

Netzwerk **Kinderrechte** Schweiz
Réseau suisse des **droits de l'enfant**
Rete svizzera **diritti del bambino**
Child Rights Network Switzerland

unicef 
for every child

Label for Child Rights Day

Usage and design guidelines

Version 1, October 2024

UNICEF Switzerland and Liechtenstein & Swiss Children's Rights Network

Idea for the label

- International Children's Rights Day is celebrated every year on 20 November. The Convention on the Rights of the Child was adopted by the United Nations on this day in 1989.
- Throughout Switzerland and Liechtenstein, a number of organisations, municipalities, schools, youth groups, etc. organise numerous projects and events on the theme of children's rights around 20 November.
- The Swiss Children's Rights Network (SCRN) and UNICEF Switzerland and Liechtenstein would like to provide a unifying umbrella for these activities in order to give greater visibility to Children's Rights Day and to children's rights as a whole.
- To this end, the SCRN and UNICEF have developed an open, neutral label that can be used for events, campaigns and materials related to Children's Rights Day.
- It has a neutral design and does not contain any branding of the SCRN, UNICEF or other member organisations. The label can be used in combination with an organisation's own logo
- The needs and design requirements were identified through a survey of SCRN member organisations and child-friendly communities.

Usage guidelines

General

- All organizations wishing to use the label must adhere to the usage guidelines described in this document.
- The label may only be used to raise awareness and for campaigns relating to children's rights and Children's Rights Day. Commercial use is prohibited.
- The label may not be changed or adapted outside of the possibilities described in these guidelines.

Liability

- The NCP and UNICEF accept no responsibility or liability for the activities of any company in relation to the use of the label.

Disclaimer

- The use of the label by an organization does not imply that the NCP or UNICEF endorses that organization, its brand, its products or services or its activities.
- This non-endorsement disclaimer must be included on all dual branded products and on all promotional or communication materials as part of a corporate partnership: “UNICEF does not endorse any company, brand, product or service.”

Copyright

- The label is protected under trademark law by UNICEF Switzerland and Liechtenstein. It is not necessary to indicate a © when using the label.

CONTACT: If you have any questions about the label, please contact childrights@unicef.ch

DOWNLOAD: All versions of the label can be downloaded from unicef.ch/label-20-11

A black rectangular label with rounded corners and a top edge featuring four raised tabs, resembling a calendar tab. The text "CHILD RIGHTS DAY" is written in white, bold, uppercase letters.

**CHILD RIGHTS
DAY**

A black rectangular label with rounded corners and a top edge featuring four raised tabs, resembling a calendar tab. The text "November 20" is written in white, bold, lowercase letters.

November 20

**TAG DER
KINDERRECHTE**

20. November

**JOURNÉE
DES DROITS
DE L'ENFANT**

20 novembre

**GIORNATA
DEI DIRITTI
DELL'INFANZIA**

20 novembre

**CHILD RIGHTS
DAY**

November 20

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November 20

The Label

- The two “building blocks” from which the label is modularly composed are intended to represent a playful element and point out that children's rights are made up of different building blocks.
- The reduced, flat depiction helps the label to harmonize with other visual elements and not push itself into the foreground.
- Use of black and white so that the label is as accessible and flexible as possible and works well alongside other logos and color schemes of various organizations. If required, it can also be colored in one of the CRC colors (see corresponding slide).
- The font is the same as that used for the international [children's rights icons](#) to establish a clear reference to the Convention on the Rights of the Child.



Language versions

- The label is available in German, French, Italian and English.

**TAG DER
KINDERRECHTE**

20. November

**CHILD RIGHTS
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November 20

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DEI DIRITTI
DELL'INFANZIA**

20 novembre

Color variants | ready for immediate use

- The use of the black/white logo is recommended for accessibility. Negative use is possible for dark backgrounds.
- The variants shown here are offered in different file formats for print and web



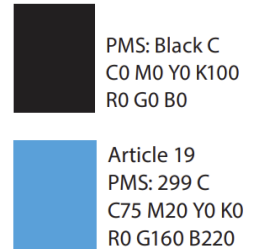
UNICEF_Logo_Tag_d_Kinderrechte_CMYK_DE_TransNEG_Short.eps



UNICEF_Logo_Tag_d_Kinderrechte_CMYK_DE_TransWHITE_Short.eps



UNICEF_Logo_Tag_d_Kinderrechte_CMYK_DE_Trans_Short.eps



Color variants | for self-design

- If required, the logo can be colored in one of the colors of the international children's rights icons, see the color codes below.
- Colored variants can be created yourself using the .eps file.

 TAG DER KINDERRECHTE 20. November C0 M12 Y100 K0 R255 G218 B0	 TAG DER KINDERRECHTE 20. November C2 M78 Y100 K0 R236 G94 B36	 TAG DER KINDERRECHTE 20. November C12 M91 Y0 K0 R213 G58 B149	 TAG DER KINDERRECHTE 20. November C73 M100 Y14 K4 R103 G42 B125	 TAG DER KINDERRECHTE 20. November C86 M44 Y15 K2 R229 G36 B59	 TAG DER KINDERRECHTE 20. November C88 M38 Y53 K35 R0 G92 B92	 TAG DER KINDERRECHTE 20. November C57 M0 Y100 K0 R122 G193 B67
 TAG DER KINDERRECHTE 20. November C7 M17 Y95 K0 R240 G203 B40	 TAG DER KINDERRECHTE 20. November C0 M99 Y22 K0 R238 G31 B56	 TAG DER KINDERRECHTE 20. November C0 M90 Y2 K0 R239 G91 B157	 TAG DER KINDERRECHTE 20. November C91 M95 Y22 K11 R82 G49 B115	 TAG DER KINDERRECHTE 20. November C78 M32 Y9 K0 R39 G143 B192	 TAG DER KINDERRECHTE 20. November C57 M61 Y48 K49 R0 G57 B72	 TAG DER KINDERRECHTE 20. November C33 M0 Y96 K0 R183 G212 B59
 TAG DER KINDERRECHTE 20. November C6 M23 Y95 K0 R240 G193 B41	 TAG DER KINDERRECHTE 20. November C22 M100 Y78 K16 R170 G29 B55	 TAG DER KINDERRECHTE 20. November C0 M74 Y36 K0 R241 G105 B123	 TAG DER KINDERRECHTE 20. November C100 M100 Y37 K32 R34 G30 B82	 TAG DER KINDERRECHTE 20. November C75 M20 Y0 K0 R0 G160 B220	 TAG DER KINDERRECHTE 20. November C96 M63 Y56 K67 R0 G39 B47	 TAG DER KINDERRECHTE 20. November C45 M31 Y100 K15 R136 G136 B49
 TAG DER KINDERRECHTE 20. November C0 M33 Y93 K0 R252 G179 B43	 TAG DER KINDERRECHTE 20. November C28 M100 Y58 K32 R136 G19 B61	 TAG DER KINDERRECHTE 20. November C5 M59 Y25 K0 R232 G133 B149	 TAG DER KINDERRECHTE 20. November C100 M70 Y29 K14 R0 G79 B122	 TAG DER KINDERRECHTE 20. November C73 M5 Y4 K0 R0 G181 B227	 TAG DER KINDERRECHTE 20. November C88 M26 Y100 K13 R10 G127 B64	 TAG DER KINDERRECHTE 20. November C47 M76 Y60 K74 R58 G25 B30
 TAG DER KINDERRECHTE 20. November C0 M54 Y87 K0 R246 G141 B57	 TAG DER KINDERRECHTE 20. November C12 M100 Y82 K3 R207 G31 B57	 TAG DER KINDERRECHTE 20. November C43 M95 Y0 K0 R157 G51 B147	 TAG DER KINDERRECHTE 20. November C96 M71 Y13 K2 R15 G88 B150	 TAG DER KINDERRECHTE 20. November C 57 M 3 Y 4 K 0 R 92 G 195 B 231	 TAG DER KINDERRECHTE 20. November C84 M12 Y100 K1 R14 G157 B73	 TAG DER KINDERRECHTE 20. November C37 M71 Y91 K53 R95 G53 B24
 TAG DER KINDERRECHTE 20. November C2 M62 Y100 K0 R239 G125 B34	 TAG DER KINDERRECHTE 20. November C0 M99 Y55 K0 R237 G27 B86	 TAG DER KINDERRECHTE 20. November C43 M100 Y24 K17 R137 G27 B102	 TAG DER KINDERRECHTE 20. November C90 M67 Y11 K1 R42 G94 B157	 TAG DER KINDERRECHTE 20. November C71 M34 Y26 K8 R76 G133 B156	 TAG DER KINDERRECHTE 20. November C75 M10 Y94 K0 R69 G167 B80	 TAG DER KINDERRECHTE 20. November C26 M69 Y98 K20 R160 G88 B37
 TAG DER KINDERRECHTE 20. November C0 M0 Y0 K70 R109 G10 B113	 TAG DER KINDERRECHTE 20. November C0 M0 Y0 K100 R0 G0 B0					

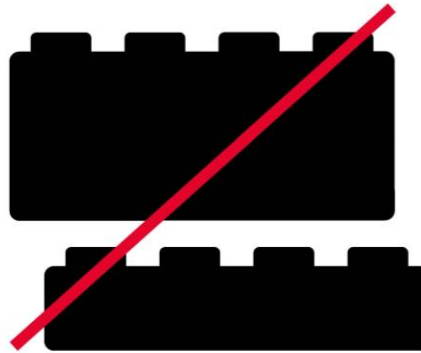
Label in combination



Don'ts



Do not stretch, squash or distort



Do not remove the text



Do not add drop shadows



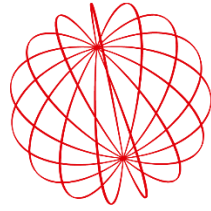
Do not add colours or new elements



Do not alter or modify



Do not use transparency, use the approved colours



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unicef 
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Thank you!

CONTACT: childrights@unicef.ch