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Graphical Standards and Logo Toolkit

Use outside the Secretariat

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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), DPI produced its first Logo Toolkit more than ten years ago. The toolkit helped to provide both the Secretariat, its network members and partners with a clear and consistent set of rules on the use of the 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 also begins to show its constraints. For example, the UNESCO logo is not always legible or visible in all communication channels, attention on the UNESCO logo is sometimes distracted by the appearance of secondary logos, and from time to time the UNESCO logo even appears 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 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 Secretariat itself and members of its programmes and networks to use the UNESCO logo in a most visible and effective way.

This Logo Toolkit does not specify the roles and responsibilities of the 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.



The protection zone

This exclusion zone defines the minimum area of clear space around the logo block.

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



Colours of the logo block

UNESCO blue
C100 M50 Y05 K0
R0 G105 B180
Hex #0069B4



Black
C0 M0 Y0 K100
R0 G0 B0
Hex #000000



White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF



The font for the text that accompanies the logo block is Myriad Pro Semibold.

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

The blue is the primary colour for the logo block, although a black or white logo block can also be used.

Colours shown on the right can be used in association, but should never be used for the logo block itself.

Red
C0 M86 Y71 K0
R244 G61 B61
Hex #e83f40

Yellow
C0 M27 Y94 K0
R252 G192 B2
Hex #fcc002

Light Green
C62 M0 Y58 K0
R103 G187 B137
Hex #67bb89

Dark blue
C100 M81 Y40 K33
R24 G50 B84
Hex #183254

Section 3

Logo block with full text

The vertical version

For reasons of visibility and readability, including in the digital environment, the first choice of the Secretariat should always be the horizontal version. The vertical version is only used:

1. When the full name of the Organization or other text must be displayed, or when combined logos must be used.



2. When the overall visual presentation becomes more balanced vis-a-vis other logos on the same page.

In special circumstances, the vertical version of combined logos can also be used without the full text underneath.





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United Nations
Educational, Scientific
and Cultural Organization



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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



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Организация
Объединенных Наций по
вопросам образования,
науки и культуры



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منظمة الأمم المتحدة
للتربية والعلم والثقافة



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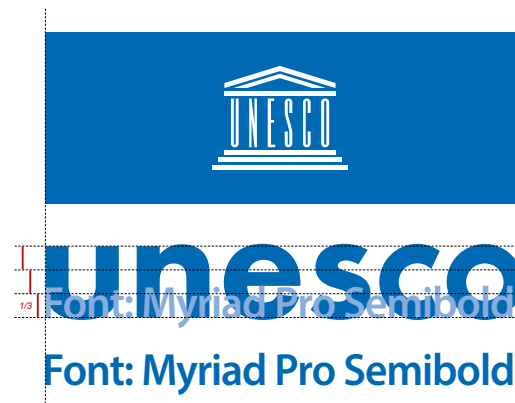
联合国教育、
科学及文化组织

Font and size of text underneath the logo block

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 Semiboldm.

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

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.



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Honduras
National Commission



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Slovak Republic
National Commission



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Romania
National Commission



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Japan
National Commission

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.



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Centre
Under the auspices
of UNESCO



unesco

Chair




unesco

Member
Creative Cities Network



unesco

Member
Associated Schools
Network



unesco

Member of Associations
and Clubs for UNESCO

* Use of the "Member of Clubs and Associations for UNESCO" logo will depend on the forthcoming decision of the Governing Bodies on the subject.

Members of UNESCO conventions and intergovernmental programmes

Members of UNESCO's conventions and intergovernmental programmes can use a combined generic UNESCO logo block as shown here. These members are:

- World Heritage Sites
- Biosphere Reserves
- Geoparks
- Items on the Memory of the World register
- National Committees of intergovernmental programmes

If a concerned National Commission so wishes, it can offer, in consultation with the UNESCO Secretariat, a specific logo that includes the name and year of designation, as an alternative.

This could be particularly relevant for transboundary and/or serial site nominations.

The use of the logo block in blue is preferred, although the emblem in its original colour version can also be permitted.



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World Heritage Site



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Biosphere Reserve



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Intergovernmental
Hydrological Programme
National Committee

Anniversaries and Prizes

Specific logos are used for anniversaries and prizes.



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200th anniversary of
the birth of Flóris Rómer,
archaeologist and
professor (1815-1889)
Celebrated in association
with UNESCO



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Avicenna Prize
for Ethics in Science

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 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.



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 phrase 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 phrase 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.



Avoiding repetition of UNESCO logo

Whenever possible, it is recommended to avoid the situation that the UNESCO emblem appears twice on the same page, once representing the UNESCO Secretariat, once representing an entity with permission to use the UNESCO emblem in its own logo. It is desirable to use the UNESCO logo block on the first page of a communication material or the front cover of a publication, and to feature the other entity's logo on the concluding page the material or the boiler-plate page of the a publication

