

# United Nations 80<sup>th</sup> Anniversary

## Visual Identity Guidelines



Building  
Our Future  
Together

## USE OF THE UN80 LOGO VERSION 2 (WITHOUT THE UN EMBLEM)

### General Information

Entities outside of the United Nations System and non-Member States, including not-for-profit organizations and private sector entities, may use the UN80 without the UN Emblem in accordance with the requirements set out below.

When being displayed with your entity's logo, the UN80 without the UN Emblem should be used adjacent to "Join Us in Support of the 80<sup>th</sup> Anniversary of the United Nations." The identity of the entity using the UN80 without the UN Emblem should be clear.

The UN80 without the UN Emblem may not be displayed side-by-side with your entity's logo without the above accompanying text ([see page 19](#)).

The integration or combination of any element of the UN80 without the UN Emblem into a separate logo design is prohibited.

### Permitted Uses

The UN80 without the UN Emblem may be used for informational purposes in order to show support for the 80th Anniversary of the United Nations, subject to the conditions set out below.

### INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The UN80 Logo without the UN Emblem may be used for such informational purposes. and its use does not require prior

## DURATION OF PERMITTED USE OF THE UN80 LOGO

Unless otherwise expressly authorized in writing, the use of the UN80 with and without the UN Emblem should in all cases cease by 31 December 2025.

## LIABILITY

The United Nations does not assume any responsibility or liability for the activities of your entity, related to the use of the UN80 Logo.

## DISCLAIMER

The use of the UN80 Logo by an entity does not imply the endorsement by the United Nations of such entity, its products or services, or of any of its activities. The UN80 Logo may not be used for self-promotional purposes or to obtain any financial gain. Any fundraising use must only be undertaken within the limits of these guidelines and only by UN entities and organizations.

If an entity decides to translate the text of the UN80 Logo into non-UN official languages, the entity concerned, and not the United Nations, shall assume any responsibility or liability arising from the translation.

## INQUIRIES

Please email inquiries to: UN Department of Global Communications, Outreach Division, United Nations Secretariat, 10<sup>th</sup> Floor, New York, NY 10017, USA; Email: [UN80permissions@un.org](mailto:UN80permissions@un.org)

## Co-branding with UN Entities

For use by United Nations offices, Funds, Programmes and other subsidiary organs and organizations of the United Nations System.

