



Logo Use Guidelines

The logo [short: “HLPF Logo”] has been designed and developed by the United Nations, New York. The use of the logo is administered and monitored by the Division for Sustainable Development, Department of Economic and Social Affairs (DESA), United Nations.

Logo and Waiver of Liability Form

The United Nations High-level Political Forum on sustainable development provides leadership and reviews progress on sustainable development.

The forum was created at the Rio+20 Conference in June 2012. It is to:

- provide political leadership and recommendations for sustainable development,
- follow-up and review progress in implementing sustainable development commitments,
- enhance the integration of economic, social and environmental dimensions of sustainable development,
- have a focused, dynamic and action-oriented agenda,
- consider new and emerging sustainable development challenges.

The forum replaces the Commission on Sustainable Development (CSD).

Design

The logo is directly related to the Rio+20 Conference logo, given that the High-Level Political Forum itself is a creation and outcome of that same Conference. It shows the same three components of sustainable development – social equity, economic growth and environmental protection – connected in the shape of a globe. Three different colours were applied to the logo, and they also blend into each other, indicating the interconnectedness of the different components.

The words “High-Level Political Forum on Sustainable Development” appear beside the logo. The HLPF logo is available in English. Stakeholders are encouraged to translate the text into other languages, but shall state clearly that they are solely responsible for the accuracy of the translation. They should further acknowledge that the United Nations shall not assume any responsibility or liability arising from the translated text.

Use of the logo by organizations of the United Nations system

Organizations of the United Nations system may use the **HLPF logo** without obtaining prior approval from the United Nations Secretariat. However, for reporting purposes, UNDESA's Division for Sustainable Development should be informed of events and informational materials for which the logo is used. The logo may be used for materials in connection with the event, including, inter alia, posters, brochures, books, videos, flash and PowerPoint presentations, banners, illustrations and animations.

Use of the logo by non-UN entities

Entities outside the UN system may use the logo after obtaining approval from UNDESA's Division for Sustainable Development in accordance with the requirements outlined below.

The **HLPF logo** is primarily intended for two kinds of promotional use:

- a) information and
- b) fundraising, as outlined below:

a) Information uses of the logo

Information uses of the logo are those which are:

- _ Primarily illustrative; and
- _ Not intended to raise funds.

The **HLPF logo** should be used only in its entirety. Moreover, the HLPF logo should not be used alone, but should be displayed side by side with the logo of the entity. The logo of the entity should be given pre-eminence *vis-à-vis* the HLPF logo.

The authorization to use the HLPF logo does not permit the entity to use the United Nations emblem. Neither does it 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 HLPF logo must apply for approval directly from UNDESA's Division for Sustainable Development.

All entities interested in using the HLPF logo for information purposes must apply for approval to UNDESA's Division for Sustainable Development. When requesting approval, the entities should 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.

Before the logo is used for information purposes, a waiver of liability (please see the text below) must be 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 event. All entities interested in using the HLPF logo for fundraising purposes must apply for approval to UNDESA's Division for Sustainable Development.

When requesting permission to use the logo for fundraising purposes, the entities must provide:

- _ a short statement of identity (nature of the entity and its objectives);
- _ an explanation of how, when and where the logo will be used;
- _ an explanation of how, when and where the fundraising will take place;
- _ a summary budget; and
- _ an explanation of how the proceeds would be allocated to cover costs of activities in support of the work of the HLPF, 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 HLPF.

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Disclaimer

- _ The HLPF logo is property of the United Nations and the United Nations owns all rights to its use.
- _ The HLPF logo can only be used to identify events and activities related to the UN High-level Political Forum on Sustainable Development.
- _ The HLPF logo may only be used after a signed Waiver of Liability for the use of the HLPF logo has been received by UNDESA's Division for Sustainable Development.
- _ By using the HLPF logo, the entity agrees to provide information to UNDESA's Division for Sustainable Development on the events or activities for which it is used. This information will be used for reporting purposes on the Conference.
- _ The authorization to use the HLPF logo does not imply United Nations' endorsement of the planned activities or the outside entity.
- _ The HLPF 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 which implies United Nations endorsement of the products, services or activities of a commercial enterprise.
- _ If an entity wishes to use the HLPF logo for fundraising, it should send a proposal to UNDESA's Division for Sustainable Development.
- _ The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the logo into other languages, and the foregoing disclaimer must be included in the translation.