



## BRAND GUIDELINES

Please see [Annex](#) for logo examples and variations.

**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 2024 United Nations Civil Society Conference logo captures the event's spirit by seamlessly integrating African cultural elements with universal themes of hope, connection, and progress. It is a visual representation that pays tribute to the host country, Kenya, through a harmonious blend of traditional African style, geometric shapes and colors. The logo serves as a unifying symbol for the diverse participants of the Conference.

### **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 2024 UN Civil Society Conference logo without obtaining prior approval from the Civil Society Unit in the Department of Global Communications. However, for reporting purposes, the Civil Society Unit 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 2024 UN Civil Society Conference logo must be used in its entirety. Moreover, if the UN office, Specialized Agency, Fund or 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 2024 UN Civil Society Conference logo.

### Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, non-profit organizations, civil society organizations and private sector entities, may use the logo after obtaining approval from the Civil Society Unit in accordance with the requirements outlined below.

The logo of the 2024 UN Civil Society Conference 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.



**V. Disclaimer**

- The 2024 UN Civil Society Conference logo is property of the United Nations and the United Nations owns all rights thereto, including its use.

# WAIVER OF LIABILITY

for the Use of the logo of

## ANNEX

### 2024 UN Civil Society Conference Logo Variations

Please note that the “2024 UN Civil Society Conference” logo comes in the Color, Black, and White version.

Square versions without date & location:

Square versions with date & location:

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Horizontal versions without date & location:



Horizontal versions with date & location:

