

**GUIDELINES ON THE USE OF THE
UNIVERSAL DECLARATION OF HUMAN RIGHTS
60th ANNIVERSARY LOGO**

BACKGROUND

10 December 2008 will mark the 60th anniversary of the adoption on the Universal Declaration of Human Rights. The Office of the United Nations High Commissioner for Human Rights will commence, on 10 December 2007, a year-long campaign in commemoration of the 60th anniversary. The Universal Declaration of Human Rights 60th anniversary (UDHR60) logo is intended to promote awareness and activities pertaining to the year-long commemoration. The main purpose of this document is to facilitate the use of the UDHR60 logo and to specify the procedures to be followed in seeking permission for the use of the logo.

1. DESIGN

The UDHR60 logo depicts a human shape standing with arms wide open. The icon is gender neutral and represents liberation and equality. The yellow colour is a sign of peace and warmth. The icon is set on a solid block which represents the foundation block of human rights. The choice of the earthy red colour for the block reinforces the idea of human rights as the foundation stone and mankind's common heritage.

The words "Universal Declaration of Human Rights" appear below the artwork.

The UDHR 60 logo is available in all six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. The logo is available in full colour and as a single colour.

The UDHR60 logo might be subject to national variations. A national variation of the logo should maintain the core design, but may add, to top or bottom, the name of their country (or city or locality within the country).

2. USES OF THE LOGO

The UDHR60 logo is primarily intended for use by all inside and outside the United Nations system for purposes of information. The logo is intended for use for the duration of the anniversary period, commencing 10 December 2007 and ending 31 December 2008.

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 entity

All entities interested in using the UDHR60 logo for information purposes should apply for approval to the Communications Section, Office of the United Nations High Commissioner for Human Rights. When requesting approval, the entities should provide:

- A short statement of identity (membership, objectives, etc.)
- An explanation of how and where the logo will be used

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Before the logo is used for information purposes, a waiver of liability in accordance with section 3 below must be signed by the entity requesting to use the logo.

The Office of the United Nations High Commissioner for Human Rights can reject proposals which are not clearly identified with the spirit of the campaign.

b. Fund-raising uses of the logo

Fund-raising uses of the logo are those intended to raise resources to cover costs of activities of the UDHR60 anniversary. Fund-raising uses of the logo may be undertaken only by non-commercial entities.

All entities interested in using the UDHR60 logo for fund-raising purposes should apply for approval to the Office of the United Nations High Commissioner for Human Rights. When requesting permission to use the logo for fund-raising purposes, the entities should provide:

- A short statement of identity (membership, objectives, etc.);
- An explanation of how and where the logo will be used;
- An explanation of how the fund-raising will take place;
- A summary budget, and;
- An explanation of how the proceeds would be allocated to cover costs of activities of UDHR60.

Before the logo is used for fund-raising purposes, a waiver of liability in accordance with section 3 below must be signed by the entity requesting to use the logo.

c. Uses of the logo by a commercial entity

The uses of the logo by commercial entities are all those undertaken by or involving commercial entities, as well as any use intended to lead to commercial or personal profit.

All commercial entities interested in using the UDHR60 logo should apply for approval to the Office of the United Nations High Commissioner for Human Rights. When requesting permission to use the logo, the entities should explain:

- The nature of the company or enterprise;
- The proposed uses of the logo;
- The names of the countries/territories where the logo will be used;
- The nature of the products/services that the entity produces/sells in those areas;
- How the products relate to disseminating the messages of the UDHR60;
- What profits the entity is expected to make from the use of the logo; and
- A summary budget, giving expenses and any proposed royalties or contributions the entity is expected to make to local, national or international activities for the preparations of the UDHR60 or in favour of implementation of the activities of the UDHR60.

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Before the logo is used by a commercial entity, a contract must be signed with the Office of the United Nations High Commissioner for Human Rights. In particular, such contracts must include provisions concerning the waiver of liability in accordance with section 3 below. Such contracts must also provide the detailed terms and conditions concerning the use of the logo, including the details of the information enumerated above. Additionally, such contracts must contain the United Nations General Conditions of Contract.

3. LIABILITY

All entities authorised to use the UDHR60 logo for the purposes specified herein must agree to the following provisions on waiver 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 do not assume any responsibility for the activities of the undersigned; 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 information purposes, the waiver of liability form must be signed by the entity and provided to the Office of the United Nations High Commissioner for Human Rights before the proposed activities are carried out.

4. HOW TO OBTAIN THE LOGO

The logo design and accompanying text can be obtained from 60anniversary@ohchr.org or from <http://www.ohchr.org>

5. ENQUIRIES

All enquiries about the use of the logo and information concerning the 60th anniversary of the Universal Declaration of Human Rights should be directed to:

Communications Section
Office of the High Commissioner for Human Rights
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UNOG-OHCHR
CH12-11, Geneva, 10
Switzerland
tel: +41 22 917.9444
fax: +41 22 917 9008
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