



UNESCO Memory of the World Programme

Guidelines on Logo Use

GENERAL

In order to demonstrate their link with UNESCO, Regional or National Committees of the Memory of the World Programme and institutions which hold a documentary heritage item listed on a Memory of the World Register can use the UNESCO Memory of the World logo. However, such use is subject to the following provisions:

- The conditions for the use of the logo will be determined by UNESCO and they cannot be changed without prior written agreement of UNESCO.
- The UNESCO Memory of the World logo must be cautiously used so as not to cause any misinterpretation by the public about the respective status of the committee or the institution; the UNESCO Memory of the World logo must under no circumstances be used for any commercial purposes, neither by the Committee nor by the institution.
- All promotional and publicity materials produced by an institution or by a Regional or National Committee bearing the UNESCO Memory of the World logo should feature a disclaimer such as “xxx Institution/Committee is responsible for the choice and presentation of views contained in this xxx and for opinions expressed therein, which are not necessarily those of UNESCO and do not commit the Organization”.

Logo use by institutions which host a documentary heritage item inscribed on a Memory of the World Register

The logo that should be used for a registered documentary heritage item will include four parts:

- The logo of UNESCO with its three elements, i.e. the temple symbol, the full name of the organization, and the vertical dotted line;
- The [new] logo of the Memory of the World Programme;
- The name of the registered documentary heritage item;
- The standard line of text “Inscribed on the Memory of the World [International/Region/Country] Register in xxxx (Year)”.



This logo should only be used in connection with the particular registered item in the archive, library or museum and should not be used by the institution generally. For example, if the manuscript of Ibsen's "A Doll's House" is displayed in a case, the above UNESCO Memory of the World logo could be featured either on the case or be used next to the manuscript. However, this logo should not be used in the entrance hall, nor should it be used in such a way as to give the impression that the building is a UNESCO office or some other entity of the UNESCO Secretariat. It should not be used on the general publicity materials or merchandise produced by the institution.

Logo Use by Regional or National Committees

As officially established Regional or National Committees of the Memory of the World Programme, these Committees are equally invited and encouraged to use the UNESCO Memory of the World logo in order to demonstrate their association with UNESCO and to promote, facilitate and monitor the implementation of the Programme within their respective regions and countries.

The logo used by a Regional or National Committee should be composed of three parts:

- The logo of UNESCO with its three elements, i.e. the temple symbol, the full name of the Organization, and the vertical dotted line;
- The [new] logo of the Memory of the World Programme;
- The standard line of text "National Committee of + country name" or "Regional Committee of + name of the region".



Steps for obtaining the UNESCO Memory of the World logo

When a logo is required by an institution for a registered documentary heritage item or by a Regional or National Committee, the institution or the committee is required to complete and send a very simple Logo Request Form (Appendix 1) to the UNESCO Programme Officer in charge of the Memory of the World Programme.

UNESCO will create the logo in accordance with UNESCO's graphical guidelines.

An electronic file that contains the logo in a pdf high resolution illustrator vector format will be sent to the requesting organization, together with a technical note that explains how the logo can be downloaded and reproduced.

Further terms and conditions concerning logo use

Commercial use of the logo is not permitted, except under a specific contractual arrangement expressly authorized by the Director-General of UNESCO. The sale of goods or services bearing the name, acronym, logo or internet domain names of UNESCO for profit is regarded as commercial use, as well as licensing and partnerships with commercial entities. If an occasion arises in which the UNESCO Memory of the World logo may need to be used in the context of commercial use or for fundraising purposes, the concerned institution or the Regional or National Committee is required to contact UNESCO to seek authorization.

Authorizing the use of the name, acronym, and logo of UNESCO is the prerogative of the governing bodies of UNESCO. In other words, institutions that hold a registered documentary heritage item can use the logo in its activities that are directly and only related to the registered item but cannot authorize the use of the logo to others. Equally, Regional and National Committees can themselves use the logo in their activities for the Memory of the World Programme but cannot authorize the use of the logo to others.

The height of the temple symbol alone is used as the way of measurement for the size of the logo. When the logo is reproduced, the height of the temple symbol should never be smaller than 12mm.

No element within the logo or the proportion between the different elements of the logo can be changed or modified without prior written agreement of UNESCO.

Institutions and Regional or National Committees are required to complete an annual questionnaire (Appendix 2) on events and activities that they have organized to promote the registered documentary item or the Memory of the World Programme. The purpose is for UNESCO to evaluate the outreach and impact of the Memory of the World Programme.

Appendix 1.

UNESCO Memory of the World Programme

Logo Request Form

1). In which language or languages is the logo required?	
2). What is the name of the registered documentary heritage item or the Regional or National Committee in each of the languages that you require?	
3). If you are requiring the logo in more than one language, do you need the logo in each language separately or do you need a logo that is bilingual and trilingual?	
4). Please provide information on where and how the requested logo will be used.	

Please send the completed Logo Request Form by email to:

Ms Joie Springer
Universal Access and Preservation Section
Communication and Information Sector
UNESCO
1, rue Miollis
F-75732 Paris cedex 15
France
Telephone : 00 33 1 4568 4497
Email : j.springer@unesco.org

Appendix 2.

UNESCO Memory of the World Programme

Questionnaire

1. Name of Institution/Committee

2. Year of Events/Activities

3. During the year, how many events/activities were organised that are related to the promotion of the registered documentary item or the Memory of the World Programme?

4. Who were the audience of the events/activities? (Please tick all those relevant)

- Development agencies (e.g. international and intergovernmental organizations, UN system)
- Policy makers (e.g. Government Ministries, parliamentarians, local authorities)
- Civil society (e.g. NGOs)
- Private sectors
- Scientists/researcher/ academia
- Educators/teachers/trainers
- Students/youth
- Mass media
- Specialized media
- General public
- Others (please specify)

5. Was there any media coverage for the events/activities? (Please specify the total number of each feature)

Type	Local	National	International
Print			
Radio			
Television			
Internet			

6. How many people in total were reached approximately through these events/activities?

7. What was the impact achieved for the UNESCO Memory of the World Programme through these events/activities? (Please tick the two most relevant)

- the UNESCO Memory of the World Programme's name and logo were made visible to new audiences
- the UNESCO Memory of the World Programme's particular missions were made known to new audiences
- the UNESCO Memory of the World Programme's accomplishments were promoted to new audiences

Please send the completed questionnaire, together with, if relevant, copies of information materials which bear the UNESCO/MoW linked logo or which include the mention of UNESCO, such as promotional and publicity brochures, press releases, press clippings, radio recordings, video and television footage, to:

Ms Joie Springer
Universal Access and Preservation Section
Communication and Information Sector
UNESCO
1, rue Miollis
F-75732 Paris cedex 15
France
Telephone : 00 33 1 4568 4497
Email : j.springer@unesco.org