

# **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](https://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 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 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 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