



**SIGNATURE LOOK USE
GUIDELINES AND
WAIVER OF LIABILITY FORM**

The signature look 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 modern and simple design anchors Afro-descendants in the now and the future, and connotes advancement now and in the years to come.

It implies inclusion of all people of African descent into one group, who share a common history and heritage.

The abstract form of a spiral coming off and spreading out from Africa (as the 'origin') in its center represents simultaneously the past, present and future of people of African descent.

The spiral itself symbolises the globe, and represents migration and advancement/progress.

The signature look of the International Year for People of African Descent is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Governments, cooperatives and other stakeholders are encouraged to translate the text into local languages. However, the entities translating the text into local languages shall state clearly that they are solely responsible for the accuracy of the translation and they should further agree and acknowledge that the United Nations shall not assume any responsibility or liability arising from the translated text.

Organizations using the signature look during events or activities organized for the International Year for People of African Descent (IYPAD) will use the IYPAD signature look in conjunction with their organizational logos subject to the following conditions:

I. USE OF THE SIGNATURE LOOK BY ORGANIZATIONS OF THE UNITED NATIONS SYSTEM

Organizations of the United Nations system may use the International Year for People of African Descent signature look without obtaining prior approval from the Office of the United Nations High Commissioner for Human Rights (OHCHR). However, for reporting purposes, OHCHR should be informed of events and informational materials for which the signature look is used. The signature look may also be used for publications that the UN may produce in connection with the IYPAD, including, inter alia, posters, brochures, books, videos, flash and slideshow presentations, banners, illustrations, and animations.

II. USE OF THE SIGNATURE LOOK BY NON-UN ENTITIES

Entities outside the UN system may also use the signature look after obtaining approval from OHCHR in accordance with the requirements outlined below.

The signature look of the International Year for People of African Descent is primarily intended for two kinds of promotional use: a) information and b) fundraising, as outlined below:

a. Information uses of the signature look

Information uses of the signature look are those which are:

1. Primarily illustrative; and
2. Not intended to raise funds.

The International Year for People of African Descent signature look should be used only in its entirety. Moreover, it should not be used alone, but should be displayed side by side with the logo of the entity. The logo of the entity should be given preeminence vis-à-vis the IYPAD signature look. The authorization would be limited to the use of the IYPAD signature look, and the United Nations emblem cannot be used by the entity.

The authorization to use the International Year for People of African Descent signature look does not permit the user of the signature look to sub-license or to further authorize the use of the signature look to any other entities. Therefore, any non-UN entity interested in using the International Year for People of African Descent signature look must apply for approval directly from OHCHR.

All entities interested in using the International Year for People of African Descent signature look for information purposes must apply for approval to OHCHR. When requesting approval, the entities should provide:

1. A short statement of identity (nature of the entity and its objectives);
2. An explanation of how and where the signature look will be used, including the names of countries/territories where the signature look will be used.

Before the signature look is used for information purposes, a waiver of liability (please see the text below) must be signed by the entity requesting to use the signature look.

b. Fundraising uses of the signature look

Fundraising uses of the signature look are those intended to raise resources to cover costs of activities in support of the International Year for People of African Descent, to be organized in 2012. All entities interested in using the International Year for People of African Descent signature look for fundraising purposes must apply for approval to OHCHR. When requesting permission to use the signature look for fundraising purposes, the entities must provide:

1. A short statement of identity (nature of the entity and its objectives);
2. An explanation of how, when and where the signature look will be used;
3. An explanation of how, when and where the fundraising will take place;
4. A summary budget; and
5. An explanation of how the proceeds would be allocated to cover costs of activities in support of the International Year for People of African Descent, 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 International Year for People of African Descent.

The International Year for People of African Descent signature look should be used only in its entirety. Moreover, the International Year for People of African Descent signature look should not be used alone, but should be displayed side by side with the logo of the entity. The logo of the entity should be given preeminence vis-à-vis the IYPAD signature look. The authorization would be limited to the use of the IYPAD signature look, and the United Nations emblem cannot be used by the entity.

The authorization to use the International Year for People of African Descent signature look does not permit the user of the signature look to sub-license or to further authorize the use of the signature look to any other entities. Therefore, any non-UN entity interested in using the International Year for People of African Descent signature look must apply for approval directly from OHCHR.

Before the signature look is used for fundraising purposes, a waiver of liability (please see the text below) must be signed by the entity requesting to use the signature look.

III. LENGTH OF USE OF SIGNATURE LOOK

The International Year for People of African Descent signature look may be used until end 2011. The signature look may be used beyond end 2011 in reference publications about the International Year for People of African Descent.

IV. LIABILITY

All entities authorized to use the International Year for People of African Descent signature look for the purposes specified herein must agree to the following provisions on waiver of liability:

- 1.** 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;

2. The United Nations does not assume any responsibility for the activities of the entity; and
3. 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 signature look by the entity.

The waiver of liability form must be signed by the entity authorized to use the signature look. All duly signed waiver-of-liability forms must be received by OHCHR before the proposed activities involving the use of the signature look are carried out.

v. DISCLAIMER

- The International Year for People of African Descent signature look is property of the United Nations and the United Nations owns all rights to its use.
- The International Year for People of African Descent signature look can only be used to identify events and activities related to the International Year for People of African Descent.
- The International Year for People of African Descent signature look may only be used after a signed Waiver of Liability for the Use of the Signature look of the International Year for People of African Descent has been received by OHCHR.
- By using the International Year for People of African Descent signature look, the entity agrees to provide information to OHCHR on the events or activities for which it is used. This information will be used for reporting purposes on the International Year for People of African Descent.
- The authorization to use the International Year for People of African Descent signature look or the publication of an event organized by an outside entity on the UN website, [URL] does not imply United Nations' endorsement of the planned activities or the outside entity.
- The International Year for People of African Descent signature look 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, services or activities of a commercial enterprise.

- If an entity wishes to use the International Year for People of African Descent signature look for fundraising, it should send a proposal to OHCHR at africandescent@ohchr.org
 - The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the signature look into non-UN official languages, and the foregoing disclaimer must be included in the translation.
 - Please give credit to the United Nations when using the International Year for People of African Descent signature look.
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PLEASE SEND INQUIRIES TO:

Office of the High Commissioner for
Human Rights - OHCHR
Communications Section
Palais des Nations
CH-1211 Geneva 10, Switzerland
Fax: +41 22 917 9008
Email: africandescent@ohchr.org

**WAIVER OF LIABILITY FOR THE USE OF THE SIGNATURE LOOK OF
“THE INTERNATIONAL YEAR FOR PEOPLE OF AFRICAN DESCENT”**

The undersigned acknowledges that, in using the signature look for the International Year for People of African Descent as explained in its submission dated _____ to OHCHR:

- 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 signature look.
- d. If the entity translates the text of the signature look into non-UN official languages, the entity shall 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.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

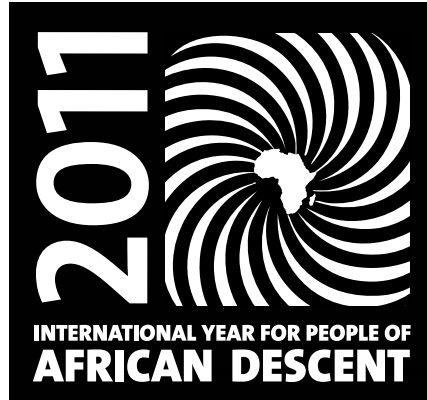
Please send inquiries to:

Office of the High Commissioner for Human Rights - OHCHR | Communications Section | Palais des Nations | CH-1211 Geneva 10, Switzerland | Fax: +41 22 917 9008 | Email: africandescent@ohchr.org

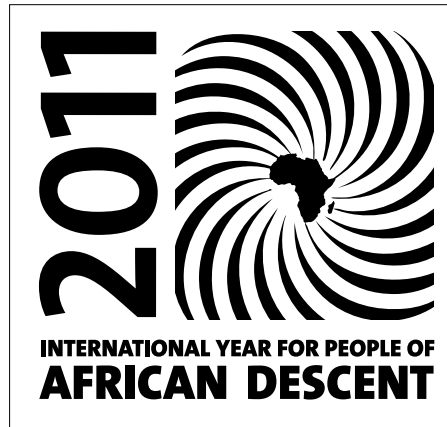


All elements have been carefully combined so the signature look, in its entirety or in the following derivatives, can be used as an effective tool to communicate the ideas and values of the brand. For consistency, the signature look must always comply with this Brand Guideline.

SIGNATURE LOOK BLACK AND WHITE CONFIGURATION



BLACK AND WHITE

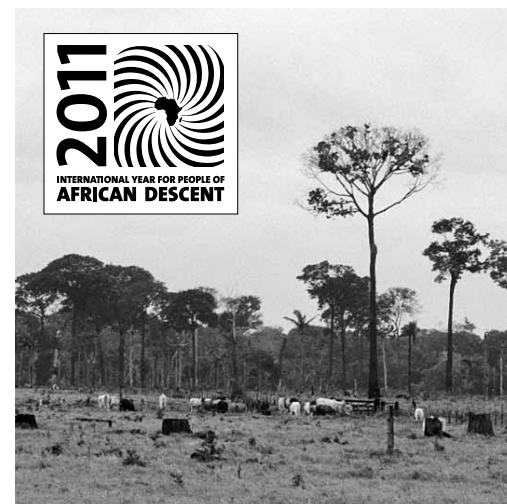
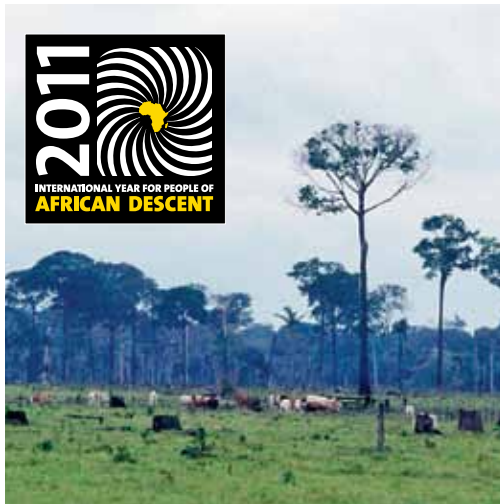


BLACK AND WHITE REVERSED

USE OF SIGNATURE LOOK ON A DARK BACKGROUND OR ON AN IMAGE

There are 2 options for the use on a dark background/ an image.

PLEASE NOTE that the light/darkness of the background determine the use of the white or black frame (for B/W). (Please See Page 12)

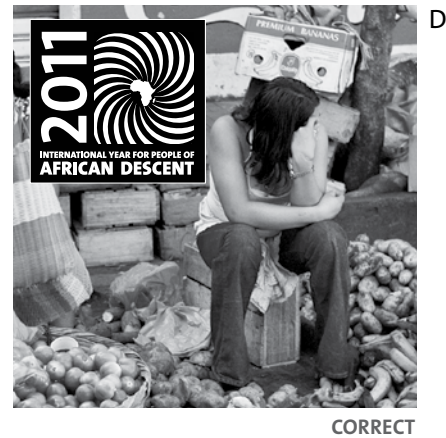
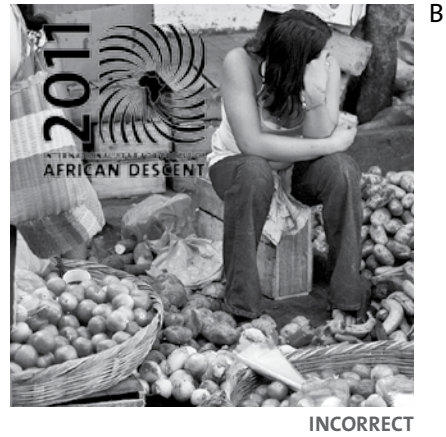


SIGNATURE LOOK BACKGROUND MISUSE


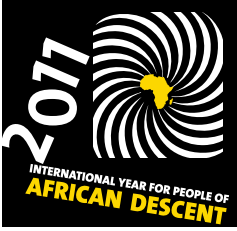



Examples A and B demonstrate the INCORRECT use of the signature look on Backgrounds and Images.

Examples C-E show the CORRECT use of the signature look on Backgrounds and Images.

PLEASE NOTE that the light/darkness of the background determine the use of the white or black frame (for B/W).



MISUSE OF SIGNATURE LOOK

	<p>Do not distort the signature look</p>
	<p>Do not rearrange elements of the signature look</p>
	<p>Do not change opacity of the signature look</p>
	<p>Do not flip the signature look</p>
	<p>Do not change colors of the signature look</p>

SIGNATURE LOOK SIZES & CLEAR SPACE



MINIMUM SIZE

WIDTH= 0.9" (2.3cm)

HIGHT= proportionate to width



CLEAR SPACE

Always maintain the minimum clear space around the Signature look to preserve its integrity. To maintain visual clarity and to provide maximum impact, the Signature look must never appear to be linked to or crowded by copy, photographs or graphic elements.

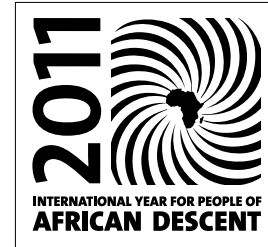
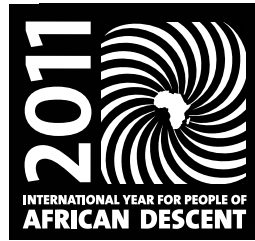
The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Signature look is X, where x = width.

DOWNLOADABLE SIGNATURE LOOKS

FOR PRINT

Outlined EPS files.

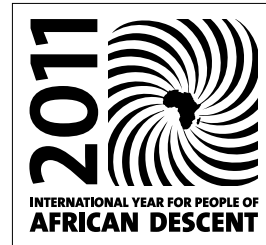
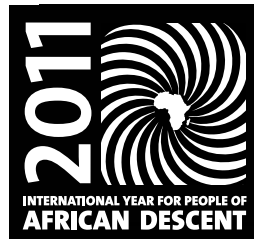
COLOR: CMYK



FOR WEB-USE

PNG file

COLOR: RGB



OTHER LANGUAGES

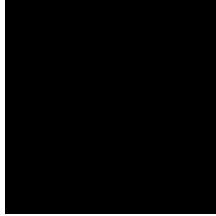
- Official UN-languages: Arabic, Chinese, English, French, Spanish, Russian
- All languages are downloadable for Print and Web (eps and PNG)
- If you would like to have the signature look adapted in another languages please contact OHCHR and send a pdf or outlined eps version to:
africandescent@ohchr.org



COLOR AND FONT USE

COLOR USE

PRINT: PANTONE COLORS

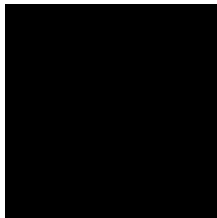


PANTONE BLACK



PANTONE 109C

PRINT: CMYK

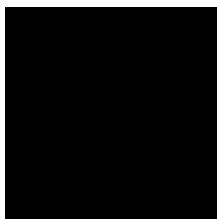


K 100



C2 M12 Y100 K0

WEB: WEB, RGB and HEX#



R0 G0 B0
HEX#000000



R254 G215 B0
HEX#FCD700

FONT USE

Font used in the logo “The Sans Black”

Similar font which can be used on websites, informational texts etc.:

Arial Black, Arial Bold, Arial Regular, Helvetica Black, Helvetica Bold, Helvetica Regular
(logo not to be altered)