



DESIGN GUIDELINES

OCTOBER 2023

**4TH
INTERNATIONAL
CONFERENCE ON
SMALL ISLANDS
DEVELOPING
STATES / 2024**

4th International Conference on Small Island Developing States

LEGAL GUIDELINES FOR USE

These guidelines, and the accompanying graphic guidelines, must be provided to requesters. Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

1. DESIGN

The logo consists of layers of gentle shapes that represent the interdependence between the water and land of island nations, and the changing nature of their relationships.

The colours represent the blue of the United Nations, the aquamarine of the seas and oceans, the pale sands of island beaches and orange to represent the energy and vitality of island communities. These colours can be applied to communications materials, but the logo should not be altered.

This logo is designed to be used across all platforms and media for the SIDS CONFERENCE, from the website and social media to merchandise (pens, notepads, etc.) and the digital screens of the Conference venue where it will be animated and dynamic and reflect the innovation and ambition of the meeting.

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 SIDS Conference logo without obtaining prior approval from the United Nations Department of Economic and Social Affairs (DESA) or Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (OHRLLS). However, for reporting purposes, both offices 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 SIDS Conference logo must be used only 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 SIDS 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 in accordance with the requirements outlined below and provided that each entity submits by email the required documentation along with a signed waiver of liability (included in these guidelines). It is understood that users of the logo are not authorized to sub-license or to authorize the use of the logo to any other entities.

The logo of the SIDS 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 SIDS Conference 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 preeminence *via-à-vis* the SIDS 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 4th International Conference on SIDS".

The United Nations emblem cannot be used by the entity.

The entities wishing to use the logo 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 4**) signed by the entity requesting to use the logo.

b) Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of the SIDS Conference to be held 27-30 May, 2024.

The SIDS Conference 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 preeminence *vis-à-vis* the SIDS 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 4th International Conference on SIDS."

The United Nations emblem cannot be used by the entity.

The entities wishing to use the logo 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.
- An explanation of how, when and where the fundraising will take place.
- A summary budget.
- An explanation of how the proceeds would be allocated to cover costs of activities in support of the SIDS Conference, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the SIDS Conference.
- A waiver of liability (included) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The SIDS Conference logo may be used from now until December 31st, 2024. The logo may be used beyond December 31st, 2024, for reporting and in reference to publications about the SIDS Conference.

4. LIABILITY

- The entity will use the logo only as permitted by these guidelines.
- 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 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 by the entity. The waiver of liability form, signed by the entity, must be submitted to DPI along with the required documentation.

5. DISCLAIMER

- The SIDS Conference logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The SIDS Conference logo can only be used to identify events and activities related to the SIDS Conference.
- The SIDS Conference logo may only be used after a Waiver of Liability for the use of the logo of the SIDS Conference has been submitted to DESA/OHRLLS along with the required documentation.
- By using the SIDS Conference logo the entity agrees to provide information to DPI on the events or activities for which it is used. This information will be used for reporting purposes on the SIDS Conference.
- The use of the SIDS Conference logo by an outside entity or the publication of an event organized by an outside entity do not imply United Nations' endorsement of the planned activities or the outside entity.
- The SIDS 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 SIDS Conference logo.

6. INQUIRIES

Please send inquiries by email to:

United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States,
United Nations Secretariat 32nd Floor,
New York, NY 10017

email: yaacoubm@un.org May Yaacoub

The Waiver of Liability is on the next page.
The Graphic Guidelines are after the Waiver of Liability.

Waiver

WAIVER OF LIABILITY FOR THE USE OF THE “FOURTH INTERNATIONAL CONFERENCE ON SIDS” LOGO

The undersigned acknowledges and agrees that, in using the logo for SIDS Conference as explained in its submission dated _____ to OHRLLS:

- a. The undersigned will use the logo only as permitted by the guidelines prepared by the United Nations.
- b. 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.
- c. The United Nations does not assume any responsibility for the activities of the undersigned.
- d. 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.
- e. 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.
- f. The entity will use the logo only after this Waiver of Liability has been submitted to OHRLLS along with the required documentation.

SIGNED _____

FULL NAME
(BLOCK LETTERS) _____

AFFILIATION
(BLOCK LETTERS) _____

NAME OF
ORGANIZATION _____

EMAIL _____

DATE _____

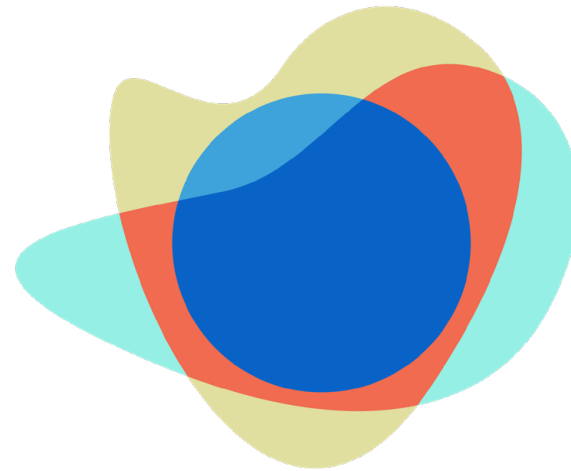
PLEASE SEND THE SIGNED FORM TO:

United Nations Office of the High Representative for the
Least Developed Countries, Landlocked Developing Countries
and Small Island Developing States
United Nations Secretariat 32nd Floor,
New York, NY 10017

email: yaacoubm@un.org May Yaacoub

LOGO

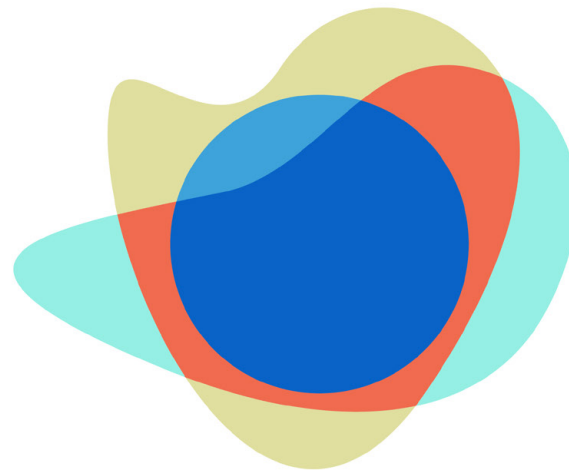
The 2024 SIDS logo conveys the connection between small islands and the world, their importance within it. This is shown as overlapping layers with an infused sense of vitality and dynamism, to convey the interconnectedness between the islands, their ecosystems and the continents. To serve as a reminder that small islands should not be overlooked and demands immediate collective actions.



4TH INTERNATIONAL CONFERENCE ON **Small Island Developing States 2024**

LOGO

The alternate version of SIDS logo in English, which includes the full date and location.



**4TH INTERNATIONAL
CONFERENCE ON
Small Island
Developing States
27-30 MAY, 2024
ST. JOHN'S, ANTIGUA AND BARBUDA**

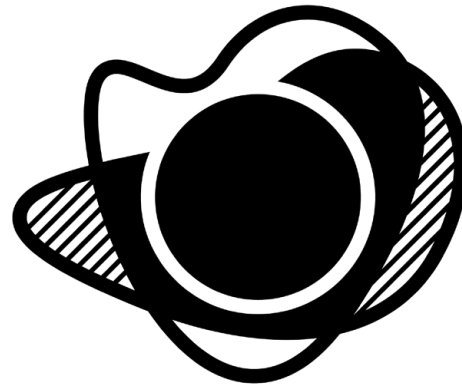
LOGO

Black and white

The logo should only be reproduced in all black when printing colour is not available (such as in one colour newspaper printing) or when high contrast is required for a campaign.

On black

When placed on a black background, the logo should be reproduced in all white. Use solid black, not tints or grays.



4TH INTERNATIONAL
CONFERENCE ON
**Small Island
Developing States**
2024



4TH INTERNATIONAL
CONFERENCE ON
**Small Island
Developing States**
2024

LANGAUGES

The 2024 SIDS logo is available in the six official languages of the United Nations.



COLOUR

The colour palette features deep blues reminiscent of the oceans, with earthy colors to represent land. A vibrant warm red is included to convey the urgent need for actions from the global community.

Artwork is available for all approved colour combinations, in a variety of formats and colour spaces. Use RGB files for on-screen use, CMYK files for colour printing, and Pantone spot colour files when printing in spot colours or other production processes that utilize match colours.

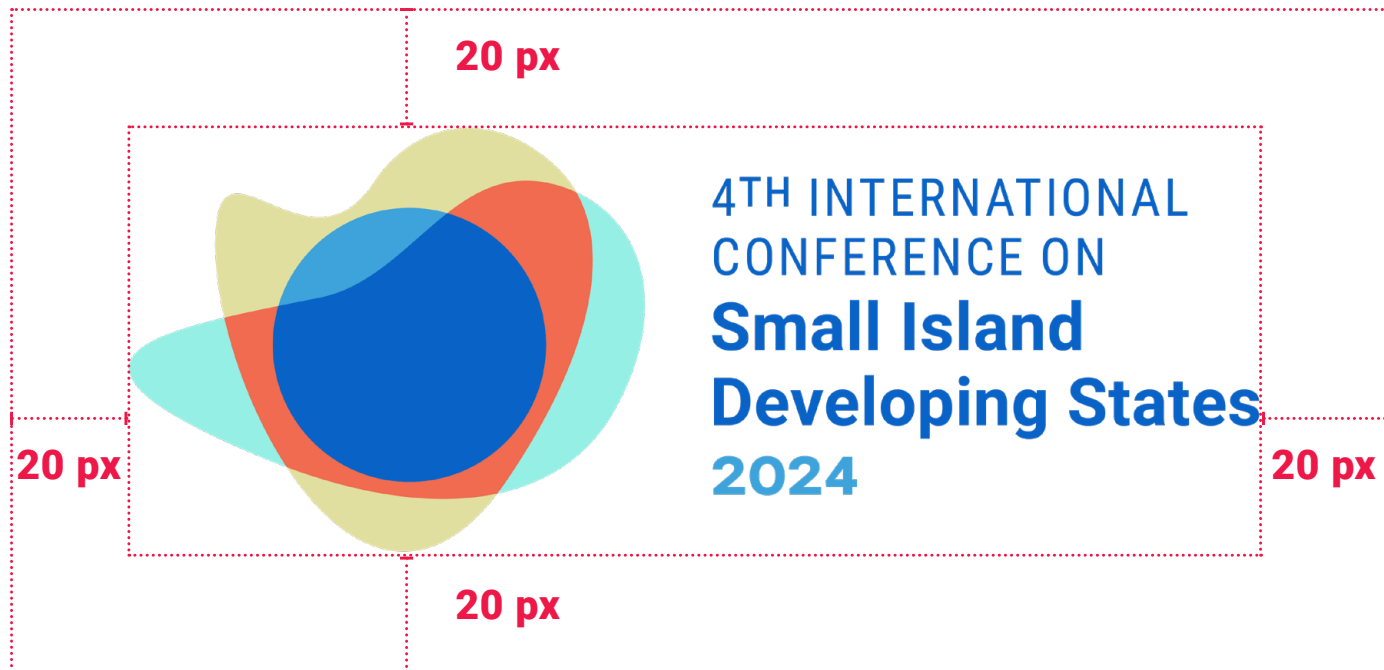
R9 G99 B199 C100 M60 Y0 K0 #0963C7 PANTONE 2728 C	R62 G163 B218 C68 M20 Y1 K0 #3EA3D9 PANTONE 2727 C	R149 G239 B228 C28 M0 Y14 K0 #95EFE4 PANTONE 7471 C	R224 G223 B159 C12 M5 Y45 K0 #E0DF9F PANTONE 460 C	R240 G107 B79 C0 M73 Y72 K0 #F06B4F PANTONE WARM RED	R183 G219 B164 C30 M0 Y45 K0 #B7DBA4 PANTONE 579 C	R247 G252 B249 C5 M0 Y5 K0 #F7FCF9 PANTONE 9063 C
--	---	--	---	---	---	--

Roboto Bold

Roboto Condensed Regular

SAFE AREA

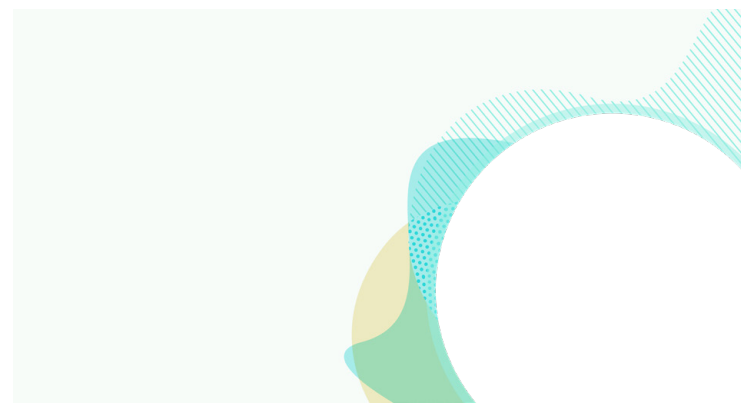
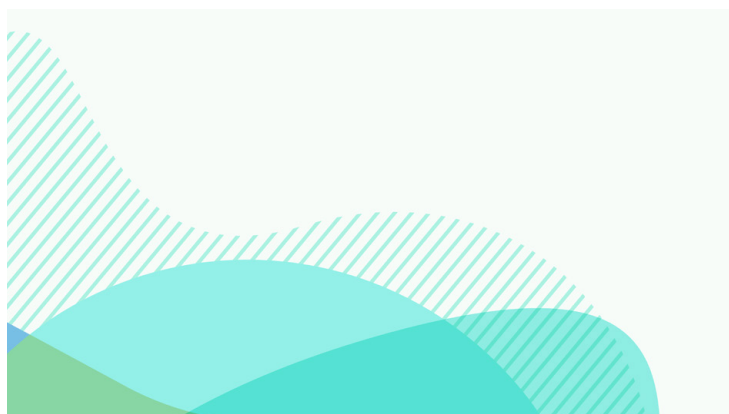
Make sure there is at least 20 px of clear space around the logo.



SUPPORTING ELEMENTS

The addition of line and dot patterns allude to marine ecosystems below water and soil above water. Transparent color layers enhance the idea of lands and water transitioning, connecting.

These organic graphics are used in framing and to highlight the main images and messages. They should never obscure or make illegible the important content. It is a fluid visual system to work with multiple formats and content.



MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



X DO NOT USE dark and bright colors behind the logo which reduce legibility.



X DO NOT USE colours other than those specified in the logo file.



X DO NOT USE busy photographs behind the logo which reduce legibility.



X DO NOT USE drop shadows, embossing, or add other effects to the logo.



X DO NOT DISTORT the logo in any way, no stretching or skewing is permitted.



X DO NOT ADD graphic elements to the logo, or place within icons such as the SDG Wheel.

DESIGN APPLICATION – POSTER



DESIGN APPLICATION – BACKDROP



DESIGN APPLICATION – SOCIAL MEDIA

For best legibility make sure the graphics and text have sufficient contrast and clear space when overlaid on a background.

