

Planet 50-50 by 2030 Campaign – Logo Guidelines

UN Women has created the Planet 50-50 by 2030: Step it Up for Gender Equality Campaign – Logo Guidelines (the “Guidelines”) to assist your use of the Planet 50-50 Campaign logo (the “Logo”). Please review the following carefully. You may only use the Logo in compliance with these requirements. Pursuant to the Terms and Conditions under Section 8 of these Guidelines, any use of the Logo indicates your agreement to comply with these Guidelines.



Planet 50-50 by 2030
Step It Up for Gender Equality

1. The value of the Planet 50-50 by 2030: Step it Up for Gender Equality Campaign

In the lead-up to the adoption of the Sustainable Development Goals (SDGs) by the UN Member States in September 2015, UN Women called on governments to make national commitments to address the challenges that are holding women and girls back from reaching their full potential. This marked the launch of the *Planet 50-50 by 2030: Step it Up for Gender Equality Campaign*.

Since then, the campaign morphed into a public mobilization campaign aimed at raising awareness on the key role that women and girls play in the achievement of the SDGs.

2. Planet 50-50 Campaign Logo

The Planet 50-50 Campaign visual identity consists of the Logo reproduced above, which combines illustration and text as follows:

- The Campaign motto, *Planet 50-50 by 2030: Step it Up for Gender Equality*
- The SDG Woman Icon depicts a woman, surrounded by the 17 colours that represent the full spectrum of the SDGs. Her arms are raised in solidarity and determination to reach the goals.

The Logo is available in EPS, JPEG and PNG format options on our website at:

<http://www.unwomen.org/en/get-involved/step-it-up/toolkit>. To download them, users will be required to agree to the Logo usage Terms and Conditions (see herein Section 8).

In general, EPS files are best suited for offset or high-end on-demand printing, and PNG files are best suited for on-screen viewing, online publishing, MS Office Computer Programs and desktop printing.

3. Who can use the Logo

The Logo may be used by individuals, NGOs and other entities for any promotional activities aimed at increasing awareness of the Planet 50-50 Campaign, and provided that these activities are consistent with the aims, principles and messages of the Campaign.

4. Permitted Use of the Logo

In order to protect the value of the Planet 50-50 Campaign, it is very important that the Logo be used appropriately and only by the organizations and individuals who host events or activities in relation to the campaign and its theme, and in line with its objectives.

The use of the Logo shall be limited to branding promotional and educational materials and as a visual identifier for activities developed in the framework of the campaign:

- The Logo may be used on your website and social media outlets as long as they are directly associated with the Campaign. Whenever possible, the website and/or the social media outlets should include the link to the official website of the Campaign, at <http://www.unwomen.org/stepitup>.
- The Logo may be used in promotional materials ONLY if such materials are directly associated with the Campaign.

5. Restrictions on the Use of the Logo

Any authorization under these Guidelines is limited to the use of the Logo only. You may not use the UN Women or the United Nations name and logo/emblem.

The Logo shall not be used in any way which misrepresents the objectives of the Campaign or which undermines the corporate image or policies and activities of UN Women.

The Logo may not be sublicensed to any other entity or individual without the prior written consent of UN Women.

The Logo shall not be used in any manner that suggests or implies that UN Women has endorsed or approved of the activities, products, and/or services of the entity or individual, or that UN Women is the source of any such activities, products or services.

The Logo shall not be used to promote a company or for any commercial purpose. Thus, the Logo cannot be used in any manner that suggests a direct product and services endorsement. The Logo may NOT be used on products, packaging or marketing material.

You may not alter the Logo in any manner, including font, proportions, colours, elements or location of any of the text or graphic. You may not distort its perspective or two-dimensional appearance.

6. Language options

The Planet 50-50 Campaign logo is available for use in all UN official languages: Arabic, Chinese, English, French, Russian and Spanish. It is also available in Portuguese.

The Campaign motto, *Planet 50-50 by 2030: Step it Up for Gender Equality*, can be translated into any language. All new translations need to be validated with UN Women, Communications and Advocacy Section, who will assist on the production of the relative logo version (please contact [Carlotta Aiello](#)).

7. Notice

Please include the following notice on all material as appropriate:

“The campaign *Planet 50-50 by 2030: Step it Up for Gender Equality* is facilitated by UN Women. See <http://www.unwomen.org/stepitup>.”

8. Terms and Conditions

Your use of the Planet 50-50 by 2030 Campaign logo (the “Logo”) constitutes agreement with the following terms and conditions:

1. I have read and agree to use the Logo in accordance with the Planet 50-50 by 2030: Step it Up for Gender Equality Campaign – Logo Guidelines (the “Guidelines”).
2. The Logo is the property of UN Women and UN Women owns all rights to its use. I agree not to challenge or otherwise carry out any act that would impair UN Women’s rights in the Logo and further agree not to register or otherwise attempt to obtain rights in this Logo or any confusingly similar mark. Nothing herein is intended to grant any right in the Logo other than the right to use the Logo in accordance with the Guidelines and these Terms and Conditions.
3. I agree to fully cooperate with any request by UN Women to review any materials reflecting the Planet 50-50 Logo and to promptly make any changes required by UN Women to conform to the Guidelines.
4. My license to use the Logo will terminate no later than termination or expiration of my activities in relation to the Planet 50-50 by 2030: Step it Up for Gender Equality Campaign. UN Women reserves the right to terminate my right to use the Logo for any use that does not conform to the Guidelines and these Terms and Conditions, or that infringes on UN Women’s intellectual property or other right, or that violates applicable law.
5. I am responsible for ensuring that the activities related to the Planet 50-50 by 2030: Step it Up for Gender Equality Campaign are carried out in accordance with the applicable law and for ensuring that, where relevant, the appropriate insurance is maintained to cover the risks arising out of such activities.
6. UN Women does not assume any responsibility for my activities.
7. I shall hold harmless and defend the United Nations, UN Women and its officials against any action that may be brought against the United Nations, UN Women or its officials as a result of my use of the Logo.
8. In connection with using the Logo, I shall in no way convey or imply that I represent the United Nations or related agencies, UN Women or its officials.
9. I agree to give credit to UN Women when using the Logo in accordance with Section 7 of the Guidelines.