

# Third UN Conference on Small Island Developing States Logo and Waiver of Liability



**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.**

## **I. Design**

The Third UN Conference on Small Island Developing States logo depicts a circular shape which represents the world globe. The circular shape is composed of shades of blue and green. The purpose of logo is to communicate the concepts of interconnection between small islands and rest of the world, with the protection of islands and their inhabitants. Sound waves are used here to represent the voices of islanders, with shapes of the waves forming island peaks above water and land masses undersea. These voices permeate the ocean, sky, and ultimately the entire world.

In this visual, the above-water sound waves serve another purpose of forming the upper torsos of people with dots as their heads. Via this, along with transparent intersecting layers of island peaks in the background, we are able to show that the issues at hand are not singular—but rather affect citizens globally and require the partnering of all to succeed. The dots above the sound waves are also there to represent connectors between the islands themselves, which in turn are tied to the entire world. This global aspect is further represented by encasing all elements in a circular shape.

The words “UN Conference on Small Island Developing States” appear beside the logo together with date and location of the Conference (Apia, Samoa, 1-4 September 2014).

The 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.

## **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 Third UN Conference on Small Island Developing States logo without obtaining prior approval from the Department of Economic and Social Affairs.

However, for reporting purposes, the Department of Economic and Social Affairs 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 Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States 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 Department of Economic and Social Affairs in accordance with the requirements outlined below.

The logo of the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States 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 pre-eminence via-à-vis the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States."

The authorization is limited to the use of the Third UN Conference on Small Island Developing States logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States logo must apply for approval directly from the Department of Economic and Social Affairs.

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 text below) 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 Third UN Conference on Small Island Developing States to be organized in Apia, Samoa from 1-4 September 2014.

The Third UN Conference on Small Island Developing States 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 pre-eminence via-à-vis the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States."

The authorization is limited to the use of the Third UN Conference on Small Island Developing States logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States logo must apply for approval directly from the Division of Sustainable Development, Department of Economic and Social Affairs.

When requesting permission to use the Third UN Conference on Small Island Developing States logo for fundraising purposes, 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.
- 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 Third UN Conference on Small Island Developing States, 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 Third UN Conference on Small Island Developing States.
- A waiver of liability (please see the text on p. 6) signed by the entity requesting to use the logo.

### **III. Length of use of logo**

The Third UN Conference on Small Island Developing States logo may be used from July 2014 to September 2014. It may be used beyond September 2014 for reporting purposes and in publications about the Third UN Conference on Small Island Developing States.

#### **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 Department of Economic and Social Affairs.

#### **V. Disclaimer**

- The Third UN Conference on Small Island Developing States logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The Third UN Conference on Small Island Developing States logo can only be used to identify events and activities related to the Third UN Conference on Small Island Developing States.
- The Third UN Conference on Small Island Developing States logo may only be used after a Waiver of Liability for the use of the logo of the Third UN Conference on Small Island Developing States has been received by the Department of Economic and Social Affairs and the request to use the logo has been approved.
- By using the Third UN Conference on Small Island Developing States logo the entity agrees to provide information to the Third UN Conference on Small Island Developing States on the events or activities for which it is used. This information will be used for reporting purposes on the Third UN Conference on Small Island Developing States.
- The authorization to use the Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States 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 Third UN Conference on Small Island Developing States logo.

## **VI. Inquiries**

Please send inquiries to: Division of Sustainable Development, Department of Economic and Social Affairs, (DESA/DSD), United Nations Secretariat, 26th Floor, New York, NY 10017, USA. Fax: +1 212 963 1267, or, preferably, input a message on-line at <http://sustainabledevelopment.un.org/contact>

The Waiver of Liability is on page 6

The Graphic guidelines are provided in a separate file.

**Waiver of Liability**  
for the Use of the Logo of the  
“Third UN Conference on Small Island Developing States”

The undersigned acknowledges that, in using the logo for the Third UN Conference on Small Island Developing States as explained in its submission dated \_\_\_\_\_ to the Division of Sustainable Development, Department of Economic and Social Affairs:

- 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 Division of Sustainable Development, Department of Economic and Social Affairs 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:

Division of Sustainable Development, Department of Economic and Social Affairs, United Nations Secretariat, 405 E 42<sup>nd</sup> St. 26<sup>th</sup> Floor, New York, NY 10017, USA. Fax: +1 212 963 1267, or submit on line at <http://sustainabledevelopment.un.org/contact>