

Logo Use Guidelines and Waiver of Liability Form

The 20th Anniversary of the Adoption of the United Nations Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities will be commemorated on 18 December 2012.

The commemorative logo for the anniversary was designed by the Graphic Design Unit of the United Nations Department of Public Information in New York and will hereafter be referred to as “Minority Rights logo”.

20th Anniversary of the Adoption of the United Nations Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities



The Minority Rights logo was created for the promotion of the 20th anniversary of the adoption of the Declaration on the Rights of Minorities, to be used on printed and electronic public information products to raise awareness of the importance of the Declaration in promoting and protecting the rights of minorities.

I. Design

Logo on white background



Logo Secondary format on black background



The logo depicts platonic shapes of different colours. The black/grey circles are a symbol of the majorities and the blue square, red triangle and green circle are symbols of minorities. In line with the theme, the minorities are treated graphically in such a way to be the focus and centre of attraction. Different shapes and colours were intentionally used to convey that people are from different ethnicity, backgrounds and orientation.

The words “United Nations Declaration on Minority Rights” appear to the right of the emblem, together with the dates “1992-2012” to the left.

The Minority Rights logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Stakeholders are encouraged to translate the text into other languages, but shall state clearly that they are solely responsible for the accuracy of the translation. They should further acknowledge that the United Nations shall not assume any responsibility or liability arising from the translated text.

II. Use of the logo by organizations of the United Nations system

Organizations of the United Nations system may use the Minority Rights logo without obtaining prior approval from Office of the United Nations High Commissioner for Human Rights (OHCHR). However, for reporting purposes, the OHCHR should be informed of events and informational materials for which the logo is used. The logo may be used for materials in connection with the anniversary, including, inter alia, posters, brochures, books, videos, Flash and Powerpoint presentations, banners, illustrations and animations.

III. Use of the logo by non-UN entities

Entities outside the UN system may use the logo after obtaining approval from OHCHR in accordance with the requirements outlined below:

The logo is primarily intended for two kinds of promotional use:

a) information and b) fundraising, as outlined below:

a) Information uses of the logo

Information uses of the logo are those which are:

- primarily illustrative; and
- not intended to raise funds.

The logo should be used only in its entirety. Moreover, the Minority Rights logo should not be used alone, but should be displayed side by side with the logo of the entity. The logo of the entity should be given pre-eminence vis-à-vis the Minority Rights logo.

The authorization to use the Minority Rights logo does not permit the entity to use the United Nations emblem. Neither does it 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 Minority Rights logo must apply for approval directly from OHCHR.

All entities interested in using the Minority Rights logo for information purposes must apply for approval to OHCHR. When requesting approval, the entities should 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.

Before the logo is used for information purposes, a waiver of liability (please see the text below) must be 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 Anniversary. All entities interested in using the Minority Rights logo for fundraising purposes must

apply for approval to the OHCHR. 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, when and where the logo will be used;
- an explanation of how, when and where the fundraising will take place;
- a summary budget; and
- an explanation of how the proceeds would be allocated to cover costs of activities in support of the Anniversary, 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 Anniversary.

The Minority Rights logo should be used only in its entirety. Moreover, the Minority Rights logo should not be used alone, but should be displayed side by side with the logo of the entity. The logo of the entity should be given pre-eminence vis-à-vis the Minority Rights logo.

The authorization to use the Minority Rights logo does not permit the entity to use the United Nations emblem. Neither does it 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 Minority Rights logo must apply for approval directly from the OHCHR.

Before the logo is used for fundraising purposes, a waiver of liability (please see the text below) must be signed by the entity requesting to use the logo.

c) Length of use of logo

The Minority Rights logo may be used starting in March 2012, including for the preparatory phase of the Anniversary, the actual Anniversary (18 December 2012), and any subsequent materials about the Anniversary and its follow-up process.

V. Liability

All entities authorized to use the Minority Rights logo 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; 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 by the entity.
- The waiver of liability form must be signed by the entity authorized to use the logo. All duly signed waiver-of-liability forms must be received by the OHCHR before the proposed activities involving the use of the logo are carried out.

VI. Disclaimer

- The Minority Rights logo is property of the United Nations and the United Nations owns all rights to its use.
- The Minority Rights logo can only be used to identify events and activities related to the UN Anniversary on the Declaration on Minority Rights.
- The Minority Rights logo may only be used after a signed Waiver of Liability for the use of the Minority Rights logo has been received by the OHCHR.
- By using the Minority Rights logo, the entity agrees to provide information to the OHCHR on the events or activities for which it is used. This information will be used for reporting purposes on the Anniversary.
- The authorization to use the Minority Rights logo does not imply United Nations' endorsement of the planned activities or the outside entity.
- The Minority Rights 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 which implies United Nations endorsement of the products, services or activities of a commercial enterprise.
- If an entity wishes to use the Minority Rights logo for fundraising, it should send a proposal to the OHCHR.
- The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the logo into non-UN official languages, and the foregoing disclaimer must be included in the translation.

Please send Inquiries to:

Office of the United Nations High Commissioner for Human Rights — OHCHR
Communications Section
Palais des Nations
CH-1211 Geneva 10, Switzerland
Fax: +41 22 917 9008
Email: minorities@ohchr.org

Waiver of Liability

Please see form on next page.

Waiver of Liability for the use of the logo for the 20th Anniversary of the Adoption of the United Nations Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities

The undersigned acknowledges that, in using the logo for the 20th Anniversary of the Adoption of the United Nations Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities / Minority Rights logo as explained in its submission dated _____ to the OHCHR:

- a. the undersigned 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;
- b. the United Nations does not assume any responsibility for the activities of the undersigned; and
- c. 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.
- d. if the entity translates the text of the logo into non-UN official languages, the entity shall 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.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

OHCHR
Communications Section
Palais des Nations
CH-1211 Geneva 10, Switzerland
Fax: +41 22 917 9008
Email: minorities@ohchr.org

Brand Guidelines

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 Guidelines.

Logo: colour configurations

Logo
colour
on white background



Logo
black and white
on white background



Logo
Secondary format
colour
on black background



Logo
Secondary format
black and white
on black background



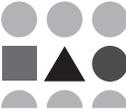
Colour and Font Use

Font

The fonts used in the logo are “Gotham Rounded (medium)” and “Kepler (italic)”

Colours

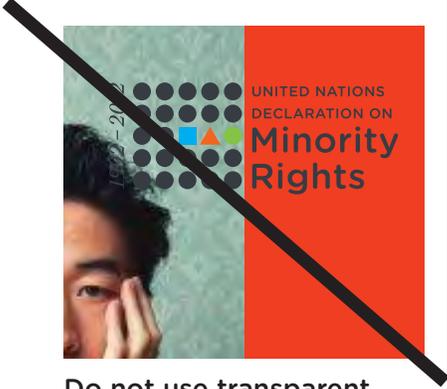
| | | Print: Pantone | Print: CMYK | Web: RGB and HEX |
|--|--|----------------|---------------------------|-------------------------------|
| |  | Process Cyan | C100 M0 Y0 K0 | R0 G159 B218 HEX: 009fda |
| |  | Pantone 166 | C0 M75 Y100 K0 | R224 G82 B26 HEX: e05206 |
| |  | Pantone 376 | C53 M0 Y96 K0 | R122 G184 B0 HEX: 7ab800 |
| “Logo colour on white background” |  + text | Pantone 7540 | C40 M30 Y22 K76 | R94 G97 B103 HEX: 5e6167 |
| “Logo Secondary format colour on black background” |  + text | Pantone 7539 | C24 M13 Y18 K38 | R152 G155 B151 HEX: 989b97 |
| “Logo Secondary format colour on black background” |  (background) | Rich Black | C60 M40 Y40 K100 | R17 G28 B36 HEX: 111c24 |

| | | |
|---|--|------------------------------|
| Logo black and white on white background |  → 35% black → 70%, 100%, 85% black | White background, black text |
| Logo Secondary format black and white on black background |  → 75% black → 15%, 45%, 30% black | Black background, white text |

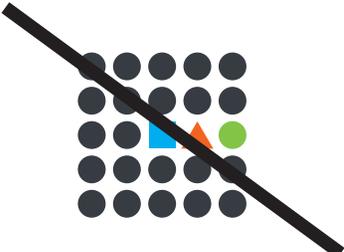
Logo Sizes & Clear Space

| | |
|--|---|
| <p>Minimum size</p> <p>width = 49 mm</p> <p>height = proportionate to width</p> |  <p>The diagram shows the logo with a horizontal double-headed arrow below it indicating a width of 49 mm (1.9 inch).</p> |
| <p>Clear space</p> <p>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.</p> <p>The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Logo is X, where x = width.</p> |  <p>The diagram shows the logo surrounded by a dotted rectangular border. On all four sides (top, bottom, left, and right), the distance from the logo to the border is labeled as 6 mm X.</p> |

Use of Logo on Background or on Images

| | Correct | Incorrect |
|---|--|--|
| <p>Use on colour background</p> <p>These examples show how the Logo should and should not be used on backgrounds and images where visibility is compromised by tones or gradients. Note that, although the black Logo may be visible on many mid-range or textured backgrounds, it is preferred that black be used in those cases.</p> | <div data-bbox="511 420 998 871">  <p>1992 - 2012 UNITED NATIONS DECLARATION ON Minority Rights</p> </div> <p>Logo with white background works well against medium to dark colours</p> <div data-bbox="511 1029 998 1480">  <p>1992 - 2012 UNITED NATIONS DECLARATION ON Minority Rights</p> </div> <p>Logo with black background works well against light to medium colours</p> | <div data-bbox="1055 409 1510 798">  <p>1992 - 2012 UNITED NATIONS DECLARATION ON Minority Rights</p> <p>Do not use black background logo on a dark background or image</p> </div> <div data-bbox="1079 934 1526 1323">  <p>1992 - 2012 UNITED NATIONS DECLARATION ON Minority Rights</p> <p>Do not use Logo with white background on light colours</p> </div> <div data-bbox="1079 1438 1526 1827">  <p>1992 - 2012 UNITED NATIONS DECLARATION ON Minority Rights</p> <p>Do not use transparent background logo on any background or image</p> </div> |

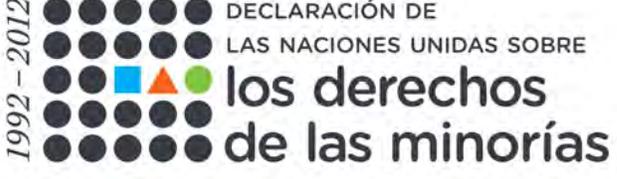
Misusages of Logo

| | |
|---|--|
| <p>Do not distort the shape</p>  A black diagonal line is drawn over the logo, which has been stretched and skewed to the left. The text "1992 - 2012" is written vertically on the left side of the logo. | <p>Do not change the colour of the Logo</p>  A black diagonal line is drawn over the logo. The text "1992 - 2012" is written vertically on the left side. The words "Minority Rights" are in a blue color, which is not part of the original logo. |
| <p>Do not change the opacity of the Logo</p>  A black diagonal line is drawn over the logo, which is rendered in a light gray opacity. The text "1992 - 2012" is written vertically on the left side. | <p>Do not rearrange elements of the Logo</p>  A black diagonal line is drawn over the logo. The elements of the logo, including the text "1992 - 2012" and "Minority Rights", have been rearranged and are not in their original positions. |
| <p>Do not use the symbol alone</p>  A black diagonal line is drawn over the logo, which consists only of the grid of dots and the three colored shapes (square, triangle, circle) without any text. | <p>Do not flip the Logo</p>  A black diagonal line is drawn over the logo, which is a horizontal mirror image of the original logo. The text "1992 - 2012" is written vertically on the right side. |

Other Languages

The Minority Rights Logo has been created in the six official United Nations languages (Arabic, Chinese, English, French, Spanish and Russian). These are available to download for Print and Web (EPS and PNG).

If you would like to have the Logo adapted in another language please read information on page 2 of this Logo Guidelines Waiver and Liability and send a PDF or outlined EPS version to: minorities@ohchr.org

| | |
|---|--|
| <p>Arabic</p>  | <p>Chinese</p>  |
| <p>English</p>  | <p>French</p>  |
| <p>Spanish</p>  | <p>Russian</p>  |

Downloadable Logos

The Minority Rights Logo is available to download on <http://www.ohchr.org/minorityrights2012>

Contact information

OHCHR
Communications Section
Palais des Nations
CH-1211 Geneva 10, Switzerland
Fax: +41 22 917 9008
Email: minorities@ohchr.org

The commemorative logo for the anniversary was designed by the Graphic Design Unit of the United Nations Department of Public Information in New York. Email: gdu1@un.org