

World Heritage Emblems & Combined Logos



**UNESCO
Culture Sector
Conventions Common Services Unit
(CLT/CCS)**

Why use the logo?



- Immediate identification
- Worldwide network
- Common identity
- Branding reinforcement

The proper use of a shared and unique emblem contributes to:

- **Convey important information**
- **Allow better orientation**
- **Stimulate curiosity**





United Nations
Educational, Scientific and
Cultural Organization



Angkor
inscribed on the
World Heritage List in 1992



Different logos and emblems

For different users

And different uses



Organisation
des Nations Unies
pour l'éducation,
la science et la culture



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture



World
Heritage
Convention

Convention
du patrimoine
mondial

I - The UNESCO logo



Official graphic charter

Temple



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Dotted line

Full name of the Organization


The UNESCO logo is ruled by the:

Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO

Français - Español - Русский - العربية - 中文

Google™ Custom Search



UNESCO | Education | Natural Sciences | Social and Human Sciences | Culture | Communication and Information | Media Services



United Nations
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Cultural Organization

USE OF UNESCO'S NAME AND LOGO

UNESCO » Name and logo

A- A+  

Name and logo


- Graphics
- General principles
- Practical guidelines
- Contacts

Use of UNESCO's Name and Logo

The use of the name and logo of UNESCO, the United Nations Educational, Scientific and Cultural Organization, is subject to rules laid down by the governing bodies of the Organization.

This website sets out

- Graphics:
 - Presentation of logo according to use
- The General Principles:
 - Authorization for the use of the name and logo of Organization
 - Authorities with the power to grant this authorization
 - Protection of the logo
 - Reference documents
- Practical Guidelines:
 - Appropriate procedures to request the use of the name and logo according to type of utilization



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联合国教育

This section is continuously updated. Your comments and suggestions will help us to improve it

UNESCO RESOURCES

-  **Photobank**
-  **Conventions & recommendations**
-  **Publications**
-  **Statistics**

Available online:

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

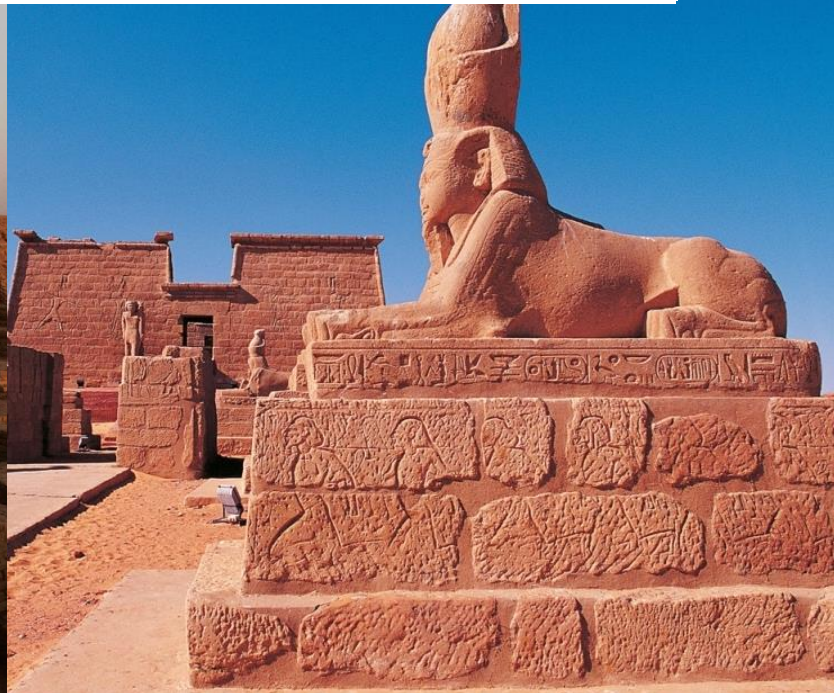


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- **The UNESCO logo is for general topics**
- **It is managed by the Sector for External Relations & Public Information, Division of Public Information (ERI/DPI)**
- **Contact is Ms Jinchai CLARKE:**
j.clarke@unesco.org
- **All projects must be submitted for approval before production**



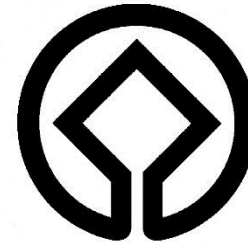
II - World Heritage Emblem and logos



1 - The World Heritage Emblem



Mr. Michel Olyff
Designer of the World
Heritage Emblem



- Adopted in 1978
- Symbol of the interaction between Man and Nature
- Defined in **Chapter VIII** of the *Operational Guidelines for the Implementation of the World Heritage Convention*

The World Heritage Emblem

(alone)



May be used for:

- **Smaller-scale communication materials**
(e.g.: free stickers, flyers, pens, pins, usb key/flashdrives...)
- **Road signs**
(e.g.: signs indicating ways to reach the site)
- **Signs within the site**
(e.g.: information stands, pathways, walkways, building signs, etc.)
- **Communication materials for free distribution and for commercial use*** (see slide 13)
(any products or souvenirs for sale)



Use of the emblem

Excerpt from the *Operational guidelines* Chap. VIII

VIII.E, 275, a): « The Emblem should be utilized for all projects substantially associated with the work of the Convention, ... , in order to promote the Convention. »

VIII.E, 275, b): « ... The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values... »

and

« Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs... »

VIII.E, 275, d): « Except when authorized in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage... »

*Commercial use of the emblem

Excerpt from the *Operational guidelines* Chap. VIII

VIII.E, 275, b): « A decision to approve use of the Emblem should be linked strongly to the quality and content of the product... »

VIII.E, 275, h): « When commercial benefits are anticipated, the Secretariat should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement... »

And

« National authorities are also called upon to ensure that their properties or the World Heritage Fund receive a fair share of the revenues... »



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The Slave Route:
Resistance, Liberty, Heritage

2 – The Combined Logos

UNESCO developed several logo combining :

1. The UNESCO temple on the left
2. The full name of the Organization
3. Dotted line down the centre
4. The secondary logo (Conventions, programmes, etc)
5. Various mentions



**For World Heritage,
combined logos include:**

Site-specific logos

Each World Heritage site has its own logo



United Nations
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Cultural Organization



Minaret and Archaeological
Remains of Jam
inscribed on the World
Heritage List in 2002

- I. **Exclusive use** for national authorities and official management entities of the site
- II. Use for **free** communication materials (brochures, flyers, posters, maps, stickers, letterheads, road signs, site entrances and exits, etc.)
- III. **Not on commercial** products
- IV. **No modification** in any way (proportions, colour, font, texts, partial use, etc.)
- V. A **mock-up** must be submitted to WHC for **validation** before printing or production

The logo is created and provided:

- ✓ By UNESCO services only
- ✓ Upon official request to CLT/CCS (b.blanchard@unesco.org), sent by email providing detailed presentation of the project
- ✓ In English, French, Spanish + the national language of the country
- ✓ In vectorized pdf format (allowing graphic work in very high resolution whatever the medium)



Egyesült Nemzetek
Nevelésügyi, Tudományos és
Kulturális Szervezete



A tokaji történelmi
borvidék kultúrtáj
A Világörökség listára
felvétel éve: 2002



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منظمة الأمم المتحدة
للتربية والعلم والثقافة



Crac des Chevaliers and Qal'at Salah El-Din
Inscribed on the World Heritage list in 2006

قلعة الحصن وقلعة صلاح الدين
موقع مدرج على قائمة التراث العالمي عام 2006

Rules related to combined logos

Key dates:

- 2007: Ruled by the *Operational Guidelines* + the *UNESCO Directives*
- 2010-2014: Working Group for a revision of the OG
- 2015: revised OG + Annex 14 adopted by 39th Committee



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Rules related to combined logos

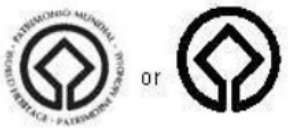
Excerpts from the Annex 14 to the Operational Guidelines

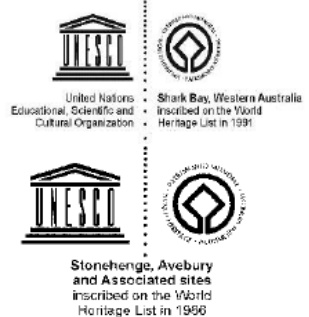
Table of Uses of the World Heritage Emblem

Annex 14

WORLD HERITAGE SITE MANAGEMENT AUTHORITY

Uses and purposes	Uses		Authorization		Graphic illustrations
	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	
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>United Nations Educational, Scientific and Cultural Organization • Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>UNESCO • Stonehenge, Avebury and Associated sites inscribed on the World Heritage List in 1998</p> <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 1981</p> <p>Possibility to replace: “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	National Commission			/

Table of Uses of the World Heritage Emblem

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  United Nations Educational, Scientific and Cultural Organization  Route of Santiago de Compostela inscribed on the World Heritage List in 1993

One common use for combined logo:

Commemorative Plaque of the site:

- ❖ The plaque should be so placed that it can easily be seen by visitors, without disfiguring the property;
- ❖ The choice of materials and format should respect the spirit of the site;
- ❖ The WH emblem or the site-spécifique logo should appear on the plaque;
- ❖ The text should mention the property's OUV;
- ❖ The text should make reference to the World Heritage Convention, to the World Heritage List, and to the international recognition conferred by inscription on this List.

Example of text proposed by the Committee :

"(Name of property) has been inscribed upon the World Heritage List of the *Convention concerning the Protection of the World Cultural and Natural Heritage*. Inscription on this List confirms the Outstanding Universal Value of a cultural or natural property which deserves protection for the benefit of all humanity."

Other combined logos



UNESCO + WH Emblem + « World Heritage Convention »

And

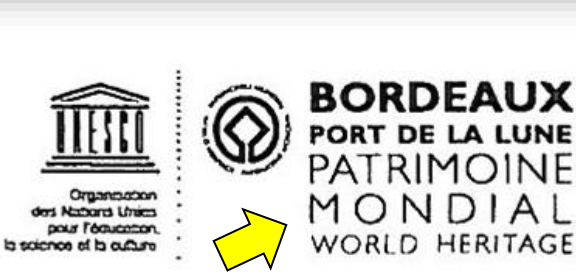
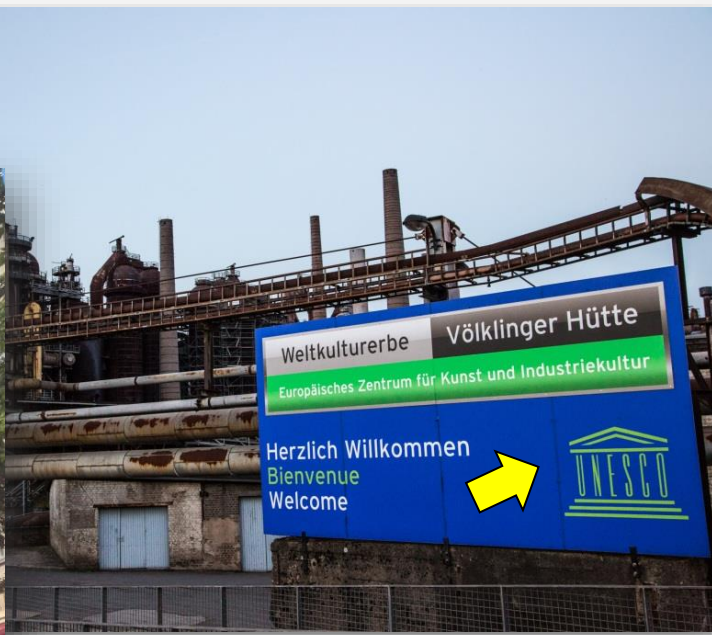
UNESCO + WH Emblem + « World Heritage Centre »



Are for the **exclusive use of the Secretariat** of the Convention

MISUSES

Examples of unofficial or unauthorized logos



Or...



- No funds reverted to WH site or WH Fund
- No quality control

Conclusion

- Use logos to promote sites and raise awareness of the World Heritage Convention
- Help us controlling misuse
- Contact us for information, assistance, or to submit a request:

Ms Barbara Blanchard
Conventions Common Services Unit

b.blanchard@unesco.org