



GENERATION EQUALITY

LOGO USAGE GUIDELINES

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UN Women's multigenerational campaign
“Generation Equality – Realizing Women’s Rights for an Equal Future” brings together the next generations of women’s rights activists with the gender equality advocates and visionaries who were instrumental in creating the Beijing Declaration and Platform for Action of 1995 to tackle the unfinished business of empowering women. The campaign, hosted on an online platform, runs globally from April 2019 until September 2020.

GENERATION EQUALITY

These Logo Guidelines (the “Guidelines”) aim to assist your use of the Generation Equality Campaign logo (the “Logo”). Please review the following carefully. You may only use the Logo in compliance with these requirements. Pursuant to the Terms and Conditions of these Guidelines, any use of the Logo indicates your agreement to comply with these Guidelines.

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CONTENTS

Generation Equality campaign logo	4
Logo artwork	5
Permitted usage	6
Terms and conditions	7

GENERATION EQUALITY CAMPAIGN LOGO

The Generation Equality Campaign Logo combines two recognizable symbols: the dove and the Sustainable Development Goals (SDGs) wheel.

THE DOVE DESIGN was the logo of the 1995 Fourth World Conference on Women in Beijing, China, known as the largest-ever gathering of gender equality advocates, and was adapted from the International Women's Year campaign from the United Nations in 1975. The design integrates the women's symbol and an equal sign into a dove, the international symbol of peace. The symbolism of the mark expresses our ongoing commitment to creating a world in which women and men are equal.

THE SDG WHEEL combines the 17 colours that represent the full spectrum of the SDGs to symbolize the importance of equality to achieving the SDGs, with the dove's beak pointing to SDG 5 to accent the importance of gender equality.

THE CAMPAIGN NAME expresses UN Women's commitment to bringing together the next generations of women's rights activists with the gender equality advocates and visionaries who were instrumental in creating the Beijing Platform for Action more than two decades ago. The name is presented in two colors: the SDG 5 red and UN Women blue.



GENERATION EQUALITY

GENERATION EQUALITY CAMPAIGN LOGO ARTWORK

The Logo is available in EPS, JPEG and PNG format options [from the UN Women website](#).

> To download the logo, you will be required to agree to the [Logo usage Terms and Conditions](#) (see page 7).

In general, EPS files are best suited for offset or high-end on-demand printing, and PNG files are best suited for on-screen viewing, online publishing, MS Office Computer Programs and desktop printing. For those unable to use the EPS format, a small and a large JPEG format are also available.

DOWNLOAD LOGO



LANGUAGES The Generation Equality Campaign logo artwork is available for use in all UN official languages: Arabic, Chinese, English, French, Russian and Spanish. The full name and tagline for each language is below:

FRENCH Génération Égalité : Pour les droits des femmes et un futur égalitaire

SPANISH Generación igualdad: Por los derechos de las mujeres y un futuro igualitario

RUSSIAN Поколение равенства: Реализация прав женщин для равноправного будущего

CHINESE 平等的一代: 实现妇女权利, 共创平等未来

ARABIC جيل المساواة: إعمال حقوق المرأة لمستقبل متساوٍ

The Campaign name “Generation Equality – Realizing Women’s Rights for an Equal Future” can be translated into additional languages as needed. All new translations need to be validated by UN Women, who will assist on the production of the relative logo version.

> Please contact carlotta.aiello@unwomen.org

TAGLINE Logo artwork is also available in a version that incorporates the Campaign tagline, “Realizing Women’s Rights for an Equal Future.” This version is recommended only for large-scale applications such as banners, posters etc. It is not suitable for small-size applications such as web and social media uses or promotional items such as pens etc.



GENERATION EQUALITY CAMPAIGN LOGO PERMITTED USAGE

In order to protect the value of the Generation Equality Campaign, it is very important that the Logo be used appropriately and only by the organizations and individuals who host events or activities in relation to the campaign and its theme, and in line with its objectives.

WHO CAN USE THE LOGO

The Logo may be used by individuals, NGOs and other entities for any promotional activities aimed at increasing awareness of the Generation Equality Campaign, and provided that these activities are consistent with the aims, principles and messages of the Campaign.

WHERE THE LOGO CAN BE USED

The use of the Logo shall be limited to branding promotional and educational materials and as a visual identifier for activities developed in the framework of the campaign:

- The Logo may be used on your website and social media outlets as long as they are directly associated with the Campaign. Whenever possible, the website and/or the social media outlets should include the link to the official website of the Campaign, at <http://www.unwomen.org/en/get-involved/beijing-plus-25>
- The Logo may be used in promotional materials ONLY if such materials are directly associated with the Campaign.

NOTICE

Please include the following notice on all material as appropriate:

The campaign “Generation Equality – Realizing Women’s Rights for an Equal Future” is facilitated by UN Women in the context of the 25th anniversary of the Fourth World Conference on Women in Beijing and the adoption of the Beijing Platform for Action. See <http://www.unwomen.org/en/get-involved/beijing-plus-25>.

RESTRICTIONS ON THE USE OF THE LOGO

Any authorization under these Guidelines is limited to the use of the Generation Equality logo only. You may not use the UN Women or the United Nations name and logo/emblem.

The Logo shall not be used in any way which misrepresents the objectives of the Campaign or which undermines the corporate image or policies and activities of UN Women.

The Logo may not be sublicensed to any other entity or individual without the prior written consent of UN Women.

The Logo shall not be used in any manner that suggests or implies that UN Women has endorsed or approved of the activities, products, and/or services of the entity or individual, or that UN Women is the source of any such activities, products or services.

The Logo shall not be used to promote a company or for any commercial purpose. Thus, the Logo cannot be used in any manner that suggests a direct product and services endorsement. The Logo may NOT be used on products, packaging or marketing material.

You may not alter the Logo in any manner, including font, proportions, colours, elements or location of any of the text or graphic. You may not distort its perspective or two-dimensional appearance.

GENERATION EQUALITY TERMS AND CONDITIONS

In order to use the Generation Equality logo, you must agree to these Terms and Conditions.

Your use of the Generation Equality Campaign logo (the “Logo”) constitutes agreement with the following terms and conditions:

1. You have read and agree to use the Logo in accordance with the Generation Equality Campaign – Logo Guidelines (the “Guidelines”).
2. The Logo is the property of UN Women and UN Women owns all rights to its use. You agree not to challenge or otherwise carry out any act that would impair UN Women’s rights in the Logo and further agree not to register or otherwise attempt to obtain rights in this Logo or any confusingly similar mark. Nothing herein is intended to grant any right in the Logo other than the right to use the Logo in accordance with the Guidelines and these Terms and Conditions.
3. You agree to fully cooperate with any request by UN Women to review any materials reflecting the Generation Equality Logo and to promptly make any changes required by UN Women to conform to the Guidelines.
4. Your license to use the Logo will terminate no later than termination or expiration of your activities in relation to the Generation Equality Campaign. UN Women reserves the right to terminate your right to use the Logo for any use that does not conform to the Guidelines and these Terms and Conditions, or that infringes on UN Women’s intellectual property or other right, or that violates applicable law.
5. You are responsible for ensuring that the activities related to the Generation Equality Campaign 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.
6. UN Women does not assume any responsibility for your activities.
7. You shall hold harmless and defend the United Nations, UN Women and its officials against any action that may be brought against the United Nations, UN Women or its officials as a result of your use of the Logo.
8. In connection with using the Logo, you shall in no way convey or imply that you represent the United Nations or related agencies, UN Women or its officials.
9. You agree to give credit to UN Women when using the Logo in accordance with the Guidelines.