

GUIDELINES ON THE USE OF THE UNITED NATIONS ROAD SAFETY FUND **BRAND** **AND LOGO**



VERSION 2
SEPTEMBER 2020

VISION

To build a world where roads are safe for every road user, everywhere. All road users, regardless of where they live or what they earn, should be safe when they use the world's roads, whether they are working, or going to school, or using the roads for leisure.

MISSION

To finance – and leverage further funding for – high-impact projects based on established and internationally recognized best practices that increase road safety and minimize and eventually eliminate road crash trauma for all road users.

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INTRODUCTION

The United Nations Road Safety Trust Fund (the Fund) brand represents how the Fund is presented, perceived and recognized. It is the crucial first step in the Fund's relationship with the public. This document aims to ensure consistent and appropriate application of the brand so that the Fund is recognized and understood for what it is: an innovative catalyst and enabler in making roads safe for everyone.

In these Guidelines, brand refers to all of the elements of the Fund's depiction and description, be it in words or visual representation. Brand includes all of the words and images used when referencing the Fund.

Logo refers to one or more visual emblems created by the Fund, and includes the Logo representing the Fund and its work; and the Contributor Logos provided to donors to reflect their support for the Fund.

These Guidelines govern the use of the Fund's name and Logo by donors¹, Participating United Nations Organizations (PUNOs)², partners³, Implementing Partners (IPs)⁴, and other stakeholders of the UNRSF.

OWNERSHIP

OFFICIAL NAME(S) AND LOGO

The official name (United Nations Road Safety Fund), and the name and acronym used in all outreach, marketing and branded materials (UN Road Safety Fund and UNRSF, respectively), and all logos associated therewith, are the property of the United Nations Road Safety Trust Fund.

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- 1 Contributors to the UNRSF through a Standard Administrative Agreement.
 - 2 Signatories to the UNRSF establishing memorandum of understanding.
 - 3 Those with whom the UNRSF has established a formal partnership, through a Memorandum of Understanding or other signed instrument.
 - 4 Implementing Partners are organizations engaged by PUNOs to carry out the activities of projects funded by the RSF.

PERMISSION REQUIRED

Except as otherwise provided herein, permission of the Fund, through the Fund's secretariat, must be obtained in advance and in writing prior to use of the Fund's logo(s). A sample of the media conforming to these Guidelines should be provided at least 10 business days in advance, indicating placement of the Logo, to unrsf_secretariat@un.org with a copy to stephanie.schumacher@un.org.

Notwithstanding the foregoing, each PUNO shall ensure that the use of the Fund's brand and logo, including by IPs for the Fund's project purposes, conforms in every respect with United Nations rules and requirements and these Guidelines. During the implementation and relevant post-implementation phases of projects funded by the Fund, the PUNOs, project beneficiaries, and IPs shall use, whenever reasonable, the Fund's logo and/or name as specified in this document in their project activities including documents and banners of seminars and advocacy events, promotional materials of the projects, correspondence, presentations and reporting without the prior authorization of the Fund. In case of doubts, they may contact the Fund's secretariat. The terms and conditions under which partners of the Fund may use the Fund's name, brand and logo shall be governed in the agreements establishing or memorializing the relationship to the Fund.

REMEDIAL ACTION

The Fund reserves the right to take appropriate action including, without limitation, removal from the list of UNRSF supporters (delisting), commencement of legal proceedings with the appropriate authorities, or any of the rights and remedies provided in agreements documenting the relationship, in the event of a breach of these Guidelines. The Fund reserves the right to cease its affiliation with any entity or organization that misuses the Fund's name, brand and/or logo.

HISTORY AND DESIGN

The Fund's logo and branding statements were adopted in principle by its Advisory Board on 3 September 2019.

The Logo incorporates the United Nations emblem to clearly identify it as part of the United Nations family, and was developed around the following concept:

The UNRSF wants to ensure the ability for everyone to move safely on the road. Safety and movement are the centre of this concept.



The Logo is solid and compact to communicate a sense of security, with a sense of movement incorporated by use of italic letters and a blue line symbolizing a street. The blue line in the "R" represents the starting point of change and improvement, with dark grey representing the color of roads, and white symbolizing hope. United Nations blue is used to mark the emblem and the starting letter of the acronym. The branding name of the Fund is simple and memorable, and spans across the bottom of the logo type in the chosen font, Europa dark grey.

GENERAL USAGE GUIDELINES

The Logo is generally reserved for the official use of the Fund. The Fund may grant a limited right to PUNOs, donors, partners, IPs or other stakeholders in the context of activities promoting the Fund and its goals. Except as permitted hereunder, under no circumstances may any party use the Logo in a way that implies UNRSF affiliation, endorsement, approval or support, financial or otherwise, of any product, service or activity.

CONTRIBUTOR LOGOS

PERMISSION AND USE

The Fund values and appreciates the support of its donors, and encourages all those who contribute to advocate and express their support for the Fund and its work through logos especially created to recognize

contributors (Contributor Logos). To request permission to use a Contributor Logo, donors write to the Fund's secretariat for their engagement tier, after signing the Standard Administrative Agreement (SAA) with the Fund's Multi-Partner Trust Fund Office.

Use of the Contributor Logo is limited to material that outlines donors' activities related to the work of the Fund, or its commitment to the Fund and its principles and initiatives.

When using the Contributor Logo, please ensure the following:

Proper Technical Usage of the Logo: See page 12 for more information about the usage of the logo. Editing, redesign, repurposing, or incorporating the Logo into other marks or logos is not permitted.

Proper Visual Placement: To ensure the contributing entity is clearly associated, and to prevent any implied endorsement.

RESTRICTIONS

Other than in connection with duly authorized and approved UNRSF fundraising, promotion, events, products and services, the Contributor Logo may not be used by donors:

- For advertising or promotional purposes of any of their products or services, or to imply the Fund's endorsement;
- For any non-UNRSF fundraising purposes; or
- To promote or advertise events or conferences in which the Fund is not a host, participant or funder.

NO ASSIGNMENT

The Contributor Logo is for use solely by the donor, and the benefits hereunder do not inure to successors, assigns, or any other entity(ies), nor may the donor grant, permit or sub-license its rights hereunder to any party including, without limitation, implementing partners, grantees, suppliers, subsidiaries or parent companies, without the prior written authorization of the Fund.

LAPSE OF PERMISSION

Permission to use the Contributor Logo lapses without further action upon i) delisting as defined in Section II.C.; ii) the expiration or sooner termination of the "SAA Between the Donor and the Administrative Agent"; or iii) any act or omission on the part of the donor which gives rise to implementation of the measures outlined in Section VIII of the SAA.

THE BRAND

In addition to its visual representation to the world through its logos; the brand comprises three elements: **vision**, **mission** and **purpose**.

When mentioning the Fund's vision, mission or purpose, refer to the following core texts, which must be reproduced without revision.

VISION:

A world where roads are safe for every road user, everywhere.

MISSION:

To finance – and leverage further funding for – high-impact projects based on established and internationally recognized best practices that increase road safety and minimize and eventually eliminate road crash trauma for all road users.

PURPOSE:

Mobility gives freedom; it connects people; and it creates economic opportunity. All road users, regardless of where they live or what they earn, should be safe when they use the world's roads, whether they are working, or going to school, or using the roads for leisure.

The Fund is about saving lives and protecting the dreams and future of our and next generations.

We help low- and middle-income countries put in place the proven Safety Systems that can safeguard their citizens using the road from the risks of death

and injury. We finance projects to help to build the practices, policies, regulations and capacity needed to put this approach in place. As a United Nations Trust Fund, we have brought together a broad range of United Nations organizations for a common purpose with a coordinated approach, based on the best science and a common plan.

By providing initial financing that builds ability, triggers action and creates impact, we also help unlock additional, sustainable domestic and international funding. Together and over time, the projects we fund can save millions of lives.

By reducing death and serious injury in road crashes, the Fund contributes to achieving the Sustainable Development Goals on health, cities and infrastructure, where road safety plays an important role.

We are a catalyst, an innovator and a source of inspiration for action in and by countries. Innovation and new technologies are an important part of the solutions we fund.

Innovation is also central to how we raise resources. Already, the private sector has stepped in to become a major source of funding, and its commitment to financing the Fund is driving innovation in resource mobilization. We aim to show that it is possible to build a large, successful fund with a true mix of public and private donors.

We believe that ensuring safer roads is an investment in a better future for all and that everyone will benefit from contributing to the Fund. This is already reflected in the true partnership nature of the Fund: between the United Nations, governments, multilateral development banks, civil society, academia and the private sector.

All texts discussing the Fund must be submitted for approval at least 10 business days in advance of anticipated use. See Section IX below for contact information.

TECHNICAL REQUIREMENTS

Maintaining consistency in the display of the Fund's name and logos is a key component of brand recognition

and brand integrity. To ensure consistency, use of the Fund's name and logos is subject to the following technical and reproduction requirements. Detailed technical specifications will be published in the UNRSF Style Manual in 2020.

LOGO ELEMENTS

The Fund's logo comprises four elements: (1) the United Nations emblem; (2) the shortened acronym "RSF;" (3) the wording "The Road Safety Fund;" and (4) the clear space surrounding the logo.

The Fund's Contributor Logo(s) comprise five elements: (1) the United Nations emblem; (2) the shortened acronym "RSF;" (3) the wording "The Road Safety Fund;" (4) the words under the Contributor Logo signifying the engagement tier; and (5) the clear space surrounding the Contributor Logo.

REPRODUCTION

Each of the Fund's logos must be treated as a unique element and resized proportionally. Only authorized artwork that is provided by the Fund may be used.

For an authorized and downloadable form of the Fund's Logo and the Contributor Logo, kindly contact the Fund's secretariat.

The Logos or wording should not be reproduced by hand or approximated through the use of fonts, pictures or typeface.

CONTRIBUTOR LOGOS

The Guidelines also propose a mechanism to recognize UNRSF donors through Contributor Logos that correlate to the level of funding provided.

The Logo colors may not be modified. The Logo may be set against a white or light-colored background. The proposed Contributor Logos are presented below:

APPEARANCE, PLACEMENT AND SIZE

Each Logo must be replicated in its downloaded form, properly sized without stretching, compression or distortion, and with the requisite amount of clear space. It should not be crowded by other images or text, or truncated at the bottom or top of a page or other medium, nor may borders, colors or other design elements be incorporated or added.

The Logo may not be incorporated into other symbols, designs, or texts, or placed in such a way as to imply such incorporation. The Contributor Logo must not be used to imply any other party or parties is/are the donor.

UNITED NATIONS EMBLEM RESTRICTIONS

Please be reminded that the use of the United Nations name and emblem, and any abbreviation thereof, is reserved for official purposes of the United Nations in accordance with General Assembly resolution 92(1) of 7 December 1946. The 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 United Nations Secretary-General, and recommends that Member States take the necessary measures to prevent unauthorized use.

OUR LOGO

Our Logo was developed around the following concept: The United Nations Road Safety Fund (UNRSF) wants to ensure the ability for everyone to move safely on the road – whether for work or pleasure – without risk to their life, health or livelihood.

Safety and movement are at the centre of the concept.

The logotype clearly identifies the Fund with the United Nations

The starting letter has a blue line to represent a street, which is our starting point of change and improvement



The logo is solid and compact, to communicate a sense of security

The sense of movement is given by italic letters in the acronym of the naming

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_862

