



INTERNATIONAL
**YEAR OF
YOUTH**
AUGUST 2010-2011
OUR YEAR OUR VOICE

Logo Use Guidelines and Waiver of Liability Form

The logo 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 slogan “Our Year. Our Voice.” was developed based on a public consultation with young people.



The International Year of Youth logo depicts a planet filled with colourful speech bubbles. The speech bubbles and the sense of community they convey symbolize the theme of the International Year of Youth: “Dialogue and Mutual Understanding”. The logo illustrates that the entire world can get involved in the International Year of Youth and can promote dialogue and mutual understanding. The words “International Year of Youth” appear below the logo together with date of the Year (August 2010 – 2011) and the slogan for the Year “Our Year. Our Voice”.

The International Year of Youth logo will be available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Youth organizations and other stakeholders are encouraged to translate the text into local languages. UN entities and other organizations using the logo during events or activities organized for the International Year of Youth (IYY) may use the IYY logo in conjunction with their organizational logo.

I. USE OF THE LOGO BY ENTITIES OF THE UNITED NATIONS SYSTEM

Entities of the United Nations system may use the International Year of Youth logo without obtaining prior approval from the UN Programme on Youth. However, for reporting purposes, the UN Programme on Youth should be informed of events and informational materials for which the logo is used. The logo may also be used for publications that the UN may produce with or without external partners in connection with the IYY, including, inter alia, posters, brochures, books, videos, flash and powerpoint presentations, banners, illustrations, and animations.

II. USE OF THE LOGO BY NON-UN ENTITIES

Parties outside the UN system may also use the logo after obtaining approval from the UN Programme on Youth in accordance with the requirements outlined below.

The logo of the International Year of Youth is primarily intended for three kinds of promotional use:

a) information, b) fundraising and c) use by a commercial entity, as outlined below:

a) Information uses of the logo

Information uses of the logo 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 International Year of Youth logo for information purposes must apply for approval to the UN Programme on Youth. When requesting approval, the entities should provide:

- A short statement of identity (nature of the organization and its objectives);
- An explanation of how and 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 for the International Year of Youth to be organized in 2010-2011.

Fundraising uses of the logo may be undertaken only by non-commercial entities. All entities interested in using the International Year of Youth logo for fundraising purposes must apply for approval to the UN Programme on Youth. When requesting permission to use the logo for fundraising purposes, the entities must provide:

- A short statement of identity (nature of the organization and its objectives);
- An explanation of how and where the logo will be used;
- An explanation of how the fundraising will take place;
- A summary budget; and
- An explanation of how the proceeds would be allocated to cover costs of activities during the International Year of Youth. 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) Uses of the logo by a commercial entity

The uses of the logo 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 International Year of Youth logo must apply for approval to the UN Programme on Youth. When requesting permission to use the logo, the entities must explain:

- The nature of the company or enterprise;
- The proposed uses of the logo;
- The names of countries/territories where the logo will be used;
- The nature of products/services that the entity produces/sells in those areas;
- How the products relate to disseminating the messages behind the International Year of Youth;
- What profits the entity is expected to make from the use of the logo; and
- A summary budget, giving the expenses and any proposed royalties or contributions the entity is expected to make to local, national or international activities for the preparations of the International Year of Youth or in favour of implementation of the activities of the International Year of Youth from 12 August 2010 – 11 August 2011.

Before the logo is used by a commercial entity, a contract must be signed with the United Nations. In particular, such contracts must include provisions concerning the waiver of liability. Such contracts must also provide the detailed terms and conditions concerning the use of the logo, including the details of the information enumerated above. Additionally, such contracts must contain the United Nations General Conditions of Contract.

d) Length of use of logo

The International Year of Youth logo will be used until early 2012. This period includes the preparation phase in 2010 for the International Year of Youth, the celebration of the International Year of Youth from 12 August 2010 to 11 August 2011, and any subsequent reporting in 2011 and early 2012. The logo may be used beyond early 2012 in reference publications about the International Year of Youth.

LIABILITY

All entities authorized to use the International Year of Youth 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 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 logo.

When the logo is used for information and fundraising purposes, the waiver of liability form must be signed by the entity. When the logo is used by a commercial entity, the above provisions on waiver of liability must be incorporated into a contract to be signed by the entity. All duly signed waiver-of-liability forms and contracts must be received by the UN Programme on Youth before the proposed activities are carried out.

DISCLAIMER

- The International Year of Youth logo is property of the United Nations and the United Nations own all rights to its use.
- The International Year of Youth logo can only be used to identify events and activities related to the International Year of Youth.
- The International Year of Youth logo may only be used after a Waiver of Liability for the Use of the Logo of the International Year of Youth has been submitted to the UN Programme on Youth.
- By using the International Year of Youth logo, you agree to provide information on the events or activities during which it is used to the UN Programme on Youth. This information will be used for reporting purposes on the International Year of Youth.
- The use of the International Year of Youth logo or publication of an event on <http://social.un.org/iyyevents> does not imply United Nations endorsement of the planned activities.
- The International Year of Youth 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 or activities of a commercial enterprise.
- If you wish to use the International Year of Youth logo for fundraising or commercial purposes please send a proposal to the UN Programme on Youth (youth@un.org).
- Please give credit to the United Nations when using the International Year of Youth logo.

Please send Inquiries to:

UN Programme on Youth, Division for Social Policy and Development, Department of Economic and Social Affairs (DESA), United Nations Secretariat, 13th Floor, 2 UN Plaza, New York, NY 10017, USA. Fax: +1 212 963 0111, email: youth@un.org

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF “THE INTERNATIONAL YEAR OF YOUTH”

The undersigned acknowledges that, in using the logo for the International Year of Youth as explained in its submission dated _____ to the UN Programme on Youth:

- 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.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

UN Programme on Youth, Division for Social Policy and Development, Department of Economic and Social Affairs (DESA), United Nations Secretariat, 13th Floor, 2 UN Plaza, New York, NY 10017, USA. Fax: +1 212 963 0111, email: youth@un.org



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 Guideline.



LOGO - PRIMARY VERTICAL FORMAT



LOGO - SECONDARY VERTICAL FORMAT



LOGO - PRIMARY HORIZONTAL FORMAT



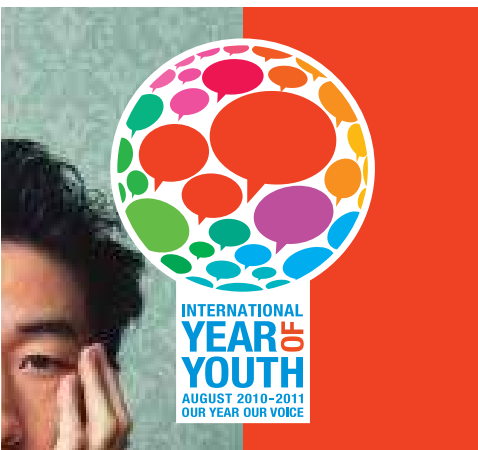
LOGO - SECONDARY HORIZONTAL FORMAT



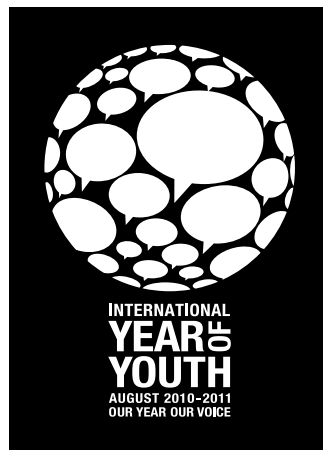
LOGO
4 COLOUR PROCESS (CMYK)



LOGO
BLACK AND WHITE PROCESS



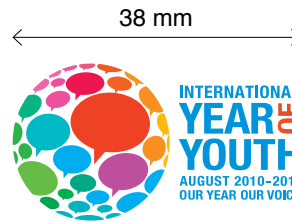
LOGO - (CMYK)
APPLIED ON A BACKGROUND / IMAGE



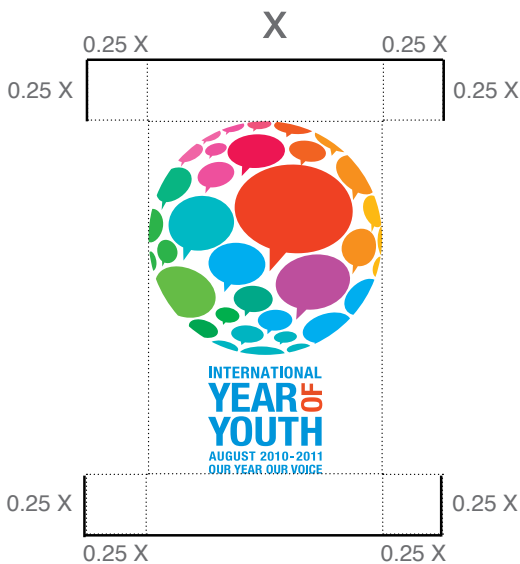
LOGO - BLACK AND WHITE REVERSED



LOGO PRIMARY FORMAT
 MINIMUM SIZE
 (Height not less than 49mm)



LOGO SECONDARY FORMAT
 MINIMUM SIZE
 (Width not less than 37mm)



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. The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the primary Logo is X, where x = width.



Do not distort the shape



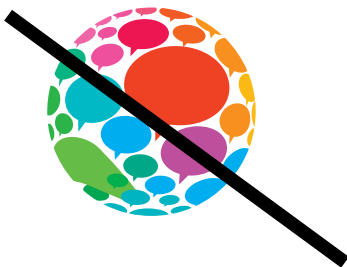
Do not change the colour of the Logo



Do not change the opacity of the Logo



Do not rearrange elements of the Logo



Do not use the symbol alone



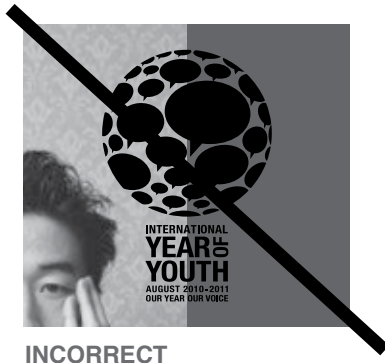
Do not flip the Logo



INCORRECT



FIG.1 CORRECT



INCORRECT



FIG.2 CORRECT



INCORRECT
(Dark Background)



CORRECT



INCORRECT
(Do not use the B/W Logo on a gradient)



INCORRECT
(Do not use the Logo on a gradient)

These examples show how the Logo 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 white be used in those cases. On the occasions where the logo is not visible use a white frame as shown in figures 1 and 2.