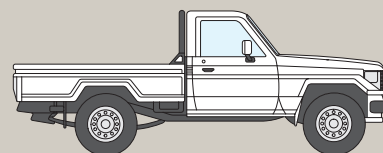
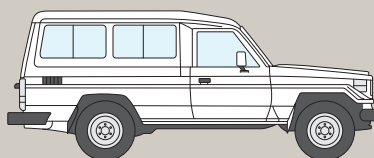
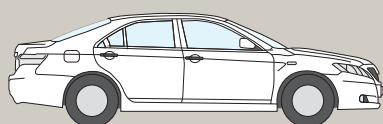


# UNHCR's Vehicle Visibility Guide 2016



Vehicles are one of the most visible assets of UNHCR. Visibility for the agency and its work is important and our vehicle fleet provides an opportunity to make our activities known. All UNHCR vehicles should be marked in a standardized manner with the correct UNHCR logos as described in this document.

Under the Global Fleet Management (GFM), all new vehicles will be provided to operations through a vehicle rental programme. All rental vehicles will be equipped for field operations. If the situation allows, visibility such as magnets, stickers and flags should be placed on the vehicles once they are at their final destination. In certain operations, for security purposes, it may be preferable for UNHCR vehicles not to be overly visible, in which case no visibility should be used.

This Vehicle Visibility Guide provides guidance on a standardized vehicle marking system for UNHCR's fleet, including vehicles owned by UNHCR but operated by Partners. The Guide provides information for the following groups of vehicles:

**1. Vehicles owned and operated by UNHCR – Administration vehicles**

These vehicles should be only marked with UNHCR visibility logo.

**2. Vehicles owned by UNHCR but operated by Partners under the Right of Use agreement – Programme vehicles**

These vehicles are the property of UNHCR but their right of use is granted to the Partners which operates the vehicle on a daily basis.

**3. Vehicles donated by UNHCR to Partner, host governments or other partners**

UNHCR may donate vehicles through Transfer of Ownership. These vehicles are no longer registered in the UNHCR asset list. The partner has full responsibility for these vehicles.

The Visibility Guide is intended to provide an easy reference for standard vehicle markings and logos for each of the above categories.

The display of UNHCR/UN logos on UNHCR vehicles is recommended as per the guidelines contained in this document. The Country MOSS Requirements may stipulate additional use of UN insignia on vehicles.

The security situation in any given country may also dictate the use or removal of markings and insignia. However, the Representative has the final decision on the application of markings on UNHCR vehicles either with UNHCR, UN or no visibility.

Operations have the option to print stickers or magnetic stickers locally – the logo specifications can be downloaded from [\[here\]](#).

Any locally produced stickers must comply with the UNHCR/UN standard designs. UNHCR Brand Book can be found [\[here\]](#).

## Visibility logos



HORIZONTAL LOGO



VERTICAL LOGO

Local language versions can be used in the descriptor line (The UN Refugee Agency) instead of the English descriptor, but UNHCR should be kept at all times. The horizontal and vertical UNHCR visibility logos are available in **Arabic, French, Russian, and Spanish**. These files can be downloaded from [\[here\]](#) from the UNHCR media library.

Please find below a step by step guide on how to download information free of charge from the UNHCR media library.

1. Go to: [media.unhcr.org/brand](https://media.unhcr.org/brand) and use your normal login details to gain access to the site.
2. Once there, choose which logos/books/templates you require, and add them to your cart.
3. Fill in the required information.
4. Click on “request download”.
5. Within 15 minutes you will receive an email confirming that you can then download the items from the media library.

## Arabic visibility logos



HORIZONTAL LOGO



VERTICAL LOGO

## French visibility logos

1-line



2-line



HORIZONTAL LOGO



VERTICAL LOGO

## Russian visibility logos

HORIZONTAL LOGO

1-line



2-line

VERTICAL LOGO



## Spanish visibility logos

HORIZONTAL LOGO

1-line



2-line



VERTICAL LOGO



PICK UP



SEDAN

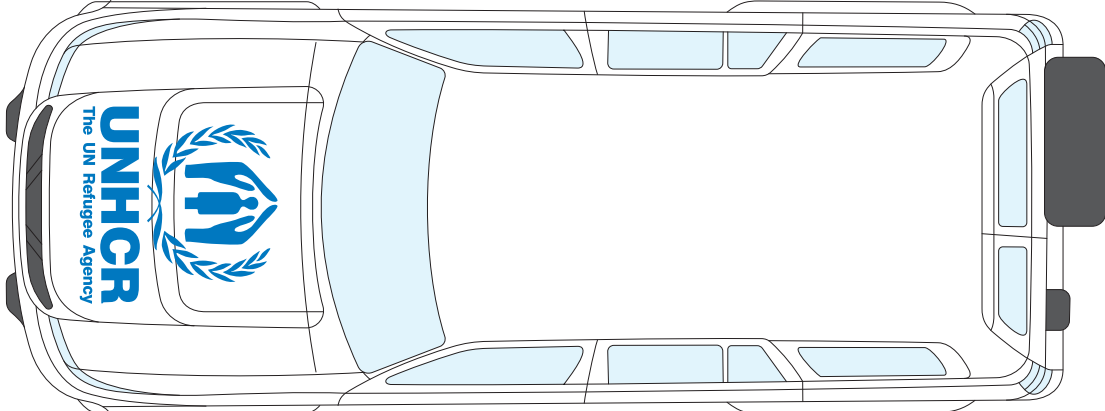


3 DOOR STATION WAGON



Both the horizontal and vertical VISIBILITY logos can be used.

5 DOOR STATION WAGON



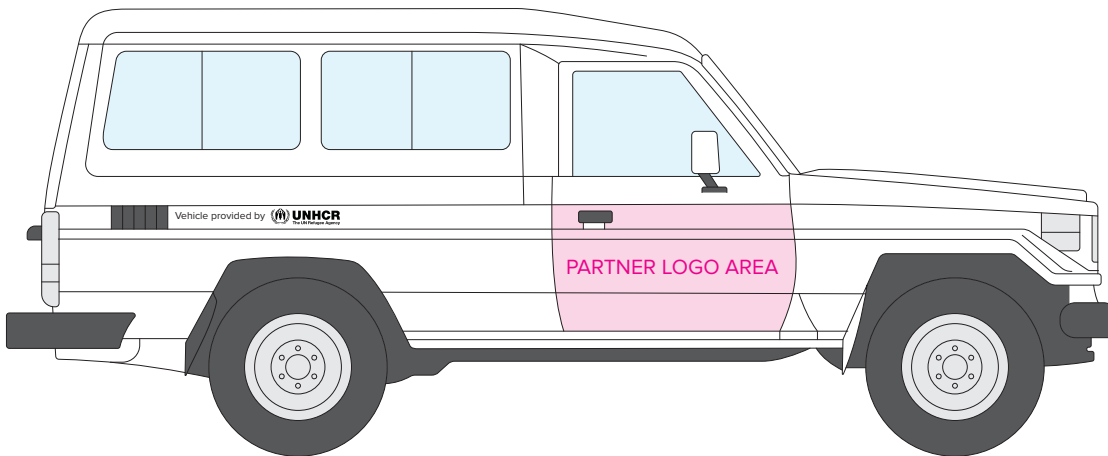


UNHCR vehicles operated by Partners under Rights of Use agreements should carry UNHCR logos. In this case, UNHCR recommends visibility for the organization, **but ultimately the Country Operations should decide what visibility is required on the vehicles.**

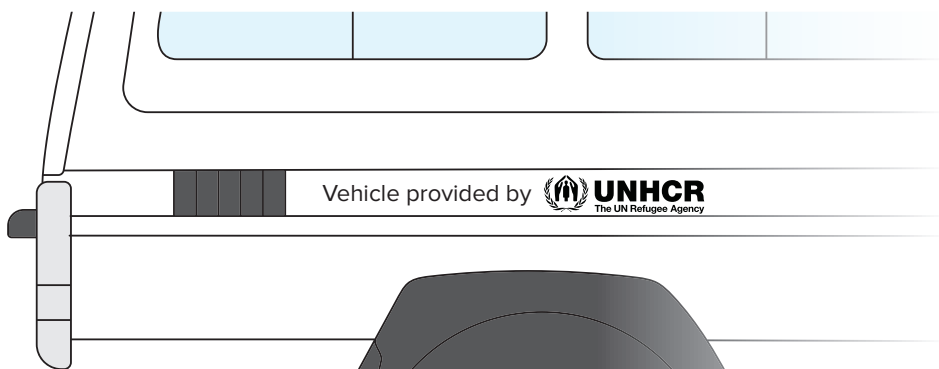
**5 DOOR STATION WAGON**



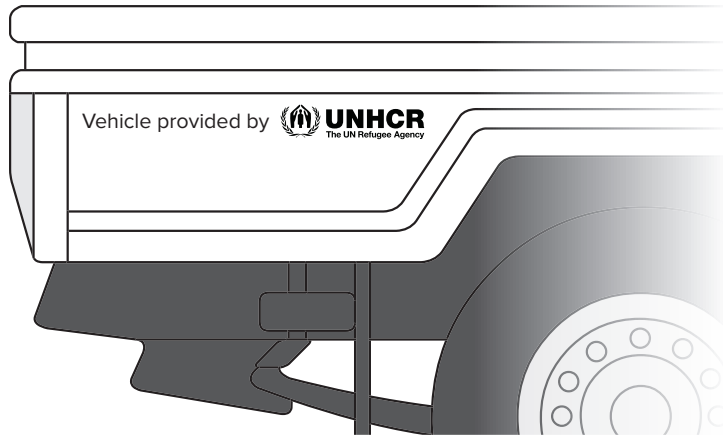
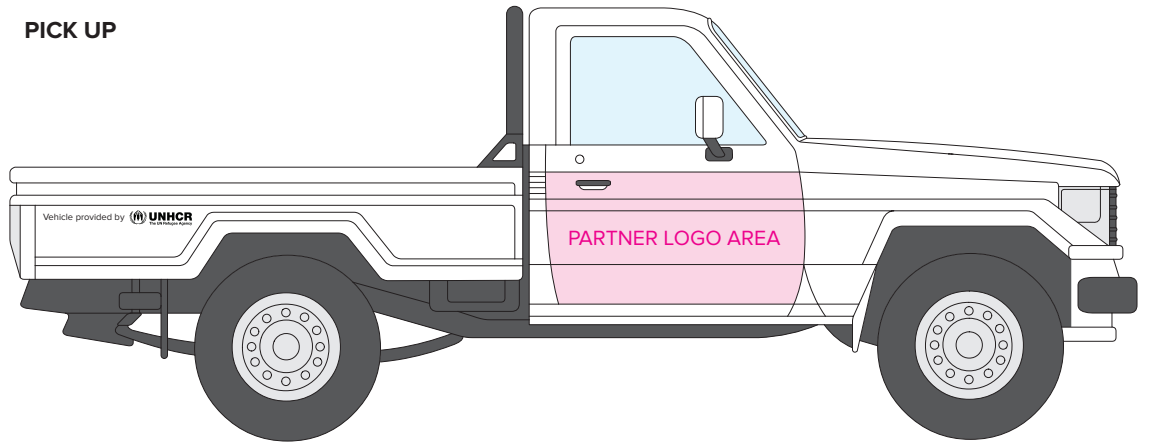
**3 DOOR STATION WAGON**



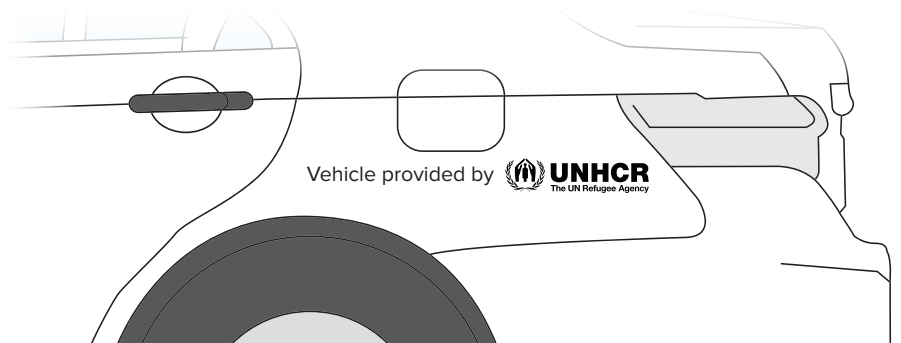
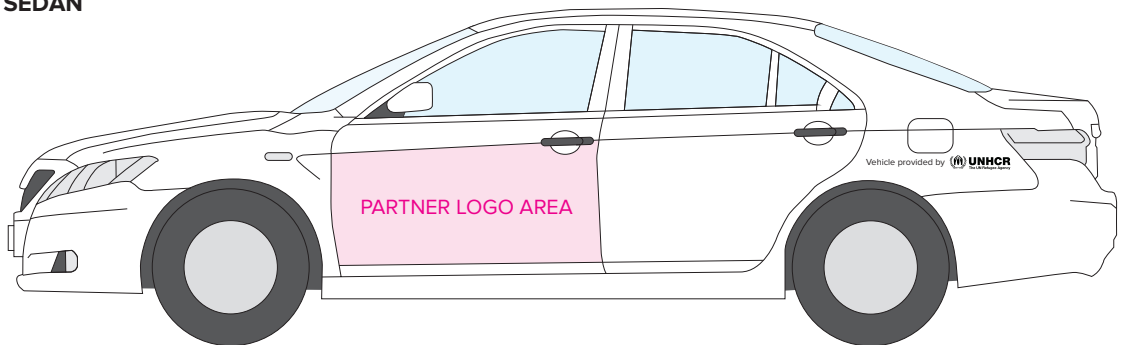
Please see some recommendations below on how the UNHCR Visibility logo may appear under Right of Use agreements.



PICK UP



SEDAN



UNHCR vehicles that have been transferred to Partners no longer belong to UNHCR, they are property of the Partner and should not carry UNHCR markings or logos. All UNHCR markings should be removed from the vehicle before the Transfer of Ownership.

If some visibility to UNHCR is required, the vehicle may carry the 'Donated by UNHCR' marking.

**Should you need more information, please contact the GFM team at:**  
[HQFLEET@UNHCR.ORG](mailto:HQFLEET@UNHCR.ORG)

