



**EDUCATION
CANNOT
WAIT**

BRAND GUIDELINES

June 2025



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CANNOT
WAIT**

INTRODUCTION

Nearly a quarter of a billion children and adolescents are deprived of their right to quality education as a result of armed conflict, forced displacement, climate-induced disasters and other crises. They need our urgent support.

Governments have pledged to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all by 2030. At Education Cannot Wait, we believe in a world where all children and adolescents affected by crises can learn free of cost, in safety and without fear in order to grow and reach their full potential.

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OUR NARRATIVE

OUR NARRATIVE

WHO WE ARE



Education Cannot Wait (ECW) is the global fund for education in emergencies and protracted crises in the United Nations.

Our raison d'être is to catalyse quicker and more sustainable education responses for children and adolescents in crisis settings through our support to education programming.

We support a positive narrative that values partnership and collaboration. Education Cannot Wait is not an implementing agency.

Education Cannot Wait's style and narrative is bold and light. We are the face and voice of a new way of working designed to put in action the reform of the United Nations system. With this in mind, our narrative can pivot from the traditional messaging used by aid stakeholders, embracing instead a voice that is familiar, slightly edgy and absolutely unapologetic.

We mobilize partnerships to deliver quality education outcomes for children caught in armed conflict, forced displacement, climate-induced disasters and other crises, so no one is left behind.

We focus on the most marginalized children and adolescents in crises, including girls, refugees and internally displaced children, and children with disabilities.

We support whole-of-child approaches that connect the delivery of quality learning outcomes to the well-being of girls and boys in crises, ensuring the achievement of Sustainable Development Goal 4 (SDG4).

We believe that education is the foundation upon which all other SDGs can be achieved and human rights can be realized.

We deliver our investments with speed, agility and impact – because the education of children cannot wait for crises to be over.

The voices of the children and communities that we serve are at the core of our messages. We champion localisation across our investments and promote initiatives to accelerate local-level action.

When referring to Education Cannot Wait's funding, we refer to "programmes" and "investments" and ensure acknowledgement of grantees and partners.

OUR NARRATIVE BRAND VALUES



Catalytic

We are a **dynamic broker** that connects global, national and local education stakeholders to deliver inclusive and cost-effective solutions.

We **catalyze collective action and impact**, optimizing efficiency while fostering collaboration over competition.

We remain agile, adapting swiftly to the evolving needs of emergencies and protracted crises.



Collaborative

We build on and **strengthen existing systems**, processes, and partnerships.

We are committed to co-creating **sustainable solutions** with stakeholders.

We actively seek **new funding streams** to enhance and benefit the education sector as a whole.



Pioneering

We **challenge systemic barriers** to redefine how education aid is delivered in crises.

We **innovate** to secure predictable, flexible and sustainable funding.

We embrace our unique role to **identify, mainstream, and accelerate innovative approaches**.



Impact-driven

We **work with local communities**, building their capacity and resilience for long-term impact.

We prioritize **reaching the most vulnerable** and underserved children.

We enhance the measurement of learning outcomes to ensure interventions are impactful, evidence-based and responsive to needs.

OUR NARRATIVE BOILERPLATE

When referring to Education Cannot Wait, you can use our standard description, as per our full and short boilerplate versions below:

Full Version

About Education Cannot Wait:

Education Cannot Wait (ECW) is the global fund for education in emergencies and protracted crises in the United Nations. We support quality education outcomes for refugee, internally displaced and other crisis-affected girls and boys, so no one is left behind. ECW works through the multilateral system to both increase the speed of responses in crises and connect immediate relief and longer-term interventions through multi-year joint programming. ECW works in close partnership with governments, public and private donors, UN agencies, civil society organizations, and other humanitarian and development aid actors to increase efficiencies and end siloed responses. ECW urgently appeals to public and private sector donors for expanded support to reach even more vulnerable children and adolescents.

Additional information is available at www.educationcannotwait.org

Short Version

About Education Cannot Wait:

Education Cannot Wait (ECW) is the global fund for education in emergencies and protracted crises in the United Nations. We support quality education outcomes for refugee, internally displaced and other crisis-affected girls and boys, so no one is left behind.

Additional information is available at www.educationcannotwait.org



OUR NARRATIVE

REFERRING TO EDUCATION CANNOT WAIT

1. In external communications, always spell out the full name of the organisation when using it for the first time in a piece. If you follow the first mention with “ECW” in parentheses, you may refer to the organisation as “ECW” at any point in the rest of the piece. Always introduce the abbreviation in body copy rather than in a headline or subheading.

2. Education Cannot Wait is always singular.

3. An apostrophe followed by the letter “s” can be used with Education Cannot Wait or ECW as a singular possessive.

For example:

Education Cannot Wait (ECW) is the global fund that transforms the delivery of education in emergencies and protracted crises.

This rule does not apply to social media posts or website menus.

Education Cannot Wait **is** operating in crisis-affected countries around the world.

NOT:

Education Cannot Wait ~~are~~ operating in crisis-affected countries around the world.

Education Cannot Wait's mission is to educate children and adolescents in crisis settings.

OR

ECW's mission is to educate children and adolescents in crisis settings.



OUR LOGO

OUR LOGO OVERVIEW

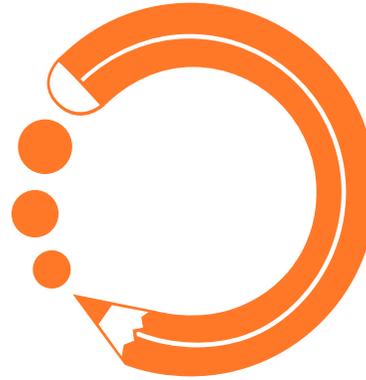
Our primary logo consists of two elements: an icon and wordmark.

The highlighter graphic evokes the importance and urgency of the issue. It also hints towards learning. These are balanced by a condensed sans serif rounded wordmark.

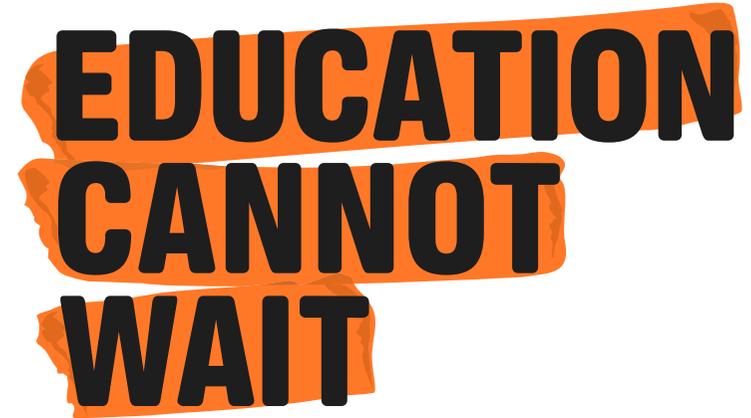
The primary version of our logo is shown here. It should be used wherever possible.

Note: Unless adding the logo to an orange background, it is recommended that you use the orange version of this logo as seen here. Upon request, logos are available in white and black for use on backgrounds that do not sufficiently contrast with this standard logo.

ECW Primary logo



Icon



Wordmark

OUR LOGO

EXCLUSION ZONE AND MINIMUM SIZE

ECW Primary logo with exclusion zone

When placing our logo in a design, please ensure you give it enough room to breathe; this is the exclusion zone.

- Always leave an area of space equal to the cap height of the logotype "E".
- The logo artwork comes with the dimensions for the exclusion zone included in the artboard size.



Minimum size

To make sure our logo is visible to everyone, we have a minimum size for print and digital formats.

- There can be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.



Print

Minimum width 26 mm

Digital

Minimum width 98 px

OUR LOGO

LOGO USE, PRIMARY

Our primary logo colour is orange. It should be used where possible before reverting to the secondary version which is white.

Both primary and secondary logos have an additional vertical version. In the event the main, horizontal logo doesn't fit in a layout, please use the vertical logo.

Every logo must be legible at all times. Use the background colour examples shown here to help decide whether to use the primary or secondary logo version.



Our primary logo is orange. Always use this logo on white and other backgrounds that don't compromise legibility.



Our primary logo can be used on light neutral colored (gray & tan) backgrounds.



Our primary logo may be used on neutral areas of photos.



This is the vertical version of our primary logo. The same rule from above applies here as well.



The vertical logo can be used on light neutral colored (gray & tan) backgrounds.



The vertical logo may be used on neutral areas of photos.

OUR LOGO

LOGO USE, SECONDARY

Our secondary logo colour is white. This colour should only be used when the background requires it (for example on black or orange backgrounds). The use rules for the primary logo also apply to the secondary logo.

On multi-page publications, it's preferred that just one logo treatment be used for consistency.



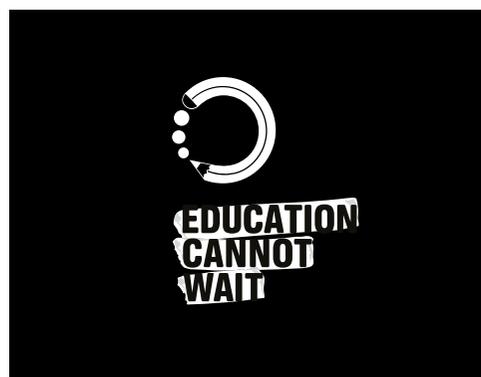
Our secondary logo is white. Always use this logo on black and other dark backgrounds that won't affect legibility.



Our secondary logo can be used on a primary colour background such as orange.



Our secondary logo may be used on neutral areas of photos.



This is the vertical version of our secondary logo. The same rule from above applies here as well.



The vertical logo can be used on a primary colour background such as orange.



The vertical logo may be used on neutral areas of photos.

OUR LOGO

LANGUAGE VERSIONS

To support ECW's global mission, our logo is available in Arabic, French, and Spanish – the main additional UN official languages spoken in ECW's investment countries. These versions preserve the visual integrity and impact of the original English logo, while ensuring accessibility and resonance in key regions.

Language-specific logos should be used only when:

- The content is fully in that language.
- The audience primarily speaks that language.
- The material is distributed in relevant regions.

ECW's logo is available in the following languages:

Arabic



French



Spanish



OUR LOGO

CO-BRANDING, PRIMARY

When using the ECW logo, please follow the guidelines to preserve the brand integrity. In partnership initiatives, we recommend placing the ECW logo on the right side, when possible.

- **Remember:** Our primary logo colour is orange. This is the primary logo and should be used where possible before reverting to the secondary version.
- **Balance:** To emphasize partnership, both logos should appear balanced and equal in size.
- **Divider:** A dividing line between the logos can help ensure clarity and create a clear separation between marks. The use of a dividing line is optional, depending on the most suitable design.

Partnership with the primary logo

Sample Logo



Partnership with the vertical logo

Sample Logo



OUR LOGO

CO-BRANDING, SECONDARY

When using the ECW logo, please follow the guidelines to preserve the brand integrity. In partnership initiatives, we recommend placing the ECW logo on the right side, when possible.

- **Remember:** Our secondary logo colour is white. This colour should only be used when the background requires it.
- **Balance:** To emphasize partnership, both logos should appear balanced and equal in size.
- **Divider:** A dividing line between the logos can help ensure clarity and create a clear separation between marks. The use of a dividing line is optional, depending on the most suitable design.



Primary



Secondary



Secondary, stacked logo

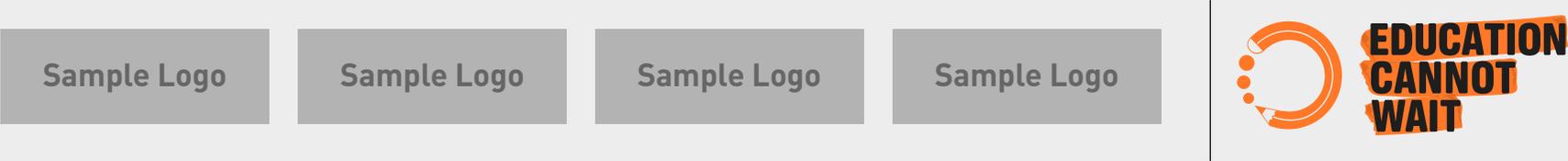
OUR LOGO

CO-BRANDING, CONSORTIUM APPROACH

When using the ECW logo in a consortium approach, with multiple partners, please follow the guidelines to preserve the brand integrity. In partnership initiatives involving a consortium approach, we recommend placing the ECW logo on the right side or above.

Divider: The use of a dividing line is also recommended to ensure the ECW logo stands out as the partnership broker. Please also see recommendations on previous pages.

Vertical



Horizontal



OUR LOGO

DOS AND DON'TS

Our logo is central to our brand, so please take care when you use it. Here, you'll find some things to avoid.



DON'T break up the highlighter and logotype



DON'T recreate the highlighter



DON'T recreate the wordmark



DON'T use any other colours for the logo



DON'T use any other colours for the wordmark



DON'T use any secondary colours as a background for the logo



DON'T add information to the logo



DON'T reposition the elements



DON'T ignore the clearspace



OUR COLOURS

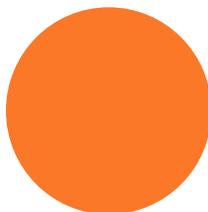
OUR COLOURS

OVERVIEW

Our signature colour is orange. It is as important to our identity as the logo itself and can act as its own recognisable element.

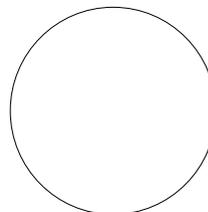
- **The primary colours** should be used for all types of communication, print or digital. Orange can serve as a highlight colour for headlines or any other elements to signify an action. It should be used sparingly to avoid flooding pages with too much eye-catching information.
- **The secondary palette** can be used for content such as infographics and graphs, if the primary palette is not sufficient.
- **The secondary special use colours are used to distinguish ECW's programmes.** See p. 21 for more information.

Primary colours



Orange

C0 M65 Y95 K0
R250 G120 B40
#FA7828



White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Secondary type colour



Confident Dark Blue

C100 M75 Y2 K18
R31 G56 B103
#1F3867

Secondary (special use) colours



Hopeful Teal

C83 M0 Y40 K10
R0 G180 B172
#00B4AC



Bold Purple

C42 M100 Y0 K0
R165 G21 B186
#A515BA



Emergency Red

C0 M94 Y64 K0
R233 G50 B70
#E9324D

Additional secondary colours



Vibrant Blue

C90 M48 Y0 K0
R39 G141 B255
#278DFF



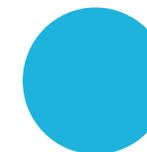
Bright Green

C77 M0 Y100 K0
R34 G203 B31
#22CB1F



Cheerful Yellow

C0 M14 Y100 K0
R255 G206 B1
#FFCE01



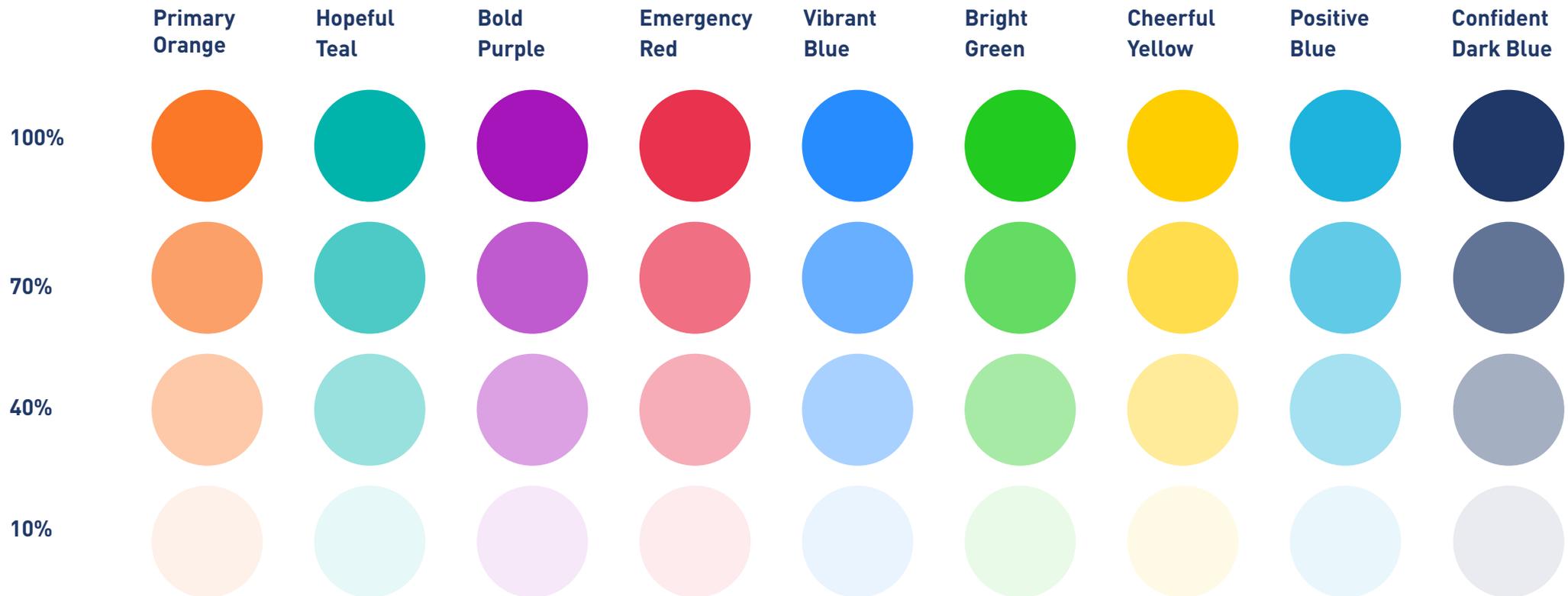
Positive Blue

C88 M0 Y11 K0
R30 G179 B221
#1EB3DD

OUR COLOURS

TINTS

Tints of all colours can be used sparsely for backgrounds (e.g. boxes) and tables. Please refer to p. 19 for colour codes and values for digital use and for printing.



OUR COLOURS

SPECIAL USE COLOURS

Each of our funding windows has its own colour to be used consistently, e.g for publication covers, headlines within publications, icons and graphics. Please refer to p.19 for colour codes and values.

Bold Purple



MYRP colour

Used for Multi-Year Resilience Programmes (MYRPs)

Emergency Red



FER colour

Used for First Emergency Responses (FERs)

Hopeful Teal



AF colour

Used for the Acceleration Facility (AF)

The use of our additional special colours is recommended for specific elements within our brand.

Dark Blue

65 MILLION

Typographic Highlights

Used to highlight content in typography, such as subheaders, highlights within text and table headers, where appropriate

Colours to be used in recurring graphs



Pre-primary



Primary



Secondary



OUR TYPEFACES

OUR TYPEFACES

PRIMARY

Our typefaces form another important part in our toolkit. For most print and digital applications we use two typefaces:

Ketchupa

Ketchupa is our main headline font for most printed applications. It lends itself to a large point size to create visual impact. It should always be used in uppercase.

Din Pro Regular

Use Din Pro for body copy for most printed and digital applications.

Din Pro Bold

Use Din Pro bold for subheaders.

You can find exceptions on the following page.

KETCHUPA

ABCDEFGHIJKLMN OPQRSTU

VWXYZ 0123456789

DIN Pro

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

OUR TYPEFACES

SECONDARY

These are our secondary typefaces and should be used when our primary fonts Ketchupa and Din Pro are not available. Such examples include most Microsoft applications, such as Word® and PowerPoint®.

Oswald Bold

Oswald Bold should be used in place of Ketchupa for main headlines. It should always be used in uppercase.

Inter Regular

Inter Regular should be used in place of Din Pro for body copy.

Inter Bold

Inter Bold should be used in place of Din Pro Bold for subheaders.

Secondary typefaces are available at google fonts here:

[Oswald](#)

[Inter](#)

OSWALD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



PHOTOGRAPHY & VIDEO

PHOTOGRAPHY & VIDEO

OVERVIEW

ECW uses photography and video to advocate for quality, safe, inclusive and equitable education for children and adolescents in crisis settings. The photos and videos we use are usually produced by ECW and/or by our partners in the field.

We use imagery that tells the stories of children and youth in crisis, highlighting needs for educational support and conveying the role and impact of ECW and our partners in meeting those needs. All photos and videos should always indicate the organization's role in a caption or voice.

Photos and videos should feature children and other persons in an empowered and dignified manner. Photos should be taken in good faith and used in line with what was initially agreed to. Where possible, written consent should be sought. UNICEF's [Policy on the Protection of Personal Data 2020](#) should be adhered to and the consent of a child's representative should be obtained prior to the collection of images and data.



PHOTOGRAPHY & VIDEO

ETHICS AND GUIDELINES

Partners are expected to align their practices and ensure the safety and ethical treatment of children.

ECW follows UNICEF's **principles and guidelines for reporting on children**, available [here](#). These guidelines promote the ethical and safe collection, storage and use of child testimonies, photos and videos in all media.

ECW recognizes that the accurate and respectful representation of children everywhere safeguards children's rights, including their rights to expression, privacy and protection. Children are frequently at risk of abuse, discrimination, stigma or other exploitation if their name or visual identity is known.

ECW promotes the highest ethical standards on child representation, in line with UNICEF's "**8 Quick Steps to Ethical Imagery**," available [here](#).

Photo Citation

When using ECW photos, always include a citation in this format:

Photo: © ECW/Name of photographer *(if available)*

When using photos from our partners, please ensure compliance to their citation and copyright requirements.

To access our photo library, please visit ECW's [Flickr page](#).





OUR RESOURCES

Bridging the Gaps
RET
UMUGAMBI
KOMEZAWIGE
EDUCATION
WATER
World Vision

RESOURCES

To download our logos and access additional resources on ECW's communication guidelines and materials, visit our website:

<https://www.educationcannotwait.org/about-us/ecw-logo-and-brand-guidelines>





EDUCATION CANNOT WAIT

www.educationcannotwait.org

#EducationCannotWait

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@EduCannotWait

