



CEO Water Mandate

CEO Water Mandate Logo Policy 2019

Endorsing companies of the UN Global Compact's CEO Water Mandate can communicate about their engagement in this initiative by using the "CEO Water Mandate Endorsing Company" logo (hereinafter the "Endorser logo"). Please note that the following conditions apply for use of the Endorser logo:

- The logo must be placed in such a manner that it is clear from the context which organization is a Mandate endorsing company.
- The logo cannot be sub-licensed to any other individual or organization.
- The logo is not to be used in any manner that suggests or implies that the UN Global Compact or Pacific Institute has endorsed or approved of the activities, products, and/or services of the organization, or that the UN Global Compact or Pacific Institute are the source of any such activities, products or services.

Permission to use the Endorser logo must be sought in advance and in writing from the CEO Water Mandate Secretariat prior to any use. Please provide a sample of your document at ceowatermandate@unglobalcompact.org and indicate where on the sample document you would like the logo to appear. In accordance with this policy, the following uses of the Endorser participant logo will generally be permitted:

- In training and/or other educational materials related to the CEO Water Mandate;
- In documents and/or other materials designed to promote the CEO Water Mandate;
- In statements outlining a participant's CEO Water Mandate-related activities;
- In the context of a participant's CEO Water Mandate Communication on Progress ("COP").

Generally, we ask that the logo is used along with the following text:

"[Company] is a CEO Water Mandate endorsing company for demonstrating its ongoing commitment to the initiative and its six commitment areas. In 2019, [company] has submitted an CEO Water Mandate COP, available at <https://ceowatermandate.org/about/endorsing-companies>."

Please note that the following uses will not be permitted:

- Any use of the logo in connection with fundraising;

- Any context of promoting or advertising products and services of a participant;
- Any use of the logo suggesting or implying that the CEO Water Mandate or Pacific Institute approves or endorses the activities, products and/or services of the organization;
- Any use of the logo as an indicia of origin of products and/or services;
- As a permanent graphical element of stationery, business cards and other variably utilized print materials;

If the Endorser logo is sought for use on a participant's website or intranet, the participant is encouraged to link the logo to the CEO Water Mandate website.