



2024 UNITED NATIONS CIVIL SOCIETY CONFERENCE

MAY 9 - 10 | NAIROBI, KENYA

BRAND GUIDELINES

Logo and Waiver of Liability

Please see [Annex](#) for logo examples and variations.

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 2024 United Nations Civil Society Conference logo captures the event's spirit by seamlessly integrating African cultural elements with universal themes of hope, connection, and progress. It is a visual representation that pays tribute to the host country, Kenya, through a harmonious blend of traditional African style, geometric shapes and colors. The logo serves as a unifying symbol for the diverse participants of the Conference.

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 2024 UN Civil Society Conference logo without obtaining prior approval from the Civil Society Unit in the Department of Global Communications. However, for reporting purposes, the Civil Society Unit 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 2024 UN Civil Society Conference logo must be used in its entirety. Moreover, if the UN office, Specialized Agency, Fund or 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 2024 UN Civil Society Conference logo.

Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, non-profit organizations, civil society organizations and private sector entities, may use the logo after obtaining approval from the Civil Society Unit in accordance with the requirements outlined below.

The logo of the 2024 UN Civil Society 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 2024 UN Civil Society 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 2024 UN Civil Society 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 2024 UN Civil Society Conference." The authorization is limited to the use of the 2024 UN Civil Society Conference logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 2024 UN Civil Society 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.

Therefore, any non-UN entity interested in using the 2024 UN Civil Society Conference logo must apply for approval directly from the Civil Society Unit.

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 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 2024 UN Civil Society Conference that will take place from 9 to 10 May 2024 in Nairobi, Kenya.

The 2024 UN Civil Society Conference 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 2024 UN Civil Society 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 2024 UN

Civil Society Conference.” The authorization is limited to the use of the 2024 UN Civil Society Conference logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 2024 UN Civil Society 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.

Therefore, any non-UN entity interested in using the 2024 UN Civil Society Conference logo must apply for approval directly from the Civil Society Unit.

When requesting permission to use the 2024 UN Civil Society Conference 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 2024 UN Civil Society 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 2024 UN Civil Society Conference.
- A waiver of liability (please see the text on page 5) signed by the entity requesting to use the logo.

III. Length of use of logo

The 2024 UN Civil Society Conference logo may be used until 30 May 2024. This period includes the preparation phase for the 2024 UN Civil Society Conference and the celebration of the 2024 UN Civil Society Conference on 9 to 10 May 2024. The logo may be used beyond May 2024 for reporting and in reference to publications about the 2024 UN Civil Society 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 the 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 Civil Society Unit.

V. Disclaimer

- The 2024 UN Civil Society Conference logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The 2024 UN Civil Society Conference logo can only be used to identify events and activities related to the 2024 UN Civil Society Conference.

- The 2024 UN Civil Society Conference logo may only be used after a Waiver of Liability for the use of the logo of the 2024 UN Civil Society Conference has been received by the Civil Society Unit and the request to use the logo has been approved.

- By using the 2024 UN Civil Society Conference logo the entity agrees to provide information to the Civil Society Unit on the events or activities for which it is used. This information will be used for reporting purposes on the 2024 UN Civil Society Conference.

- The authorization to use the 2024 UN Civil Society 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 2024 UN Civil Society 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 2024 UN Civil Society Conference logo.

VI. Inquiries

Please send inquiries to: Civil Society Unit, email: undgccso@un.org

All requests to use the 2024 UN Civil Society Conference logo should be sent to undgccso@un.org along with the Waiver of Liability and supporting documents as required.

(The Waiver of Liability is on page 5).

WAIVER OF LIABILITY

for the Use of the logo of "2024 UN Civil Society Conference"

The undersigned acknowledges that, in using the logo for the 2024 UN Civil Society Conference as explained in its submission dated _____ to the Civil Society Unit:

- 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 Civil Society Unit 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:
Civil Society Unit, email: undgccso@un.org

ANNEX

2024 UN Civil Society Conference Logo Variations

Please note that the “2024 UN Civil Society Conference” logo comes in the Color, Black, and White version.

Square versions **without** date & location:



Square versions **with** date & location:



Horizontal versions **without** date & location:



Horizontal versions **with** date & location:

