



RCE Logo Mark Usage Guidelines

Table of Contents

Background	2
Usage.....	2
Size and Positioning.....	2
Colour Considerations.....	5
Full-title Variant.....	5
Contact	6

Background

The logo of the Regional Centre of Expertise on Education for Sustainable Development (RCE) has been redesigned to align with the new visual identity and guidelines of the United Nations University (UNU), ensuring consistency with UNU's overall brand framework.

The new RCE logo is no longer integrated with the UN and UNU logos (also redesigned) and intended to stand and be used separately from these logos. Instead, the new RCE logo retains the three letter Cs of the old logo, now positioned concentrically. The three Cs of the RCE logo - **C**ommunity, **C**ollaboration, and **C**ommunication - symbolise the core principles of the RCE. The colour scheme of the logo is based on UNU's official design standards.

The new RCE logo takes effect on **26 August 2024**.

Usage

- The images in this package are for **digital use or in-house printing only**.
 - For usage with external vendors who request CMYK colour files, please contact the RCE Service Centre at RCEServiceCentre@unu.edu
- There are two logo files: the normal logo mark (the smaller 'RCE' with circular design) and the full-title variant.
- The size of the images **should not exceed 1000 pixels or 7.5 cm**.
- **The normal logo mark is the default version and should be used in almost all cases.** However, the full-title variant may be used in specific conditions. (Please see Section 'Full-title Variant' below.)
- **In almost all cases, the normal logo mark should be used.**

Size and Positioning

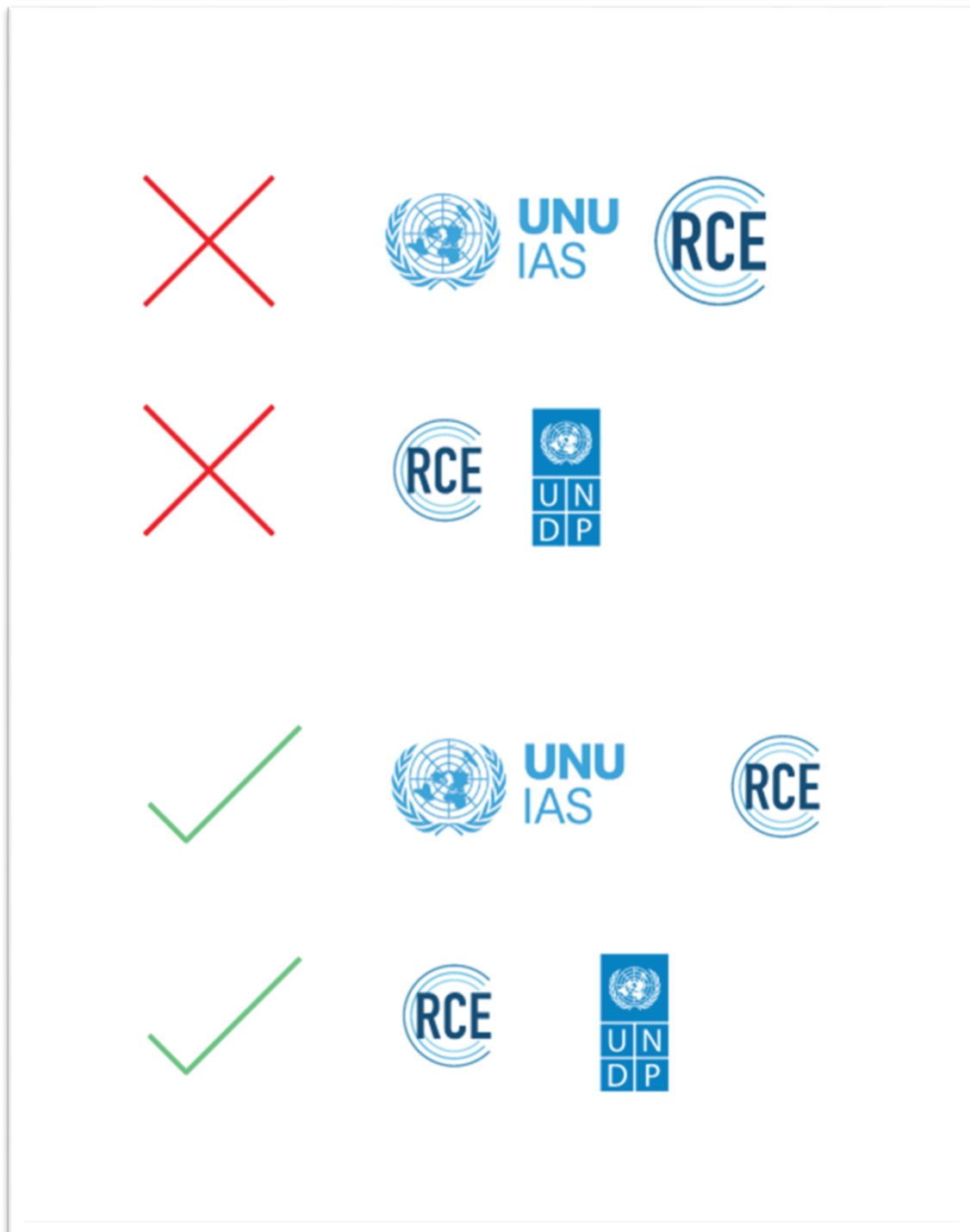
You may proportionately resize the mark, however:

1. Do not add anything to the mark
2. Do not combine the mark with other visual elements
3. Do not change the colours of the mark
4. Do not disproportionately resize the mark
5. Do not use a solid colour background just for the mark
6. Do not make the mark larger than its native pixel size (1000 pixels digital or 7.5cm)

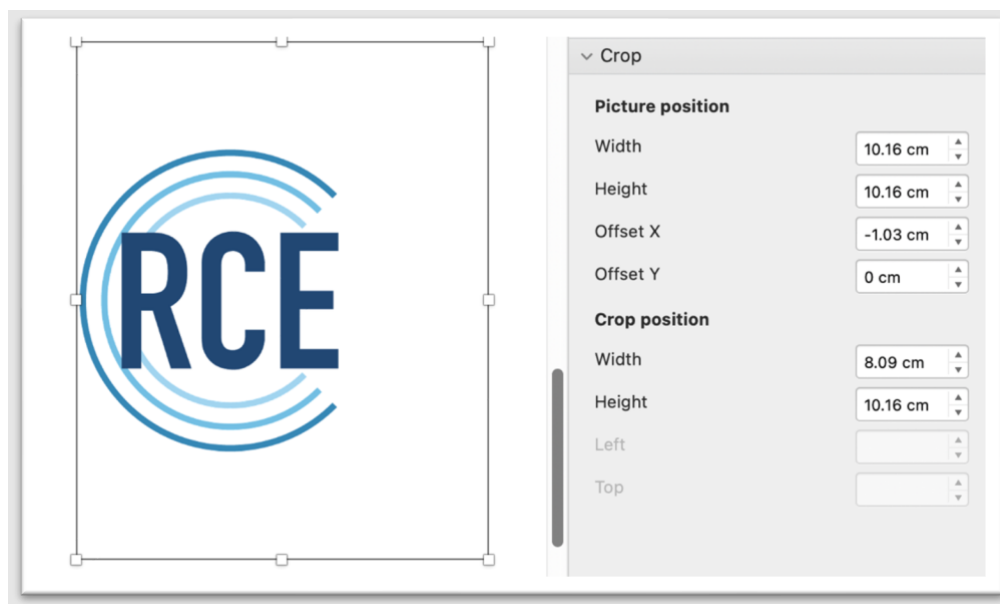


Most importantly, **make sure there is plenty of space between the RCE logo and page margins or other visual elements**. The images are designed with ample space around the mark to ensure this.

Do not place the logo too close to other logos, including partner logos and UNU logos. This is important to respect other organizations' identities as well as distinguish RCE as its own entity:



In some cases, you may need to crop the white space in the logo mark to align it with some elements such as page margins:



Colour Considerations

- The RCE logo in UNU blue is designed to work against light-coloured backgrounds, including white. Please use your best judgement when placing the logo against colours, on top of photos, etc.
- Make sure there is a strong but pleasing contrast between the logo and background, but **do not create a solid colour shape only for the logo's background** (see example #5 above).

Full-title Variant



- The normal logo mark is the default version and should be used in almost all cases. However, the full-title variant may be used when the full RCE acronym needs to be spelled out next to the logo mark, and there is no other option for spelling it out within the material (such as on public-facing logo display signage).

- **If you try placing the full-title variant and the title is too small to read, do not use the full-title variant.** Use the normal RCE logo mark and consider spelling out the full RCE acronym in the text or placing the full-title variant somewhere else in a larger size (such as on the inside page of a publication).
- Cases where the full-title variant should never be used include:
 - Business cards
 - Social media (profile photos, etc.)
 - E-mail signatures
 - Print materials smaller than A4 size
- The same rules in 'Size and Positioning' above apply to the full-title variant.

Contact

For further questions on RCE logo usage, email RCEServiceCentre@unu.edu or Avelino Jr. Mejia (avelinojr.mejia@unu.edu).