

## Guidelines to the Use of GAMAG's Name and Logo

The use of the name and logo of GAMAG, the Global Alliance on Media and Gender, is subject to rules laid down by the Alliance and UNESCO.

### I. Graphics

#### Logo Block



Global Alliance On Media And Gender

The GAMAG logo block is composed of three parts:

1. the **acronym** – a typography logo containing the values of Equality, Neutrality, Symmetry, Transparency and Simplicity.
2. the **line** between the acronym and the complete name
3. the **complete name** (Global Alliance on Media and Gender) in one or several languages

These components cannot be disassociated.

It is prohibited to:

- Change the logo colors or the color degrees;
- Change the logo size and dimensions in an irrelative way;
- Delete part of the logo or add a new part to it; and
- Use the logo without mentioning the reason of usage if event related.

## **Languages**

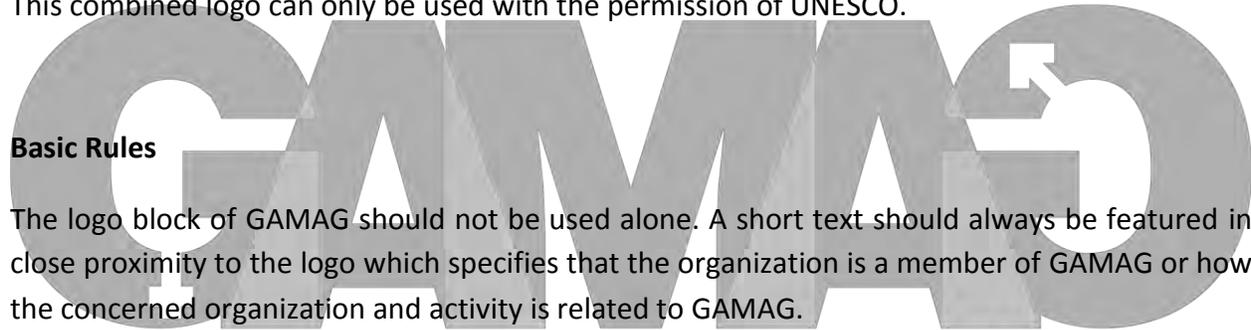
The language chosen for the logo must correspond to that of the support used and of the audience targeted. The use of the complete name in English, in addition to one or several other languages, provides an explanation of the acronym of the Alliance.

Mindful of the same criteria, several languages may be used. The six official languages of UNESCO – Arabic, Chinese, English, French, Russian and Spanish – shall be applied.

## **Combined Logo with UNESCO's Logo**

There will be a GAMAG logo which is combined with UNESCO's logo, as UNESCO is the lead UN Agency of GAMAG.

This combined logo can only be used with the permission of UNESCO.



## **Basic Rules**

The logo block of GAMAG should not be used alone. A short text should always be featured in close proximity to the logo which specifies that the organization is a member of GAMAG or how the concerned organization and activity is related to GAMAG.

The logo should be at a visible area on their homepage along with a link to the GAMAG website. The colored logo should be used when the logo is printed in color. The black logo should be used when it is printed in black and white.

If the GAMAG logo is used in conjunction with other logos, it should be used independently, with a clear space between it and other logos. It should have a similar dimension to the other logos.

UNESCO should be credited whenever possible, when the logo is used (e.g. in publications).

This rule must be respected when the GAMAG logo block is used by all its stakeholders and partners.

## **II. The General Principles**

### **General Conditions for the Use of GAMAG's Name and Logo**

The objectives for GAMAG's framework and practice concerning the use of its name and logo are:

- to enhance GAMAG's visibility and outreach through the effective association of its name and logo with activities of its networks and partners,
- to protect GAMAG's name and logo from inappropriate and unauthorized use.

All registered members of GAMAG are free to use its logo.

### **Authorization**

Use of GAMAG's logo by members to promote specific events or initiatives necessarily constitutes an endorsement of their activity by the GAMAG members.

This will require that a simple email is sent to GAMAG Discussion Platform communicating intention and purpose of the event or initiative. A response will be forthcoming only when activities do not clearly relate to GAMAG's purpose and objectives.

All the other non-member organizations, whether public, private or civil society, should contact any member of the GAMAG International Steering Committee or UNESCO for permission to use the logo.

Organizations that wish to use the logo but are not members of GAMPIL must first register as a member through the GAMAG website.

The two main criteria in assessing a patronage request are:

- The proposed activity is relevant to GAMAG's own strategic objectives and operational programmes.
- The organization is compliant to the values, principles and constitutional aims of GAMAG.

All those authorized to use the GAMAG's name and logo should abide by the General Principles.

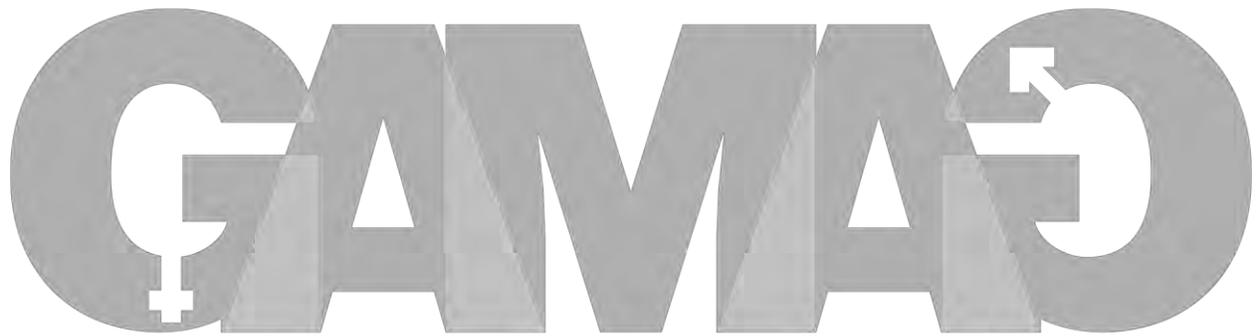
### **Commercial use**

The sale of goods or services bearing the name, acronym, logo or Internet domain names of GAMAG for profit is regarded as "commercial use".

Any commercial use of GAMAG's name, acronym, logo or Internet domain name, alone or in the form of a linked logo, must be expressly authorized by the International Steering Committee of GAMAG and UNESCO under a specific contractual arrangement, such as a fundraising, merchandizing or licensing agreement.

Any request or proposal for commercial use should be addressed to the Deputy Secretary General of the International Steering Committee of GAMAG with copy to UNESCO designated officer.

GAMAG takes action against the misuse of its name, acronym, logo or its Internet domain names.



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Global Alliance On Media And Gender