

Use of UNESCO's Name, Acronym, Logo, and Internet Domain Names by Clubs, Centres and Associations for UNESCO Movement

Information for National Commissions

Context

The “*Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO*” (34C / Resolution 86) that were adopted by the General Conference at its 34th session in November 2007 set out the legal framework on the use and authorization of the UNESCO name, acronym, logo and internet domain names.

In accordance with Article IV.3 of the Directives, which states that: “*In the framework of the intergovernmental programmes, the programme networks or the Clubs, Centres and Associations for UNESCO movement, the National Commissions, in keeping with their role as liaison bodies recognized by the Constitution, or the other bodies designated in conformity with point IV.1 above, have the right to authorize the use of UNESCO's name, acronym or logo, but only in the form of a linked logo – which shall specify the identity of the programme or movement concerned and must therefore be in compliance with the specific regulations of the given entities, networks or programmes. This concerns, inter alia, the national committees of intergovernmental programmes, biosphere reserves, associated schools or UNESCO Chairs, as well as Clubs, Centres or Associations for UNESCO and their national coordinating bodies*”, National Commissions are given the power of authorization concerning the use of the UNESCO name, acronym and logo by Clubs, Centres and Associations for UNESCO Movement.

Guidelines on Name and Logo Use

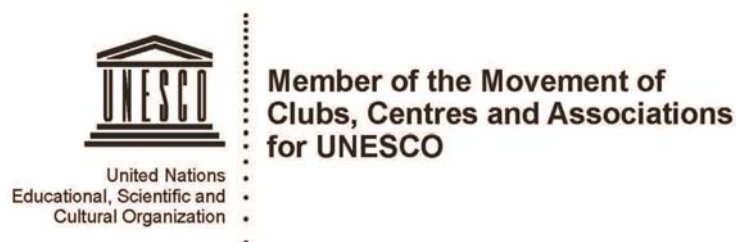
Clubs, centres, and associations that have been officially recognized by National Commissions for UNESCO can be authorized to use the UNESCO logo.

On giving authorization, National Commissions should ask Clubs, Centres and Associations to abide by the following guidelines:

- The conditions for the use of the UNESCO logo as well as the graphical modality of the UNESCO logo to be used, are determined by UNESCO and cannot be changed without prior written authorization from UNESCO.
- Although they can use the UNESCO logo, Clubs, Centres and Associations should refrain from using the Organisation's acronym “UNESCO” in their registration.
- The UNESCO name, acronym, and logo must not be used in a way that would give the false impression that a club, a centre, or an association is a part of the UNESCO Secretariat.
- The UNESCO name, acronym, and logo cannot be used for commercial purposes. The sale of goods or services bearing the name, acronym, and logo of UNESCO for profit is considered as commercial use.
- Published materials by clubs, centres, and associations should feature a disclaimer that says: “*The club, centre or association is responsible for the choice and presentation of the views contained in the material and for the opinions expressed therein, which are not necessarily those of UNESCO and do not commit UNESCO*”.
- Clubs, Centres and Associations cannot authorize the UNESCO name, acronym to other entities.
- The use of the UNESCO name, acronym, and logo stops immediately if a club, a centre, or an association is no longer a member recognized by the National Commission.

Graphical Modality of Logos

An individual club, centre and association is authorized to use the UNESCO logo as illustrated below:



A federation of clubs is authorized to use the UNESCO logo as illustrated below:



The logos can be obtained from the Division of Public Information, Sector for External Relations and Public Information, at the email address of logo@unesco.org.

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 of UNESCO may register domain names under the existing or future generic extensions of UNESCO.

Those National Commissions that have registered their national domain name, may consider the approval of the following internet domain names:

www.unesco.ccTLD(such as "ma", "fr", or "cn")/clubs+name of club;
www.unesco.ccTLD(such as "ma", "fr" or "cn")/centres+name of centre;
www.unesco.ccTLD(such as "ma", "fr" or "cn")/associations+name of association

Contact at UNESCO Secretariat

Ms Jinchai Clarke
Division of Public Information
Sector for External Relations and Public Information
UNESCO
7, place de Fontenoy
75352 Paris 07 SP
France
Tel : 00 33 1 4568 2392
Email : j.clarke@unesco.org