

LOGO AND PROMOTIONAL MATERIALS

We encourage you to use our collection of visual graphics, designed specifically for the United Nations Secretary-General's Zero Hunger Challenge.

The graphics can be downloaded in PNG format (low and high resolution) from the Zero Hunger Challenge website (www.zerohungerchallenge.org). For reference, please read our "Users' guidelines".

User's Guidelines

The logo for the Zero Hunger Challenge was designed by the Graphic Design Unit of the UN Department of Public Information in New York, upon request by the Office of the Secretary-General, and will hereafter be referred to as "the ZHC logo".

The ZHC logo was created for use on printed and electronic public information products to raise awareness about the Zero Hunger Challenge and of the progress made (and the challenges remaining) since its launch on 21 June 2012. The Zero Hunger Challenge was put forth by the Secretary-General as his vision for the future, one in which every man, woman and child enjoy their Right to Adequate Food all year round; no children under two are stunted; women are empowered; priority is given to family farming; and food systems everywhere are sustainable and resilient, with no loss or waste of food. It is a call to action, a north star around which multiple programmes and initiatives can align. The Secretary-General encourages all stakeholders to participate – including governments, civil society, business, labour unions, consumer groups and the scientific community – as well as individuals and groups all around the world. Everyone can make a difference.

The Zero Hunger Challenge is not a fundraising initiative. The Zero Hunger Challenge is neutral and impartial, and use of the logo and related graphics does not imply endorsement by the Zero Hunger Challenge, the United Nations, or the UN Secretary-General.

A. Primary (logo):



B. Secondary (logo with 5 elements and slogan):



The current logo was adopted on 21 June, 2013, on the occasion of the one-year anniversary of the Zero Hunger Challenge. Previously no official logo existed, although a visual representation of the five elements had been created by the Coordination Team of the High Level Task Force for Global Food Security. The ZHC logo uses warm colours based off the original visual table of the Zero Hunger Challenge and simple, engaging fonts and images to convey a welcoming and hopeful attitude. The logo displays the title of the “Zero Hunger Challenge,” and other graphics also include the visual and/or textual representation of the five elements as well as the catchphrase, “Hunger can be eliminated in our lifetimes.”

The ZHC logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish; it has also been translated into Italian. Stakeholders are encouraged to translate the text into other languages, but shall state clearly that they are solely responsible for the accuracy of the translation. They should further acknowledge that the United Nations shall not assume any responsibility or liability arising from the translated text.

II. Use of the logo

- 1) Use of the ZHC 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 ZHC logo without obtaining prior approval from the ZHC team. However, for reporting purposes, the ZHC team 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 ZHC logo should be used in its entirety; variations of color or content are not permitted. Moreover, if the UN office, Fund and Programme or other subsidiary organ has its own specific logo, the latter will be displayed side-by-side with the ZHC logo. The ZHC logo and the logo of an organization of the United Nations System should be displayed side-by-side. The alternative ZHC graphics may be incorporated into promotional materials to illustrate how the UN office, Fund and Programme or other subsidiary organ is contributing the Zero Hunger Challenge.

2) Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, NGOs, not-for-profit organizations, and private sector entities, may use the ZHC logo after obtaining approval from the ZHC team in accordance with the requirements outlined below.

The ZHC logo is primarily intended for two kinds of promotional use: a) informative and b) fundraising.

a) Information uses of the ZHC logo

Informational uses of the ZHC logo are those which are:

- primarily illustrative or awareness-raising; and
- not intended to raise funds.

The ZHC logo should be used only in its entirety. The ZHC logo and related graphics should be used only to illustrate the entity's commitment to the Zero Hunger Challenge, the ways in which the entity and its work contributes to the Challenge and five elements, and to raise awareness about the Zero Hunger Challenge and related issues. The authorization is limited to the use of the ZHC logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the ZHC logo does not permit the entity to use the United Nations emblem. Neither does it permit the user of the ZHC logo to sub-license or to further authorize the use of the ZHC logo to any other entities. Therefore, any non-UN entity interested in using the ZHC logo must apply for approval directly from the ZHC team.

All entities interested in using the ZHC logo for information purposes must apply for approval to the ZHC team. When requesting approval, the entities should provide:

- a short statement of identity (nature of the entity and its objectives);
- an explanation of how and where the ZHC logo will be used, including the names of countries/territories where the logo will be used;
- a waiver of liability (please see text below) signed by the entity requesting to use the ZHC logo.

Before the ZHC logo is used for information purposes, the ZHC Declaration and a waiver of liability (please see the text below) must be signed by the entity requesting to use the logo.

b) Fundraising uses of the ZHC logo

Fundraising uses of the ZHC logo are those intended to raise resources to cover costs of activities in support of activity in support of the Zero Hunger Challenge.

The ZHC 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 pre-eminence vis-à-vis the ZHC logo and the following sentence must be included below or in the proximity of the entity's

logo: “[the name of the entity] is a participant in the Zero Hunger Challenge.” The authorization is limited to the use of the ZHC logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the ZHC logo does not permit the entity to use the United Nations emblem. Neither does it permit the user of the ZHC logo to sub-license or to further authorize the use of the ZHC logo to any other entities. Therefore, any non-UN entity interested in using the ZHC logo must apply for approval directly from the ZHC team.

All entities interested in using the ZHC logo for fundraising purposes must apply for approval to the ZHC team. When requesting permission to use the ZHC logo for fundraising purposes, the entities must provide:

- a short statement of identity (nature of the entity and its objectives);
- an explanation of how, when and where the ZHC 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 ZHC, 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 ZHC;
- a waiver of liability (please see text below) signed by the entity requesting to use the logo.

III. Length of use of logo

The ZHC logo may be used starting in June 2013, through the lifetime of the Zero Hunger Challenge.

IV. Liability

All entities authorized to use the ZHC logo 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; and
- 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 must be signed by the entity authorized to use the ZHC logo. All duly signed waiver-of-liability forms must be received by the ZHC team before the proposed activities involving the use of the logo are carried out.

V. Disclaimer

- The ZHC logo is property of the United Nations and the United Nations owns all rights to its use.
- The ZHC logo can only be used to identify events and activities related to the Zero Hunger Challenge.
- The ZHC logo may only be used after a signed Waiver of Liability for the use of the logo has been received by the ZHC team.
- By using the ZHC logo, the entity agrees to provide information to the ZHC team on the events or activities for which it is used. This information will be used for reporting purposes on the Zero Hunger Challenge.
- The authorization to use the ZHC logo does not imply United Nations' endorsement of the planned activities or the outside entity.
- The ZHC 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 which implies United Nations endorsement of the products, services or activities of a commercial enterprise.
- If an entity wishes to use the ZHC logo for fundraising, it should send a proposal to the ZHC team.
- The United Nations shall not assume any responsibility for the accuracy of the translation of the text of the ZHC logo into non-UN official languages, and the foregoing disclaimer must be included in the translation.
- Please give credit to the United Nations when using the ZHC logo.

Please send inquiries to:

Email: ashley.baxstrom@undp.org
(or)
Zero Hunger Challenge
Advocacy & Communications
2 United Nations Plaza | DC2-2612
New York, NY 10017

Waiver of Liability

Please see form on next page.

**Waiver of Liability for the use of the logo for the
Zero Hunger Challenge**

The undersigned acknowledges that, in using the logo for the Zero Hunger Challenge as explained in its submission dated _____ to the ZHC team:

a. the undersigned 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;

b. the United Nations does not assume any responsibility for the activities of the undersigned; and

c. the entity named below 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.

d. if the entity translates the text of the logo into non-UN official languages, the entity shall 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 ZHC team and the request to use the logo has been approved.

Signed

Full Name (block letters)

Affiliation (block letters)

Name of Organization

Email

Date

Please send the signed form to:
Email: ashley.baxstrom@undp.org
(or)
Zero Hunger Challenge
Advocacy & Communications
2 United Nations Plaza | DC2-2612
New York, NY 10017