

RET ALLIANCE BRANDING GUIDELINES

FOR LOGOS, COLOR PALETTE, TYPOGRAPHY
AND OTHER BRAND FEATURES

All RET Alliance brand assets are proprietary. If you choose to use any logos, designs, and/or other brand features, you acknowledge your acceptance of our terms of use. For any questions, please contact communication@theret.org

LOGO

Bridging the Gaps



Bridging the Gaps



Our RET wordmark – which includes the RET letters and the bridge shape – and tagline is our most recognizable brand asset. It exists in a horizontal (top left) and vertical (bottom left) formats. The slogan “Bridging the Gaps” is integral and should always be included.

It’s important to consistently use these assets as outlined in this Branding Guide, because it will help us to build brand awareness and reinforce trust in our organization.

The blue color is *RET Blue* and is meant to invoke our roots and special relationship with UNHCR via our founder, Mrs. Sadako Ogata, the former High Commissioner.

The bridge shape underneath *RET* has been part of our identity since founding and represents movement, unity, and the journey to self-reliance that we aim to facilitate with each intervention.

For the millions of program participants that we have served over the years – and will continue to serve – our logo serves as a mark of trust, dedication, and humanity. It is a visual reminder of the Resilience, Empowerment, and Transformation we seek to create across the world.

LOGO

VARIANTS

We primarily use our logo in RET Blue in its horizontal format. However, the logo layout will depend on the space available.

In situations where color is not available or RET Blue cannot be produced, the all black or all white logo options should be used.

Always ensure there is sufficient contrast between the foreground and background.

The white logo on blue is our preferred version for our online presence, including the website and social media profile pictures.

The type in the logo should never be altered or recreated.

PRIMARY

Used on: White backgrounds, never on solid color or photos



RET LOGO BLUE - TAGLINE LEFT - BRIDGING THE GAPS



RET LOGO BLUE - TAGLINE TOP - BRIDGING THE GAPS

BLACK

Used on: White backgrounds; when color is not available; photos, depending



RET LOGO BLACK - TAGLINE LEFT - BRIDGING THE GAPS



RET LOGO BLACK - TAGLINE TOP - BRIDGING THE GAPS

WHITE

Used on: Solid color backgrounds; when color is not available; photos, depending



RET LOGO WHITE - TAGLINE LEFT - BRIDGING THE GAPS



RET LOGO WHITE - TAGLINE TOP - BRIDGING THE GAPS

LOGO

VARIANTS IN SPANISH

Because we serve many Spanish-speaking countries, a Spanish version of the RET logo exists to better connect with these populations.

As with the English logo, we primarily use the horizontal format, with vertical being used when space or physical positioning is limited.

Always ensure there is sufficient contrast between the foreground and background.

The type in the logo should never be altered or recreated.

PRIMARY

Used on: White backgrounds, never on solid color or photos



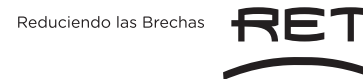
RET SPANISH LOGO BLUE - TAGLINE LEFT



RET SPANISH LOGO BLUE - TAGLINE TOP

BLACK

Used on: White backgrounds; when color is not available; photos, depending



RET SPANISH LOGO BLACK - TAGLINE LEFT



RET SPANISH LOGO BLACK - TAGLINE TOP

WHITE

Used on: Solid color backgrounds; when color is not available; photos, depending



RET SPANISH LOGO WHITE - TAGLINE LEFT



RET SPANISH LOGO WHITE - TAGLINE TOP

LOGO

VARIANTS FOR RET GERMANY

RET Germany is a fully independent organization but also part of the RET Alliance. It was established to liaise with the German government and ministries.

RET Germany is the only RET entity that utilizes a distinct logo.

As with the other RET logos, we primarily use the horizontal format, with vertical being used when space or physical positioning is limited.

Always ensure there is sufficient contrast between the foreground and background.

The type in the logo should never be altered or recreated.

PRIMARY

Used on: White backgrounds, never on solid color or photos



RET GERMANY LOGO BLUE - TAGLINE LEFT



RET GERMANY LOGO BLUE - TAGLINE TOP

BLACK

Used on: White backgrounds; when color is not available; photos, depending



RET GERMANY LOGO BLACK - TAGLINE LEFT



RET GERMANY LOGO BLACK - TAGLINE TOP

WHITE

Used on: Solid color backgrounds; when color is not available; photos, depending



RET GERMANY LOGO WHITE - TAGLINE LEFT



RET GERMANY LOGO WHITE - TAGLINE TOP

LOGO

CLEARSPACE & MINIMUM SCALE

Clearspace is how close our logo can get to the edge of a page or piece of paper as well as how much space should separate our logo from those of our partners.

The clearspace is equivalent to the *R* in the *RET* wordmark. This is a proportional measure that holds at all sizes

All text in our logo should be legible, so do not use the logo smaller than noted below.

PRINT

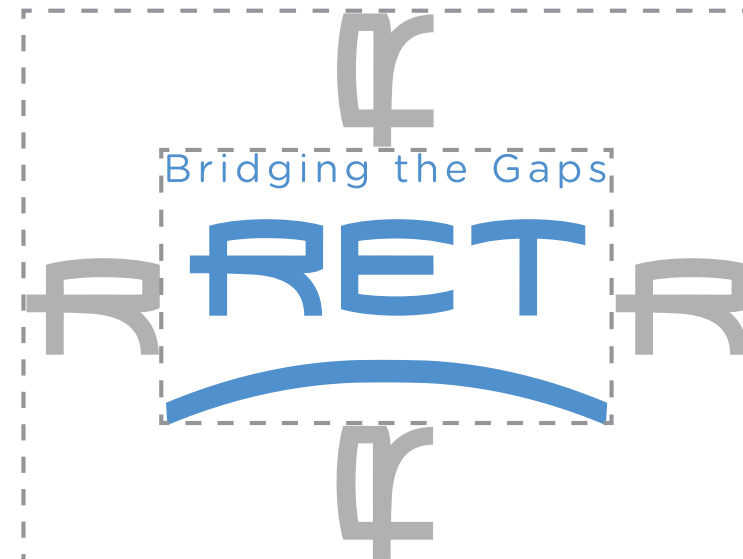
Vertical - no less than 0.625 inches tall (1.6 cm)

Horizontal - no less than 1.44 inches wide (3.65 cm)

DIGITAL

Vertical - no less than 100px tall

Horizontal - no less than 175px wide



LOGO

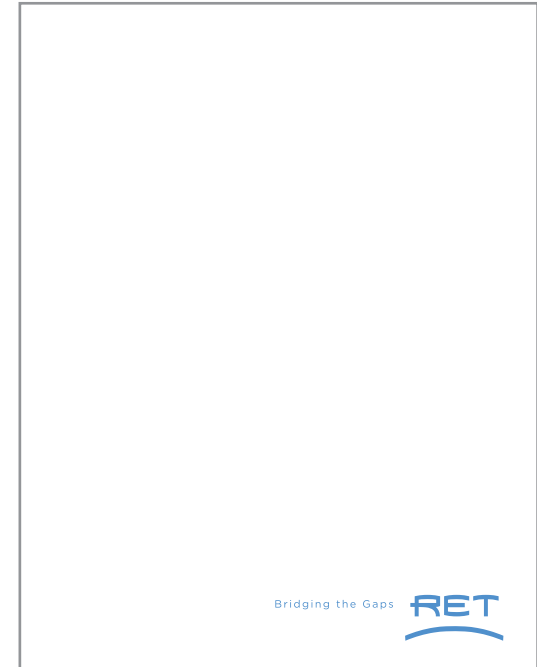
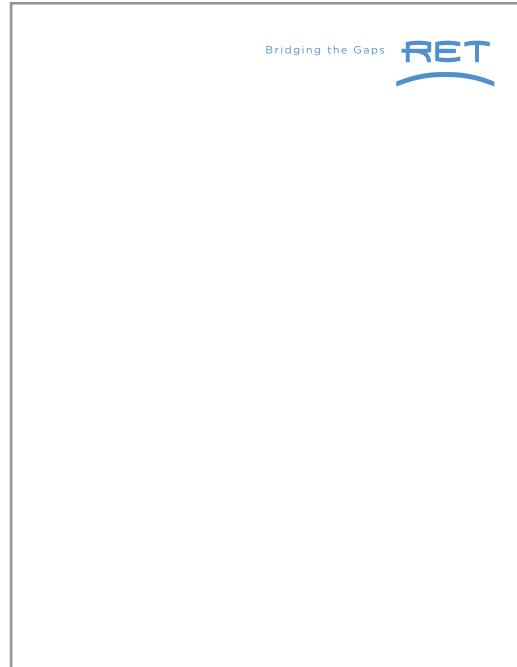
POSITIONING ON DOCUMENTS

Our logo is unique in that we include the tagline and use the horizontal version as our preferred format.

Because of this, the logo should be placed on the right side of the page, never on the left.

It is preferred that the logo is placed in the top right corner of any printed material. However, placement at the bottom right is also acceptable.

“Bridging the Gaps” is integral to the logo and should be included.



LOGO

USAGE OVER IMAGERY

Our logo can be placed over imagery in the righthand corners only. We strive to use the white version of the logo on photos.

Logos should never be placed over people's faces or important subject-matter in the image.

Not all photos are conducive to our logo. If the logo is not immediately legible, select a different photo.

If possible, you should adjust the contrast or brightness settings of a photo to maximize readability of the logo.

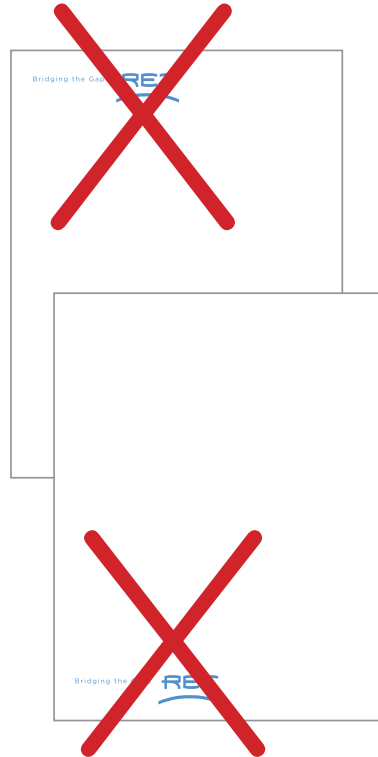


LOGO

DONT'S

As mentioned, our logo should not be modified – scaled, compressed, colored, etc.

The following guidance applies equally to RET International (English and Spanish) and RET Germany logos.



Do not place the logo on the left side of a page or other materials.



Do not modify the proportions (compress or stretch) of the logo.



Do not tilt, skew, or crop the logo.

LOGO

DONT'S, CONTINUED



Do not change the colors of the logo.

Do not put any words or textures in the logo.

Do not modify the logo with drop shadows or other fonts.

Do not place the logo on solid backgrounds that make it difficult to read.

These guidelines apply equally to English and Spanish versions, as well as RET Germany's logo.

Questions? Email communication@theret.org

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LOGO

USAGE WITH PARTNER LOGOS

When placing our logo with partner identities, please scale so that our logo has equal prominence.

Bridging the Gaps



When partner logos are horizontal, please use our horizontal logo, again using a consistent height across the logos.

Bridging the Gaps



CLEARSPACE



CONSISTENT HEIGHT

For placement among logos that are vertical, please use our vertical logo at a consistent height. Remember to leave a clearspace of the width of the letter *R* between logos (see example).

Please email communication@theret.org if uncertain which of our logo layouts to use with a partner.



FILE OPTIONS

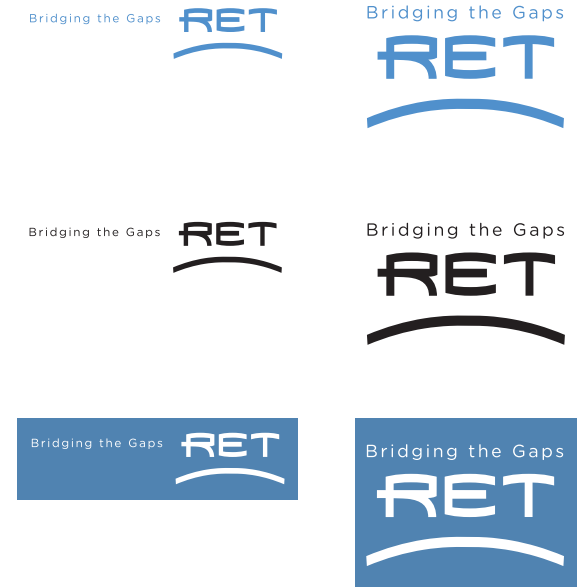
All logo files are available on theret.org/branding in a variety of format options.

Printers or vendors may ask for a specific type of file. Here is a guide to the file types available and the situations in which each is best used. If you are unsure of what file format is best for your needs, please contact communication@theret.org

.pdf: used for vendors who need graphics for items like banners, T-shirts, or other visibility materials. These are available in RET Blue (CMYK; refer to *Color Palette* on pages 13–14) or black and white. This is a vector-based file, which means the artwork can be scaled to any size without loss of quality. These files are also best to give to professional graphic designers.

.png: used for digital applications requiring transparent backgrounds, such as websites, blogs, social media, and watermarking images. These use lossless compression, meaning the image quality doesn't degrade with re-saves or minor edits. They can also be used in print and are formatted for the header of documents or in locally-developed brochures and other printed materials.

.svg: used for digital products and websites. These are available in our HEX color (refer to *Color Palette* on pages 13–14). This is a vector-based file, which means the artwork can be scaled to any size without loss of quality. These files are best for websites and apps.



COLOR PALETTE

ALLIANCE COLORS

Our primary palette is the core of our brand identity. The palette consists of RET Blue, Cool Grey, Black and White. Consistent use of only these colors ensure a strong, cohesive brand and reinforce our reputation as a reliable and responsible actor in the humanitarian sector.

We use a secondary palette when more colors are necessary for elements such as graphs, charts and backgrounds to break up long content areas.

For all digital applications, use HEX code and RGB codes, and for all print applications, use CMYK or Pantone.

PRIMARY PALETTE



RET Blue

Pantone 279U
HEX: #5091CD
RGB: 80, 145, 205
CMYK: 61, 29, 0, 20



Cool Grey

Pantone Cool Grey 11U
HEX: #7A7D81
RGB: 122, 125, 129
CMYK: 30, 17, 8, 51



Black

N/A Pantone
HEX: #000000
RGB: 0, 0, 0
CMYK: 70, 50, 30, 100



White

N/A Pantone
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SECONDARY PALETTE



Dark Blue

Pantone 7687 C*
HEX: #283583
RGB: 40, 53, 131
CMYK: 100, 90, 10, 0



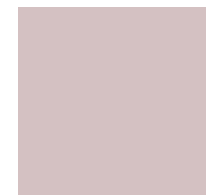
Dark Grey

Pantone 417 C*
HEX: #646363
RGB: 100, 99, 99
CMYK: 0, 0, 0, 75



Dark Beige

Pantone 4735 C*
HEX: #B89E97
RGB: 184, 158, 151
CMYK: 27, 36, 33, 10



Light Beige

Pantone 5245 C*
HEX: #DECCCC
RGB: 222, 204, 204
CMYK: 15, 22, 16, 1

* These colors do not have an exact Pantone match, and this represents the closest available option.

COLOR PALETTE

RET GERMANY LOGO

RET Germany's logo incorporates the German flag as a direct nod to the organization's focus on implementing projects through various German government entities.

The RET wordmark and slogan is reproduced in RET Blue, Black (both shown here), and White.

Use the color codes at right to ensure proper reproduction of the flag element on RET Germany's logo.

Bridging the Gaps



Bridging the Gaps



GERMAN FLAG COLORS



Black

N/A Pantone
HEX: #000000
RGB: 0, 0, 0
CMYK: 70, 50, 30, 100



Deutsch Red

Pantone 185 C*
HEX: #E30613
RGB: 227, 6, 19
CMYK: 0, 100, 98, 0



Deutsch Yellow

Pantone Yellow C*
HEX: #F6D100
RGB: 246, 209, 0
CMYK: 6, 15, 94, 0

** These colors do not have an exact Pantone match, and this represents the closest available option.*

COLOR PALETTE

USAGE WITH TYPOGRAPHY

Use high contrast combinations to ensure visual accessibility and readability.

On white backgrounds, there is flexibility, and it is acceptable to use Dark Grey, Dark Blue, RET Blue, or Black typography.

For 25 years, RET has provided critical protection and education programs to millions of program participants.

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For 25 years, RET has provided critical protection and education programs to millions of program participants.

These color combinations can be difficult to read and should be avoided.

For 25 years, RET has provided critical protection and education programs to millions of program participants.



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COLOR PALETTE

USAGE WITH TYPOGRAPHY

To emphasize selected text placed over photos, in videos, or online, we use a highlighter effect.

This should be used sparingly, with short phrases or sentences, and only for important call outs.

The principle highlight color is RET Blue with Gotham Rounded Medium text in white.

RET Grey with Gotham Rounded Book in white can be used only *in conjunction with RET Blue* – never alone.

If the text extends to more than one line, there should not be any white space visible between lines. The highlight should always conform to the text shape.

Gotham
Rounded
Medium

~~Gotham
Rounded
Medium~~

~~Gotham
Rounded
Medium~~

Gotham
Rounded
Book

~~Gotham
Rounded
Book~~

~~Gotham
Rounded
Book~~

If using this text treatment to identify an individual in a video, it would like the example here.

Person's Name
Person's Title

TYPOGRAPHY

Our primary font is Gotham Rounded HTF. It should be used as the header font in all external communications, print and digital, in languages that use the Roman alphabet.

We use the font in two weights.

Gotham Rounded Medium should be used for titles, headlines, or pull out quotes.

Gotham Rounded Book should be used for subtitles in videos or other complementary text.

Our secondary font is **Arial** and should be used for the body of texts.

Gotham Rounded Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Rounded Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Rounded Medium

About Us

Arial Regular

For 25 years, RET has provided critical protection and education programs to millions of program participants – bridging the gaps and building their resilience and sense of self-reliance.

TYPOGRAPHY

CONTINUED

We use Arial as the default font for Arabic text. Use Arial Bold for headings and Arial Regular for body text.

Arial Bold

ان ع ت ا م و ل ع م

Arial Regular

ةي ا م ح ل ا ج م ا ر ب RET ةمظنم تمدق ، أماع 25 ى دم ى ل ع
ي ف ن ي ك ر ا ش م ل ا ن ي ي ا ل م ل ةي س ا س أ ل م ي ل ع ت ل ا و
م ه ت ر د ق ء ا ن ب و ت ا و ج ف ل ا د س ى ل ا ى د ا م م - ج م ا ر ب ل ا
ت ا ذ ل ا ى ل ع د ا م ت ع ا ل ا ب ر و ع ش ل ل ا و د و م ص ل ل ا ى ل ع

We use YuGothic as the default font for Japanese text, since it is widely available and closest to Arial.

YuGothic Bold

私たちについて

Use YuGothic Bold for headings and YuGothic Medium for body text.

YuGothic Medium

RET は 25 年間にわたり、何百万人ものプログラム参加者に重要な保護および教育プログラムを提供し、ギャップを埋め、回復力と自立心を育んできました。

TYPOGRAPHY

FOR PRINTED MATERIALS

Printed reports, newsletters, and other materials created in MS Word should utilize our document template with dark blue header banner and logo. It is available for RET International in English and Spanish and for RET Germany in English.

HEADLINE

Gotham Rounded Medium

Sentence case, left aligned

Default font size: 16px

Line spacing 1.0

BODY

Arial

Sentence case, left aligned

Default font size: 12px

Line spacing: 1.0

LIST

Arial

Sentence case, left aligned

Default font size: 12px

Line spacing: 1.0

Bullets: Standard black circle

NAME OF ORG: RET INTERNATIONAL OR RET AMERICAS
Name of Report, Document, etc. (space for 2 lines of text)



How We're Boosting Youth Employability in Latin America for a Sustainable Future

The ILO's Global Employment Trends for Youth 2024 report highlights that, despite the decline in the unemployment rate, young people without employment, education or training are a cause for concern.

Based on lessons learned, RET created the *RETarte al Futuro* program. Focused on promoting job opportunities and strengthening the capacities of young people in vulnerable situations, this program is based on the development of resilience, socio-emotional support, innovative solutions and multi-sectoral alliances, ensuring that young people have access to decent, sustainable jobs aligned with their aspirations, contributing to the development of youth in fragile or insecure environments.

The *RETarte al Futuro* youth employability intervention model is based on three fundamental pillars:

- Technical and vocational training
- Life skills and employability skills
- Entrepreneurship and self-employment

TYPOGRAPHY

FOR SOCIAL MEDIA

Our social media accounts are aimed at providing donors, supporters, and new audiences with a snapshot of the work we do.

RET has developed a toolkit on Canva to allow for anyone to create a well-designed, visually appealing post with minimal effort.

Ensure that you have access to this toolkit when creating posts.

There are 2 size options to keep in mind. Using the correct one will ensure the post displays correctly:

- **4x5:** For posts on Instagram
- **1x1:** For posts on LinkedIn, Facebook, and X



Posts should:

- Always use a clear, vibrant, compelling photo
- Always include the RET logo over a solid color (RET blue as default)
- Use the highlighter text effect with Gotham Rounded font (blue as primary, grey as secondary), if text is included

PHOTOS

CHOOSING IMAGERY



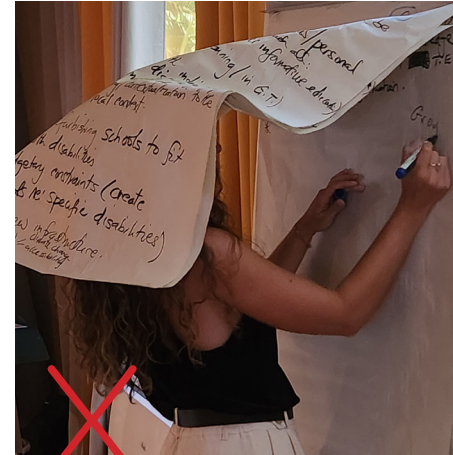
While this photo may show an important activity, it is low resolution, poorly composed, and unclear what is happening.

Photos should also be well-exposed with vibrant colors and subject(s) in focus.



Beneficiaries should always be shown in a positive, empowered way.

Even if not smiling, their facial and body expression should be interpreted as positive.



Photos should show faces as much as possible. The action they portray should be clear and easily and quickly understood.

If a photo requires significant explanation, it's a good indication that it does not portray the intended activity well enough.



This photo clearly shows a class activity, a beneficiary in a positive light, and includes a staff member in a supporting role.

PHOTOS

CREDITING WORK

Our photo library includes work from photographers across the world as well as our own team.

The credit should appear directly below the photo (preferred), in a footnote, or the end of a publication as long as it's clear which photo it references.

FOR PHOTOS BY EXTERNAL PHOTOGRAPHERS

Photo by [Name of photographer, as they wish it to appear], © RET International

FOR INTERNALLY PRODUCED PHOTOS

© RET International, © RET Germany, etc.

FOR PUBLICATIONS OUTSIDE OF RET INTERNATIONAL

© RET International. Photo: [Photographer's name] for RET International.

FOR SOCIAL MEDIA

Credits can be placed at the end of the caption, using either the external or internal crediting format depending on who produced the photo.

Questions? Email communication@theret.org



Photo by Mauro Medina, © RET International

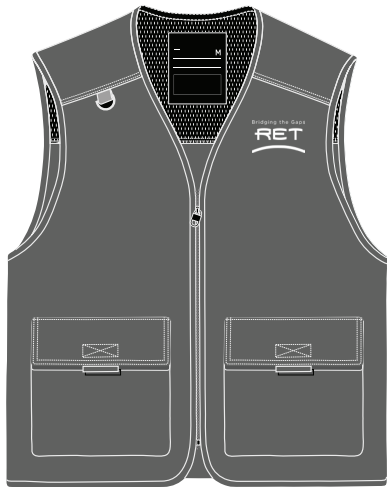
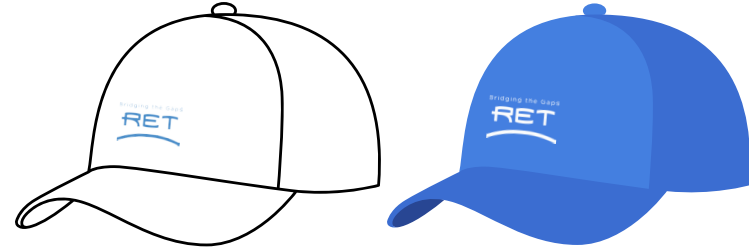
BRANDED GOODS

When creating branded goods like T-shirts, polos, and vests (next page), remember to ensure proper contrast between the material and logo colors. For black material, it is advisable to use the white logo; for khaki, it is advisable to use the blue logo.



The examples here (and on the next page) show recommended logo sizing for RET-branded goods.

BRANDED GOODS



BRANDED GOODS

CO-BRANDED



Co-branded goods should feature all partner logos in equal sizing, spacing, style (color vs. black and white) and alignment.



BANNERS

VISIBILITY MATERIALS

Bridging the Gaps



RET.
Bridging
the Gaps
in Africa.
The Americas.
Asia. Europe.
The Middle East.

RET's mission is to alleviate suffering and catalyze sustainable development in crises, conflicts, and fragile contexts.

www.retgermany.org

Bridging the Gaps



PHOTO/VIDEO/AUDIO IS BEING RECORDED IN THE AREA YOU ARE ENTERING.

By entering, you grant permission to the non-governmental organization RET International to take photographs, video and/or audio of you in connection with this event or activity.

You authorize RET to copyright, use, and publish the material in print and/or electronic form.

You agree that RET may use such photographs, videos and/or audio of me for any lawful purpose, including but not limited to: communication, illustration, awareness-raising, and web-based content - all in the pursuit of their mandate.

RET may, on a case-by-case basis after careful consideration, extend this authorization to donors who have funded all or part of the below event or activity.

For questions or more information, please contact a RET staff member on site.

**Resilience.
Empowerment.
Transformation.**

Notre mission

Soulager les souffrances et promouvoir le développement durable dans les situations de crise, de conflit et de fragilité.

NIGER

2021

RET a commencé ses opérations locales

-  Croissance économique et développement
-  Paix, stabilité et transition
-  Éducation et renforcement des capacités
-  Santé et WASH
-  Nutrition et sécurité alimentaire
-  Protection

Bridging the Gaps



www.theRET.org

BANNERS

CO-BRANDED

Logo: German cooperation (DEUTSCHE ZUSAMMENARBEIT) and Bridging the Gaps RET

Improving Livelihoods and Food Security

Focus on Youth and Women in the Niger (Maradi region)-Nigeria (Katsina State) Border Region

PROJECT

Improving the livelihoods and food security of vulnerable youth and women in the Niger-Nigeria border area

2024 - 2028

www.theRET.org

Logo: UNHCR The UN Refugee Agency and Bridging the Gaps RET

CENTRE DE CONNECTIVITE DU CAMP MBERA

Projet :

Soutien à la protection et à l'éducation des populations affectées dans le camp de réfugiés de Mbera, en Mauritanie.

www.theRET.org

Logo: Indian flag and UNHCR L'Agence des Nations Unies pour les réfugiés

Journée mondiale de l'enfant africain

EDITION 2023

Thème :

« Les droits des enfants dans l'environnement numérique »

Location: Agadez

Date: 16 Juin 2023

RET. Bridging the Gaps in Africa. The Americas. Asia. Europe. The Middle East.

www.theRET.org

Logo: UNHCR The UN Refugee Agency and Bridging the Gaps RET

Nom de l'Activité

Location

Date: XX Novembre 2024

RET. Bridging the Gaps in Africa. The Americas. Asia. Europe. The Middle East.

www.theRET.org

Logo: UNHCR The UN Refugee Agency and Bridging the Gaps RET

Nom de l'Activité

Location

Date: XX Novembre 2024

RET. Bridging the Gaps in Africa. The Americas. Asia. Europe. The Middle East.

www.theRET.org

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Bridging the Gaps

