

World Water Day 2014 Logo Guidelines

UN-Water has created these guidelines to assist you when using the World Water Day 2014 (WWD 2014) Logo. Please review the following carefully. You may only use the versions of the Logo provided here in 3 formats (eps, ai and jpg) and only in compliance with these requirements. **Any use of the Logo indicates your agreement to comply with these guidelines.**

The Value of the WWD 2014 Campaign

In order to protect the value of the WWD 2014 campaign, it is very important that the name and the Logo be used appropriately and only by the organizations and individuals who host events or activities in relation to the campaign and its theme, and in line with its objectives. The use of the Logo should be limited to personalize promotional materials and as a visual identifier for activities developed in the framework of the campaign. The Logo should not be used to promote a company or for any commercial purpose.

The WWD 2014 Logo

The WWD Logo is an original artwork that changes every year to match the theme of the Day. In 2014 World Water Day is the object of a unique campaign and visual identity on Water and Energy.



Standard version



Standard version (for use on light backgrounds)



Single colour version



Horizontal configuration, for use in situations where vertical space is at a premium.

A slightly simplified version of the logo may be used in situations where only single colours are printed. On dark backgrounds single colour versions should use white or WWD 14 Yellow (CMYK: 4, 0, 70, 0), WWD 14 Sky blue (CMYK: 62, 11, 0, 0) or WWD 14 Orange (CMYK: 0, 57, 83, 0)



single colour standard arrangement



Single colour vertical arrangement



Single colour horizontal arrangement

On light backgrounds WWD 14 Ocean Blue (CMYK: 77, 35, 21, 6), WWD 14 Orange (CMYK: 0, 57, 83, 0), WWD 14 Dark Blue (CMYK: 95, 59, 51, 55)



How not use the logo

The logo should not be altered in any manner. This includes its font, proportions, colours (other than the unofficial palette), elements or location of any of the text or graphics. You should not animate, morph, or otherwise distort its perspective or two-dimensional appearance. Some examples of improper use are shown below



Improper use (unofficial colours used in typography and symbol)



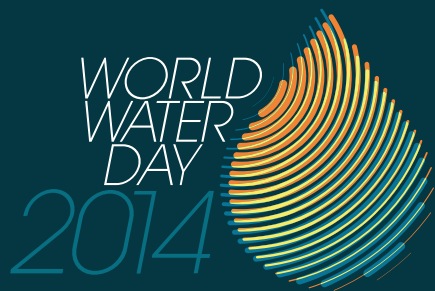
Improper use (light coloured logo on light background)



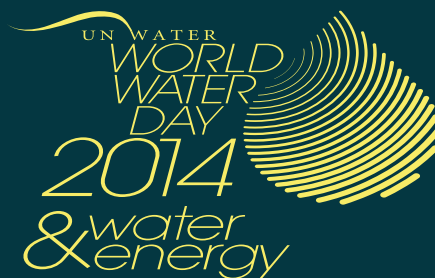
Improper use (perspective has been altered)



Improper use (unofficial typeface used)



Improper use (UN-Water identifier has been removed from the logo)



Improper use (proportions have been altered)

Where to use the Logo

Web pages

The Logo may be used on your Web site as long as it is directly associated with the campaign and provides a link to the official website <http://www.worldwaterday.org>. A series of launch buttons and web banners are also available.

Advertising

The Logo may be used in advertising and other promotional materials ONLY if it is directly associated with the official WWD 2014 campaign.

Where NOT to use the WWD Logo

The Logo may not be used on products or on packaging.

The Logo may not appear on or in connection with any marketing materials for any company/organization other than the one hosting a WWD 2014 activity related to the campaign.

The United Nations name and the UN-Water name or any potentially confusing variations may never be incorporated as part of the name of a product or service of your organization/company.



Improper use (unlicensed use on a product)



Sponsored by ACME

Improper use (used in association with a company other than the coordinating agencies)

Notice

Please include the following notice on all marketing material as appropriate:

World Water Day is held annually on 22 March as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. <http://www.worldwaterday.org>

Review and Approval Process

You agree to cooperate fully with any request by UN-Water to review any materials reflecting the WWD 2014 Logo and to promptly make any changes required by UN-Water to conform to these Guidelines.

Other Terms and Conditions

You hereby acknowledge UN-Water's ownership of the WWD 2014 Logo, agree not to challenge or otherwise carry out any act that would impair UN-Water's rights in the Logo and further agree not to register or otherwise attempt to obtain rights in this Logo or any confusingly similar mark. Nothing herein is intended to grant any right in the Logo other than the right to use the Logo in accordance with the requirements set forth herein. Your license to use the Logo will terminate no later than termination or expiration of your activities in relation to the WWD campaign celebrated in 2014. Notwithstanding any other termination provision, however, UN-Water reserves the right to terminate your right to use the Logo for any use that does not conform to these requirements, that infringes on UN-Water's intellectual property or other right, or that violates other applicable law.