



**THIRD UNITED NATIONS
CONFERENCE ON LANDLOCKED
DEVELOPING COUNTRIES**
AWAZA 2025

Third United Nations Conference on Landlocked Developing Countries

**VISUAL IDENTITY
GUIDELINES**

18 July 2025

LEGAL GUIDELINES FOR USE

THIRD UNITED NATIONS CONFERENCE ON LANDLOCKED DEVELOPING COUNTRIES

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 a series of lines and dots that represent the relationships and inter-dependence of the landlocked developing countries (LLDCs) and the other countries they rely on for trade. The dynamism of the logo is representative of the changing relationships and need for international collaboration among countries.

The colours represent the greens and orange of the lands of LLDCs, surrounded but separate from the blue of the world’s oceans. 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 LLDC3 CONFERENCE, from the website and social media to merchandise (pens, notepads, etc.)and the digital screens of the Conference venue where it will be animated and dynamicand 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 LLDC3 Conference logo without obtaining prior approval from the Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (OHRLLS). 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 LLDC3 Conference 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 LLDC3 Conference 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 LLDC3 Conference is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:
Primarily illustrative; and Not intended to raise funds.

The LLDC3 Conference logo must be used only in its entirety. Moreover, it cannot be usedalone 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 LLDC3 Conference 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 Third UN Conference on Landlocked Developing Countries”.

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, 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 LLDC3 Conference to be held 5-8 August, 2025.

The LLDC3 Conference 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 vis-à-vis the LLDC3 Conference 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 Third UN Conference on Landlocked Developing Countries.”

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 SIDS Conference, 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 SIDS Conference.
- A waiver of liability (included) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The LLDC3 Conference logo may be used from now until December 31st, 2025. The logo may be used beyond _____, for reporting and in reference to publications about the LLDC3 Conference.

4. LIABILITY

- The entity will use the logo only as permitted by these guidelines.
- 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 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 by the entity. The waiver of liability form, signed by the entity, must be submitted to DPI along with the required documentation.

5. DISCLAIMER

- The LLDC3 Conference logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The LLDC3 Conference logo can only be used to identify events and activities related to the LLDC3 Conference.
- The LLDC3 Conference logo may only be used after a Waiver of Liability for the use of the logo of the LLDC3 Conference has been submitted to OHRLLS along with the required documentation.
- By using the LLDC3 Conference logo the entity agrees to provide information to the UN Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on the LLDC3 Conference.
- The use of the LLDC3 Conference logo by an outside entity or the publication of an event organized by an outside entity do not imply United Nations’ endorsement of the planned activities or the outside entity.
- The LLDC3 Conference 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 LLDC3 Conference logo.

6. INQUIRIES

Please send inquiries by email to:

United Nations Office of the High Representative for the Least Developed Countries,
Landlocked Developing Countries and Small Island Developing States,
United Nations Secretariat 32rd Floor,
New York, NY 10017

email: gedi.tang@un.org

WAIVER

WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF THIRD UNITED NATIONS CONFERENCE ON LANDLOCKED DEVELOPING COUNTRIES

The undersigned acknowledges and agrees that, in using the logo for LLDC Conference as explained in its submission dated _____ to OHRLLS:

- a. The undersigned will use the logo only as permitted by the guidelines prepared by the United Nations.
- b. 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.
- c. The United Nations does not assume any responsibility for the activities of the undersigned.
- d. 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.
- e. 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.
- f. The entity will use the logo only after this Waiver of Liability has been submitted to OHRLLS along with the required documentation.

SIGNED _____

FULL NAME
(BLOCK LETTERS) _____

AFFILIATION
(BLOCK LETTERS) _____

NAME OF
ORGANIZATION _____

EMAIL _____

DATE _____

PLEASE EMAIL THE SIGNED FORM TO:

United Nations Office of the High Representative for the
Least Developed Countries, Landlocked Developing Countries
and Small Island Developing States
United Nations Secretariat 32rd Floor,
New York, NY 10017

Email: gedi.tang@un.org

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1

LOGO

1 LOGO

Logo Rationale

Inspired by the emblem of the host country, this logo design centers around an eight-pointed star. Interwoven lines and dots radiate from the star, representing the intricate connections and mutual interdependence between landlocked developing countries (LLDCs) and their trade partners. The dynamic composition of the logo reflects the evolving nature of these global relationships.

1 LOGO

Colour: RGB/CMYK

The colour version of the logo is only to be used on a white or light grey background.

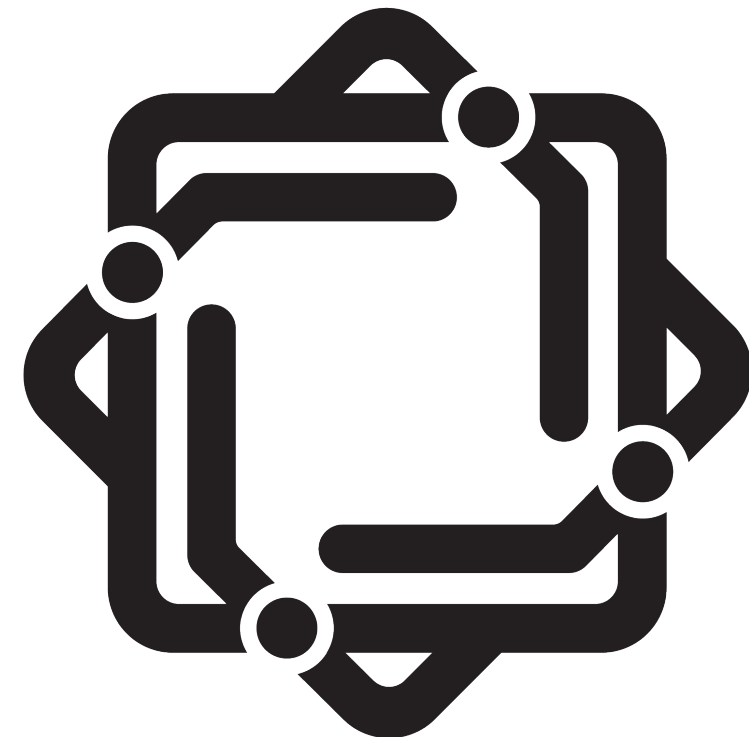


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1 LOGO

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.



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1 LOGO

Colour: Black

When overlaid onto a solid color from the WSSD visual system, make sure the black logo is overlaid on a color which provides high contrast as shown in these examples.



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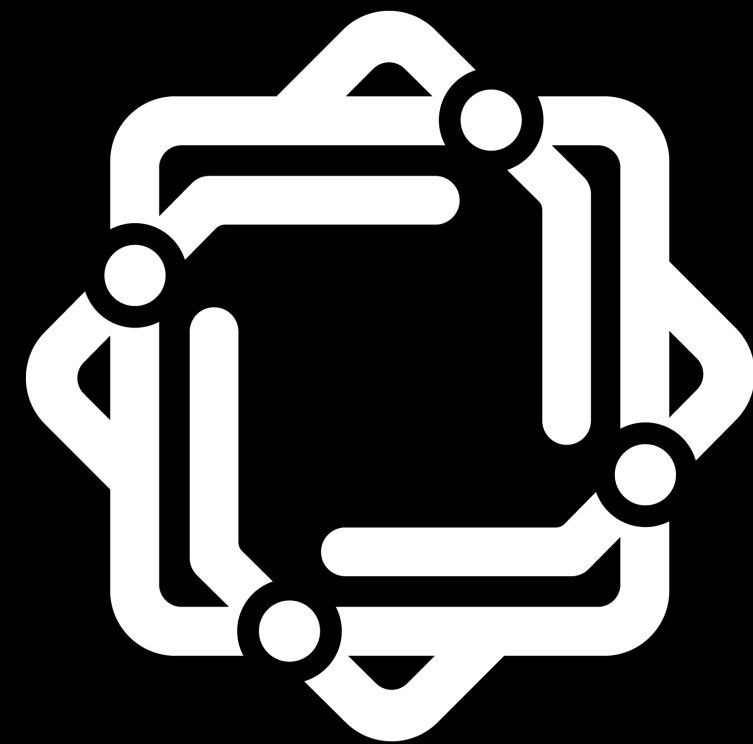


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1 LOGO

Colour: White

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



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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

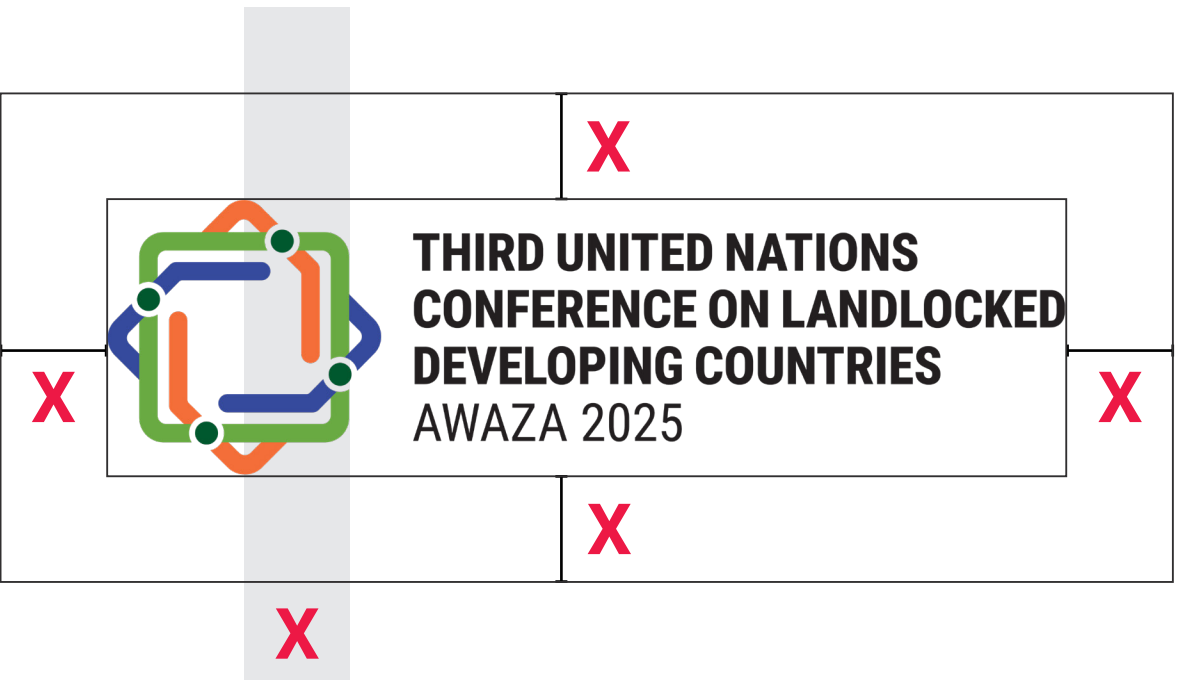
The logo has been created with careful attention to balance and clarity in a wide range of sizes. Always use official artwork.

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.



Minimum Size
1.75" W



CLEARANCE AREA (X) around the logo should allow for breathing room all around the logo.
X = 1/2 of the width of square element of 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.



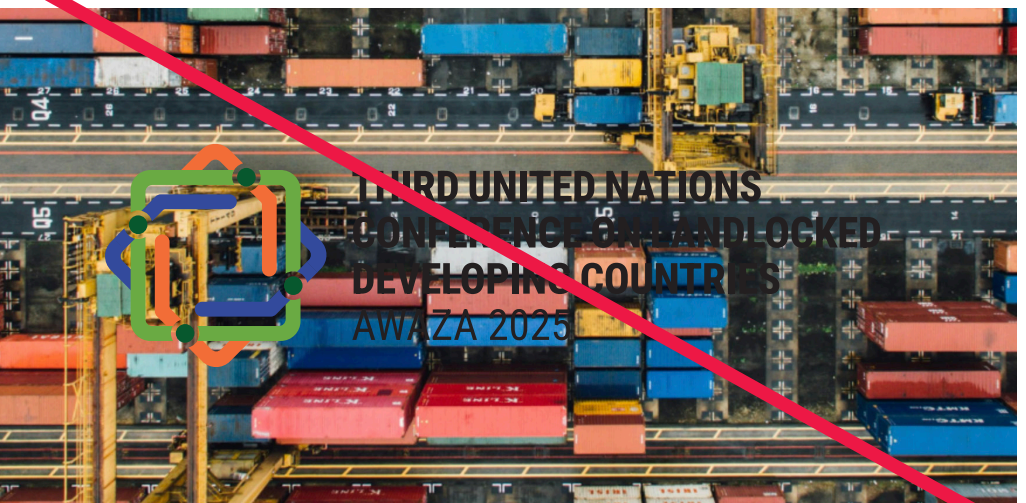
Only use official brand colours

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.



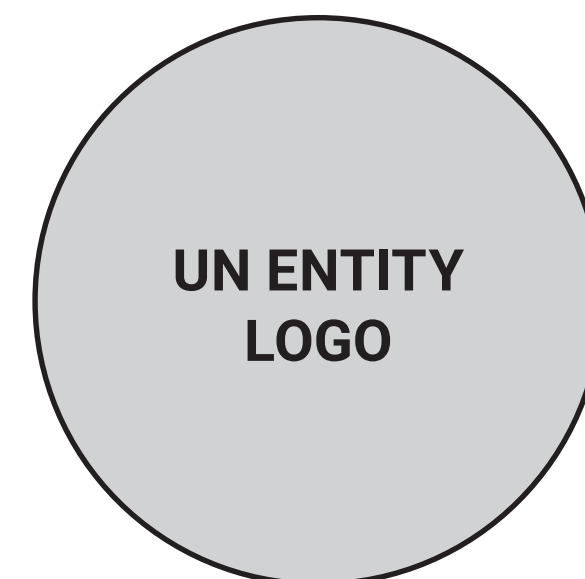
Do not add design elements

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.

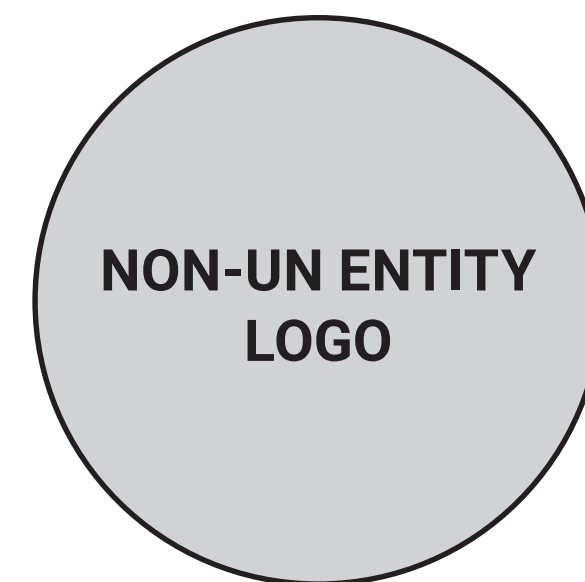


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1 LOGO

Co-branding (Non-UN entities)

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



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[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 overlaid as indicated, when contrast and text size are not enough to improve readability.

<div><div>R54 G273 B155 C2 M83 Y2 K0 #36499B PANTONE BLUE 072 C</div><div>Black text on this colour is not AAA or AA accessible at any size.</div><div>White text on this colour is AAA accessible at any size.</div></div>	<div><div>R106 G170 B55 C4 M11 Y100 K1 #6AAA37 PANTONE 369 C</div><div>Black text on this colour is AAA accessible at any size.</div><div>White text on this colour is not AAA or AA accessible at any size.</div></div>	<div><div>R255 G109 B45 C0 M71 Y86 K0 #FF6D2D PANTONE 1505 C</div><div>Black text on this colour is AAA accessible at any size.</div><div>White text on this colour is not AAA or AA accessible at any size.</div></div>	<div><div>R0 G88 B47 C95 M37 Y100 K37 #00582F PANTONE 3425 C</div><div>Black text on this colour is not AAA or AA accessible at any size.</div><div>White text on this colour is AAA accessible at any size.</div></div>	<div><div>R0 G0 B0 C0 M0 Y0 K100 #000000 PANTONE PRO BLACK C</div><div>White text on this colour is AAA accessible at any size.</div></div>
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2 DESIGN TOOLKIT

Typography

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

Title**Roboto Condensed Extra Bold / 0 Optical kerning**

Subtitle Roboto Condensed Regular / 0 Optical kerning

Body Roboto Regular / 0 Optical kerning

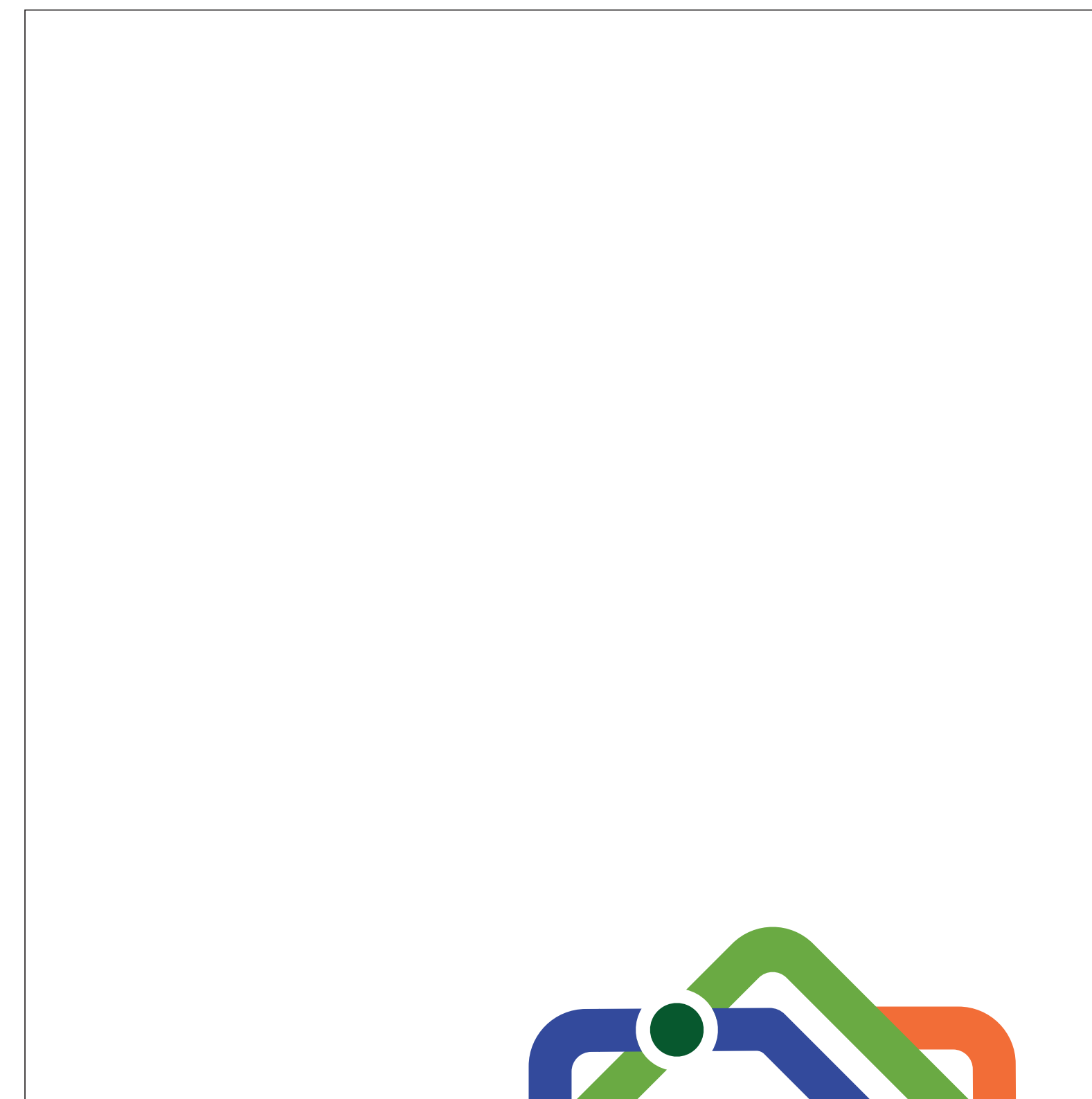
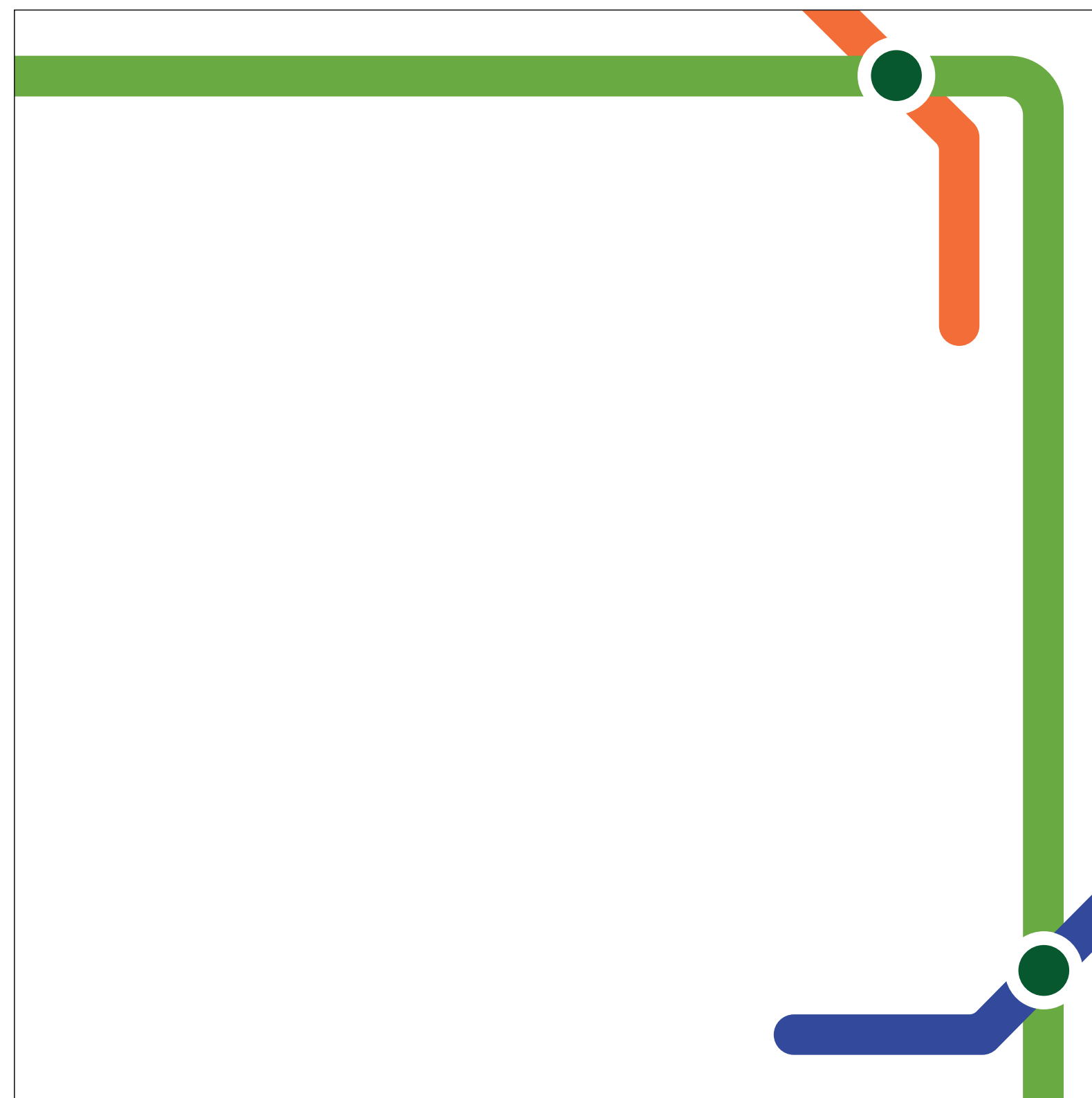
LABEL Roboto Condensed Medium / 40 Optical kerning

2 DESIGN TOOLKIT

Supporting Elements: Graphic Style

Shapes from the logo are extracted, repositioned, and used to frame content.

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



APPLICATIONS

3 APPLICATIONS

Social Media

Quote cards,
fact cards etc.



Rabab Fatima
United Nations Under-Secretary-General and
High Representative for the
Least Developed Countries (LDCs),
Landlocked Developing Countries (LLDCs) and
Small Island Developing States (SIDS)

**“We must ensure the next decade
is one of transformative change
and real progress in the
lives of more than 570 million
people living in LLDCs.”**



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**According to the
World Bank, LLDCs
pay trade costs more
than twice that of the
transit countries -
and these costs have
been increasing
over time.**




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3 APPLICATIONS

Event Materials

Stage banner



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.

3 APPLICATIONS

Event Materials

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3 APPLICATIONS

Print Media

Pocket folder



3 APPLICATIONS

Promotional items

Lapel pin

