

## Terms of Use for the Logo of the International Year of Sustainable Tourism for Development 2017

### 1. The Logo

#### a. **Description**

The visual identity of the International Year of Sustainable Tourism for Development 2017 (hereinafter referred to as 'IY2017') consists of an image in the shape of a dandelion on the wind, accompanied by the words '2017 International Year of Sustainable Tourism for Development'.

#### b. **Explanation**

The Dandelion represents planet Earth, a planet where people, as seeds, travel in a sustainable and responsible way. By travelling, these seeds connect to others through knowledge and culture, and they build a better future.

### 2. Authorization of Use

#### a. **Request for approval**

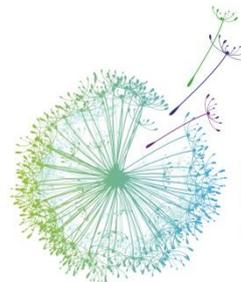
Any entity wishing to use the logo of IY2017 must seek authorization of the World Tourism Organization (hereinafter referred to as 'UNWTO'), by filling and submitting [the online International Year Events Activity Registration Form](#). The submission of the above mentioned Form implies the acceptance of the Terms of Use for the logo set forth herein.

### 3. Use of the Logo

The IY2017 logo may be used by organizations or individuals who support IY2017 goals and which have been granted the corresponding authorization by UNWTO.

The IY2017 logo shall only be used to identify events and activities related to 'International Year of Sustainable Tourism for Development 2017'.

The IY2017 logo may not be used for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor it be used in any manner which implies United Nations or UNWTO endorsement of the products, services or activities of a commercial enterprise.



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By using the IY2017 logo, the entity agrees to provide information to the UNWTO on the events or activities for which it is used.

The logo must not be altered in any manner. Under no circumstances should the image be used separately from the words '2017 International Year of Sustainable Tourism for Development'.

The logo is intended for two kinds of promotional use, as outlined below:

**a. Information**

For information purposes, the IY2017 logo is primarily illustrative, not intended to raise funds not carried out by a commercial for-profit entity.

**b. Fundraising**

For fundraising purposes, the IY2017 logo is intended to raise resources to cover costs of activities related to the IY2017. They may only be undertaken by non-commercial not-for-profit entities.

Commercial use of the IY2017 logo is not permitted.

**4. Eligible Entities for the Use of the Logo**

**a. UN Institutions**

The IY2017 logo may be used by any Organizations of the United Nations without prior approval from UNWTO. However, for reporting purposes, UNWTO encourages all Organizations to share information about events and promotional materials (posters, brochures, books, videos, flash and slideshow presentations, banners, illustrations, and animations, etc.) for which the logo is used by registering it through [the International Year Events Activity Registration Form](#).

**b. Non-UN entities**

Any non-UN entity wishing to use IY2017 logo must fill [the International Year Events Activity Registration Form](#) and provide information of the related activity.

**c. Cooperative Enterprises**

Any Cooperative Enterprises wishing to use the IY2017 logo must fill online [the Activity Registration Form](#) and provide information of the related activity.

**d. Sponsors and Partners**

The IY2017 logo may be used by Sponsors and Partners in their official communications with mention of Sponsor, Partner or Friend Label, in promotional materials and official events. UNWTO will provide these specific logos. For any other use, UNWTO must be informed of all its use throughout the year.

**e. Others**

The IY2017 logo may be used by individuals or other entities for any promotional activities aimed at increasing awareness of the IY2017, provided that these activities are consistent with the aims and principles of the year and not contrary to public order, morals or human rights. [The online International Year Activity Registration Form](#) must be filled and submitted for UNWTO approval.

**5. Length of Use**

Once the authorization has been duly granted by the UNWTO, the logo may be used during the period of announcement and preparation of the IY2017, during the IY2017, and after 2017 in reference to the International Year of Sustainable Tourism for Development.

**6. Translation of the Logo**

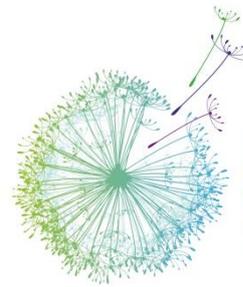
The IY2017 logo is available in the six UN official Languages: Arabic, Chinese, English, French, Russian and Spanish.

For any other languages, please contact [IY2017comm@unwto.org](mailto:IY2017comm@unwto.org).

**7. Liability and Disclaimer**

All entities duly authorized to use the logo of the International Year of Sustainable Tourism for Development 2017, whether for informational or fundraising purposes, must acknowledge that:

- a) Nothing herein is intended to grant any right in the logo other than the right to use of the logo in accordance with the requirements set forth herein.
- b) Any modification, in particular of its components, proportions or colour is forbidden. The entity shall agree not to challenge or otherwise carry out any act that would impair



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the logo and further agree not to register or otherwise attempt to obtain rights in this logo or any confusingly similar mark.

- c) The IY2017 logo is property of the UNWTO, which owns all rights to its use. The entity is not authorized to transfer the logo, sell it, permute it or obtain any financial or commercial benefit from it.
- d) UNWTO reserves its exclusive right to deny the use of the logo and to put an end the use of the said logo, at its sole discretion and at any moment, without any responsibility incurred by the Organization.
- e) The authorization to use the IY2017 logo or associated graphic tag does not imply UNWTO's endorsement of the planned activities of the enquiring entity.
- f) The authorization to use the IY2017 logo does not imply authorization to use the UN or UNWTO's logo.
- g) 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.
- h) The United Nations, its Specialized Agencies, Programmes, Funds or Offices shall not assume any responsibility for the activities of such entity.
- i) The Terms of the Use for the logo shall in no way convey or imply that the entity represents the United Nations, its officials or related Agencies, Funds, Programmes or Offices or that it has a joint venture, employment or agency relationship with them.
- j) The entity shall hold harmless and defend the United Nations, its Specialized Agencies, Funds, Programmes, Offices and its officials against any action that may be brought against as a result of or in connection with the use of the logo.
- k) Nothing herein shall constitute or be considered to be a limitation upon or a waiver of the privileges and immunities of the Secretariat, which are specifically reserved.

## **8. Enquiries**

Please send enquiries to:

Email: [IY2017comm@unwto.org](mailto:IY2017comm@unwto.org)