



INTERNATIONAL COTTON ADVISORY COMMITTEE

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Aide Memoire

To: Delegates to the Standing Committee, Coordinating Agencies, Members of the PSAP, CSITC, IFCP and SEEP

From: The Secretariat

Subject: Clarification Regarding Use of the IYNF Logo and Slogan

Date: February 19, 2008

Discover Natural Fibres 2009

2009 was declared the International Year of Natural Fibres (IYNF) on December 20, 2006 by the United Nations General Assembly meeting in New York. The IYNF is a great opportunity to communicate a positive message about cotton and to build alliances with other natural fiber industries. The Food and Agriculture Organization of the United Nations (FAO) is coordinating the International Year of Natural Fibres, with participation by organizations representing the wool, cotton, jute, linen, coir, hemp and other hard fiber industries.

In support of the IYNF, and to maximize the communication of positive attributes of cotton under the imprimatur of the United Nations, all government agencies with an interest in cotton and who are able to do so, all cotton industry organizations, and all segments of the private sector and all other stakeholders in the cotton sector are encouraged to incorporate the IYNF logo and slogan into all forms of communication. For example, the IYNF logo and slogan be incorporated into letterhead, print advertising, and other forms of public communication and into advertising for all cotton industry events. The use of the IYNF logo and slogan may begin immediately.

An earlier Aide Memoire contained incorrect information about ownership of the logo and slogan. The information in this Aide Memoire is correct. FAO owns the logo and slogan, and permission for use of the slogan and logo for informational purposes is given to all stakeholders in natural fiber industries. For commercial uses (incorporation of the slogan and logo in advertising with a commercial purpose) potential users should write to <IYNF-2009@fao.org> to request permission. The guidelines for the use of the logo are on the FAO website at <http://www.fao.org/es/esc/common/ecg/322/en/Logo_guidelines_1.pdf>. FAO assures that it has established a simple process by which requests for the use of the logo are handled, and no delays in handling requests are foreseen.

There are more than six files associated with the logo, including high-resolution files for high-quality printing. High-resolution files are available on request, or from the FAO ftp server at: <<ftp://ext-ftp.fao.org/es/Data/EST/Moir/>>. The brochure for the IYNF is also available from this same address.

The International Year of Natural Fibres will raise consumer awareness of the role of natural fibers in the world economy. The IYNF will strengthen demand for natural fibers, thus improving the livelihoods of farmers who produce them and revenues for countries in which natural fibers are grown or raised. Promoting the use of natural fibers will enhance the environment.