

World Statistics Day 2015

Logo 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 statistics is important in achieving better lives. The logo suggests a smiling face and a globe to highlight satisfaction of the human element and the global outreach. The percentage sign in the design symbolize the facts and figures normally displayed on statistical graphs and bar charts. A blue color scheme is 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 2015 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 2015 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 2015 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 2015 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 2015 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 2015 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 2015 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 2015 ." The authorization is limited to the use of the World Statistics Day 2015 logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the World Statistics Day 2015 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 2015 logo must apply for approval directly from UNSD.

When requesting approval, the entities must provide:

- A short statement of identity (nature of the entity and its objectives)
- 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 2015 logo may be used from March 2015 to October 2015. The logo may be used beyond October 2015 for reporting and in reference to publications about the World Statistics Day 2015.

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 2015 logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The World Statistics Day 2015 logo can only be used to identify events and activities related to World Statistics Day 2015.
- The World Statistics Day 2015 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 2015 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 2015 on a dedicated website and for reporting purposes on World Statistics Day 2015.
- The authorization to use the World Statistics Day 2015 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 2015 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 2015 logo.

VI. Inquiries

Please send inquiries to: United Nations Statistics Division (UNSD), email: statistics@un.org

(The Waiver of Liability is on page 5).

**Waiver of Liability
for the Use of the Logo of
“World Statistics Day 2015”**

The undersigned acknowledges that, in using the logo for the World Statistics Day 2015 as explained in its submission dated _____ to the United Nations Statistics Division:

- 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 does not assume any responsibility for the activities of the undersigned.
- c. The entity named below will 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.
- d. If the entity translates the text of the logo into non-UN official languages, the entity will 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.
- e. The entity will use the logo only after this Waiver of Liability has been received by the United Nations Statistics Division and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:

United Nations Statistics Division (UNSD), email: statistics@un.org; Fax: +1 212 963 4569