**International Year of Plant Health 2020**

**Guidelines for the use of the IYPH 2020 Visual Identity and Waiver of Liability**

1. **Background**

In December 2018, the United Nations General Assembly declared 2020 the International Year of Plant Health (hereinafter “IYPH 2020”) and invited the Food and Agriculture Organization of the United Nations (FAO), in collaboration with the International Plant Protection Convention (IPPC), to facilitate the implementation of the International Year. The main objective of the IYPH 2020 is to raise global awareness on how protecting plant health can help end hunger, reduce poverty, protect the environment, and boost economic development.

This document describes the terms and requirements for which the IYPH 2020 visual identity**[[1]](#footnote-1)**, which is property of the United Nations, may be used.

1. **IYPH 2020 visual identity**



*Vertical English version of the IYPH 2020 visual identity*

1. **Use of the IYPH 2020 visual identity**
2. **Use of the IYPH 2020 visual identity by United Nations offices, Funds and Programmes, other subsidiary organs and organizations of the United Nations System and National Plant Protection Organizations (NPPOs) and Regional Plant Protection Organizations (RPPOs)**

United Nations (UN) offices, Funds and Programmes, other subsidiary organs and organizations of the UN System and National Plant Protection Organizations (NPPOs) and Regional Plant Protection Organizations (RPPOs) may use the IYPH 2020 visual identity without obtaining prior approval from the IYPH 2020 Secretariat, composed of members from FAO and IPPC.

However, for monitoring and reporting purposes, the IYPH 2020 Secretariat should be informed of events, information materials and items for which the IYPH 2020 visual identity is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, etc.

The IYPH 2020 visual identity must be used in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ, NPPO or RPPO has its own specific logo, the latter must be displayed alongside the IYPH 2020 visual identity (e.g. co-branding) according to the [*IYPH 2020 Visual Identity Guidelines for Graphic Designers*](https://www.dropbox.com/s/vryhc4gh5sg9id6/IYPH2020_Guidelines_MASTER_EN_Laura%20rew.pdf?dl=0). Alignment and clear space principles, as well as other usage guidance outlined in the V*isual Identity Guidelines,* must be respected when more than one UN logo is displayed alongside the IYPH 2020 visual identity.

**ii. Use of the IYPH 2020 visual identity by non-UN entities**

Entities outside the UN system, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the IYPH 2020 visual identity only after obtaining approval from the IYPH 2020 Secretariat, in accordance with the requirements outlined below.

The IYPH 2020 visual identity is primarily intended for information purposes.

**a) Information uses of the IYPH 2020 visual identity**

Information uses are those that are:

* Primarily illustrative;
* Not intended to raise funds;
* Not be used in for the purpose of self-promotion, or obtaining any commercial or personal financial gain; and
* Not be used in any manner which implies United Nations or FAO endorsement of the products, services or activities of a commercial enterprise.

The IYPH 2020 visual identity must be used in its entirety and must be displayed alongside the logo of the entity (e.g. co-branding) according to the *IYPH 2020 visual identity Guidelines for Graphic Designers*. When displaying the IYPH 2020 visual identity with more than one logo, specific alignment and clear space principles apply as well, which are outlined in the *IYPH 2020 visual identity Guidelines for Graphic Designers.*

The authorization is limited to the use of the IYPH 2020 visual identity only, and thus the United Nations emblem, FAO logo or IPPC logo cannot be used by the entity. Moreover, the authorization to use the IYPH 2020 visual identity does not permit the user to sublicense or to further authorize the use of the IYPH 2020 visual identity to any other entities.

Any non-UN entity interested in using the IYPH 2020 visual identity for information uses must send a request for approval to the IYPH 2020 Secretariat providing:

* A short statement of identity (nature of the entity and its objectives).
* An explanation of how, on which materials/communications, for which information purpose(s) and where the IYPH 2020 visual identity will be used, including the names of countries/territories where it will be used.
* A waiver of liability (please see the text below) signed by the entity, requesting to use the IYPH 2020 visual identity.

**b) Fundraising uses of the IYPH 2020 visual identity**

Fundraising uses of the IYPH 2020 visual identity are those intended to raise resources to cover the costs of activities in support of the International Year of Plant Health during the year 2020.

The IYPH 2020 visual identity must only be used in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity, in accordance with the *IYPH 2020 visual identity Guidelines for Graphic Designers.*

The authorization is limited to the use of the IYPH 2020 visual identity only, and thus the United Nations emblem, FAO logo or IPPC logo cannot be used by the entity. The authorization to use the IYPH 2020 visual identity does not permit the user of the logo to sublicense or to further authorize the use of the logo to any other entities.

Any non-UN entity interested in using the IYPH 2020 visual identity for fundraising purposes must send a request for approval to the IYPH 2020 Secretariat providing:

* A short statement of identity (nature of the entity and its objectives).
* An explanation of how and where the 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 IYPH 2020, 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 IYPH 2020.
* A waiver of liability (please see the text below) signed by the entity requesting to use the visual identity.

**IV. Length of use of the IYPH 2020 visual identity**

The IYPH 2020 visual identity may be used from 1 January to 31 December 2020. It may only be used beyond this timeframe for reporting and in reference to publications about the IYPH 2020.

**V. Liability**

All non-UN/NPPO/RPPO entities that are interested in using the IYPH 2020 visual identity for the purposes specified herein must agree to the following provisions on the 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 UN, FAO and IPPC, do not assume any responsibility for the activities of the entity.
* The entity shall hold harmless and defend the UN, including FAO and IPPC, and their officials, against any action that may be brought against the UN, including FAO and IPPC or their officials, as a result of the use of the IYPH 2020 visual identity by the entity.

The waiver of liability form, signed by the entity must be submitted along with any request to use the IYPH 2020 visual identity. The entity cannot carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by the IYPH 2020 Secretariat.

**VI. Disclaimer**

* The IYPH 2020 visual identity is the property of the UN and the UN owns all rights thereto, including its use.
* The IYPH 2020 visual identity can only be used to identify events and activities related to the IYPH 2020 for the period from 1 January to 31 December 2020.
* The IYPH 2020 visual identity may only be used after the w*aiver* *of liability* has been received by the IYPH 2020 Secretariat and the request to use the IYPH 2020 visual identity has been approved.
* By using the IYPH 2020 visual identity, the entity agrees to provide information about the events or activities for which it is used to the IYPH 2020 Secretariat. This information will be used for reporting purposes.
* The authorization to use the IYPH 2020 visual identity does not imply endorsement by the UN, FAO and IPPC of the planned activities.
* The IYPH 2020 visual identity 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 endorsement by the UN, FAO and IPPC of the products or activities of a commercial enterprise.
* The UN, FAO and IPPC will not assume any responsibility or liability arising from the translation of the text of the IYPH 2020 visual identity in non-UN official languages.
* Please give credit to the UN when using the IYPH 2020 visual identity.

**VIII. Enquiries**

Please send enquiries to:

**International Year of Plant Health Secretariat**   
Food and Agriculture Organization of the United Nations,   
Viale delle Terme di Caracalla,   
00153 Rome, Italy

[IYPH@fao.org](mailto:IYPH@fao.org)

**Waiver of liability for use of the International Year of Plant Health (IYPH 2020) visual identity**

The undersigned acknowledges that, in using the visual identity for International Year of Plant Health 2020, as explained in its submission dated \_\_\_\_\_\_\_\_\_\_\_\_to the IYPH 2020 Secretariat:

1. The undersigned is responsible for ensuring that their 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.
2. The United Nations (UN), FAO and IPPC do not assume any responsibility for the activities of the undersigned.
3. The entity named below will hold harmless and defend the United Nations, including FAO and IPPC, and their officials against any action that may be brought against the United Nations, including FAO and IPPC, or their officials as a result of the use of the IYPH 2020 visual identity.
4. If the entity translates the text of the IYPH 2020 visual identity in non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations, FAO and IPPC do not assume any responsibility or liability arising from the translated text.
5. The entity will use the IYPH 2020 visual identity only after this waiver of liability has been received by the IYPH 2020 Secretariat and the request to use the IYPH 2020 visual identity has been approved.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Full Name (block letters) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Affiliation (block letters) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Entity/Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send a signed form to**:

**IYPH 2020 Secretariat**   
Food and Agriculture Organization of the United Nations,   
Viale delle Terme di Caracalla,   
00153 Rome, Italy

[IYPH@fao.org](mailto:IYPH@fao.org)

1. Details for graphic designers on the way the IYPH 2020 logo is to be used are laid out in “*International Year of Plant Health 2020 Visual Identity Guidelines for Graphic Designers”*. [↑](#footnote-ref-1)