

Logo use Guidelines and Waiver of Liability Forms

Submission to UN Publications Board

UN Forum on Forests Secretariat
June 2010



Logo Use Guidelines

I. Design of the logo

The International Year of Forests 2011 (Forests 2011) logo is designed to convey the theme of “Forests for People” celebrating the central role of people in the sustainable management, conservation and sustainable development of our world’s forests. The iconographic elements in the design depict some of the multiple values of forests and the need for a 360-degree perspective: forests provide shelter to people and habitat to biodiversity; are a source of food, medicine and clean water; and play a vital role in maintaining a stable global climate and environment. All of these elements taken together reinforce the message that forests are vital to the survival and well being of people everywhere, all 7 billion of us.

i. Translation of the logo

The International Year of Forests 2011 (Forests 2011) logo will be available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Member States are encouraged to translate the text “International Year of Forests 2011” into local languages and send the translated text only in EPS (graphic) file format via email to the UN Forum on Forests Secretariat at forests@un.org.

UN entities and other organizations using the logo during events or activities organized for the International Year of Forests may use the Forests 2011 logo in conjunction with their organizational logo.

II. Uses of the 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 Forests logo without obtaining prior approval from the UN Forum on Forests Secretariat. However, for reporting purposes, the UN Forum on Forests Secretariat 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 Forests 2011, including, inter alia, posters, brochures, books, videos, flash and Powerpoint presentations, banners, illustrations, and animations.



Logo Use Guidelines

ii. Use of the logo by non- United Nations entities

The International Year of Forests logo is primarily intended for three kinds of promotional use: information, fundraising and use by a commercial entity. Parties outside the UN system may use the logo after obtaining approval from the UN Forum on Forests Secretariat in accordance with the requirements 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 Forests logo for information purposes must apply to the UN Forum on Forests Secretariat. When requesting approval, the entities should provide:

- A short statement of identity (nature of organization and its objectives);
- An explanation of how and where the logo will be used; and
- A Waiver of Liability (please see page 5) 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 International Year of Forests activities organized in 2011. Fundraising uses of the logo may be undertaken only by non-commercial entities. All entities interested in using the International Year of Forests logo for fundraising purposes must apply for approval to the UN Forum on Forests Secretariat. When requesting permission to use the logo for fundraising purposes, the entities must provide:

- A short statement of identity (membership, objectives, etc.);
- An explanation of how and where the logo will be used;
- An explanation of how the fundraising will take place;
- A summary budget;
- An explanation of how proceeds would be allocated to cover costs of International Year of Forests activities; and
- A Waiver of Liability (please see page 5) must be signed by the entity requesting to use the logo



Logo Use Guidelines

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 Forests logo must apply for approval to the UN Forum on Forests Secretariat. When requesting permission to use the logo, the commercial entities must provide:

- A short statement of identity (nature of company or enterprise);
- An explanation of how and where the logo will be used;
- 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 the messages of the International Year of Forests;
- What profits the entity is expected to make from the use of the logo; and
- A summary budget, providing 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 Forests in 2011 or in favor of implementation of the activities of the International Year of Forests in 2011.

Before the logo is used by a commercial entity, a contract must be signed with the UN Forum on Forests Secretariat. In particular, such contracts must include provisions concerning the Waiver of Liability (see page 5). 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 Forests logo will be used for a period of two years from July 2010 until June 2012. This period includes the preparation phase in 2010 for the International Year of Forests, the celebrations of the International Year of Forests in 2011, and any subsequent reporting in 2012.

The International Year of Forests logo is primarily intended for promotional use, including inter alia websites, posters, brochures, books, videos, flash and Powerpoint presentations, banners, illustrations, and animations. The logo may be used beyond June 2012 in reference to publications about the International Year of Forests.



Logo Use Guidelines

III. Liability

All entities authorized to use the International Year of Forests 2011 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 fund-raising 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 Forum on Forests Secretariat before the proposed activities are carried out.

IV. Inquiries

Please send inquiries to:

United Nations Forum on Forests Secretariat
Attention: International Year of Forests 2011 Team
Department of Economic and Social Affairs (DESA)
1 United Nations Plaza, DC 1 - 1245,
New York, NY 10017, USA

Fax: +1 917 367 3186

Email: forests@un.org



Waiver of Liability

Waiver of Liability for Use of the Logo of “International Year of Forests 2011”

The undersigned acknowledges that, in using the logo for the International Year of Forests as explained in its submission dated _____ to the United Nations Forum on Forests Secretariat:

- 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 waiver form to:

United Nations Forum on Forests Secretariat
 Attention: International Year of Forests 2011 Team
 Department of Economic and Social Affairs (DESA)
 1 United Nations Plaza, DC 1 - 1245,
 New York, NY 10017, USA

Fax: +1 917 367 3186
 Email: forests@un.org

