Second World Summit for Social Development

VISUAL IDENTITY GUIDELINES

LEGAL GUIDELINES FOR USE

SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT

These guidelines, and the accompanying graphic guidelines, must be provided to requesters.
Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

1. DESIGN

The logo consists of geometric forms to portray all parts of the world converging into a life pulse that flows through the planet. It is inclusive of all races, genders and differing social statuses, with the foundation of our planet strengthened by the diversity. The words "Second World Summit for Social Development, Doha 2025" appears to the right side of the visual image.

The colours represent the blue of the United Nations, with burgundy used to represent the State of Qatar flag, who is the host country of the Second World Summit for Social Development. Orange visually connects the current and previous Summit for Social Development. Yellow incorporates an energy into the logo and ties the rest of the colors together. These colours can be applied to communications materials, but the logo should not be altered.

This logo is designed to be used across all platforms and media for the Second World Summit for Social Development, from the website and social media to merchandise (pens, notepads, etc.) and the digital screens of the venue where it will be animated and dynamic and reflect the unabashed innovation and ambition of the meeting.

2. USE OF THE LOGO

I. Use of the logo by United Nations offices, funds and programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, funds and programmes and other subsidiary organs and organizations of the United Nations System may use the Second World Summit for Social Development logo without obtaining prior approval from the United Nations Department of Economic and Social Affairs (DESA). However, for reporting purposes, the office should be informed of events and information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The Second World Summit for Social Development logo must be used only in its entirety. Moreover, if the UN office, fund and programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with the Second World Summit for Social Development logo.

II. Use of the logo by non-UN entities

Entities outside the UN system, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo in accordance with the requirements outlined below and provided that each entity submits by email the required documentation along with a signed waiver of liability (included in these guidelines). It is understood that users of the logo are not authorized to sub-license or to authorize the use of the logo to any other entities.

The logo of the Second World Summit for Social Development is primarily intended for two kinds of promotional use:

a) Information uses of the logo

Information uses of the logo are those which are primarily illustrative; and not intended to raise funds.

The Second World Summit for Social Development logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence via-à-vis the Second World Summit for Social Development logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the Second World Summit for Social Development".

The entities wishing to use the logo must provide:

* A short statement of identity (nature of the entity and its objectives)

* An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.

* A waiver of liability **(please see the form on page 4)** signed by the entity requesting to use the logo.

b) Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of the Second World Summit for Social Development to be held in Doha, Qatar on 4-6 November 2025.

The Second World Summit for Social Development logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence via-à-vis the Second World Summit for Social Development logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the Second World Summit for Social Development" The United Nations emblem cannot be used by the entity.

The entities wishing to use the logo must provide:

- A short statement of identity (nature of the entity and its objectives).

- An explanation of how and where the logo 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 Second World Summit for Social Development, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the Second World Summit for Social Development.

- A waiver of liability **(please see the form on page 4)** signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The Second World Summit for Social Development logo may be used from May 2025 for reporting and in reference to publications about the Second World Summit for Social Development.

4. LIABILITY

All entities whose request to use the logo has been approved for the purposes specified herein must agree to the following provisions on waiver of liability.

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 United Nations does not assume any responsibility for the activities of the entity.

The entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity.

The waiver of liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by DESA.

5. DISCLAIMER

The Second World Summit for Social Development logo is property of the United Nations.

The Second World Summit for Social Development logo can only be used to identify events and activities related to the Second World Summit for Social Development.

The Second World Summit for Social Development logo may only be used after a Waiver of Liability for the use of the logo of the Second World Summit for Social Development has been received by DESA and the request to use the logo has been approved.

By using The Second World Summit for Social Development logo the entity agrees to provide information to DESA on the events or activities for which it is used. This information will be used for reporting purposes on the Second World Summit for Social Development.

The authorization to use the Second World Summit for Social Development logo or the publication of an event organized by an outside entity does not imply United Nations' endorsement of the planned activities or the outside entity.

The Second World Summit for Social Development logo 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 United Nations' endorsement of the products or activities of a commercial enterprise.

The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.

Please give credit to the United Nations when using the Second World Summit for Social Development logo.

6. INQUIRIES AND PERMISSIONS

Please email inquiries to:
Secretariat of the Second World Summit for Social Development
Division for Inclusive Social Development
The United Nations Department of Economic and Social Affairs
United Nations

Email: socialsummitsecretariat@un.org

(The Waiver of Liability is on page #).

WAIVER

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT

The undersigned acknowledges that, in using the logo for the Second World Summit for Social Development as explained in its submission dated to the United Nations Department of Economic and Social Affairs (DESA):

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 does not assume any responsibility for the activities of the undersigned.

c. The entity named below will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.

d. If the entity translates the text of the logo into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text.

e. The entity will use the logo only after this Waiver of Liability has been received by DESA and the request to use the logo has been approved.

SIGNED _____

FULL NAME (BLOCK LETTERS) _____

AFFILIATION (BLOCK LETTERS) _____

NAME OF ORGANIZATION _____

EMAIL _____

DATE _____

PLEASE EMAIL THE SIGNED FORM TO:

Secretariat of the Second World Summit for Social Development
Division for Inclusive Social Development
The United Nations Department of Economic and Social Affairs
United Nations

Email: socialsummitsecretariat@un.org

TABLE OF CONTENTS

**OTHER PRODUCTS
WILL BE ADDED SOON**

LOGO

Logo Rationale

The logo consists of geometric forms to portray all parts of the world converging into a life pulse that flows through the planet. It is inclusive of all races, genders and differing social statuses, with the foundation of our planet strengthened by the diversity.

The colours represent the blue of the United Nations, with burgundy used to represent the State of Qatar flag, who is the host country of the Second World Summit for Social Development. Orange visually connects the current and previous Summit for Social Development. Yellow incorporates an energy into the logo and ties the rest of the colors together.

1 LOGO

Colour:
RGB/CMYK

The colour version of
the logo is only to be
used on a white or light
grey background.
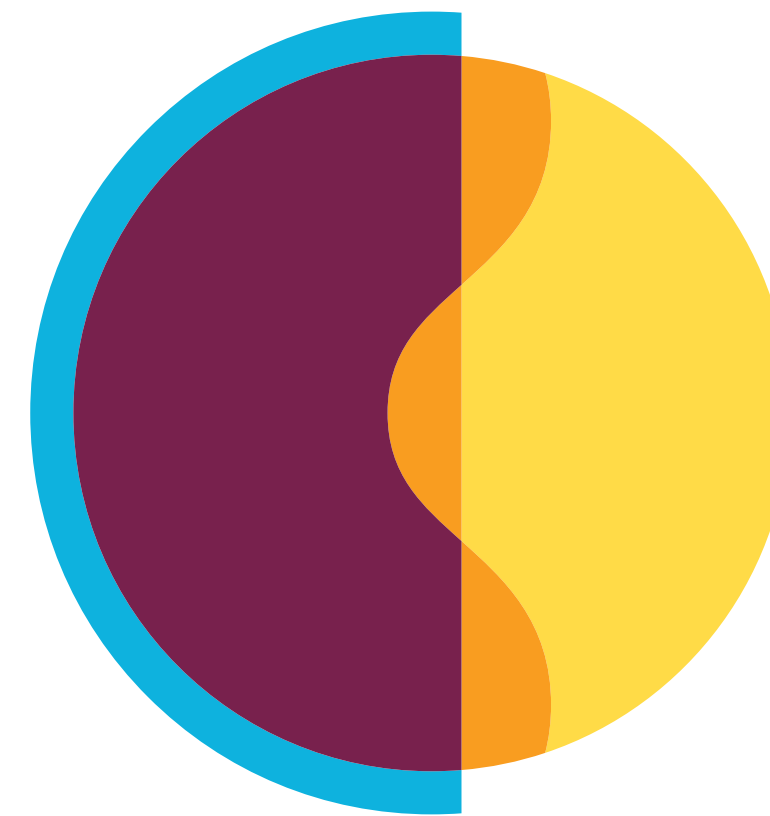
SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025

Colour: Black

The logo should only be reproduced in all black when printing colour is not available (such as in one-colour newspaper printing) or when high contrast is required for a campaign.
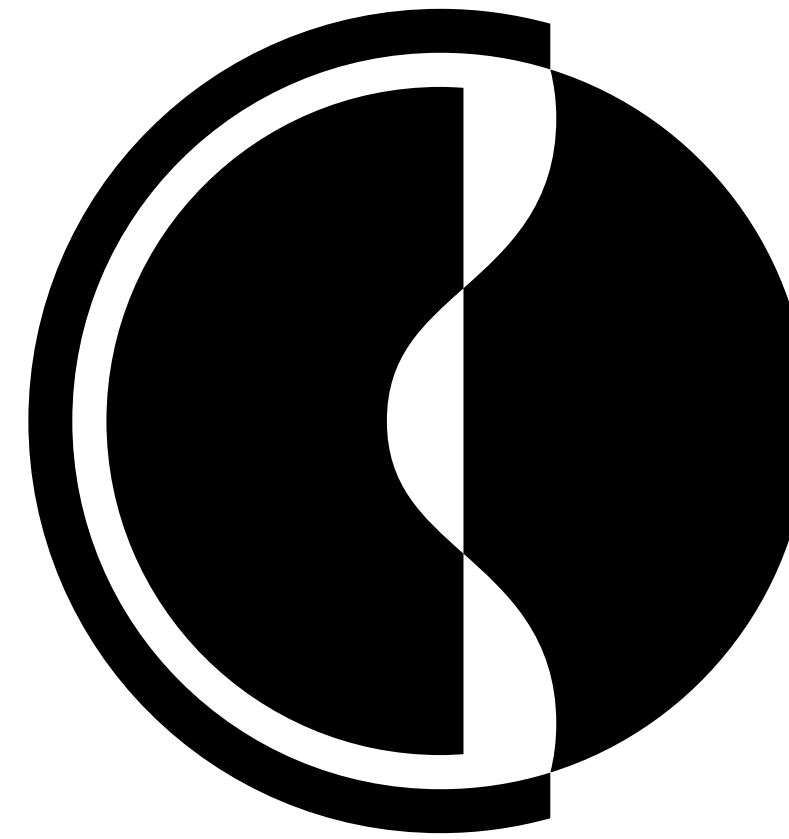
SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT
DOHA 2025

1   LOGO

Colour: Black

When overlayed onto a solid color from the WSSD visual system, make sure the black logo is overlayed on a color which provides high contrast as shown in these examples.
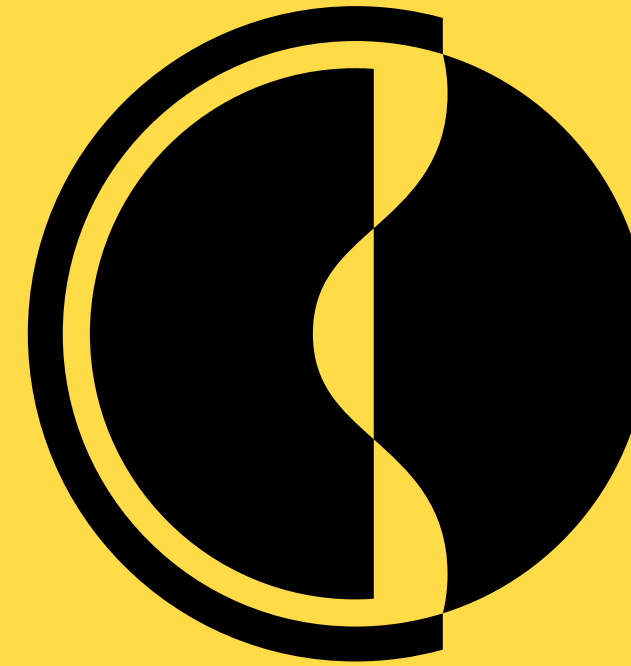
SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025

SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025

1 LOGO

Colour: White

When placed on a black background, the logo should be reproduced in all white. Use solid black, not tints or greys.

1   LOGO

Colour: White

When one-colour printing is the only option, make sure the white logo is overlayed on a color which provides high contrast as shown in these examples.

1 LOGO

Languages

The logo is available in the six official UN languages: Arabic, Chinese, English, French, Russian and Spanish.
Use only officially supplied files.
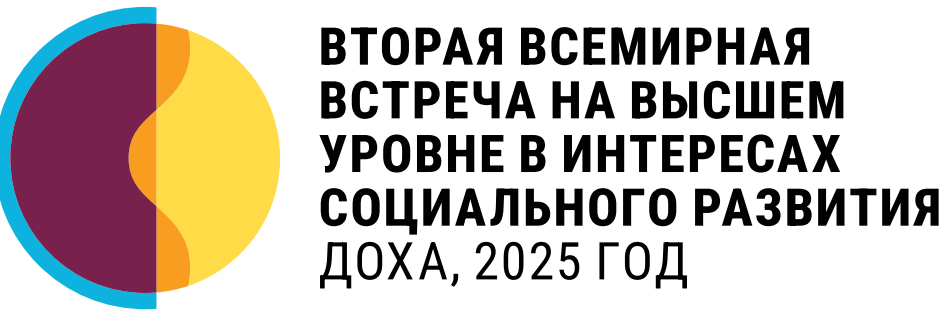
1 LOGO

Size

The logo has been created with careful attention to balance and clarity in a wide range of sizes. Always use official artwork.

Minimum Size
1" W

Clear Space

Clear space must be maintained on all sides of the identifier for it to be perceived as separate from the other elements in the environment in which it appears.

Make sure there is at least 20 px of clear space around the logo.

1 LOGO

Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

Only use approved artwork, and do not alter the logo as shown in these examples.

Do not alter the artwork
Do not delete any parts of the logo or replace it with other elements. No changes in any form are permissible.

Do not add effects
The logo must always be reproduced in solid colour. Never add drop shadows, gradients, bevels or other effects.

Only use official brand colours
Avoid placing the logo on fields of other colours, and never recolour the logo.

Do not distort the artwork
The logo cannot be stretched or elongated. No changes in any form are permissible.

Do not place on busy backgrounds
Always ensure that the logo is placed on a solid background with plenty of clear space to ensure legibility.

Do not add design elements
The logo lockup must not be placed inside logos or icons such as the SDG Wheel. Do not add graphics or text around the logo.

1 LOGO

**Co-branding
(UN entities)**

Use of the logo by United
Nations offices, funds
and programmes and
other subsidiary organs
and organizations of the
United Nations System.

UN ENTITY
LOGO

SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025
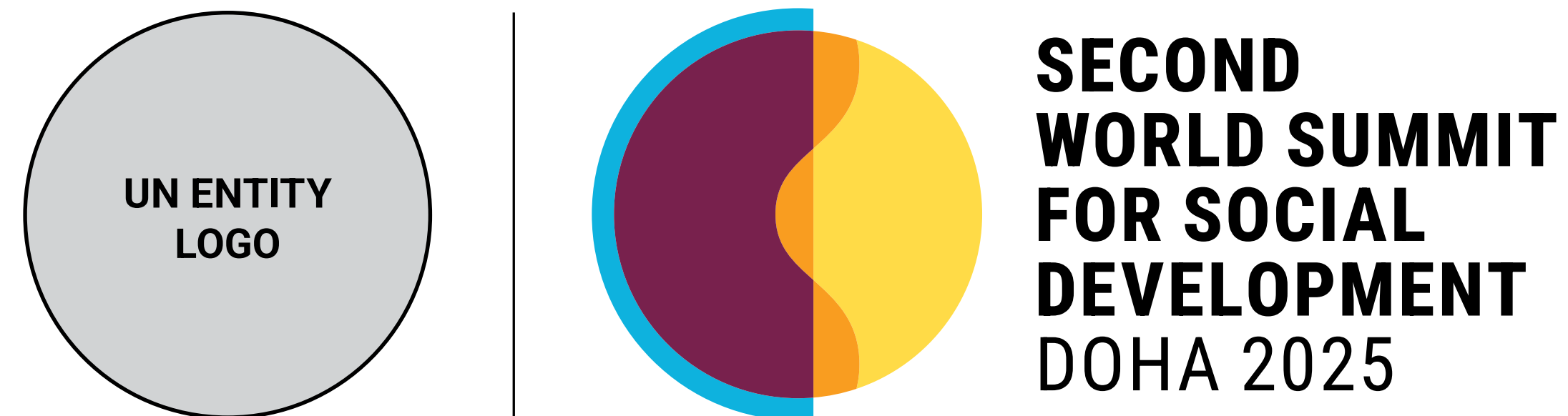
1 LOGO

Co-branding (Non-UN entities)

Entities outside the UN system, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities.

NON-UN ENTITY LOGO

SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

[THE NAME OF THE ENTITY] SUPPORTS THE UNITED NATIONS

DESIGN TOOLKIT

2   DESIGN TOOLKIT

Colour

Use RGB for on-screen use, CMYK for colour printing, and Pantone spot colour when printing in spot colours or other production processes that utilize match colours.

Accessible Text Colour

Use level AA/AAA accessible colours as backgrounds with black or white text overlayed as indicated, when contrast and text size are not enough to improve readability.

|						
R254 G 218 B72	**R249 G157 B33**	**R14 G178 B222**	**R0 G158 B219**	**R242 G103 B82**	**R120 G34 B77**	**R0 G0 B0**
C1 M11 Y83 K0	**C0 M45 Y98 K0**	**C71 M8 Y5 K0**	**C80 M20 Y0 K0**	**C0 M74 Y69 K0**	**C44 M96 Y45 K29**	**C0 M0 Y0 K100**
#FEDA48	**#F99D21**	**#0EB2DE**	**#009EDB**	**#F26752**	**#78224D**	**#00000**
PANTONE 108 U	**PANTONE 715 U**	**PANTONE 311 U**	**PANTONE 2925**	**PANTONE 7416**	**PANTONE 7435 U**	**PANTONE BLACK**

Black text on this colour is AAA accessible at all text sizes.

White text on this colour is not AAA or AA accessible at any size.

Black text on this colour is AAA accessible at all text sizes.

White text on this colour is not AAA or AA accessible at any size.

Black text on this colour is AAA accessible at all text sizes.

White text on this colour is not AAA or AA accessible at any size.

Black text on this colour is AAA accessible if text is larger than 18 pt regular weight or 14 pt bold weight. It is AA accessible at any size.

White text on this colour is not AAA accessible. It is AA accessible if text is larger than 18 pt regular weight or 14 pt bold weight.

Black text on this colour is not AAA accessible. It is AA accessible if text is larger than 18 pt regular weight or 14 pt bold weight.

White text on this colour is AA accessible if larger than 18 pt regular weight or 14 pt bold weight. It is not AAA accessible at any size.

Black text on this colour is not AAA or AA accessible at any size.

White text on this colour is AAA accessible at any size.

White text on this colour is AAA accessible at any size.

2   DESIGN TOOLKIT

Colour Combinations

These are suggested colour combinations for use in supporting graphics.
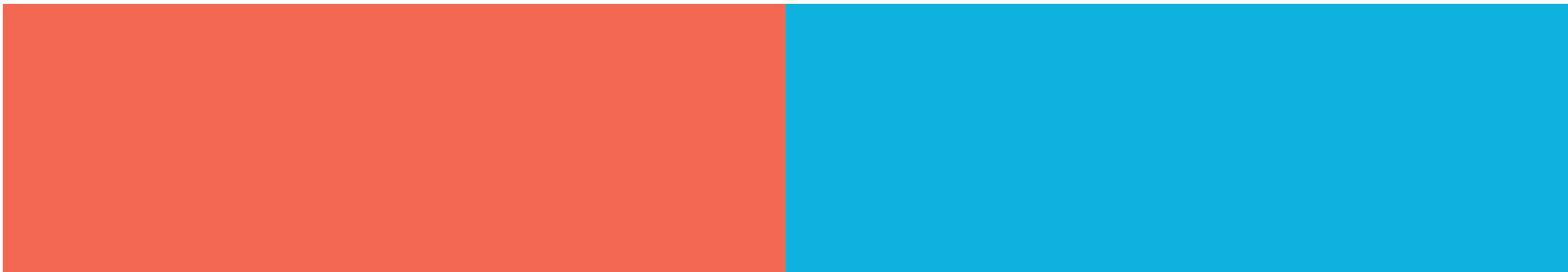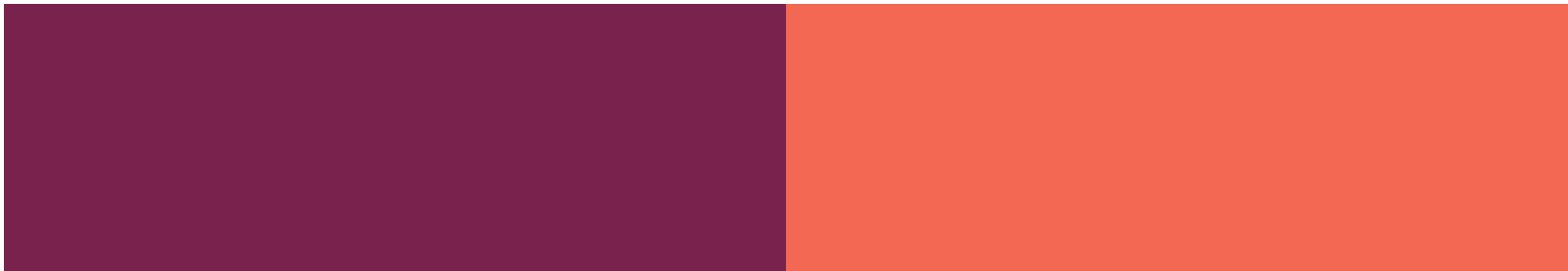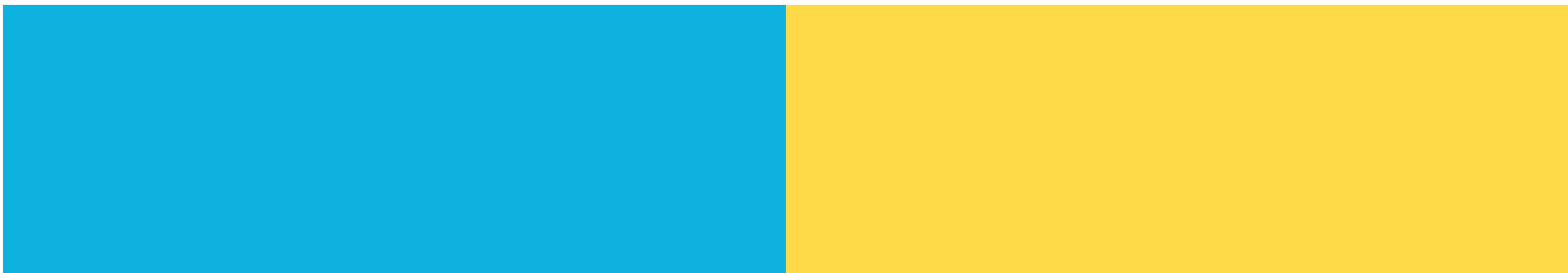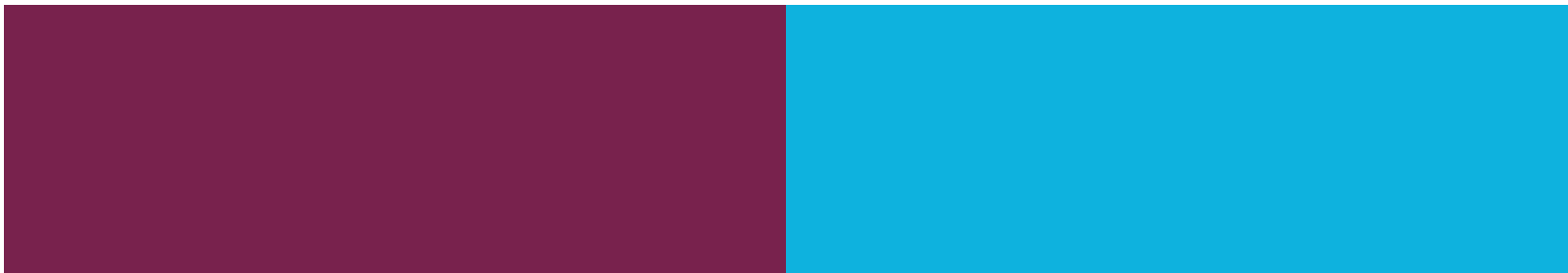
Typography

Roboto font is most often used for body copy and additional information.

Title .... Roboto Condensed ExtraBold / 0 Metrics kerning

Subtitle .... Roboto Condensed Regular / 0 Metrics kerning

Body .... Roboto Regular / 0 Metrics kerning

LABEL .... Roboto Condensed Medium / 40 Optical kerning

2   DESIGN TOOLKIT

Supporting Elements: Graphics Style

Shapes from the logo are extracted, repositioned, and used to build objects, scenes, and patterns.

These graphics can be used for digital and printed backgrounds on a wide range of products and collateral related to the event.
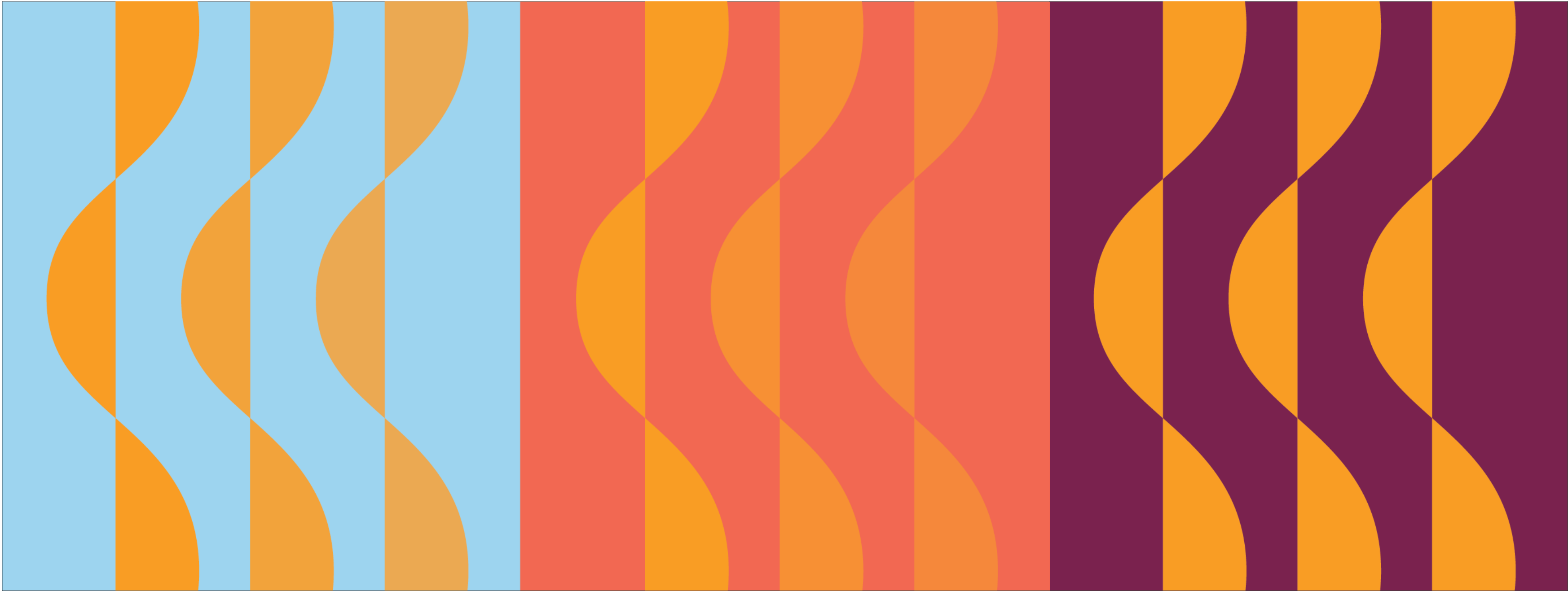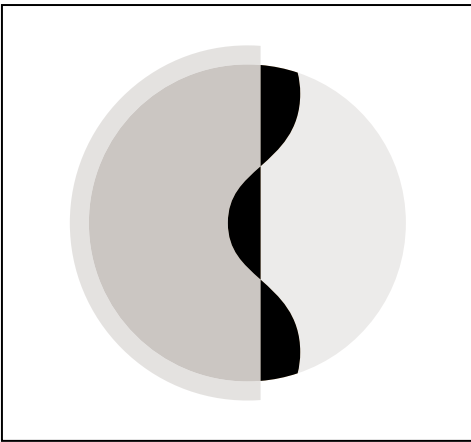
2   DESIGN TOOLKIT

**Supporting
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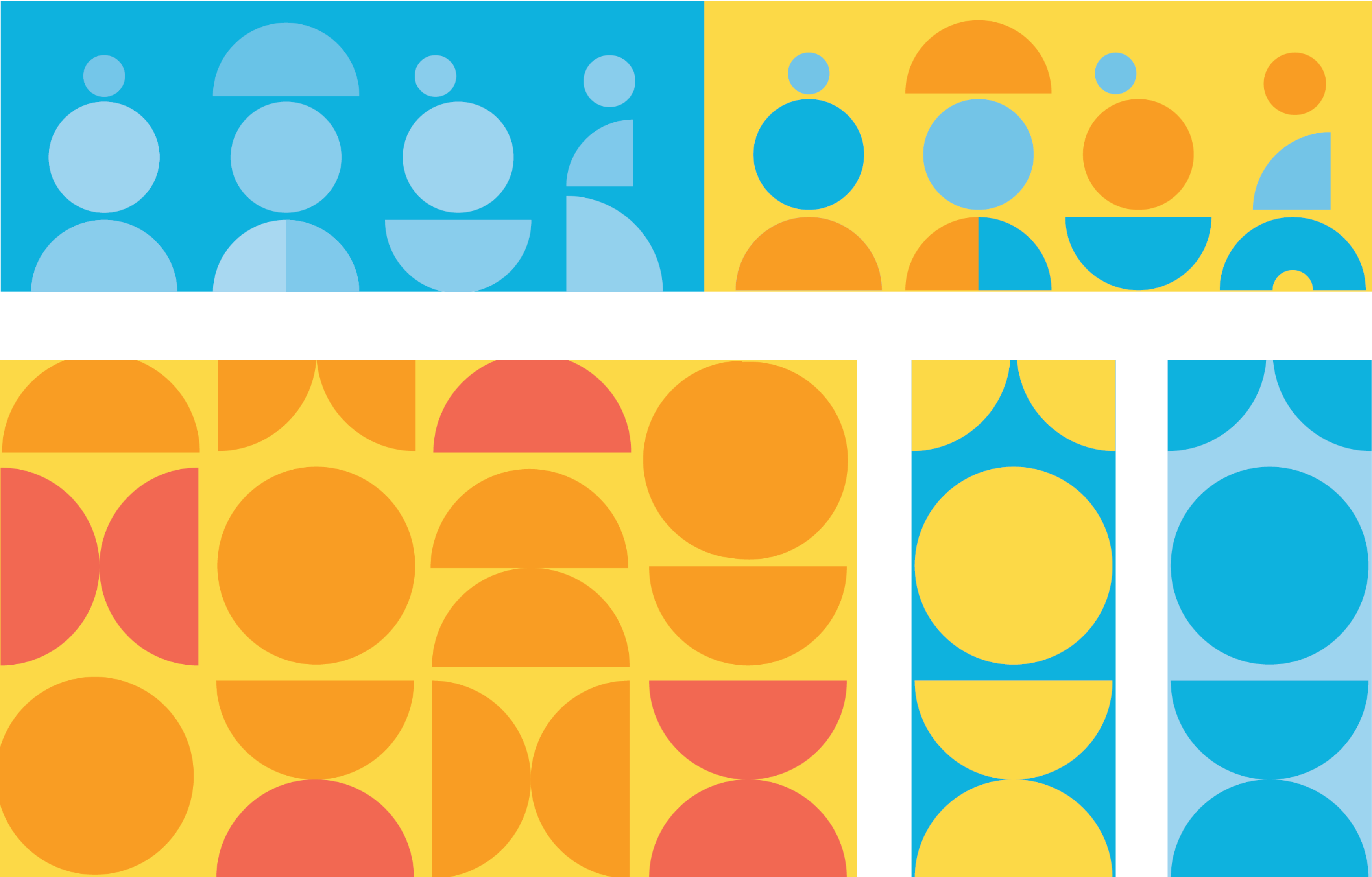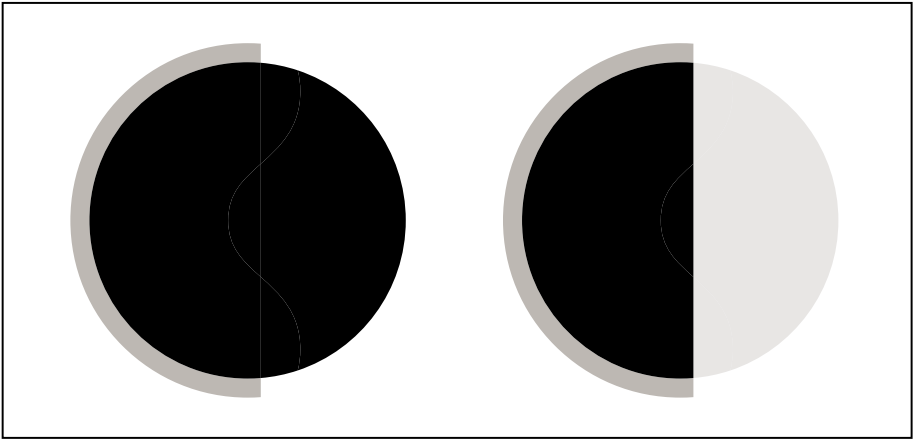
APPLICATIONS

3   APPLICATIONS

Social Media

Quote cards: Horizontal [Style A]

These examples with a photo show the logo in white, black and full color, paired with colors which provide most contrast for online accessibility while staying true to the Summit's visual system.

3 APPLICATIONS

Social Media

Quote cards: Horizontal [Style B]

These examples with a photo show the logo in white, black and full color, paired with colors which provide most contrast for online accessibility while staying true to the Summit's visual system.

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centered development and a global commitment to social development."
—Quote author name

SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centered development and a global commitment to social development."
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SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

3 APPLICATIONS

Social Media

Quote cards: Horizontal [Style C]

These examples without a photo show the logo in black and full color, using supporting graphics with colors and shapes that stay true to the Summit's visual system.

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centered development and a global commitment to social development."
—Quote author name

SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

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SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centered development and a global commitment to social development."
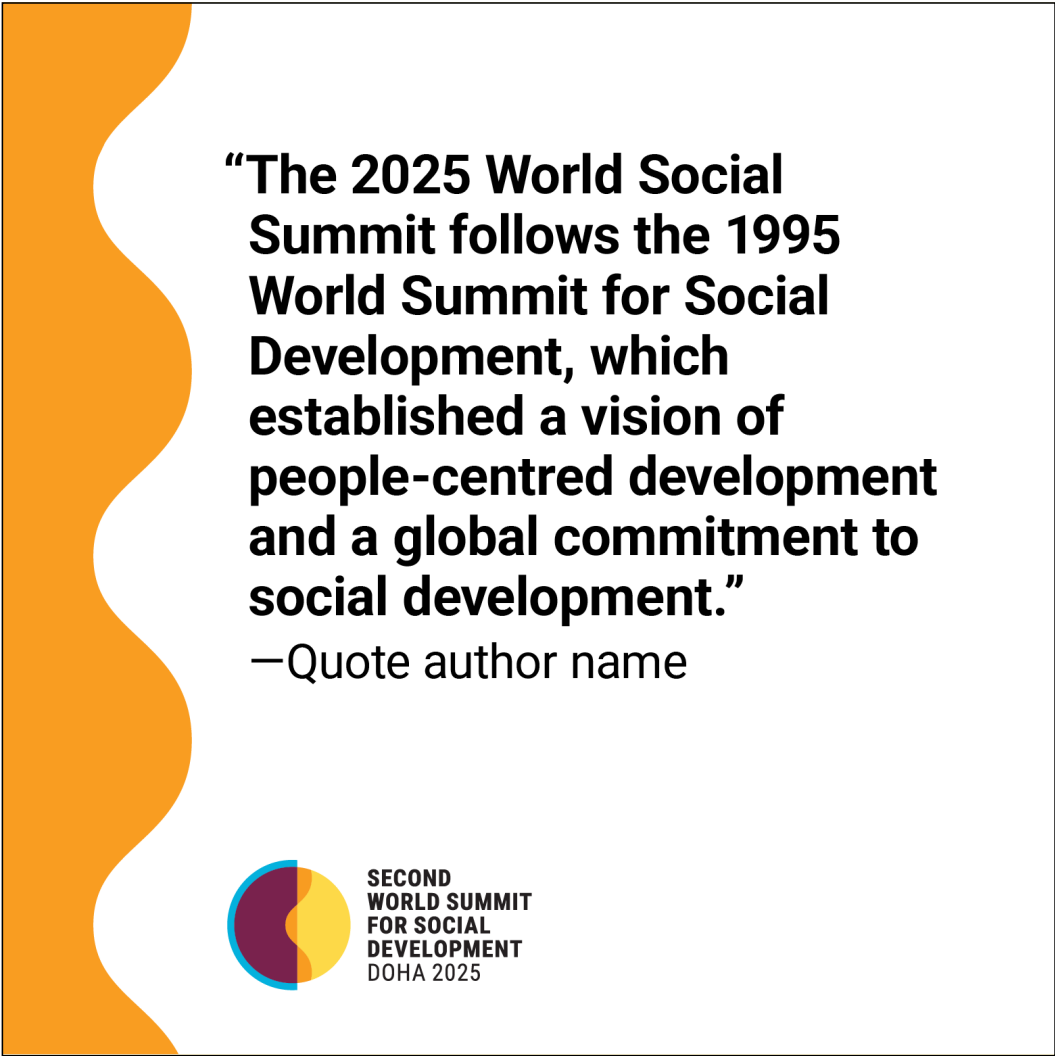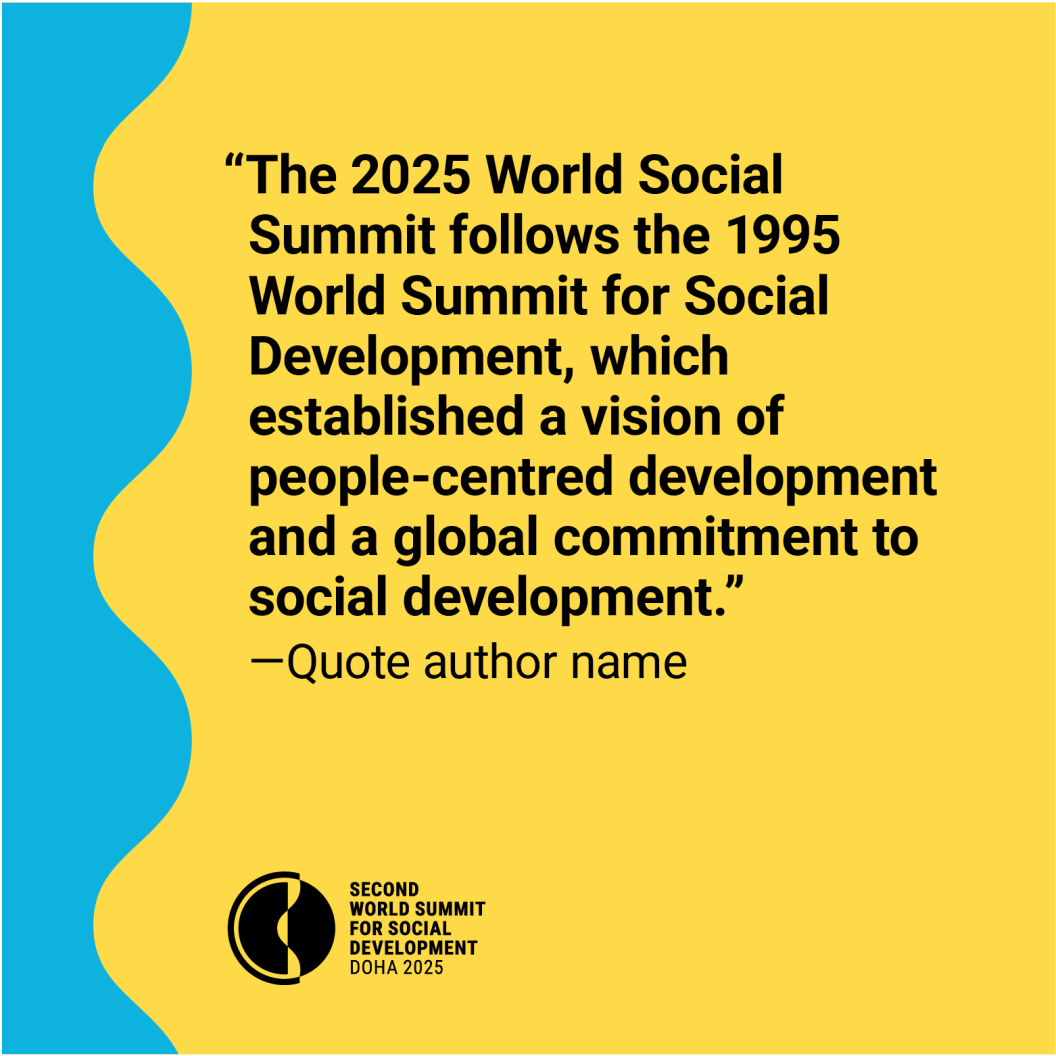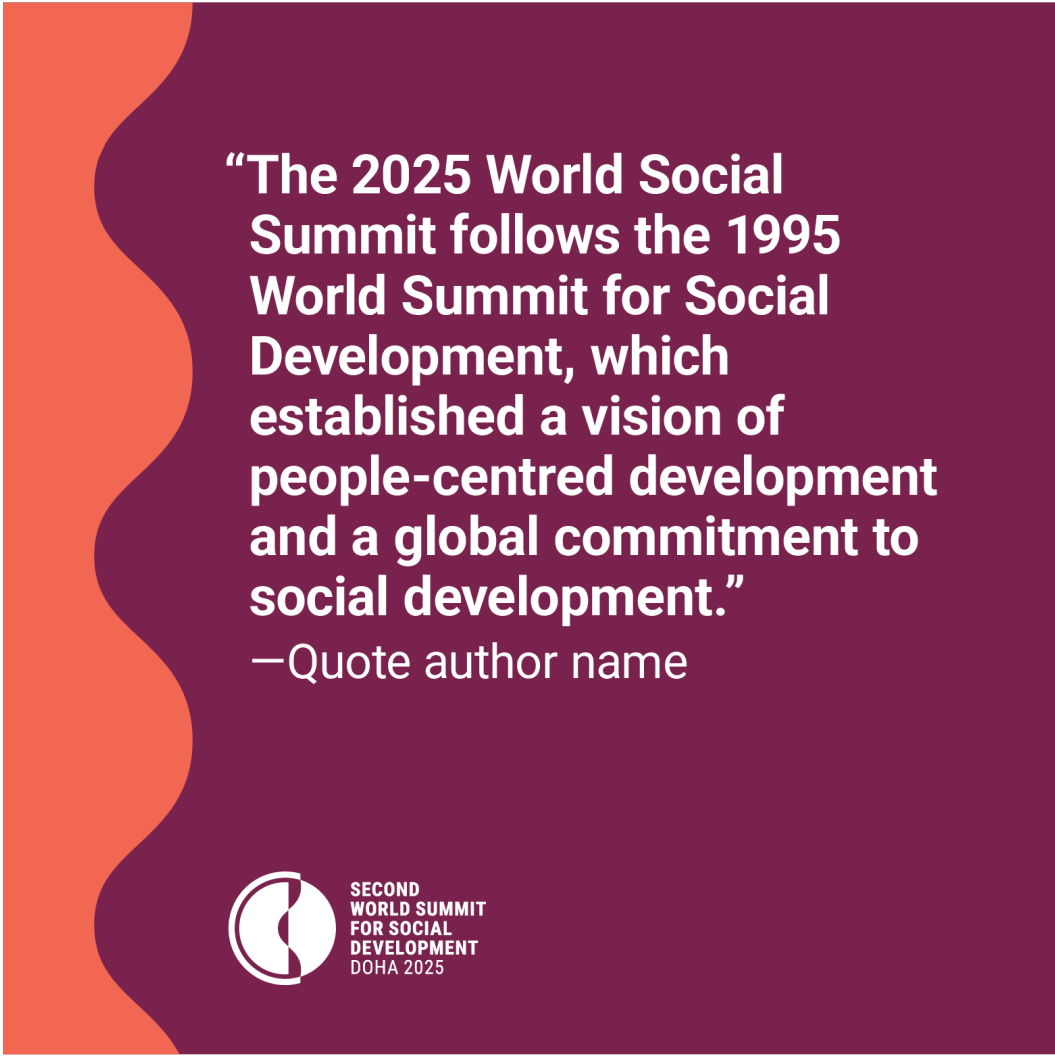—Quote author name

SECOND WORLD SUMMIT FOR SOCIAL DEVELOPMENT DOHA 2025

Social Media

Quote cards, Square
[Style A]

These examples with a
photo show the logo in
white, black and full color,
paired with colors which
provide most contrast
for online accessibility
while staying true to the
Summit's visual system.

**"The 2025 World Social
Summit follows the 1995
World Summit for Social
Development, which
established a vision of
people-centred development
and a global commitment to
social development."**
—Quote author name

SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025

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SECOND
WORLD SUMMIT
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DEVELOPMENT
DOHA 2025

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—Quote author name

SECOND
WORLD SUMMIT
FOR SOCIAL
DEVELOPMENT
DOHA 2025

Social Media

Quote cards, Square
[Style B]

These examples with
a photo show the logo
in white and full color,
paired with colors which
provide most contrast
for online accessibility
while staying true to the
Summit's visual system.

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centred development and a global commitment to social development."
—Quote author name

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—Quote author name

"The 2025 World Social Summit follows the 1995 World Summit for Social Development, which established a vision of people-centred development and a global commitment to social development."
—Quote author name

3   APPLICATIONS

Social Media

Quote cards, Square
[Style C]

These examples with a photo show the logo in full color. The white and black logos are not used for digital cards when it is placed on a white background.

3 APPLICATIONS

Event Materials

Stage banner

Shapes from the logo are extracted, repositioned, and used to build patterns using colors from the Summit's visual system.

These mockups were developed by the UN Brand and Graphic Design Unit and should be used as a reference when the host country subcontracts venue branding. If the final branding does not follow these guidelines and is not approved by the UN, the UN is not responsible for how the design is applied to the venue, including plenary halls, rooms, and other spaces.
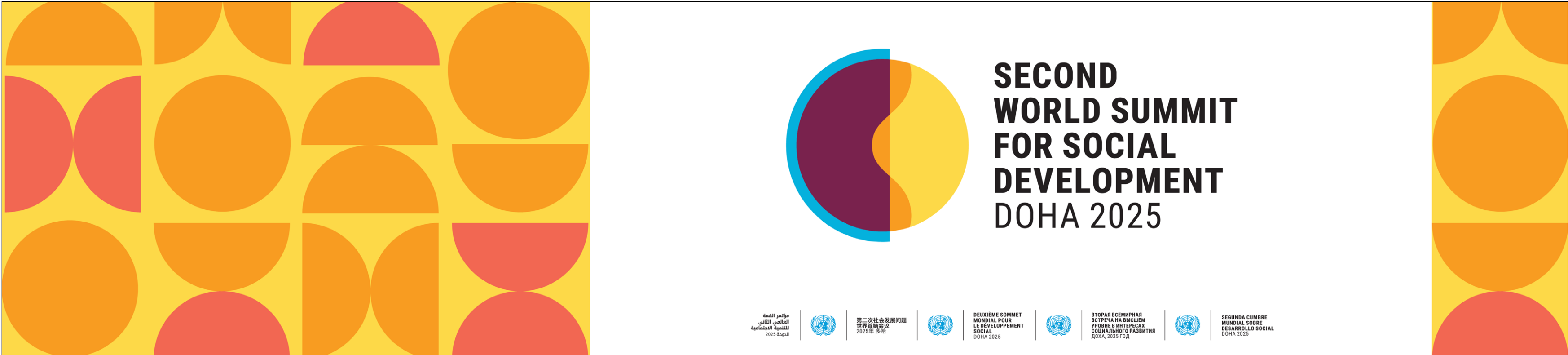
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