



2022 UN Ocean Conference

LOGO USAGE GUIDELINES

Content

TABLE OF CONTENTS

LEGAL GUIDELINES	3
WAIVER	5
LOGO	6
SPECS	11
PAIRING	12
MISUSE	14
COLOURS	15
TYPOGRAPHY	16

2022 UN Ocean Conference logo

LEGAL GUIDELINES FOR USE

1. DESIGN

The aim of The Ocean Conference is to advance implementation and support the achievement of Sustainable Development Goal (SDGs) #14 and in this regard. The logo consists of spin of SDGs, ocean wave and the words “United Nations Ocean Conference”. The blue colour represents the United Nations and SDG#14. Set in the Sustainable Development Goals (SDGs) colour palette, the main visual conveys the message that the United Nations is convening an Ocean conference to explore major structural transformations and common shared solutions that are anchored in the SDGs. The waves make the obvious linkage to the ocean and people’s enthusiasm to start a new chapter of global ocean action. The words “The Ocean Conference” appear to the side or under the visual image, depending on whether it is for vertical or horizontal space, and the “United Nations” appears above to ensure that there is an understanding that this is a United Nations conference. The “Lisbon” and dates are placed beneath or on the right side of the logo depending on the version.

The Ocean Conference is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Translations in Hindi, Kiswahili, and Portuguese are also available.

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.

This logo is designed to be used across all platforms and media for the Ocean Conference, from the website and social media to merchandise.

2. USE OF THE LOGO

I. 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 Ocean Conference logo without obtaining prior approval from the UN Department of Global Communications. However, for reporting purposes, Department of Global Communications 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 Ocean Conference logo must be used 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 should be displayed side by side with The Ocean Conference logo.

II. 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 Department of Global Communications in accordance with the requirements outlined below.

The logo of The Ocean Conference is primarily intended for information.

a) Information uses of the logo are those which are:

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

The Ocean Conference logo must be used 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 *via-à-vis* The Ocean Conference 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 Ocean Conference.” The authorization is limited to the use of The Ocean Conference logo, and the United Nations emblem cannot be used by the entity.

The authorization to use The Ocean Conference 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 Ocean Conference logo must apply for approval directly from the United Nations Department of Global Communications.

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 form on page 5**) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The Ocean Conference logo may be used from February 2022 to July 2022. The logo may be used beyond July 2022 for reporting and in reference to publications about The Ocean Conference.

4. 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 United Nations Department of Global Communications.

5. DISCLAIMER

- The Ocean Conference logo is property of the United Nations.
- The Ocean Conference logo can only be used to identify events and activities related to The Ocean Conference.
- The Ocean Conference logo may only be used after a Waiver of Liability for the use of the logo of The Ocean Conference has been received by the United Nations Department of Global Communications and the request to use the logo has been approved.
- By using The Ocean Conference logo the entity agrees to provide information to the United Nations Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on The Ocean Conference.
- The authorization to use The Ocean Conference 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 Ocean Conference 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 Ocean Conference logo.

7. INQUIRIES AND PERMISSIONS

Please email inquiries to:
UN Department of Global Communications, Development Section,
United Nations Secretariat, 10 Floor, New York, NY 10017, USA;

Email: dgccampaigns@un.org

(The Waiver of Liability is on page 5).

Waiver

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF "THE OCEAN CONFERENCE"

The undersigned acknowledges that, in using the logo for The Ocean Conference as explained in its submission dated to the UN Department of Global Communications:

- 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 United Nations Department of Global Communications and the request to use the logo has been approved.

SIGNED _____

**FULL NAME
(BLOCK LETTERS)** _____

**AFFILIATION
(BLOCK LETTERS)** _____

**NAME OF
ORGANIZATION** _____

EMAIL _____

DATE _____

PLEASE EMAIL THE SIGNED FORM TO:

UN Department of Global Communications,
Development Section, United Nations Secretariat,
405 E42 Street, 10th Floor, New York, NY 10017, USA

Email: dgccampaigns@un.org

2022 UN Ocean Conference logo

LOGO

USAGE LOGO: COLOUR VERSION



The COLOUR VERSION of the 2022 UN Ocean Conference logo is ONLY to be used on a white or light grey background. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C
R 241 **G** 241 **B** 241
C 4 **M** 3 **Y** 3 **K** 0

2022 UN Ocean Conference logo

LOGO

USAGE LOGO: WHITE VERSION



The WHITE VERSION of the logo can be used on any of the colours of the Sustainable Development Goals colour scheme, as long as there is sufficient contrast.

The logo should ONLY be used on black if necessary due to a black/white application.

2022 UN Ocean Conference logo

LOGO

USAGE LOGO: BLACK VERSION



The BLACK VERSION of the logo is ONLY to be used if necessary due to a black/white application.

The BLACK VERSION of the logo should never be used on a dark coloured background, ONLY on white or light grey tint. See colour values to the right.

LIGHT GREY

PMS: Cool Gray 1C
R 241 G 241 B 241
C 4 M 3 Y 3 K 0

2022 UN Ocean Conference logo

LOGO

USAGE LOGO: OFFICIAL LANGUAGES



ARABIC



CHINESE



ENGLISH



FRENCH



RUSSIAN



SPANISH

2022 UN Ocean Conference logo

LOGO

USAGE LOGO: ALTERNATIVE VERSIONS



LISBON
27 JUNE -
1 JULY
2022



* For situations where the logo needs to be placed in a vertical area.

** For situations where the logo and conference location and date need to be displayed separately.

*** For situations where the logo needs to be placed in a vertical area, and conference location and date need to be displayed separately.

2022 UN Ocean Conference logo

SPECS

CLEARANCE AREA: LOGO



CLEARANCE AREA around the logo should allow for breathing room all around the logo, approx. 1/2 of the SDG Wheel diameter.

2022 UN Ocean Conference logo

PAIRING FOR NON-UN ENTITIES*

USAGE LOGO: PAIRING



[Name of entity/We] support(s) the 2022 UN Ocean Conference

*Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

- The 2022 UN Ocean Conference logo must be accompanied by the text: **[Name of your entity/We] support(s) the 2022 UN Ocean Conference**
- No side-by-side display of the 2022 UN Ocean Conference logo and the logo of the non-UN entity allowed without the requisite text as per example.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).

2022 UN Ocean Conference logo

PAIRING FOR UN ENTITIES*

USAGE LOGO: PAIRING



*United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

For pairing with SDG logo or SDG Wheel, please refer to [SDG logo usage guidelines](#).

2022 UN Ocean Conference logo

MISUSE

USAGE LOGO: DON'TS



DO NOT stretch/squash/distort



DO NOT rearrange elements



DO NOT alter the typeface



**DO NOT add effects
such as drop shadows**



DO NOT mix with other colours



DO NOT change the opacity



**DO NOT use logo atop colours
providing low contrast**



DO NOT remove elements

These examples of logo treatments are not permitted.

Formats, size and colouring of the 2022 UN Ocean Conference logo are detailed within this document.

2022 UN Ocean Conference logo

COLOURS

COLOUR DEFINITIONS

	RED PMS: 185 C C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: E5243B		MUSTARD PMS: 7555 C C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A		KELLY GREEN PMS: 7739 C C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38		DARK RED PMS: 200 C C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D		RED ORANGE PMS: BRIGHT RED C C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21
	BRIGHT BLUE PMS: 638 C C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2		YELLOW PMS: 1235 C C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B		BURGUNDY RED PMS: 1955 C C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942		ORANGE PMS: 1585 C C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925		MAGENTA PMS: 219 C C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367
	GOLDEN YELLOW PMS: 1375 C C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24		DARK MUSTARD PMS: 131 C C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E		DARK GREEN PMS: 7742 C C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44		BLUE PMS: 7461 C C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9		LIME GREEN PMS: 361 C C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B
	ROYAL BLUE PMS: 7462 C C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D		NAVY BLUE PMS: 294 C C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A						

These are the same colours used for the SDG wheel.

For the 2022 UN Ocean Conference logo, the main text, graphic inside the wheel and date box use SDG Goal 16 colour.

These colours can not be changed within the 2022 UN Ocean Conference logo.

2022 UN Ocean Conference logo

TYPOGRAPHY

ROBOTO

ROBOTO – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO – BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO CONDENSED – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO font is most often used for body copy and additional information.
