GUIDELINES FOR USE OF THE UN70 LOGO

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.

1. The official logo for the 70th Anniversary of the United Nations (see above, hereinafter referred to as the “UN70 Logo” or the “Logo”) has been created by the UN for use with UN70th anniversary activities and programmes. Its use is encouraged for educational and public outreach projects advancing the goals laid down in the United Nations Charter, informing the public of the role of the United Nations in the modern world, and promoting informed global debate on concerns vital to the Organization in its seventieth year and the world to which it belongs.

I. **Use by UN bodies and Member States**

2. Use of the UN70 Logo for educational and informational purposes as set out in paragraph 1 above by UN departments and offices, UN Funds and Programmes and other subsidiary organs, UN agencies, and Member States is uniformly encouraged and does not require prior written authorization. However, the use of the UN70 Logo is subject to the Terms of Use set out in section IV below.
II. Use by non-Governmental organizations (NGOs) and members of the United Nations Academic Impact (UNAI) initiative

3. Use of the UN70 Logo for educational and informational purposes by NGOs, including United Nations Associations (“UNAs”) and National Committees established specifically to support the UN and its Funds and Programmes and other subsidiary organs (“National Committees”), as well as NGOs having consultative status with ECOSOC or being associated with DPI, and members of the United Nations Academic Impact (UNAI) initiative is also encouraged.

4. Use of the UN70 Logo for educational and informational purposes by UNAs and National Committees does not require prior written authorization. However, the use of the Logo is subject to the Terms of Use set out in section IV below. UNAs and National Committees may be authorized to use the UN70 Logo in conjunction with the designs reflecting a national identity or the project activity. Requests to use the UN70 Logo in the above-described manner should be submitted to the UN Department of Public Information at the address set out in section V below.

5. The use of the UN70 Logo for educational and informational purposes by NGOs other than UNAs and National Committees and by UNAI members is subject to prior written authorization, to be requested to the UN Department of Public Information at the address set out in Section V below.

6. Use of the UN70 Logo by all NGOs, including UNAs and National Committees, and by UNAI members in fundraising, sponsorship, or events for which admission fees or other payments are solicited is subject to prior written authorization to be requested to the UN Department of Public Information at the address set out in Section V below. If authorization is given to use the UN70 Logo for the above-referenced purposes, the use would be subject to the Terms of Use set out in section IV below and, in addition, a waiver of liability including the following provisions must be executed by the entity concerned:

- 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 an 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.
III. **Use by commercial entities**

7. Use of the UN70 Logo by commercial, for-profit entities requires the prior written authorization from the United Nations and the use, if authorized, would be limited to informational and illustrative purposes in the context of a specific event, programme or project planned for the Seventieth Anniversary commemoration. If a commercial entity is authorized to use the UN70 Logo for the above-referenced purposes, the use would be subject to the Terms of Use set out in section IV below. The use of the UN70 Logo for commercial purposes, including fundraising, will not be authorized. The Logo may not be used on any product or its packaging, or in any manner that could imply or suggest the endorsement or promotion by the United Nations of the commercial entities concerned, their products or services.

8. Requests to use the UN70 Logo by commercial entities for informational and illustrative purposes should be submitted to the UN Department of Public Information at the address set out in section V below.

IV. **Terms of Use of the UN70 Logo**

9. The UN70 Logo should be used only in its entirety and in the exact form reproduced at the beginning of the present Guidelines. It should be reproduced only in its official colours and in accordance with the design guidelines annexed to this document (page 5).

10. The UN70 Logo should be used adjacent to text such as “A project of the [name of entity that uses the Logo] in honour of the United Nations Seventieth Anniversary” or “Join Us in Support of the Seventieth Anniversary of the United Nations”. The identity of the user should be clear.

11. As a general rule, the space around the UN emblem and around the stylized “70” should be kept clear. Additional symbols and text, including taglines, if any, should be placed at sufficient distance from the UN70 Logo in order to maintain the distinct appearance of the UN70 Logo.

12. The tagline “Strong UN. Better World” is part of the UN70 Logo and should be reproduced as is in the UN70 Logo design, unless the use of the UN70 Logo without the tagline is authorized by the UN Department of Public Information in writing in a particular case.

13. The authorization to use the UN70 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.

14. Unless otherwise expressly authorized in writing, the use of the UN70 Logo should in all cases cease before 31 October 2015.
15. The use of the UN70 Logo in violation of the provisions set out in the present Guidelines could result in the revocation of the authorization to use the Logo.

16. NGOs, UNAI members and commercial entities authorized to use the UN70 Logo pursuant to sections II and III of the present Guidelines should submit a copy of the approved prototype displaying the UN70 Logo to the UN Department of Public Information at the address set out in section V below.

V. Inquiries and requests

17. Inquiries concerning the use of the UN70 Logo and requests to use the Logo should be addressed to the Director, Outreach Division, United Nations Department of Public Information, New York, NY 10017 (email: un70@un.org) Inquiries and requests can also be submitted through a United Nations Information Centre, which will forward them to the Outreach Division in New York.

(The design guidelines are on page 5)
DESIGN GUIDELINES FOR THE UN70 LOGO

This UN seventieth anniversary logo is about looking ahead, whilst reacting on where we have come. The forward-leaning slant of the “7” suggests moving forward into the future, with a slight retro feel to bring to mind the Organization’s heritage. The logo has a 3-dimensional aspect which portrays the multi-faceted quality of the United Nations. The “0” shows motion via the fact it does not form a closed circle, it shows that the UN is ever in the process of working and making change within the world.
The UN 70th Anniversary logo is a graphic representation of the values for which it stands. When used correctly, it identifies the organization to the world, expressing its personality, appearance and voice with a brand image that is corporate and yet focused on the human aspect. Keep in mind, that by “Identity” we mean not only the logo as a graphic symbol and wordmark, but the total integration of a promise, where core values meet visual identity to convey a truly impactful message.

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.
## MISUSE OF LOGO

<table>
<thead>
<tr>
<th>Logo Use</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td>Do not distort the logo proportions</td>
</tr>
<tr>
<td><img src="image2.png" alt="Logo" /></td>
<td>Do not rearrange elements of the logo</td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo" /></td>
<td>Do not change opacity of the logo, except to use without tagline as a background pattern—see Facebook banner example on page 10 of these guidelines</td>
</tr>
<tr>
<td><img src="image4.png" alt="Logo" /></td>
<td>Do not flip the logo</td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo" /></td>
<td>Do not change colors of the logo</td>
</tr>
</tbody>
</table>
LOGO SIZE

MINIMUM SIZE (for Print Products)
WIDTH = 1.25 inch
HEIGHT = proportionate to width

Font size of “Strong UN. Better World.” should not be smaller than 9.6 pt
CLEAR SPACE

Always maintain the minimum clear space around the Logo to preserve its integrity. To maintain visual clarity and to provide maximum impact, the 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 0.25" from edge of logo to edge of page.
USE OF LOGO ON A COLOR BACKGROUND

As shown in all examples on this page, clarity is maintained by the use of contrast between the background color and logo.

Colors used as a background are not limited to examples shown on this page, hues are dependant on what is compatible with other elements of the design.
MISUSE OF LOGO ON A BACKGROUND

Do not use background colors which blend with the logo colors, thus decreasing legibility.

Do not overlay the logo onto busy or bold patterns which intersect it, thus decreasing legibility.
TYPOGRAPHY

The UN 70th Anniversary typeface is Solomon. Clean, distinctive and legible, it expresses both contemporary and classical qualities. It pairs with other Solomon weights and News Gothic to determine hierarchy in longer documents.

THE MAIN TYPEFACE USED FOR THE UN 70TH ANNIVERSARY LOGO

SOLOMON BOLD FOR TAGLINE (OTHER WEIGHTS USED FOR SUBHEADS IN LONGER DOCUMENTS)

abcdefghijklmnopqrstuvwxyz`1234567890-=/
ABCDEFGHIJKLMNOPQRSTUVWXYZ~!&(*) +|:”?

SOLOMON BLACK

abcdefghijklmnopqrstuvwxyz`1234567890-=

SOLOMON NORMAL

abcdefghijklmnopqrstuvwxyz`1234567890-=

SOLOMON BOOK

abcdefghijklmnopqrstuvwxyz`1234567890-=

SOLOMON THIN

abcdefghijklmnopqrstuvwxyz`1234567890-=

SECONDARY FONT WHICH CAN BE PAIRED WITH THE UN 70TH ANNIVERSARY LOGO

NEWS GOTHIC BT—FOR BLOCKS OF TEXT PARAGRAPHS

abcdefghijklmnopqrstuvwxyz`1234567890-=
ABCDEFGHIJKLMNOPQRSTUVWXYZ~!&(*)+|:”<>

WEB FONT WHICH CAN BE PAIRED WITH THE UN 70TH ANNIVERSARY LOGO ONLINE

AVENIR LT STD—55 ROMAN

abcdefghijklmnopqrstuvwxyz`1234567890-=
ABCDEFGHIJKLMNOPQRSTUVWXYZ~!&(*)+|:”?
COLOR USE

Pantone 279 C
- C71 M37 R62 G142 B222
- HEX# 3b8ede

Pantone DS 232-2 C
- C85 R0 G182 B241
- HEX# 00b6f1

Pantone Warm Gray 3 PC
- C6 M7 Y9 K15 R205 G205 B197
- HEX# cdc9c5

70% K
50% K
20% K
LOGO IN THE UNITED NATION’S SIX OFFICIAL LANGUAGES

Strong UN. Better World.

Une ONU forte pour un monde meilleur.

При сильной ООН мир становится лучше

Unas Naciones Unidas fuertes. Un mundo mejor.
USE OF LOGO IN SOCIAL MEDIA

Shown here is an example of how to use the UN 70th Anniversary logo in a design for social media, below is one specifically for Facebook. Preferable is to showcase the logo with tagline, and for background texture to use the logo sans UN emblem as a faint transparent pattern.

OPACITY: 30%

ROTATION: 20 degrees counter-clockwise

SCALE: It should be relative to size of the main logo showcased, proportionally 55% smaller

For square thumbnail images, the zero should not be cropped off, thus maintaining the globe shape of the logo—rather the left side of the seven can be cropped off for nice alignment of elements within the square format.