Marrakech • Morocco
11 - 13 february 2026

Visual Identity
Guidelines

6th Global Conference on the Elimination of Child Labour

Contents

Context

The Sixth Global Conference on the Elimination of Child Labour will provide an opportunity to take stock of the progress achieved and the challenges encountered since the Fifth Global Conference. It will promote peer learning, information-sharing, cooperation and policy coherence within and among Member States at regional and international levels. It will also play a central role in shaping collective action in response to the failure to achieve Sustainable Development Goal target 8.7, which calls for the elimination of child labour by 2025, and will contribute to the development of processes envisaged for the post-2030 period.

The Sixth Global Conference will offer an opportunity to review the implementation of the outcomes of the Second World Summit for Social Development, scheduled for November 2025, with regard to child labour and its root causes. In doing so, it is expected to strengthen the commitment of all stakeholders to intensify efforts to eliminate child labour and to enhance coherence in action at national, regional and global levels.

The Sixth Global Conference will also provide an opportunity to highlight the links between the elimination of child labour and other fundamental principles and rights at work; to reinvigorate action in support of fundamental principles and rights at work and encourage new commitments in this regard, notably through the Global Coalition for Social Justice; and to leverage advocacy and cooperation activities through partnerships such as Alliance 8.7, global business-led initiatives, and the Global Accelerator on Jobs and Social Protection for Just Transitions.

Concept

Education as the core visual theme

The depiction of two children reading symbolises access to knowledge, recognised as the only sustainable means of breaking the cycle of child labour. This graphic choice positions education as a fundamental pillar of dignity, autonomy and child protection.

A clear and structured visual contrast

The lower band illustrating different forms of child labour establishes a direct contrast with the reading scene. This visual device highlights the tension between ongoing exploitation and the fundamental right to education. The graphic system reinforces the urgency of the message while guiding interpretation towards a positive outcome.

A visual narrative based on progression

The upward composition—from forced labour to access to knowledge—expresses a collective trajectory: moving away from exploitation, advancing towards education and projecting a fairer future. This visual progression reflects the purpose of the Conference: translating commitment into concrete action.

A forward-looking institutional visual identity

The illustration functions as a key reference within the Conference's visual identity. It defines a framework for reflection, dialogue and international engagement, in which child protection and access to education are established as strategic priorities. The overall system conveys a constructive and mobilising vision.

Alignment with the Sustainable Development Goals

The visual concept is embedded within the SDG framework, notably SDG 4 (quality education) and target 8.7, which calls for the elimination of child labour in all its forms. It strengthens the Conference's institutional positioning within the United Nations framework.

A controlled and institutional visual impact

The central protective figure structures the composition and directs visual focus. The neutral treatment of silhouettes enables an inclusive and universal representation, consistent with institutional communication standards.

A sober, contemporary and adaptable graphic language

The clean vector style defines an institutional graphic language designed to ensure clarity, consistency and adaptability across all communication media, including digital platforms, publications, signage and media outputs.

Logotype

Horizontal and vertical versions

The logotype is available in two orientations—horizontal and vertical—to ensure optimal use across all communication media.

Each version must be selected according to the format, the available space and the specific legibility and visibility requirements of each application.

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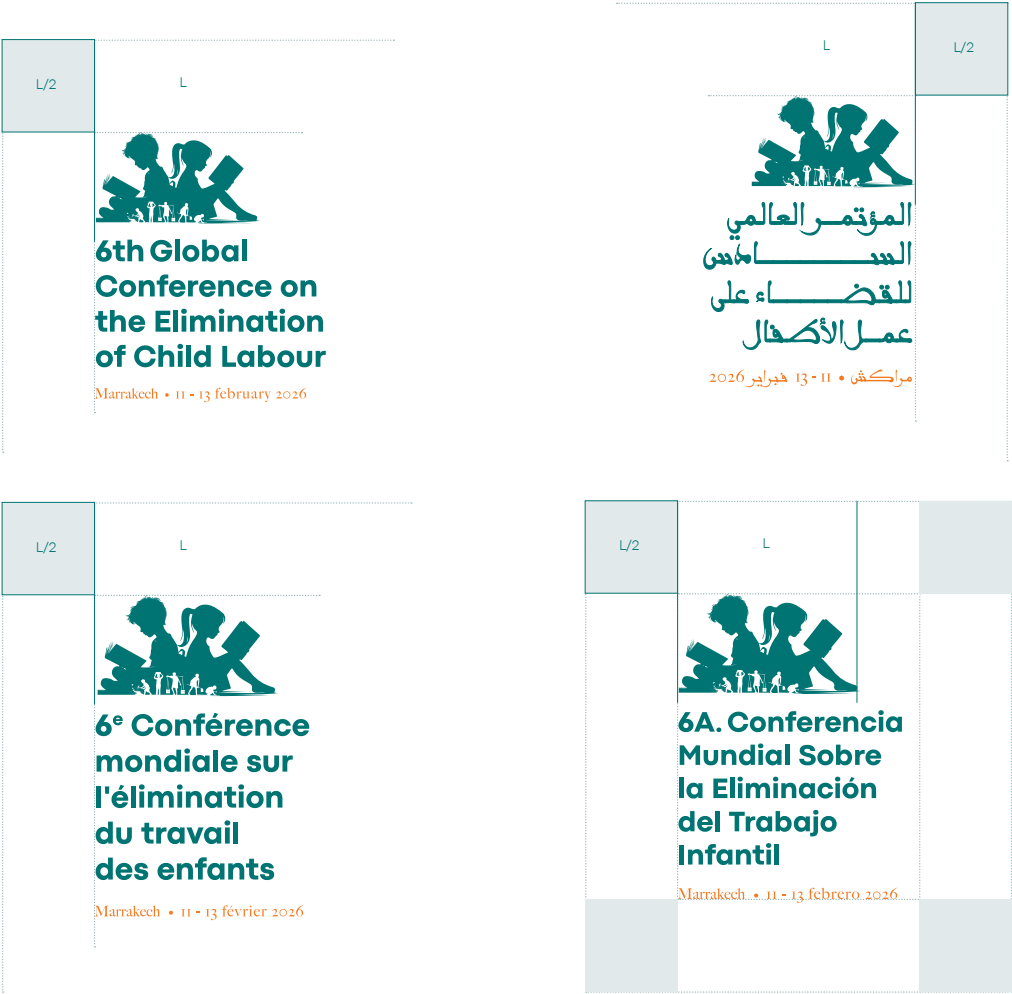**6th Global Conference on the Elimination of Child Labour**

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Logotype

Clear space
vertical version

The logotype is available in four languages: English, Arabic, French and Spanish. For each language version, the clear space around the logotype must be respected in order to ensure legibility and visual impact.

This clear space is defined as half the width of the symbol and must remain free of any other graphic elements or text.

L/2   L

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L   L/2

المؤتمــر العالمي
السـادس
للقضـاء على
عمـل الأطفال

مراكش • 13 - 11 فبراير 2026

L/2   L

6ᵉ Conférence mondiale sur l'élimination du travail des enfants

Marrakech • 11 - 13 février 2026

L/2   L

6A. Conferencia Mundial Sobre la Eliminación del Trabajo Infantil

Marrakech • 11 - 13 febrero 2026

Logotype

Clear space
horizontal version

The logotype is available in four languages: French, English, Arabic and Spanish. For each of these language versions, the clear space must be equal to half the height of the symbol.

This minimum margin must be maintained around the logotype to ensure optimal visibility and to prevent any interference with other graphic or typographic elements.
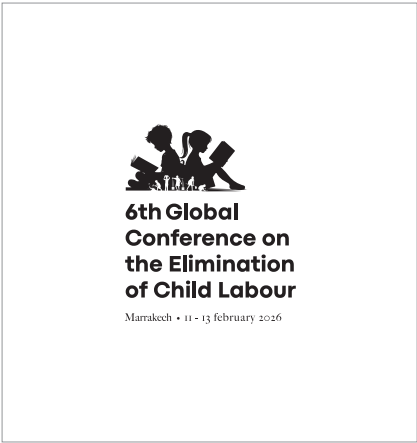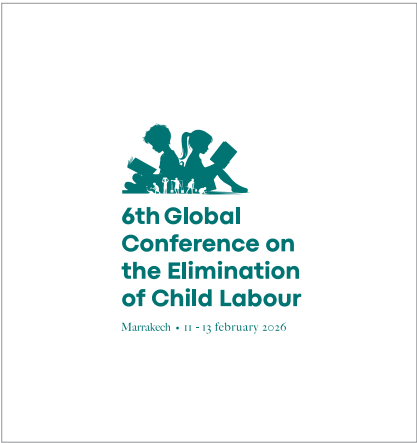
Logotype

Positive and negative applications

The logotype may be used in monochrome, in mixed colours, or in black and white, on either a positive or a negative background.

All variations must ensure legibility, contrast, and preservation of the symbol's visual integrity.

The following are some recommended application examples.

Graphic pattern

For the Sixth Global Conference on the Elimination of Child Labour, hosted this year by Morocco, the visual identity incorporates a texture inspired by traditional Moroccan geometric patterns.

This composition, derived from zellige art and the ornamental structures characteristic of Moroccan architecture, provides a strong and immediately recognisable cultural dimension.
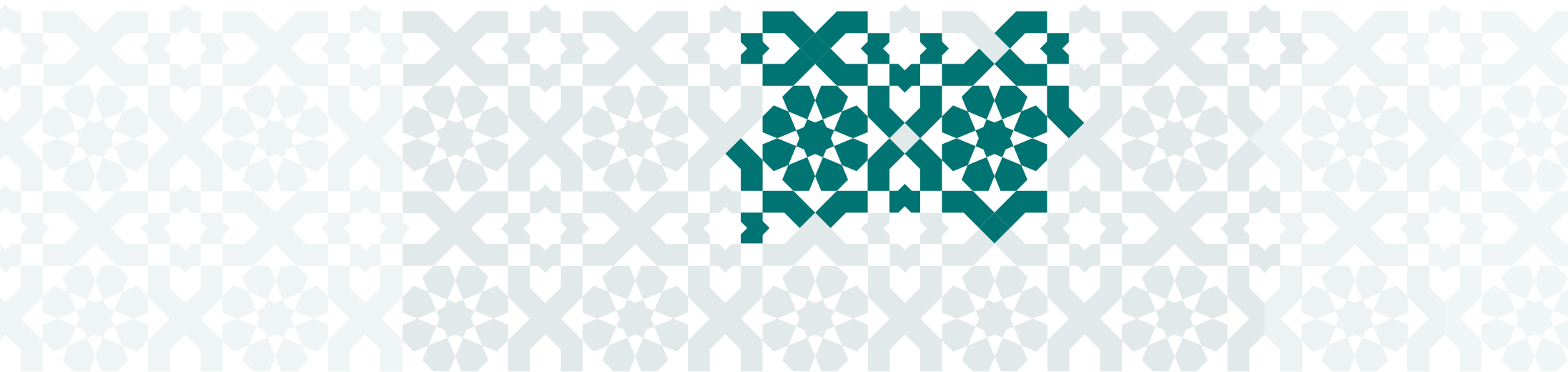
The patterns are rendered in a sober, institutional colour palette, allowing versatile use across different media.

This texture serves as a distinctive graphic element, visually anchoring the Moroccan edition of the event while reinforcing the Conference's overall visual identity.

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BOLD

Regular

Light

Medium

Typography

The official typography for the Sixth Global Conference on the Elimination of Child Labour is based on two complementary type families, designed to cover all linguistic requirements of the event.

For Latin-based languages (French, English, Spanish), the typeface Codec Pro is used. This contemporary sans-serif typeface offers excellent legibility and versatility. Its balanced geometry and wide range of weights allow effective structuring of information, from headings to body text, while ensuring a coherent and modern visual identity.

For Arabic, the official typeface is B Hakim Ghazali, an elegant and readable font, suited to institutional materials and multilingual communication. It achieves perfect visual harmony with Codec Pro while respecting the typographic specificities of the Arabic language.

B Hakim Ghazali

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Codec pro

AaBbCc
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"?!"()[]{}*@&$€£:;,.

Codec pro family font

abcdefghijklm
abcdefghijklm
abcdefghijklm
abcdefghijklm
abcdefghijklm
abcdefghijklm

Big Caslon

ABCDEFGHIJKLMNOPQR
abcdefghijklmnopqrstuvwxyz
0123456789"?!"()[]{}*@&$€£:;,.

Typography

Police : Codec Pro ExtraBold
Corps : 15,5 pt
Interligniage : 16,34 pt

Police : Big Caslon Medium
Corps : 9 pt
Interligniage : Automatique

المؤتمر العالمي السادس للقضاء على عمل الأطفال

6ᵉ Conférence mondiale sur l'élimination du travail des enfants

Police : B Hakim Ghazali
Corps : 12,65 pt
Interligniage : Automatique

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Police : B Hakim Ghazali
Corps : 9 pt
Interligniage : Automatique

Police : Codec Pro ExtraBold
Corps : 15,5 pt
Interligniage : 18 pt

Police : Big Caslon Medium
Corps : 9 pt
Interligniage : Automatique

المؤتمر العالمي السادس
للقضاء على عمل الأطفال

6ᵉ Conférence mondiale sur l'élimination du travail des enfants

Police : B Hakim Ghazali
Corps : 13 pt
Interligniage : 15,6 pt

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Police : B Hakim Ghazali
Corps : 9 pt
Interligniage : Automatique

6th Global Conference on the Elimination of Child Labour

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COLOURS

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المؤتمر العالمي
السادس
للقضاء على
عمل الأطفال

Colours

Colour palette

The official colour palette visually reflects the spirit and values of the Sixth Global Conference on the Elimination of Child Labour. The selected hues each convey essential concepts: protection, hope, vigilance, dignity and collective action.

Their combination creates a coherent, legible and meaningful visual language.

CMYK	90 - 30 - 50 - 20	
RGB	0 - 113 - 115	
HEX	#007173	

CMYK	0 - 70 - 100 - 0	
RGB	236 - 102 - 8	
HEX	#ec6608	

CMYK	0 - 25 - 90 - 0	
RGB	253 - 196 - 31	
HEX	#fdc41f	

CMYK	70 - 0 - 20 - 0	
RGB	41 - 184 - 206	
HEX	#29b8ce	

CMYK	95 - 100 - 15 - 10	
RGB	57 - 38 - 111	
HEX	#39266f	

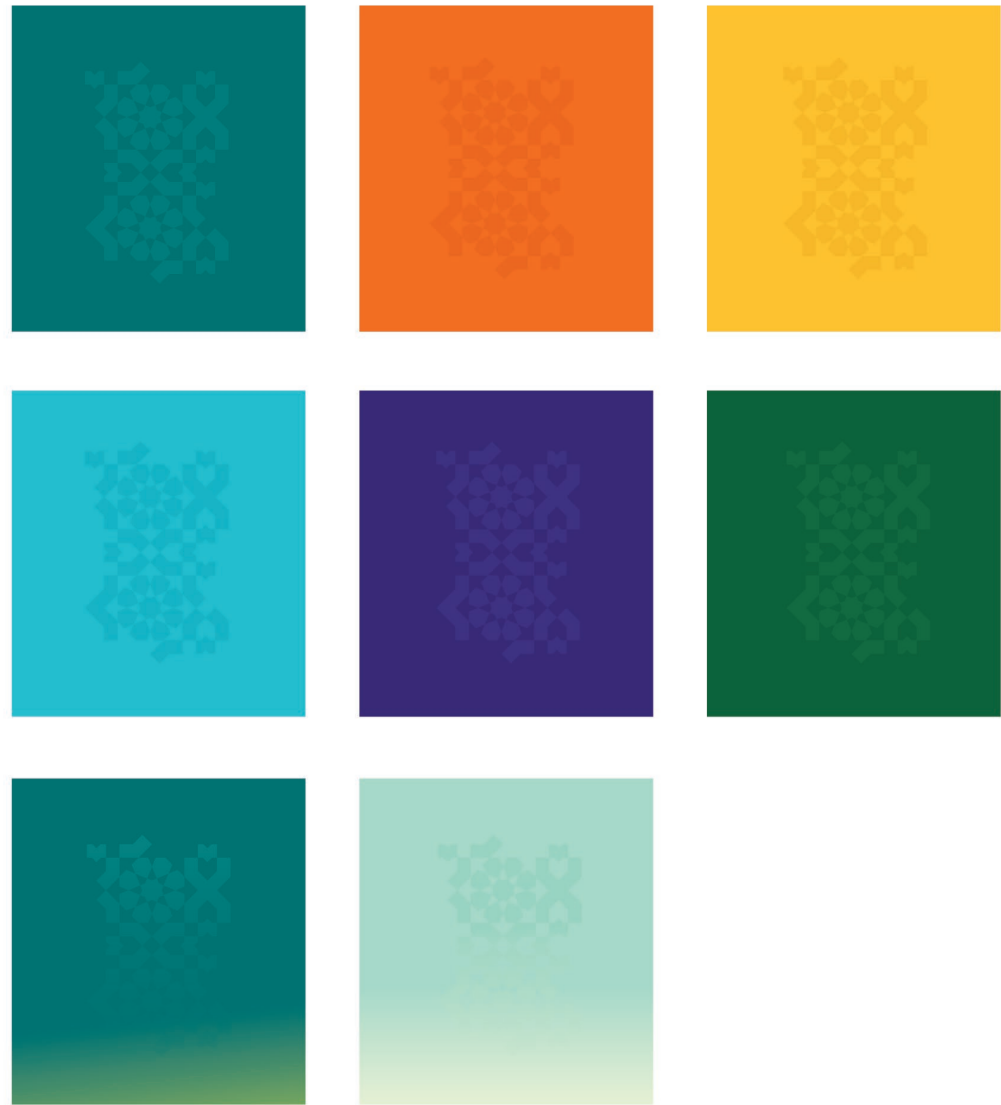|		
CMYK	90 - 35 - 90 - 30	
RGB	6 - 97 - 55	
HEX	#066137	

Colours

The colour palette for the Sixth Global Conference on the Elimination of Child Labour is also applied to textures to ensure a coherent, legible visual identity that complies with institutional standards.

The coordinated use of turquoise, blue, purple, orange, yellow and green creates harmonious visual compositions that convey vigilance, hope, the dynamism of international action and collective engagement.

This approach ensures clear content differentiation, consistency across media, and immediate recognition of the Conference's visual universe.

CMYK   90 - 30 - 50 - 10
RGB   0 - 122 - 124
HEX   #007b7c

CMYK   0 - 73 - 100 - 3
RGB   218 - 95 - 6
HEX   #e65f09

CMYK   0 - 28 - 93 - 3
RGB   247 - 187 - 17
HEX   #f7bb11

CMYK   73 - 0 - 20 - 5
RGB   1 - 175 - 198
HEX   #01afc6

CMYK   93 - 97 - 13 - 4
RGB   62 - 43 - 120
HEX   #3e2b78

CMYK   90 - 35 - 90 - 22
RGB   4 - 104 - 59
HEX   #04683b

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Conference on
the Elimination
of Child Labour**

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Applications

المؤتمــر العالمي
الســـــــامس
للقضـــاء على
عمـل الأكفال

Social media

Account banner and avatar

Visuals for banners and avatars are based on a structured and symbolic composition, highlighting children's silhouettes and geometric patterns inspired by the cultural heritage of the Kingdom of Morocco.

The integration of these elements creates a visual identity that combines modernity with cultural grounding, while ensuring clear and institutional readability.

The use of the Conference's official colours reinforces overall consistency and allows the creation of harmonious visual compositions that convey vigilance, hope, the dynamism of international action, and collective engagement.

Avatars, designed around a high-contrast, legible circle, ensure immediate recognition on social platforms, while banners provide a balanced visual space suitable for highlighting key information.

Social media

Post examples

This guide sets out the visual rules to be followed for all publications related to the Conference.

It ensures a consistent, recognisable and professional identity across all social media platforms, in order to reinforce the message and impact of the event.

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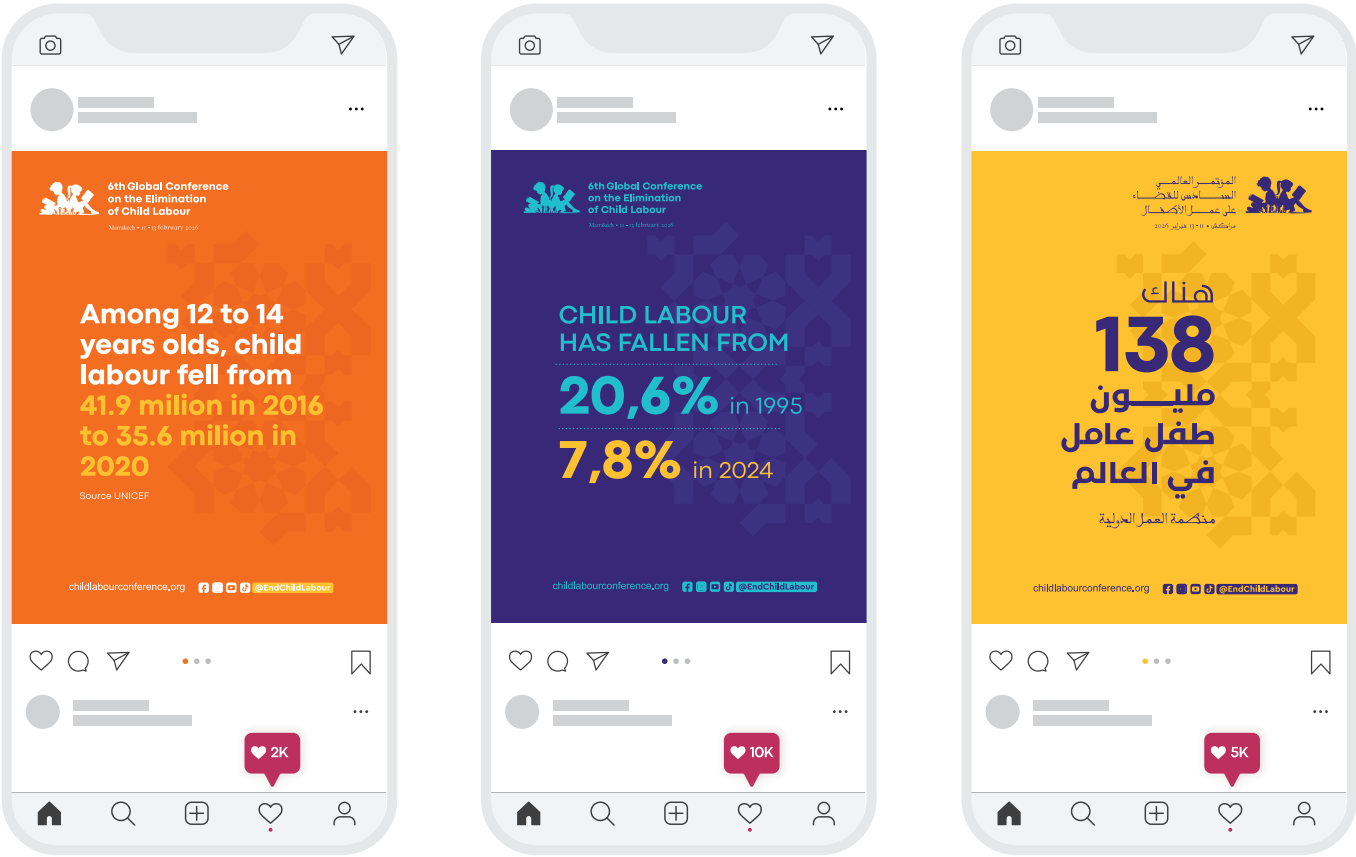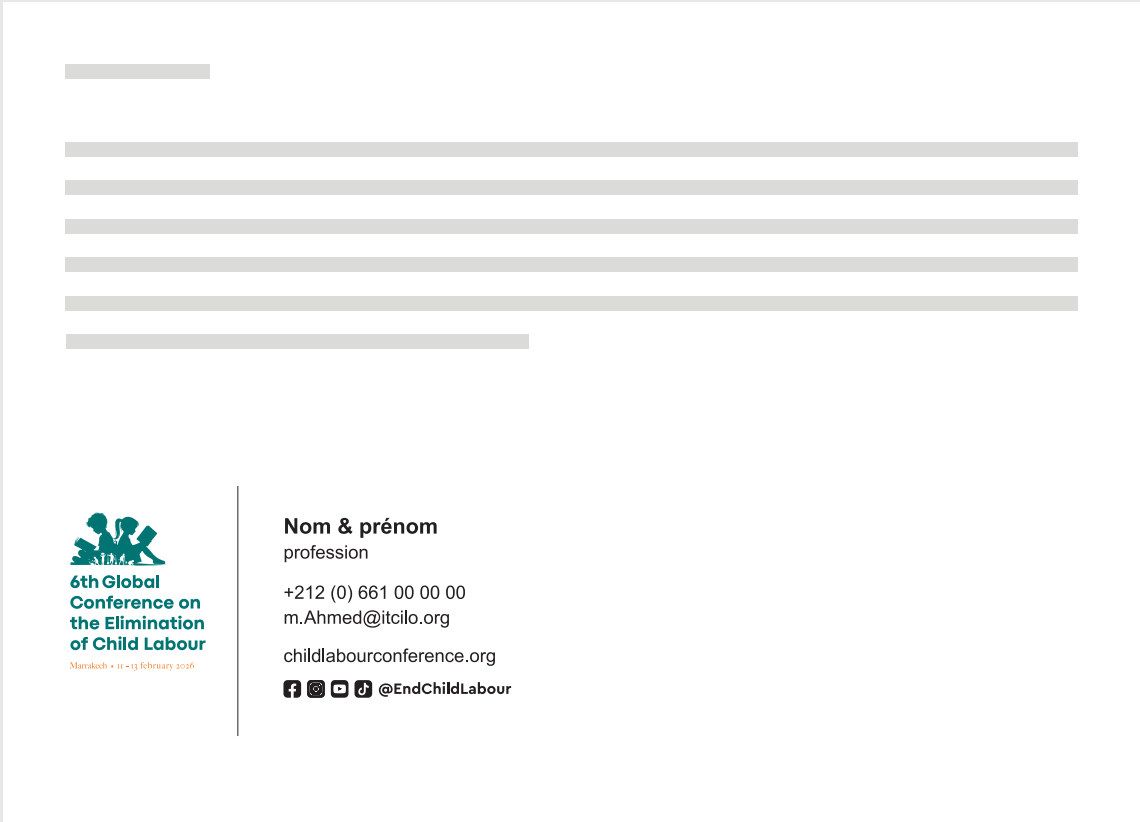
E-mail

Signature

The e-mail signature combines the Conference's official visual identity with a clear and structured presentation of personal information.

The signature block includes the logotype, the event dates and location, framed by the institutional colour palette to ensure consistency across all communication materials.

The layout, sober and functional, guarantees immediate readability of professional contact details, while the integration of social media icons enhances the Conference's visibility and facilitates access to official channels.

This signature thus contributes to a harmonised and professional digital identity across all communications.

Nom & prénom
profession

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m.Ahmed@itcilo.org

childlabourconference.org

6th Global Conference on the Elimination of Child Labour

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@EndChildLabour

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