

PRME Logo Policy

8 March 2018

The name and logo of the Principles for Responsible Management Education (PRME) belong to the United Nations Global Compact. The PRME initiative grants signatories and partners a limited right to use its logo ("the PRME logo") based on regulations and criteria described below.



In 2016, the PRME Steering Committee and Advisory Committee, along with the PRME Secretariat, conducted a strategic review of the PRME initiative. Based on the recommendations made during the strategic review, the PRME Secretariat has implemented a model of engagement opportunities available for PRME signatories to ensure a more sustainable funding model.

As of 2016, only PRME Champions and Advanced PRME signatories have permission to use the PRME logo.

Advanced PRME signatories comply with the [SIP Policy](#) (timely submission of a SIP Report at least once every two years), as well as make a nominal contribution to the Annual Service Fee. These signatories are entitled to additional engagement and leadership opportunities, including use of the PRME logo. **Basic PRME signatories** are compliant with the SIP Policy but have not yet contributed to the Annual Service Fee, and therefore have limited engagement opportunities. **Basic signatories do not have rights to use of the PRME logo.**

For more information about the PRME Signatory Model, [please click here.](#)

The PRME logo policy permits PRME Champions and Advanced PRME signatories to use the PRME logo only in the context of activities promoting the PRME and its goals, but not in any manner that suggests or implies that the PRME initiative has endorsed or approved of the activities, products, and/or services of the organisation, or that the PRME initiative is the source of any such activities, products, and/or services. In accordance with this policy, the following uses of the PRME logo will generally be permitted:

- In statements and documents (including websites) outlining an organisation's commitment to and participation in the PRME initiative;
- In the context of a participant's "Sharing Information on Progress" document;
- In documents and/or other materials designed to promote PRME, such as flyers, posters, presentations, banners, brochures, email signatures, etc.

The PRME logo **must not be used** for the following purposes:

- Any use of the logo in connection with fundraising;
- Any use of the logo suggesting or implying that that PRME approves or endorses the activities, products and/or services of the organization;
- Any use of the logo as an indicator of origin of products and/or services;
- Any use of the logo as a component of an organization's own logo, trademark or other branding elements;
- Any use of the logo on an institutional business card;
- Any use of the logo suggesting or implying a certification or seal of approval or accreditation for activities, services and/or products.

Advanced PRME signatories and PRME Champions who wish to use the PRME logo are encouraged to contact to the PRME Secretariat if they are unsure of the proper use of the logo, would like guidance on appropriate placement and coloring, or would like to report its improper use.

LOGO MODIFICATIONS OR CROPPING

The PRME logo must not be cropped, altered, resized, transformed, or re-coloured in any way (however, a white version of the PRME logo can be provided upon request). The PRME logo must conform to the appropriate color palette described below for both CMYK and RGB versions. The blue logos must be used on white or light color backgrounds. The white transparent version of the PRME logo can be provided for use on dark color backgrounds.

USE OF LOGO BY PRME NETWORKS

PRME's networks – Chapters, Working Groups, and Champions – are entitled to use the PRME logo for purposes that relate to the functions of the network and are in compliance with the general use of the logo as stated above.

Established PRME Chapters, PRME Working Groups, and PRME Champions each have unique logos that are subject to the guidelines above and must be used in relation to the work of the specific network's activities, events, or resources. Chairs and Co-Chairs of each PRME network are strongly encouraged to coordinate with the PRME Secretariat to ensure the proper use of the logo in communications and outreach.

PRME Champions are by default Advanced PRME signatories, and may make use of the standard PRME logo described above, in addition to the PRME Champions logo that is unique to each group's cycle. Please contact the PRME Secretariat to request the PRME Champions logo.

COLOR PALETTE

The PRME logo is available in **RGB** and **CMYK** format. Please ensure that the RGB version of the PRME logo is used on all digital sources (websites, newsletters, emails, online documents and PDFs, etc). CMYK logos **must only be used for printing** (documents and publications that will be printed, event banners, etc) and must not be used for digital display. The following colorways must always be used and never modified:

RGB: R=30 G=50 B=80 (digital)

CMYK: C=90 M=70 Y=35 K=15 (print)

ADDITIONAL NOTES

Please note that the PRME logo is available in two versions – long and short, sampled above. Both versions may be used, following the guidelines above, depending on whichever is more convenient for the user.

Signatories and stakeholders that have been authorized to use the logo on their website are requested to link the logo to the PRME homepage at www.unprme.org.

Kindly note that all Signatories of the Principles for Responsible Management Education should describe their engagement in PRME as a "Signatory," not a "Member." PRME works with organizations that are willing to participate in learning and dialogue, and is not a membership based initiative and does not endorse or certify the curricular activities or performance of its Signatories.

USE OF THE UNITED NATIONS NAME AND EMBLEM

Any use of the UN emblem by non-UN entities requires the prior written authorization of the Secretary-General, and is not granted by the PRME Secretariat. The use of the United Nations name and emblem, and any abbreviation thereof, is reserved for official purposes of the United Nations in accordance with General Assembly resolution 92(I) of 7 December 1946. The resolution expressly prohibits the use of the United Nations name and emblem for commercial purposes or in any other way without the prior authorization of the United Nations Secretary-General, and recommends that Member States take the necessary measures to prevent the unauthorized use thereof. The United Nations emblem may be authorized for use by non-UN entities in exceptional circumstances, such as for illustrative and educational purposes. Requests for such authorization should be submitted to the Office of Legal Affairs, United Nations, New York, NY 10017 or by fax: +1-212-963-3155. Any suspected misuse of the United Nations name and emblem should be referred to the Office of Legal Affairs at the United Nations.