



**WORLD  
FOOTBALL  
DAY**  
**25 MAY**

**LOGO GUIDELINES**

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January 2025

# WORLD FOOTBALL DAY LOGO

## LEGAL GUIDELINES FOR USE

### 1. DESIGN

In 2024, the General Assembly passed Resolution A/RES/78/281, proclaiming 25 May as World Football Day (WFD) each year, acknowledging "the global reach of football and its impact in various spheres, including commerce, peace and diplomacy, and recognizing that football creates a space for cooperation." The resolution encourages all countries to support football and other sports as a tool to promote peace, development, and the empowerment of women and girls.

With the resolution in mind, the WFD logo is made up of interconnected shapes found in a football, symbolizing the diversity and unity of all continents and countries. The football is tilted at an angle, resembling the shape of the Earth and a desk globe, with a blue arc on the left representing the globe's handles. As the shapes expand outward, a black pentagon at the center is surrounded by a star-like pattern of five colours, representing the game's evolution into the future. The five colors of the logo have specific meanings: blue for peace, green for development and football fields, orange for innovation and cooperation, dark blue for diplomacy, and red for fighting poverty and promoting equal opportunities.

The words "World Football Day 25 May" appear to the right of the visual images, and the text "World Football Day" is larger than the text "25 May."

The World Football Day 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.

This logo is designed to be used across all platforms and media for WFD, from the website and social media to merchandise.

### 2. USE OF THE WORLD FOOTBALL DAY LOGO

**Additional conditions apply to all entities for fundraising and commercial use (see section 2.IV)**

#### 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 organisations of the United Nations System may use the World Football Day (WFD) logo without obtaining prior approval from the UN Department of Global Communications.

However, for reporting purposes, the Department of Global Communications should be informed of events and informational or promotional materials and items for which the logo is used.

The WFD logo must be used in its entirety, including the title and graphic element. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organisations of the United Nations system has its own specific logo, the latter should be displayed side by side with the WFD logo.

#### II. USE OF THE WFD LOGO BY ENTITIES OUTSIDE OF THE UN SYSTEM

The WFD Logo may be used for (i) informational, (ii) fundraising, and/or (iii) commercial purposes in order to show support for WFD, subject to the conditions set out below.

##### INFORMATIONAL PURPOSES

Informational uses are those that are primarily illustrative, non-commercial, and not intended to raise funds. The WFD logo may be used for informational purposes, such as in presentations, internal newsletters, non-financial or annual reports, and other corporate materials to communicate the organisation's WFD-related activities and support for WFD. The WFD Logo may be used for such informational purposes, and their use does not require prior permission from the United Nations nor the conclusion of a licensing agreement.

##### FUNDRAISING PURPOSES

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of WFD. The WFD Logo may be used for such fundraising purposes, but only with the prior permission of the United Nations and with the conclusion of an appropriate licensing agreement. The WFD Logo must be used in its entirety for fundraising purposes. When pairing your entity's logo with the WFD Logo in addition to the requirements under "General Information", your entity's logo must be given preeminence vis-à-vis the WFD Logo.

When requesting approval, the entity 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 5) signed by the entity requesting to use the logo.

Requests to use the World Football Days logo for fundraising purposes must be addressed to [FootballForTheGoals@un.org](mailto:FootballForTheGoals@un.org) with the subject line "WORLD FOOTBALL DAY LOGO REQUEST" in all capital letters.

The authorization to use the WFD logo does not permit the user of the logo to sub-license or to further authorise the use of the logo to any other entities.

The WFD logo must be used in its entirety, including title and graphic element. The WFD logo may be displayed with a non-UN entity's logo.

When being displayed side-by-side with a non-UN entity's logo, the WFD logo must be accompanied by the text, "**[the name of the entity] supports World Football Day.**" The WFD logo may not be displayed side-by-side with a non-UN entity's logo without the above respective text.

The integration or combination of any element of the WFD logo into a separate logo design by any UN or non-UN entity is prohibited.

All entities wishing to use the WFD logo for the purposes specified herein must agree to use them only as permitted by these guidelines.

### **COMMERCIAL USE**

Commercial uses are those by for-profit entities or use on commercial or promotional merchandise and/or products in order to promote World Football Day (WFD) to a wider audience and may be permitted, on a very limited basis, with prior permission of the United Nations and with the conclusion of an appropriate licensing agreement.

Requests to use the WFD logo for commercial purposes must be addressed to [FootballForTheGoals@un.org](mailto:FootballForTheGoals@un.org) with the subject line "WORLD FOOTBALL DAY LOGO REQUEST" in all capital letters.

The request should explain how the proposed use would align with the spirit and objectives of World Football Day and the requirements set out in these guidelines. Sustainable business practices and the use of sustainable materials must also be clearly demonstrated in the request. Any requests to use the WFD logo on promotional merchandise and/or products must be submitted to the UN Department of Communication and must stipulate specifically how such merchandise or products are aligned with WFD. Should such permission be granted, an appropriate licensing agreement must be concluded before your entity can begin using the WFD logo for commercial purposes.

### **3. LIABILITY**

All entities whose request to use the World Football Day 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 Global Communications.**

### **4. DISCLAIMER**

- The World Football Day logo is property of the United Nations.
- The World Football Day logo can only be used to identify events and activities related to World Football Day.
- The World Football Day logo may only be used after a Waiver of Liability for the use of the logo of World Football Day has been received by the United Nations Department of Global Communications and the request to use the logo has been approved.
- By using the World Football Day logo, the entity agrees to provide information to the United Nations Department of Global Communications on the events or activities for which it is used. This information will be used for reporting purposes on World Football Day.
- The authorization to use the WFD logo by an outside entity does not imply United Nations' endorsement of the outside entity, its products, or services, or of its planned activities.
- The World Football Day logo may not be reproduced for the purpose of self-promotion, or for obtaining any personal financial gain. Any fundraising and commercial use must only be undertaken with the explicit prior written permission of the United Nations as per section II above and subject to the conclusion of an appropriate licensing agreement.
- 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.

## 5. INQUIRIES AND PERMISSIONS

Please send any inquiries or requests for commercial and fundraising use to:

UN Department of Global Communications,  
Advocacy and Special Events Section,  
United Nations Secretariat, 9 Floor,  
New York, NY 10017, USA

Email: [FootballForTheGoals@un.org](mailto:FootballForTheGoals@un.org)

Please address requests for commercial and fundraising use with the subject line **“WORLD FOOTBALL DAY LOGO REQUEST”** in all capital letters, as per the instructions above.

# WAIVER

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## WAIVER OF LIABILITY FOR THE USE OF THE LOGO OF “WORLD FOOTBALL DAY”

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**The undersigned acknowledges that, in using the logo for World Football Day as explained in its submission dated to the UN Department of Global Communications:**

- 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 the United Nations Department of Global Communications 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:**

UN Department of Global Communications, Advocacy and Special  
Events Section, United Nations Secretariat,

405 E42 Street, 9th Floor, New York, NY 10017, USA

Email: [FootballForTheGoals@un.org](mailto:FootballForTheGoals@un.org)

## LOGO

The football is tilted at an angle, resembling the shape of the Earth and a desk globe, with a blue arc on the left representing the globe's handles. The logo is made up of interconnected shapes found in a football, symbolizing the diversity and unity of all continents and countries. As the shapes expand outward, a black pentagon at the center is surrounded by a star-like pattern of five colors, representing the game's evolution into the future.



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## LANGUAGES

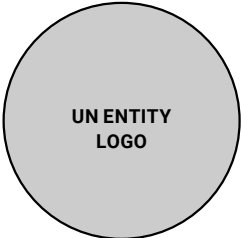


SAFE AREA





**LOGO  
PAIRING  
FOR UN  
ENTITIES\***



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25 MAY

\* United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

**LOGO  
PAIRING  
FOR NON-UN  
ENTITIES\***



[the name of the entity] supports World Football Day

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

## MISUSE

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



**X DO NOT USE** dark and bright colors behind the logo which reduce legibility.



**X DO NOT USE** colours other than those specified in the logo file.



**X DO NOT USE** busy photographs behind the logo which reduce legibility.



**X DO NOT USE** drop shadows, embossing, or add other effects to the logo.



**X DO NOT DISTORT** the logo in any way, no stretching or skewing is permitted.



**X DO NOT ADD** graphic elements to the logo, or place within icons such as the SDG Wheel.

# COLOUR

The five colors of the logo have specific meanings:

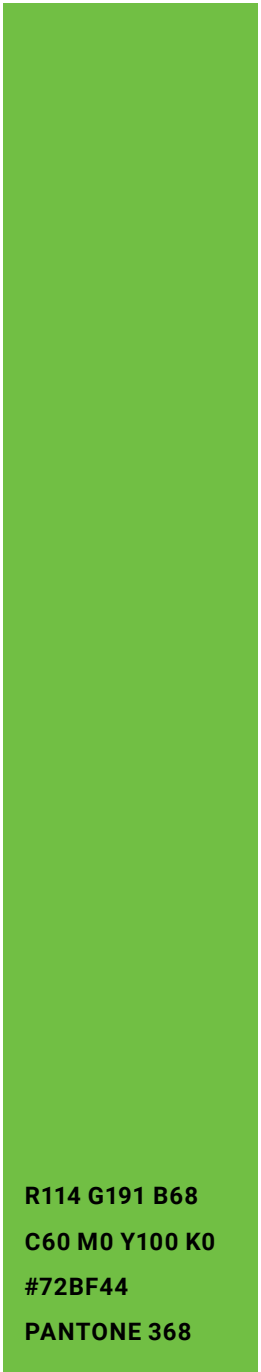
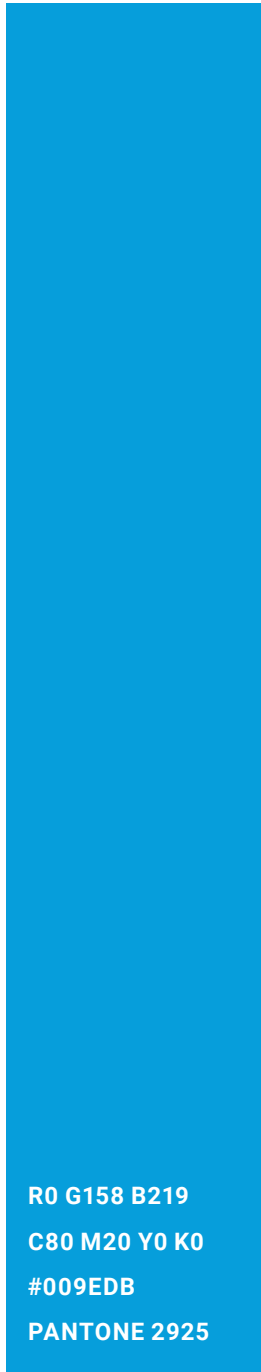
**Blue** (Peace)

**Green** (Development and football fields)

**Orange** (Innovation and cooperation)

**Dark Blue** (Diplomacy)

**Red** (Fighting poverty and promoting equal opportunities)



**Oswald Bold for the  
conference name and for  
main titles**

**Roboto Condensed Medium  
for subtitles and taglines**

Roboto Regular for the body text