

PRI logo policy

Use of the PRI logo

Any non-signatory must have express authorisation to use the logo in any way.

The general PRI policy is to permit signatories to use the PRI logo in the context of their activities promoting the PRI and its goals, and in documents recognising the organisation's commitment to the Principles, but not for explicit advertising or product promotional purposes, and not in a way that suggests endorsement of the organisation or product by the United Nations or the PRI Initiative.

In accordance with this policy, the following uses of the PRI logo by signatories are permitted:

- On the signatory's website provided there is an embedded, clickable HTML link to the PRI website from the logo.
- In statements or documents outlining a signatory's PRI-related activities or other responsible investment activities
- In a signatory's annual report
- In a signatory's published version of its Report on Progress to the PRI
- Insertion of "[signatory name] is a signatory of" above the logo, where the organisation is an approved signatory of the PRI
- Insertion of "[partner name] is a partner of" above the logo, where the organisation is an approved partner of the PRI

The following uses of the PRI logo require express authorisation of the PRI Secretariat:

- In the context of general marketing materials, and as long as the logo is not used in any manner that suggests or implies that the PRI has endorsed or approved of the activities, products and/or services of the organisation, or that the PRI is the source of any such activities, products or services



- In training and/or other educational materials related to the PRI
- In documents and/or other materials designed to promote the PRI and its goals

The following uses of the PRI logo will **not** be permitted:

- Any use of the logo as a component of an organisation's own logo, trademark or other branding elements
- Any use of the logo for the promotion or advertising of specific products, services and other activities intended to solicit business
- Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products
- Any use of the logo in connection with fundraising that is unrelated to the PRI or PRI-related activities
- As the PRI is not an auditor, assessor, certifier or verifier of responsible investments reports and services, the logo cannot be used to indicate a “stamp of approval” of a responsible investment report, or products and services associated with responsible investment.

Any intended use of the PRI logo beyond the scope of what is provided in this policy should be submitted to the PRI Secretariat for review and agreement to ensure that it adheres to the spirit of this policy.

The logo may not be altered in any way, including proportions, font, design, arrangement, colours (other than if the logo is used in black and white) or elements; nor may it be animated, morphed or otherwise distorted in perspective or appearance.

The PRI Secretariat reserves the right to take appropriate action when the logo is used without its permission or if it is adapted, modified or otherwise used inappropriately.

Any questions or clarifications should be requested from info@unpri.org.