



LOGO GUIDELINES

April 2025

4TH INTERNATIONAL CONFERENCE ON FINANCING FOR DEVELOPMENT

LEGAL GUIDELINES FOR USE

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.

1. DESIGN

The logo for the 4th International Conference on Financing for Development, or often referred to as FfD4, represents the seven action areas of the Addis Ababa Action Agenda through a vibrant mosaic of multi-coloured squares. Each coloured box symbolizes a distinct action area - starting from bottom left: domestic public resources, development cooperation, technology and capacity, trade, debt, systemic issues and private business and finance. The ascending arrangement of the squares reflects progress and growth, emphasizing the collective effort required to advance global financing for sustainable development. The text beneath, "Seville 2025," anchors the conference in its specific time and place, underscoring its importance as a milestone event.

The 4th International Conference on Financing for Development 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.

2. USE OF THE LOGO

I. 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 4th International Conference on Financing for Development logo without obtaining prior approval from the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office. However, for reporting purposes, the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office 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 4th International Conference on Financing for Development logo must be used 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 4th International Conference on Financing for Development logo.

II. 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 the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office in accordance with the requirements outlined below.

The logo of the 4th International Conference on Financing for Development is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative; and
- Not intended to raise funds.

The 4th International Conference on Financing for Development logo must be used 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 via-à-vis the 4th International Conference on Financing for Development logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the 4th International Conference on Financing for Development." The authorization is limited to the use of the 4th International Conference on Financing for Development logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 4th International Conference on Financing for Development 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 4th International Conference on Financing for Development logo must apply for approval directly from the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office.

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 on p.5) signed by the entity requesting to use the logo.

b) Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of 4th International Conference on Financing for Development to be held from 30 June to 3 July 2025.

The 4th International Conference on Financing for Development 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 preeminence via-à-vis the 4th International Conference on Financing for Development and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the 4th International Conference on Financing for Development." The authorization is limited to the use of the 4th International Conference on Financing for Development, and the United Nations emblem cannot be used by the entity.

The authorization to use the 4th International Conference on Financing for Development 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 4th International Conference on Financing for Development logo must apply for approval directly from the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office.

When requesting permission to use the 4th International Conference on Financing for Development logo for fundraising purposes, 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.
- An explanation of how, when and where the fundraising will take place.
- A summary budget.
- An explanation of how the proceeds would be allocated to cover costs of activities in support of the 4th International Conference on Financing for Development, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the 4th International Conference on Financing for Development.
- A waiver of liability (please see the text below) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The 4th International Conference on Financing for Development logo may be used from February 2025 to July 2025. The logo may be used beyond July 2025 for reporting and in reference to publications about the 4th International Conference on Financing for Development.

4. 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 the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office.

4. DISCLAIMER

- The 4th International Conference on Financing for Development, logo is property of the United Nations.
- The 4th International Conference on Financing for Development logo can only be used to identify events and activities related to the 4th International Conference on Financing for Development.
- The 4th International Conference on Financing for Development logo may only be used after a Waiver of Liability for the use of the logo of the 4th International Conference on Financing for Development has been received by the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office and the request to use the logo has been approved.
- By using the 4th International Conference on Financing for Development logo the entity agrees to provide information to the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office on the events or activities for which it is used. This information will be used for reporting purposes on the 4th International Conference on Financing for Development.
- The authorization to use the 4th International Conference on Financing for Development 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 4th International Conference on Financing for Development 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 4th International Conference on Financing for Development logo.

5. INQUIRIES

Please send any inquiries or requests for commercial and fundraising use to:

UN Department of Economic and Social Affairs (DESA), Financing
for Sustainable Development Office (FSDO),
Two UN Plaza, DC-2, 23rd Floor,
New York, NY 10017, USA

Email: desa-ffd4-stakeholders@un.org

(The Waiver of Liability is on page 5).

WAIVER OF LIABILITY

4TH INTERNATIONAL CONFERENCE ON FINANCING FOR DEVELOPMENT

The undersigned acknowledges that, in using the logo for the 4th International Conference on Financing for Development as explained in its submission dated _____ to the UN Department of Economic and Social Affairs, Financing for Sustainable Development Office:

- 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 UN Department of Economic and Social Affairs, Financing for Sustainable Development Office and the request to use the logo has been approved.

SIGNED _____

FULL NAME
(BLOCK LETTERS) _____

AFFILIATION
(BLOCK LETTERS) _____

NAME OF
ORGANIZATION _____

EMAIL _____

DATE _____

PLEASE EMAIL THE SIGNED FORM TO:

UN Department of Economic and Social Affairs (DESA), Financing for Sustainable Development Office (FSDO),

Two UN Plaza, DC-2, 23rd Floor, New York, NY 10017 USA

Email: desa-ffd4-stakeholders@un.org



LANGUAGES





LOGO
PAIRING
FOR UN
ENTITIES*



* United Nations
offices, Funds and
Programmes and
other subsidiary
organs and
organizations
of the United
Nations System.

LOGO
PAIRING
FOR NON-UN
ENTITIES*



[the name of the entity] supports the 4th International Conference on Financing for Development

* Entities outside the UN System, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



X DO NOT USE dark and bright colors behind the logo which reduce legibility.



X DO NOT USE/CHANGE colours other than those specified in the logo file.



X DO NOT USE busy photographs behind the logo which reduce legibility.



X DO NOT USE drop shadows, embossing, or add other effects to the logo.



X DO NOT DISTORT the logo in any way, no stretching or skewing is permitted.



X DO NOT ADD graphic elements to the logo, or place within icons such as the SDG Wheel.

COLOURS

C15 M100 Y85 K4 R95 G31 B51 #C31F33

C0 M70 Y96 K0 R243 G11 B39 #F36F27

C0 M45 Y96 K0 R249 G157 B38 #F99D26

C88 M38 Y50 K10 R11 G115 B119 #0B7377

C82 M100 Y15 K2 R40 G154 B71 #289A47

C93 M74 Y0 K0 R33 G86 B166 #2156A6

C60 M92 Y21 K4 R123 G56 B122 #7B3879

Barlow Bold
for the conference name
and for main titles

Barlow Medium
for subtitles and taglines

Barlow Regular for the body text