









Overview of the terms and conditions for the use of UNESCO's name, acronym and logo as set forth in the directives







1. Use authorized by the governing bodies

<i>Bodies concerned/ fields of application</i>	<i>Examples</i>	<i>Elements used</i>	<i>Illustrations* / usual wording</i>
Intergovernmental programmes	<ul style="list-style-type: none"> - World Heritage - Intergovernmental Oceanographic Commission - United Nations years/decades 	Logo and name + specific logo and name (acronym) (linked logo)	
Programme networks	<ul style="list-style-type: none"> - Associated Schools Programme - UNESCO Chairs Programme 	Logo and name + specific logo and name (acronym) (linked logo) + wording explaining the relationship	
Bodies placed under the auspices of UNESCO	<ul style="list-style-type: none"> - Institutes and centres (category II) 	Logo and name + specific logo and name (acronym) + wording (linked logo)	

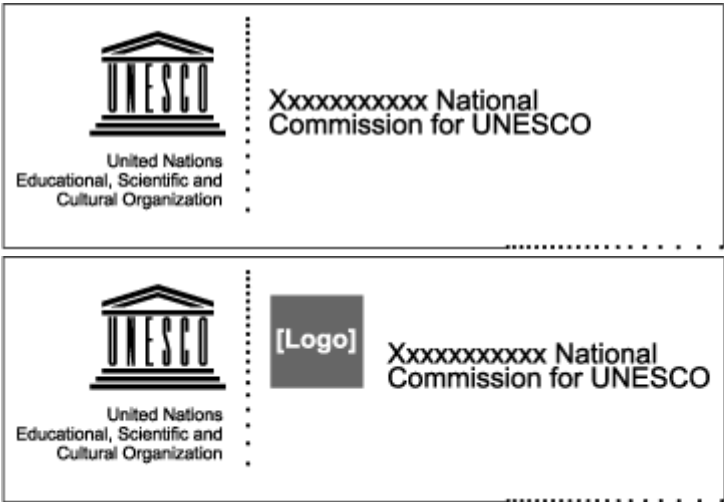


* These examples, provided for purposes of illustration, are often fictional.

<i>Bodies concerned/ fields of application</i>	<i>Examples</i>	<i>Elements used</i>	<i>Illustrations / usual wording</i>
Official partners	<ul style="list-style-type: none"> - NGOs and foundations maintaining formal relations with UNESCO 	Wording (acronym or name)	 <p>International Alliance of Women NGO maintaining operational relations with UNESCO</p>
International or regional prizes	<ul style="list-style-type: none"> - International Simón Bolívar Prize - L'ORÉAL-UNESCO Prize "For Women in Science" 	Logo and name + specific logo and name (linked logo)	  <p>Sharjah Prize for Arab Culture</p>
Special events in the Member States	<ul style="list-style-type: none"> - Eminent personalities - Historic events - Universal works 	Logo and name + specific logo and name + wording	 <p>1600th anniversary of the creation of the Armenian alphabet</p>  <p>celebrated in association with UNESCO</p>

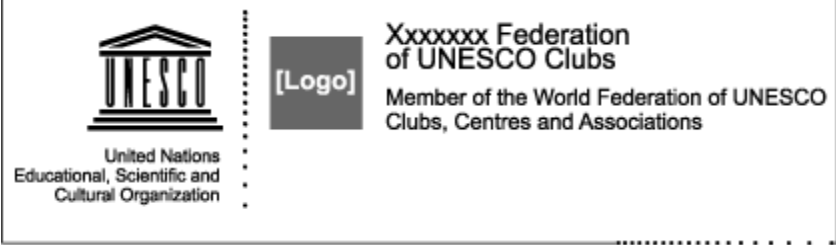

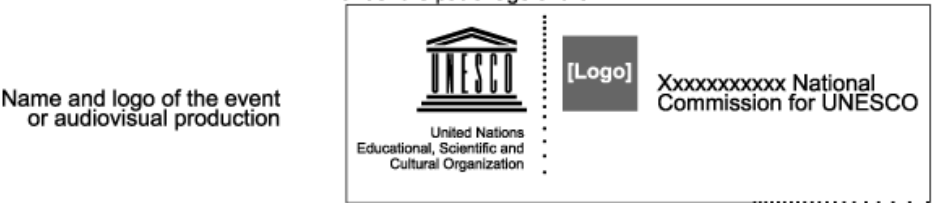
2. Use authorized by the Director-General

<i>Bodies concerned/ fields of application</i>	<i>Examples</i>	<i>Elements used</i>	<i>Illustrations / usual wording</i>
Nomination of goodwill ambassadors	<ul style="list-style-type: none"> - Goodwill Ambassadors - Artists For Peace 	Logo and name of UNESCO + exact title	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Claudia Cardinale UNESCO Goodwill Ambassador</p>
Patronage	<ul style="list-style-type: none"> - Congresses, meetings - Public events (exhibitions) - Audiovisual productions - Publications - Honorary committees 	Logo and name of UNESCO + wording + specific logo and name, separately	 <p>Biodiversity and governance</p>  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>International conference under the patronage of UNESCO</p>
Contractual arrangements	<ul style="list-style-type: none"> - Co-publications - Co-productions (CDs, books, films, etc.) - Partnerships with the private sector or civil society - Commercial uses 	Logo and name of UNESCO + logo, name (or acronym) of partner (linked logo) + wording explaining the relationship	 <p>United Nations Educational, Scientific and Cultural Organization</p>  <p>UNESCO-SAMSUNG partnership for the intangible heritage</p>
Specific promotional activities	<ul style="list-style-type: none"> - Medals, stamps, etc. 	Acronym and/or logo of UNESCO	 <p>Commemoration of the bicentenary of the death of Wolfgang Amadeus Mozart</p>

3. Use authorized by the Member States*

<i>Bodies concerned/ fields of application</i>	<i>Examples</i>	<i>Elements used</i>	<i>Illustrations / usual wording</i>
National Commissions	<ul style="list-style-type: none"> - Regular publications - Official correspondence - Internet sites 	Logo and name of UNESCO + name of the National Commission + eventually National Commission logo (linked logo)	
Members of intergovernmental networks	<ul style="list-style-type: none"> - National committees, WHC, MAB, IHP, MOST, etc. - (Representatives of) world heritage sites, biosphere reserves, etc. 	Logo and name of UNESCO + logo and name of body (linked logo)	
Members of programme networks	<ul style="list-style-type: none"> - Associated Schools - UNESCO Chairs 	Logo and name of UNESCO + logo and name of body (linked logo) + wording explaining the relationship	

* In these cases, the use of the national language(s) is recommended to indicate the meaning of the UNESCO acronym and the associated names and wording.

<i>Bodies concerned/ fields of application</i>	<i>Examples</i>	<i>Elements used</i>	<i>Illustrations / usual wording</i>
Members of clubs	<ul style="list-style-type: none"> - UNESCO Clubs, Centres and Associations 	Logo and name of UNESCO + logo and name (acronym) of body (linked logo) + wording explaining the relationship	
Patronage granted by a National Commission	<ul style="list-style-type: none"> - Congresses, meetings - Audiovisual productions - Publications 	Logo and name of UNESCO + name (eventually + logo) of National Commission (linked logo), with wording explaining the relationship + specific logo and name, shown separately	<p>under the patronage of the</p>  <p>under the patronage of the</p> 
Contractual arrangements by a National Commission	<ul style="list-style-type: none"> - Co-publications - Co-productions - Partnerships with the private sector or civil society 	Logo and name of UNESCO + name (eventually + logo) of National Commission (linked logo) with wording explaining the relationship + specific logo and name, shown separately	