



## TABLE OF USES OF THE WORLD HERITAGE EMBLEM

This table was prepared on the basis of Chapter VIII of the *Operational Guidelines* of the World Heritage Convention and the *Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (Resolution 34C/86).

Reminder concerning the authority and delegation of authority for the use of the World Heritage Emblem according to Chapter VIII of the *Operational Guidelines*:

Para. 262:

"The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy prescriptions regarding how it may be used."

Para. 276:

"National authorities may grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage properties located on the same national territory. National authorities' decision should be guided by the Guidelines and Principles."

Para. 278:

Any other request must be addressed to the Director of the World Heritage Centre, who has the authority to grant the use of the Emblem in accordance with the Guidelines and Principles.

For cases not covered, or not sufficiently covered, by the Guidelines and Principles and by the Table of Uses, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Committee for final decision.

Reminder concerning the use of the linked logo and of the stand alone Emblem:

Para. 262:

Since the adoption by the UNESCO General Conference in October 2007 of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO*, it is strongly encouraged to use the World Heritage Emblem as part of a linked logo block accompanied by UNESCO's logo, whenever feasible. The use of the World Heritage Emblem alone remains however possible, in line with the present Guidelines and with the Table of Uses (Annex 14 of the Guidelines).

Reminder concerning the graphic charter:

The graphic charter of the UNESCO logo is available here:

<http://www.unesco.org/new/en/name-and-logo/graphics/>

According to the Preamble of Chapter VIII of the *Operational Guidelines*, the stand alone World Heritage Emblem can be used in any colour or size.

The logos are provided by the authorizing entities (as detailed in the following table) in digital format which cannot be modified by the users in any way.

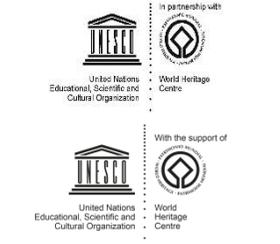
It is obligatory to submit the draft layout of the intended use to the authorizing entity for validation before production.

Definition of commercial use:

*The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO combined with the World Heritage Emblem chiefly for profit shall be regarded as “commercial use” for the purpose of the Operational Guidelines. Such use must be expressly authorized by the Director-General, under a specific contractual arrangement (definition adapted from UNESCO Logo Directives 2007. Art III.2.1.3)*

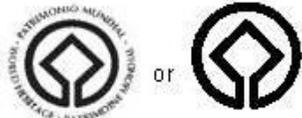
WORLD HERITAGE CENTRE

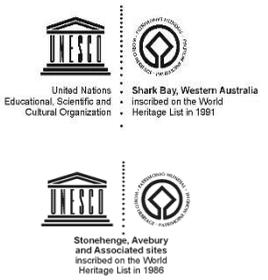
Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage Centre - WHC (for international content)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
1) Publications 2) Communication materials 3) Website, social media, apps, etc. 4) Working documents 5) Communication products (such as T-shirts, bags, umbrellas), for special events 6) Stationery	UNESCO/World Heritage Convention logo	Statutory use	State Party hosting a Committee	UNESCO/World Heritage Convention logo	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage Convention</p>
1) Publications 2) Communication materials 3) Website, social media, apps, etc. 4) Working documents 5) Communication products (such as T-shirts, bags, umbrellas), for special events 6) Stationery	UNESCO/World Heritage Centre logo	Statutory use			 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage Centre</p>

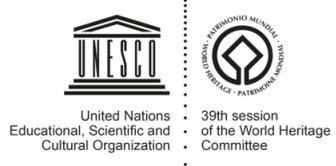
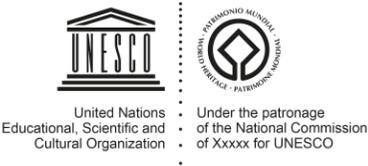
Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage Centre (continued)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
1) Publications 2) Communication materials 3) Website, social media, apps, etc. 4) Small-size communication products (such as pens, key-rings etc), for special events 5) Stationery	World Heritage Emblem	Statutory use	1) World Heritage Site Management Authority 2) State Party hosting a Committee	World Heritage Emblem	
Committee session	UNESCO/World Heritage logo + "XXth/st/rd/nd World Heritage Committee session"	Statutory use	State Party hosting a Committee	UNESCO/World Heritage logo + "XXth/st/rd/nd World Heritage Committee session"	
Partnership with external entities (private and public sector)	UNESCO/World Heritage Centre logo with text "With the support of", "In cooperation with", or "In partnership with"	Statutory use	Entities in the framework of contractual arrangements	UNESCO/World Heritage Centre logo with text "With the support of", "In cooperation with", or "In partnership with"	
	UNESCO/World Heritage Centre or Convention logo + Partner's logo and/or text			UNESCO/World Heritage Centre or Convention logo + Partner's logo and/or text	

NATIONAL COMMISSIONS OR AGENCIES

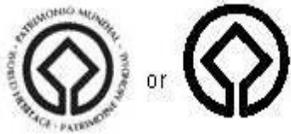
Uses and purposes	Uses		Authorization		Graphic illustrations
1 - National Commission (for national content)	Type of Logo the NatCom can use	Use of the Logo by the NatCom is authorized by	NatCom can authorize the use of the Logo for	Type of Logo the NatCom can authorize	Logo to be used and/or authorized by the NatCom
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products such as T-shirts, bags, umbrellas (non-merchandising, exceptionally for special events) 5) Stationery	UNESCO/World Heritage logo with text “World Heritage in... [Country name]”	Statutory use	Local government authorities and site managing authorities.	UNESCO/World Heritage logo with text "World Heritage in +country"	 <p>The graphic illustrations show two logos side-by-side, separated by a vertical dotted line. On the left is the UNESCO logo, which consists of a classical building facade with the word 'UNESCO' in the center, and the text 'United Nations Educational, Scientific and Cultural Organization' below it. On the right is the World Heritage logo, which is a circular emblem with a central square and the text 'WORLD HERITAGE' and 'SWITZERLAND' around it, with the text 'World Heritage in Switzerland' below it.</p>

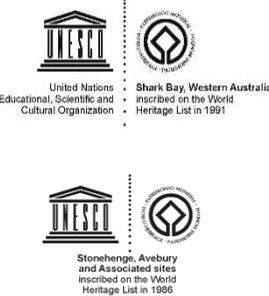
Uses and purposes	Uses		Authorization		Graphic illustrations
1 - National Commission (continued)	Type of Logo the NatCom can use	Use of the Logo by the NatCom is authorized by	NatCom can authorize the use of the Logo for	Type of Logo the NatCom can authorize	Logo to be used and/or authorized by the NatCom
1) Website, social media, apps, etc. when space is limited 2) Communication products as a graphic element or when space is limited 3) Stationery 4) Any other applicable case according to the <i>Operational Guidelines</i>	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	

Uses and purposes	Uses		Authorization		Graphic illustrations
1 - National Commission (continued)	Type of Logo the NatCom can use	Use of the Logo by the NatCom is authorized by	NatCom can authorize the use of the Logo for	Type of Logo the NatCom can authorize	Logo to be used and/or authorized by the NatCom
Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	Statutory use	World Heritage site management authority	UNESCO/World Heritage logo in full or simplified with site's name underneath	 <p>Text under the name of the site is optional. Possibility to replace “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	
Commercial use	UNESCO/World Heritage logo with text “World Heritage in... [Country name]”	Director-General of UNESCO			

	World Heritage Emblem	Statutory use	National entity	World Heritage Emblem	
<b>Uses and purposes</b>	<b>Uses</b>		<b>Authorization</b>		<b>Graphic illustrations</b>
<b>1 - National Commission (continued)</b>	<b>Type of Logo the NatCom can use</b>	<b>Use of the Logo by the NatCom is authorized by</b>	<b>NatCom can authorize the use of the Logo for</b>	<b>Type of Logo the NatCom can authorize</b>	<b>Logo to be used and/or authorized by the NatCom</b>
Committee session	UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee Session"	World Heritage Centre	Organizing authority	UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee session"	
Patronage for World Heritage related one-off events (ex: conferences, publications or audio-visual production activity on national or local level)			Organizing entities	UNESCO/World Heritage logo with text "Under the patronage of the National Commission of xxx for UNESCO"	

<p>World Heritage related partnership with national organisations</p>			<p>National organisation having established a partnership with the National Commission</p>	<p>UNESCO/World Heritage logo with text “With the support of the xxx National Commission for UNESCO”, or “In cooperation with the xxx National Commission for UNESCO”, or “In partnership with the xxx National Commission for UNESCO”</p>	
<p><b>Uses and purposes</b></p>	<p><b>Uses</b></p>		<p><b>Authorization</b></p>		<p><b>Graphic illustrations</b></p>
<p><b>2 - Agency - designated national authority (for national content)</b></p>	<p><b>Type of Logo the agency can use</b></p>	<p><b>Use of the Logo by the agency is authorized by</b></p>	<p><b>Agency can authorize the use of the Logo to</b></p>	<p><b>Type of Logo the agency can authorize</b></p>	<p><b>Logo to be used and/or authorised by the agency</b></p>
<p>1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events 5) Stationery</p>	<p>UNESCO/World Heritage logo with text “World Heritage in... [Country name]”</p>	<p>National Commission or World Heritage Centre</p>			

<ul style="list-style-type: none"> <li>1) Non-commercial publications</li> <li>2) Communication materials</li> <li>3) Website, social media, apps, etc. when space is limited</li> <li>4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events</li> <li>5) Stationery</li> </ul>	<p>World Heritage Emblem</p>	<p>Statutory use</p>	<p>World Heritage site management authority</p>	<p>World Heritage Emblem</p>	
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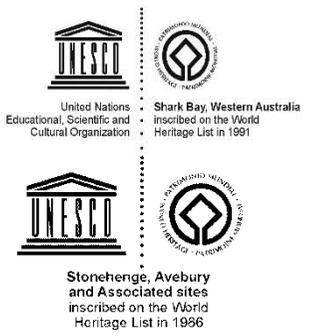
Uses and purposes	Uses		Authorization		Graphic illustrations
2 - Agency - designated national authority (continued)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of Logo the agency can authorize	Logo to be used and/or authorised by the agency
Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre	World Heritage site management authority	UNESCO/World Heritage logo in full or simplified with site's name underneath	 <p>Text under the name of the site is optional. Possibility to replace “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	

Uses and purposes	Uses		Authorization		Graphic illustrations
2 - Agency - designated national authority (continued)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of Logo the agency can authorize	Logo to be used and/or authorised by the agency
Commercial use	UNESCO/World Heritage logo with text “World Heritage in... [Country name]”	Director-General of UNESCO	/	/	
	World Heritage Emblem	Statutory use			

WORLD HERITAGE SITE MANAGEMENT AUTHORITY

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH Site can authorize the Logo for	Type of Logo the WH Site can authorize	Logo to be used and/or authorized by the WH site
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner	UNESCO/World Heritage site-specific logo	National Commission or World Heritage Centre	/	/	 <p>Possibility to replace “Inscribed on the World Heritage List in” by “World Heritage since”</p>

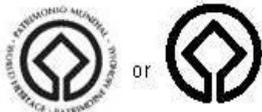
Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. when space is limited 4) Communication products (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Plaque, flag, banner	World Heritage Emblem	National Commission or agency or World Heritage Centre	/	/	

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre			 <p>Text under the name of the site is optional. Possibility to replace "inscribed on the World Heritage List in" by "World Heritage since"</p>
	World Heritage Emblem	National Commission or World Heritage Centre			

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
Commercial use	UNESCO/World Heritage site-specific logo	Director-General of UNESCO	/	/	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>Possibility to replace: “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	National Commission			/

Specific case: serial sites or very large sites including several/various elements/monuments/places					
Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner	UNESCO/World Heritage site-specific logo, preceded by the mention "Xxxx [name of the element/monument/place], part of"	National Commission or World Heritage Centre	/	/	Xxxx part of  <p>United Nations Educational, Scientific and Cultural Organization</p>  <p>Route of Santiago de Compostela inscribed on the World Heritage List in 1993</p>

WORLD HERITAGE ADVISORY BODIES

Uses and purposes	Uses		Authorization		Graphic illustrations
Advisory Bodies	Type of Logo the Advisory Bodies can use	Use of the Logo by Advisory Bodies is authorized by	Advisory Bodies can authorize the Logo for	Type of Logo the Advisory Bodies can authorize	Logo to be used by the Advisory Bodies
1) Non-commercial publications 2) Non-commercial communication materials 3) Website 4) Non-commercial stationery	UNESCO/World Heritage Convention logo	World Heritage Centre	/	/	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage Convention</p>
1) Publications 2) Communication materials 3) Website 4) Stationery	World Heritage Emblem	World Heritage Centre	/	/	 <p>or</p>