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## POLICY FOR THE USE OF THE WORLD SUMMIT ON THE INFORMATION SOCIETY OFFICIAL LOGO

### 1. **WSIS official logo design**

The official logo of the World Summit on the Information Society (WSIS) is available for download on the WSIS website: [www.itu.int/wsis](http://www.itu.int/wsis). A description of the WSIS official logo is provided in annex 1.

### 2. **General Principles**

- a) The WSIS official logo must be used in its complete form. No part of it, including its colour scheme and its proportions may be altered or deleted (see annex 1 for description). If used in conjunction with other logos, the WSIS official logo must be reproduced in the same size and proportions as the other logos.
- b) The WSIS official logo may only be used if the activities of the user are consistent with the aims, purposes and activities of the WSIS and its preparatory process.
- c) The use of the WSIS official logo must contribute to or provide an opportunity to promote the WSIS and its preparatory process.
- d) The image, reputation and impartiality of the WSIS and its preparatory process must be maintained. The WSIS logo may, in particular, not be used in any way which may imply the WSIS's endorsement of any product, opinion, or activity and in a manner prejudicial or detrimental to the interest of the WSIS or its preparatory process.

The above general principles apply to all uses of the WSIS official logo as described in sections 3 and 4 below.

### 3. **Non-commercial use of the WSIS official logo**

#### a) **Information**

No written permission is required for the use of the WSIS official logo to publicize the Summit and its preparatory process, provided the aims and purposes of its use are in keeping with those of the Summit and its preparatory process. In this case the use must be:

- primarily illustrative;
- not intended to raise funds; and

- not carried out by a commercial for-profit entity or intended to lead to commercial or personal profit.

However, a **waiver of liability** must be provided to the ITU represented by the WSIS Executive Secretariat (see annex 2), together with a description<sup>1</sup> of the intended use.

## **b) Fund-raising**

Non-commercial not-for-profit entities may be authorized to use the WSIS official logo, on a non-exclusive basis, for fund-raising purposes in relation with the WSIS or its preparatory process.

Authorization to use the WSIS logo for fund-raising purposes is given by the ITU represented by the WSIS Executive Secretariat.

When requesting authorization to use the WSIS official logo for fund-raising purposes, non-commercial not-for-profit entities must provide to the WSIS Executive Secretariat:

- the name of the entity and pertinent contact information, including address and main contact information about identity, legal status, year of establishment, purpose of the entity, a list of the members of the governing body of the entity, description of programmes and activities in areas relevant to the subject of the WSIS;
- a copy of the constitution and/or by-laws of the entity;
- a description of the intended use of the WSIS official logo;
- an explanation of the purposes of the fund-raising; and
- a waiver of liability (see annex 2).

## **4. Commercial use of the WSIS official logo**

The WSIS official logo is not generally intended for commercial use. Commercial use of the WSIS official logo is that undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit.

However, authorization to use the WSIS official logo may be granted if the use of the WSIS official logo by the commercial for-profit entity contributes to the WSIS or its preparatory process. In that case, a contract must be signed with the ITU before the WSIS official logo is used by the commercial for-profit entity.

## **5. Withdrawal and assignment of the authorization**

The authorization to use the WSIS official logo is neither assignable nor transferable to a third party without the prior written consent of the ITU represented by the WSIS Executive Secretariat.

Any authorization may be withdrawn at any time, at the sole discretion of the ITU represented by the WSIS Executive Secretariat and without any kind of recourse being available.

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<sup>1</sup> The description of the use of the logo should give precise details of the nature and context of the use (i.e. goal, duration, nature of any association with other logos, proposed display size, etc.).

## **6. Liability**

Any entity authorized to use the WSIS official logo must acknowledge that:

- the entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and that appropriate insurance is maintained to cover the risks arising out of such activities;
- the ITU does not assume any responsibility for the activities of such entity; and
- the entity shall hold harmless and defend the ITU and the WSIS Executive Secretariat, its officials and its staff members, against any demand or action that may be brought against them as a result of the use of the WSIS official logo.

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If you have any questions about using the WSIS official logo please send your request to:  
[wsis.logo@ties.itu.int](mailto:wsis.logo@ties.itu.int)

**Annexes :** 1 Description of the WSIS official logo,  
2 Waiver of liability