

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

**Bureau of the Intergovernmental Council
for the Information for All Programme
(Nineteenth Meeting)**

Virtual Bureau Meeting
17 January 2012
8:00 a.m. – 6:00 p.m.

Item 11 of the provisional agenda

Visibility of IFAP

SUMMARY

As part of efforts to raise the Programme's visibility, some concepts for raising awareness (logos, brochures, publication formats) as well as the relevant UNESCO guidelines are submitted to the Bureau for its consideration and guidance.

Use of UNESCO Logo for Patronage or for International Days/Years/Decades

-

General Conditions

- The general conditions for the use of a linked logo created by UNESCO for the celebration of an International Day, Year or Decade (hereinafter “the Logo”), including its graphic specifications, are determined by UNESCO and they cannot be changed without prior written agreement of UNESCO.
- Authorizations to use the Logo are only granted to activities the technical and financial feasibility of which is guaranteed at the date of the request.
- Authorizations to use the Logo are granted in connection with specific one-off activities that are limited in time (i.e. mainly events, publications or audio-visual productions). They are not granted to personalities, organizations or projects / initiatives that are evolving in time.
- The Logo must be cautiously used so as not to falsely suggest:
 - that UNESCO would be involved in or in any way responsible for the activity or event to which the use of the Logo has been authorized; or
 - a misinterpretation by the public about the respective and independent status of an entity and of UNESCO.
- Under no circumstances can the Logo be used for commercial purposes. The sale of goods or services bearing the name, acronym, logo or Internet domain names of UNESCO chiefly for profit is regarded as commercial use. Commercial use of the name, acronym, logo or Internet domain names of UNESCO, in whatsoever form or combination, must be expressly authorized by the Director-General of UNESCO through a specific contractual arrangement.
- All publications bearing the Logo that are produced by entity responsible for the activity for which Logo use has been authorized must feature a disclaimer such as “[Name of responsible entity] is responsible for the choice and presentation of views contained in this [material] and for opinions expressed therein, which are not necessarily those of UNESCO and do not commit UNESCO”.
- The entity that is authorized to use the Logo for a specific activity must not authorize other to persons or entities use the Logo in whatsoever form or combination, or the name, acronym, logo or Internet domain names of UNESCO, in whatsoever form or combination.
- The entity that is responsible for the activity to which the use of the Logo has been granted is also fully responsible for the consequences arising out of its use of the Logo.

13.9 Use of UNESCO Name, Acronym and Logo

Primary Author

For any information or suggestions, contact the Bureau of Public Information (BPI), which is responsible for this Item.

1. Overview

- 1.1 In an era where the effective pursuit of strategic objectives, greater outreach, and enhanced visibility, is increasingly dependant on multi-stakeholder activity, UNESCO is continuously seeking to broaden the range of its partners. The use of the Organization's name, acronym and logo is integral to this process and, as such, branding and co-branding policies have necessarily emerged as core elements of our outreach efforts. This Item clarifies the Organization's institutional framework and practices for the use of its name, acronym and logo.
- 1.2 The purpose is twofold:
 - (a) First, the enhancement of the Organization's visibility and its outreach depend on the effective association of UNESCO's name and logo with the activities it carries out, its networks and its partners;
 - (b) Second, as a central component of the Organization's ownership and intellectual property, UNESCO's name, acronym and logo require robust protection from inappropriate and unauthorised use.
- 1.3 The present Item sets forth the administrative framework for the implementation by the Secretariat of the "*Directives concerning the use of UNESCO's name, acronym, logo and internet domain names of UNESCO*", approved by the General Conference at its 34th session (34 C/Resolution 86 and its annex).
- 1.4 Paragraphs 3.3 (d), 3.3 (e) and 3.4 are under revision and will be completed and released by 31 March 2010.

2. Definitions

- 2.1 **The full official name** is: United Nations Educational, Scientific and Cultural Organization. The name may be translated into any language.
- 2.2 **The acronym** is formed from the initials of the full name in English: UNESCO. It may be written in any characters.
- 2.3 **The logo or emblem**
 - (a) The logo or emblem, which is used as the official seal, comprises three parts:
 - (i) The temple symbol including the UNESCO acronym;
 - (ii) The full official name;
 - (iii) A dotted line in logarithmic progression.

- (b) The logo is shown below:



- (c) The full name of the Organization can be featured within the logo in one or more official languages, according to the concerned target audiences and the language(s) used in the relevant document / material.

- 2.4 **Patronage**, which is the most exclusive level of the Organization's support, relates to those cases where the support requested from UNESCO concerns the right to use UNESCO's name, acronym and/or logo in order to show the Organization's **moral endorsement** of an activity for which it is neither financially, legally, nor substantively responsible.
- 2.5 **Commercial use** of the name, acronym and/or logo of UNESCO is the use for an activity that has as its main or sole objective the sale of goods or services for profit.

3. Policies

3.1 Use

- (a) All members of the Secretariat shall use the logo of UNESCO as specified in the **Logo Toolkit** of the Organization.
- (b) The logo shall not be used alone. At its right hand side, a short text shall always specify the concerned entity and/or activity of UNESCO and/or the type of support that the Organization has granted.
- (c) In the case of intergovernmental/international programmes (e.g. Intergovernmental Oceanographic Commission, Man and the Biosphere), international networks (e.g. Associated Schools, UNESCO Chairs), UNESCO institutes, and events of major importance (e.g. thematic years, decades, and anniversaries), the Secretariat must use **linked logos, associating the UNESCO logo with the "secondary logo"** of the relevant programme, network or event.
- (d) The **creation of secondary logos** for activities carried out under the responsibility of the Secretariat must be approved by DIR/BPI.
- (e) In exceptional cases, and subject to the clearance of DIR/BPI, the use of a **reduced logo** containing UNESCO's acronym, logo and/or temple symbol alone may be authorized for specific documents and materials (e.g. billboards for televised events).
- (f) DIR/BPI is in charge of specifying and ensuring compliance with **UNESCO's official graphic charter**.

3.2 Authorization

- (a) General Principles
- (i) Any decision authorizing the use of the name, acronym, logo and/or domain names of UNESCO shall be based on the following **criteria**:
- a. relevance of the proposed association to the Organization's strategic objectives and programme, and

- b. compliance with the values, principles and constitutional aims of UNESCO.
- (ii) The use of the name, acronym, logo and/or domain name must be **expressly authorized in advance and in writing**, and must comply with the specified conditions and procedures, in particular with respect to its visual presentation, duration and scope.
- (iii) Levels of authorization
 - a. While the **General Conference and the Executive Board** have the prerogative to authorize the use of UNESCO's name, acronym and/or logo, the Director-General and National Commissions for UNESCO are also, in certain circumstances, empowered to do so, provided that the necessary criteria and conditions defined in the Directives are met.
 - b. Cases where the **Director-General** is empowered to authorize the use of UNESCO's name, acronym and/or logo include:
 - i. The granting of patronage (e.g. to such activities as cinematographic works and other audiovisual productions, publications, the holding of congresses, meetings and conferences, the awarding of prizes and other events);
 - ii. The appointment of Goodwill Ambassadors and other personalities;
 - iii. The conclusion of contractual arrangements (e.g., in the framework of partnerships with the private sector or civil society, co-publication or co-production agreements or contracts with professionals and personalities);
 - iv. Commercial use.
 - c. In the case of national or sub-regional activities, any authorization by the Director-General is subject to prior consultations with the concerned Member State(s) and its (their) National Commission(s) for UNESCO.
- (b) Granting of UNESCO's Patronage - General Conditions and Criteria
 - (i) Activities to which patronage may be granted include:
 - a. Cinematographic works;
 - b. Other audiovisual productions;
 - c. Publications;
 - d. Congresses, meetings and conferences;
 - e. Other national and international events.
 - (ii) Patronage may be granted to one-off activities or those that are repeated regularly. In the latter case, the duration must be specified and the authorization renewed periodically.
 - (iii) Patronage should **not** be granted to:
 - a. Personalities;
 - b. Organizations;
 - c. Permanent activities, or activities/projects that are continuously evolving (such activities must be based on a contractual arrangement providing UNESCO with the right to quality control of the concerned activity/project during its full duration, as well as with an opportunity to withdraw its support for the activity at any time).
 - (iv) Any request for patronage shall be evaluated by the competent sector on the basis of the following general conditions and criteria:

- a. The request must conform with the provisions of the Directives and, in particular, with the criteria and conditions mentioned in their Article III.2.1.1 of the Directives;
- b. There must be formal evidence of consultation of the concerned National Commission(s) (except for cases where both the requesting organization and the concerned activities are of an international or regional nature);
- c. The activity must provide opportunities for enhancing the recognition and image of UNESCO;
- d. An assessment of the merits and risks of each request for UNESCO's image and reputation must be carried out in consultation with ERC and BPI, and the completed Risk and Impact Assessment Form shall form an integral part of the written evaluation of the request;
- e. The requesting organization should be prepared to report to UNESCO about the impact of the concerned activity, including with regards to UNESCO's visibility, and outreach to specific target audiences.

3.3 Authorization in Connection with Contractual Arrangements

(a) Contractual arrangements other than those involving fund-raising activities and commercial use

(i) Types

The use of the name, acronym and /or logo of UNESCO can be authorized under various contractual arrangements including, but not limited to the following:

- a. Partnership, project and cooperation agreements with private sector, civil society or public sector institutions;
- b. Co-publication or co-production agreements;
- c. Contracts with professionals and personalities supporting the organisation;
- d. Formal arrangements for the implementation of UNESCO's programmes, in particular as regards UNESCO's active participation in conferences and events organized by outside entities.

(ii) Contractual Standards

- a. Contractual arrangements should include specific provisions ensuring that contractual partners;
 - i. Provide for UNESCO's visibility in connection with the activities covered by the arrangement;
 - ii. Contribute to the evaluation of the impact of the relevant activities in terms of UNESCO's visibility amongst specific target groups.

- b. Related contract documents must include a specific clause that ensures that the scope and duration of the use of the logo, as well as the graphic modalities, are explicitly authorized by UNESCO for each use. To this end, any corresponding contract must include a clause to the following effect:

"Without a prior written authorization from UNESCO, [the contractor] shall not use the name, acronym and/or logo of UNESCO for any purpose."

(iii) Forms of Use

Each use authorized in connection with contractual arrangements should include a specific text beside the logo, which indicates the concerned UNESCO activity or programmes, as well as the nature of the association,

for example “*In cooperation with the xxx sector*”, “*In partnership with the [Country] Office*”, or “*In support of the xxx programme*”, “*Published with the support of the [Country] Office*”, “*With the participation of the xxx sector*”.

(b) Contractual arrangements involving fund-raising activities by an entity outside UNESCO

In the case of contractual arrangements for partnerships that involve fund-raising by an entity outside UNESCO, the Director-General delegates his/her authority to grant the use of UNESCO’s name, acronym and/or logo to ADG/ERC. In these instances ADG/ERC shall apply the guidelines for mobilizing private funds and the criteria for selecting potential partners set out in 156EX/Decision 9.4.

(c) Commercial Use

In the case of commercial use, which is subject to a specific contractual arrangement (e.g. merchandising and licensing agreements), **the Director-General has the sole prerogative to authorize the use of UNESCO’s name, acronym and/or logo**. All requests for authorization for the use of UNESCO’s name, acronym and/or logo for such purposes, including those received by National Commissions, shall be transmitted to **ADG/ERC, who shall administrate them on behalf of the Director-General**. Such requests can only be authorized by ADG/ERC following the prior approval of **the Director-General**.

(d) Use for Stamps, Medals and Coins

(e) Use for Documentary Purposes

3.4 Authorization of Linked Logos

3.5 Protection

Cases of unauthorized use of the name, acronym and/or logo of UNESCO must be brought without delay to the attention of the Director-General via the Director, Office of International Standards and Legal Affairs (DIR/LA) and the Director, Office of the Director-General (DIR/ODG). The Focal Point of the competent sector/service shall ensure, in consultation with ERC and BPI that all relevant information is collected and that actions are taken to settle such cases amicably. In cases where no amicable settlement is possible, DIR/LA shall advise the Director-General, in close collaboration with ODG, ERC, BPI and, as appropriate with the competent body (bodies) of the concerned Member State(s), on appropriate legal measures to be taken.

3.6 Risk and Impact Assessment

- (a) In evaluating the relevance of requests to UNESCO’s strategies and programmes, it is important to bear in mind their added value to the visibility of the Organization, as well as the potential risk they may pose to UNESCO’s image and reputation. This completed Risk and Impact Assessment Form must be included in the evaluation of each request as indicated above and must be prepared in close consultation with BPI and ERC (political aspects).
- (b) From time to time, DIR/BPI shall carry out impact assessments of authorizations, based on elements that will be provided by the Programme Sectors and Central Services, through their Focal Points.
- (c) DIR/BPI shall develop relevant guidelines, tools and training that will help Programme Sectors carry out the risk assessments indicated above, and to collect information required by BPI for the impact assessments.

4. Roles, Authorities and Accountabilities

4.1 Delegation of Authority in Connection with UNESCO's Patronage

As a general principle, all patronage requested from the Secretariat can only be granted by the Director-General. There are three types of patronage granted by the Director-General:

- (a) Patronage for an activity that is of major international or regional significance.
All patronage for an activity that is of major international or regional significance can only be granted by **the Director-General**. Each time the Director-General grants patronage, the UNESCO logo shall be used together with the term "*Under the patronage of UNESCO*".
- (b) Patronage for an activity that is of national or limited regional scope
In order to ease administration, for all requests regarding the granting of patronage to an activity that is of national or limited regional scope (except those concerning external publications or cinematographic and audiovisual works), the Director-General delegates his/her authority to grant the use of UNESCO's name, acronym and/or logo to the **ADG of the relevant Programme Sector, as well as to ADG/ERC or ADG/AFR as required**. When an ADG grants patronage, on behalf of the Director-General, the logo shall be used together with the term "*With the support of the xxx Sector*".
- (c) Patronage for external publications or cinematographic and audiovisual works
In order to ease administration, for all requests regarding patronage for external publications or cinematographic and audiovisual works, the Director-General delegates his/her authority to grant the use of UNESCO's name, acronym and/or logo to **the Director, Bureau for Public Information (DIR/BPI)**. The manner in which the logo shall be used in these circumstances shall be determined by DIR/BPI.

4.2 Delegation of Authority in Connection with Contractual Arrangements

The right to authorize the use of UNESCO's name, acronym and/or logo in connection with contractual arrangements is delegated by the Director-General to ADGs and Directors of Field Offices in conformity with the overall delegation of authority for concluding such arrangements. ADGs and Directors of Field Offices shall ensure that the concerned focal points of Programme Sectors, ERC or AFR as required, BPI and BFC are consulted as required for applying the correct contractual standards and forms of use.

4.3 Internal Coordination

- (a) In the event of a *disagreement between units* as to the assessment of a request for the use of UNESCO's name, acronym and/or logo, the matter shall be referred to the Director-General, via the DIR/ODG for a final decision.
- (b) **Focal Points:** Each Programme Sector and ADG or Director of Central Services referred to in the present Item shall designate a Focal Point who shall be responsible for the implementation of the Directives and related administrative procedures within their sector or services. The job descriptions of the posts of the Focal Points shall be revised to include the relevant responsibilities.
- (c) DIR/BPI shall ensure **overall supervision** and coordination of all matters pertaining to the use of UNESCO's name, acronym and/or logo. BPI, in cooperation with the concerned Focal Points, shall develop practical tools for guiding the Governing Bodies, the Secretariat, the Member States and external partners, in particular as regards the development and updating of specific internet and intranet sites on the implementation of the Directives.

- (d) The units responsible for specific tasks related to the implementation of the Directives, as well as their **particular responsibilities**, are indicated in the table below.

Unit	Areas of Responsibility
ODG (The Director-General)	<ul style="list-style-type: none"> ▪ Authorization of the use of UNESCO's name, acronym and/or logo in the case of patronage for an activity of major international or regional significance; ▪ Approval for the use of the UNESCO's name, acronym and/or logo for commercial purposes; ▪ Registration of requests for UNESCO's patronage; ▪ Dispatch of related correspondence to concerned unit(s); ▪ Arbitrate disagreements regarding the evaluation of requests.
BPI	<ul style="list-style-type: none"> ▪ Authorization of the use of UNESCO's name, acronym and/or logo in the case of patronage for external publications or cinematographic and audiovisual works; ▪ Overall coordination of implementation of Directives; ▪ Overall responsibility for risk assessment; ▪ Ensuring compliance with the graphic charter; ▪ Inventory and clearance of linked logos; ▪ Development of implementation tools and procedures for Directives, including dedicated web pages on the UNESCO intranet and internet websites; ▪ Maintain database of requests; ▪ Periodic impact assessment of use of UNESCO's name, acronym and logo.
ERC	<ul style="list-style-type: none"> ▪ Authorization of the use of UNESCO's name, acronym and/or logo in the cases of contractual arrangements for partnerships involving fund-raising activities and/or commercial use; ▪ Liaison with Member States and National Commissions; ▪ Consultation on the risk assessment of political aspects; ▪ Follow-up of requests for authorizations in connection with commercial use.
Programme Sectors	<ul style="list-style-type: none"> ▪ Authorization of the use of UNESCO's name, acronym and/or logo in the case of patronage for an activity of national or limited regional scope as well as in the case of contractual arrangements other than those involving fund-raising activities by an entity outside UNESCO or co-publication or co-production agreements, or contracts with professional and personalities supporting the Organization; ▪ Preparation of correspondence acknowledging receipt of requests, including a written evaluation of each request for patronage, and a risk assessment of requests that is prepared in consultation with BPI and ERC (political aspects); ▪ Consultation with National Commissions (where relevant) in liaison with ERC; ▪ Preparation of response letters (accept or decline); <p>Collection of data relative to impact of authorizations and transmission to BPI for eventual assessment of impact.</p>

-
- | | |
|----|--|
| LA | <ul style="list-style-type: none">▪ Advise on legal implications of problematic requests▪ Follow-up of cases of unauthorized use when required. |
|----|--|
-

5. Procedures and Processes

The process of handling requests for UNESCO's patronage is as follows:

- 5.1 All requests for UNESCO's patronage must be addressed to the Director-General. Requests addressed elsewhere are not receivable.
- 5.2 Requests for UNESCO's patronage should either be made via the concerned National Commission for UNESCO or include evidence of the National Commission's formal support.
- 5.3 Upon receipt of a request by the Secretariat, it shall be registered by ODG/UC and dispatched to the Focal Point responsible for the implementation of the Directives and related administrative procedures within the competent sector or service. ODG/UC shall ensure that ERC and BPI are copied in on all such correspondence. In the event of a request being received in the first instance by a Programme Sector or Field Office, it should be immediately transmitted to ODG/UC for registration and appropriate attribution.
- 5.4 The Focal Point shall ensure that a written acknowledgement of receipt of the request is sent without delay (no later than two weeks after receipt of request) to the requesting entity. The acknowledgement notice should be copied to ERC, BPI and ODG/UC.
- 5.5 The Focal Point shall examine each request with a view to determining whether the evaluation of the request falls under the authority of the Secretariat or that of the General Conference and the Executive Board in light of the criteria defined in Article III of the Directives.
- 5.6 The Focal Point shall then ensure that, where necessary, the concerned National Commission(s) is (are) consulted; a proper assessment of the relevance of the activity to UNESCO's strategies and programmes is conducted and clearly noted in writing, including through consultation with relevant field entities; a risk assessment of the activity is carried out by the programme sector in consultation with ERC and BPI and forms an integral part of the evaluation of each request; and that recommendations regarding whether or not the authorization should be granted are formulated.
- 5.7 Following the evaluation of the request and the necessary consultations, one of the following three decisions shall be made:
 - (a) **When the concerned sector deems that the request should be accepted by the Director-General**, the Focal Point shall ensure that the official correspondence granting authorization is cleared by BPI and ERC before submitting it to the Director-General for signature;
 - (b) **When the sector concerned deems that a request concerns an activity of national or limited regional scope that could be dealt with under the authority delegated to Programme Sector ADGs, ADG/ERC or ADG/AFR as required, or DIR/BPI**, the Focal Point shall ensure that the official correspondence granting authorization is cleared by BPI, ERC and ODG prior to its being signed by the ADG of the relevant programme sector, ADG/ERC or ADG/AFR as required, or DIR/BPI;
 - (c) **When the concerned Sector deems that the request should not be accepted**, the Focal Point shall ensure that a formal letter is prepared for the signature of the relevant programme sector ADG, ADG/ERC or ADG/AFR as

required, or DIR/BPI. For those letters that are to be signed by a Programme Sector ADG, a prior clearance by ERC, BPI and ODG is required.

- 5.8 Any correspondence concerning an entity or an activity in the Africa region must be cleared by AFR.
- 5.9 The letter to be circulated for clearance and for signature shall be accompanied by the following documents:
- (a) Proof of **consultation with National Commission(s)** where appropriate;
 - (b) A **written assessment of the request** in light of the criteria and conditions set forth in the Directives, indicating the reasons why the authorization should or should not be accorded. BPI's assessment as to the receivability and quality of the request
 - (c) The Risk and Impact Assessment Form duly completed by the Programme Sector, BPI and ERC.
- 5.10 Any letter granting (any type of) UNESCO patronage shall include as an annex, a standard notice that lays out the general conditions of UNESCO's patronage, as well as a standard reporting form.
- 5.11 The Focal Points shall ensure that ERC, BPI and ODG are copied on all final, signed correspondence relating to the authorization to use UNESCO's name, acronym and/or logo.

6. Guidelines

6.1 UNESCO Logo Toolkit

6.2 More comprehensive guidelines to be elaborated.

7. Forms

7.1 Risk and Impact Assessment Form

8. Additional Help

8.1 Contact: List of Focal Points for Name & Logo or logo@unesco.org

8.2 Intranet site: UNESCO Logo Resources

8.3 Internet site: www.unesco.org/en/logo