

# United Nations Decade of Family Farming (2019-2028)

## Guidelines for the use of the UN Decade of Family Farming Visual Identity and Waiver of Liability

### I. Background

On 20 December 2017, the United Nations General Assembly, in its 72<sup>nd</sup> session, proclaimed the United Nations Decade of Family Farming (2019-2028)<sup>1</sup> to serve as a framework for countries to develop public policies and investments to strengthen the position of family farming in economic, environmental and social policies at all levels farming, and contribute to the achievement of the Sustainable Development Goals (SDGs) by addressing family farming from a holistic perspective and including rural poverty eradication in all its forms and dimensions.

The United Nations resolution explicitly calls upon the Food and Agriculture Organization of the United Nations (FAO) and the International Fund for Agricultural Development (IFAD) to lead the implementation of the Decade, in collaboration with other relevant organizations of the United Nations system, including by identifying and developing possible activities and programmes, within their mandates and existing resources and through voluntary contributions, as appropriate.

This document describes the terms and requirements on which the United Nations Decade of Family Farming visual identity (hereinafter, UNDFF visual identity)<sup>2</sup>, which is property of the United Nations, may be used.

### II. Visual identity of the UN Decade of Family Farming (2019-2028)



*Horizontal and Vertical English versions of the UN Decade of Family Farming emblem*

<sup>1</sup> United Nations Resolution adopted by the General Assembly ([A/RES/72/239](#))

<sup>2</sup> Please note that the term “visual identity” refers to the use of the UNDFF emblem and its related graphic elements, including illustrations, colour palette and fonts. Details for graphic designers on the way the UNDFF visual identity is to be used are laid out in “United Nations Decade of Family Farming Visual Identity Guidelines for Graphic Designers”.

### **III. General use of the UNDFE visual identity**

The UNDFE visual identity must be used in accordance with these guidelines and the [UNDFE Visual Identity Guidelines for Graphic Designers](#).

The UNDFE visual identity is primarily intended for three kinds of promotional use: information, fundraising and commercial, as outlined below. All non-UN entities that intend to use the UNDFE visual identity for fundraising or commercial activities must receive prior approval from the Secretariat of the United Nations Decade of Family Farming, which is composed of members from FAO and IFAD (hereinafter, the “Joint Secretariat of the UN Decade of Family Farming”).

The UNDFE visual identity may be used for any promotional activities aimed at increasing awareness of the UN Decade of Family Farming, provided that these activities are consistent with the aims and principles of the UNDFE and compatible with the core values of the United Nations System, including human rights.

The authorization to use the UNDFE visual identity does not extend to the use of the United Nations emblem, or the logo of any organizations of the UN System, including FAO and IFAD. Moreover, the authorization to use the UNDFE visual identity does not permit the authorized entity to sublicense or to further authorize the use of the UNDFE visual identity to any other entities.

The UNDFE visual identity must be used in its entirety and must not be altered in any way.

#### **i. Use of the by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System**

United Nations (UN) offices, Funds and Programmes and other subsidiary organs and organizations of the UN System may use the UNDFE visual identity without obtaining prior approval from the Joint Secretariat of the UN Decade of Family Farming.

However, for reporting purposes, the Joint Secretariat of the UN Decade of Family Farming should be informed of events and information materials and items for which the UNDFE visual identity is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, etc.

If the UN entity has its own logo, the latter must be displayed alongside the UNDFE visual identity (e.g. co-branding), in accordance with the *UNDFE Visual Identity Guidelines for Graphic Designers*.

#### **ii. Use of the UNDFE visual identity by non-UN entities**

Entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the UNDFE visual identity in accordance with the requirements outlined below.

The UNDFE visual identity and the logo of the non-UN entity using it must be displayed side by side, in accordance with the *UNDFE Visual Identity Guidelines for Graphic Designers*. The logo of the non-UN entity shall be accompanied by the following statement: “[the name of the entity] supports the UN Decade of Family Farming 2019-2028.”

When displaying the UNDF visual identity with more than one logo, specific rules regarding alignment, placement and spacing apply, which are outlined in the *UNDF Visual Identity Guidelines for Graphic Designers*.

#### *a) Information uses of the UNDF visual identity*

Information uses are those which are:

- Primarily illustrative;
- Not intended to raise funds;
- Not carried out by a commercial for-profit entity.

Non-UN entities may use the UNDF visual identity for information purposes without obtaining prior approval from the Joint Secretariat of the UN Decade of Family Farming.

#### *b) Fundraising uses of the UNDF visual identity*

Fundraising uses of the UNDF visual identity are those intended to raise resources to cover the costs of activities in support of the UN Decade of Family Farming (2019-2028). They may only be undertaken by non-commercial not-for-profit entities.

All non-UN entities interested in using the UNDF visual identity for fundraising purposes must send a request for approval to the Joint Secretariat of the UN Decade of Family Farming providing the following information:

- A short statement of identity (nature of the entity and general information regarding its membership and its objectives);
  - An explanation of how and where the UNDF visual identity will be used;
  - An explanation of how, when and where the fundraising will take place;
  - A summary budget;
  - An explanation of how the proceeds would be allocated to cover costs of activities in support of the UN Decade of Family Farming, including any proposed contributions that the entity would make to the United Nations and/or to local, national or other international organizations in support of the UN Decade of Family Farming Decade;
- A waiver of liability (please see the text below) signed by the entity requesting to use the UNDF visual identity.

#### *c) Commercial uses of the of the UNDF visual identity*

Commercial uses of the UNDF visual identity are all those undertaken by, or involving, commercial for-profit entities, as well as those intended to lead to commercial or personal financial profit.

All non-UN entities interested in using the UNDF visual identity for commercial purposes must send a request for approval to the Joint Secretariat of the UN Decade of Family Farming providing:

- A short statement of identity (nature of the company and its activities);
- An explanation of how and where the logo will be used;
- the names of the countries or territories where the logo will be used;
- the nature of the products or services that the company produce or sell in those areas;

- what profits the company expects to make from the use of the logo;
- A summary budget;
- Any proposed contributions that the company would make to the United Nations and/or to local, national or other international organizations in support of the UN Decade of Family Farming;
- A waiver of liability (please see the text below) signed by the entity requesting to use the visual identity.

Proposals for commercial uses of the UNDFE visual identity will be reviewed by the Joint Secretariat of the UN Decade of Family Farming on a case-by-case basis.

#### **IV. Length of use of the UNDFE visual identity**

The UNDFE visual identity may be used from May 2019 to December 2028. It may be used beyond 2028 for reporting and in reference to publications about the UN Decade of Family Farming.

#### **V. Liability**

All non-UN entities authorized to use the UNDFE visual identity, whether for information, fundraising or commercial purposes, acknowledge that:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- The UN, FAO and IFAD, do not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the UN, including FAO and IFAD, and their officials against any action that may be brought against the UN, including FAO and IFAD or their officials as a result of the use of the UNDFE visual identity by the entity.
- The UNDFE visual identity is the property of the UN and the UN owns all rights thereto, including its use.
- The UNDFE visual identity can only be used to identify events and activities related to the UN Decade of Family Farming for the period from 2019 to 2028.
- The Joint Secretariat of the UN Decade of Family Farming reserves itself the right to use, for reporting purposes, the information provided by the entity regarding the events or activities for which the visual identity is used.
- The authorization to use the UNDFE visual identity does not imply endorsement by the UN, FAO or IFAD of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.
- The UNDFE visual identity 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 that implies endorsement by the UN, FAO or IFAD of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.
- The UN, FAO and IFAD will not assume any responsibility or liability arising from the translation of the text of the UNDFE visual identity in non-UN official languages.

## **VI. Enquiries**

Please send enquiries to:

**Joint Secretariat of the UN Decade of Family Farming**

Food and Agriculture Organization of the United Nations (FAO)

Viale delle Terme di Caracalla

00153 Rome

Italy

**Email:** [Decade-Of-Family-Farming-Secretariat@fao.org](mailto:Decade-Of-Family-Farming-Secretariat@fao.org)

## Waiver of Liability for the use of the visual identity of the United Nations Decade of Family Farming (2019- 2028)

The undersigned acknowledges that, in using the visual identity for the United Nations Decade of Family Farming, as explained in its submission dated \_\_\_\_\_ to the Joint Secretariat of the United Nations Decade of Family Farming (the UN Decade of Family Farming) that is composed of members from the Food and Agriculture Organization of the United Nations (FAO) and the International Fund for Agricultural Development (IFAD):

- a. The undersigned is responsible for ensuring that the activities of the undersigned are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations (UN), FAO and IFAD do not assume any responsibility for the activities of the undersigned.
- c. The entity named below will hold harmless and defend the UN, including FAO and IFAD, and their officials against any action that may be brought against the UN, including FAO and IFAD, or their officials as a result of the use of the UN Decade of Family Farming visual identity.
- d. If the entity translates the text of the UN Decade of Family Farming visual identity into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The UN, FAO and IFAD do not assume any responsibility or liability arising from the translated text.
- e. The entity will use the UN Decade of Family Farming visual identity only after this application form and Waiver of Liability have been received by the Joint Secretariat of the UN Decade of Family Farming and the request to use the UN Decade of Family Farming visual identity has been approved.

Signed

Name of Entity

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Full Name (block letters)

Email

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Affiliation (block letters)

Date

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**Please send a signed form to:**

**Joint Secretariat of the UN Decade of Family Farming**

Food and Agriculture Organization of the United Nations (FAO)

Viale delle Terme di Caracalla

00153 Rome

Italy

Email: [Decade-Of-Family-Farming-Secretariat@fao.org](mailto:Decade-Of-Family-Farming-Secretariat@fao.org)