



LOGO POLICY

SCAR Action Group RINGS



RINGS Logo (png format) is downloadable from
https://www.scar.org/images/Logos/RINGS_logo.png

1. The RINGS Logo was developed to represent the RINGS Action Group as well as relevant community efforts to promote the concept of RINGS: providing more accurate and complete reference bed topography data for robust assessments of ice discharge from all around Antarctica, and investigating the ice-sheet's marginal zone.
2. The RINGS Logo can be used without prior approval in presentations and publications, and on social media for the benefit of the international RINGS community.
3. To the maximum possible extent, we request that you present the RINGS Logo together with SCAR's logo. We suggest using SCAR's logo with a blue background (right top of this document) for most cases. SCAR's logo image files are downloadable from
<https://www.dropbox.com/sh/04tu262n0iidrrk/AACHNXcidKUuM25wB1-9Nksaa?dl=0>
4. Do not alter, redesign, wrap or otherwise distort the Logo in any way. Keep the proportions of the Logo.
5. Prior approval of the RINGS Action Group Steering Committee is required when the Logo is used in other ways (e.g. Logo printed on promotional materials, such as T-shirts). Suggested minimum printing size of the Logo is 5 cm in diameter.
6. A single Logo representing the global efforts is highly powerful. Therefore, the RINGS Action Group Steering Committee recommends using this Logo as is for future surveys supported by the RINGS Action Group.
7. However, when needed, the Logo can be slightly modified with an approval of the RINGS Steering Committee. A possibly acceptable modification to the Logo is to alter the text "Antarctic" with other letters to represent a specific aspect of your project using the font "Alternate Gothic No3 D". For this purpose, the Logo in the eps format can be supplied.
8. Consider the impact of project names on Internet searchability. Googling "Antarctic RINGS" guides people to our website for more information. Googling "RINGS" does not work for this purpose. Therefore, replacing "Antarctic" with another term may carry an incomplete message and reduce awareness of your project. The RINGS Action Group's website will list all funded projects that are supported by the Action Group.
9. Other possible ways to use the RINGS Logo for your project is to add text (e.g. your project name, study area) and/or show the flag of nations or the logo of institutions that are participating in your project around the RINGS Logo. In this case, the Logo itself has not been modified, and thus no prior approval is necessary. However, we appreciate your notification before the design is finalized.