VISUAL GUIDELINES

THE OCEAN CONFERENCE

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1. LEGAL

LEGAL

1. **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.

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 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.

   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 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 via-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 sub-license or to further authorize the use of the logo to any other entities.

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The authorization to use The 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.

LEGAL

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 8)** signed by the entity requesting to use the logo.

3. 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.

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 Public Information.

5. 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.

LEGAL

- 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.

7. INQUIRIES AND PERMISSIONS
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 8).

WAIVER

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 entitywill 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

2. BRAND IDENTITY

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

RATIONALE

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 LOGO

LOGO ONLY

For situations where the logo and conference location and date need to be displayed seperately.

BLACK & WHITE

For situations where color is not available or the absence of color is the strongest solution for a product, the emblem can appear either as black on a white background or white on a dark background.

MULTI-LANGUAGES

ARABIC

CHINESE

ENGLISH

FRENCH

RUSSIAN

SPANISH

3. VISUAL ELEMENTS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

TYPOGRAPHY

FOR PRINT & WEB

Gotham is the typeface for this brand.

GOTHAM BOLD

in upper and lower case is the main font for visuals where the message needs prominence.

GOTHAM CONDENSED BOLD

in upper and lower case is the secondary font for subheadings or sentences requiring emphasis.

GOTHAM BOOK

in upper and lower case is the secondary font for body text.

COLORS

Primary			
PANTONE 660 C	**C92 M57 Y16 K2**	**R1 G105 B158**	**HEX# 01699E**
PANTONE 285 C	**C85 M43 Y4**	**R4 G125 B187**	**HEX# 047DBB**

Secondary			
PANTONE 319 C	**C57 M2 Y18**	**R98 G195 B208**	**HEX# 62C3D0**

4. APPLICATIONS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

MISUSE

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

COLOR CHANGE

REASSEMBLY

DROP SHADOW

NEW ELEMENTS

OPACITY CHANGE

FONT CHANGES

SOCIAL MEDIA

Photography choices should visually convey the aims of Sustainable Development Goal #14: Conserve and sustainably use the oceans, seas and marine resources

Why oceans matter for climate change

The ocean absorbs a third of the carbon dioxide produced by human activity. It also produces half of the oxygen we breathe. Without a healthy ocean, climate change would be happening much faster.

THE OCEAN CONFERENCE

UNITED NATIONS, NEW YORK, 5-9 JUNE 2017
#SaveOurOcean
oceanconference.un.org

PHOTO: Michele Hall/howardhall.com

Climate action is needed to #SaveOurOcean

Climate change:
• Raises the sea level • Increases water temperature
• Leads to more severe natural disasters • Causes ocean acidification

All of these are killing marine species — and hurting the people who depend on them.

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PHOTO: Greg Lecoeur/greglecoeur.com

COLLATERAL

RETRACTABLE BANNER

COLLATERAL

GATE BANNER

THE OCEAN CONFERENCE

UNITED NATIONS, NEW YORK, 5-9 JUNE 2017
Help #SaveOurOcean
Register your voluntary commitments at
oceanconference.un.org

COLLATERAL

LETTERHEAD

CONTACT

PROJECT COORDINATOR:

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

*All designs are intellectual property of the Graphic Design Unit (GDU) until client accepts the design. All non-accepted design proposals are property of GDU and can not be used or manipulated without GDU's permission.

THANK YOU!