2025 UN Ocean Conference

LOGO USAGE GUIDELINES

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2025 UN Ocean Conference logo

LEGAL GUIDELINES FOR USE

1. DESIGN

The aim of The UN Ocean Conference is to advance implementation and support the achievement of Sustainable Development Goal (SDGs) #14. The UN Ocean Conference logo is a an adaptation of the SDG Wheel, with a link to the SDG 14 icon and with the words "United Nations Ocean Conference, Nice, 2025, France", showcasing the host country. The main visual conveys the message that the United Nations is convening an Ocean Conference to explore major structural transformations and common shared solutions that are anchored in the SDGs. The waves make the obvious linkage to the ocean and people's enthusiasm to start a new chapter of global ocean action.

The UN Ocean 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.

This logo is designed to be used across all platforms and media for the UN Ocean Conference, from the website and social media to merchandise.

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 UN Ocean Conference logo without obtaining prior approval from the UN Department of Global Communications (DGC). However, for reporting purposes, DGC should be informed of events and information materials and items for which the logo is used including, publications, posters, brochures, videos, pins, T-shirts, etc.

The UN Ocean 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 UN Ocean Conference logo - see logo pairing examples on p.10.

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 Global Communications in accordance with the requirements outlined below.

The logo of The UN Ocean Conference is primarily intended for awareness raising and information.

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

• Primarily illustrative; and

• Not intended to raise funds.

The UN Ocean 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 supporting entity.

The logo of the entity must be given pre-eminence via-à-vis The UN Ocean 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 UN Ocean Conference." The authorization is limited to the use of The UN Ocean Conference logo, and the United Nations emblem cannot be used by the entity.

The authorization to use The UN Ocean 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 UN Ocean Conference logo must apply for approval directly from the United Nations Department of Global Communications..

When requesting approval, the entity must provide:

- A short statement of identity (nature of the entity and its objectives).

- An explanation of how and where the UN Ocean Conference logo will be used, including the names of countries/territories where the logo will be used.

3. LENGTH OF USE OF LOGO

The UN Ocean Conference logo may be used from June 2024 to June 2025. The logo may be used beyond June 2025 for reporting and in reference to publications about The UN Ocean 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 entity will not carry out the proposed activities until the request is approved by the United Nations Department of Global Communications.

5. DISCLAIMER

- The UN Ocean Conference logo is property of the United Nations.

- The UN Ocean Conference logo can only be used to identify events and activities related to The UN Ocean Conference.

- By using The UN Ocean Conference logo, the entity agrees to provide information to the United Nations Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on The UN Ocean Conference.

- The authorization to use The UN Ocean 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 UN Ocean 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 add the line: **[Enitiy Name] support(s) the 2025 UN Ocean Conference**.

7. INQUIRIES AND PERMISSIONS

Pease fill out the online request form:
https://sdgs.un.org/conferences/ocean2025/logo-request

Please allow up to two weeks to evaluate the request.

For any questions:
dgccampaigns@un.org

Waiver

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF "THE UN OCEAN CONFERENCE"

If you apply for permission via the form link, you will be able to complete the waiver online.

The undersigned acknowledges that, in using the logo for The UN Ocean Conference as explained in its submission dated _____ to the UN Department of Global Communications:

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 Global Communications 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:

UN Department of Global Communications:
Email: dgccampaigns@un.org

2025 UN Ocean Conference logo
LOGO

USAGE: COLOUR VERSION

The COLOUR VERSION of the 2025 UN 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

2025 UN Ocean Conference logo
LOGO

USAGE: 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.

2025 UN Ocean Conference logo
LOGO

USAGE: 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

2025 UN Ocean Conference logo
LOGO

USAGE: OFFICIAL LANGUAGES

مؤتمر الأمم المتحد المعني بالمحيطات نيس، فرنسا 2025

ARABIC

联合国海洋大会 2025年法国尼斯

CHINESE

UNITED NATIONS OCEAN CONFERENCE NICE, FRANCE 2025

ENGLISH

CONFÉRENCE DES NATIONS UNIES SUR L'OCÉAN NICE, FRANCE 2025

FRENCH

КОНФЕРЕНЦИЯ ООН ПО ОКЕАНУ НИЦЦА, ФРАНЦИЯ 2025

RUSSIAN

CONFERENCIA DE LAS NACIONES UNIDAS SOBRE EL OCÉANO NIZA, FRANCIA 2025

SPANISH

2025 UN Ocean 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.

2025 UN Ocean Conference logo
PAIRING FOR NON-UN ENTITIES*

USAGE: PAIRING

[Name of entity/We] support(s) the 2025 UN Ocean Conference

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

- The 2025 UN Ocean Conference logo must be accompanied by the text: **[Name of your entity/We] support(s) the 2025 UN Ocean Conference**

- No side-by-side display of the 2025 UN Ocean 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 SDG logo usage gudelines.

2025 UN Ocean Conference logo
PAIRING FOR UN ENTITIES*

USAGE: 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 SDG logo usage gudelines.

2025 UN Ocean Conference logo
MISUSE

USAGE: DON'TS

DO NOT stretch/squash/distort

DO NOT rearrange elements

DO NOT alter the typeface

DO NOT add effects such as drop shadows

DO NOT mix with other colours

DO NOT change the opacity

DO NOT use logo atop colours providing low contrast

DO NOT remove elements

These examples of logo treatments are not permitted.

Formats, size and colouring of the 2025 UN Ocean Conference logo are detailed within this document.

2025 UN Ocean Conference logo
COLOURS

COLOUR DEFINITIONS

RED

PMS: 185 C
C 1 M 100 Y 92 K 0
R 229 G 36 B 59
HEX: E5243B

MUSTARD

PMS: 7555 C
C 18 M 37 Y 100 K 1
R 221 G 166 B 58
HEX: DDA63A

KELLY GREEN

PMS: 7739 C
C 81 M 15 Y 100 K 2
R 76 G 159 B 56
HEX: 4C9F38

DARK RED

PMS: 200 C
C 16 M 100 Y 86 K 7
R 197 G 25 B 45
HEX: C5192D

RED ORANGE

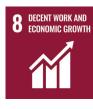PMS: BRIGHT RED C
C 0 M 90 Y 94 K 0
R 255 G 58 B 33
HEX: FF3A21

BRIGHT BLUE

PMS: 638 C
C 82 M 7 Y 9 K 0
R 38 G 189 B 226
HEX: 26BDE2

YELLOW

PMS: 1235 C
C 0 M 31 Y 100 K 0
R 252 G 195 B 11
HEX: FCC30B

BURGUNDY RED

PMS: 1955 C
C 29 M 100 Y 70 K 27
R 162 G 25 B 66
HEX: A21942

ORANGE

PMS: 1585 C
C 0 M 71 Y 98 K 0
R 253 G 105 B 37
HEX: FD6925

MAGENTA

PMS: 219 C
C 6 M 98 Y 9 K 0
R 221 G 19 B 103
HEX: DD1367

GOLDEN YELLOW

PMS: 1375 C
C 0 M 45 Y 96 K 0
R 253 G 157 B 36
HEX: FD9D24

DARK MUSTARD

PMS: 131 C
C 18 M 48 Y 100 K 2
R 191 G 139 B 46
HEX: BF8B2E

DARK GREEN

PMS: 7742 C
C 74 M 32 Y 95 K 19
R 63 G 126 B 68
HEX: 3F7E44

BLUE

PMS: 7461C
C 96 M 41 Y 6 K 0
R 10 G 151 B 217
HEX: 0A97D9

LIME GREEN

PMS: 361 C
C 75 M 4 Y 100 K 0
R 86 G 192 B 43
HEX: 56C02B

ROYAL BLUE

PMS: 7462 C
C 100 M 71 Y 22 K 5
R 0 G 104 B 157
HEX: 00689D

NAVY BLUE

PMS: 294 C
C 100 M 86 Y 29 K 23
R 25 G 72 B 106
HEX: 19486A

These are the same colours used for the SDG wheel.

For the 2025 UN Ocean Conference logo, the main text, graphic inside the wheel and date box use SDG Goal 16 colour.

These colours can not be changed within the 2025 UN Ocean Conference logo.

2025 UN Ocean Conference logo
TYPOGRAPHY

ROBOTO

OSWALD – SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OSWALD font is most often used for headlines.

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