

# GUIDELINES FOR USING THE UNICEF UK RIGHTS RESPECTING SCHOOLS AWARD LOGO



This document provides the guidelines for using the Unicef UK Rights Respecting Schools Award logo. Please visit our website for more information

[unicef.org.uk/rights-respecting-schools/resources/branding](https://www.unicef.org.uk/rights-respecting-schools/resources/branding)

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## WHO CAN USE THE RRSa LOGO?

- The RRSa logo is available for use by schools that have achieved [Recognition of Commitment](#) (ROC), [Level 1](#) or [Level 2](#).
- For each stage of the Award, schools receive a different logo that indicates which level they have achieved and this is the logo they need to use on their materials. This is sent to schools via email when they reach the relevant RRSa stages.
- The Award is valid for a period of three years and the RRSa logo can only be used for the duration of the Award.
- The use of the logo cannot be transferred to a third party.

## HOW TO USE THE RRSa LOGO

- The logo can be used on websites, headed papers and other relevant materials (school displays, charters, posters, etc) by schools that have achieved their ROC, Level 1 or Level 2.
- The logo can only be used and reproduced in the format provided – neither the colour nor shape can be altered.
- The minimum size of the logo should be 24mm wide for print and 68pixels wide for digital.
- The main logo is in the Unicef blue. The logos are also available in black & white and in blue on white – if you require these versions for a specific use, you can send an email request to [rrsa@unicef.org.uk](mailto:rrsa@unicef.org.uk) explaining why you need the other versions and where you'd like to use them.
- The logo should always be used as a whole. Do not use the Unicef UK logo or the RRSa round icon on its own.
- The logo can only be used to demonstrate the school's accreditation rather than an endorsement of any other specific materials.
- Schools must only use the logo that represents the stage they have achieved (ROC, Level 1 or Level 2). If you are a Level 1 or a Level 2 school and for a particular reason you require the generic logo, please get in touch with us [via email](#) explaining why you need the logo and we will consider the request.