acid batteries.

9.2 The Secretariat

Refers to the coordinating team housed at UNICEF that manages day-to-day operations, communication, and convening of the PLF.

Example: The PLF Secretariat coordinated partner engagement and technical inputs.

Use "**the PLF**" for joint achievements and activities, and "**the Secretariat**" only when referring to Secretariat-specific activities, including coordination or authorship.

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X. Partnership for a Lead-Free Future
Expectations for PLF-Produced Materials

Expectations for PLF-Produced Materials

10.1 Partner Engagement and Review

- The Secretariat will engage relevant partners early in the drafting process.
- In the instance a partner is developing a first draft, they will coordinate with the Secretariat as to how to engage relevant partners and ensure an inclusive process.
- Materials do not require full partner approval, though the PLF Secretariat will attempt to obtain diverse and comprehensive input; appropriate partners will be consulted based on content.
- Partners are encouraged to provide programmatic and technical input to strengthen content accuracy and relevance.

10.2 Partner Recognition and Gratitude

- PLF materials will acknowledge partner contributions as appropriate and express appreciation as desired by partners.
- Recognition may appear in acknowledgements, case studies, as well as other references as approved by the specific partners to be mentioned.

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PARTNERSHIP FOR A LEAD-FREE FUTURE

XI. Partnership for a Lead-Free Future
Digital and Social Media Presence

Digital and Social Media Presence

11.1 Use PLF's official branding, color scheme, and messaging

- Highlight joint initiatives, partner work, and global progress.
- The Secretariat manages official PLF accounts.
- Channels may include social media channels, like YouTube, LinkedIn, X, or Instagram, or other unplanned outlets and multimedia opportunities.
- In March 2026, PLF launched the official social media channels of LinkedIn and Facebook

11.2 Partner Engagement

- Partners are encouraged to post and share content **in support of the Partnership for a Lead-Free Future.**
- When posting about PLF activities:
  - Tag PLF's official channels
    - LinkedIn: https://www.linkedin.com/company/leadfreefuture-plf/
    - Facebook: https://www.facebook.com/leadfreefuture
  - Include hashtags such as **#LeadFreeFuture and #ChildhoodLeadPoisoning**
  - Use approved visuals and consistent messaging.

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PARTNERSHIP FOR A LEAD-FREE FUTURE

XII. Partnership for a Lead-Free Future
Approvals and Review

Approvals and Review

Partners are encouraged to use the PLF logo on materials that align with the Partnership's mission and objectives, without the need for prior approval. The PLF Secretariat reserves the right to request removal of the logo if materials are later determined to be misaligned with the mission or otherwise inappropriate.

Partners are welcome to share draft materials with the Secretariat for guidance on logo use and visual consistency, where helpful.

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© Pure Earth

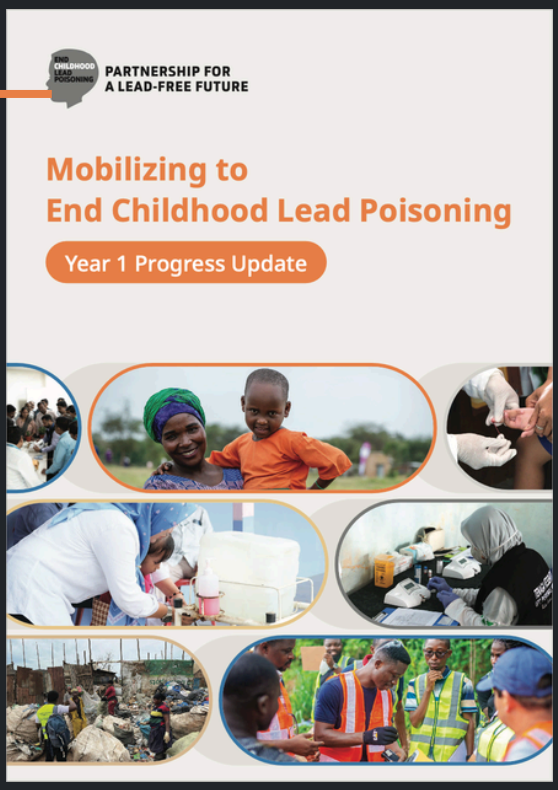
XIII. Partnership for a Lead-Free Future
Templates and Examples (Annex)

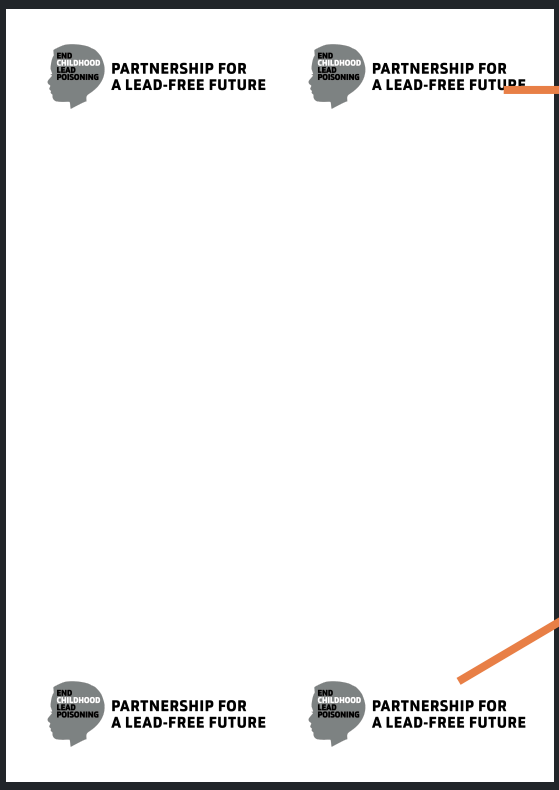
Templates and Examples (Annex)

- Example layouts for PLF-produced and partner-produced materials
- Approved logo files and color specifications
- Sample attribution text blocks
- Photography and imagery guidelines

Application of the PLF Logo (Examples)

Top-left corner, with proper size and margin, original color scheme

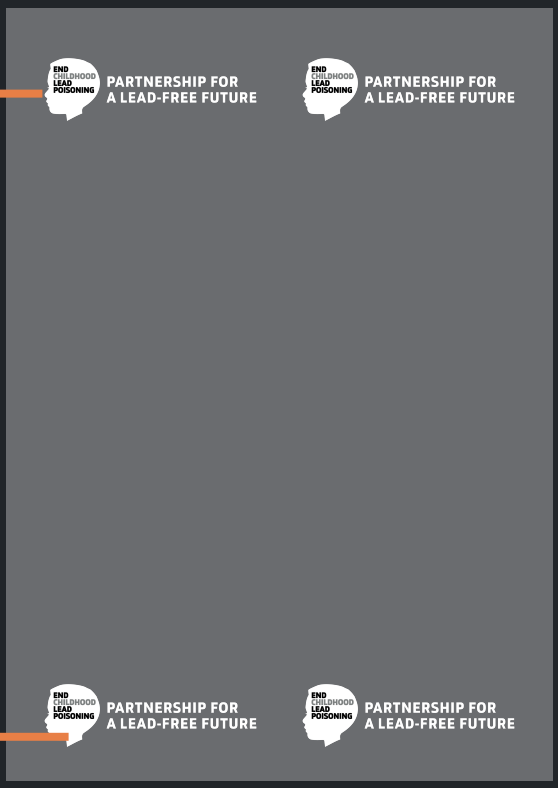




Top-right corner, with proper margin

Bottom-right corner, with proper size and margin

Top-left corner, with proper size and margin, PLF Official Logo (inverted color)



Bottom - left corner, with proper size and margin, PLF Official Logo (inverted color)

Middle of the page, with proper size and margin

Application of the PLF Logo (Examples)

Our logo
(inverted color)

PARTNERSHIP FOR A LEAD-FREE FUTURE

END CHILDHOOD LEAD POISONING

The Challenge

1 in 3 children worldwide have high blood lead levels. Young children absorb **4–5 times** as much lead from the gut than adults (apart from pregnant women). Even small amounts of lead exposure endanger children's health.

leadfreefuture.org

Follow @Partnership for a Lead-Free Future

PARTNERSHIP FOR A LEAD-FREE FUTURE

END CHILDHOOD LEAD POISONING

Our Vision

The Partnership for a Lead-Free Future (PLF) has a vision for a world where all children grow up free from lead exposure.

leadfreefuture.org

Follow @Partnership for a Lead-Free Future

PARTNERSHIP FOR A LEAD-FREE FUTURE

END CHILDHOOD LEAD POISONING

Announcing A Global Framework to End Childhood Lead Poisoning

A common reference point for engagement, investment and accountability

This document lays out **A Global Framework to End Childhood Lead Poisoning by 2040**. The Framework provides a shared direction through which PLF partners will act collectively to end childhood lead poisoning.

@Partnership for a Lead-Free Future

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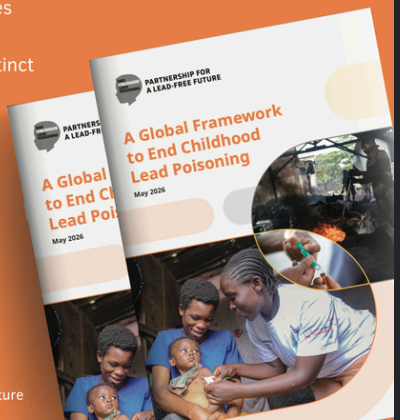
END CHILDHOOD LEAD POISONING

Announcing A Global Framework to End Childhood Lead Poisoning

A common reference point for engagement, investment and accountability

The Framework translates this shared vision into a **practical framework** for action through three distinct and complementary sections:

1. **Accountability and Impact: Roadmap to 2040**
2. **Partner Engagement and Collaboration**
3. **Resource Mobilization and Investment Opportunities**



@Partnership for a Lead-Free Future

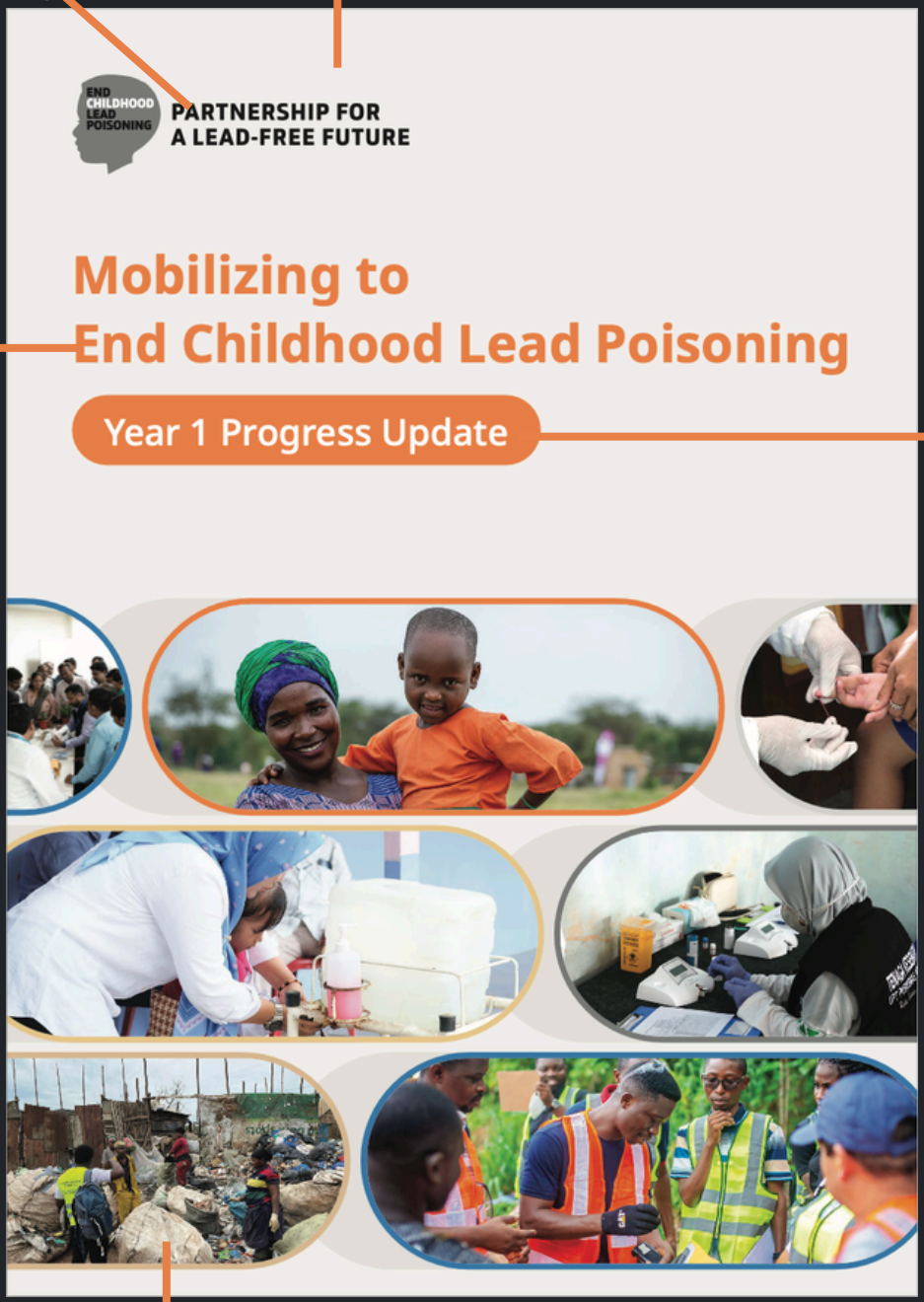
PLF branded color – PLF Gray
CMYK 20/10/0/84
RGB 33/37/41
Hex #212529

PLF branded color – PLF Orange
CMYK 0/45/70/9
RGB 232/127/70
Hex #e87f46

Visual Guidelines Examples

PLF branded logo

Appropriate margin



PLF branded font
Hand Foundry - Bronkoh (heavy)

PLF branded color

PLF Orange
CMYK
0/45/70/9

RGB
232/127/70

Hex
#e87f46

Child-focused photo

Visual Guidelines Examples

PLF branded font

PLF branded color

Letter from the Director of the PLF Secretariat

I am honoured to join the Partnership for a Lead-Free Future at such a critical moment as the incoming Director of the Secretariat. Childhood lead exposure is one of the most urgent and solvable challenges of our time. One in three children globally still has unhealthy levels of lead in their blood, undermining potential and causing lifelong damage. For children, the risks are everywhere – from toys and food items to household dust – and the impacts are irreversible: lost IQ, learning and earning potential, and lifelong health impacts.

And yet, we are not starting from scratch. Over the past year, we have seen a surge of momentum. Investments in preventing lead poisoning have increased tenfold since the launch of the PLF, new governments and organizations have joined the PLF, and global institutions are stepping up with stronger commitments and resolutions. From my years working across Africa, the Middle East, and most recently Pakistan, I know that global challenges must be met with local solutions. The Secretariat's role is to bring these pieces together – leveraging UNICEF's global reach, programmes and convening power while combining the skills, knowledge and expertise of our partners – so that countries have the support they need to end childhood lead poisoning by 2040.

This report highlights how progress is accelerating on multiple fronts. At the country level, governments are releasing new blood lead data – including national surveys from Bhutan, Bangladesh and Kyrgyzstan – while environmental surveillance efforts are informing stronger policies. At the global level, momentum has grown through milestones such as the World Health Assembly's landmark resolution committing to a shared vision for a lead-free world and the first coordinated steps towards a global action plan. Meanwhile, the research and academic community has advanced our understanding through the First Annual Research Conference on Global Lead Exposure and new findings on sources and solutions. These are just a few examples of the energy and leadership driving progress – you will find many more throughout this report.

Over the past year, the Secretariat has worked to strengthen collaboration and accelerate progress across the Partnership. We launched a new website featuring the first-ever global map of lead work – an invaluable tool for governments and advocates alike. Through dozens of webinars, country calls and partner exchanges, we have created spaces to share knowledge, align strategies and elevate promising practices. And with strong input from partners, we continue to develop the Toolkit to End Childhood Lead Poisoning, with four new technical tools, and many more in the pipeline, to help countries act faster and smarter.

The reality is clear: lead exposure is not a niche or vertical issue. It cuts across health, education, equity and climate resilience. At a time when there is much conversation as to how to invest in development goals and drive cost-effective outcomes, addressing lead stands out as one of the smartest, highest-value investments we can make.

I invite you to read this report with a sense of accomplishment. It is a reflection of your leadership, commitment and collaboration. Together, we are proving that ending childhood lead poisoning is not only necessary – it is achievable.

Abdullah Fadil
Partnership for a Lead-Free Future,
Secretariat Director

Visual Guidelines Examples

Child-focused photo

PLF branded font Bronkoh (heavy)

Proper photo credit according to partner organization's photo credit guideline

UNICEF photos

Photo Guidelines

Child-focused photo, a diversity of race, region and gender

Proper photo credit to the partner organization

Photos should align with and sensitively reflect the accompanying content, avoiding imagery that may unintentionally misrepresent or minimize the issue being discussed.

Proper photo credit to the partner organization

Photos are action and progress oriented.

Diversify photo sources for a single publication, incorporate photos from a variety of partner organizations and comply to their photo credit guidelines

Contact

For branding questions, logo files, or review requests:
PLF Secretariat
📧 leadfreefuture@unicef.org

By working together, we can ensure that PLF activities and partner contributions are visibly linked to the shared mission.

END CHILDHOOD LEAD POISONING

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PARTNERSHIP FOR A LEAD-FREE FUTURE
BRAND AND IDENTITY GUIDELINES

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