VISUAL GUIDELINES

United Nations
WORLD DATA FORUM

BERN, SWITZERLAND
18–21 OCTOBER 2020

CONTENTS

1. LOGO AND WAIVER OF LIABILITY

LEGAL

These guidelines must be provided to requesters. Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

I. Design

The **United Nations World Data Forum** logo depicts various geometric shapes representing pieces of information aligning together to create Data. The words "**United Nations World Data Forum**" appear on the right-hand side of the logo. The SDG logo (wheel) replaces the vowel 'o" in "World" to show support for the SDGs.

The **United Nations World Data Forum** logo is available in English and French.

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.

II. Use of the logo

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 **United Nations World Data Forum** logo without obtaining prior approval from the Statistics Division of the United Nations Department of Economic and Social Affairs. However, for reporting purposes, the Statistics Division of the United Nations Department of Economic and Social Affairs should be informed of information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The **United Nations World Data Forum** 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 **United Nations World Data Forum** logo.

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 Economic and Social Affairs in accordance with the requirements outlined below. The logo of the **United Nations World Data Forum** is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

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

The **United Nations World Data Forum** 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 **United Nations World Data Forum** 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 **United Nations World Data Forum**." The authorization is limited to the use of the **United Nations World Data Forum** logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the **United Nations World Data Forum** 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 **United Nations World Data Forum** logo must apply for approval directly from Statistics Division of the United Nations Department of Economic and Social Affairs.

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 use the form provided on the next page) 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 in support of **United Nations World Data Forum**.

The **United Nations World Data Forum** logo must be used only 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 **United Nations World Data Forum** 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 **United Nations World Data Forum**." The authorization is limited to the use of the **United Nations World Data Forum** logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the **United Nations World Data Forum** 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 **United Nations World Data Forum** logo must apply for approval directly from the Statistics Division of the United Nations Department of Economic and Social Affairs.

When requesting permission to use the **United Nations World Data Forum** logo for fundraising purposes, 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.
• An explanation of how, when and where the fundraising will take place.
• A summary budget.
• An explanation of how the proceeds would be allocated to cover costs of activities in support of the **United Nations World Data Forum**, 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 **United Nations World Data Forum**.
• A waiver of liability (please see next page) signed by the entity requesting to use the logo.

LEGAL

III. Length of use of logo

The **United Nations World Data Forum** 2020 logo may be used from June 2019 through October 2020, and thereafter for reporting on and in reference to publications about the **United Nations World Data Forum**. The generic logo, without the venue and date, may be used at any time.

IV. 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 Statistics Division of the United Nations Department of Economic and Social Affairs.

V. Disclaimer

- The **United Nations World Data Forum** logo is property of the United Nations.
- The **United Nations World Data Forum** logo can only be used to identify events and activities related to the **United Nations World Data Forum**.
- The **United Nations World Data Forum** logo may only be used after a Waiver of Liability for the use of the logo of the **United Nations World Data Forum** has been received by Statistics Division of the United Nations Department of Economic and Social Affairs and the request to use the logo has been approved.

- By using the **United Nations World Data Forum** logo the entity agrees to provide information to the Statistics Division of the United Nations Department of Economic and Social Affairs on the events or activities for which it is used. This information will be used for reporting purposes on the **United Nations World Data Forum**.
- The authorization to use the **United Nations World Data Forum** 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 **United Nations World Data Forum** 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 other languages.
- Please give credit to the United Nations when using the **United Nations World Data Forum** logo.

VI. Inquiries

PLEASE SEND INQUIRIES TO:
Statistics Division of the United Nations
Department of Economic and Social Affairs (UNSD),

2 United Nations Plaza, Room DC2-1612,
New York, NY 10017, USA.
Fax: +1 212 963 9851,
email: dataforum@un.org

The undersigned acknowledges that, in using the logo for the **United Nations World Data Forum** as explained in its submission dated _____/_____/_____ to the Statistics Division of the United Nations Department of Economic and Social Affairs:

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 Statistics Division of the United Nations Department of Economic and Social Affairs and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date_____

PLEASE SEND THE SIGNED FORM TO:
Statistics Division of the United Nations
Department of Economic and Social Affairs (UNSD),
2 United Nations Plaza, Room DC2-1612, New York, NY 10017, USA.
Fax: +1 212 963 9851, email: dataforum@un.org

2. BRAND IDENTITY

The two basic elements of the brand identity are emblem and text. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

RATIONALE

The year 2020 marks the 3ʳᵈ **WORLD DATA FORUM** of the United Nations.

The logo depicts various geometric shapes representing pieces of information aligning together to create Data. The words "United Nations World Data Forum" appear on the right-hand side of the logo. The SDG logo (wheel) replaces the vowel 'o" in "World" to show support for the SDGs.

The logo has a 3-dimensional aspect which portrays the multi-faceted quality of the Forum and the diversity of its nature, bringing together stakeholders, member states, countries of jurisdiction, etc.

PERSONALITY

These are key words
to describe the tone
of the design

information
integration
cooperation
dynamic
hopeful
motivating
classic/modern
universal

THE LOGO

THE LOGO – FRENCH

Nations Unies
FORUM MONDIAL SUR LES DONNÉES

BERNE, SUISSE
18–21 OCTOBRE 2020

Vereinte Nationen

WELT DATEN FORUM

BERN, SCHWEIZ
18.–21. OKTOBER 2020

INSPIRATION

VISUAL ELEMENTS
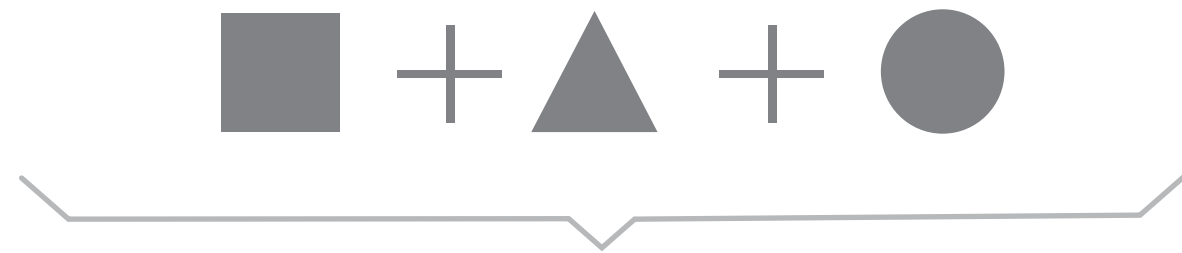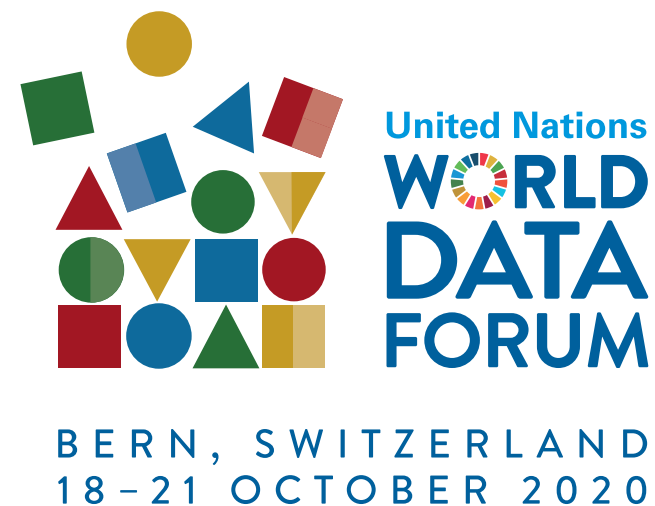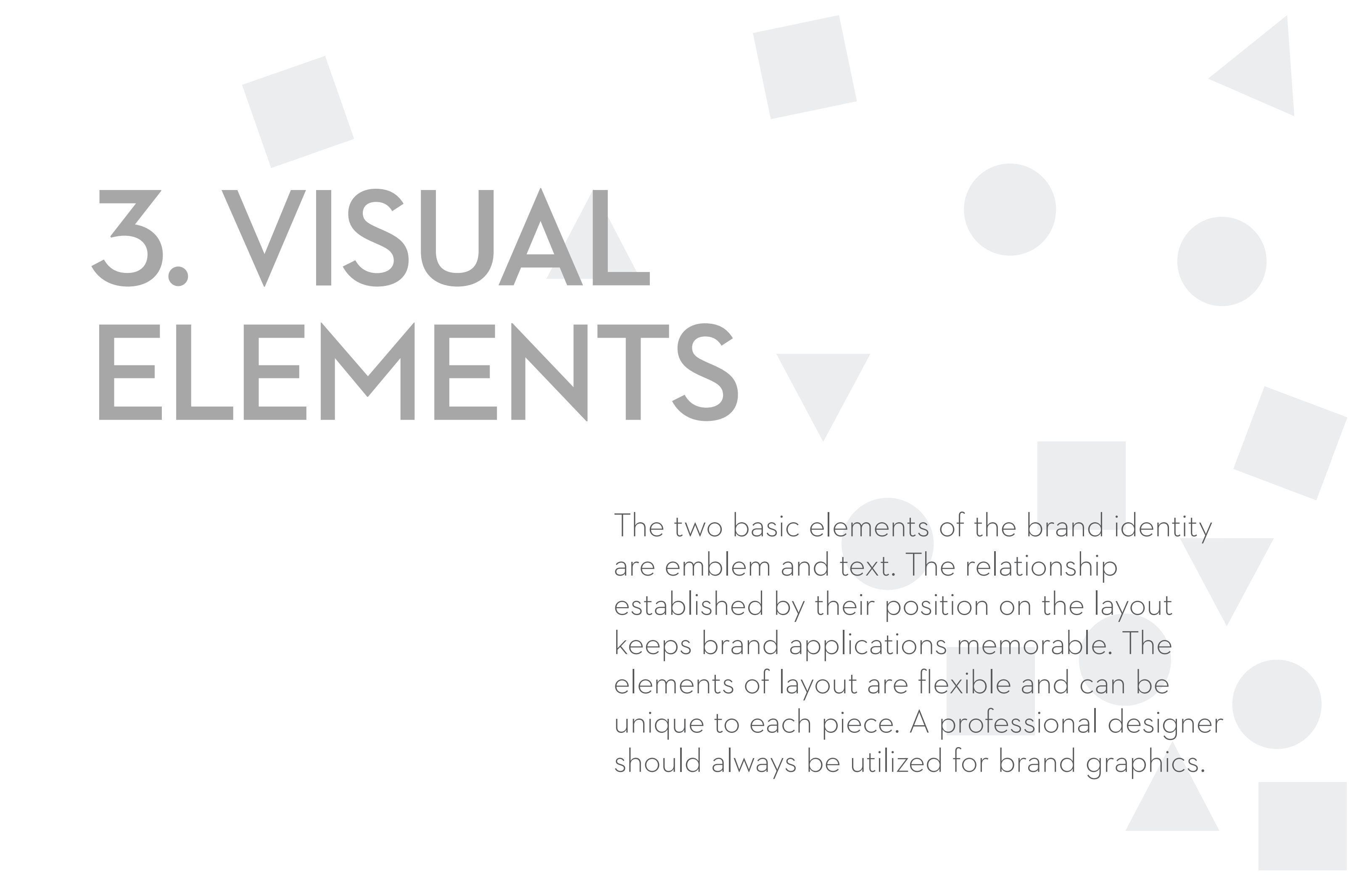

pieces of information coming together
to create Data

GRAYSCALE / BLACK & WHITE / MONOTONE

For situations where color is not available or the absence of color is the strongest solution for a product, the emblem can appear in greyscale, as black on a white background.
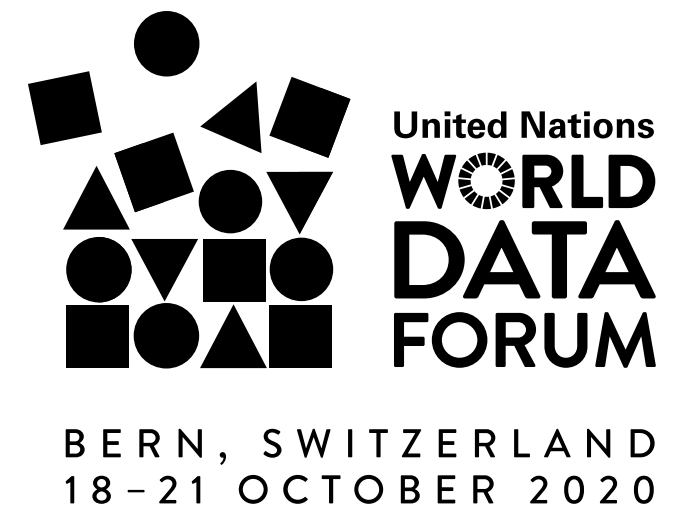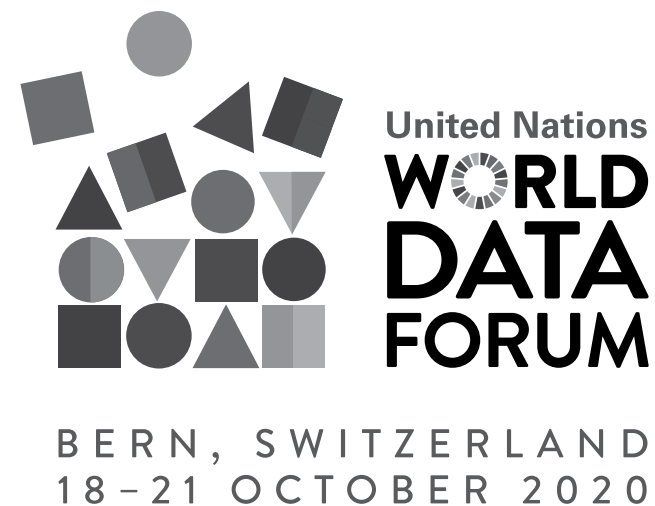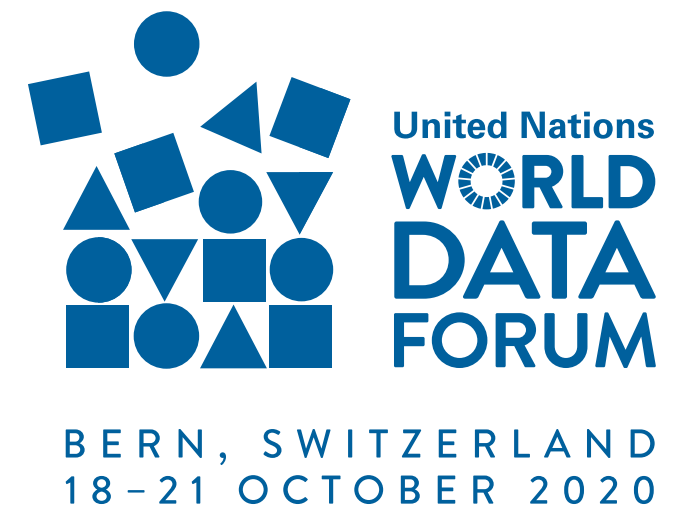
3. VISUAL ELEMENTS

The two basic elements of the brand identity are emblem and text. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

TYPOGRAPHY

FOR PRINT
and WEB

Brandon grotesque is the typeface for this brand. It is to be used for Headings in print, social media and Web.

BRANDON GROTESQUE BOLD IN ALL CAPS IS THE MAIN FONT FOR THE VISUALS WHERE THE MESSAGE NEEDS PROMINENCE. ALSO FOR SMALL TEXT THAT NEEDS TO STAND OUT.
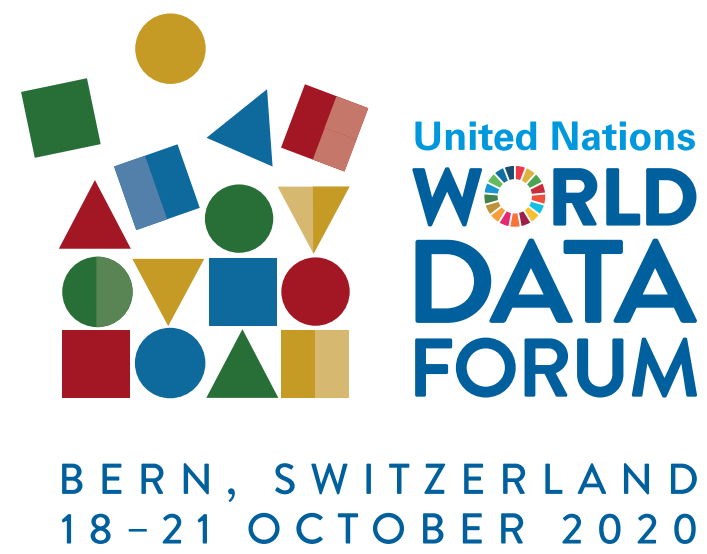
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRANDON GROTESQUE REGULAR

IS FOR SUBHEADS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLORS

United Nations
**WORLD
DATA
FORUM**

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C100 M54 Y04 K14	R0 G96 B157
C91 M56 Y18 K02	R14 G106 B156
C84 M31 Y100 K24	R38 G111 B55
C16 M100 Y91 K26	R162 G23 B35
C17 M33 Y100 K09	R197 G155 B37

SIZE OF GRAPHIC

Minimum allowed
for legibilty and
any modifications
needed for
oversized products

United Nations
WORLD
DATA
FORUM

BERN, SWITZERLAND
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2 cms

CLEAR SPACE AROUND GRAPHIC

Clear space must be maintained on all sides of the emblem. This is necessary for it to be perceived as separate from the other elements in the environment in which it appears. The minimum print and screen sizes are described here.
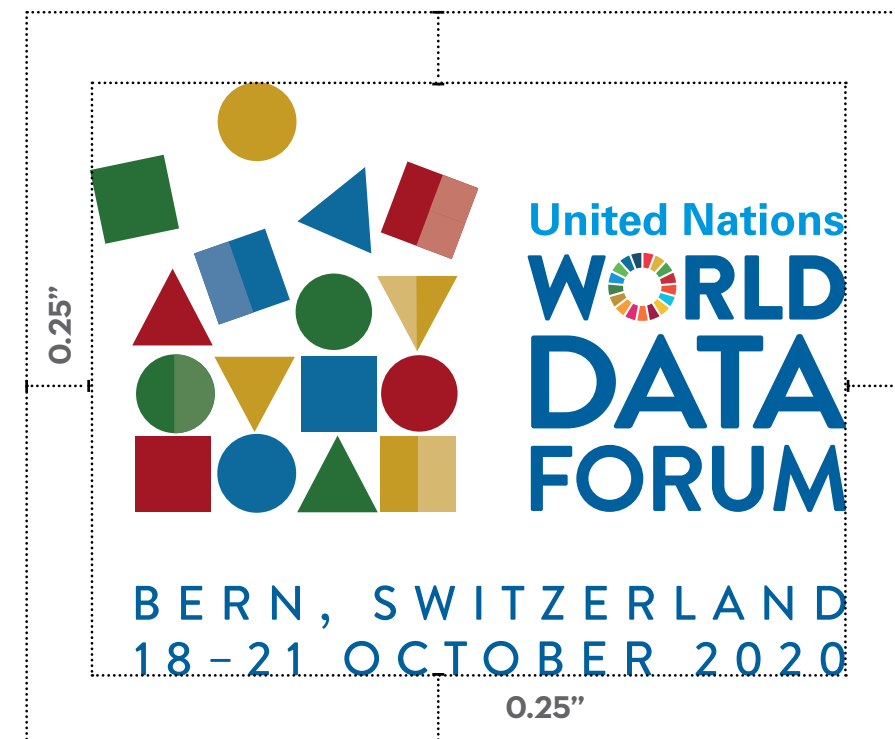
4. APPLICATIONS

MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.
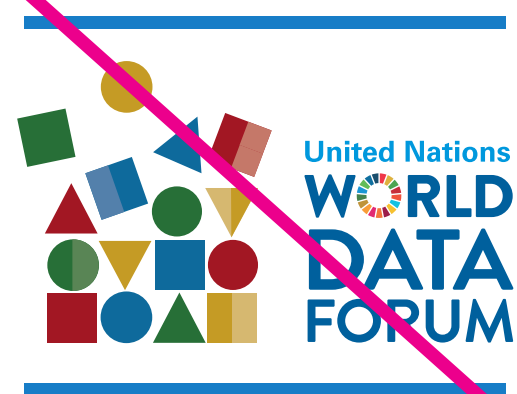

COLOR CHANGE

REASSEMBLY

DROP SHADOW

NEW ELEMENTS

OPACITY CHANGE

FONT CHANGES

BACKGROUNDS

Examples of how to overlay the graphic onto colors and/ or photography. For best legibility make sure the graphics have sufficient contrast when overlayed on a background and are not cluttered by busy patterns behind it.

SOCIAL MEDIA

For best legibility make sure the graphics have sufficient contrast and clear space when overlayed on a background.

COLLATERAL

EVENT PRODUCTS (POSTER)

United Nations
**WORLD
DATA
FORUM**

BERN, SWITZERLAND
18–21 OCTOBER 2020

UNDATAFORUM.ORG • @UNDATAFORUM

United Nations

COLLATERAL

COLLATERAL

POSTCARDS / MEDIA KIT / PINS

LOGO PAIRING

Examples of how the **United Nations World Data Forum** logo accompanies the UN logo and/ or other logos from partner organizations

CONTACT

**UNITED NATIONS / STATISTICS DIVISION
DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS**

Ms. Linda Hooper

Development Data and Outreach Branch

Statistics Division | Department of Economic and Social Affairs

Tel +1 212 963 7771

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email dataforum@un.org

THANK YOU!