

**2025
INTERNATIONAL
YEAR OF
COOPERATIVES**

**BRAND IDENTITY
GUIDELINES**

OCTOBER 2024

2025 International Year of Cooperatives – IYC

LEGAL GUIDELINES FOR USE

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 2025 International Year of Cooperatives (IYC) logo depicts united people around the world connecting with each other to build a better world. The words “International Year of Cooperatives” appear below the logo together with the year 2025 incorporated in the logo. It consists of three colours from the Sustainable Development Goals: Red as in SDG 1, green as in SDG 13, and blue as in SDG 16.

The 2025 International Year of Cooperatives (IYC) logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

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 2025 International Year of Cooperatives logo without obtaining prior approval from the United Nations Department of Economic and Social Affairs (UN DESA). However, for reporting purposes, the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD) 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 2025 International Year of Cooperatives logo must be used 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 2025 International Year of Cooperatives 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 after obtaining approval from the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD) in accordance with the requirements outlined below.

The logo of the 2025 International Year of Cooperatives 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 2025 International Year of Cooperatives logo must be used 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 pre-eminence *via-à-vis* the 2025 International Year of Cooperatives 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 2025 International Year of Cooperatives.” The authorization is limited to the use of the 2025 International Year of Cooperatives logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the 2025 International Year of Cooperatives logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities.

Therefore, any non-UN entity interested in using the 2025 International Year of Cooperatives logo must apply for approval directly from the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD).

When requesting approval, the entities 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 below) signed by the entity requesting to use the logo.

3. LENGTH OF USE OF LOGO

The 2025 International Year of Cooperatives logo may be used from November 2024 to November 2025. The logo may be used beyond November 2025 for reporting and in reference to publications about the 2025 International Year of Cooperatives.

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 the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD).

5. DISCLAIMER

- The 2025 International Year of Cooperatives, logo is property of the United Nations.
- The 2025 International Year of Cooperatives logo can only be used to identify events and activities related to the 2025 International Year of Cooperatives.
- The 2025 International Year of Cooperatives logo may only be used after a Waiver of Liability for the use of the logo of the 2025 International Year of Cooperatives has been

received by the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD) and the request to use the logo has been approved.

- By using the 2025 International Year of Cooperatives logo the entity agrees to provide information to the United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD) on the events or activities for which it is used. This information will be used for reporting purposes on the 2025 International Year of Cooperatives.
- The authorization to use the 2025 International Year of Cooperatives 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 2025 International Year of Cooperatives 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 2025 International Year of Cooperatives logo.

6. INQUIRIES

Please send inquiries to: United Nations Department of Economic and Social Affairs (UN DESA), Division for Inclusive Social Development (DISD), United Nations Secretariat, 29th Floor, New York, NY 10017, USA, email: social@un.org.

LOGO

The 2025 International Year of Cooperatives (IYC) logo depicts united people around the world connecting with each other to build a better world. It consists of three colours from the Sustainable Development Goals: Red as in SDG 1, green as in SDG 13, and blue as in SDG 16.



International Year of Cooperatives

Cooperatives Build a Better World

LOGO

The alternate version of 2025 International Year of Cooperatives (IYC) logo excluding the tagline.



International Year of Cooperatives

LOGO

The alternate version of 2025 International Year of Cooperatives (IYC) logo in horizontal format with and without the tagline.



International Year of Cooperatives

Cooperatives Build
a Better World



International Year of Cooperatives

LOGO

Black and white

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.

On black

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



**International Year
of Cooperatives**



LANGUAGES

The logo is available in the six official languages of the United Nations.



International Year of Cooperatives

Cooperatives Build a Better World



Année internationale des coopératives

Les coopératives construisent un monde meilleur



السنة الدولية للتعاونيات

التعاونيات تبني عالماً أفضل



国际合作社年

合作社共建更美好的世界



Международный год кооперативов

Кооперативы строят лучший мир



Año Internacional de las Cooperativas

Las cooperativas construyen un mundo mejor

COLOUR

The logo features three colors drawn from the Sustainable Development Goals color palette, aligning with the initiative's objectives: red for SDG 1, green for SDG 13, and blue for SDG 16.

Artwork is available in various color combinations, output formats, and layouts. For digital displays, use the RGB files; for color printing, use the CMYK files. If you're printing in spot colors or using processes that require matched colors, please use Pantone spot color files.



TYPOGRAPHY

The brand identity's open source font can be downloaded here:

<https://fonts.google.com/specimen/Roboto>

<https://fonts.google.com/specimen/Roboto+Condensed>

<https://fonts.google.com/noto/specimen/Noto+Kufi+Arabic>

<https://fonts.google.com/noto/specimen/Noto+Sans+SC>

ROBOTO MEDIUM

Creating a better world

ROBOTO LIGHT

Cooperatives contribute to creating a better world.

ROBOTO CONDENSED REGULAR

The theme highlights the lasting global impact of cooperatives and emphasizes that the cooperative model is a crucial solution for addressing various global challenges. Additionally, it underscores the significant role cooperatives play in advancing the implementation of the Sustainable Development Goals by 2030.

NOTO KUFU ARABIC

التعاونيات تبني عالماً أفضل

NOTO SANS SC

合作社共建更美好的世界

SAFE AREA AND MINIMUM SIZE

The safe area and minimum size help ensure that logo remain visible regardless of the device or medium being used.

Make sure there is at least 1x of clear space around the logo.



0.4 inch
10 millimeters



30 pixels

MISUSE

Follow the guidelines on this page to prevent any misrepresentation or misuse of the logo.



**International Year
of Cooperatives**

Cooperatives Build a Better World

**X DO NOT
MODIFY THE COLORS**



**X DO NOT
USE THE SAME COLOR
BACKGROUND WITH
THE LOGO ELEMENTS**



**International Year
of Cooperatives**

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**X DO NOT
ADD ANY ELEMENT
ON TOP**



**International Year
of Cooperatives**

Cooperatives Build a Better World

**X DO NOT
REMOVE ELEMENTS**



**International Year
of Cooperatives**

Cooperatives Build a Better World



**International Year
of Cooperatives**

Cooperatives Build a Better World

**X DO NOT
ADD ANY VISUAL EFFECT**

**X DO NOT
DISTORT THE
PROPORTIONS**



**International Year
of Cooperatives**

Cooperatives Build a Better World

**X DO NOT
REARRANGE THE ELEMENTS**

DESIGN APPLICATION - POSTCARD



DESIGN APPLICATION – BILLBOARD



DESIGN APPLICATION – SOCIAL MEDIA

For optimal legibility, ensure that the graphics and text have sufficient contrast and are clearly spaced when overlaid on a background.

