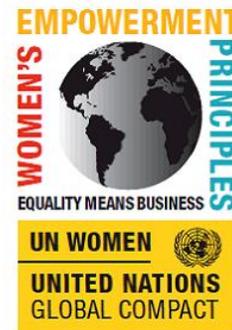


Policy on the use of the WEPs Logos

(as of July 2013)



The Women's Empowerment Principles' (WEPs) logo and WEPs "We Support" logo belong to the United Nations Entity for Gender Equality and the Empowerment of Women (hereinafter "UN Women") and the United Nations Global Compact (hereinafter the "UNGC").

The WEPs logo and "We Support" version of the WEPs logo must not be used or reproduced without the prior permission in writing of the WEPs Secretariat. The WEPs Secretariat can be reached via email at womens-empowerment-principles@unglobalcompact.org.

I. Use of the "We Support" (Endorser) Logo

Supporting organizations of the WEPs are encouraged to widely advocate and express their support for the WEPs. For such activities, the WEPs Secretariat may grant supporting organizations permission to use the "We Support" WEPs Logo (the "Endorser logo"). Please note that the following conditions apply for the use of the Endorser logo:

- The Endorser logo must be placed in such a manner that it is clear from the context to which organization the "We" refers.
- The Endorser logo may not be sub-licensed to any other entity without the prior written consent of the WEPs Secretariat.
- The Endorser logo is not to be used in any manner that suggests or implies that the UNGC or UN Women has endorsed or approved of the activities, products, and/or services of the organization, or that the UNGC or UN Women is the source of any such activities, products or services.

While granting permission for each proposed use is subject to the sole and absolute discretion of the WEPs Secretariat on a case-by-case basis, in accordance with this policy, the following uses of the Endorser logo will generally be permitted:

- In training and/or other educational materials related to the WEPs;
- In documents and/or other materials designed to promote the WEPs;
- As a permanent graphical element of stationery, business cards, and other variably utilized print materials;
- In the context of promoting or advertising products and services of a supporting organization, **provided that the logo is not used as a designation of origin.**

For all proposed uses, including those referred to above, permission to use the "We Support" WEPs logo must be sought in advance from the WEPs Secretariat. Please provide a sample of your document to the WEPs Secretariat via

email (womens-empowerment-principles@unglobalcompact.org) and indicate where on the sample document you would like the logo to appear. Please note that the following uses will not be permitted:

- Any use of the logo in connection with fundraising;
- Any use of the logo suggesting or implying that the UNGC or UN Women approves or endorses the activities, products and/or services of the organization;
- Any use of the logo as an indicia of origin of products and/or services.

II. Use of the Main WEPs Logo

The WEPs logo is generally reserved for the official use of UN Women and UN Global Compact. Permission may be granted to affiliates of UN Women and the UN Global Compact to use the main WEPs logo on a case by case basis or may be covered by an agreement between the parties. Permission is required in advance in writing from UN Women or UN Global Compact.

III. Rules Governing the Reproduction and Display of the WEPs Logos

Maintaining consistency in the display of the WEPs name and logo by the UNGC, UN Women and supporting organizations is an important aspect of the strategy to advocate the WEPs. Accordingly, where supporting organizations incorporate the WEPs name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the WEPs name and logos.

- **Elements of the Logos.** For colour and font specifications please contact the WEPs Secretariat (womens-empowerment-principles@unglobalcompact.org).
- **Reproduction of the Logos.** Each of the WEPs logos must be treated as a unique element and resized proportionally. The minimum sizes of the logos are 24 mm or 68 pixels for digital and 15 mm for print. The reproduction of the logos should be generated from high quality artwork. Accordingly, the authorized user is required to use the authorized artwork that is provided by the UNGC and UN Women. The logos or wording should never be reproduced by hand, nor should the wording be substituted with another typeface. The letters should not be altered or redrawn, nor should the elements be re-spaced.
- **Colour of the Logos.** The logos may be reproduced in colour or in black and white. In the case of the colour logo, the colours from the artwork provided by the UNGC and UN Women should not be modified. To ensure readability, the colour logo should always appear on a white or light-coloured background. The logo may be reproduced in black and white for use on other backgrounds. A screen tint or shade should never be used when reproducing the WEPs logo or Endorser logo.
- **Appearance of the Logos.** In all materials on which the WEPs logo or WEPs Endorser logo is used, the logo must appear in isolation, uncluttered by competing images. The logo should appear horizontally. The logo should not be used as part of a sentence or word phrase or associated with any non-related symbols or graphical elements. The Endorser logo must not be used out of context where it is unclear to which organization the "We" refers.

Permission to use the WEPs logo is contingent upon its use as proposed and approved by the WEPs Secretariat and is limited to that specific use. No other use is permitted without obtaining the prior permission of the WEPs Secretariat (including other uses by entities or persons which have previously received permission from the WEPs Secretariat for a different use).

IV. Consequences of Misuse of the WEPs Logo

The UN Global Compact Office and the UN Women reserve the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, removal of the company from the WEPs website, and/or commencing legal proceedings with the appropriate authorities. Any suspected misuse of a WEPs logo should be referred to the WEPs Secretariat (womens-empowerment-principles@unglobalcompact.org).

V. Use of the United Nations Name and Official Emblem

The use of the United Nations name and emblem, and any abbreviation thereof, is reserved for official purposes of the Organization in accordance with General Assembly resolution 92(I) of 7 December 1946. That resolution expressly prohibits the use of the United Nations name and emblem for commercial purposes or in any other way without the prior authorization of the Secretary-General, and it recommends that Member States take the necessary measures to prevent the unauthorized use thereof. The United Nations emblem may be authorized for use by non-UN entities in exceptional circumstances, such as for illustrative and educational purposes. All uses of the UN emblem by non-UN entities require the prior written authorization of the Secretary-General of the United Nations. Requests for such authorization should be submitted to the Office of Legal Affairs, United Nations, New York, NY 10017 or by fax: +1-212-963-3155. Any suspected misuse of the United Nations name and emblem should be referred to the Office of Legal Affairs at the United Nations.

Authorization to an organization by UN Women and the UNGC for use of a WEPs logo does ***not*** constitute authorization to that organization for use of the United Nations logo; ***nor does it constitute authorization to that organization for use of either the UN Women logo or the UNGC logo.***