

Sustainable Energy for All

Guidelines for Use of Logo and Waiver of Liability by Non-UN Entities

(version 25 May 2015)

1. Introduction

The Sustainable Energy for All (SE4All) initiative involves many collaborating partners from the public and private sector, and the need to use the SE4All logo by non-UN entities arises frequently. The SE4All logo can be used by organizations or individuals who support the SE4All goals and would like to help raise awareness of SE4All under the conditions set forth in these guidelines.

2. Terms and conditions of use

2.1 The SE4All logo may be used by entities and individuals subject to the following terms and conditions:

- a) The SE4All Global Facilitation Team (GFT) has provided prior authorization. Request to use the logo should be made to the Chief Operating Officer. The request should be detailed and include a visual sample of how the logo would be displayed.
- b) There is no likelihood of the user of the logo being confused with the SE4All initiative itself.
- c) The logo is not used in connection with objectives or activities which are incompatible with the aims and principles of SE4All.
- d) The SE4All logo is not used to imply or suggest unintended endorsement or promotion of unrelated objectives and activities by the user of the logo.
- e) The SE4All logo is not modified in any way.
- f) Authorization to use the SE4All logo does not permit the entity to use the United Nations emblem. Neither does the authorization to use the SE4All logo permit the user of the logo to sub-license or authorize the use of the logo to any other entity.
- g) The SE4All may withdraw the right to use the SE4All logo at any time without assigning any reason.

3. Promotional use of SE4All logo

3.1 The SE4All logo is primarily intended for three kinds of promotional use: a) information and awareness, b) fundraising, and c) use by a commercial entity, as outlined below.

3.2 Information and awareness uses of the logo are those which are:

- a) primarily illustrative – e.g., of energy problems and/or solutions;
- b) not intended to raise funds; and
- c) not carried out by a commercial for-profit entity.

3.2.1 The SE4All 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.

3.2.2 All entities interested in using the SE4All logo for information purposes must apply for approval to the SE4All GFT before the first intended use. When requesting approval, the entities must provide:

- a) A short statement of identity (nature of the entity and its objectives).
- b) An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.

3.2.3 Before the logo is used for information purposes, a Waiver of Liability (see Section 6) must be signed by the entity requesting to use the logo.

3.3 Fundraising uses of the logo

3.3.1 Fundraising uses of the logo are those intended to raise resources to cover costs of activities in direct support of SE4All goals and purposes. All entities interested in using the SE4All logo for fundraising purpose must apply for approval to the SE4All GFT before the first intended use.

3.3.2 When requesting permission to use the logo for fundraising purposes, entities should provide:

- a) A short statement of identity (membership, objectives, etc.).
- b) An explanation of how and where the logo will be used.
- c) An explanation of the purposes of fundraising.
- d) A summary budget.
- e) An explanation of how the proceeds would be allocated to cover costs of activities in support of SE4All.

3.3.3 Before the logo is used for fundraising purposes, a Waiver of Liability (see Section 6) must be signed by the entity requesting to use the logo.

3.4 Uses of the logo by a commercial or for-profit entity

3.4.1 The uses of the logo by commercial entities are all those undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit. The SE4All logo **must not be used** to promote or sell products or services using the SE4All logo or otherwise used for commercial transactions.

3.4.2 All commercial entities interested in using the SE4All logo should apply for approval to the SE4All GFT. When requesting permission to use the logo, commercial entities should explain:

- a) the nature of the company or enterprise;
 - b) the proposed uses of the logo;
 - c) the names of countries/territories where the logo will be used;
 - d) the nature of products/services that the entity produces/sells in those areas;
- and

e) how the products relate to the objectives of SE4All.

3.4.3 Before the logo is used by a commercial entity, a written agreement must be completed with the SE4All GFT. In particular, such agreement must include provisions concerning the Waiver of Liability (see Section 6). The agreement must also contain the terms and conditions concerning the use of the logo, including those enumerated above.

4. Graphical placement of the SE4All logo

4.1 The SE4All logo must be visible in its entirety and placed on a background not compromising its integrity. The logo is unalterable and inseparable in all its component elements. It is strictly prohibited to modify the logo in any way.

4.2 The logo can be used horizontally or vertically.

5. Types of use of the SE4All logo

Co-branding

5.1 Co-branding is used for products and activities in which SE4All is involved as an equal partner. In this case, the SE4All logo and the logos of other entities involved will have equal and balanced visual weight as well as proportionately the same size.

Sign-off

5.2 Sign-off shall be used for products and activities which SE4All supports but is not directly involved in, or when SE4All is involved as a minor partner. In this case, the SE4All logo shall appear together with a text line that explains the nature of involvement of SE4All. The text shall express the nature of SE4All's involvement. Examples of sign-offs are: "Supported by SE4All", "An initiative of SE4All", "Co-founded by SE4All", "In collaboration with SE4All", etc. are provided at Annex 1.

6. Liability

6.1 All entities authorized to use the logo, whether for information or fundraising purposes, must acknowledge that:

- a) The entity is responsible for ensuring that the activities are carried out in accordance with applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities.
- b) SE4All does not assume any responsibility for the activities of such entity.
- c) The entity shall hold harmless and defend SE4All and its officials against any action that may be brought against SE4All and its officials as a result of any use of the logo in violation of the terms herein.

6.2 A Waiver of Liability (*Attachment*) must be signed by the entity authorized to use the logo. All duly signed Waiver of Liability forms must be received by the SE4All GFT before the proposed activities involving the use of the logo are carried out.

7. Disclaimer

a) The SE4All logo is the property of the SE4All initiative, which owns all rights to its use.

- b) The SE4All logo may only be used after a signed Waiver of Liability for the use of the SE4All logo has been received by the SE4All GFT.
- c) By using the SE4All logo, the entity agrees to provide information to SE4All on the events or activities for which it is used.
- d) The SE4All 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 which implies SE4All's endorsement of the products, services or activities of a commercial enterprise.
- e) SE4All shall not assume any responsibility for the accuracy of the translation of the text of the logo into non-UN official languages, and the foregoing disclaimer must be included in the translation.

Waiver of Liability for the use of the logo of Sustainable Energy for All:

The undersigned acknowledges that, in using the logo of Sustainable Energy for All (SE4All) as explained in its submission dated _____ to SE4All:

- a) the undersigned is solely responsible for ensuring that the activities are carried out in accordance with applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- b) SE4All does not assume any responsibility for the activities of the undersigned;
- c) the entity shall hold harmless and defend SE4All against any action that may be brought against SE4All as a result of any use of the logo in violation of the agreed terms of use; and
- d) if the entity translates the text of the logo into non-UN official languages, the entity shall state clearly that it takes sole responsibility for the accuracy of the translation. SE4All 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 the signed form to:

Chief Operating Officer








Andromeda Towers, 15th Floor, Donau-City Strasse, Vienna 1220, Austria

SE4All Logo (version 15 September 2014)

Sustainable Energy for All

The Logo of Sustainable Energy for All consist of a green swirl and blue script in ARIAL: “Sustainable Energy for All” including – if appropriate- specific footnotes of classifications of collaborators of Sustainable Energy for All (Partner, Hub, High Impact Opportunity, Sponsor, Supporter).

Samples of SE4All logos:

	SE4All Logo
	SE4All Logo Partners
	SE4All Logo Hub
	SE4All Logo HIO
	SE4All Logo Sponsors
	SE4All Logo Supporters
	UN Decade Logo ¹

¹ Who is entitled to use the UN Emblem in conjunction with the SE4All swirl?

- The UN Emblem can only be used in conjunction with the UN Decade: Swirl and United Nations Decade of Sustainable Energy for All 2014 – 2024 (for decade launches etc.)
- The UN Emblem can be used by the SRSG’s office (letterhead etc.) and in the signatures of the GFT Team members and on their business cards lanyards, promotional material
- Partners, supporters, Hubs, HIOs, sponsors etc. are not entitled to use the UN Emblem unless explicitly entitled by the Chief Operating Officer of SE4All (see logo guidelines 2.1.a)