

United Nations Conference to Support the Implementation of Sustainable Development Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development

“The Ocean Conference”

Logo and Waiver of Liability



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

I. Design

The aim of The Ocean Conference is to advance implementation and support the achievement of Sustainable Goal #14 and in this regard, the logo directly addresses the fact that the Conference is about the Sustainable Development Goals, and the waves make the obvious link to the ocean.

The words “The Ocean Conference” appears to the side or under the visual image, depending on whether it is for a vertical or horizontal space, and the “United Nations” and “New York” and the dates of the conference appear underneath, to ensure that there is an understanding that this is a United Nations conference.

The Ocean Conference 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.

II. 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 Ocean Conference logo without obtaining prior approval from the UN Department of Public Information. However, for reporting purposes, DPI 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 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 Ocean Conference logo.

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 Public Information in accordance with the requirements outlined below.

The logo of The Ocean 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 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 entity.

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

The authorization to use The Ocean Conference logo does not permit the user of the logo to sublicense or to further authorize the use of the logo to any other entities.

Therefore, any non-UN entity interested in using The Ocean Conference logo must apply for approval directly from the United Nations Department of Public Information.

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.

III. Length of use of logo

The Ocean Conference logo may be used from February 2017 to June 2017. The logo may be used beyond June 2017 for reporting and in reference to publications about The Ocean Conference.

IV. 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 Public Information.

V. Disclaimer

- The Ocean Conference logo is property of the United Nations.
- The Ocean Conference logo can only be used to identify events and activities related to The Ocean Conference.
- The Ocean Conference logo may only be used after a Waiver of Liability for the use of the logo of The Ocean Conference has been received by the United Nations Department of Public Information and the request to use the logo has been approved.
- By using The Ocean Conference logo the entity agrees to provide information to the United Nations Department of Public Information on the events or activities for which it is used. This information will be used for reporting purposes on The Ocean Conference.
- The authorization to use The 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 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 give credit to the United Nations when using The Ocean Conference logo.

VI. Inquiries

Please send inquiries to: UN Department of Public Information, Development Section, United Nations Secretariat, 10 Floor, New York, NY 10017, USA; email: sdgpermissions@un.org

(The Waiver of Liability is on page 5).

**Waiver of Liability
for the Use of the Logo of
“The Ocean Conference”**

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

- 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 Public Information and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

UN Department of Public Information, Development Section, United Nations Secretariat, 405 E42 Street, 10th Floor, New York, NY 10017, USA; email: sdgpermissions@un.org