The signature look and campaign material has been designed and developed by the Graphic Design Unit at the United Nations in New York.

The Graphic Design Unit is part of the Outreach Division at the Department of Public Information.
The concept behind the design is as follows:

- The sun represents mankind's collective right and aspiration for a fair and good life through development, as outlined in the Declaration on the Right to Development.

The three people reaching for the right is a symbol of solidarity and cooperation.

The inverted arc symbolizes a boat upon which we all rise and fall equally with the tides. It underlines the importance of fairer distribution of resources and opportunities within society as it develops.

The signature look of the Declaration on the Right to Development: 25th Anniversary is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Governments, cooperatives and other stakeholders are encouraged to translate the text into local languages. However, the entities translating the text into local languages shall state clearly that they are solely responsible for the accuracy of the translation and they should further agree and acknowledge that the United Nations shall not assume any responsibility or liability arising from the translated text.
Organizations using the signature look during events or activities organized for the Declaration on the Right to Development: 25th Anniversary (DRTD) will use the DRTD signature look in conjunction with their organizational logos subject to the following conditions:

I. **USE OF THE SIGNATURE LOOK BY ORGANIZATIONS OF THE UNITED NATIONS SYSTEM**

Organizations of the United Nations system may use the Right to Development: 25th Anniversary signature look without obtaining prior approval from the Office of the United Nations High Commissioner for Human Rights (OHCHR). However, for reporting purposes, OHCHR should be informed of events and informational materials for which the signature look is used. The signature look may also be used for publications that the UN may produce in connection with the DRTD, including, inter alia, posters, brochures, books, videos, flash and slideshow presentations, banners, illustrations, and animations.

II. **USE OF THE SIGNATURE LOOK BY NON-UN ENTITIES**

Entities outside the UN system may also use the signature look after obtaining approval from OHCHR in accordance with the requirements outlined below.

The signature look of the Right to Development: 25th Anniversary is primarily intended for two kinds of promotional use: a) information and b) fundraising, as outlined below:

a. **Information uses of the signature look**

Information uses of the signature look are those which are:

1. Primarily illustrative; and
2. Not intended to raise funds.

The Right to Development: 25th Anniversary signature look should be used only in its entirety. Moreover, it 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 preeminence vis-à-vis the DRTD signature look. The authorization would be limited to the use of the DRTD signature look, and the United Nations emblem cannot be used by the entity.
The authorization to use the Right to Development: 25th Anniversary signature look does not permit the user of the signature look to sub-license or to further authorize the use of the signature look to any other entities. Therefore, any non-UN entity interested in using the Right to Development: 25th Anniversary signature look must apply for approval directly from OHCHR.

All entities interested in using the Right to Development: 25th Anniversary signature look for information purposes must apply for approval to OHCHR. When requesting approval, the entities should provide:

1. A short statement of identity (nature of the entity and its objectives);
2. An explanation of how and where the signature look will be used, including the names of countries/territories where the signature look will be used.

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

b. Fundraising uses of the signature look

Fundraising uses of the signature look are those intended to raise resources to cover costs of activities in support of the Right to Development: 25th Anniversary, to be organized in 2012. All entities interested in using the Right to Development: 25th Anniversary signature look for fundraising purposes must apply for approval to OHCHR. When requesting permission to use the signature look for fundraising purposes, the entities must provide:

1. A short statement of identity (nature of the entity and its objectives);
2. An explanation of how, when and where the signature look will be used;
3. An explanation of how, when and where the fundraising will take place;
4. A summary budget; and
5. An explanation of how the proceeds would be allocated to cover costs of activities in support of the Right to Development: 25th Anniversary, including any proposed contributions that the entity would make to the United Nations.
Nations and/or to local, national or international organizations in support of the Right to Development: 25th Anniversary.

The Right to Development: 25th Anniversary signature look should be used only in its entirety. Moreover, the Right to Development: 25th Anniversary signature look 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 preeminence vis-à-vis the DRTD signature look. The authorization would be limited to the use of the DRTD signature look, and the United Nations emblem cannot be used by the entity.

The authorization to use the Right to Development: 25th Anniversary signature look does not permit the user of the signature look to sub-license or to further authorize the use of the signature look to any other entities. Therefore, any non-UN entity interested in using the Right to Development: 25th Anniversary signature look must apply for approval directly from OHCHR.

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

### III. LENGTH OF USE OF SIGNATURE LOOK

The Right to Development: 25th Anniversary signature look may be used until end 2011. The signature look may be used beyond end 2011 in reference publications about the Right to Development: 25th Anniversary.

### IV. LIABILITY

All entities authorized to use the Right to Development: 25th Anniversary signature look for the purposes specified herein must agree to the following provisions on waiver of liability:

1. 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;
2. The United Nations does not assume any responsibility for the activities of the entity; and
3. 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 signature look by the entity.

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

VI. DISCLAIMER

- The Right to Development: 25th Anniversary signature look can only be used to identify events and activities related to the Right to Development: 25th Anniversary.
- The Right to Development: 25th Anniversary signature look may only be used after a signed Waiver of Liability for the Use of the Signature Look of the Right to Development: 25th Anniversary has been received by OHCHR.
- By using the Right to Development: 25th Anniversary signature look, the entity agrees to provide information to OHCHR on the events or activities for which it is used. This information will be used for reporting purposes on the Right to Development: 25th Anniversary.
- The authorization to use the Right to Development: 25th Anniversary signature look or the publication of an event organized by an outside entity on the UN website, [URL] does not imply United Nations’ endorsement of the planned activities or the outside entity.
- The Right to Development: 25th Anniversary signature look 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 Right to Development: 25th Anniversary signature look for fundraising, it should send a proposal to OHCHR at R2D@ohchr.org
• The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the signature look into non-UN official languages, and the foregoing disclaimer must be included in the translation.

• Please give credit to the United Nations when using the Right to Development: 25th Anniversary signature look.

PLEASE SEND INQUIRIES TO:

Office of the High Commissioner for Human Rights - OHCHR
Communications Section
Palais des Nations
CH-1211 Geneva 10, Switzerland
Fax: +41 22 917 9008
Email: R2D@ohchr.org
WAIVER OF LIABILITY FOR THE USE OF THE SIGNATURE LOOK OF
“THE RIGHT TO DEVELOPMENT: 25TH ANNIVERSARY”

The undersigned acknowledges that, in using the signature look for the Right to Development: 25th Anniversary as explained in its submission dated ____________ to 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 signature look.

d. If the entity translates the text of the signature look 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 Inquiries to:

Office of the High Commissioner for Human Rights - OHCHR | Communications Section | Palais des Nations | CH-1211 Geneva 10, Switzerland | Fax: +41 22 917 9008 | Email: R2D@ohchr.org
All elements have been carefully combined so the signature look, 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 signature look must always comply with this Brand Guideline.
SIGNATURE LOOK BLACK AND WHITE CONFIGURATION

BLACK AND WHITE

Declaration on the Right to Development: 25th Anniversary Signature Look Guidelines and Waiver of Liability Form
USE OF SIGNATURE LOOK ON A DARK BACKGROUND OR ON AN IMAGE

There are 2 options for the use on a dark background/ an image.

PLEASE NOTE that the light/darkness of the background determine the use of the white or black frame (for B/W). (Please See Page 12)
SIGNATURE LOOK BACKGROUND MISUSE

Examples A and B demonstrate the INCORRECT use of the signature look on Backgrounds and Images. Examples C and D show the CORRECT use of the signature look on Backgrounds and Images. PLEASE NOTE that the light/darkness of the background determine the use of the white or black frame (for B/W).
### MISUSE OF SIGNATURE LOOK

<table>
<thead>
<tr>
<th>Image</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="signature.png" alt="Signature Look" /></td>
<td>Do not distort the signature look</td>
</tr>
<tr>
<td><img src="signature.png" alt="Signature Look" /></td>
<td>Do not rearrange elements of the signature look</td>
</tr>
<tr>
<td><img src="signature.png" alt="Signature Look" /></td>
<td>Do not change opacity of the signature look</td>
</tr>
<tr>
<td><img src="signature.png" alt="Signature Look" /></td>
<td>Do not flip the signature look</td>
</tr>
<tr>
<td><img src="signature.png" alt="Signature Look" /></td>
<td>Do not change colors of the signature look</td>
</tr>
</tbody>
</table>
**SIGNATURE LOOK SIZES & CLEAR SPACE**

**MINIMUM SIZE**

WIDTH = 0.9” (2.3cm)
HEIGHT = proportionate to width

**CLEAR SPACE**

Always maintain the minimum clear space around the Signature look to preserve its integrity. To maintain visual clarity and to provide maximum impact, the Signature look must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Signature look is X, where X = width.
DOWNLOADABLE SIGNATURE LOOKS

FOR PRINT

Outlined EPS files.
COLOR: CMYK

FOR WEB-USE

PNG file
COLOR: RGB
OTHER LANGUAGES

- Official UN-languages: Arabic, Chinese, English, French, Spanish, Russian
- All languages are downloadable for Print and Web (eps and PNG)
- If you would like to have the signature look adapted in another languages please contact OHCHR and send a pdf or outlined eps version to: R2D@ohchr.org