



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations
and Public Information

**Use of the Name and Logo of UNESCO
in Connection with Patronage**

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GENERAL CONDITIONS

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Scope of UNESCO Patronage

The use of UNESCO's name and logo in connection with the Organization's patronage is governed by the "Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO". They can be consulted on the Internet at www.unesco.org/new/en/name-and-logo.

The patronage granted, and hence the use of UNESCO's name and logo authorized by this letter is limited to the activity specified therein only. UNESCO's patronage and the authorization to use UNESCO's name and logo end with the termination of the specified activity. If the activity takes place again in the future, UNESCO's patronage must be requested anew.

Logo Specifications

UNESCO decides on the specific type of logo that should apply to each patronage granted. On receiving this correspondence, please contact UNESCO's Division of Public Information - preferably by email: logo@unesco.org, or by fax 00 33 (0)1 4568 5654 - to request an electronic file containing the UNESCO logo for your activity. In your request, you should specify the language version(s) for the logo(s) you require, such as English, French or your national language and/or a combination of languages. For easy reference, you should also attach a copy / scan of the correspondence by which patronage has been granted to your activity.

The electronic file that the Division of Public Information will send to you contains a high-resolution version of the UNESCO logo, which will enable you to reproduce the logo on the information material related to the activity. Please note that the UNESCO logo must not be modified or changed in any manner. It must be featured in its minimum size of 12mm - measured for the height of temple symbol alone. If the logo is not suitable because of its size, format or any other reasons, you should contact logo@unesco.org for guidance on how to proceed.

Reporting of Activities

No later than one month after the end of the activity for which UNESCO's patronage has been granted (six months for publications and audio-visual productions), you should complete the enclosed Patronage Reporting Form and send it, together with copies of other information specified at the end of the form, to the Division of Public Information either by email to logo@unesco.org or by post to the following address:

Chief, Promotion, Partnership and Branding Unit
Division of Public Information
UNESCO
7, place de Fontenoy
75352 Paris 07 SP
France

Renewal of UNESCO's patronage will be subject to the receipt of the above reporting.

Patronage Reporting Form

1. **Name, venue, date and organizer of the activity:**
2. **What is the particular relevance of the activity to the objectives and programmes of UNESCO?**
3. **Who were the audiences of the activity?** (Please tick the five most relevant)
 - UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
 - Development agent (e.g. Intergovernmental Organizations, UN system)
 - Policy maker (e.g. ministries, parliamentarians, local authorities)
 - Civil Society (e.g. private persons, NGOs, companies)
 - Scientists / researchers / academia
 - Educators / teachers / trainers
 - Youth / students
 - Mass media
 - Specialized media
 - Other (please specify) _____

4. **Was there any media coverage for your activity?** (Please specify the number of features)

<i>Type</i>	<i>Local</i>	<i>National</i>	<i>Regional</i>	<i>International</i>
<i>Print</i>				
<i>Radio</i>				
<i>Television</i>				
<i>Internet</i>				

5. **How many people have been reached approximately through the communication about the activity?** _____
6. **What was the effect of your activity for UNESCO's visibility?** (Please tick the two most relevant)
 - UNESCO's name and logo were made visible to new audiences
 - UNESCO's particular missions were made known to new audiences
 - UNESCO's achievements were promoted to new audiences
 - UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to UNESCO, together with, if relevant, the following materials:

Information materials (especially those featuring the name or logo of UNESCO), press clippings, radio recordings, television and video footage, statistics.