

LOGO POLICY



United Nations
Global Compact

The United Nations Global Compact name and logo are the property of the United Nations Global Compact (“UN Global Compact”), registered with the World Intellectual Property Organization, and protected worldwide under Article 6*ter* of the Paris Convention for the Protection of Industrial Property. The following guidelines govern the use of the UN Global Compact name and logo by partners¹, participants², and other stakeholders³ of the UN Global Compact. Use of the UN Global Compact name and logo by Global Compact Local Networks (“Local Networks”) is governed by internal agreements.

Permission of the UN Global Compact must be sought in advance and in writing prior to any use of the UN Global Compact logo. Participants are requested to provide a sample of the document via the [online logo request system](#) and indicate where on the sample the logo would appear.

The UN Global Compact reserves the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, changing a participant’s status from “active” to “non-communicating,” removing the participant’s name from the list of UN Global Compact participants (delisting), and/or instituting legal proceedings with the appropriate authorities. The UN Global Compact also reserves the right to reject the application of organizations that misuse the UN Global Compact/United Nations name and/or logo prior to joining the initiative. Please refer any suspected misuse of the UN Global Compact name or logo to info@unglobalcompact.org.

Kindly note that all participants of the UN Global Compact should describe their engagement in the UN Global Compact as a “participant,” never as a “member.” The UN Global Compact works with organizations that are willing to participate in learning and dialogue; it is not a membership-based initiative and does not endorse or certify the corporate sustainability performance of its participants.

¹ A partner is an organizational entity with whom the UN Global Compact is collaborating to further the goals of the UN Global Compact.

² A participant is an organization that has submitted a letter to the UN Secretary-General expressing the organization’s support of and intention to advance the Ten Principles of the UN Global Compact. The organization is also expected to fulfill the requirement of communicating progress to its stakeholders. See more information [here](#) on how to participate.

³ A stakeholder is an organizational entity that is not a participant but has expressed its support for and willingness to engage in the UN Global Compact and/or UN Global Compact activities or events.

1. Use of the UN Global Compact Name and Logo



The UN Global Compact logo, displayed above, is generally reserved for the official use of the UN Global Compact only. Exceptionally, the UN Global Compact may grant a limited right to use the logo to partners, participants, or other stakeholders in the context of their activities promoting the UN Global Compact and its goals, but not in any manner that suggests or implies that the UN Global Compact has endorsed or approved of the activities, products and/or services of the organization, or that the UN Global Compact is their source. In most circumstances, participants should use the “We Support UN Global Compact” logo described below.

2. Use of the UN Global Compact Endorser Logo



Participants in the UN Global Compact are encouraged to widely advocate and express their support for the UN Global Compact and its principles. For such activities, the UN Global Compact may authorize participants to use the “We Support UN Global Compact” (“Endorser”) logo above. To request permission to use the Endorser logo, an organization must:

- (1) Be an active participant of the UN Global Compact, with an active CoP/CoE status; and
- (2) Non-business organizations must have submitted a CoE.

Please note that the following conditions apply for the use of the Endorser logo:

- The logo must be placed in such a manner that it is clear from the context to which organization the “We” refers.
- The logo may not be sub-licensed to any other entity without the prior written consent of the UN Global Compact.
- The logo and UN Global Compact name are not to be used in any manner that suggests or implies that the UN Global Compact has endorsed or approved of the activities, products, and/or services of the organization, or that the UN Global Compact is the source of any such activities, products or services. Generally, per the Brand Guidelines, a participant’s logo should not be placed on the same level as the Endorser logo.
- Permission to use the Endorser logo lapses if the participant is delisted from the UN Global Compact.
- Participants and stakeholders that have been authorized to use the Endorser logo on their website are strongly encouraged to link the logo to the UN Global Compact homepage at www.unglobalcompact.org.

In accordance with this policy, use of the Endorser logo will generally be permitted in documents and/or other material that relates to the participant’s commitment to the UN Global Compact, its principles and/or outlines a participant’s UN Global Compact-related activities.

Any use of the Endorser logo, or any other logo of the UN Global Compact, without a clear connection to the mission, principles and/or activities of the initiative, will generally not be permitted. Prohibited uses include, but are not limited to:

- Any context of promoting or advertising products and services of a participant;
- Any use of the logo in connection with fundraising;
- Any use of the logo in connection with events/conferences in which the UN Global Compact is not a participant/host;
- Any use of the logo as a component of an organization's own logo, trademark or other branding elements;
- Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products;
- Any use of the logo in the header and/or footer of a website;
- Any use of the logo on social media platforms, including but not limited to, Facebook, Instagram, LinkedIn and Twitter; or
- Any use of the logo as a graphical element of stationery, business cards, or other variably utilized print materials, including email signatures.

3. Participant Media Toolkit

Business participants in the UN Global Compact have access to a Participant Media Toolkit which includes digital cards and icons that can be used to communicate involvement with the initiative. The toolkit is made available to participants upon joining the initiative.

4. Use of the UN Global Compact Name and Logos by Partners and Local Networks

The terms and conditions under which partners of the UN Global Compact and Local Networks may use the UN Global Compact name and logos described above are generally set out in documentation or agreements establishing or memorializing the relationship.

5. Rules Governing the Reproduction and Display of the Logos

Maintaining consistency in the display of the UN Global Compact name and logos described above by the UN Global Compact and its partners, participants, Local Networks and other stakeholders is an important aspect of the strategy to advocate the principles of the UN Global Compact. Accordingly, when participants, stakeholders and Local Networks incorporate the UN Global Compact name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the UN Global Compact name and logos described above. For more guidance, please refer to the UN Global Compact [Brand Guidelines](#).

- **Elements of the Logos.** The UN Global Compact logos described above comprise four unique elements: (1) the wording, "UN Global Compact" or "We Support the UN Global Compact"; (2) The "globe" symbol; (3) a customized version of the United Nations olive branches below the globe; and (4) the clear space in the area surrounding the logo. The clear space surrounding the logo should be equal to at least 50% of the globe's height and width. The font of the wording is Flama for "UN Global Compact" and Swift for "We Support."
- **Reproduction of the Logos.** Each of the UN Global Compact logos must be treated as a unique element and resized proportionally. The minimum sizes of the logos are 24 mm or 68 pixels for digital and 15 mm for print. The reproduction of the logos should be generated from high quality artwork. Accordingly, the authorized user is required to use the authorized artwork that is provided by the UN Global Compact. Neither the logos nor wording should be reproduced by hand, nor should the wording be substituted with another typeface. The letters should not be altered or redrawn, nor should the elements be re-spaced.
- **Colour of the Logos.** The logos may be reproduced in colour or in black and white. The preferred colour is UN Global Compact Blue. UN Global Compact Blue translates to the following colour systems:
 - o Pantone®: 540 U
 - o CMYK: C90, M70, Y35, K15

- o RGB: R30, G50, B80
- o #1e3250

For use of the colour logo, the colours from the artwork provided by the UN Global Compact should not be modified. To ensure readability, the colour logo should always appear on a white or light-coloured background. The logo may be reproduced in black and white for use on other backgrounds. A screen tint or shade should never be used when reproducing the UN Global Compact logo or Endorser logo.

- **Appearance of the Logos.** In all materials on which the UN Global Compact or Endorser logo is used, it must appear in isolation, uncluttered by competing images. The logo should appear horizontally. The logo should not be used as part of a sentence or word phrase or associated with any non-related symbols or graphical elements. The Endorser logo must not be used out of context where it is unclear to which organization the “We” refers.

6. Use of the UN Global Compact Special Initiative Logos

The UN Global Compact is involved in a number of issue-specific initiatives, some of which have their own logo. The relevant Programmes manager should be consulted for the policy to use such logos.

7. Use of the United Nations Name and Emblem

The use of the United Nations name and emblem, and any abbreviation thereof, is reserved for official purposes of the United Nations in accordance with General Assembly resolution 92(I) of 7 December 1946. The resolution expressly prohibits the use of the United Nations name and emblem for commercial purposes or in any other way without the prior authorization of the United Nations Secretary-General, and recommends that Member States take the necessary measures to prevent the unauthorized use thereof. The United Nations emblem may be authorized for use by non-UN entities in exceptional circumstances, such as for illustrative and educational purposes. All uses of the UN emblem by non-UN entities require the prior written authorization of the Secretary-General. Requests for such authorization should be submitted to the Office of Legal Affairs, United Nations, New York, NY 10017. Any suspected misuse of the United Nations name and emblem should be referred to the Office of Legal Affairs at the United Nations.

Last Update: March 2024