



POP-UP FESTIVAL

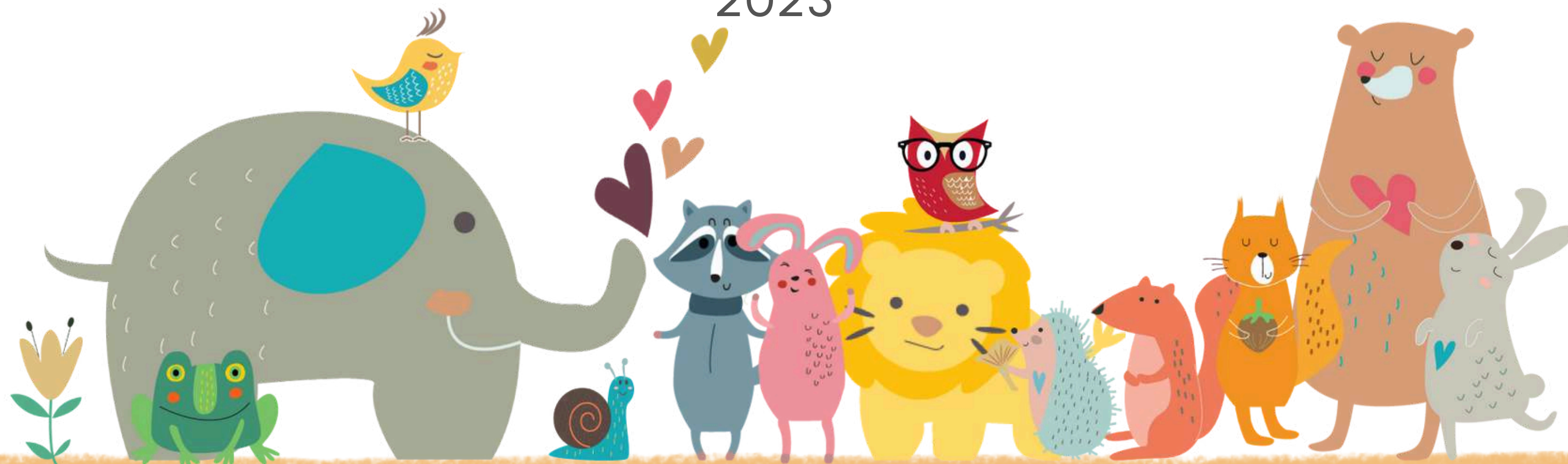


WORLD CHILDREN'S DAY
NOVEMBER 20



BRAND GUIDELINES

2025





Brand Usage Disclaimer

The POP-UP Festival brand guidelines ensure consistent and proper representation. Unauthorized modifications or misuse of brand assets are strictly prohibited, as they may jeopardize compliance with the UNICEF World Children's Day and Six Seconds agreement. Violations risk brand integrity and may lead to revoked usage rights or legal consequences.

All brand elements must be used strictly per these guidelines to protect our mission and commitments.

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The Logo & The Brandmark

THE LOGO



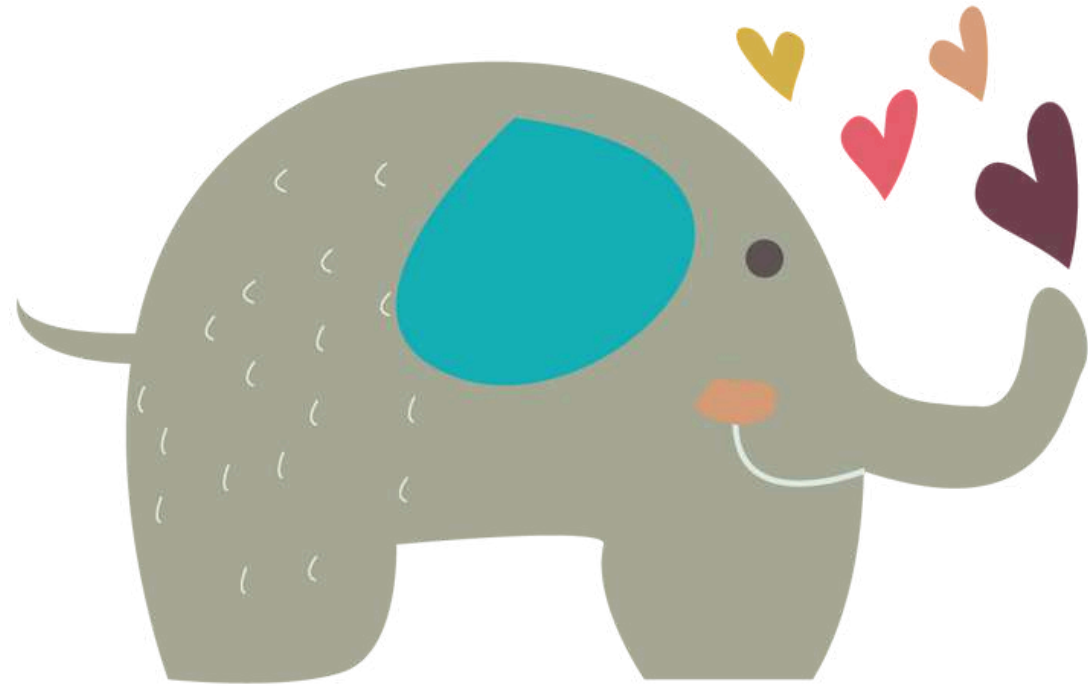
ALTERNATE LOGO



THE BRANDMARK

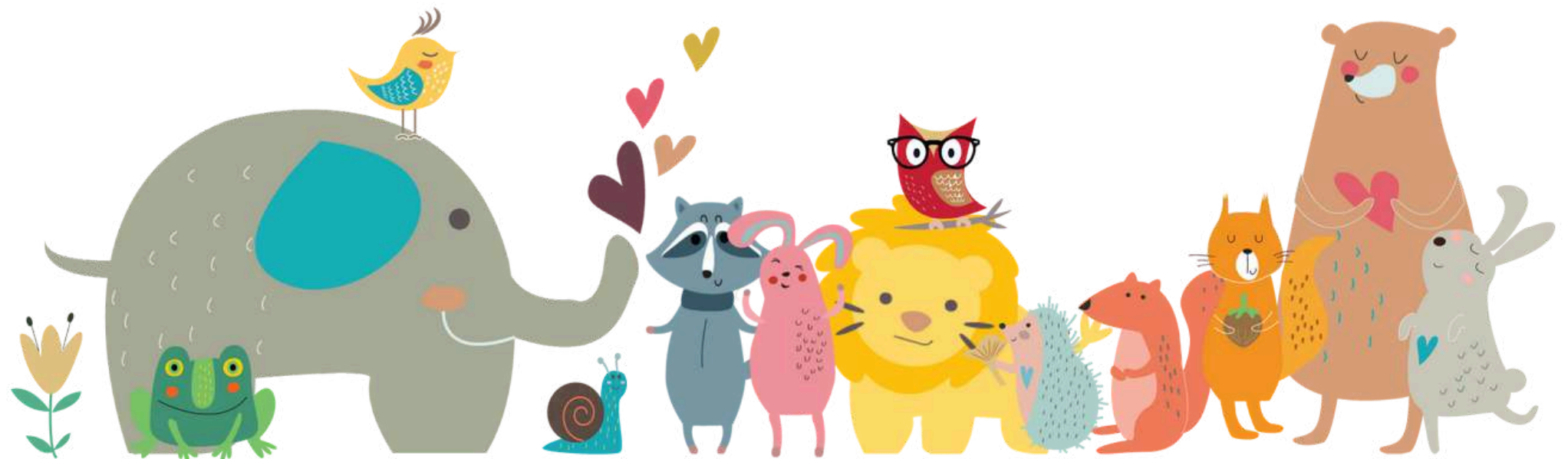


Brand mascot



☒ It is always this elephant!

☒ Other animals are POP-UP friends, you cannot use them as a mascot by itself!



Logo Standards

POP-UP FESTIVAL



POP-UP Festival is a program name, always needs to be the biggest among other logo(s) and appealing.



POP-UP is a Six Seconds' project. Six Seconds POP-UP Festival is in partnership with UNICEF WCD. Unauthorized modifications or misuse of brand assets are strictly prohibited.



Dear hosts who joined POP-UP before 2022:
The WCD logo was renewed in 2023. Please use the updated version shown in this logo.

Standards

OK using standard logo as it is.



NOT OK UNICEF WCD logo cannot come on the top, it's not UNICEF's program.



NOT OK you are not allowed to use only POP-UP logo without Six Seconds logo.



OK POP-UP is the biggest, your logo is the same size or smaller than UNICEF WCD and Six Seconds logo.



NOT OK UNICEF World Children's Logo is updated in 2023. POP-UP Festival uses the new logo.



NOT OK POP-UP logo needs to be the most outstanding and appealing. Six Seconds Mark is not allowed to use here, official logo only. You are allowed to add your logo only when it is the smaller than POP-UP logo, and the same or smaller than UNICEF WCD logo and Six Seconds logo.

Colors

MAIN COLORS



SUPPORTING COLOR



SDGS COLORS FOR ACCENTS & DECORATIONS!



Fonts

POP-UP LOGO FONT IS **ADAMGORRY-LIGHTS**

Garet is for text area.

We use **LAZYDOG** for activity titles and
sometimes for numbers **1 2 3** to give some cute & eye-catching
impressions.

We sometime use **Nunito** to have a break from too much noise of the fonts' impressions.

Font Colors

FOR POP-UP LOGO #00AFB6

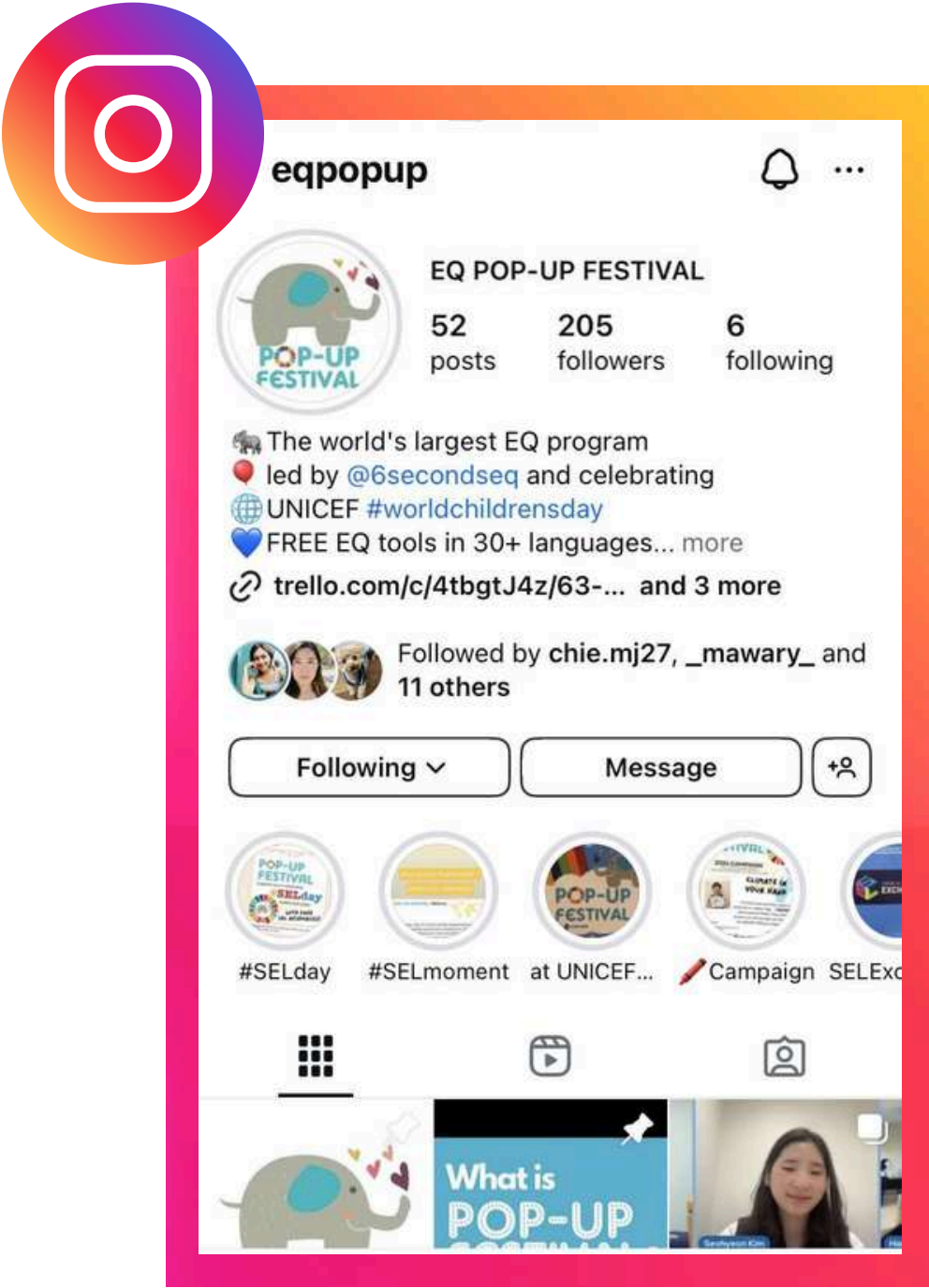
THIS IS BLACK #000000

This dark gray is useful when we want to avoid using black and make the impression milder. #384254

**THIS YELLOW IS ALSO ONE OF THE MAIN POP-UP
COLORS. HOWEVER, AS YOU CAN SEE, IT MAY NOT
WORK BEST ON A WHITE BACKGROUND. #FFD966**

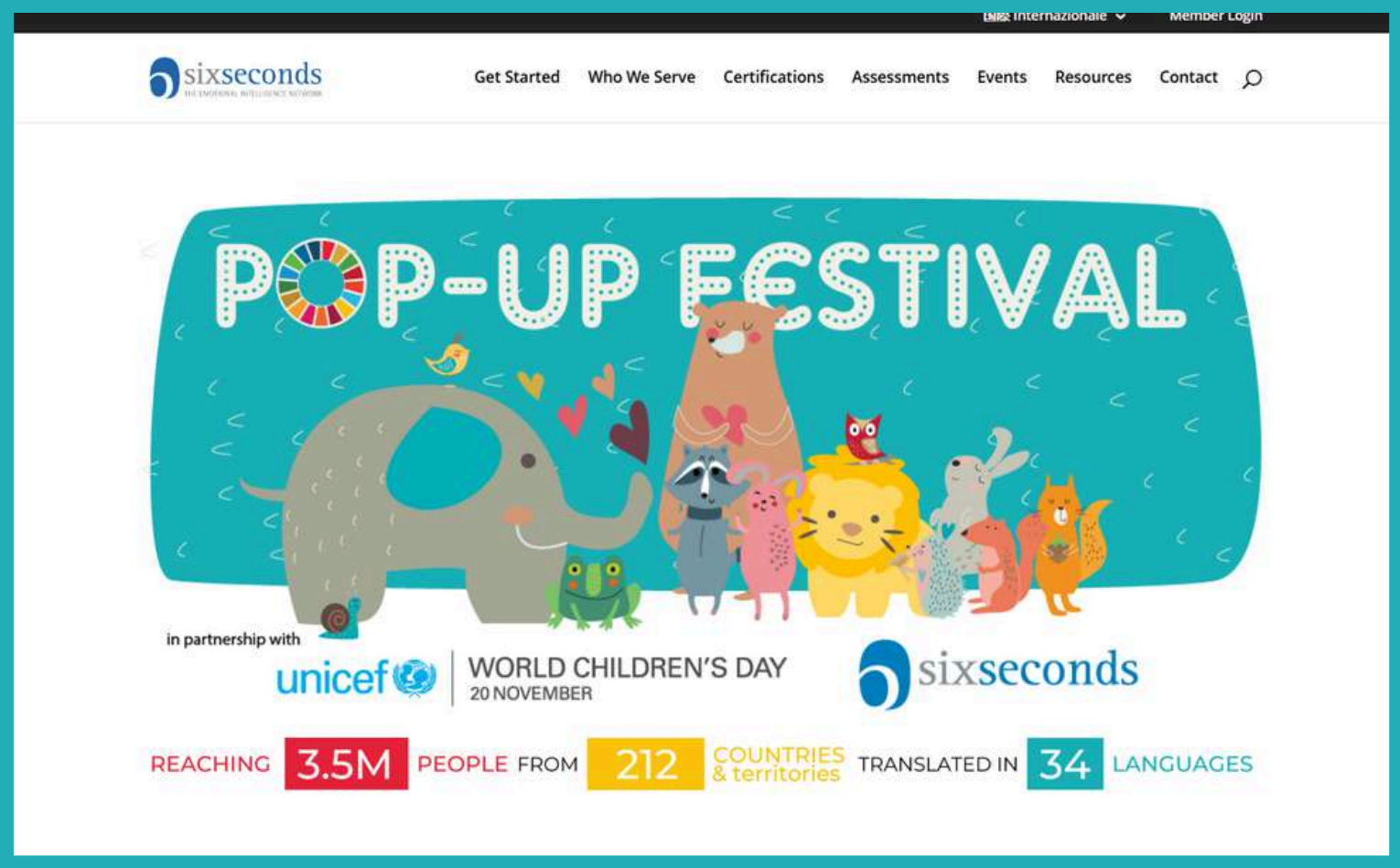
WE OCCASIONALLY USE THIS ORANGE SINCE 2024, #CB850E

Social Media Posts



Don't forget to follow **@eqpopup** & **@6secondseq** on instagram, and tag both of the accounts, and add **#eqpopup** when you post on any social media!

6sec.org/popup is the website URL when you'd like to share about POP-UP Festival!



Download

Are you looking for additional materials or decorations aligned with our official guidelines?

HERE is the right place! ➡



Name Tags



Balloon Animals

Decorations | POP-UP Festival

Make cute character crowns to wear during the festival and for pictures.

 6seconds.org

In Decorations of our Library,
it shares materials you can
download!

We encourage you to follow the designs created by the POP-UP team. Get inspired by our brand guidelines and campaigns! You can find them on our [Trello information board](#).

SHARE YOUR DESIGN

with us!

When designing POP-UP items for your events, don't be shy—show off your work to the POP-UP team! 🎉 We love celebrating your creativity and building a community that supports and shares with each other.

Got concerns, questions, or brilliant ideas? We're all ears! Feel free to reach out to the POP-UP Festival team. You can find our emails in the monthly newsletter—just search your inbox for '🎈🐘 POP-UP News!'

