

World Statistics Day 2020

Logo Use Guidelines and Waiver of Liability



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 design concept is about showing how important trust data are in the world today which is the central theme of this year's World Statistics Day. The design of the logo reflects this with the use of a check mark blending into a bar chart whose data flows into the globe. Enclosing the elements in a full circle also portrays security. As in the 2015 logo, the blue color scheme is continued to be used as a link to the fact that blue is one of the official colors of the United Nations, as well as blue conveying universality and professionalism.

The World Statistics Day 2020 logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

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 World Statistics Day 2020 logo without obtaining prior

approval from the UN Statistics Division (UNSD). However, for reporting purposes, UNSD 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 World Statistics Day 2020 logo must be used only in its entirety. Moreover, if the UN office, Fund and 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 World Statistics Day 2020 logo.

Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from UNSD in accordance with the requirements outlined below.

The World Statistics Day 2020 logo is primarily intended for one kind of promotional use: information.

Information uses of the logo are those which are primarily illustrative.

The World Statistics Day 2020 logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity.

The logo of the entity must be given pre-eminence *vis-à-vis* the World Statistics Day 2020 logo and the following sentence must be included below or in the proximity of the entity's logo: "[*the name of the entity*] celebrates World Statistics Day 2020." The authorization is limited to the use of the World Statistics Day 2020 logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the World Statistics Day logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities.

Therefore, any non-UN entity interested in using the World Statistics Day 2020 logo must apply for approval directly from UNSD.

When requesting approval, the entities must provide:

- A short statement of identity
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (please see the form below) signed by the entity requesting to use the logo.

III. Length of use of logo

The World Statistics Day 2020 logo may be used from May 2020 to December 2020. The logo may be used beyond December 2020 for reporting and in reference to publications about the World Statistics Day 2020.

IV. Liability

All entities whose request to use the logo has been approved for the purposes specified herein must agree to the following provisions on waiver of liability.

- 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 United Nations does not assume any responsibility for the activities of the entity.
- 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 by the entity.

The waiver of liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by UNSD.

V. Disclaimer

- The World Statistics Day 2020 logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The World Statistics Day 2020 logo can only be used to identify events and activities related to World Statistics Day 2020.
- The World Statistics Day 2020 logo may only be used after a Waiver of Liability for the use of the logo has been received by UNSD and the request to use the logo has been approved.
- By using the World Statistics Day 2020 logo the entity agrees to provide information to UNSD on the events or activities for which it is used. This information will be used to promote World Statistics Day on a dedicated website and for reporting purposes on World Statistics Day.
- The authorization to use the World Statistics Day 2020 logo or the publication of an event organized by an outside entity does not imply United Nations' endorsement of the planned activities or the outside entity.
- The World Statistics Day 2020 logo 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 United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.
- Please give credit to the United Nations when using the World Statistics Day 2020 logo.

VI. Inquiries

Please send inquiries to:

United Nations Statistics Division (UNSD)
Office of the Director
Attention: World Statistics Day Coordinator

Email: statistics@un.org

Fax: +1 212 963 4569

(The Waiver of Liability is on page 5).