

## Policy on the use of the Global Compact name and logos



The Global Compact name and logo are the property of the United Nations Global Compact Office, are registered with the World Intellectual Property Organization, and are protected worldwide under Article 6*ter* of the Paris Convention for the Protection of Intellectual Property. The following guidelines govern the use of the Global Compact name and logo by Local Networks,<sup>1</sup> Partners,<sup>2</sup> Participants<sup>3</sup> and other Stakeholders,<sup>4</sup> of the Global Compact initiative.

The UN Global Compact Office reserves the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, removing the participant's name from the list of participants, revoking participant status, and/or instituting legal proceedings with the appropriate authorities. Any suspected misuse of the Global Compact name or logo in the context of the Global Compact should be referred to the UN Global Compact Office ([globalcompact@un.org](mailto:globalcompact@un.org)).

### 1. Use of the Global Compact name and logo

The UN Global Compact Office grants Participants and other Stakeholders a limited right to use its logo ("the Global Compact logo"), which is displayed above. The Global Compact Office's general policy is to permit its participants and other stakeholders to use the Global Compact logo only in the context of their activities promoting the Global Compact and its goals, but not in any manner that suggests or implies 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, and/or services.

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<sup>1</sup> Local Networks are organizational entities of Global Compact stakeholders with varying degrees of governance structure established to further the goals of the Global Compact and the Global Compact principles at the local and/or regional level.

<sup>2</sup> A Partner is an organizational entity with whom the Global Compact Office is working in the interests of furthering the goals of the Global Compact.

<sup>3</sup> Participants are companies and other organizational entities that have signed on to the Global Compact and that are expected to fulfill the requirement of communicating their progress to their own stakeholders.

<sup>4</sup> Stakeholders are Participants and other organizational entities that have expressed their support for and willingness to engage in the Global Compact and/or Global Compact activities or events.

In accordance with this policy, the following uses of the Global Compact logo will generally be permitted:

- 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.

However, for all proposed uses of the Global Compact logo, including those referred to above, the permission of the Global Compact Office must be sought in advance in writing (letter, fax or e-mail) from the Global Compact Office, United Nations, New York, NY 10017; [globalcompact@un.org](mailto:globalcompact@un.org) or Fax: +1-212-963-1207. The request should include information as to how the logo would be used.

Specifically, please note that the following uses will not be permitted:

- 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.

## **2. Use of the “We Support the Global Compact” logo**

Participants in the Global Compact and other Stakeholders are encouraged to advocate widely and express their support for the Global Compact and its principles. For such activities, the Global Compact Office may authorize Participants and other Stakeholders to use the modified “We Support the Global Compact” logo (hereinafter the “Modified Logo”).

Please note that the following conditions apply for the use of the Modified Logo:

- The Modified Logo is not to be used alone and must be used alongside the logo of the entity using it
- The Modified Logo may not be sub-licensed to any other entity without the prior written consent of the Global Compact Office
- The Modified Logo is not to be used in any manner that suggests or implies 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.

In accordance with this policy, the following uses of the Modified Logo will generally be permitted:

- 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 the Global Compact or Global Compact-related activities.

However, for all proposed uses, including those referred to above, permission to use the Global Compact logo must be sought in advance in writing (letter, fax or e-mail) from the Global Compact Office, United Nations, New York, NY 10017; [globalcompact@un.org](mailto:globalcompact@un.org) or Fax: +1-212-963-1207. The request should include information as to how the Modified Logo would be used.

Please note that the following uses will not be permitted:

- Any use of the logo in connection with fundraising that is unrelated to the Global Compact or Global Compact-related activities
- Any use of the logo suggesting or implying that the Global Compact Office approves or endorses the activities, products, and/or services of the organization
- Any use of the logo as an indicia of origin of products and/or services.



### **3. Use of the Name and Logos by Partners and Local Networks of the Global Compact**

The terms and conditions under which Partners of the Global Compact Office and Local Networks may use the Global Compact name and logo will normally be set out in documentation or agreements establishing or memorializing the relationship. In all other cases, where there is no agreement, the policies set forth herein will apply.

#### 4. Rules Governing the Reproduction and Display of the Logos

Maintaining consistency in the display of the Global Compact name and logo by the Global Compact and its Local Networks, Partners, Participants and other Stakeholders is an important aspect of the strategy to advocate the principles of the Global Compact. Accordingly, when participants, stakeholders, and local networks incorporate the Global compact name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the Global Compact name and logos.

- **Elements of the Logos.** The Global Compact logos are comprised of three unique elements: (1) the wording “The Global Compact” or “We Support The Global Compact; (2) The “globe” symbol, and (3) the clear space in the area surrounding the logo. The font of the wording is Charlemagne Bold.
- **Reproduction of the Logos.** Each of the Global Compact logos must be treated as a unique element and resized proportionally. The reproduction of the logos should be generated from high quality artwork. Accordingly, the authorized user is required to use the authorized artwork that is provided by the Global Compact Office. The logos or wording should never be reproduced by hand, nor should the wording be substituted with another typeface. The letters should not be altered or redrawn, nor should the elements be re-spaced.
- **Color of the Logos.** The logos use three colours: Pantone® 280 CVC (blue) Pantone® 173 CVC (red), and Pantone® 377 CVC (green). The logos may either be reproduced in color, or in black and white. In the case of the color logo, the colors from the artwork provided by the Global Compact Office should not be modified. To ensure readability, the color logo should always appear on a white or light-colored background. The logo may be reproduced in black and white for use on other backgrounds. A screen tint or shade should never be used when reproducing the Global Compact logo or Modified logo.
- **Appearance of the Logos.** In all materials on which the Global Compact logo is used, the Global Compact logo must appear in isolation, uncluttered by competing images. The logo should appear horizontally. The logo should not be used as part of a sentence or word phrase, or associated with any non-related symbols or graphical elements. The Modified Logo must not be used alone and must be used alongside the logo of the entity using it.

In order to ensure that the Global Compact name and logos are displayed consistently worldwide, the authorized user is required to provide the Global Compact Office with samples of all materials that bear the Global Compact name and logos. The Global Compact Office reserves the right to revoke the right to use the Global Compact name and logos if these guidelines or instructions by the Global Compact Office are violated.

#### 5. Use of the United Nations name and official emblem

The use of the United Nations name and emblem and any abbreviation thereof, is reserved for official purposes of the Organization in accordance with General Assembly resolution

92(I) of 7 December 1946. That resolution expressly prohibits the use of the United Nations name and emblem for commercial purposes or in any other way without the prior authorization of the Secretary-General, and recommends that Member States take the necessary measures to prevent the unauthorized use thereof.

The United Nations emblem may be authorized for use by non-UN entities in exceptional circumstances, such as for illustrative and educational purposes. All use of the UN emblem by non-UN entities requires the prior written authorization of the Secretary-General of the United Nations. Requests for such authorization should be submitted to the Office of Legal Affairs, United Nations, New York, NY 10017 or Fax: +1-212-963-3155.

Any suspected misuse of the United Nations name and emblem should be referred to the Office of Legal Affairs at the United Nations.

9 March 2005