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

SCRN & UNICEF | Label for Child Rights Day – Guidelines – www.unicef.ch/label-20-11

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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.

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

PMS: Black C
C0 M0 Y0 K100
R0 G0 B0

Article 19
PMS: 299 C
C75 M20 Y0 K0
R0 G160 B220
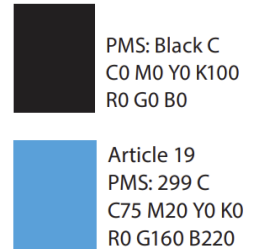
Color variants | for self-design

- 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.

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Label in combination

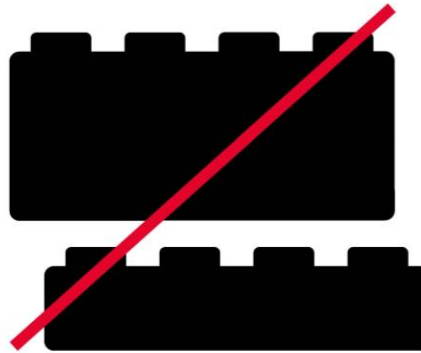SCRN & UNICEF | Label for Child Rights Day – Guidelines – www.unicef.ch/label-20-11

Don'ts

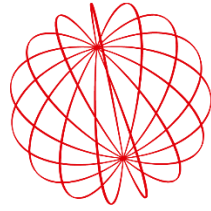Do not stretch, squash or distort

Do not remove the text

Do not add drop schadows

Do not add colours or new elements

Do not alter or modify

Do not use transparency, use the approved colours

Thank you!

CONTACT: childrights@unicef.ch