

## GUIDELINES ON THE USE OF THE VISUAL DESIGN FOR HUMAN RIGHTS DAY 2010 AND 2011

### BACKGROUND

Human Rights Day 2010 on 10 December will focus on human rights defenders who act against discrimination. It will also be a thematic focus of the UN human rights office throughout 2011. The visual design for Human Rights Day 2010 and 2011 is intended to encourage people to speak out and act to end discrimination in all its various forms.

The main purpose of this document is to facilitate the use of the designs and to specify the procedures to be followed in seeking permission for its use.

All our partners are encouraged to develop initiatives and use the visual designs.

#### 1. VISUAL DESIGNS

The design, featuring Human Rights Day 2010 and a slogan – *Speak Up, Stop Discrimination*, aims to have the effect of encouraging people to take action.

The design is available in all six UN Official languages.

#### 2. USES OF THE VISUAL DESIGNS

The Human Rights Day 2010 and 2011 design is primarily intended for use by all inside and outside the United Nations system for purposes of information. The design can be used throughout 2011.

##### a. Information uses of the designs

Information uses of the designs 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 Human Rights Day 2010 and 2011 design 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 designs will be used

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

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 designs

Fund-raising uses of the designs are those intended to raise resources to cover costs of activities of Human Rights Day 2010 and human rights defenders and discrimination-related events. Fund-raising uses of the designs may be undertaken only by non-commercial entities.

All entities interested in using the Human Rights Day 2010 and 2011 design 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 designs for fund-raising purposes, the entities should provide:

- A short statement of identity (membership, objectives, etc.);
- An explanation of how and where the designs 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 Human Rights Day 2010.

Before the designs are 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 designs.

c. Uses of the designs by a commercial entity

The uses of the designs 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 Human Rights Day 2010 and 2011 design should apply for approval to the Office of the United Nations High Commissioner for Human Rights. When requesting permission to use the designs, the entities should explain:

- The nature of the company or enterprise;
- The proposed uses of the designs;
- The names of the countries/territories where the designs 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 Human Rights Day 2010 and/or human rights defenders acting to end discrimination;
- What profits the entity is expected to make from the use of the designs; 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 Human Rights Day 2010 or in favour of implementation of the activities of the Human Rights Day 2010.

Before the designs are 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 designs, 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 Human Rights Day 2010 and 2011 design 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 designs.

When the designs are 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 VISUAL DESIGNS

The designs can be obtained from [humanrightsday@ohchr.org](mailto:humanrightsday@ohchr.org) or from <http://www.ohchr.org>

### 5. ENQUIRIES

All enquiries about the use of the designs and information concerning Human Rights Day 2010 should be directed to:

Communications Section  
Office of the High Commissioner for Human Rights  
Mailing Address:  
UNOG-OHCHR  
CH12-11, Geneva, 10  
Switzerland  
tel: +41 22 917.9444  
fax: +41 22 917 9008  
e-mail: [humanrightsday@ohchr.org](mailto:humanrightsday@ohchr.org)

4 November 2011