



LOGO USE GUIDELINES AND WAIVER OF LIABILITY FORM



The logo 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.

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THE LOGO

The logo of the International Year of Cooperatives 2012 evokes the definition of cooperative enterprises as autonomous associations of persons united voluntarily to meet their common economic, social and cultural needs and aspirations, through a jointly owned and democratically controlled enterprise.

Based on the slogan of the year, 'Cooperative enterprises build a better world', the logo features seven persons working together to lift and support a cube. The cube represents the various projects goals and aspirations upon which cooperative enterprises are built, and the achievements that can be attained. The gender-neutral figures represent the people factor central to the cooperative model, and there are seven of them, to represent the seven principles of the cooperative movement, i.e. voluntary and open membership, democratic member control, member economic participation, autonomy and independence, education, training, and information, cooperation among cooperatives, and concern for community.

As illustrated by the logo, these seven principles work together to allow cooperative members to achieve the goals and desires that they would not have been able to attain through their individual efforts.

THE GRAPHIC TAG

The associated graphic tag features the slogan for the International Year of Cooperatives 2012, "Cooperative Enterprises Build a Better World."

The slogan reminds of the important contributions that cooperatives can and do make to socioeconomic development at all levels of society, from the local to the international community. It makes the underlying declaration that economic viability need not be divorced from social responsibility.

AUTHORIZATION OF USE

The official logo and associated graphic tag of the International Year of Cooperatives are primarily intended for two kinds of promotional use: information and fundraising, as outlined below:

Information uses of the logo and graphic tag

Information uses of the logo and graphic tag are those which are:

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

Fundraising uses of the logo and graphic tag

Fundraising uses of the logo and graphic tag are those intended to raise resources to cover costs of activities in support of the International Year of Cooperatives, to be organized in 2012.

Any entity wishing to use the logo of the International Year of Cooperatives must seek authorization according to guidelines outlined below. An entity wishing to use the graphic tag must also seek authorization according to the guidelines provided.

The International Year of Cooperatives (IYC) logo and tag should be used only in their entirety. Moreover, whether used together or individually, they 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 IYC logo. Any authorization would be limited to the use of the IYC logo and tag, and the United Nations emblem cannot be used by the entity.

Use of the logo and tag by organizations of the United Nations system

Organizations of the United Nations system may use the International Year of Cooperatives (IYC) logo and associated tag without obtaining prior approval from the IYC Secretariat. However, for reporting purposes, the IYC Secretariat should be informed of events and informational materials for which either is used. The logo and tag may also be used for publications that the United Nations may produce in connection with the IYC, including, *inter alia*, posters, brochures, books, videos, flash and slideshow presentations, banners, illustrations, and animations.

Use of the logo and tag by non-UN entities

Any non-UN entity wishing to use the International Year of Cooperatives (IYC) logo or associated graphic tag for information and or fund-raising purposes must submit an application for approval to the IYC Secretariat via mail, fax, email or online submission (see page 8). A downloadable application or online form is also available on the IYC website at <http://social.un.org>. On gaining approval, entities will be required to submit a signed waiver of liability form (see page 10), via mail, fax or e-mail. This form is also available for download on the IYC website. Once approved and the waiver of liability received, entities will be granted access to download and use the logo or tag for the authorized purposes. This approval will be received from the IYC Secretariat via mail or email.

The authorization to use the International Year of Cooperatives (IYC) logo or associated graphic tag does not permit the user of these graphics to sub-license or to further authorize their use to any other entities. Therefore, each non-UN entity interested in using the IYC logo or associated graphic tag must apply for approval directly from the IYC Secretariat.

Use of the logo and tag by Cooperative Enterprises

Guidelines for use of the International Year of Cooperatives (IYC) logo or associated tag by Cooperative Enterprises fall under the guidelines for authorization of use of the logo and tag by non-UN entities as outlined above. In addition, the International Year of Cooperatives logo or associated graphic tag may not be reproduced for the purpose of self promotion, or obtaining any commercial or personal financial gain, nor may they be used in any manner which implies United Nations endorsement of the products, services or activities of a commercial enterprise.

Length of use of logo and graphic tag

The International Year of Cooperatives logo and associated tag may be used until mid 2013. This period includes the preparation phase in 2011 for the International Year of Cooperatives, the celebration of the International Year of Cooperatives in 2012, and any subsequent reporting in 2012 and early 2013. The logo and tag may be used beyond mid 2013 in reference to publications about the International Year of Cooperatives.

Translation of the logo or graphic tag

The logo of the International Year of Cooperatives (IYC) and associated graphic tag are available only in the six official United

Nations languages: Arabic, Chinese, English, French, Russian and Spanish. To use the logo in any other language, governments, cooperatives and other stakeholders are encouraged to translate the words “2012 International Year of Cooperatives” into local languages and use this along with the English version of the logo, or to translate the slogan “Cooperative Enterprises Build a Better World” and use this along with the English version of the graphic tag. However, the entities doing so 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 words. The section on “Other Languages” (page 18) provides further information.

Liability

For authorization to use the International Year of Cooperatives logo or associated graphic tag for the purposes specified herein, all entities must agree to the following provisions on waiver of liability:

1. The International Year of Cooperatives logo and associated graphic tag can only be used to identify events and activities related to the International Year of Cooperatives;
2. The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that, where relevant, the appropriate insurance is maintained to cover the risks arising out of such activities;
3. The United Nations does not assume any responsibility for the activities of the entity;
4. 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 or associated tag by the entity;
5. In connection with using the International Year of Cooperatives logo or associated graphic tag, the entity should in no way convey or imply that it represents the United Nations, its officials or related agencies;
6. By using the International Year of Cooperatives logo or associated graphic tag, the entity agrees to provide information to the IYC Secretariat on the events or activities for which it is used. This information will be used for reporting purposes on the International Year of Cooperatives;

7. The International Year of Cooperatives logo and associated graphic tag 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;
8. If the entity translates the text of the logo or graphic tag 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; and
9. The entity agrees to give credit to the United Nations when using the International Year of Cooperatives logo or associated graphic tag.

Application for use

Application for usage of the International Year of Cooperatives official logo and associated graphic tag

1. NAME OF ENTITY:	
2. NAME OF AUTHORIZED APPLICANT:	
3. CONTACT INFORMATION OF AUTHORIZED APPLICANT:	
Mailing address:	
Telephone:	Fax:
Email:	Website:
4. PLEASE INDICATE THE NATURE OF YOUR ENTITY:	
<input type="checkbox"/> Governmental entity	<input type="checkbox"/> Civil-Society Organization (non-governmental)
<input type="checkbox"/> Cooperative	<input type="checkbox"/> Private sector business (not a cooperative)
<input type="checkbox"/> Educational institution	<input type="checkbox"/> Other (please specify):
5. BRIEFLY DESCRIBE THE MAIN OBJECTIVES OF YOUR ENTITY?	
6. PLEASE INDICATE THE MAIN PURPOSE FOR WHICH THE LOGO AND/OR TAG WILL BE USED:	
<input type="checkbox"/> Information/Promotion	<input type="checkbox"/> Fundraising
7. BRIEFLY OUTLINE THE ACTIVITIES FOR WHICH THE IYC LOGO AND/OR TAG WILL BE USED:	

8. IN WHICH COUNTRIES/TERRITORIES WILL YOUR ENTITY USE THE IYC LOGO AND/OR TAG?

9. IF USING THE LOGO AND/OR TAG FOR FUNDRAISING, PLEASE OUTLINE, OR ATTACH, A SUMMARY BUDGET FOR THE PROPOSED ACTIVITIES:

10. IF USING THE LOGO AND/OR TAG FOR FUNDRAISING, PLEASE EXPLAIN, OR ATTACH A BREAKDOWN OF, HOW THE PROCEEDS WOULD BE ALLOCATED TO COVER COSTS OF ACTIVITIES IN SUPPORT OF THE INTERNATIONAL YEAR OF COOPERATIVES, 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 OF COOPERATIVES:

PLEASE SEND THE COMPLETED FORM TO:

International Year of Cooperatives Secretariat,
 Division for Social Policy and Development,
 United Nations Department of Economic and Social Affairs,
 2 UN Plaza, 13th Floor, New York, NY 10017, USA.
 Fax: +1 212 963 0111, Tele: +1 347 292 9492
 Email: coopsyear@un.org

This form is available for online submission at <http://social.un.org/coopsyear>

Waiver of Liability for the Use of the Logo of “the International Year of Cooperatives”

The undersigned acknowledges that, in using the logo for the International Year of Cooperatives as explained in its submission dated _____ to the IYC Secretariat:

1. The International Year of Cooperatives logo and associated graphic tag can only be used to identify events and activities related to the International Year of Cooperatives;
2. The undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that, where relevant, the appropriate insurance is maintained to cover the risks arising out of such activities;
3. The United Nations does not assume any responsibility for the activities of the undersigned;
4. The undersigned 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 or tag by the entity;
5. In connection with using the International Year of Cooperatives logo or associated graphic tag, the undersigned should in no way convey or imply that it represents the United Nations, its officials or related agencies;
6. By using the International Year of Cooperatives logo or associated graphic tag, the undersigned agrees to provide information to the IYC Secretariat on the events or activities for which it is used. This information will be used for reporting purposes on the International Year of Cooperatives;
7. The International Year of Cooperatives logo and associated graphic tag 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;
8. If the undersigned translates the text of the logo or graphic tag into non-UN official languages, the undersigned 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; and
9. The undersigned agrees to give credit to the United Nations when using the International Year of Cooperatives logo or associated graphic tag.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

International Year of Cooperatives Secretariat | United Nations | Division for Social Policy and Development | 2 UN Plaza, 13th Floor, New York, NY 10017, USA | Fax: +1 212 963 0111, Tele: +1 347 292 9492 | Email: coopsyear@un.org



All elements have been carefully combined so the logo, 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 logo must always comply with this Brand Guideline.

USE OF SLOGAN AND GRAPHIC TAG

The tagline **can** be used in conjunction with the logo.

It should not be used directly above, below or besides the logo, rather be used as an additional element used “apart”, i.e. footer, design-element,

CORRECT



INCORRECT



CORRECT



LOGO BLACK AND WHITE CONFIGURATION



BLACK AND WHITE



BLACK AND WHITE REVERSED

USE OF LOGO ON A DARK BACKGROUND OR ON AN IMAGE

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

PLEASE NOTE that the lightness/darkness of the background determine the use of the B/W or the B/W-Reversed logo.



INCORRECT LOGO-BACKGROUND USE





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

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

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



MISUSE OF LOGO

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

LOGO SIZES, CLEAR SPACE & CO-BRANDING

MINIMUM SIZE

WIDTH= 1 inch (2.54cm)

HEIGHT= proportionate to width

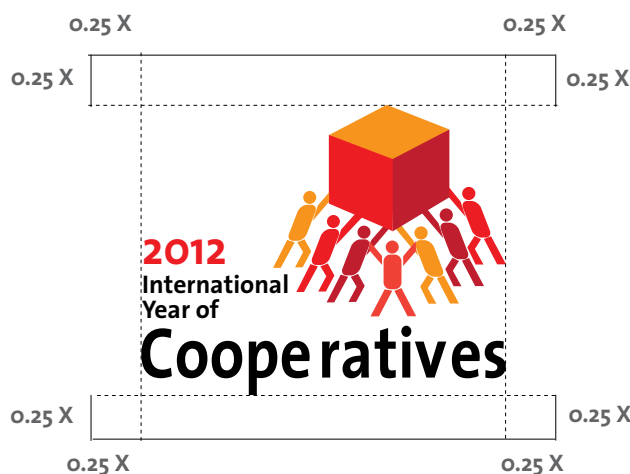


CLEAR SPACE

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

The clear space for the Logo is 0.25" at a logo size of 1.9" (width).

The minimum clear space must never differ **proportionally** from the diagrams demonstrated on this page.



CO-BRANDING

The logo of the International Year of Cooperatives (IYC) in connection with another logo has to adhere to the size- and clear-space- specifications.

It should be presented at the same size as all other logos.

EXAMPLE:



OTHER LANGUAGES

The logo of the International Year of Cooperatives (IYC) and associated graphic tag are available only in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. To use the logo in any other language, governments, cooperatives and other stakeholders are encouraged to translate the words “2012 International Year of Cooperatives” into local languages and use this along with the English version of the logo, as illustrated below, or to translate the slogan “Cooperative Enterprises Build a Better World” and use this along with the English version of the graphic tag, as illustrated below. However, the entities doing so 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 words.



Sample: For a logo size of 2" x 1.5"

Please use Arial bold at a size of 10 pt. for the translation of the year and place it aligned with the English logo approx. 0.06" below the logo

Use of the logo and graphic tag in English is limited to the standards set by United Nations editorial policy, and reflected in the available English version of the logo; no alternative spellings or forms have been authorized.

DOWNLOADABLE LOGOS IN THE 6 OFFICIAL UN LANGUAGES

- Official UN-languages: Arabic, Chinese, English, French, Spanish, Russian
- All languages are downloadable for Print and Web in their color, black and white (B/W) or reversed black and white(B/W) configuration

FOR PRINT

Outlined EPS and JPG files.

COLOR: CMYK

FOR WEB-USE

PNG file

COLOR: RGB

COLOR



B/W



B/W-Reversed



DOWNLOADABLE TAGLINES IN THE 6 OFFICIAL LANGUAGES

- Official UN-languages: Arabic, Chinese, English, French, Spanish, Russian
- All languages are downloadable for Print and Web in their color, B/W or reversed B/W configuration

FOR PRINT

Outlined EPS file
COLOR: CMYK

FOR WEB-USE

PNG file
COLOR: RGB

COOPERATIVE ENTERPRISES BUILD A BETTER WORLD

دور المؤسسات التعاونية في بناء عالم أفضل

促进合作企业，建设更美好世界

КООПЕРАТИВНЫЕ ПРЕДПРИЯТИЯ СТРОЯТ ЛУЧШИЙ МИР

LES COOPÉRATIVES, DES ENTREPRISES POUR UN MONDE MEILLEUR

LAS EMPRESAS COOPERATIVAS AYUDAN A CONSTRUIR UN MUNDO MEJOR



COOPERATIVE ENTERPRISES BUILD A BETTER WORLD

دور المؤسسات التعاونية في بناء عالم أفضل

促进合作企业，建设更美好世界

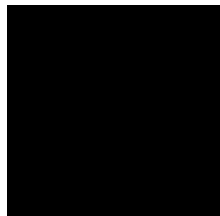
КООПЕРАТИВНЫЕ ПРЕДПРИЯТИЯ СТРОЯТ ЛУЧШИЙ МИР

LES COOPÉRATIVES, DES ENTREPRISES POUR UN MONDE MEILLEUR

LAS EMPRESAS COOPERATIVAS AYUDAN A CONSTRUIR UN MUNDO MEJOR

COLOR USE (for both logo and tagline)

PRINT: CMYK



K 100



C15 M100 Y90 K10



C0 M100 Y100 K0

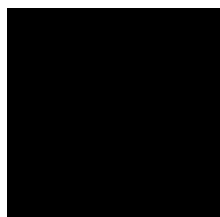


C0 M50 Y100 K0



C0 M90 Y85 K0

WEB: RGB and HEX#



R0 G0 B0
HEX#000000



R190 G30 B45
HEX#BE1E2D



R237 G28 B36
HEX#ED1C24



R247 G148 B30
HEX#F7941E



R239 G65 B54
HEX#EF4136

DISCLAIMER

- The International Year of Cooperatives logo is property of the United Nations and the United Nations owns all rights to its use.
- The authorization to use the International Year of Cooperatives logo or associated graphic tag, or the publication of an event organized by a non-UN entity on the International Year of Cooperatives website, social.un.org/coopsyear does not imply United Nations' endorsement of the planned activities or entity.
- The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the logo into non-UN official languages.

ENQUIRIES

Please send enquiries to:

International Year of Cooperatives Secretariat,
Division for Social Policy and Development,
United Nations Department of Economic and Social Affairs,
2 UN Plaza, 13th Floor, New York, NY 10017, USA.

Fax: +1 212 963 0111, Tele: +1 347 292 9492

Email: coopsyear@un.org