



## **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 *via-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 *via-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.



**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