



RIO+20

**United Nations
Conference on
Sustainable
Development**

Logo Use Guidelines and Waiver of Liability Form

The logo and campaign material has been designed and developed by the Graphic Design Unit at the United Nations in New York.

The Graphic Design Unit is part of the Outreach Division at the Department of Public Information.



The **United Nations Conference on Sustainable Development (UNCSD)** will take place on 4-6 June 2012 in Rio de Janeiro, Brazil, twenty years after the landmark UN Conference on Environment and Development (Earth Summit) in Rio in 1992.

The logo for the Conference [short: **Rio+20 logo**] was designed by the Graphic Design Unit of the United Nations Department of Public Information in New York.

I. Design

The logo shows the three components of sustainable development – social equity, economic growth and environmental protection – connected in the shape of a globe. The three colours blend into each other, indicating the interconnectedness of the different components.

The words “**United Nations Conference on Sustainable Development**” appear below the logo, together with the informal name of the event, “**Rio+20.**”

The **Rio+20 logo** is available in the six official United Nations languages: English, French, Spanish, Russian, Arabic and Chinese; as well as in Portuguese. 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.

II. Use of the logo by organizations of the United Nations system

Organizations of the United Nations system may use the **Rio+20 logo** without obtaining prior approval from the UNCSD Secretariat. However, for reporting purposes, the UNCSD Secretariat 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 Conference, including, inter alia, posters, brochures, books, videos, flash and powerpoint presentations, banners, illustrations and animations.

III. Use of the logo by non-UN entities

Entities outside the UN system may use the logo after obtaining approval from the UNCSD Secretariat in accordance with the requirements outlined below.

The **Rio+20 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 **Rio+20 logo** should be used only in its entirety. Moreover, the **Rio+20 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 **Rio+20 logo**.



The authorization to use the **Rio+20 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 **Rio+20 logo** must apply for approval directly from the UNCSD Secretariat.

All entities interested in using the **Rio+20 logo** for information purposes must apply for approval to the UNCSD Secretariat. 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 Conference. All entities interested in using the **Rio+20 logo** for fundraising purposes must apply for approval to the UNCSD Secretariat. 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 Conference, 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 Conference.

The **Rio+20 logo** should be used only in its entirety. Moreover, the **Rio+20 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 **Rio+20 logo**.

The authorization to use the **Rio+20 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 **Rio+20 logo** must apply for approval directly from the UNCSD Secretariat.

Before the logo is used for fundraising purposes, a waiver of liability (please see the text below) must be signed by the entity requesting to use the logo.

IV. Length of use of logo

The **Rio+20 logo** may be used starting in March 2011, including for the preparatory phase of the Conference, the actual Conference (June 2012), and any subsequent materials about the Conference and its follow-up process.



V. Liability

All entities authorized to use the **Rio+20 logo** 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; and
- 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 must be signed by the entity authorized to use the logo. All duly signed waiver-of-liability forms must be received by the UNCSA Secretariat before the proposed activities involving the use of the logo are carried out.

VI. Disclaimer

- The **Rio+20 logo** is property of the United Nations and the United Nations owns all rights to its use.
- The **Rio+20 logo** can only be used to identify events and activities related to the UN Conference on Sustainable Development.
- The **Rio+20 logo** may only be used after a signed Waiver of Liability for the use of the **Rio+20 logo** has been received by the UNCSA Secretariat.
- By using the **Rio+20 logo**, the entity agrees to provide information to the UNCSA Secretariat 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 **Rio+20 logo** does not imply United Nations' endorsement of the planned activities or the outside entity.
- The **Rio+20 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 **Rio+20 logo** for fundraising, it should send a proposal to the UNCSA Secretariat.
- The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the logo into non-UN official languages, and the foregoing disclaimer must be included in the translation.

Please send inquiries to:

**UNCSA Secretariat, Division for Sustainable Development.
Department of Economic and Social Affairs.**

Two United Nations Plaza, Room DC2-2220. New York, NY 10017, USA.
Fax: + 1 212 963 4260,
Email: uncsd2012@un.org

Waiver of Liability (Please see form on next page).

United Nations Conference on Sustainable Development
Logo and Waiver of Liability Form



The undersigned acknowledges that, in using the logo for the United Nations Conference on Sustainable Development / Rio+20 as explained in its submission dated _____ to the UNCSD Secretariat:

- a. the undersigned 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;
- b. the United Nations does not assume any responsibility for the activities of the undersigned; and
- c. 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.
- d. if the entity translates the text of the logo into non-UN official languages, the entity shall 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.

Signed

Full Name (block letters)

Affiliation (block letters)

Name of Organization

Email

Date

Please send the signed form to:

UNCSD Secretariat
Division for Sustainable Development
Department of Economic and Social Affairs
Two United Nations Plaza, Room DC2-2220
New York, NY 10017, USA
Fax: + 1 212 963 4260
Email: uncsd2012@un.org

All elements have been carefully combined so the logo, in its entirety or in the following derivatives, can be used as an effective tool to communicate the ideas and values of the brand. For consistency, the logo must always comply with this Brand Guideline.

Typeface



RIO+20
United Nations
Conference on
Sustainable
Development

Gotham Bold

Gotham Medium

Gotham Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
1234567890!@#%**^**&*()

Gotham Medium
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
1234567890!@#%**^**&*()

Colors

 CMYK 0 / 100 / 100 / 25
RGB 186 / 20 / 26

 CMYK 100 / 90 / 0 / 0
RGB 33 / 54 / 154

 CMYK 50 / 5 / 90 / 0
RGB 141 / 190 / 80

Logo Configurations

PREFERRED USE Primary compact format with text stacked on the side



The **RIO+20 logo** is the primary logo for internal and external communication. Using these versions (preferred and alternate) of the **Rio+20 logo** will generate equity in the symbol, assure consistency across products, and maintain a unified image. It is important that the **Rio+20 logo** always be reproduced with consistent high quality.

ALTERNATE USE Secondary horizontal format with text in three lines on the side



The **RIO+20 logo** may also be used on partnership publications in the presence of their logos. The logo should be made the same relative size as the other logos on the page.

Colors / Alternative uses



Black and White

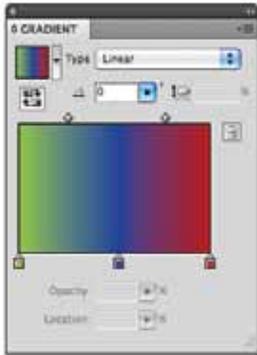


Black and White reversed



White over gradient background

Break-out colors for gradient



Use of logo on a dark or busy Background or image

Options for the use of the **Rio+20 logo** on a dark background / image.



PLEASE NOTE that the light/darkness and composition of the background determine the use of either the white logo or the White /gradient background.

Correct usage



Do not change opacity of the logo



Do not distort the logo



Do not rearrange elements of the logo



Do not distort the logo



Do not reflect the logo



Do not rotate the logo



Do not change colors of the logo

Logo Sizes & Clear space

MINIMUM SIZE



CLEAR SPACE



Always maintain the minimum clear space around the **Rio+20 logo** to preserve its integrity. To maintain visual clarity and to provide maximum impact, the **Rio+20 logo** must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Logo is **X**, where **x = width**, measure the width of the letters “io” in the logotype. The clear space will change depending on scale. There are no maximum size restrictions as long as the clear space requirements are met.

Other language versions

- Official UN-languages: Arabic, Chinese, English, French, Spanish, Russian + Portuguese
- All languages are downloadable for Print and Web
- If you would like to have the **RIO+20 logo** adapted in other languages, please contact the UNCSA Secretariat, Division for Sustainable Development and send a pdf or outlined eps version to: uncsd2012@un.org

COMPACT VERSIONS



RIO+20
United Nations
Conference on
Sustainable
Development



里约+20
联合国
可持续发展会议



RIO+20
Conférence des
Nations Unies
sur le
développement
durable



РИО+20
Конференция
Организации
Объединенных
Наций
по устойчивому
развитию



RIO+20
Conferencia
de las
Naciones Unidas
sobre el
Desarrollo Sostenible

ريو + 20
مؤتمر
الأمم المتحدة
للتنمية
المستدامة



RIO+20
Conferência das
Nações Unidas
sobre
Desenvolvimento
Sustentável

HORIZONTAL VERSIONS



RIO+20
United Nations Conference
on Sustainable Development



RIO+20
Conférence des Nations Unies
sur le développement durable



里约+20
联合国可持续发展会议



RIO+20
Conferencia de las Naciones Unidas
sobre el Desarrollo Sostenible



RIO+20
Conferência das Nações Unidas
sobre Desenvolvimento Sustentável

ريو+20
مؤتمر الأمم المتحدة
للتنمية المستدامة



РИО+20
Конференция Организации Объединенных Наций
по устойчивому развитию

Sample for Podium

