Operational Instruction Ref. OI.CG.2020.01
Use of UNOPS Name and Emblem

Authority:

This Operational Instruction (OI) is promulgated by the Director, Communications Group on the basis of a delegation of authority from the Executive Director under OD.ED.2018.03: Communications.

Purpose:

The purpose of this OI to provide instructions regarding the use of UNOPS name and emblem.

Effective Date:

This OI shall become effective **immediately.**

Promulgation Date:

06 Jul 2020

Consequential changes:

This OI abolishes and replaces OI.CG.2018.02: Use of UNOPS Name and Emblem. The purpose of this OI is to clarify who can authorize the USe of UNOPS Name and Emblem (see in particular section 2.2).

[signature redacted]

Peter Browne
Director, Communications Group

1. Introduction

1.1 The name and emblem of UNOPS are the core visual representations of the organization's identity, and therefore its reputation. UNOPS reputation is central to any decision by any interested party to work with UNOPS, making it an important asset.

1.2 While it is necessary to promote UNOPS activities and expertise, it is also crucial to protect the organization's reputation including through the use of its name and emblem. A strong, consistent brand enables UNOPS to clearly express its identity, core competencies, function and engender trust amongst its partners.

1.3 UNOPS place within the United Nations means that care must be taken in the use of the name and emblem of the organization, in particular where activities of a commercial nature may jeopardize the impartial, not-for-profit reputation of UNOPS and by association, the rest of the United Nations.

1.4 According to General Assembly Resolution 92 (I) the use of the United Nations' official seal and emblem, is prohibited without authorization by the Secretary-General, and in particular for commercial purposes by means of trade marks or commercial labels, of the emblem, the official seal and the name of the United Nations, and of abbreviations of that name through the use of its initial letters.

1.5 The purpose of this OI is to provide instruction regarding the use of UNOPS name and emblem in line with the above prescription.

2. Principles

2.1 The name and emblem of UNOPS shall only be used in accordance with the terms of this OI.

2.2 Unless authorized otherwise by the Executive Director or the Director, Communications Group, in consultation with the Legal Group as may be required, the acronym 'UNOPS' shall be used when referring to the name of the organization.

2.3 The UNOPS emblem is the core visual element that represents UNOPS brand. It should appear on all official communications made on behalf of UNOPS and be applied to all UNOPS branded items.

2.4 In particular, the UNOPS emblem shall be used in connection with activities implemented by UNOPS for or on behalf of our partners.

2.5 Where a partner requires zero visibility for UNOPS brand, this requirement shall be approved by the designated authority to approve the proposed agreement with the partner (see OD.EO.2017.02: Management of UNOPS Partners and Resulting Agreements[1] and related Operational Instructions), in consultation with the Communications and Legal Groups.

2.6 The UNOPS name and emblem shall not be used in and associated to situations that would go against the United Nations principles and values and the Executive Director Principles.

1. https://drive.google.com/file/d/1TLFt8b5cL_5jRmTw1mc1dlQQWp3-jJRa/view

2.7 Vendors, contractors, consultants and other entities working or having worked for or with UNOPS shall not use the name and/or emblem of UNOPS to use their relationship with UNOPS for commercial advertising or marketing purposes.

2.8 No person can authorize a third party to use the UNOPS name and emblem, except the Executive Director or the Director, Communications Group, in consultation with the Legal Group as may be required. This applies to both for-profit entities and not-for-profit entities.

2.9 For more detailed instructions and guidelines on the visual use of UNOPS emblem, refer to the UNOPS Brand Manual.

3. Roles and responsibilities

3.1 In addition to the roles and responsibilities outlined in the above sections, the Director, Communications Group, shall be responsible for maintaining a record of requests to use the name and emblem of UNOPS, as well as of any identified violations to this OI which could have significant reputational or financial risk to UNOPS in accordance with OI.CG.2019.03: Crisis Communications[2].

2. https://drive.google.com/file/d/1vUgNjq68-FNklb7LyyMdmyjb8oIvx3dD/view