



INTERNATIONAL YEAR OF NATURAL FIBRES (IYNF) LOGO: GUIDELINES FOR USE

1) IYNF visual identity

The IYNF visual identity consists of a logo with the accompanying slogan “Discover natural fibres”. It is included at the top of this page. The slogan can be translated into any language.

2) Who can use the IYNF visual identity?

The IYNF 2009 logo may be used by individuals and NGOs/not-for-profit organizations for any promotional activities aimed at increasing awareness of the International Year of Natural Fibres, provided that these activities are consistent with the aims and principles of the IYNF and not contrary to public order, morals or human rights. The logo must be used only in connection with natural fibres.

All organizations that intend to use the IYNF visual identity for fundraising or commercial activities must receive prior approval from the IYNF Coordination Unit at FAO.

3) Variations of logo design

IYNF partner organizations are encouraged to maintain the core design of the logo and slogan when they develop communications materials such as a letterhead, Website, brochure or poster. For more detailed design instructions, please contact the communications team at the IYNF Coordination Unit.

4) Uses of the logo

The logo is intended for three kinds of promotional use: information, fundraising and commercial, as outlined below.

a. Information uses of the logo

Information uses of the logo are those which are:

- primarily illustrative
- not intended to raise funds
- not carried out by a commercial for-profit entity

The IYNF logo can be used by organizations or individuals who support the IYNF goals and would like to help raise awareness of IYNF. FAO invites those using the logo to register on the IYNF Website, or write to the IYNF Coordination unit.

Before the logo is used, a waiver must be signed by the entity that is requesting to use the logo. Please write to the IYNF Coordination Unit or

fill out the waiver in Section 7 below.

b. Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise money to pay for activities related to the International Year of Natural Fibres. They may only be undertaken by non-commercial not-for-profit entities. Permission to use the logo for fundraising purposes is given by the IYNF Coordination Unit.

When requesting permission, please provide:

- a short statement of identity and general information regarding membership and objectives
- an explanation of how and where the logo will be used
- an explanation of the fundraising purposes

Before the logo is used for fundraising purposes, a waiver must be signed by the entity that is requesting to use the logo. Please fill out the waiver in Section 7 below.

c. Commercial uses of logo

Commercial uses of the logo are all those undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit.

Permission to use the logo commercially can only be given by the IYNF Coordination Unit. National committees and other entities are encouraged to work with the IYNF Coordination Unit to evaluate fundraising and sponsorship opportunities that involve use of the logo in ways that will benefit commercial for-profit entities.

When requesting permission, please explain:

- the nature of your company or enterprise
- proposed uses of the logo
- names of countries/territories where the logo will be used
- nature of products/services you produce/sell in those areas
- how your products relate to IYNF
- what profits you expect to make from use of the logo
- a summary budget, giving your expenses and any proposed royalties or contributions you expect to make to local, national or international activities for the International Year of Natural Fibres

Proposals for non-profit use of the IYNF visual identity will be reviewed by the IYNF Coordination Unit on a case-by-case basis. Note that permission is not normally be granted to display the logo on product labels or packaging or otherwise attached to merchandise.

Before the logo is used a waiver of liability must be signed, see section 7 below.

5) Liability

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

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

This language must be incorporated into a waiver of liability that is signed by the entity before the logo is used. The waiver of liability provided later in item 7 may be used.

National committees and other focal points for IYNF activities should ensure that all contracts and waivers containing such language are obtained before the proposed activities are carried out.

6) How to obtain the logo

The logo and slogan can be obtained by contacting the IYNF Coordination Unit at:

IYNF Coordination Unit
FAO Room D-860
Viale delle Terme di Caracalla
00153 Rome, Italy
iynf-2009@fao.org

7) Waiver of liability

The undersigned acknowledges that in using the IYNF logo as explained in its submission dated _____ to the IYNF Coordination Unit:

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

Signed _____

Date _____

8) Who can use the logos of the UN, FAO and other UN agencies?

These logos cannot be used without the permission of the UN and its agencies.