

# COMPREHENSIVE HIGH-LEVEL MIDTERM REVIEW OF THE IMPLEMENTATION OF THE IPOA, 27-29 MAY 2016, ANTALYA

## GUIDELINE TO USING THE MIDTERM REVIEW LOGO

### I. Design

The logo for the Comprehensive High-Level Midterm Review of the Implementation of the Istanbul Programme of Action (here forth referred to as the Midterm Review), to take place from 27-29 May, 2016 in Antalya, Turkey depicts an image of hands in global partnership to support the sustainable development of the Least Developed Countries. The words “Midterm Review of the Istanbul Programme of Action” and a tagline “Partnerships for Transformative Change in Least Developed Countries” appear either alongside or below the graphic element of the logo.

Interested entities are encouraged to translate the text into local languages, but they will state clearly that they are solely responsible for the accuracy of the translation.



### II. Use of the logo

#### I. 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 Midterm Review logo without obtaining prior approval from the UN-OHRLLS.

However, for reporting purposes, UN-OHRLLS 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 Midterm Review logo must be used only in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organization of the United Nations system has its own specific logo, the latter will be displayed side by side with the Midterm Review logo.

#### II. 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 UN-OHRLLS in accordance with the requirements outlined below.

The logo of the Midterm Review 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 Midterm Review 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 Midterm Review 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 "Midterm Review of the Istanbul Programme of Action for the Least Developed Countries." The authorization is limited to the use of the Midterm Review logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Midterm Review logo does not permit the user of the logo to sublicense or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the Midterm Review logo must apply for approval directly from the UN-OHRLS.

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 on p.5) 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 Midterm Review to be organized in 2016.

The Midterm Review 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 Midterm Review 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 "Midterm Review of the Istanbul Programme of Action for the Least Developed Countries." The authorization is limited to the use of the Midterm Review logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Midterm Review logo does not permit the user of the logo to sublicense or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the Midterm Review logo must apply for approval directly from the UN-OHRLS.

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 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 Midterm Review, 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 Midterm Review.
- A waiver of liability (please see the text on p.5) signed by the entity requesting to use the logo.

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

The Midterm Review logo may be used up to 31 May 2016. The logo may be used beyond May 2016 for any subsequent reporting and in reference to publications about the Midterm Review.

### **IV. Liability**

All entities whose request to use the Midterm Review 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 UN-OHRLLS.

### **V. Disclaimer**

- The Midterm Review logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The Midterm Review logo can only be used to identify events and activities related to the Midterm Review.
- The Midterm Review logo may only be used after a Waiver of Liability for the Use of the Logo of the Midterm Review has been received by the UN-OHRLLS and the request to use the logo has been approved.
- By using the Midterm Review logo, the entity agrees to provide information to the UN-OHRLLS on the events or activities for which it is used. This information will be used for reporting purposes on the Midterm Review.
- The authorization to use the Midterm Review logo or the publication of an event organized by an outside entity on the UN website, <http://www.ipoareview.org>, does not imply United Nations' endorsement of the planned activities or the outside entity.

- The Midterm Review 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 Midterm Review logo.

## **VI. Inquiries**

Please send inquiries to:

UN-OHRLLS (E-mail: [sass@un.org](mailto:sass@un.org))

Waiver of Liability for the Use of the Logo of “Midterm Review of the Istanbul Conference for the Least Developed Countries”

The undersigned acknowledges that, in using the logo for the Midterm Review as explained in its submission dated \_\_\_\_\_ to the UN-OHRLLS:

- 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 UN-OHRLLS and the request to use the logo has been approved. The undersigned is intended to use the logo for either of the below two kinds of promotional use (check as appropriate and write detail explanation. Please attach a written explanation if the space in this form is not enough):

Information uses of the logo

- 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.

Fundraising uses of the logo

- 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 Midterm Review, 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 Midterm Review

Signed \_\_\_\_\_

Full Name (block letters) \_\_\_\_\_

Affiliation (block letters) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

Please send the signed form to:

UN-OHRLLS (E-mail: [sass@un.org](mailto:sass@un.org))