Graphical Standards and Logo Toolkit

Use outside the Secretariat

November 2022

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Section 1

Introduction

Introduction

In order to implement the General Conference's Resolution, the "Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO" (resolution 34C/86), the Division of Public Information produced its first Logo Toolkit more than ten years ago. The toolkit helped to provide both the UNESCO Secretariat, its network members and partners with a clear and consistent set of rules on the use of the UNESCO logo over the past decade.

However, with the change over time and of environment, especially with the development and wide use of digital devices, this set of rules has also begun to show its constraints. For example, the UNESCO logo was not always legible or visible in all communication channels, attention on the UNESCO logo was sometimes distracted by the appearance of secondary logos, and from time to time the UNESCO logo even appeared twice on the same page – one as the Secretariat itself, the other as part of the logo used by a network member of UNESCO.

To deal with these issues and building on our experience, the Division for Communications and Public Engagement (former Division of Public Information) has now produced this new Logo Toolkit in order to:

1. Further strengthen the visibility and central role of the UNESCO logo and improve its legibility, especially in digital and interactive communication environments;
2. Promote a one-UNESCO brand by streamlining individual programmes and networks and secondary logos;
3. Enable the UNESCO Secretariat itself and members of its programmes and networks to use the UNESCO logo in a most visible and effective way.

The Logo Toolkit was first published in July 2021. This is the second version after certain modifications were made at the request of different stakeholders.

This Logo Toolkit does not specify the roles and responsibilities of the UNESCO Secretariat, the Member States or the logo users. These are set out separately in the Directives, the Administrative Manual, and the individual operational guidelines.

Section 2

The logo block and main principles

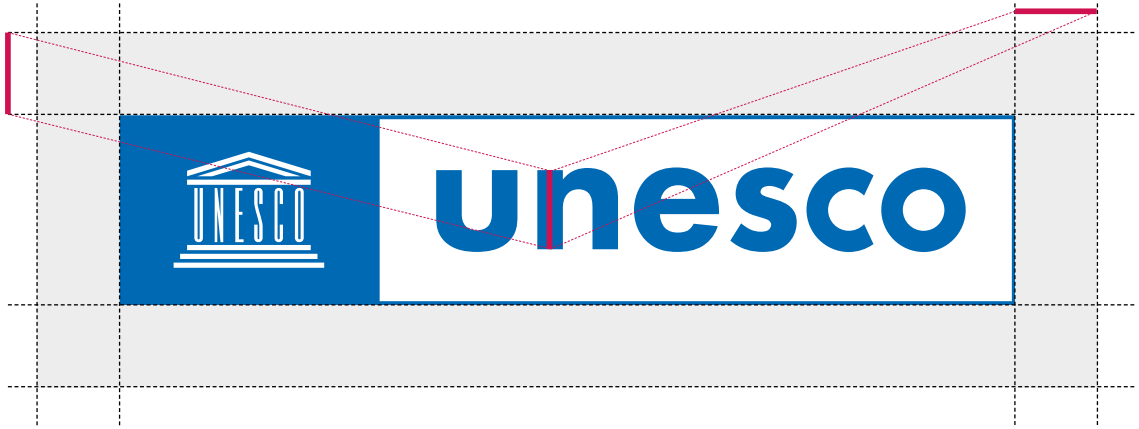
The logo block

The new logo block, as shown below, consists of two inseparable elements:

1. The temple. The temple, which is the official seal or the emblem of the Organization, should never be altered in any way. As a key component of the logo block, it refers to the Greek Parthenon temple. The steps signify basic human rights - the foundation upon which UNESCO is built, the Organization's name in letters represents UNESCO's mandates and programmes, and the roof and pediment symbolize humanity's highest aspirations and goals.
2. The acronym on the right. The font for the acronym is based on Futura, a typeface designed by Paul Renner and released in 1927. Simple geometric form of near perfect circles, triangles, and squares is its main character. The acronym in this font adds roundness and modernity to the temple. In the Futura typeface, all letters occupy the same space, thus conveying the value of equality which is at the heart of UNESCO's mandate.
3. This logo block is also called "the horizontal logo". It is for use by the UNESCO Secretariat only.
4. A Specific logo for each Sector, Service and Field Office is no longer used. All UNESCO Programme Sectors, Central Services, and Field Offices, with the exception of category I Institutes, use the horizontal logo block.

The protection zone

This protection zone is equal to
the height of the letter N in the acronym UNESCO.



Colours of the logo block

Blue logo

UNESCO blue
C100 M50 Y0 K0
R0 G105 B180
Hex #0069B4

In a blue logo, the acronym UNESCO, the background colour of the temple and the colour of the frame around the logo block are in blue while the temple and the background colour for the acronym UNESCO are in white

Black logo

Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000

In a black logo, the acronym UNESCO, the background colour of the temple and the colour of the frame around the logo block are in black while the temple and the background colour for the acronym UNESCO are in white

In a blue or black transparent logo*, the acronym is in blue or black. All the other elements blend into the colour of the material on which the logo is placed.

**Transparent logos are used mainly for films and videos.*

White logo

White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF

In a white logo, the acronym UNESCO, the background colour of the temple and the colour of the frame around the logo block are in white while the temple and the background colour for the acronym show the colour of the material on which the logo is placed

*

Section 3

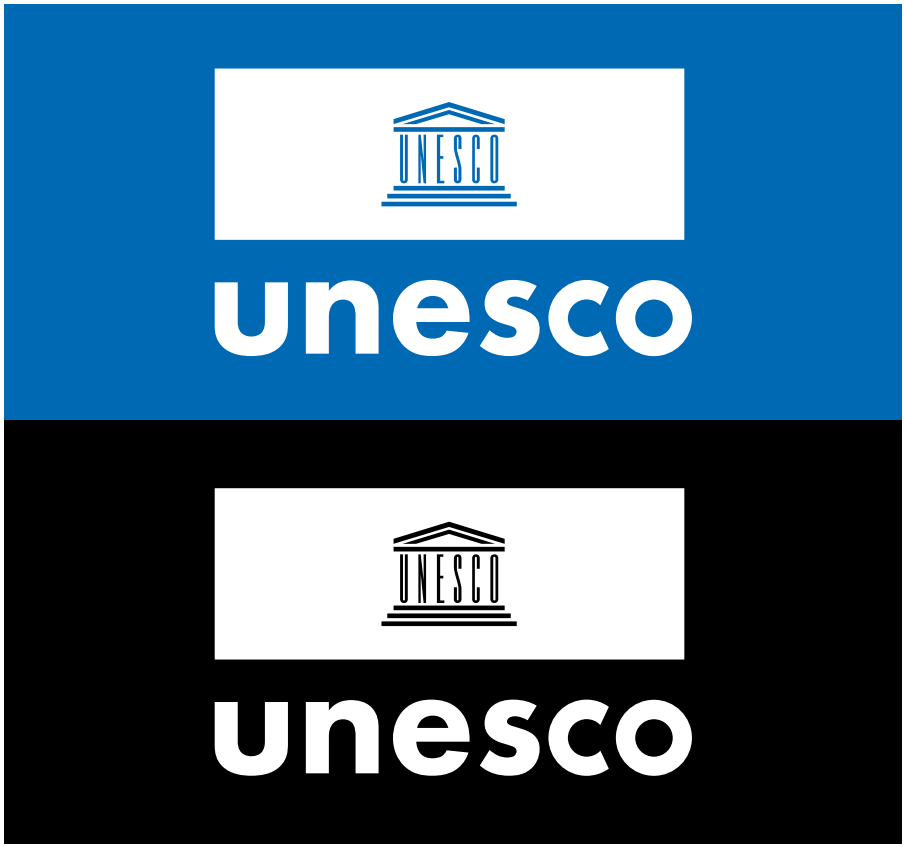
Logo block with full text

The vertical version

Within the UNESCO Secretariat, for reasons of visibility and readability, especially in the digital environment, the horizontal version should always be the first choice. The vertical version is only used by the Secretariat:

1. When the full name of the Organization or other text must be displayed, or when combined logos must be used. In special circumstances, the vertical version of combined logos can also be used without the full text underneath.
2. When the overall visual presentation becomes more balanced vis-a-vis other logos on the same page.

Outside the UNESCO Secretariat, the vertical version of the logo on its own, without the UNESCO full name underneath as on this page or with the UNESCO full name underneath as on page 11, cannot be used, either. But it is the basis on which logos for users outside the UNESCO Secretariat is created.



unesco

United Nations
Educational, Scientific
and Cultural Organization

unesco

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

unesco

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

unesco

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

unesco

منظمة الأمم المتحدة
للتربية والعلم والثقافة

unesco

联合国教育、
科学及文化组织

Font and size of text underneath the logo block

Font

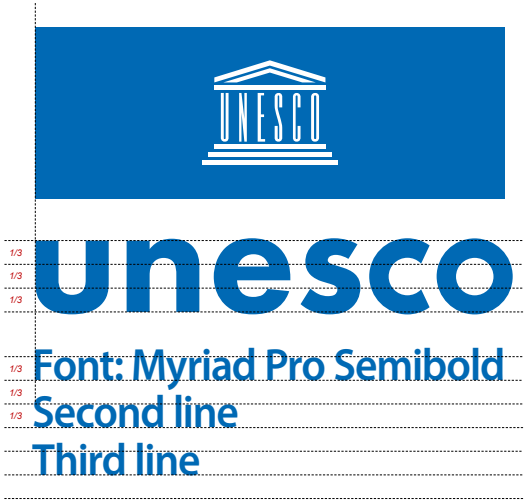
The font for text underneath the logo block, such as the full name of the Organization, the name of programmes and networks, and the name of other entities, is always Myriad Pro Semibold for Latin and Russian languages.

The font for text in Arabic is Droid Arabic Kufi Bold
The font for text in Chinese is 黑体–简 Medium

Size

The size of the text underneath the logo block should be one third of the height of the Acronym.

The space between the lines of text is one third of the height of the acronym UNESCO.



Languages of the text underneath the logo block

The text underneath the logo block can be in an official language of UNESCO, in a national language, or in a combination of languages, such as an official language and a national language.

Section 4

Use outside the UNESCO Secretariat

National Commissions

In accordance with the Directives adopted by the General Conference (Resolution 34C/86), National Commissions for UNESCO are encouraged to use the UNESCO logo block.

There are two graphical possibilities: either the UNESCO logo block accompanied by the name of the National Commission, or the UNESCO logo block accompanied by the name as well as the emblem of the National Commission.

National Commissions may not use the UNESCO logo block without their own name in it.

Permanent Delegations

Permanent Delegations to UNESCO can also use the UNESCO logo block. There are two graphical possibilities: either the UNESCO logo block accompanied by the name of the Permanent Delegation, or the UNESCO logo accompanied by the name as well as the emblem of the Permanent Delegation. Permanent Delegations may not use the UNESCO logo block without their own name in it.

Patronage and partnerships of National Commissions

When granting its patronage or entering a partnership at the national level, a National Commission no longer needs to add the phrases of “Under the patronage of” or “In partnership with” into its own logo. Instead, a National Commission asks the requesting entity to add them, as specified in its letter, placed in close proximity to the National Commission logo.

Under the patronage of

In partnership with

Members of UNESCO programmes and networks

In the case of most programmes and networks, a specific logo block for a member is no longer to be used. Instead, the officially recognized network members have permission to use a generic logo block, mentioning that they belong to a UNESCO programme or network.

NGOs in relations with UNESCO cannot use the UNESCO logo for their general communication and promotion. If they wish to use the UNESCO logo for a specific one-off event, they should apply for UNESCO's patronage.

unesco

Centre
Under the auspices
of UNESCO

unesco

Chair

unesco

Member of Associations
and Clubs for UNESCO

unesco

Member of
the Creative Cities Network

unesco

Member of
the Associated Schools
Network

unesco

Federation of Associations
and Clubs for UNESCO

Members of UNESCO conventions and intergovernmental programmes

The Secretariat strongly promotes the use of a generic logo for each type of members of UNESCO conventions and intergovernmental prorgammes listed below:

- World Heritage sites
- Biosphere Reserves
- Global Geoparks
- Registered items of Memory of the World
- National Committees of intergovernmental programmes

If an area has multiple UNESCO designations (for example, a Biosphere Reserve and a Global Geopark), and the range of coverage in each designation is the same or similar, the generic UNESCO logo block accompanied by the names of different types of designation but without the convention or programme emblem is recommended. This is to avoid replication of the UNESCO logo on relevant communication material.

In the case where logo use is to represent all different sites of the same type of UNESCO designation in a country, such as all Biosphere Reserves, all Global Geoparks and all World Heritage sites in a country, the UNESCO-Biosphere Reserve, UNESCO-Global Geopark and UNESCO-World Heritage linked logo, accompanied by the text “Biosphere Reserves in xxx (name of country)”, “Global Geoparks in xxx (name of country)” and “World Heritage in xxx (name of country)”, can be used.

In the case where logo use is to represent many different sites of different types of UNESCO designation in a region of a country or in a country, the UNESCO logo block accompanied by the text “sites in xxx (name of region or country)” can be used.

If a National Commission deems it necessary for a designation to use a specific logo that includes the name of the designation and the year of the nomination, which could be particularly relevant in the case of a transboundary and/or serial site nominations, the concerned National Commission can authorize the specific logo to the designation after consultation with the UNESCO Secretariat.

The National Commission itself shall create the specific logo, with texts underneath the logo as recommended below:

- The full and official name of the designation as in the nomination; for serial site, the serial name without the component name,
- Followed by the text "World Heritage since xxx (year)", "Biosphere Reserve since xxx (year)", "Global Geopark since xxx (year)", "Inscribed on Memory of the World International Register since xxx (year)".

The essential point is that a National Commission should ensure the consistency of the text used for each type of designations in its country.

National Commissions should ensure that transboundary sites should use the same logo in all concerned Member States.

The Secretariat does not create specific logos for any member or any designation.

Examples developed under the supervision of National Commissions

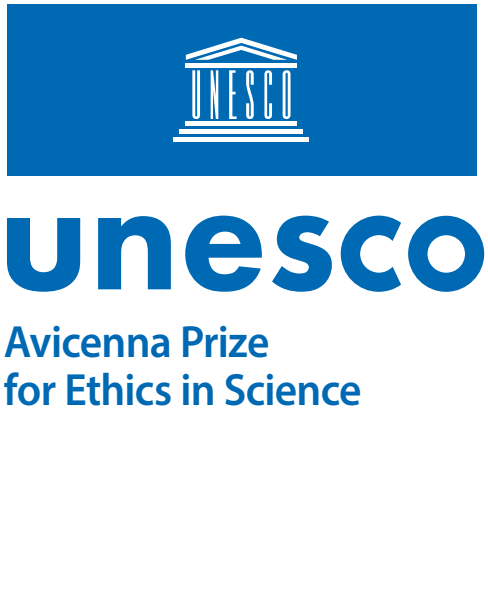
Blenheim Palace
Inscribed on the World Heritage list in 1987

Val de Loire
entre Sully-sur-Loire
et Chalonnes

In addition to the Secretariat, in line with Article IV.3 of the Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO, a National Commission or other bodies designated in conformity with Artical IV.1 of the Directives have the right to authorize the use of a UNESCO designation logo or a UNESCO network member logo to the designation or member in its country.

Anniversaries and Prizes

Specific logos are used for anniversaries and prizes.



UN International Decades and Years & UNESCO International Days

1. An external entity wishing to celebrate a UN international decade or year should use the international decade or year logo according to the UN guidelines once it has obtained the necessary permission. The UNESCO logo block cannot be used.
2. An external entity wishing to celebrate a UNESCO international day with an event of international scale can use the UNESCO logo block after it has obtained UNESCO's authorization. However, the entity must add a text such as "In support of" or "In support of UNESCO's International Day of xxxx" as specified in UNESCO's authorization letter, in close proximity to the UNESCO logo block.

2022-2032 | INTERNATIONAL DECADE OF
Indigenous Languages

In support of UNESCO's
International Day of xxxx

3. An external entity wishing to celebrate a UNESCO international day with an event of national scale can use the UNESCO National Commission logo after it has obtained the National Commission's authorization. However, the entity must add a text such as "In support of" or "In support of UNESCO's International Day of xxx" as specified in the National Commission's authorization letter, in close proximity to the National Commission logo.

In support of UNESCO's
International Day of xxxx

unesco
Curaçao
National Commission

Partnership, patronage and supporters of UNESCO

Partnership

1. A logo block **combining** the UNESCO logo and the logo of a partner or a sponsor is no longer used for communication **jointly** issued by UNESCO and the partner or sponsor. Instead, the UNESCO logo block should be placed at the top left corner; the partner's or sponsor's logo should be placed at the top right corner.
2. For communication issued by UNESCO **alone**, the UNESCO logo block is placed at the top left corner; the partner's logo or sponsor's logo is featured at the lower left or lower right corner, accompanied by a phrase "supported by" or "funded by" in front of the logo.
3. For communication issued by the partner or sponsor **alone**, the UNESCO logo block is used. However, the partner or sponsor should be asked to add a phase such as "In partnership with UNESCO" or In support of UNESCO", as defined by the agreement, placed in close proximity to the UNESCO logo block.
4. The disclaimer "UNESCO does not endorse any product, service, brand or company" must be present on all communication material or products of the partner.

Patronage

When an external entity's activity is placed under UNESCO's patronage, the UNESCO logo block is used. However, the patronage receiving entity must add the phrase "Under the patronage of UNESCO", placed in close proximity to the UNESCO logo block.

Supporters of UNESCO

1. When an external entity or brand wishes to undertake its own activity to support a UNESCO initiative, it can use the UNESCO logo block after having obtained permission from the Secretariat. However, it must add a phase as defined by the Secretariat, such as "In support of UNESCO" or "In support of UNESCO's xxx initiative/programme/project", placed in close proximity to the UNESCO logo block.
2. The disclaimer "UNESCO does not endorse any product, service, brand or company" must be present on all communication material or products of the supporter.

Under the patronage of

Avoiding repetition of UNESCO logo

Whenever possible, it is recommended to avoid the situation that the UNESCO emblem appears twice on the same page, for example:

- once in the logo of one National Commission, and once in the logo of another National Commission when both are involved in the same event;
- once as the logo of the UNESCO Secretariat, and once in the logo for a UNESCO network member with permission to use the UNESCO logo (such as a category 2 centre).

In the case of multiple National Commissions, the UNESCO logo together with the names of the concerned National Commissions in alphabetical order underneath the logo can be a solution.

In other cases, please contact the UNESCO Secretariat to discuss about possible sulutions.