



LOGO GUIDELINES

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Summit of the Future

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SUMMIT OF THE FUTURE

The Summit of the Future is a high-level event, bringing world leaders together to forge a new international consensus on how we deliver a better present and safeguard the future.

Effective global cooperation is increasingly critical to our survival but difficult to achieve in an atmosphere of mistrust, using outdated structures that no longer reflect today's political and economic realities. This once-in-a-generation opportunity serves as a moment to mend eroded trust and demonstrate that international cooperation can effectively achieve agreed goals and tackle emerging threats and opportunities.

The Summit of the Future logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Interested entities are encouraged to translate text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

USE OF THE SUMMIT 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, programmes, and other subsidiary organs and organizations within the United Nations System may use the Summit of the Future logo without prior approval from the UN Department of Global Communications, provided that the logo is used in connection with the goals, objectives, and activities of the Summit of the Future.

For reporting purposes, the Department of Global Communications 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. Please email the UN Department of Global Communications, Development Section, United Nations Secretariat at dgccampaigns@un.org.

The Summit of the Future logo must be used in its entirety. Moreover, if the UN office, Funds 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 Summit of the Future 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 Executive Office of the Secretary-General in accordance with the requirements outlined below.

The Summit of the Future logo is primarily intended for information.

Information uses of the logo are those that are primarily illustrative and not intended to raise funds.

The Summit of the Future 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 vis-à-vis The Summit of the Future 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 Summit of the Future." The authorization is limited to the use of The Summit of the Future logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Summit of the Future logo does not permit the user to sub-license or to further authorize the use of the Summit logo to any other entities. Therefore, any non-UN entity interested in using the Summit of the Future logo must apply for approval directly from the Executive Office of the Secretary-General.

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 (page 03) signed by the entity requesting to use the logo.

LEGAL GUIDELINES

Summit of the Future

LOGO LENGTH OF USE

The Summit of the Future logo may be used from August to December 2024. The logo may be used beyond December 2024 for reporting purposes.

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 United Nations Executive Office of the Secretary-General.

DISCLAIMER

The Summit of the Future logo is the property of the United Nations.

The Summit of the Future logo can only be used to identify events and activities related to the Summit of the Future.

The Summit of the Future logo may only be used after a Waiver of Liability for the use of the logo and has been received by the United Nations Executive Office of the Secretary-General and the request to use the logo has been approved.

By using the Summit of the Future logo, non-UN entities agree to provide information to the United Nations Executive Office of the Secretary-General on the events or activities for which it is used. This information will be used for reporting purposes on the Summit of the Future.

The authorization to use the Summit of the Future 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 Summit of the Future 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 Summit of the Future logo.

INQUIRIES AND PERMISSIONS

Please email inquiries to the United Nations Executive Office of the Secretary-General.

Email: summitofthefuture@un.org

Waiver of liability for the use of the logo of “Summit of the Future”

The undersigned acknowledges that in using the Summit of the Future logo, as explained in its submission to the United Nations Executive Office of the Secretary-General:

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 United Nations Executive Office of the Secretary-General 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:

Please email inquiries to the Executive Office of the Secretary-General.
Email: summitofthefuture@un.org

Horizontal Logo



Vertical Logo



LANGUAGE VERSIONS

Summit of the Future

Arabic



Chinese



French



English



Russian



Spanish



LANGUAGE VERSIONS

Summit of the Future

Arabic



مؤتمر القمة
المعني بالمستقبل
خطتنا المشتركة

Chinese



未来峰会
我们的共同议程

French



Sommet
de l'avenir
Notre Programme commun

English



Summit of
the Future
Our Common Agenda

Russian



Саммит
будущего
Наша общая повестка дня

Spanish



Cumbre
del Futuro
Nuestra Agenda Común

BLACK AND WHITE

Summit of the Future

In addition to our full-color logo, the black and white versions of our logo are essential for maintaining brand consistency across various applications. These variations ensure that our logo remains versatile and recognizable, even in situations where the use of color is not feasible or when a more minimalist design approach is required.



COLOURS

Designs must lead with our primary blue for big brand moments and use on our secondary yellow, light grey and dark blue as accent colours. Black, white and blue are our default text colours.

Primary Colours

RGB: 255, 255, 255 | **CMYK:** 0, 0, 0, 0 | **Hex:** ffffff

RGB: 0, 158, 219 | **CMYK:** 80, 20, 0, 0 | **Hex:** 009EDB

RGB: 251, 176, 78 | **CMYK:** 0, 35, 80, 0 | **Hex:** FBB04D

Secondary Colours

RGB: 0, 0, 0 | **CMYK:** 60, 50, 50, 100 | **Hex:** 000000

RGB: 238, 234, 231 | **CMYK:** 8, 8, 8, 0 | **Hex:** EEEAE9

RGB: 0, 73, 135 | **CMYK:** 100, 70, 0, 10 | **Hex:** 004987

On all Summit of the Future assets ensure typography is always clear and legible.

Consider artwork sizing and the final application of type within those parameters. Typography should never be squashed or distorted.

Oswald Medium is applied in all caps to headings only.

OSWALD MEDIUM

Roboto and Roboto Condensed Bold is to be applied in social media, presentation, or other larger format applications. It is to be used for subheadings, simple sets of bullet points, or to highlight key words within pull quotes.

Roboto Bold

Roboto Condensed Bold

Roboto Regular may be applied to large and small format applications. While Roboto Condensed Regular may be used for larger format applications such as social media, presentations and large format signage.

Roboto Regular

Roboto Condensed Regular

Roboto Italics can be applied to quotes and references within smaller text format applications such as; publications, leaflets and reports and should be used sparingly.

Roboto Italics

Roboto Condensed Light can be applied to small volumes of text to assist with text hierarchy in smaller text format applications such as; publications, leaflets and reports and should be used sparingly.

Roboto Light

CLEAR SPACE

Clear space is the minimum amount of space that must be left around the logo. This space should be free of any text, graphics, or other elements. To maintain the logo's integrity, a minimum clear space equivalent to the width of the blue or yellow arrows should be maintained on all sides of the logo.

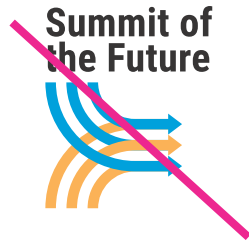


INCORRECT USE OF LOGO

Summit of the Future



Do not alter the colours



Do not remove elements



Do not add effects such as drop shadows



Do not stretch, distort or squash



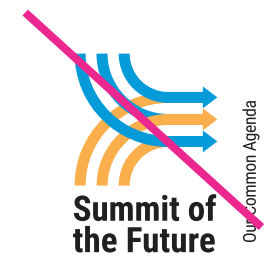
Do not add new elements



Do not change the opacity



Do not alter the typeface



Do not rearrange the elements

BACKGROUND

Summit of the Future



The full-color logo should be placed on light backgrounds free from elements that compromise its visibility and clarity. Additionally, the black and white versions of the logo should be used on solid color backgrounds to maintain their distinctiveness and legibility. The black logo is best suited for light solid backgrounds, while the white logo is ideal for dark solid backgrounds.

LOGO PAIRING

Summit of the Future



When pairing the Summit of the Future logo with other logos, it is crucial to maintain its visual integrity and visibility.
