

Dynamic Coalition Branding and Specifier

Background information

Pursuant to General Assembly resolution 92 (I) of 7 December 1946¹, the use of the United Nations name, including its acronym, and emblem (the “United Nations Name and Emblem”) is limited to official purposes. The United Nations Name and Emblem are also protected by the Paris Convention for the Protection of Industrial Property, revised in Stockholm in 1967.

The UN Emblem is only available to UN system-wide partners.

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IGF Logo

The Dynamic Coalitions can use the IGF logo *without* the UN emblem for indication of their relationship with the IGF project. DCs should consult the IGF Secretariat before applying the IGF logo to ensure that the logo will be used appropriately. Upon request, the IGF Secretariat will provide the necessary branding material (e.g., IGF logo and color code).

The IGF logo should be accompanied by an appropriate wording reflecting the context of use (e.g., on DC publications or DC-run webpages).

Therefore, the DC use of the IGF logo can relate to:

- **The recognition of the Dynamic Coalition by the IGF Secretariat** by placing the words *“The Dynamic Coalition is recognised by the IGF Secretariat”* or *“The Dynamic Coalition is recognised by the Internet Governance Forum Secretariat”*.

DYNAMIC COALITIONS BRANDING MATERIAL

Dynamic Coalitions, as independent processes recognised by the IGF Secretariat, can develop their own set of branding material, including a distinct logo agreed by their members.

In case the Dynamic Coalition wants to make use of the IGF logo, the DC should consult the IGF Secretariat, first, to ensure that the logo will be used appropriately.

The IGF Secretariat will develop an IGF branding manual to guide, among others, IGF intersessional work streams. Besides providing guidelines, this manual will put templates at DCs’ disposal to brand their processes (e.g., for publications).

DYNAMIC COALITION SPECIFIER

The role of Dynamic Coalitions and their relationship to the IGF process are defined in the following specifier:

¹ <https://digitallibrary.un.org/record/209869?v=pdf>

Dynamic Coalitions are open, multistakeholder and bottom-up initiatives, formed by individuals or organizations to coalesce around a set of Internet governance issues of common interest, identify specific policy problems and provide targeted solutions. Anyone interested is welcome to join and contribute to DC activities.

While Dynamic Coalitions operate autonomously outside of the IGF decision-making structures, Dynamic Coalitions, which are recognized by the IGF Secretariat, function within the IGF framework and comply with the IGF principles and its code of conduct.

The views and opinions expressed by Dynamic Coalitions do not necessarily reflect those of the United Nations Secretariat. The designations and terminology employed may not conform to United Nations practice and do not imply the expression of any opinion whatsoever on the part of the Organization.

All Dynamic Coalitions should integrate the specifier into their official informational material (e.g., publications, leaflets etc.) or refer to the wording of the specifier when describing their relationship to the IGF process.