



# LOGO USAGE GUIDELINES

---

---

LEGAL GUIDELINES

3

---

## LEGAL GUIDELINES FOR USE

---

### 1. DESIGN

The aim of The Ocean Conference is to advance implementation and support the achievement of Sustainable Development Goal (SDGs) #14 and in this regard. The logo consists of spin of SDGs, ocean wave and the words "United Nations Ocean Conference". The blue colour represents the United Nations and SDG#14. Set in the Sustainable Development Goals (SDGs) colour palette, the main visual conveys the message that the United Nations is convening an Ocean conference to explore major structural transformations and common shared solutions that are anchored in the SDGs. The waves make the obvious linkage to the ocean and people's enthusiasm to start a new chapter of global ocean action. The words "The Ocean Conference" appear to the side or under the visual image, depending on whether it is for vertical or horizontal space, and the "United Nations" appears above to ensure that there is an understandce". Ttnh40.4 (U)-23.5 (n)-10.1 (i)-19.3 (t)1.5 (e)-20.4 (d N)-12.2 (a)-13.8 (t)-4.6 (i)-10.5 (o)-15.8 (i)-7.8 (s c)-18.9 (o)-15.2 6therer p13.3 o.hnncp-(n)-K7 (i)715.2i

Therefore, any non-UN entity interested in using The Ocean Conference logo must apply for approval directly from the United Nations Department of + P S F E P ' S Q Q Y R M G E X M S R W

; L I R V I U Y I W X M R K E T T V S Z E P X L I I R X M X M I W Q Y W X T V S Z M H I

- 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 T P I E W M I X I J S V Q R T E K I signed by the entity requesting to use the logo.

3.

---

; % - : ) 63 \* 0- % & - 0 \* 86-8, ) 97 ) 3\* 8, ) 03 + 33\* ^ 8, ) 3' ) % 2' 3 2 \* ) 6 ) 2 ' ) %o

8 LIY R H I V W N E G O I R H S [ P I X H K E M R W M K L I P S K J S V  
8 U 3 G I E ' R S R J I V I E V G T P E M I R M H W F Q M W H E M I S R  
X S L I 9 2 ( I T E V X Q S U R X S F E S Q Q Y R M G E X M S R W

E 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.

F The United Nations does not assume any responsibility for the activities of the undersigned.

GThe entity named below will hold harmless and defend the United Nations and its  
S J J M G M E P W E K E M R W X E R ] E R r P 0



---

9 7 % + p 3 + 3 ; , - 8 ) : ) 6 7 - 3 2

---



---

The WHITE VERSION of the logo can be used on any of the colours of the Sustainable  
( I Z I P S T Q I R X + S E P W G S P S Y V W G L I Q I E W P S R K E W X L I V I M W W Y ¼ G M I R X G S R X V E W X

The logo should ONLY be used on black if necessary due to a black/white application.

---





---

9 7 % + 0 3 + 3 \* \* - ' - % 0 0 % 2 + 9 % + ) 7

---

% 6 % & - '

', - 2 ) 7 )

UNITED NATIONS

## CONFERENCE

ENGLISH

\* 6 ) 2 ' ,

RUSSIAN

7 4 % 2 - 7 ,

---

---

97% + p3 + ALTERNATIVE VERSIONS

---

---

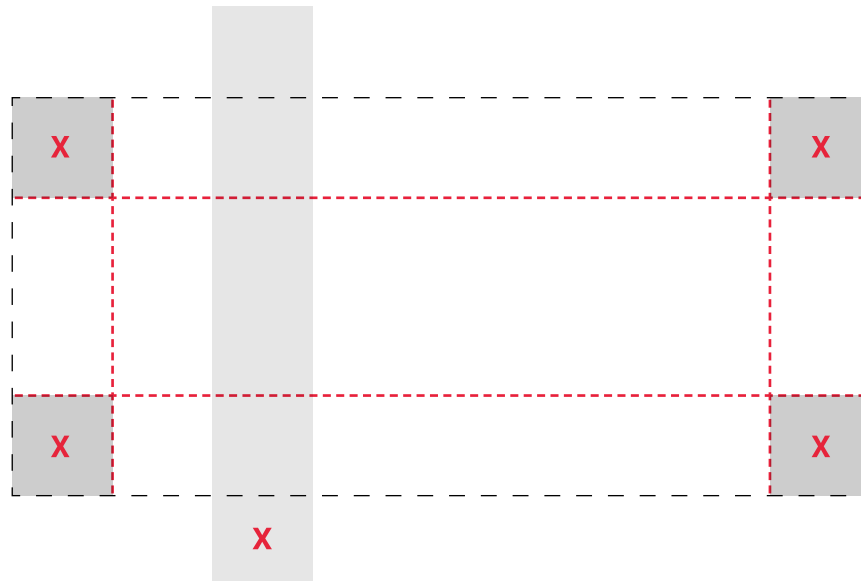
---

# SPECS

---

' 0 ) % 6 % 2 ' % 6 ) % 0 3 + 3

---



---

CLEARANCE AREA around the logo should allow for breathing room all around the logo,  
approx. 1/2 of the SDG Wheel diameter.

---

---

9 7 % + 3 + 3 4 % - 6 - 2 +

---

?2EQI SJ IRMXJ ;IA WYTTSVX W XLI 92 3GIER 'SRJIVIRGI

---

)RXMXMIW SYXWMHI XLI 92 WJWXIQ MRGPYHMRK +SZIVRQIRXW MRXIVKSZIVRQIRXEP SVKERM^EXMSRW RSX JSV  
8LI 92 3GIER 'SRJIVIRGI PSKS QYWX FI EGGSQTERMIH F] XLI XI\X

---



---

97 % + p 3 + 3

---

---

---



# TYPOGRAPHY

---

ROBOTO

---

ROBOTO – BOLD

6 3 & 3 8 8 & 0 % ' /

6 3 & 3 8 3 ' 3 2 ( ) 2 7 ) (

---

ROBOTO font is most often used for body copy and additional information.

---