

# UNCRC25 Logo Guidelines

This is a basic guide to the UNCRC25 logo. Following these basic rules will ensure the integrity of the logo is retained at all times.

## The Logo.

The logo should not be altered in any way. The UNCRC25 logo has been designed in full colour and should appear on a white or light background.



Children Now, Rights Now

## Size

The smallest the UNCRC25 logo may be reproduced in print is 40mm wide. Without the tagline it may be reproduced at 30mm. Online it should appear no smaller than 150 pixels wide.



Children Now, Rights Now

30mm



Children Now, Rights Now

150px

## Clear zone

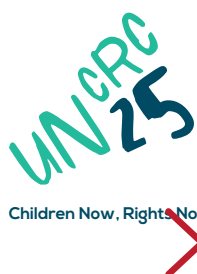
There should be a clear space around the logo at least equal to the height of the letter R within the logo.



## Best practice



Children Now, Rights Now  
Do not stretch the logo



Children Now, Rights Now  
Do not change the logo colour



Children's Rights Now!  
Do not change the logo text



Children Now, Rights Now  
Do not place the logo on a dark or busy background



Children Now, Rights Now  
Ensure the logo is big enough, on a light or white background and in the correct colours as provided.