

RCE LOGO AND SOCIAL MEDIA GUIDELINES



REGIONAL CENTRE OF EXPERTISE
ON EDUCATION FOR
SUSTAINABLE DEVELOPMENT

ACKNOWLEDGED BY



UNITED NATIONS
UNIVERSITY

AGENDA

THE RCE LOGO

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Guidelines: Exclusion Zone & Changes

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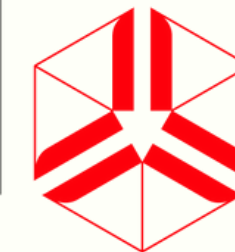
THE RCE LOGO

In order to promote Regional Centres of Expertise on Education for Sustainable Development (RCEs), the United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS), serving as the Global RCE Service Centre, developed the RCE logo as seen on the right.



REGIONAL CENTRE OF EXPERTISE
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KEY POINTS



When used, the RCE logo should be used as an integral logo; it must be used in its entirety and cannot be broken into its constituent parts.



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The RCE logo must also be used in accordance with UN rules and regulations.



RCEs are also encouraged to develop and use their own logos to promote their activities, events, and outputs.

GUIDELINES: COLOUR

THE RCE LOGO HAS TWO COLOUR VERSIONS:

(a) transparent colour

(b) transparent white



Users of the transparent colour version must follow the RCE Logo Colour Guide:

http://www.rcenetwork.org/portal/sites/default/files/RCE_logo_colour,P20guide.pdf.pagespeed.ce.yuzH8JxoSw.pdf

GUIDELINES: PLACEMENT & SIZE

ONE LOGO

The RCE logo should be used as an integral logo and should not be broken into its constituent parts. In other words, the RCE logo cannot be altered under any circumstances.

IMAGERY

If the RCE logo will be used on a page with other images, make sure that these images are appropriate visuals and do not in any way reflect negatively on the network.

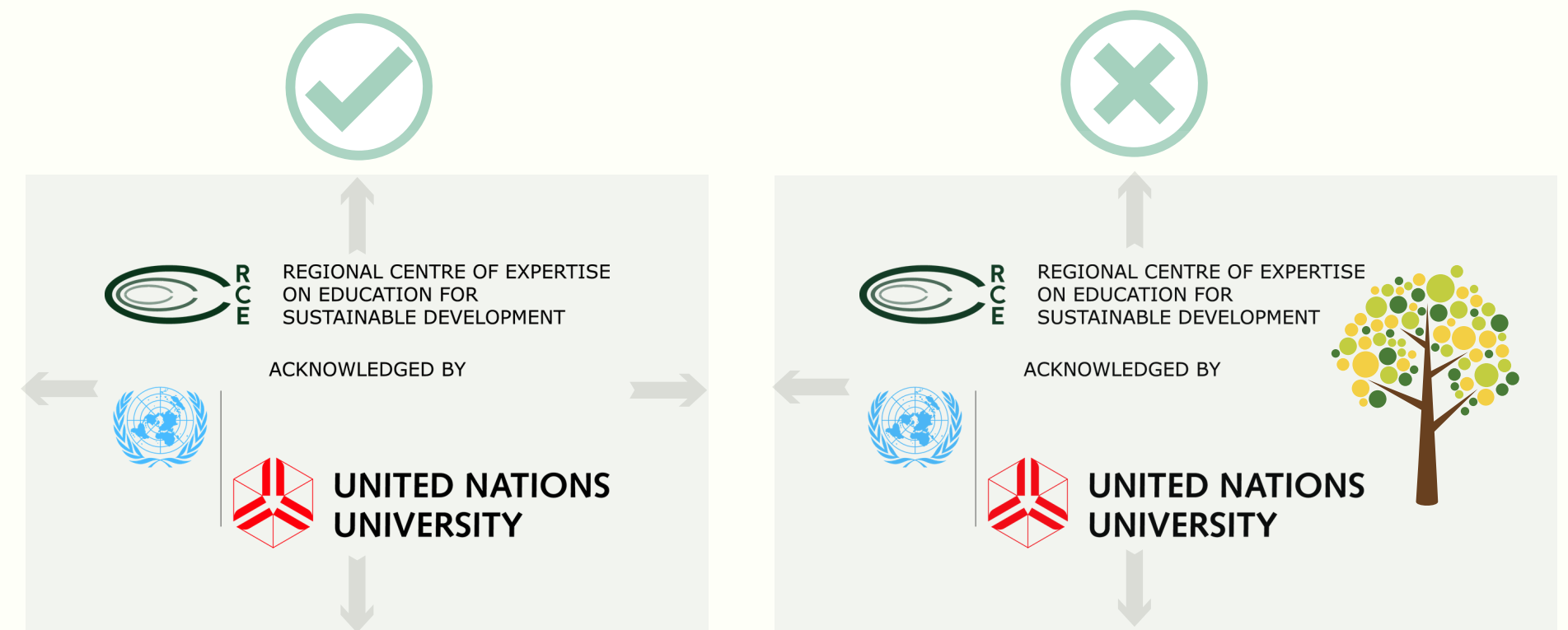
SIZING

When the RCE logo appears with another logo, the RCE logo must be reproduced at the same size (if not larger) than the other logo. In no case should another logo be reproduced larger than the RCE logo.



GUIDELINES: EXCLUSION ZONE & CHANGES

The RCE logo is protected by an invisible exclusion zone where no graphic material other than the background should appear. This is to ensure that the logo remains free from visual interference and stands out clearly.



The correct logo artwork must always be used without any modifications or additions. The original proportions must always be retained when resizing the logo to avoid distorting the image.



USE OF RCE NAME

The RCE Name is to be used in its full form as given in the official RCE application. When the abbreviation 'RCE' is expanded, it must be written as 'Regional Centre of Expertise on Education for Sustainable Development'. No abbreviations or additions such as 'UNU' are to be used in conjunction with the official RCE name (as it stands in its entity) in any documents and media outlets.

When referring to acknowledgement, note 'UNU' or 'United Nations University' applies (NOT 'UN' or 'United Nations').



ALLOWED

RCE Tokyo, officially acknowledged by UNU

RCE Tokyo, officially acknowledged by the United Nations University

RCE Tokyo, acknowledged by UNU



NOT ALLOWED

UNU RCE Tokyo

United Nations University RCE Tokyo

UN RCE Tokyo

RCE LOGO REQUEST

SEND ANY SUBMISSIONS TO THE GLOBAL RCE SERVICE CENTRE

Please send any RCE logo requests, including the actual materials along with details of proposed usage to the Global RCE Service Centre (rceservicecentre@unu.edu) using the RCE Logo Request form (to be signed by your RCE Coordinator):

http://www.rcenetwork.org/portal/sites/default/files/RCE%20Logo%20Request%20Form_Updated%20Dec%202014.doc

The deadline for submissions is by the 15th of each month. As requests will be reviewed by the Global RCE Service Centre once per month, please ensure you submit your request in advance to ensure any approval is provided in time for your logo use.



RCE LOGO REQUEST

RCE Logo Request Form

Please fill out and send this form along with the materials the request is for (including any translations into English) to the Global RCE Service Centre (rceservicecentre@unu.edu) by the 15th of every month.

Note: As requests will be reviewed by the Global RCE Service Centre once per month (after the 15th of each month), please ensure you submit your request in advance to ensure any approval is provided in time for your logo use.

RCE name:

Relationship with the relevant RCE:

Contact Person:

E-mail:

Purpose of the use of the RCE logo

Ex.) For promoting an international symposium

Proposed usage of the RCE logo

Ex.) For use on a conference website, on flyers, posters, banners, programmes

Proposed duration of use of the RCE logo

Ex.) From XXX date through the end of the event on XXX date

Names of the countries/territories where the publication/communications materials will be circulated

What type of format are you requesting?

☐ Transparent colour (PNG)

☐ Transparent white (PNG)

Acknowledgement of compliance:

I acknowledge that I will comply with the [guidelines](#) for logo usage, and ensure that others that I share this logo with (e.g. designers) will comply with the guidelines.

☐ **Yes, I understand and will follow the guidelines for logo usage.**

[To be filled by RCE coordinator]

By signing below, I hereby acknowledge that I shall be responsible for supervision of the RCE logo use in relation to the above mentioned purpose.

[Name]

[Signature]

[Date(DD/MM/YY)]

Global RCE Service Centre

All requests to use the RCE logo should include:

- Identity and nature of the organisation that wishes to use the logo, and its relationship with the relevant RCE
- Purpose of the use of the RCE logo (for instance, for promoting an international symposium, etc.)
- Proposed usage of the RCE logo (for instance, for use on a conference website, on flyers, posters, banners, programmes, etc.)
- Proposed duration of use of the RCE logo (for instance, from XXX date through the end of the event on XXX date)
- Names of the countries/territories where the publication/communication materials will be circulated
- Any translations into English (if material is not in English)

SOCIAL MEDIA USAGE

Social media is changing the way we work, the way we engage and the way we communicate.





INTRODUCTION

There has never been a time where there has been as wide a variety of social media platforms as there is today. With the number of options out there, it is important to consider which platforms are useful for your RCE to have a presence on.

It is important to remember that the use of social media within the RCE Network should enhance and build stronger and closer relationships with our stakeholders and audience.

SOCIAL MEDIA GUIDELINES

Members of the Global RCE Network are asked to follow these guidelines on all social media platforms:

- Be respectful and considerate, and subscribe to the values in the UN Charter and related UN documents on human rights and dignity.
- Be transparent, authentic, and truthful.
- Think before you post.
- Add value: if you wish to engage in a conversation, make it helpful and thought-provoking.
- Do not reveal classified or confidential information, make sure when sharing content that the information does not fall under any of these categories.
- Credit pictures and sources where necessary and appropriately.
- If you make a mistake: admit it and apologise.



Moderation & Responsibilities

- **MODERATION BY RCE COORDINATORS:** Any social media pages related to RCEs should be monitored and moderated by RCE coordinators for the content of the posts published on those pages. If this task is delegated, RCE coordinators are still responsible for the content on their social media pages.
- **ENSURE CONTENT IS APPROPRIATE:** While participation is strongly encouraged, please remember the following rule: the Good, the Bad, but not the Ugly. If content is positive or negative but related to the context it could be deemed appropriate, but if the content is ugly, offensive, inappropriate, false, repetitive, inaccurate, or out of context, the Secretariat will use its right of moderation and remove the content.
- **ABIDE BY THE RULES:** Failure to abide by these guidelines could result in being excluded from the communities. Please also ensure that the terms and conditions of any third-party sites are followed when using them.

RCE PROFILE PAGES

A space on the RCE Portal to showcase your RCE, including your current activities, projects, and contact information.

Global RCE Network
Education for Sustainable Development

Advanced Search

HOME

ABOUT

NEWS

EVENTS

RCE'S WORLDWIDE

COMMUNITY

PUBLICATIONS

OVERVIEW

ACTIVITIES

PROJECTS

COMMUNICATION CHANNELS

CONTACT DETAILS

RCE HANGZHOU





Photo Credit: RCE Hangzhou

RCE DETAILS

Region:
ASIA-PACIFIC

Country:
China




OVERVIEW

Date Of RCE Acknowledgement:
December, 2017

Description Of RCE And Geographic Region:
Hangzhou, which is one of the cradles of Chinese Civilization and one of the most active centres of economic development in China, has a long history. The natural environment of Hangzhou includes rivers, streams, lakes and mountains. As the structure of populations transform and the development of urban culture diversifies, Hangzhou is an emerging international city now.

RCE Hangzhou is an open and parallel organisation with diverse participation. It integrates resources, knowledge, and experience from all members so that they can contribute to the efficient functioning of the RCE. Moreover, we plan to send out invitations to different social circles so that we are better able to collaborate on future projects. The RCE Committee and the Secretariat will be given responsibility for exploration, policy making, and coordination. These responsibilities will include exploring new resources, developing projects, seeking additional funding, and making policy. The organisation will also establish a transparent and trustworthy framework to ensure equality, fairness, diversity, and cooperation among all members of the RCE.

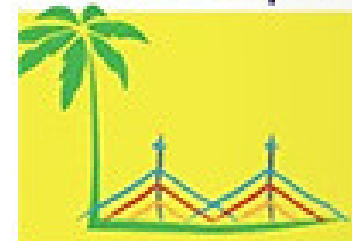




REGIONAL CENTRE OF EXPERTISE
Education for Sustainable Development



Regional Centre of Expertise
on Education for
Sustainable Development



COMMUNICATION CHANNELS

RCE Website:

<https://westernsydney.edu.au/rcegws>

Twitter Handle:

[RCE_GWS](#)

YouTube Page:

<https://www.youtube.com/watch?v=KtjNOJIFef8>

DISPLAY YOUR RCE'S LOGO

Create your own identity, demonstrating what your RCE is all about.

SHOW US YOUR SOCIAL MEDIA

Provide links to your social media pages so that others can stay connected and informed about your RCE's latest updates.

FOR FURTHER INFORMATION

CONTACT THE GLOBAL RCE SERVICE CENTRE

For any information related to these guidelines please contact
rceservicecentre@unu.edu.

Please ensure all RCE members have read and are aware of the RCE
Guiding Principles, available here:

http://www.rcenetwork.org/portal/sites/default/files/Guiding_Principles_final_logo.pdf

