Info60

United Nations Human Rights
OFFICE OF THE HIGH COMMISSIONER FOR HUMAN RIGHTS

Newsletter - 60th anniversary of the Universal Declaration of Human Rights

Special Edition

LOGO FOR A YEAR-LONG CAMPAIGN

We are pleased to present you with this Special edition of Info60 dedicated to the new UDHR60 logo. We believe the symbol – which will be unveiled to the wider public on 10 December 2007, Human Rights Day -- encapsulates core Declaration principles of universality, justice and dignity that also underpin our campaign for the commemoration. We hope to see the logo used as widely as possible in commemorative activities and materials, so in this special issue we lay out how you can make it part of your campaigns. In the meantime, please keep the feedback and information on your plans coming.

Write us at 60anniversary@ohchr.org and at kyr2008@unic.org or go to www.knowyourrights2008.org.

Introducing the «Logo of the people»

The UDHR60 logo depicts a human shape standing with arms wide open. It 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 of human rights. The choice of the earthy red colour for the block reinforces human rights as the foundation stone and humankind's common heritage.

The UDHR60 logo – in full colour or as a single colour -- is available with text in Arabic, Chinese, English, French, Russian and Spanish. It is intended for use during the anniversary period, commencing 10 December 2007 and ending 31 December 2008. **Please note however, that the logo may NOT be used publicly before 10 December 2007.**

Use it on backdrops or letters of invitation for activities related to the 60th anniversary, on publications related to the UDHR and more.

The logo is available on the website at:
http://www.ohchr.org/english/events/UDHR60/logo.htm and may also be obtained by writing to 60anniversary@ohchr.org. If you wish to use the logo in your own campaigns, you must read the 'Guidelines' and complete the 'Waiver of Liability' form.

Be sure to include it as part of your email signature from 10 December!