

Guidelines to the Use of GAPMIL's Name and Logo

The use of the name and logo of GAPMIL, the Global Alliance for Partnership on Media and Information Literacy, is subject to rules laid down by the Alliance and UNESCO.

I. Graphics

Logo Block

The GAPMIL logo block is composed of three parts:

1. the **emblem** – the circle representing organizations, people of all ages, ethnicity, social status, religion and gender connecting to promote media and information literacy as a tool for open and inclusive development; the book and icons representing knowledge and various types of media completing and enhancing this partnerships for development
2. the **acronym**
3. the **complete name** (Global Alliance for Partnerships on Media and Information Literacy) in one or several languages

These components cannot be disassociated.

It is prohibited to:

- Change the logo colors or the color degrees;
- Change the logo size and dimensions in an irrelative way;
- Delete part of the logo or add a new part to it; and
- Use the logo without mentioning the reason of usage if event related.

Languages

The language chosen for the logo must correspond to that of the support used and of the audience targeted. The use of the complete name in English, in addition to one or several other languages, provides an explanation of the acronym of the Alliance.

Mindful of the same criteria, several languages may be used. The six official languages of UNESCO – Arabic, Chinese, English, French, Russian and Spanish – shall be applied.

Combined Logo with UNESCO's Logo

There will be a GAPMIL logo which is combined with UNESCO's logo, as UNESCO is the lead UN Agency of GAPMIL.

This combined logo can only be used with the permission of UNESCO.

Basic Rules

The logo block of GAPMIL should not be used alone. A short text should always be featured in close proximity to the logo which specifies that the organization is a member of GAPMIL or how the concerned organization and activity is related to GAPMIL.

The logo should be at a visible area on their homepage along with a link to the GAPMIL website.

The colored logo should be used when the logo is printed in color. The black logo should be used when it is printed in black and white.

If the GAPMIL logo is used in conjunction with other logos, it should be used independently, with a clear space between it and other logos. It should have a similar dimension to the other logos.

UNESCO should be credited whenever possible, when the logo is used (e.g. in publications).

This rule must be respected when the GAPMIL logo block is used by all its stakeholders and partners.

II. The General Principles

General Conditions for the Use of GAPMIL's Name and Logo

The objectives for GAPMIL's framework and practice concerning the use of its name and logo are:

- to enhance GAPMIL's visibility and outreach through the effective association of its name and logo with activities of its networks and partners,
- to protect GAPMIL's name and logo from inappropriate and unauthorized use.

All registered members of GAPMIL are free to use its logo.

Authorization

Use of GAPMIL's logo by members to promote specific events or initiatives necessarily constitutes an endorsement of their activity by the GAPMIL members.

This will require that a simple email is sent to GAPMIL Discussion Platform communicating intention and purpose of the event or initiative. A response will be

forthcoming only when activities do not clearly relate to GAPMIL's purpose and objectives.

All the other non-member organizations, whether public, private or civil society, should contact any member of the GAPMIL International Steering Committee or UNESCO for permission to use the logo.

Organizations that wish to use the logo but are not members of GAPMIL must first register as a member through the GAPMIL website.

The two main criteria in assessing a patronage request are:

- The proposed activity is relevant to GAPMIL's own strategic objectives and operational programmes.
- The organization is compliant to the values, principles and constitutional aims of GAPMIL.

All those authorized to use the GAPMIL's name and logo should abide by the General Principles.

Commercial use

The sale of goods or services bearing the name, acronym, logo or Internet domain names of GAPMIL for profit is regarded as "commercial use".

Any commercial use of GAPMIL's name, acronym, logo or Internet domain name, alone or in the form of a linked logo, must be expressly authorized by the International Steering Committee of GAPMIL and UNESCO under a specific contractual arrangement, such as a fundraising, merchandizing or licensing agreement.

Any request or proposal for commercial use should be addressed to the Deputy Secretary General of the International Steering Committee of GAPMIL with copy to UNESCO designated officer.

GAPMIL takes action against the misuse of its name, acronym, logo or its Internet domain names.