

## **Guidelines on the use of the logo**

### **And waiver of liability for Say NO – UNiTE to End Violence against Women**

#### **INTRODUCTION**

The United Nations Development Fund for Women, (henceforth referred to as UNIFEM), created this logo as part of its Say NO – UNiTE to End Violence against Women initiative that aims to facilitate and showcase actions towards ending all forms of violence against women and girls. The initiative contributes directly to the UN Secretary-General's UNiTE to End Violence against Women campaign. Actions include co-branded activities, geared towards raising awareness and social mobilization, by governments, individuals, civil society organizations and other sectors that partner with Say NO. The logo will be valid through the duration of the Say NO initiative.

#### **GUIDELINES FOR THE USE OF THE LOGO**

##### **I. Design**

The design consists of a slightly modified version of the slogan ("Say NO – UNiTE to End Violence against Women") in white, with the NO in red, against a gradient blue background. The logo is currently available in three of the six official United Nations languages: English, French, and Spanish. More language versions may be available later.

The logo should be used only in its entirety and in the exact form in which it was produced by UNIFEM (please see Annex 1 for use of accurate colours, font and size).

##### **II. Using the Say NO – UNiTE to End Violence against Women slogan to co-brand initiatives**

Say NO – UNiTE to End Violence against Women offers a flexible platform to launch co-branded advocacy initiatives — campaigns, awareness raising activities, etc. —towards ending violence against women and girls. In this context, the local, national or regional initiatives that co-brand and partner with Say NO may use co-branded slogans, with prior approval of UNIFEM, such as "Youth Say NO to Violence against Women," "Say NO to Domestic Violence," and so on. The aforementioned approval process entails creating a profile page on the Say NO website, which UNIFEM reviews and approves. For non-Internet-based initiatives, partners must contact the Coordinator of Say NO – UNiTE at [saynotoviolence@unifem.org](mailto:saynotoviolence@unifem.org).

##### **III. Uses of the Logo**

The logo is intended primarily for disseminating information and starting advocacy initiatives under the Say NO umbrella, and fundraising, as outlined below:

###### ***a. Use of the logo for fundraising purposes:***

Fundraising uses of the logo are intended exclusively to raise resources towards the UN Trust Fund to End Violence against Women. For such initiatives, please contact the Coordinator of Say NO at [saynotoviolence@unifem.org](mailto:saynotoviolence@unifem.org).

###### ***b. Use of the logo for information and promotional purposes:***

Information uses of the Logo are those that are primarily illustrative, not intended to raise funds, and carried out by an individual, organization, or entity solely to promote the initiative in online and offline spaces.

**c. Use of the Logo for co-branding advocacy and awareness raising initiatives:**

The use of the logo for co-branding advocacy and awareness raising initiatives can only be undertaken by individuals, civil society organizations, institutions, governments, UN entities and private sector companies who have partnered with Say NO and have gone through an approval process when they created their profile pages on the Say NO website, or are otherwise explicitly approved as partners by UNIFEM for the specific initiative. The user must contact UNIFEM at [saynotoviolence@unifem.org](mailto:saynotoviolence@unifem.org) to use the Logo for an initiative that is not hosted and approved within the context of the [www.saynotoviolence.org](http://www.saynotoviolence.org) website.

QuickTime™ and a  
TIFF (Uncompressed) decompressor  
are needed to see this picture.

#### **IV. Ethical Code of Conduct**

The user of this logo agrees to conduct him/herself ethically and in the context of using this logo, agrees that s/he will not:

- defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others;
- disseminate defamatory, infringing, obscene, indecent or unlawful material or information;
- falsify the origin of material used;
- solicit, advertise, or offer to sell any goods or services for commercial purposes.

#### **V. Liability**

All entities authorized to use the 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 applicable laws and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- The United Nations and UNIFEM do not assume any responsibility for the activities of the undersigned entity; and
- The entity shall hold harmless and defend the United Nations/UNIFEM and its officials against any action that may be brought against the United Nations/UNIFEM or its officials as a result of the use of the logo.

At the time of downloading the logo from the website ([www.saynotoviolence.org](http://www.saynotoviolence.org)) for information, fundraising, and co-branding purposes, the user must agree to the waiver of liability enclosed within these guidelines (Annex 2). When applying to use the logo through any other channel, the waiver of liability form must be signed by the entity.

## **VI. Enquiries and requests**

Enquiries and requests concerning the use of the logo should be addressed to:

Head of Communications  
UNIFEM  
304 E 45<sup>th</sup> Street  
New York, NY 10017  
Tel: +1 212 906-6829  
E-mail: [permission@unifem.org](mailto:permission@unifem.org)

## Annex 1: Logo Specifications and Standards of Use



### Logo Specifications

#### Colour Breakdown:

- Red: CMYK 0/0/100/0, RGB 243/0/0, HEX# f30000
- Approximate dark blue on the gradient background based on the original Photoshop file bevel & emboss: CMYK 99/77/28/12, RGB 18/72/120, HEX# 124878
- Approximate light blue on the gradient background based on the original Photoshop file bevel & emboss: CMYK 73/34/4/0, RGB 64/142/197, HEX# 418ec5

#### Fonts:

- Font for “SAY” and “UNiTE”: Helvetica Neue Heavy Condensed
- Font for “NO” and the hyphen: Helvetica Neue Black Condensed
- Font for “End Violence against Women”: Helvetica Neue Medium Condensed

#### Other Details:

- Gradient: The gradient is linear from the light blue at the top to the dark blue at the bottom.

### Standards of Use

- The Say NO–UNiTE campaign logo provided here is the only approved version for reproduction on websites and campaign materials.
- The logo shall not be modified in any way:
  - Do not introduce new fonts.
  - Do not introduce new colours.
  - Do not stroke the logo.
  - Do not lighten or alter the colours in any way; for example, do not add a screen to the logo to make it lighter.
  - Do not crowd the logo, that is, there should be sufficient space, called “airspace,” separating it from other elements.
  - Do not call out or emphasize separate parts of the logo.
  - Do not alter the official text within the logo.
  - Do not pull the logo apart as separate items — the logo must be reproduced in its entirety.
  - Do not use the logo to create patterns.
  - Do not write or place text over the logo.
- The logo will have the greatest impact when sufficient airspace is left around it. This draws attention to the logo and provides good staging for it.
- The logo may be reproduced on photographs as long as legibility is maintained.

## Annex 2: Waiver of Liability for the Use of the Logo

### Waiver of liability form

The undersigned acknowledges that, in using the logo of the Say NO – UNITE to End Violence against Women initiative:

- 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 or UNIFEM does not assume any responsibility for the activities of the undersigned; and
- c. the undersigned shall hold harmless and defend the United Nations/UNIFEM and its officials against any action that may be brought against the United Nations, UNIFEM 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 to:**

Head of Communications

UNIFEM

304 E 45<sup>th</sup> Street

New York, NY 10017

Tel: +1 212 906-6829

E-mail: [permissions@unifem.org](mailto:permissions@unifem.org)