# 2023 UN Water Conference

## LOGO USAGE GUIDELINES

March 2022

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## **2023 UN Water Conference logo**

### LEGAL GUIDELINES FOR USE

#### 1. DESIGN

The 2023 UN Water Conference is to conduct a midterm comprehensive review of the implementation of the objectives of the International Decade for Action-"Water for Sustainable Development(2018-2028)" (A/RES/75/212), as well as to advance implementation and support the achievement of Sustainable Goal #6. In this regard, the logo directly addresses the fact that the Conference is about the Sustainable Development Goals, and the water drop make the obvious link to the Water and SDG 6 (Clean Water and Sanitation).

The words "UN Water Conference" appears to the right side of the visual image, with "UN" on top of the text box to ensure that there is an understanding that this is a United Nations conference. The location-"New York" and the dates of the conference appear on the far right side of the logo.

The Water Conference logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

#### 2. USE OF THE LOGO

### I. 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 Water Conference logo without obtaining prior approval from the UN Department of Economic and Social Affairs (DESA). However, for reporting purposes, DESA 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 Water Conference logo must be used in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with The Water Conference logo.

#### II. Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from the UN Department of Economic and Social Affairs in accordance with the requirements outlined below.

The logo of The Water Conference is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo Information uses of the logo are those which are:

Primarily illustrative; and Not intended to raise funds.

The Water Conference logo must be used 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 via-à-vis The Water Conference logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports The Water Conference." The authorization is limited to the use of The Water Conference logo, and the United Nations emblem cannot be used by the entity.

The authorization to use The Water Conference 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-UN entity interested in using The Water Conference logo must apply for approval directly from the United Nations Department of Economic and Social Affairs.

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 form on page 5) signed by the entity requesting to use the logo.

#### **3. LENGTH OF USE OF LOGO**

The Water Conference logo may be used from February 2022 to March 2023. The logo may be used beyond March 2023 for reporting and in reference to publications about The Water Conference.

#### 4. LIABILITY

All entities whose request to use the 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 the United Nations Department of Economic and Social Affairs.

#### **5. DISCLAIMER**

The Water Conference logo is property of the United Nations.

The Water Conference logo can only be used to identify events and activities related to The Water Conference.

The Water Conference logo may only be used after a Waiver of Liability for the use of the logo of The Water Conference has been received by the United Nations Department of Economic and Social Affairs and the request to use the logo has been approved.

By using The Water Conference logo the entity agrees to provide information to the United Nations Department of Economic and Social Affairs on the events or activities for which it is used. This information will be used for reporting purposes on The Water Conference.

The authorization to use The Water Conference logo or the publication of an event organized by an outside entity does not imply United Nations' endorsement of the planned activities or the outside entity.

The Water Conference logo may not be reproduced for the purpose of self-promotion, or 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-UN official languages.

Please give credit to the United Nations when using The Water Conference logo.

#### 7. INQUIRIES AND PERMISSIONS

Please email inquiries to: Division for Sustainable Development Goals Department of Economic and Social Affairs United Nations

Email: dsdg@un.org

(The Waiver of Liability is on page 5).

## Waiver

### WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF "THE WATER CONFERENCE"

The undersigned acknowledges that, in using the logo for The Water Conference as explained in its submission dated to the UN Department of Economic and Social Affairs:

- **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.
- **d.** If the entity translates the text of the logo into non-UN 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 the United Nations Department of Economic and Social Affairs and the request to use the logo has been approved.

SIGNED	
FULL NAME	
(BLOCK LETTERS)	
AFFILIATION	
(BLOCK LETTERS)	
NAME OF	
ORGANIZATION	
EMAIL	
DATE	

#### PLEASE EMAIL THE SIGNED FORM TO:

Division for Sustainable Development Goals, Department of Economic and Social Affairs, United Nations

Email: dsdg@un.org

### **2023 UN Water Conference logo** LOGO

### **USAGE LOGO: COLOUR VERSION**





The COLOUR VERSION of the 2023 UN Water Confrence logo is ONLY to be used on a white or light grey background. See colour values to the right.

#### LIGHT GREY

**PMS:** Cool Gray 1C **R** 241 **G** 241 **B** 241 **C** 4 **M** 3 **Y** 3 **K** 0

### **2023 UN Water Conference logo** LOGO

### **USAGE LOGO: WHITE VERSION**



The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme, as long as there is sufficient contrast.

The logo should ONLY be used on black if necessary due to a black/white application.

### **2023 UN Water Conference logo** LOGO

#### **USAGE LOGO: BLACK VERSION**



The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application.

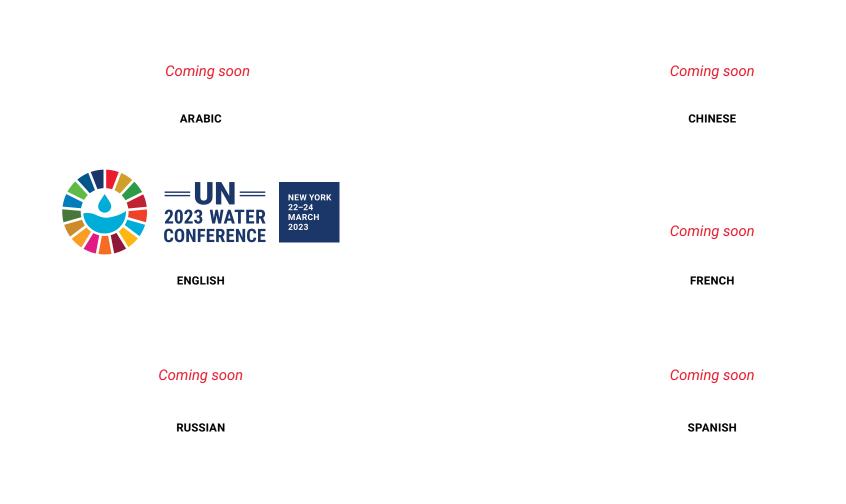
The BLACK VERSION of the logo should never be used on a dark coloured background, ONLY on white or light grey tint. See colour values to the right.

#### LIGHT GREY

**PMS:** Cool Gray 1C **R** 241 **G** 241 **B** 241 **C** 4 **M** 3 **Y** 3 **K** 0

### **2023 UN Water Conference logo** 6 OFFICIAL LANGUAGES

### **USAGE LOGO: COLOUR VERSION**



### **2023 UN Water Conference logo** SPECS

### **CLEARANCE AREA: LOGO**



CLEARANCE AREA around the logo should allow for breathing room all around the logo, approx. 1/2 of the SDG Wheel diamater.

### **2023 UN Water Conference logo** PAIRING FOR NON-UN ENTITIES\*

#### **USAGE LOGO: PAIRING**



[Name of entity/We] support(s) the 2023 UN Water Conference

\*Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

- The 2023 UN Water Conference logo must be accompanied by the text: [Name of your entity/We] support(s) the 2023 UN Water Conference
- No side-by-side display of the 2023 UN Water Conference logo and the logo of the non-UN entity allowed without the requisite text as per example.

For pairing with SDG logo or SDG Wheel, please refer to <u>SDG logo usage gudelines</u>.

### **2023 UN Water Conference logo** PAIRING FOR UN ENTITIES\*

**USAGE LOGO: PAIRING** 



\*United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

For pairing with SDG logo or SDG Wheel, please refer to <u>SDG logo usage gudelines</u>.

### **2023 UN Water Conference logo** MISUSE

### **USAGE LOGO: DON'TS**



These examples of logo treatments are not permitted.

Formats, size and colouring of the 2023 UN Water Conference logo are detailed within this document.

### **2023 UN Water Conference logo** COLOURS

### **COLOUR DEFINITIONS**



These are the same colours used for the SDG wheel.

For the 2023 UN Water Conference logo, the main text and box use SDG Goal 17 colour, and the water graphic inside the SDG wheel has SDG Goal 6 colour applied.

These colours can not be changed within the 2023 UN Water Conference logo.

### **2023 UN Water Conference logo** TYPOGRAPHY

ROBOTO

### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# ROBOTO - BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

# ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO font is most often used for body copy and additional information.