

# LOGO AND BRANDING GUIDELINES

**10YFP SECRETARIAT**



## USE OF THE 10YFP LOGO: GUIDELINES FOR CONTRIBUTING INITIATIVES

These guidelines are for general use of the 10YFP logo for initiatives (activities, projects, events) that are contributing to 10YFP objectives within the thematic focus of the Programmes. The 10YFP will endeavor to increase the visibility of these initiatives through its networks, including through the SCP clearinghouse.

***N.B. For initiatives that have already undergone an approval process, (including for Programme portfolios and Trust fund projects) – this guidance does not need to be followed. Once the portfolios are developed, the initiatives would be granted use of the logo as part of that process. This guidance is to use in the interim - or for relevant activities that have not been included in the portfolio.***

### 1. Terms and conditions of use

The 10YFP logo may be used by initiatives that contribute to the 10YFP objectives, subject to the following terms and conditions:

- a) Permission is requested and granted by the Programme coordination desk before the logo is used;
- b) The initiative clearly contributes to the objectives or activities of the 10YFP;
- c) The logo is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the 10YFP.
- d) The logo is not used for commercial purposes;
- e) The logo shall be used in its entirety without distorting, modifying or separating its component elements;
- f) The logo is granted for a specific communications product, initiative, activity or project that contributes to the 10YFP objectives; it is not granted to the user/organization for indefinite use.
- g) Permission to use the 10YFP logo does allow the user rights of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.
- h) Examples of contributing initiatives which may be granted permission to use the logo include: publications, events, projects, specific activities, etc.
- i) The instructions for the logo use in section 5 of this document are followed correctly.
- j) The reporting requirements as outlined in section 4 are completed.

### 2. Request for permission to use the logo

Request for permission is to be submitted to the 10YFP Programme coordination desk. The 10YFP Secretariat can be consulted if the coordination desk requires it.

The requesting organization will be required to submit:

- A completed 10YFP logo authorization form (provided in Annex 1)
- In attachment, the most relevant official supporting document for the initiative. For example: for events- the agenda, for a publication- the document, for a project- the project document etc.

If the Programme has its own logo, the activities relating to the programme can use either the logo of the programme or the 10YFP logo following the same guidelines. Cross-cutting initiatives will use the main 10YFP logo.

***N.B Trust fund projects endorsed by the 10YFP Board that did not receive funding will be given an official endorsement letter from the 10YFP Secretariat allowing the use of the logo in resource mobilization. If the project is funded by an entity other than the 10YFP, the use of 10YFP logo can be granted to the project once it is under implementation based on an email request (full request not be necessary).***

### 3. Assessment of the request and granting authorization

The contribution of the initiative to the 10YFP objectives will be evaluated in a standardized and transparent way by the 10YFP Programme coordination desk.

- The 10YFP programme coordination desk will evaluate technical contribution to the programme's objectives, activities and deliverables (Authorization Form in Annex 1). If the request concerns a cross-cutting activity meeting the objective of the 10YFP *i.e that would not fit clearly in the Programme*, then the request should be submitted to the 10YFP Secretariat.
- Initiatives which meet all the criteria will be eligible to use the 10YFP logo.
- A record of the initiatives authorized to use the logo will be maintained by the coordination desks and submitted to the 10YFP Secretariat ([katie.tuck@unep.org](mailto:katie.tuck@unep.org)) on an annual basis by the 15th March each year.

### 4. Reporting to the 10YFP on the initiative authorized to use the logo

The organization requesting authorization to use the logo will be expected to report to the Programme Coordination Desk on the initiative.

- A simple reporting template is in Annex 2 of these guidelines.
- Reports will be submitted to the coordination desk by the initiative on an annual basis from the date of validation. Authorization to use the 10YFP logo will be withdrawn to initiatives that do not comply with this reporting requirement
- The coordination desk will consolidate this reporting by the 1<sup>st</sup> of March of each year.

### 5. Type of logo and Sign-off

Sign-off shall be used for communication products, activities and initiatives which are granted use of the logo. The 10YFP logo shall appear together with a text line which explains the nature of involvement of the 10YFP. The text shall be proportional to the use of the logo.

Below is a non-exhaustive list of text lines which can appear together with the 10YFP logo:

- An initiative contributing to (10YFP logo)
- In collaboration with (10YFP logo)
- Supported by the (10YFP logo)

The 10YFP logo that will be authorized for use by contributing initiatives:



The logo of the 10YFP must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure...) can infringe upon.

Example of Programme logo below which should follow the same guidance as outlined in this document.



**Sustainable Tourism**  
PROGRAMME  
Committed to drive the change

### **Annex 1 Authorization Form to use the 10YFP logo (to be completed and extracted)**

*The completed form should not exceed 3 pages length.*

<b>Reference of request</b>	<i>Programme Acronym/Number (eg. STP/01)</i>
<b>Title of the initiative</b>	
<b>Submitting organization</b>	
<b>Type of organization</b>	<i>(e.g. not for profit, private sector)</i>
<b>Contact details</b>	<i>(including name, address, telephone and email address)</i>
<b>Type of initiative</b>	<i>(e.g. publications, events, projects, specific activities, etc)</i>
<b>Thematic area of contribution within the 10YFP Programme</b>	<i>(how initiative contributes to the objective(s) or work area(s) of the Programme)</i>
<b>Geographical scope</b>	<i>(global, regional, national – please specify region or country)</i>

<b>Summary of the initiative.</b> Briefly describe the initiatives and its objectives	<i>Max 150 words</i>
<b>How does the initiative substantially contribute to the goals and principles of the 10YFP and the shift to SCP patterns?</b>	<i>Max 150 words</i>
<b>How does the initiative contribute to the 10YFP programme's objectives?</b>	<i>Max 150 words</i>
<b>Relationship to and synergies with other relevant work and initiatives</b>	<i>Max 150 words</i>
<b>Additional remarks (optional)</b>	<i>Max 100 words</i>

<b>Evaluation criteria</b>	<b>To be completed by the 10YFP programme</b>
<b>The request to use the logo is clearly for an initiative and not for an organisation?</b>	<i>yes/no</i>
<b>The request implies only endorsement of the initiative and not of the requesting organization?</b>	<i>yes/no</i>
<b>The initiative contributes to the objectives of the 10YFP and to the shift to SCP patterns</b>	<i>yes/no</i>
<b>The initiative contributes to the objectives of the 10YFP programme's objectives?</b>	<i>yes/no</i>
<b>The initiative contributes to one of the work areas of the 10YFP programme?</b>	<i>yes/no</i>
<b>The requesting organization agrees to the terms and conditions of the use of the logo?</b>	<i>yes/no</i>



**Terms and conditions of use**

The 10YFP logo may be used by contributing initiatives subject to the following terms and conditions:

- Permission is requested and granted by the Programme coordination desk before the logo is used;
- The initiative clearly contributes to the objectives or activities of the 10YFP;
- The logo is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the 10YFP.
- The logo is not used for commercial purposes;
- The logo shall be used in its entirety without distorting, modifying or separating its component elements;
- The logo is granted for a specific communications product, initiative, activity or project that contributes to the 10YFP objectives; it is not granted to the user/organization for indefinite use.
- Permission to use the 10YFP logo does allow the user rights of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.
- Examples of contributing initiatives which may be granted permission to use the logo include: publications, events, projects, specific activities, etc.
- The instructions for the logo use in section 5 of this document are followed correctly.
- The reporting requirements as outlined in section 4 are completed.

Reports will be submitted to the Programme coordination desk using the template provided in Annex 2 on an annual basis from the date of validation. You are therefore expected to submit your first report on your by **(insert date)** and every 12 months thereafter. Authorization to use the 10YFP logo will be withdrawn to initiatives that do not comply with this reporting requirement.

<p><i>To be completed by the organization granted to use the logo: I, <b>(Insert Name)</b> representing <b>(Insert organization)</b> hereby accept and commit to the above terms and conditions of use for the logo of the 10YFP or associated Programme.</i></p>	<p><i>To be completed by the coordination desk. Authorization granted based on the terms and conditions outlined.</i></p>
<p><b>Name and title</b></p>	<p><b>Name and title</b></p>
<p><b>Date and signature</b></p>	<p><b>Date and signature</b></p>

Annex 2 Reporting template to be completed by the Organization granted to use the logo (*Maximum Two Pages*)

Name and title of Contact	<i>eg. Ms Sheila Tan,</i>	<i>Senior Programme Officer</i>			
Name and location of organization	<i>eg. Institute of Technology</i>	<i>Kuala Lumpur, Malaysia</i>			
Title of initiative	Activities undertaken	Results achieved	Partners involved	Additional Comments	Attachments
		<p><i>To the extent possible, please be explicit on impacts achieved in relation to the specific 10YFP programme objectives. Inclusion of GHG emission reduction is also requested if available.</i></p>			<p><i>List any annexes that you would like to attach to the report (e.g. photos)</i></p>