

# The Name, Acronym, Logo, and Internet Domain Names of UNESCO

## Practical Guidelines for National Commissions

### 1. Introduction

In November 2007, the General Conference approved the “Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO (Resolution 34C/86)”. The Directives set out the framework on the rights and responsibilities of the governing bodies, the Secretariat, and the Member States in using the name and logo of UNESCO as well as in authorizing such use.

### 2. Roles of National Commissions

Member States, especially their National Commissions for UNESCO, play a crucial role in ensuring the Organization’s visibility and in protecting its intellectual property at the national level.

#### 2.1 National Commissions’ own use of the logo

National Commissions are encouraged to use the UNESCO. However, the logo that a National Commission uses needs to include the name of the National Commission or the name and logo of the National Commission. The UNESCO logo without the name and logo of a National Commission is reserved for the use by the Secretariat.



#### 2.2 National Commissions’ authorization of the logo

National Commissions can authorize the use of its own UNESCO logo to other entities at the national level when it decides to grant **its own** patronage or when it has a partnership with another entity. The logo that a National Commission can authorize on these two situations needs, however, to **include the text** “Under the patronage of” (for National Commission’s own patronage to a third entity”), or “With the support of” or “In partnership with” (for National’s commission’s partnership with a third entity).



### 2.3 National Commissions' role in dealing with requests for UNESCO's patronage

In addition to granting its own patronage, National Commissions play a crucial role in dealing with requests for the Director-General's patronage. On receiving requests for UNESCO's patronage, National Commissions assess the request, prepare a letter of recommendation **addressed to the Director-General**, and send the original request together with the National Commission's recommendation to the Office of the Director-General.

For information on the detailed steps concerning the granting of UNESCO's patronage, please consult the Secretariat's website on the subject: <http://www.unesco.org/new/en/name-and-logo/>.

### 2.4 National Commissions' role in the use and authorization of linked logos

National Commissions, when they have the role as the liaison or coordinating bodies for international conventions, intergovernmental programmes, or programmes and networks at the national level, have the right to use the linked UNESCO/convention, programme or network logo. Such linked logos combine the UNESCO logo with the specific logo of the convention, the programme or the network. Such use, however, requires the insertion of a text that specifies the role of the National Commission. The linked logo without such extra text is reserved for the use by the Secretariat.



Different conventions, programmes and networks have established and will establish different types of governance and delegation of authority, including logo use and authorization. Certain conventions, programmes and networks give the National Commissions in its role as the national liaison or coordinating bodies the power to authorize these linked logos in a specific graphical modality to their established members at the national level.

Please consult the contact person at the Department for Public Information at the Sector for External Relations and Public Information for detailed information (please see point 3 below).

### 2.5 National Commissions' internet domain names

The sole name of UNESCO's active Internet domain is "unesco.org". All generic extensions ("gTLDs" such as ".info" or ".net") are linked to this domain name and managed under the exclusive authority of the Secretariat of UNESCO. Only a staff member duly authorized by the Director-General may register domain names under the existing or future generic extensions.

National extensions (ccTLDs) afford an opportunity to highlight the presence of UNESCO in each country. Internet domain names should be, wherever possible, registered by the National Commissions under national extensions (such as [www.unesco.at](http://www.unesco.at) or [www.unesco.ru](http://www.unesco.ru)) or sub-extensions (such as [www.unesco.commission.at](http://www.unesco.commission.at)) and point towards the Internet site of the National Commission where it exists, or towards the "unesco.org" site, in order to avoid registration by third parties.

National Commissions should not register, for their Internet sites, generic sub-extensions such as "unesco.[country-name].org" or "natcom.unesco.[country\_name].org".

### 2.6 National Commissions' role in the protection of the UNESCO name, acronym, logo, and internet domain names

A National Commission is responsible for the consequences arising out of its authorisation of the use of the UNESCO name, acronym and/or logo to an external entity at national level.

If a case of an un-authorized use of the logo at national level is brought to the attention of a National Commission, the National Commission should take immediate action to contact the concerned national organization to request the stop of such un-authorized use.

For most Member States, being part of the Paris Union, the Paris Convention would constitute the basis for any legal action to be taken in Member States against an entity or an individual that uses the name and/or logo without appropriate authorization. Indeed, according to Article 6ter of the Paris Convention, the States of the Paris Union agree to refuse or to invalidate the registration, and to prohibit by appropriate measures by the competent authorities, the use without authorization, either as trademarks or as elements of trademarks, of emblems, abbreviations, and names, of international intergovernmental organizations of which one or more countries of the Union are members.

Further, although the logo is not a brand in the commercial sense, it may be worth mentioning that there is another way of protecting the logo in addition to the Paris Convention. If a person or entity uses, without UNESCO's authorization, the name, acronym and/or logo of UNESCO in a way that would mislead the public into believing that the person or entity is part of UNESCO or affiliated to UNESCO, such use would normally be considered to be a form of fraud and the police or the judicial authorities could take actions against such a fraud.

If no satisfactory result can be achieved through the above actions, the National Commission should request the Secretariat to work with the National Commission to pursue the case.

### **3. Contact at the Secretariat**

Please contact [logo@unesco.org](mailto:logo@unesco.org) at the Department of Publication Information, Sector for External Relations and Public Information for further information.