

VISUAL IDENTITY AND FUNDRAISING GUIDELINES

for the IYM COORDINATION UNIT

September 18, 2001



A: Why are guidelines important?

Enthusiasm for and participation in the International Year of Mountains are rapidly growing. Many partners, NGOs, national committees and other non-profit organizations want to use aspects of the IYM visual identity (slogan, logo and other graphic elements) to celebrate mountains and to build awareness of mountain issues.

For-profit organizations also want to use the visual identity to spread awareness of mountain issues and to benefit from association with IYM. Some may want to use the logo and slogan to make profits through the sale of IYM merchandise.

There are benefits to wide use of the logo and other elements of the IYM visual identity. We want the IYM logo and messages to be seen and heard around the world. However, in the absence of guidelines, some participants in IYM may have difficulty deciding how to publicize their association with IYM and how to respond to proposals from for-profit organizations.

The IYM Coordination Unit suggests that all UN partners, NGOs, national committees, businesses, corporations and other IYM observers follow the guidelines in this section. They will help IYM observers avoid inconsistent, inappropriate and unauthorized use of the IYM visual identity. Inconsistent use will weaken branding and recognition of the IYM identity and, in turn, diminish its power to influence audiences. Inappropriate use such as failing to identify the source of a communication can confuse audiences, particularly donors. Unauthorized use could harm the cause of mountain peoples by associating IYM with organizations and corporations that do not support its goals.

B: Guidelines

1) IYM visual identity

The IYM visual identity consists of a logo (an image of three mountains), the accompanying words "International Year of Mountains" and the slogan "We are all mountain people". "International Year of Mountains" and the slogan can be translated into any language. For appropriate positioning of the logo, slogan and IYM Website address, see Illustration 1: Logo and slogan.

2) Who can use the IYM visual identity?

The IYM 2002 logo may be used by individuals and NGOs/not-for-profit organizations for any promotional activities aimed at increasing awareness of the International Year of Mountains, provided that these activities are consistent with the aims and principles of the IYM and not contrary to public order, morals or human rights.

All organizations that intend to use the IYM visual identity for fundraising or commercial activities must receive prior approval from the IYM Coordination Unit at FAO.

3) Variations of logo design

National committees or other focal points for IYM observance are encouraged to maintain the core design of the logo and slogan when they develop communications materials such as a letterhead, Website, brochure or poster. Illustrations 2, 3, 4 and 5 provide guidance on the positioning of the IYM visual identity in relation to the identity of a national committee or other IYM observer. For more detailed design instructions, please visit the IYM Website at www.mountain2002.org or contact the communications team at the IYM Coordination Unit.

4) Uses of the logo

The logo is intended for three kinds of promotional use: information, fundraising and commercial, as outlined below.

a. Information uses of the logo

Information uses of the logo are those which are:

- primarily illustrative
- not intended to raise funds
- not carried out by a commercial for-profit entity

The IYM logo can be used by organizations or individuals who support the IYM goals and would like to help raise awareness of IYM. FAO invites those using the logo to register on the IYM Website.

b. Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise money to pay for activities related to sustainable mountain development. They may only be undertaken by non-commercial not-for-profit entities. Permission to use the logo for fundraising purposes is given by the IYM Coordination Unit.

When requesting permission, please provide:

- a short statement of identity and general information regarding membership and objectives
- an explanation of how and where the logo will be used
- an explanation of the fundraising purposes

Before the logo is used for fundraising purposes, a waiver must be signed by the entity that is requesting to use the logo. Please fill out the waiver on the IYM Website or write to the IYM Coordination Unit.

c. Commercial uses of logo

Commercial uses of the logo are all those undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit.

Permission to use the logo commercially can only be given by the IYM Coordination Unit. National committees and other entities are encouraged to work with the IYM Coordination Unit to evaluate fundraising and sponsorship opportunities that involve use of the logo in ways that will benefit commercial for-profit entities.

When requesting permission, please explain:

- the nature of your company or enterprise
- proposed uses of the logo
- names of countries/territories where the logo will be used
- nature of products/services you produce/sell in those areas
- how your products relate to IYM
- what profits you expect to make from use of the logo
- a summary budget, giving your expenses and any proposed royalties or contributions you expect to make to local, national or international activities for the International Year of Mountains

Proposals for non-profit use of the IYM visual identity will be reviewed by the IYM Coordination Unit on a case-by-case basis. Before the logo is used commercially, a contract must be signed with the IYM Coordination Unit. In particular, such contracts must conform to section 5 below.

5) Liability

All entities authorized to use the logo, whether for information, fundraising or commercial purposes, must acknowledge that:

- a. The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations and its agencies do not assume any responsibility for the activities of such entity.
- c. The entity shall hold harmless and defend the United Nations, its agencies and its officials against any action that may be brought against the United Nations, its agencies and its officials as a result of the use of the logo.

When the logo is used for commercial purposes, the foregoing language must be incorporated into the contract to be signed with the entity.

When the logo is used for information and fundraising purposes, the language must be incorporated into a waiver of liability that is signed by the entity. The waiver of liability provided later in item 7 may be used.

National committees and other focal points for IYM activities should ensure that all contracts and waivers containing such language are obtained before the proposed activities are carried out.

6) How to obtain the logo

The logo and slogan can be obtained by contacting the IYM Coordination Unit at:

IYM Coordination Unit
FAO Room D-485
Viale delle Terme di Caracalla
00100 Rome, Italy
info@mountains2002.org

7) Waiver of liability

The undersigned acknowledges that in using the IYM logo as explained in its submission dated _____ to the IYM Coordination Unit:

- a. The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations and its agencies do not assume any responsibility for the activities of such entity.
- c. The entity shall hold harmless and defend the United Nations, its agencies and its officials against any action that may be brought against the United Nations, its agencies and its officials as a result of the use of the logo.

Signed _____

Date _____

8) Recognition and sponsor identification

Depending on the type of sponsorship (world, country-only or event-specific), users of the IYM identity who are authorized by the IYM Coordination Unit to use the IYM identity for fundraising or commercial purposes should be referred to as follows:

Global level
An IYM global sponsor
An IYM global supporter

An IYM global friend

National/Regional level

An IYM national/regional sponsor
An IYM national/regional supporter
An IYM national/regional friend

Event level

An IYM event sponsor
An IYM event supporter
An IYM event friend

In general terms, "Sponsor" and "Supporter" are intended to identify cash supporters, the size of the donation determining the nomenclature. "Friend" can be used for in-kind donors or to identify a donor of some other type. The designations "Global", "National/Regional" and "Event" must be used as indicated to avoid confusion between two sponsors.

Requests for industry exclusivity can be honoured, especially at the global level. Global sponsors are de facto national/regional sponsors and should be encouraged to participate at the national/regional level if it meets the sponsor's marketing/communication objectives. Conversely, no regional/national sponsor can be offered exclusivity if a global sponsor from their industry is involved.

Support for communication and other projects can be acknowledged by the statements:

- This.....was made possible by the generosity of.....
- This.....was created with support from.....

Sponsors are limited to use of these associations, as well.

Sponsors may not refer to themselves by other terms such as

- official sponsor of the International Year of Mountains

(The reason is that working in association with the Olympics or other major events means that we can't have OFFICIAL sponsors other than the OFFICIAL sponsors of those events.)

- a patron of the International Year of Mountains

(The word "Patron" is reserved for the international patrons' committee.)

9) Who can use the logos of the UN, FAO and other UN agencies?

These logos cannot be used without the permission of the UN and its agencies.

Illustration 1: English logo and slogan

This illustration shows ways that the IYM logo can be combined with the slogan in three-deck, two-deck or one-deck formats. The IYM Website address is positioned below the slogan.



Illustration 2: Letterhead page 1, centred option

This illustration of a letterhead for a national committee shows a way for IYM observers to position their identity in relation to the IYM logo and slogan. The name and address of the IYM observer is at the bottom of the page. The IYM logo and slogan is featured prominently at the top. For detailed design instructions, visit the IYM Website at www.mountain2002.org.

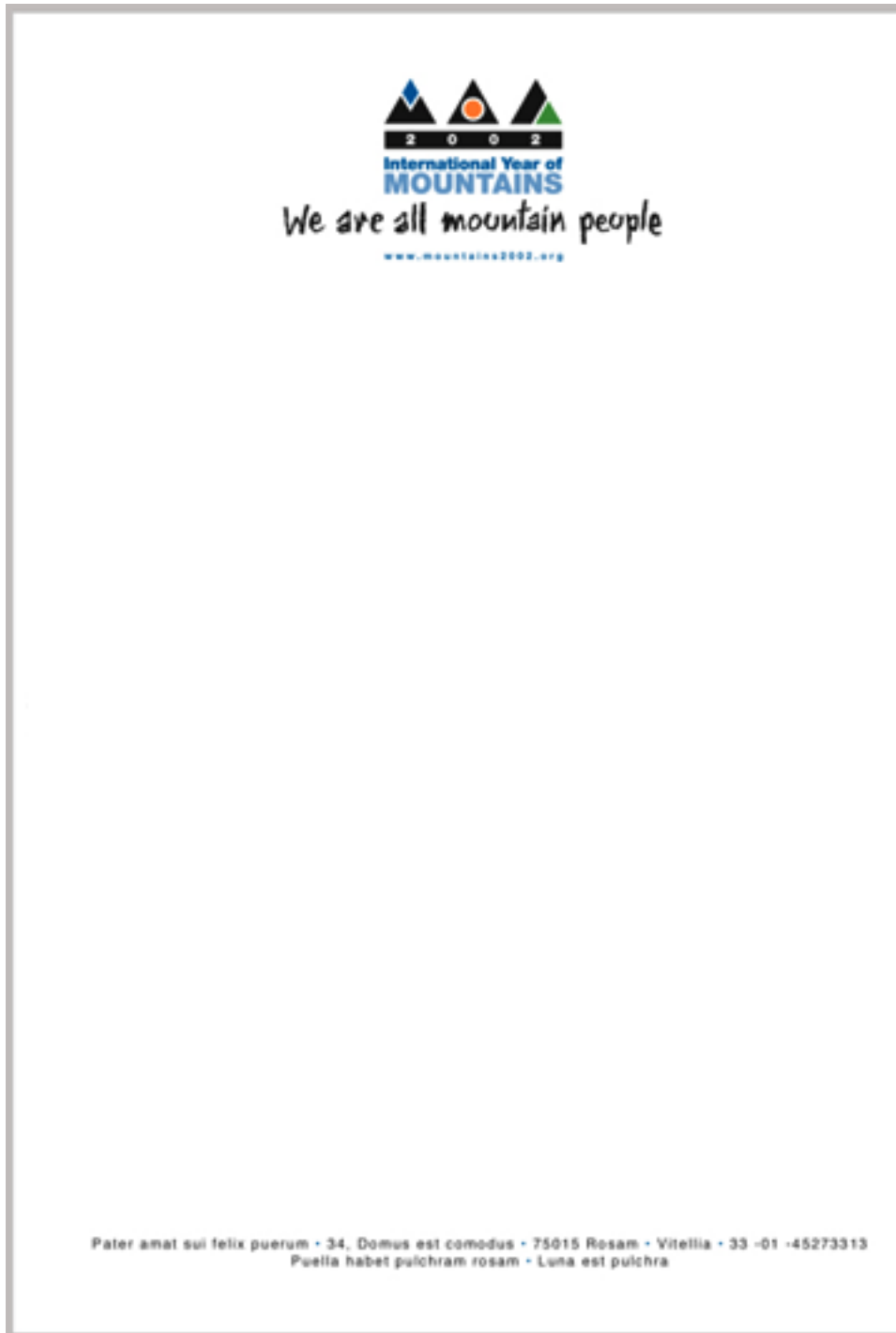


Illustration 3: Letterhead page 2, centred option

This illustration of the second page of a letterhead for an IYM observer features the logo in a centred position. For detailed design instructions, visit the IYM Website at www.mountain2002.org.



Illustration 4: Letterhead page 1, left-justified option

This illustration of a letterhead for a national committee shows an alternative way for IYM observers to position their identity in relation to the IYM logo and slogan. The name and address of the observer is positioned at the bottom of the page. The IYM logo is on the left. For detailed design instructions, visit the IYM Website at www.mountain2002.org.



Illustration 5: Letterhead page 2, left-justified option

This illustration of the second page of a letterhead for an IYM observer features the logo on the left. For detailed design instructions, visit the IYM Website at www.mountain2002.org.

