



Guidelines for Logo Use

The purpose of this document is to provide guidance on the use of the DPI Safeguards initiative's logo, including how to request permission for use. Subject to changes, it can be publicly accessed from the DPI Safeguards' website and resources hub.

About the Universal DPI Safeguards initiative

The DPI Safeguards initiative is stewarded by the United Nations Office of Digital and Emerging Technology (ODET) and the United Nations Development Programme (UNDP). In 2024, the initiative released the first iteration of the Universal DPI Safeguards Framework as an open public asset, which includes a set of actionable guidelines for DPI design and implementation that serve the public interest. The Framework is made publicly available under the Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) licence. Learn more:dpi-safeguards.org

General Principle: Openness with Responsibility

The Universal DPI Safeguards Framework is an open public asset designed to be adopted by any entity such as a country, region or organization that is building DPI. Its application is intended for broad use/adoption by various responsible authorities within the DPI ecosystem to mitigate risks to safety and inclusivity.

By virtue of committing to the Universal DPI Safeguards Framework, entities agree to uphold the relevant Universal DPI Safeguards Principles at the appropriate lifecycle stages of a DPI implementation. Entities also agree to interpret these principles, set up practices or adopt elements from the Framework as they see fit.

Entities commit to convening multi-stakeholder forums and actively engaging civil society organizations across the DPI lifecycle, particularly during design and implementation when choices of safety and inclusion are made.

Entities commit to building the local capacity of government officials, civil society or internal capacity to respond to the potential risks proactively, including through robust redressal mechanisms engaging with citizens.

Use of the DPI Safeguards initiative logo signals an entity's commitment to the Universal DPI Safeguards Framework. It does not constitute, imply, or suggest endorsement, approval, or certification of the entity, its activities, products, or services by the United Nations, UNDP, or



ODET. Permission to use the logo is specific to the purpose described in these guidelines and does not authorize any entity to represent itself as a partner, affiliate, or associate of the United Nations, UNDP, or ODET, or to use those organizations' names or logos in any other context.

Requirements and Commitments

Upon endorsement of the Universal DPI Safeguards Framework, an entity may request permission for the use of the DPI Safeguards initiative's logo to promote its commitment to safe and inclusive DPI. This permission request is specifically and solely for the aforementioned logo use. Permission granted for use should in no way be understood as permission to use ODET or UNDP's logo as associated co-stewards of the DPI Safeguards initiative.

While the Framework itself is an open public asset, use of the DPI Safeguards initiative's logo requires adherence to the established guidelines to maintain the integrity of the DPI Safeguards initiative, including the Universal DPI Safeguards Framework and other associated outputs.

All permission requests are reviewed and handled by the DPI Safeguards Secretariat, granted on the basis of an explicit commitment to uphold the Universal DPI Safeguards Framework Principles, assess and report on their DPI safeguarding efforts, and promote knowledge sharing.

Permissions are granted for a 12-month period, after which a consecutive request for continued use must be submitted to the DPI Safeguards Secretariat. Failure to submit a consecutive request forfeits any previously granted permission, requiring entities to abstain from using the logo in any digital or print form.

The DPI Safeguards Secretariat reserves the right to withdraw permission to use the logo at any time if an entity's activities are determined to be inconsistent with the principles of the Universal DPI Safeguards Framework, or if an entity misrepresents the scope or nature of its logo use. Upon notification of withdrawal, the entity must immediately cease all use of the logo in digital and print form. The DPI Safeguards Secretariat will notify the entity in writing and may provide an opportunity to remedy the inconsistency before revocation takes effect, at its discretion.

Entities wishing to use the Universal DPI Safeguards logo should be guided by the following:

- **Formal Endorsement:** Permission for logo use is granted upon full completion of the formal endorsement process, which includes:
 - 1) Submitting a Letter of Endorsement by the requesting entity to the DPI Safeguards Secretariat (dpi-safeguards@un.org) as part of the permission request for logo use;
 - 2) Reviewing of the request by the DPI Safeguards Secretariat (with a maximum processing time of 10 business days to acknowledge receipt); and



3) Establishing and sharing with the DPI Safeguards Secretariat a public, traceable commitment to safe and inclusive DPI by the entity within 2 weeks.

This ensures alignment with the initiative's overarching goals and proper representation.

- **Commitment to Universal DPI Safeguards Principles:** Any entity using the logo must commit to upholding the principles outlined in the Universal DPI Safeguards Framework. These include the nine foundational principles (e.g., "Do no harm," "Do not discriminate," "Uphold the rule of law") and nine operational principles (e.g., "Ensure data privacy by design," "Assure data security by design") as relevant to DPI.
- **Assessment and Reporting on Performance:** As part of the process for using the logo, entities are expected to assess and share updates with the DPI Safeguards Secretariat on their progress and performance in building DPI. This aligns with the Framework's emphasis on monitoring progress through Key Performance Indicators (KPIs) and continuous assessment.
- **Knowledge Sharing to the Community:** Entities using the logo are encouraged to share knowledge back to the community through the DPI Safeguards Resources Hub. This aligns with the Framework's nature as a living body of knowledge that grows with active collaboration and continuous feedback cycles with multi-stakeholder inputs. Sharing case studies, insights, and lessons learned from country-level implementations is encouraged.

How to get in touch: For submitting permission requests to use the DPI Safeguards initiative's logo, inquiries about specific usage and branding guidelines, or to engage further with the DPI Safeguards initiative, please email the DPI Safeguards Secretariat at dpi-safeguards@un.org.

Visual Branding Identity: Guidelines for External Partners

Click [here](#) for the full set of Visual Branding Guidelines.

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