



## **Guidelines for the use of the International Year of Fruits and Vegetables 2021 Visual Identity and Waiver of Liability**

### **I. Background**

This document describes the terms and requirements on which the *International Year of Fruits and Vegetables 2021* visual identity (hereinafter, *IYFV 2021* visual identity)<sup>1</sup>, which is property of the United Nations (UN), may be used. The visual identity consists of graphical information and/or imagery that is used to identify this international year.

### **II. General use of the IYFV 2021 visual identity**

The *IYFV 2021* visual identity must be used in accordance with these guidelines and the *International Year of Fruits and Vegetables 2021 Visual Identity Guidelines for Graphic Designers*.

The *IYFV 2021* visual identity is primarily intended for three kinds of promotional use: information, fundraising and commercial, as outlined below. All non-UN entities that intend to use the *IYFV 2021* visual identity for fundraising or commercial activities must receive prior approval from the Secretariat of the *International Year of Fruits and Vegetables 2021*, which is composed of members from FAO and [UN agency/entity, if applicable] (hereinafter, the “Secretariat of the *IYFV 2021*”).

The *IYFV 2021* visual identity may be used for any promotional activities aimed at increasing awareness of the *IYFV 2021*, provided that these activities are consistent with the aims and principles of the *IYFV 2021* and compatible with the core values of the UN System, including human rights.

The authorization to use the *IYFV 2021* visual identity does not extend to the use of the logo or emblem of the UN or of any other UN organization or entities, including FAO and [UN agency/entity, if applicable]. Moreover, the authorization to use the *IYFV 2021* visual identity does not permit the authorized entity to sublicense or to further authorize the use of *IYFV 2021* visual identity to any other entities.

The *IYFV 2021* visual identity must be used in its entirety and must not be altered in any way. Credit should be given to the UN when using the *IYFV 2021* visual identity.

### **III. Use of the IYFV 2021 visual identity by UN offices, Funds and Programmes and other subsidiary organs and organizations of the UN System**

United Nations (UN) offices, Funds and Programmes and other subsidiary organs and organizations of the UN System may use the *IYFV 2021* visual identity without obtaining prior approval from the Secretariat of the *IYFV 2021*.

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<sup>1</sup> Details for graphic designers on the way the *IYFV 2021* visual identity is to be used are laid out in “*International Year of Fruits and Vegetables 2021 Visual Identity Guidelines for Graphic Designers*”.

However, for reporting purposes, the Secretariat of the *IYFV 2021* should be informed of events and information materials and items for which the *IYFV 2021* visual identity is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, etc.

If the UN entity has its own logo, the latter must be displayed alongside the *IYFV 2021* visual identity (e.g. co-branding), in accordance with the *IYFV 2021 Visual Identity Guidelines for Graphic Designers*.

#### **IV. Use of the IYFV 2021 visual identity by non-UN entities**

Entities outside the UN system, including governments, intergovernmental organizations, and non-State actors, may use the *IYFV 2021* visual identity in accordance with the requirements outlined below.

The *IYFV 2021* visual identity and the logo of the non-UN entity using it must be displayed side by side, in accordance with the *IYFV 2021 Visual Identity Guidelines for Graphic Designers*. The logo of the non-UN entity shall be accompanied by the following statement: “[the name of the entity] supports the *International Year of Fruits and Vegetables 2021*.”

When displaying the *IYFV 2021* visual identity with more than one logo, specific rules regarding alignment, placement and spacing apply, which are outlined in the *International Year of Fruits and Vegetables 2021 Visual Identity Guidelines for Graphic Designers*.

##### *a) Information uses of the IYFV 2021 visual identity*

Information uses are those which are:

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

Non-UN entities may use the *IYFV 2021* visual identity for information purposes without obtaining prior approval from the Secretariat of the *IYFV 2021*.

##### *b) Fundraising uses of the IYFV 2021 visual identity*

Fundraising uses of the *IYFV 2021* visual identity are those intended to raise resources to cover the costs of activities in support of the *IYFV 2021*. They may only be undertaken by non-commercial not-for-profit entities.

All non-UN entities interested in using the *IYFV 2021* visual identity for fundraising purposes must send a request for approval to the Secretariat of the *IYFV 2021* providing the following information:

- a short statement of identity (nature of the entity and general information regarding its membership and its objectives);
- an explanation of how and where the *IYFV 2021* visual identity 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 *IYFV 2021*, including any proposed contributions that the entity would make to the United Nations and/or to local, national or other international organizations in support of the *IYFV 2021*; and
- A waiver of liability (please see the text below) signed by the entity requesting to use the *IYFV 2021* visual identity.

*c) Commercial uses of the of the IYFV 2021 visual identity*

Commercial uses of the *IYFV 2021* visual identity are all those undertaken by, or involving, commercial for-profit entities, as well as those intended to lead to commercial or personal financial profit.

All non-UN entities interested in using the *IYFV 2021* visual identity for commercial purposes must send a request for approval to the Secretariat of the *IYFV 2021* providing:

- a short statement of identity (nature of the entity and its activities);
- an explanation of how and where the logo will be used;
- the names of the countries or territories where the logo will be used;
- the nature of the products or services that the entity produce or sell in those areas;
- what profits the entity expects to make from the use of the logo;
- a summary budget;
- any proposed contributions that the entity would make to the United Nations and/or to local, national or other international organizations in support of the *IYFV 2021*; and
- a waiver of liability (please see the text below) signed by the entity requesting to use the visual identity.

Proposals for commercial uses of the *IYFV 2021* visual identity will be reviewed by the Secretariat of the *IYFV 2021* on a case-by-case basis.

**V. Duration of authorization to use the *IYFV 2021* visual identity**

The *IYFV 2021* visual identity may be used until 31 December 2021. It may be used beyond 31 December 2021 for reporting and in reference to publications about the *IYFV 2021*.

**VI. Use of the *IYFV 2021* visual identity and slogan**

The *IYFV* visual identity and the official slogan of the international year must respect the regulations outlined in the *International Year of Fruits and Vegetables 2021 Visual Identity Guidelines for Graphic Designers*. In addition, only official translations of the slogan, “*Fruits and vegetables, your dietary essentials*” that have been approved by the Secretariat may be used.



## VII. Liability

All non-UN entities authorized to use the *IYFV 2021* visual identity, whether for information, fundraising or commercial purposes, acknowledge that:

- 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 *[UN agency/entity, if applicable]*, do not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the UN, including FAO and *[UN agency/entity, if applicable]*, and their officials against any action that may be brought against the UN, including FAO and *[UN agency/entity, if applicable]* or their officials as a result of the use of the *IYFV 2021* visual identity by the entity.
- The *IYFV 2021* visual identity is the property of the UN and the UN owns all rights thereto, including its use.
- The *IYFV 2021* visual identity can only be used to identify events and activities related to the *IYFV 2021* up until *31 December 2021*.
- The Secretariat of the *IYFV 2021* reserves itself the right to use, for reporting purposes, the information provided by the entity regarding the events or activities for which the visual identity is used.
- The authorization to use the *IYFV 2021* visual identity does not imply endorsement by the UN, FAO or *[UN agency/entity, if applicable]* of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.
- The *IYFV 2021* 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 or *[UN agency/entity, if applicable]* of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.
- The UN, FAO and *[UN agency/entity, if applicable]* will not assume any responsibility or liability arising from the translation of the text of the *IYFV 2021* visual identity in non-UN official languages.

## VIII. Enquiries

Please send enquiries to:

**Secretariat of the International Year of Fruits and Vegetables 2021**

Email: [IYFV@fao.org](mailto:IYFV@fao.org)



INTERNATIONAL YEAR OF  
**FRUITS AND VEGETABLES**  
2021

## Waiver of Liability for the use of the visual identity of the International Year of Fruits and Vegetables 2021

The undersigned acknowledges that, in using the visual identity for the International Year of Fruits and Vegetables 2021, as explained in its submission dated \_\_\_\_\_ to the Secretariat of the International Year of Fruits and Vegetables 2021 that is composed of members from the Food and Agriculture Organization of the United Nations (FAO) and the *[UN agency/entity, if applicable]*:

- a. The undersigned is responsible for ensuring that the activities of the undersigned 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.
- b. The United Nations (UN), FAO and *[UN agency/entity, if applicable]* do not assume any responsibility for the activities of the undersigned.
- c. The entity named below will hold harmless and defend the UN, including FAO and *[UN agency/entity, if applicable]*, and their officials against any action that may be brought against the UN, including FAO and *[UN agency/entity, if applicable]*, or their officials as a result of the use of the International Year of Fruits and Vegetables 2021 visual identity.
- d. The International Year of Fruits and Vegetables 2021 Visual Identity is available in all UN languages and for UN official languages, only the official text may be used. If the entity translates the text of the International Year of Fruits and Vegetables 2021 *Visual Identity* into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The UN, FAO and *[UN agency/entity, if applicable]* do not assume any responsibility or liability arising from the translated text.
- e. The entity will use the *[insert campaign]* only after this application form and Waiver of Liability have been received by the Secretariat of the International Year of Fruits and Vegetables 2021 and the request to use the International Year of Fruits and Vegetables 2021 has been approved.

Signed

Name of Entity

\_\_\_\_\_

\_\_\_\_\_

Full Name (block letters)

Email

\_\_\_\_\_

\_\_\_\_\_

Affiliation (block letters)

Date

\_\_\_\_\_

\_\_\_\_\_

**Please send a signed form to:**

**Secretariat of the International Year of Fruits and Vegetables 2021**

**Email: [IYFV@fao.org](mailto:IYFV@fao.org)**



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