

GUIDELINES FOR USING THE UNICEF UK RIGHTS RESPECTING SCHOOLS AWARD LOGO



This document provides you with 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

WHO CAN USE THE RRSA LOGO

- The RRSA logo is available for use to schools that have achieved their Bronze: Rights Committed, Silver: Rights Aware, and Gold: Rights Respecting accreditations
- For each stage of the Award, schools receive a different logo that indicates which stage they have achieved – this is the logo they need to use on their materials.
- The logo is sent to schools via email when they reach the relevant RRSA stages
- The Award is valid for a period of two 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 Bronze: Rights Committed, Silver: Rights Aware, and Gold: Rights Respecting accreditations
- 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 68 pixels wide for digital
- The main logo is in the Unicef blue
- The logo should always be used as a whole so don't use the Unicef UK logo or the small round icon on their 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 (Bronze: Rights Committed, Silver: Rights Aware, and Gold: Rights Respecting accreditations). If 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