

2nd United Nations Conference on Landlocked Developing Countries

Logo and Waiver of Liability



These guidelines must be provided to requesters. Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

I. Design

The 2nd United Nations Conference on Landlocked Developing Countries logo depicts the world globe. The globe is composed of two colours: blue depicts the UN and the ocean while the gray represents landmass. The blue and gray straps which constitute the globe simultaneously indicate movement, which encapsulates the primary objective of the conference which is the increase of global trade between landlocked countries and transit countries.

The words “2nd UN Conference on Landlocked Developing Countries” appear below the logo together with date and location of the Conference (Vienna, 2014).

The 2nd United Nations Conference on Landlocked Developing Countries logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

II. Use of the logo

Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the 2nd United Nations Conference on Landlocked Developing Countries logo without obtaining prior approval from the UN Office for Least Developed Countries, Landlocked Developing Countries and Small island Developing States. However, for reporting purposes, the UN Office for Least Developed Countries, Landlocked Developing Countries and Small island Developing States should be informed of events and information materials and items for which the logo is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, etc.

The 2nd United Nations Conference on Landlocked Developing Countries logo must be used only in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter will be displayed side by side with the 2nd United Nations Conference on Landlocked Developing Countries logo.

Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States in accordance with the requirements outlined below.

The logo of the 2nd United Nations Conference on Landlocked Developing Countries is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative;
- and
- Not intended to raise funds.

The 2nd United Nations Conference on Landlocked Developing Countries logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity.

The logo of the entity must be given pre-eminence *vis-à-vis* the 2nd United Nations Conference on Landlocked Developing Countries logo and the following sentence must be included below or in the proximity of the entity's logo: "[*the name of the entity*] supports the 2nd United Nations Conference on Landlocked Developing Countries." The authorization is limited to the use of the 2nd United Nations Conference on Landlocked Developing Countries logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 2nd United Nations Conference on Landlocked Developing Countries logo does not 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 2nd United Nations Conference on Landlocked Developing Countries logo must apply for approval directly from the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States.

When requesting approval, the entities must 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.
- A waiver of liability (please see the text below) 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 2nd United Nations Conference on Landlocked Developing Countries to be organized in November 2014.

The 2nd United Nations Conference on Landlocked Developing Countries logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *via-à-vis* the 2nd United Nations Conference on Landlocked Developing Countries logo and the following sentence must be included below or in the proximity of the entity's logo: "*[the name of the entity]* supports the 2nd United Nations Conference on Landlocked Developing Countries." The authorization is limited to the use of the 2nd United Nations Conference on Landlocked Developing Countries logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 2nd United Nations Conference on Landlocked Developing Countries does not 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 2nd United Nations Conference on Landlocked Developing Countries logo must apply for approval directly from the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States .

When requesting permission to use the 2nd United Nations Conference on Landlocked Developing Countries logo for fundraising purposes, the entities must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used.
- An explanation of how, when and where the fundraising will take place.
- A summary budget.
- An explanation of how the proceeds would be allocated to cover costs of activities in support of the 2nd United Nations Conference on Landlocked Developing Countries, 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 2nd United Nations Conference on Landlocked Developing Countries.
- A waiver of liability (please see the text below) signed by the entity requesting to use the logo.

III. Length of use of logo

The 2nd United Nations Conference on Landlocked Developing Countries logo may be used from July 2014 to March 2015. This period includes any subsequent reporting in December 2014 and early 2015. The logo may be used beyond early 2015 in reference to publications about the 2nd United Nations Conference on Landlocked Developing Countries.

IV. Liability

All entities whose request to use the logo has been approved 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.
- 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, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States.

V. Disclaimer

- The 2nd United Nations Conference on Landlocked Developing Countries, logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The 2nd United Nations Conference on Landlocked Developing Countries logo can only be used to identify events and activities related to the 2nd United Nations Conference on Landlocked Developing Countries.
- The 2nd United Nations Conference on Landlocked Developing Countries logo may only be used after a Waiver of Liability for the use of the logo of the 2nd United Nations Conference on Landlocked Developing Countries has been received by the UN Office for Least Developed Countries, Landlocked Developing Countries and Small island Developing States and the request to use the logo has been approved.
- By using the 2nd United Nations Conference on Landlocked Developing Countries logo the entity agrees to provide information to the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States on the events or activities for which it is used. This information will be used for reporting purposes on the 2nd United Nations Conference on Landlocked Developing Countries.
- The authorization to use the 2nd United Nations Conference on Landlocked Developing Countries logo or the publication of an event organized by an outside entity does not imply United Nations' endorsement of the planned activities or the outside entity.
- The 2nd United Nations Conference on Landlocked Developing Countries 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 that implies United Nations endorsement of the products or activities of a commercial enterprise.

- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.
- Please give credit to the United Nations when using the Second United Nations Conference on Landlocked Developing Countries logo.

VI. Inquiries

Please send inquiries to: UN Office for Least Developed Countries, Landlocked Developing Countries and Small island Developing States (UN-OHRLLS), United Nations Secretariat, 32 Floor, New York, NY 10017, USA. Fax: +1 212 963 0419, email: dunn@un.org

(The Waiver of Liability is on page 6).

**Waiver of Liability
for the Use of the Logo of
“2nd United Nations Conference on Landlocked Developing Countries”**

The undersigned acknowledges that, in using the logo for the 2nd United Nations Conference on Landlocked Developing Countries as explained in its submission dated _____ to the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States:

- a. The undersigned is responsible for ensuring that the activities of the undersigned 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.
- c. The entity named below will 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 will 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.
- e. The entity will use the logo only after this Waiver of Liability has been received by the UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

UN Office for Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS), United Nations Secretariat, 405 E, 32 Floor Room 60 , New York, NY 10017, USA. Fax: +1 212 963 0419, email: dunn@un.org