

BRANDING

GUIDELINES

UNCTAD 15 Branding Guidelines

Use of the logo

Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, funds and programmes and other subsidiary organs and organizations of the United Nations system may use the UNCTAD 15 logo without obtaining prior approval from UNCTAD. However, for reporting purposes, UNCTAD should be informed of events and information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The UNCTAD 15 logo must be used only in its entirety. Moreover, if the United Nations office, fund and programme or other subsidiary organ has its own specific logo, the latter must be displayed side by side with the UNCTAD 15 logo. The UNCTAD 15 logo and the logo of an organization of the United Nations system should be displayed side by side with the UNCTAD 15 logo.

Use of the logo by non-United Nations entities

Entities outside the United Nations system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from UNCTAD in accordance with the requirements outlined below. The logo of UNCTAD 15 is primarily intended for promotional use and information. It will not be used for fundraising.

Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative;
- Not intended to raise funds.





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The UNCTAD 15 logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given pre-eminence vis-à-vis the UNCTAD 15 logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports UNCTAD 15." The authorization is limited to the use of the UNCTAD 15 logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the UNCTAD 15 logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities. Therefore, any non-United Nations entity interested in using the UNCTAD 15 logo must apply for approval directly from UNCTAD.

All entities interested in using the UNCTAD 15 logo for information purposes must apply for approval to UNCTAD. When requesting approval, the entities must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (please see the text below) signed by the entity requesting to use the logo.

Length of use of logo

The UNCTAD 15 logo may be used from 1 July to 31 October 2021. This period encompasses the preparation phase in 2021 for the UNCTAD 15 Conference, the period in which the UNCTAD 15 Conference will be held, from 3 to 7 October 2021, and any subsequent reporting in 2021. The logo may be used beyond October 2021 for reporting and in reference to publications about UNCTAD 15.



Liability

All entities whose request to use the UNCTAD 15 logo has been approved for the purposes specified herein must agree to the following provisions on waiver of liability:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- The United Nations does not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity.

The waiver of liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by UNCTAD.

Disclaimer

- The UNCTAD 15 logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The UNCTAD 15 logo may only be used to identify events and activities related to UNCTAD 15.
- The UNCTAD 15 logo may only be used after a Waiver of Liability for the Use of the Logo of UNCTAD 15 has been received by UNCTAD and the request to use the logo has been approved.
- By using the UNCTAD 15 logo, the entity agrees to provide information to UNCTAD on the events or activities for which it is used. This information will be used for reporting purposes on UNCTAD 15.
- The authorization to use the UNCTAD 15 logo or the publication of an event organized by an outside entity on the United Nations website does not imply United Nations endorsement of the planned activities or the outside entity.





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- The UNCTAD 15 logo may not be reproduced for the purpose of self-promotion, or of obtaining any commercial or personal financial gain, nor may it be used in any manner that implies United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-United Nations official languages.
- Please give credit to the United Nations when using the UNCTAD 15 logo.

Enquiries

Please send enquiries to:
UNCTAD Chief of Communications and External Relations
e: communications@unctad.org

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF UNCTAD 15

The undersigned acknowledges that, in using the logo for UNCTAD 15 as explained in its submission to UNCTAD dated _____ :

- (a) The undersigned is responsible for ensuring that the activities of the undersigned are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- (b) The United Nations does not assume any responsibility for the activities of the undersigned;
- (c) The entity named below will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo;





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(d) If the entity translates the text of the logo into non-United Nations official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text;

(e) The entity will use the logo only after this Waiver of Liability has been received by UNCTAD and the request to use the logo has been approved.

Signed.....
Full Name (block letters).....
Affiliation (block letters)
Name of Organization
E-mail.....
Date

Please send the signed form to:
UNCTAD Chief of Communications and External Relations
e: communications@unctad.org

