





Guidance for Local Networks on the use of the Global Compact logos

Use of the Global Compact's name and logos is governed by a policy available in all UN languages at:

http://www.unglobalcompact.org/AboutTheGC/gc_logo_policy.html

The following chart illustrates the logos that Local Networks are most likely to encounter and sets out when the logos may be used.

Type	 Regular GC logo	 Endorser logo	 Global Compact Network [country]	 UN Logo
Permission	Required from the GCO	Required from the GCO	Not required	Required from the UN Office of Legal Affairs
Other Languages	<ul style="list-style-type: none"> Available in all six official UN languages on request 	<ul style="list-style-type: none"> Available in all six official UN languages on request All text within the Endorser logo must be uniform, that is, in the same language. 	<ul style="list-style-type: none"> Available in other languages on request The Text "The Global Compact" in the logo must, however, be in an official UN language. 	<ul style="list-style-type: none"> Not applicable
Permitted Uses	<ul style="list-style-type: none"> Only for use when the Global Compact Office is itself directly involved, including co-organizing events and co-producing materials 	<ul style="list-style-type: none"> For use in training and/or other educational materials related to the Global Compact In documents and/or other materials designed to promote the principles of the Global Compact In statements outlining a participant's Global Compact-related activities In the context of a participant's Communication on Progress As a permanent graphical element of stationery, business cards, and other variably utilized print materials In the context of promoting or advertising products and services of a participant, provided that the logo is not used as a designation of origin In connection with fundraising for 	<ul style="list-style-type: none"> The logo should only be used for official Network purposes that are fully aligned to the Global Compact and its ten principles. The authorization to use the Global Compact Local Network logo is only granted to Networks that have entered into an MOU with the UN Global Compact Office. As Global Compact Local Networks, the networks cannot use any other kind of logos other than the standard logo provided by the GCO. 	<ul style="list-style-type: none"> Only for official uses by the UN only Permission to use the UN logo is rarely given.

		<p>the Global Compact or Global Compact-related activities</p> <p>NOTE:</p> <ul style="list-style-type: none"> The logo should appear to the right of the participants' own logo or be otherwise positioned to make clear who the "we" is. 		
Prohibited Uses	<ul style="list-style-type: none"> Any use of the logo as a component of an organization's own logo, trademark or other branding elements Any use of the logo for the promotion or advertising of products, services and other activities intended to solicit business Any use of the logo as a permanent graphical element of stationery, business cards or other variably utilized print materials Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products 	<ul style="list-style-type: none"> Any use that would suggest or imply that the Global Compact Office has endorsed or approved of the activities, products, and/or services of the organization, or that the Global Compact Office is the source of any such activities, products or services 	<ul style="list-style-type: none"> Uses for purposes not fully aligned to the Global Compact and its ten principles 	<ul style="list-style-type: none"> Permission to use the UN logo is rarely given.

Note:

- Requests to use the regular or endorser logo by participants should be made via online request system at the Participant Administration section of the UN Global Compact website using your organization's username and password (www.unglobalcompact.org/admin). A sample of the material or document on which the requester would like to put the logo and a short description of where the logo would appear should be uploaded in the system.
- Requests to use the regular or endorser logo by Local Networks should be sent to gclogo@un.org with a sample of the material or document attached in the email.
- Local Networks cannot grant permission to use the regular and endorser logos. They should instead direct requests to the GCO by email to gclogo@un.org with the sample (as above).
- All GC logos MUST be created by the Global Compact Office and MUST NOT BE MODIFIED.** Networks are asked to follow instructions outlined in the design manual and logo policy, which is provided at the time of the permission granted.
- Please contact gclogo@un.org for more information.