



## **The Third International Conference on Financing for Development**

### **Logo and Waiver of Liability**

**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 Third International Conference on Financing for Development logo incorporates elements from traditional Ethiopian iconography to reflect the unique location of the conference, whilst its circular form represents the world, indicating the truly global nature of the meeting.

The arrow heads can be seen to represent different stakeholders moving towards the same goal, or the different streams of investment needed in Financing for Development: public, private, national and international. The elements can also be seen to represent figures, putting people at the heart of the Financing for Development process. The sun is another regional emblem, and reflects the energy needed to drive the process towards a successful outcome.

#### **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 International Conference on Financing for Development logo without obtaining prior approval from the Financing for Development Office/ United Nations Department of Economic and Social Affairs. However, for reporting purposes, the Financing for Development Office/ United Nations 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 International Conference on Financing for Development 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 International Conference on Financing for Development 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 Financing for Development Office/ United Nations Department of Economic and Social Affairs in accordance with the requirements outlined below.

The logo of the Third International Conference on Financing for Development 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 International Conference on Financing for Development 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 vis-à-vis the Third International Conference on Financing for Development logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports Third International Conference on Financing for Development". The authorization is limited to the use of the Third International Conference on Financing for Development logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third International Conference on Financing for Development 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 International Conference on Financing for Development logo must apply for approval directly from the Financing for Development Office/ United Nations 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 Third International Conference on Financing for Development to be held from 13-16 July 2015.

The Third International Conference on Financing for Development 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 preeminence *vis-à-vis* the Third International Conference on Financing for Development 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 International Conference on Financing for Development."

The authorization is limited to the use of the Third International Conference on Financing for Development logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third International Conference on Financing for Development 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 International Conference on Financing for Development logo must apply for approval directly from the UN Department of Public Information. When requesting permission to use the Third International Conference on Financing for Development 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 International Conference on Financing for Development, 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 International Conference on Financing for Development logo.
- A waiver of liability (please see the text below) signed by the entity requesting to use the logo.

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

The Third International Conference on Financing for Development logo may be used from May 2015 to July 2015. The logo may be used beyond July 2015 for reporting and in reference to publications about the Third International Conference on Financing for Development.

### **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 Financing for Development Office, in the United Nations Department of Economic and Social Affairs.

## **V. Disclaimer**

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

## **VI. Inquiries**

Please send inquiries to: Financing for Development Office, United Nations Department of Economic and Social Affairs, United Nations Secretariat, 21st Floor, New York, NY 10017, USA. email: [ffdoffice@un.org](mailto:ffdoffice@un.org)

(The Waiver of Liability is on page 5).

## **Waiver of Liability for the Use of the Logo of “Third International Conference on Financing for Development”**

The undersigned acknowledges that, in using the logo for the Third International Conference on Financing for Development as explained in its submission dated \_\_\_\_\_ to the Financing for Development Office, United Nations 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 Financing for Development Office, United Nations 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:

Financing for Development Office, United Nations Department of Economic and Social Affairs, United Nations Secretariat, 21st Floor, New York, NY 10017, USA. email: [ffdoffice@un.org](mailto:ffdoffice@un.org)