

GUIDELINES FOR USE OF THE JOHANNESBURG SUMMIT LOGO

In December 2000, the General Assembly decided, in resolution 55/199, to hold the World Summit on Sustainable Development in Johannesburg, South Africa.

1. Design

The logo for the Summit will be available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

The colours and proportions of the logo must not be changed.

2. Non-commercial uses of the logo

The logo is primarily intended for two kinds of promotional use: information and fundraising, as outlined below.

a. Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative
- Not intended to raise funds; and
- Not carried out by a commercial for-profit entity

No permission is required for use of the logo to publicise the Summit, provided the aims and purposes of its use are in keeping with those of the Summit. However a *waiver of liability* should be provided to the United Nations (see Section 4 below), together with a description of its use.

b. Fund-raising uses of the logo

Fund-raising uses of the logo are those intended to cover costs of voluntary activities for the Summit. They may be undertaken only by non-commercial not-for-profit entities.

Permission to use the logo for national and international fund-raising purposes is given by the Secretary-General of the World Summit on Sustainable Development.

When requesting permission, please provide:

- A short statement of identity (membership, objectives, etc);
- An explanation of how and where the logo will be used; and
- An explanation of the purposes of fund-raising
- A waiver of liability (see Section 4)

3. Commercial uses of the logo

The logo is not generally intended for commercial use. Commercial uses of the logo are all those undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit.

Permission to use the logo commercially can be given only by the Secretary General of the World Summit on Sustainable Development.

Before the logo is used commercially, a contract must be signed with the United Nations. In particular, such contracts must conform to Section 4 below.

When requesting permission to use the logo for commercial purposes, please explain:

- The nature of your company or enterprise;
- The proposed uses of the logo;
- The names of countries/territories where the logo will be used;
- The nature of products/services that you produce/sell in those areas;
- How your products relate to the World Summit on Sustainable Development;
- What profits you expect to make from use of the logo; and
- A summary budget, giving your expenses and any proposed royalties or contributions you expect to make to local, national or international activities for the preparations of the Summit or in favour of implementation of its outcome.

4. Liability

All entities authorized to use the logo, whether for information, fund-raising or commercial purposes, must acknowledge that:

- the entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that 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 such 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.

When the logo is used for commercial purposes, the foregoing language must be incorporated into a contract to be signed by the entity.

When the logo is used for information and fund-raising purposes, the language must be incorporated into a waiver of liability that is signed by the entity and provided to the Secretary-General of the Summit.

The waiver of liability may be used. Contracts and waivers containing such language must be provided to the United Nations before the proposed activities are carried out.

Additionally, contracts should also contain the United Nations General Conditions for contracts.

All enquiries about the use of the logo should be directed to:

Secretary-General of the Summit
United Nations Under Secretary-General for Economic and Social Affairs
Two UN Plaza, Office DC2-2320, New York, NY 10017
Fax: (1-212) 963 4260
Email: dsd@un.org