UNESCO

United Nations
Educational, Scientific and
Cultural Organization

UNESCO
Logo Toolkit

Note concerning the interactive version of the UNESCO Logo Toolkit

Most of the logos presented in this Toolkit can be downloaded.

Please proceed as follows:

1 Click the 'UNESCO Logo Toolkit' below
   ► A window containing the Toolkit will open.

2 Click the logo that you want to download
   ► A new window with the selected logo
     will appear.

3 Use the 'save a copy' or 'save as' button on
your toolbar to save the logo
   ► A .pdf file containing the logo will be saved.

See also Section 6.0 (Technical Note).

UNESCO

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

'In an era when the effective pursuit of strategic objectives, greater outreach, and enhanced visibility is increasingly dependent 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.'

Koïchiro Matsuura
Director-General

contents

introduction 1.0

United Nations
Educational, Scientific and
Cultural Organization

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

Organización
de las Naciones Unidas
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In setting out graphical guidelines on the use the UNESCO Logo Block across a full range of applications in the Logo Toolkit, we hope to achieve two objectives:

- to enable the Secretariat and the National Commissions to use the UNESCO visual identity correctly;
- to help the Secretariat and the National Commissions to ensure the correct application of graphic modalities when authorizing the use of the UNESCO brand.

The Logo Toolkit, however, does not specify the roles and responsibilities of the Governing Bodies, the Secretariat or the Member States. These are set out in the 'Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO' (Resolution 34C/86), relevant administrative rules and regulations, and related guidelines elaborated for this purpose.

The toolkit consists of six sections:

Section 1 introduces the Logo Block and its key components.

Section 2 elaborates on the main principles for constructing the Logo Block.

Section 3 explains how the Logo Block should feature on specific applications.

Sections 4 & 5 use concrete examples to illustrate how these guidelines should be put into practice in a wide range of branding and co-branding situations. Section 4 presents cases of 'statutory use' by the governing bodies, the Secretariat as well as the National Commissions and Permanent Delegations. Section 5 gives examples of 'authorized use' for all those entities that require specific permission to make use of the UNESCO brand.

Section 6, a technical note concerning the use of electronic files provided by UNESCO.

Section 7, the Index, aims to provide a quick cross reference to the information contained in the toolkit.

introduction **1.0**

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Xxxxx
Xxxxxxxxx

Logo with text

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Xxxxxxxx

Xxxxxxxxxx
xxx xxxxxxxxxxx
Xxxxxxxxxxxxx

Xxxxx xxx xxxx
xxx xxxxx xxxxxx
Xxxxxxxx

Logo with additional logos and text

Throughout the toolkit, the following components
of the Logo Block are referred to in order to
facilitate comprehension:

1   Temple

2   Acronym

3   Steps

4   Organization Name

5   Dotted Line

6   Main Text

7   Sub Text

8   Affiliation Text

9   Secondary Logo

10   Secondary Text

11   Associated Logo

12   Associated Text

key 1.1
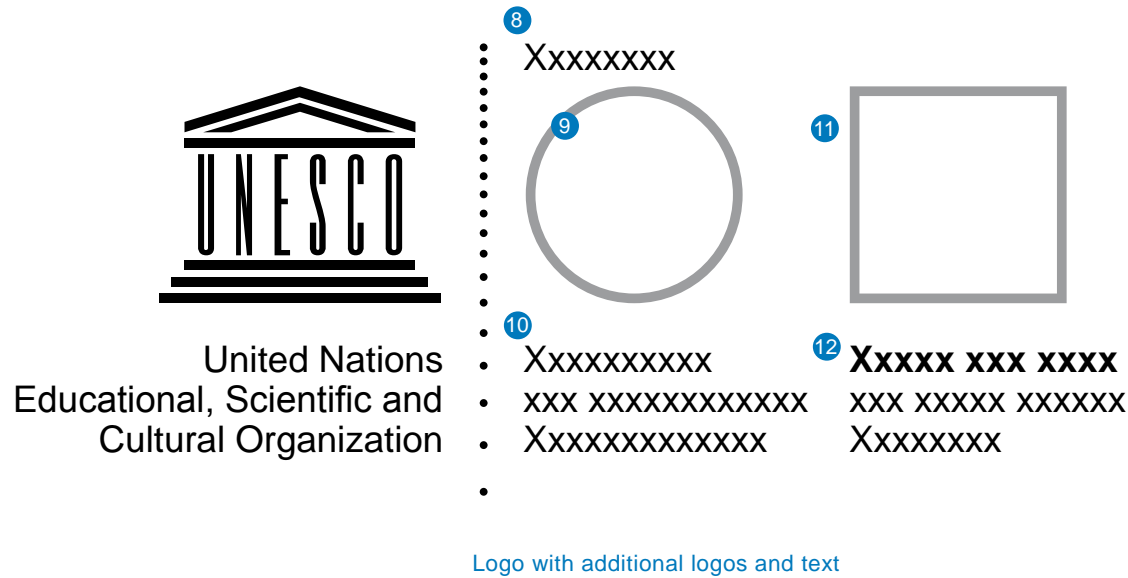
main principles 2.0

UNESCO

① **United Nations Educational, Scientific and Cultural Organization**

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

The Logo

The temple emblem refers to a Greek temple. More precisely the temple symbol alludes to the Parthenon, as mentioned by Amadou-Mahtar M'Bow, former Director-General of UNESCO (UNESCO Headquarters, November 25th, 1982): **'… this House which chose the Parthenon as its emblem. That Greek temple, which Phidias described as possessing proportions rather than dimensions and which combines strength with grace and ambition with moderation, is a fine symbol of the quest for balance and harmony which sums up one of the primary missions of our Organization in regard to relations with nations.'**

The UNESCO Logo, as illustrated on the left, consists of three inseparable elements:

1 the temple symbol;

2 the full name of the Organization (United Nations Educational, Scientific and Cultural Organization);

3 the vertical dotted line.

While this composition complicates its application, the Logo has been adopted to achieve specific purposes:
• the temple symbol serves for the basic visual recognition,
• the full name of the organization identifies its mandate and belonging to the United Nations system,
• the vertical dotted line facilitates both its linkage with and separation from other elements.

The Logo has been designed to accommodate different languages beneath the temple symbol.

The Temple and the Dotted Line should never be modified.
The Logo must be used correctly and consistently in all applications.
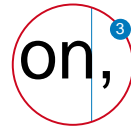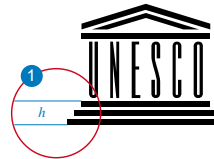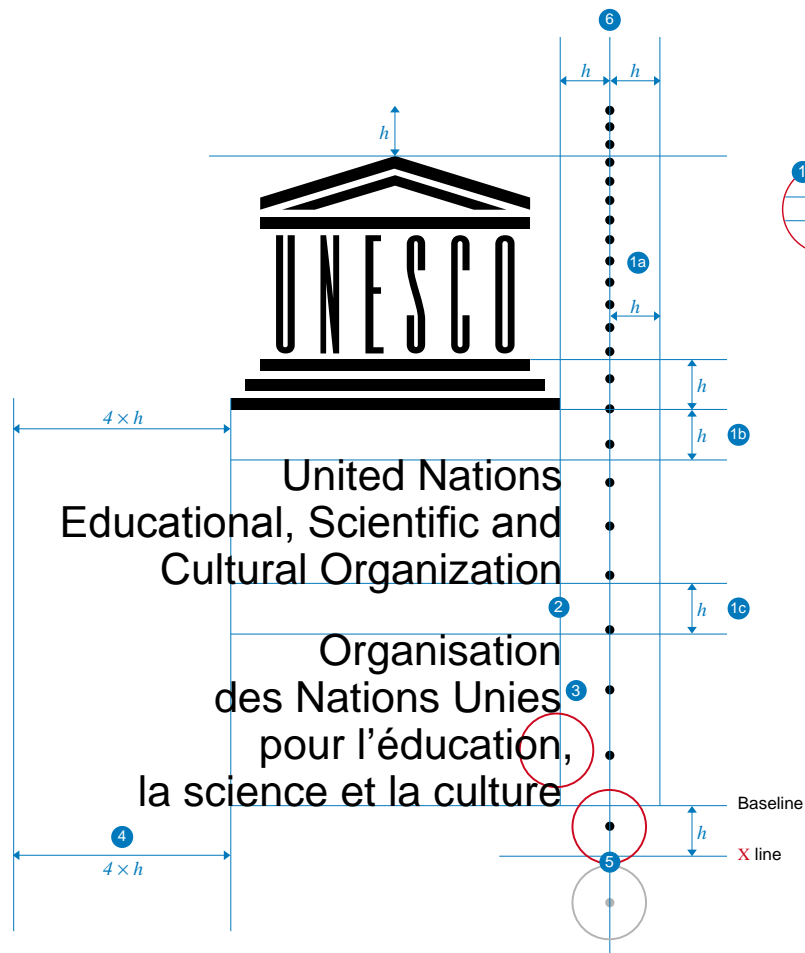
The Logo

1 The principal unit of measurement in defining alignment is based on the height of the Steps (h). This measurement determines the space on the right side of the Dotted Line for the placement of additional text (**1a**), the line space between the Temple and the Organization Name beneath it (**1b**) and any other blocks of text (**1c**). It also helps define the positioning of Secondary Logos and Associated Logos (see 2.15 & 2.16).

2 The Organization name should always be aligned towards the Dotted Line.

3 The right side of the Organization Name, excluding the punctuation marks, is aligned with the right edge of the bottom step. Punctuation marks must be placed at the right side of the Organization Name.

4 As for the left side of the Organization Name, the line length should never exceed *4 x h* from the left edge of the bottom step.

5 The depth of the Dotted Line finishes one or two dots after the baseline, whichever lies nearer to the *X* Line. In this example, it is two dots because the second dot after the Baseline lies nearer to the *X* line.

6 The height from the top point of the Dotted Line to the top point of the Temple should equal the height of the Steps (h).

Minimum size

In order to make sure that the logo is always legible and recognizable, it should NOT be reproduced in sizes where the Temple is less than 12mm in height.

the logo 2.1

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Main Text
Sub Text

UNESCO

United Nations
Educational, Scientific and
Cultural Organization
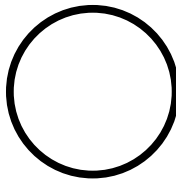
Secondary Text
Secondary Text
Secondary Text

The Logo should however not be used on its own. Wherever possible, it should be accompanied by a text to be placed on the right side of the Dotted Line, specifying the entity concerned and/or the nature of its association with UNESCO.

For the purpose of the Logo Toolkit, the UNESCO Logo together with a text on the right side of the Dotted Line is defined as the Logo Block.

1

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

2

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

3

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

4

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

5

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

6

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

7

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

8

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

9

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

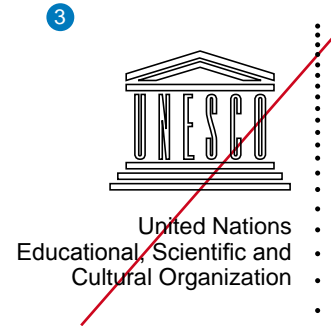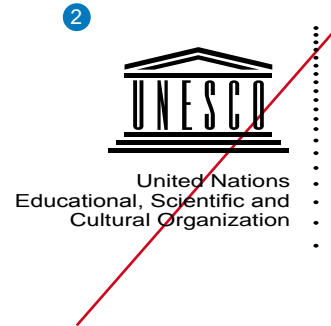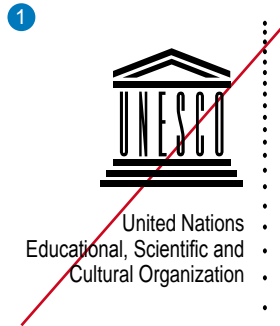**The Logo must be used correctly and consistently in all applications.**

NEVER:

1 alter the proportions of the Logo vertically;

2 alter the proportions of the Logo horizontally;

3 add effects to the Logo, such as outlines or shading;

4 change the typeface of the text within the Logo;

5 alter the Dotted Line;

6 realign the elements within the Logo;

7 reproduce the Logo in any colour other than the black, blue or white versions;

8 change the colours within the Logo even in the approved colours;

9 alter the proportions of the Logo according to the IT environment or software.

These criteria are essential in ensuring effective recognition of the UNESCO Brand.

misuse of the logo 2.3

UNESCO

United Nations
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

UNESCO

UNESCO

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

Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura

UNESCO

UNESCO

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

Organizzazione
delle Nazioni Unite
per l'Educazione,
la Scienza e la Cultura

UNESCO

UNESCO

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

संयुक्त राष्ट्र
शैक्षिक, वैज्ञानिक एवं
सांस्कृतिक संगठन

UNESCO

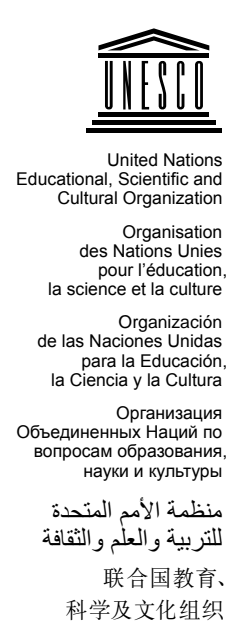联合国教育、
科学及文化组织

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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

UNESCO

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Организация
Объединенных Наций по
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للتربية والعلم والثقافة

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The Logo has been designed to accommodate different languages beneath the Temple.

The target audience should be the main consideration in determining which language(s) to use for the Organization Name.

The official languages of UNESCO are: Arabic, Chinese, English, French, Hindi, Italian, Portuguese, Russian and Spanish.

The working languages of the governing bodies (General Conference and Executive Board) are: Arabic, Chinese, English, French, Russian and Spanish.

At Headquarters, the working languages are English and French. Away from Headquarters, either English or French, or both, are used unless one of the other official languages is also used as a working language.

1   The 'single-language' Logo. This version uses the language of the body of the material. It can use any of the official languages or any other living language.

2   The 'two-language' Logo. There are two options:

   •   Organization Name in a combination of two of the official languages, such as English and French;

   •   Organization Name in one official language and one other language.

3   The 'multi-language' Logo uses all six of the working languages of the governing bodies.

language options 2.4

مكتب بيروت
بالتعاون
مع مكتب القاهرة

منظمة الأمم المتحدة
للتربية والعلم والثقافة

Beirut Office
in collaboration with
Cairo Office

مكتب بيروت
بالتعاون
مع مكتب القاهرة

United Nations
Educational, Scientific and
Cultural Organization
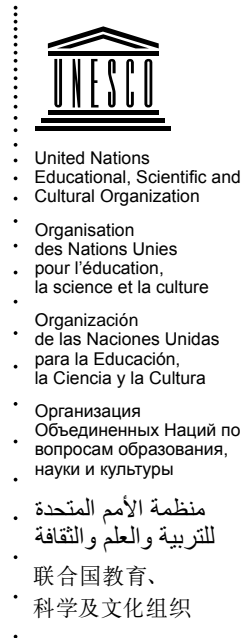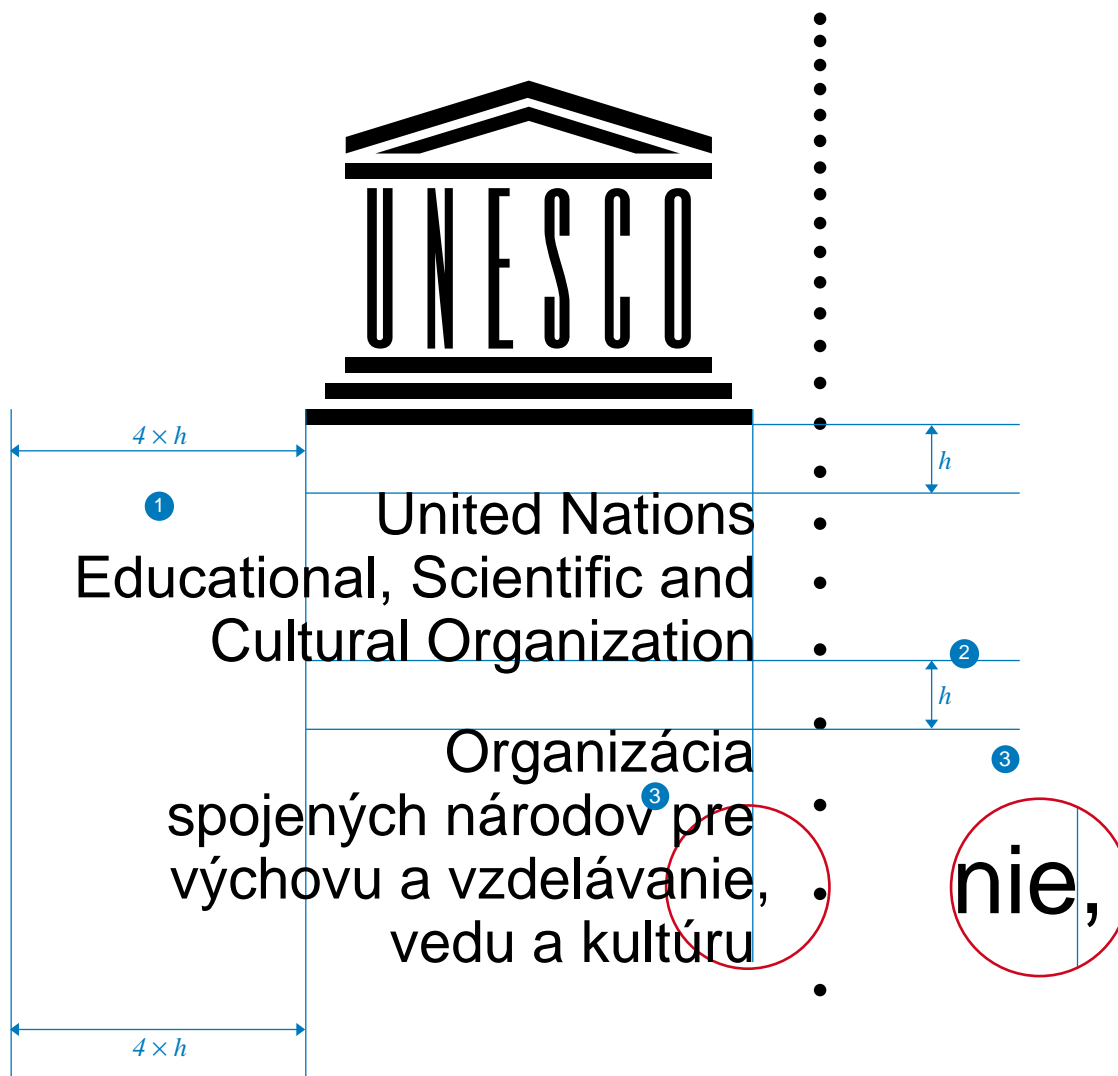
منظمة الأمم المتحدة
للتربية والعلم والثقافة

The Reverse Logo

The Reverse Logo should be used with languages oriented from right to left (e.g. Arabic).

1 In the Reverse Logo, the temple is on the right and the Main Text and Sub Text are on the left of the Dotted Line.

2 As for any Logo Block, all the elements should be aligned towards the Dotted Line.

3 A Reverse 'multi-language' Logo can also be used for information materials which are produced in languages oriented from right to left.

United Nations
Educational, Scientific and
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la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

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language options: the reverse logo **2.5**

UNESCO

$4 \times h$

①

United Nations
Educational, Scientific and
Cultural Organization

②

h

h

③

Organizácia
spojených národov pre
výchovu a vzdelávanie,
vedu a kultúru

③

nie,

$4 \times h$
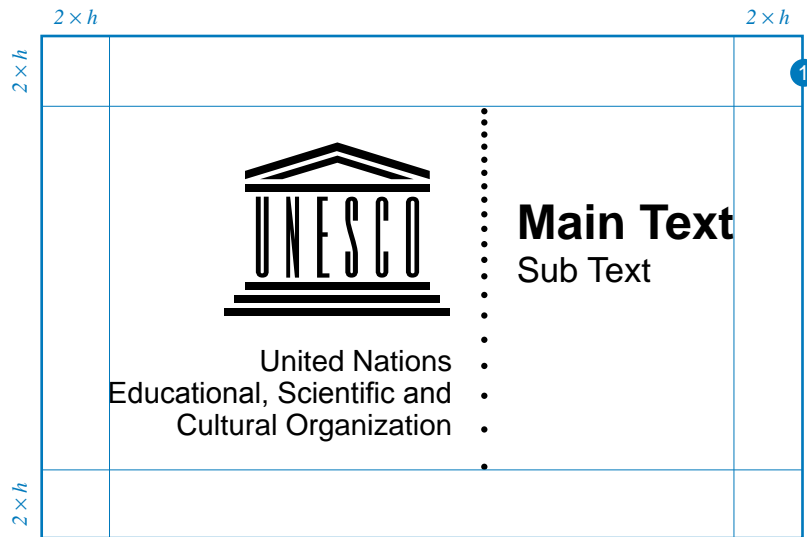
When creating a Logo, the basic rules on its construction must be strictly followed .

English is often used as the first language in the Logo because this explains the Acronym.

**1** On the left side of the Dotted Line, the length of each line of the Organization Name should not exceed 4 x h from the left edge of the bottom step of the Temple.

2 When the Logo Block is in two languages, the line space between the two different languages is equal to h.

3 The right side of the Organization Name, excluding the punctuation marks, is aligned with the right edge of the bottom step. Punctuation marks must be placed at the right side of the Organization Name.

creation of language options 2.6

Main Text
Sub Text

United Nations
Educational, Scientific and
Cultural Organization

$2 \times h$　　　　$2 \times h$
$2 \times h$
$2 \times h$

United Nations
Educational, Scientific and
Cultural Organization

Secondary Text
Secondary Text
Secondary Text

$2 \times h$　　　　$2 \times h$
$2 \times h$
$2 \times h$

The exclusion zone (indicated by the thicker blue outer line **1**) is the minimum area around the Logo Block that must remain clear of any other typographical or graphic device.

h
h
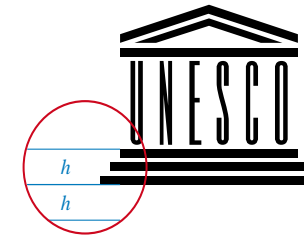
The formula for the exclusion zone is shown here and applies to all sizes of Logo Block reproduction. It is calculated by using twice the height of the Steps in the Logo and varies in direct proportion to the size at which the Logo Block is reproduced.

Natural Sciences
Sector

United Nations
Educational, Scientific and
Cultural Organization

Life!
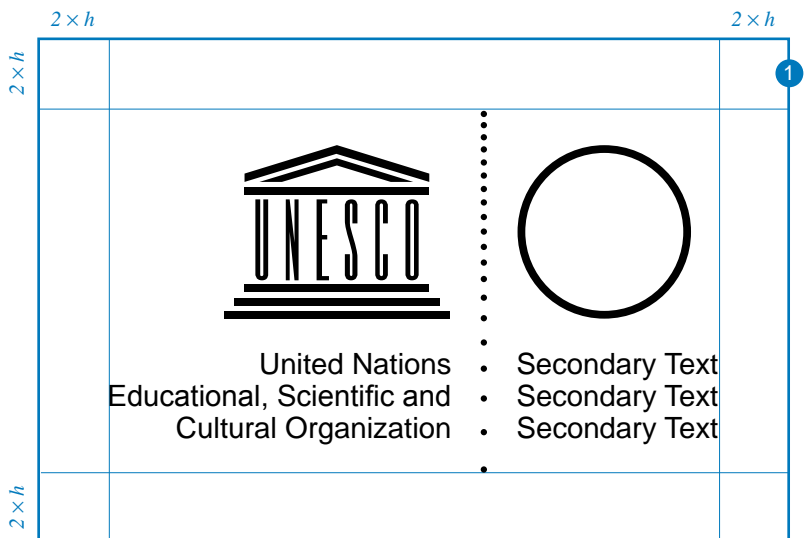
exclusion zone 2.7

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:!?'&/*

ARIAL ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,:!?'&/*

Arial is the corporate typeface for all UNESCO Logo Blocks, including Main Text, Sub Text, Secondary Text and Affiliated Text. Arial is chosen for its easy accessibility, and its clean and modern look. It is also easy to read in both print and web media.

Two weights of Arial are used: Regular and Bold.

The OpenType® version of Arial should be used at all times. The two main benefits of the OpenType® version are its cross-platform compatibility and its ability to accommodate widely expanded character sets and layout features, providing richer linguistic support and advanced typographic control.

The typefaces for non-Latin languages are as follows:

- Arabic – Arial OTF;
- Chinese – Song (Standard);
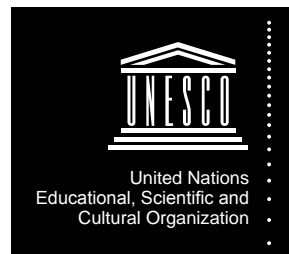- Russian – Arial Cyr (Bold and Roman).

typeface 2.8

Black **PMS**BLACK
C 0% **M** 0% **Y** 0% **K** 100%
R 34 **G** 30 **B** 31
Hex: 221E1F

Grey 40% **PMS**BLACK
C 0% **M** 0% **Y** 0% **K** 40%
R 167 **G** 169 **B** 172
Hex: A7A9AC

Blue **PMS**285
C 89% **M** 43% **Y** 0% **K** 0%
R 0 **G** 119 **B** 212
Hex: 0077D4

Light Blue 40% **PMS**285
C 35% **M** 17% **Y** 0% **K** 0%
R 161 **G** 190 **B** 228
Hex: A1BEE4

The colours used by UNESCO are Blue PMS 285, Black or White.

The logo exists in three styles: Black, Blue and White against a background. It is important to use the correct colour version to ensure the recognition of the Logo Block.

For use on a photographic image, it is important to place the Logo Block on a clear background to ensure visibility.

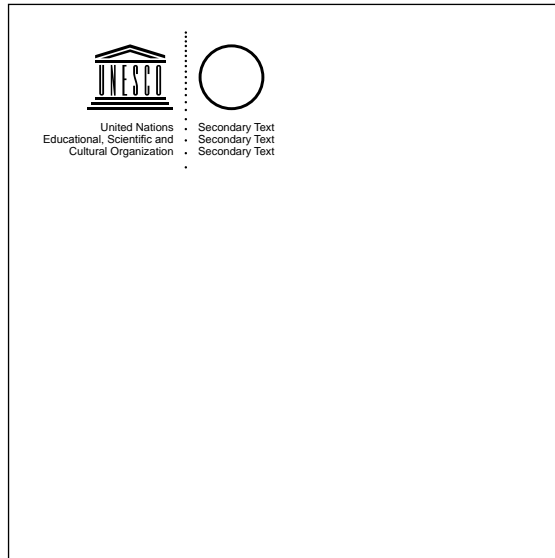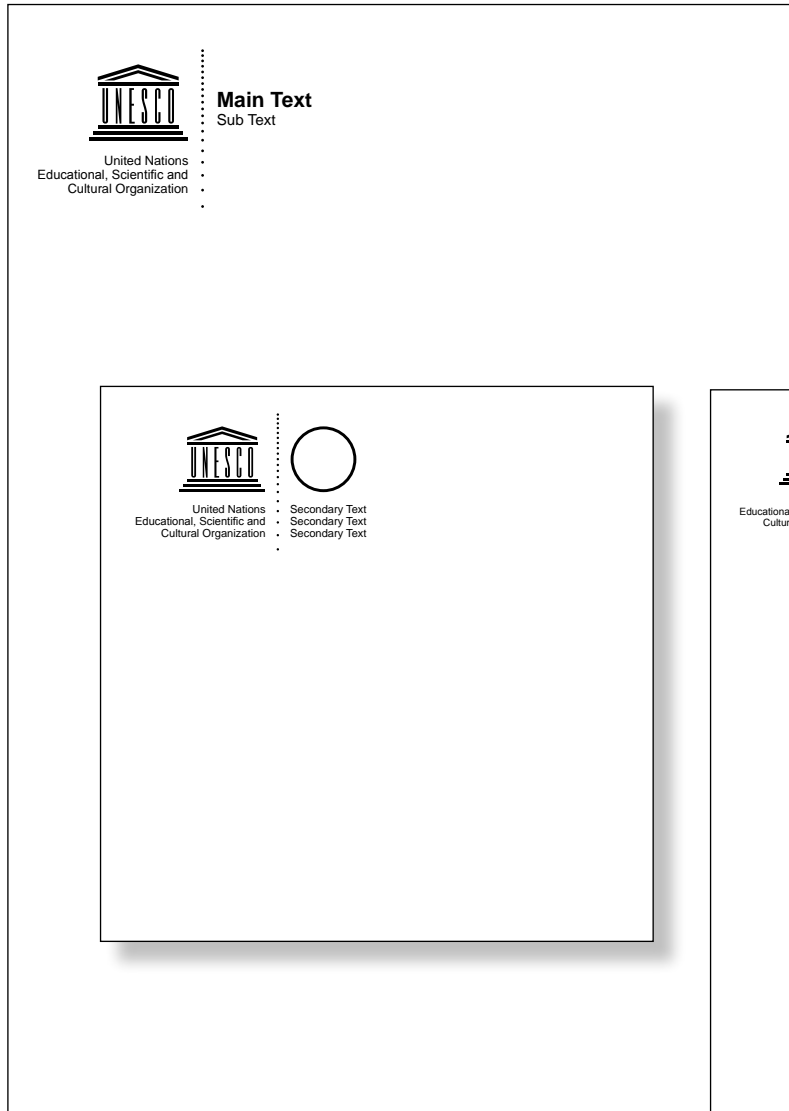A 40% tint may be used in copy, or for tables and forms.

PMS: Pantone® Colour Matching System is a popular colour matching system used by the printing industry internationally to print spot colours. Colours are specified by indicating the PMS number.

CMYK: 'Cyan-Magenta-Yellow-Black' is the colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents.

RGB: 'Red-Green-Blue' is the colour breakdown on a screen.

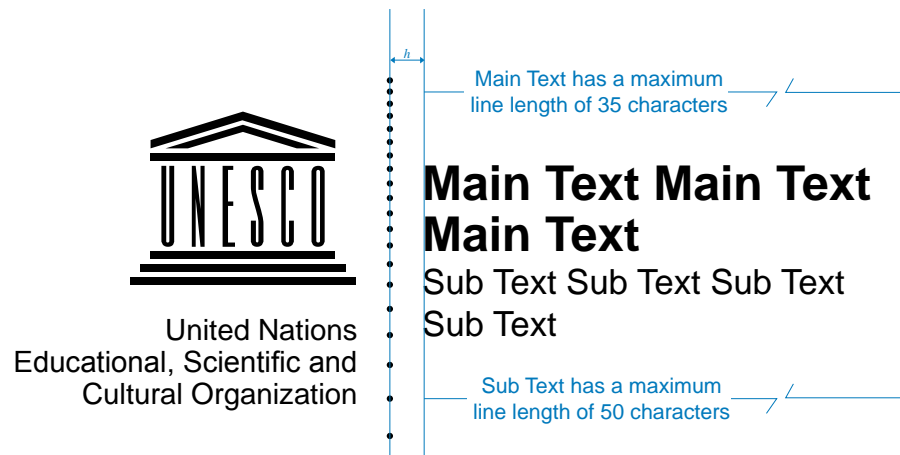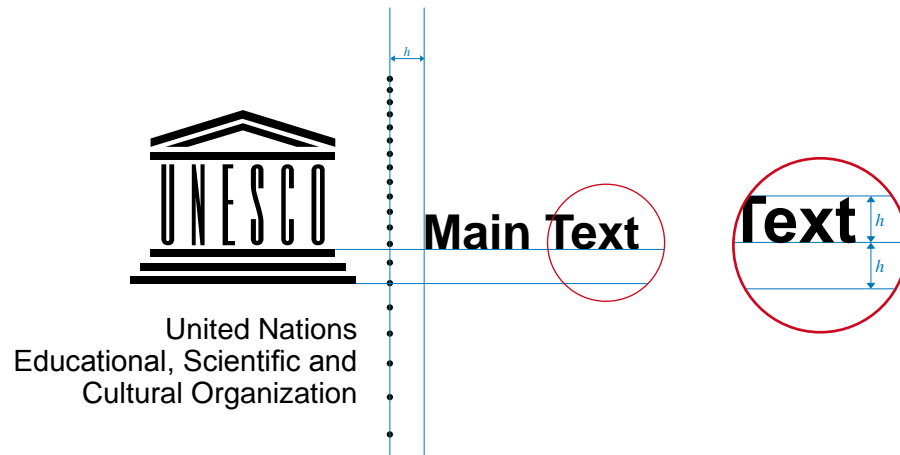**HEX:** Hexadecimal coding is used to specify colour in HTML.

If combined with a Secondary Logo, only Black should be used for the UNESCO Logo.

UNESCO
United Nations
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Cultural Organization

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

colours 2.9

Main Text
Sub Text

United Nations
Educational, Scientific and
Cultural Organization

United Nations
Educational, Scientific and
Cultural Organization

Secondary Text
Secondary Text
Secondary Text

Main Text

United Nations
Educational, Scientific and
Cultural Organization

As a general rule, the Logo Block should be placed in the top left hand corner on all the information materials produced by UNESCO in order to indicate that they are items of the Organization.
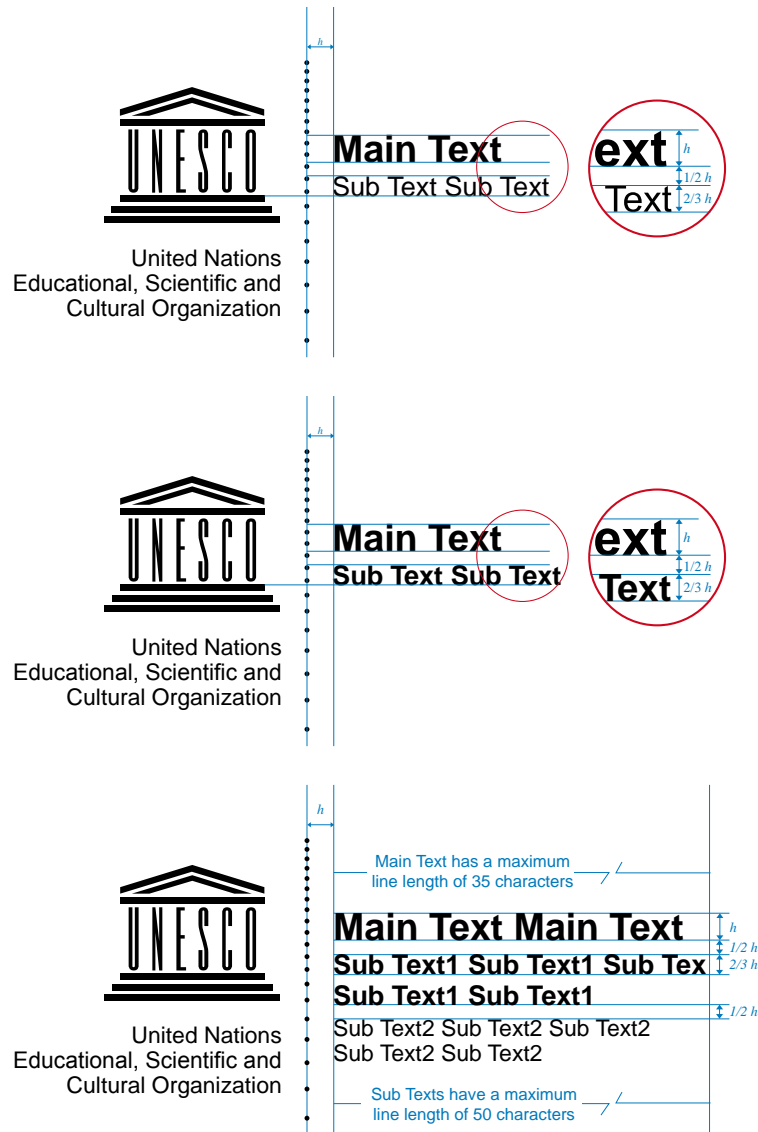
For materials that are not produced by UNESCO, the Logo Block should NOT be placed in the top left hand corner.

positioning of logo block 2.10

Main Text

United Nations
Educational, Scientific and
Cultural Organization

Main Text has a maximum
line length of 35 characters

Main Text Main Text Main Text
Sub Text Sub Text Sub Text Sub Text

Sub Text has a maximum
line length of 50 characters

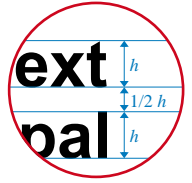United Nations
Educational, Scientific and
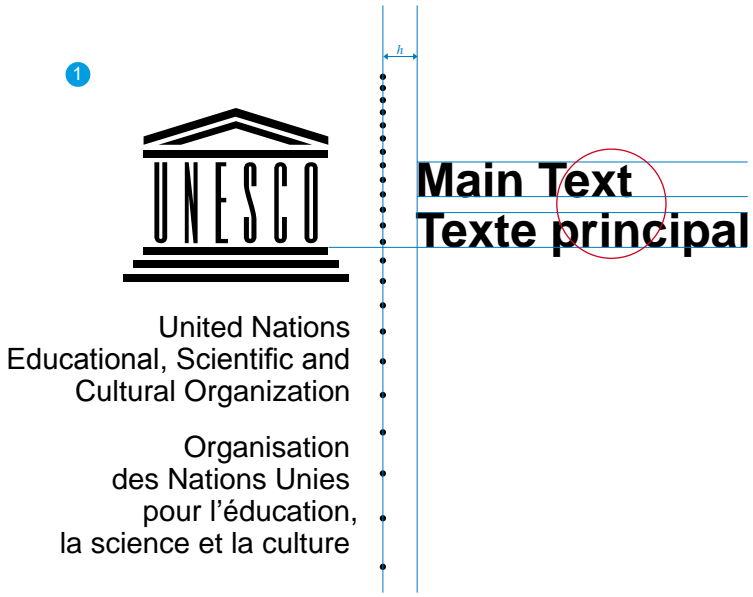Cultural Organization

- The Main Text and the Sub Text should be as concise as possible. Whenever possible, the repetition of the acronym or the full name of UNESCO in the Main Text or the Sub Text should be avoided.

- If the Main Text runs longer than 35 characters, the text should be broken and continued in a new line beneath.

- If the Sub Text runs longer than 50 characters, the text should be broken and continued in a new line beneath.

- The Main Text can be written in Arial Bold, while the Sub Text should be written in Arial Regular.

- The Main Text and the Sub Text should be aligned to the left.

- The top step of the Steps in the Temple is considered as the Baseline for aligning the Main Text and the Sub Text.

- When there is one line of text only, the text should be aligned on the Baseline.

- When there is more than one line of text (including both Main Text and Sub Text), only two lines of text should be aligned above the baseline, and all the rest should be aligned beneath the baseline. Affiliation Text should not be taken into account in the application of this rule.

- The use of more than two levels should be avoided. For three levels of text the model featured in chapter 4.3 should be used.

UNESCO
Secteur des sciences naturelles
Division des sciences de l'eau

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

positioning of text 2.11

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Main Text
Sub Text Sub Text

ext
Text

h
1/2 h
2/3 h

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Main Text
Sub Text Sub Text

ext
Text

h
1/2 h
2/3 h

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Main Text has a maximum
line length of 35 characters

Main Text Main Text
Sub Text1 Sub Text1 Sub Tex
Sub Text1 Sub Text1
Sub Text2 Sub Text2 Sub Text2
Sub Text2 Sub Text2

Sub Texts have a maximum
line length of 50 characters

h
1/2 h
2/3 h
1/2 h

- The cap height of the Main Text should equal the height of the Steps. The cap height of the Sub Text should be two thirds that of the Main Text.

- There are two measures for space between different lines of text:

  a) For lines of text of the same cap height, the space is equal to 12/11 of the cap height.

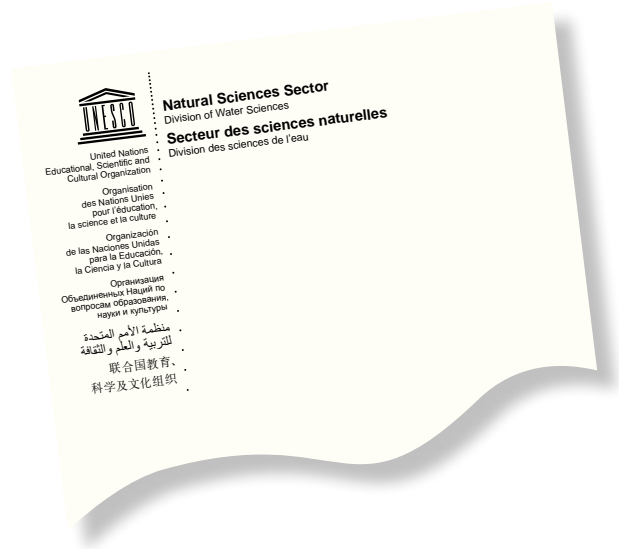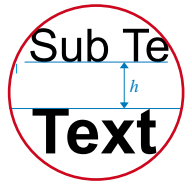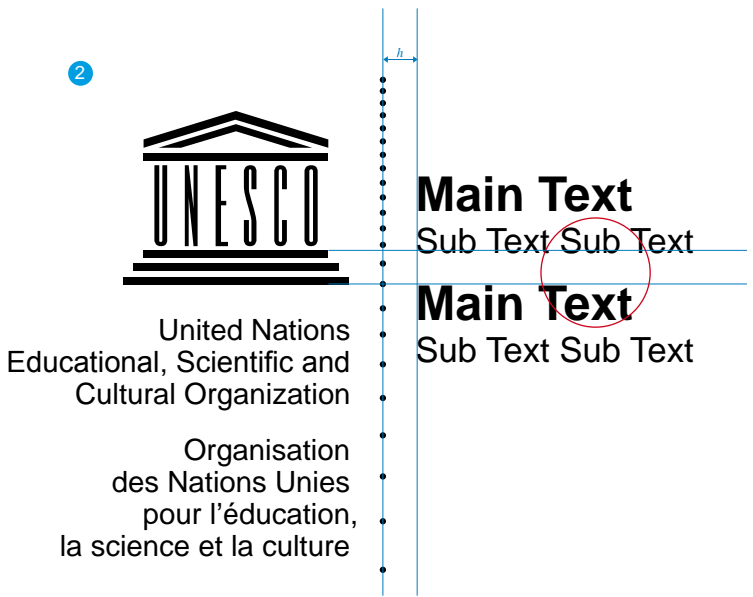 b) The space between the different lines of text should always be equal to half of .

size and spacing of text 2.12

1

UNESCO

Main Text
Texte principal

ext
pal

h
1/2 h
h

United Nations
Educational, Scientific and
Cultural Organization

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

2

UNESCO

Main Text
Sub Text Sub Text
Main Text
Sub Text Sub Text

Sub Te
Text

h

United Nations
Educational, Scientific and
Cultural Organization

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

1 The language versions for the text placed on the right side of the Dotted Line should correspond to those of the Organization Name on the left side.

All the rules for positioning and aligning text (see 2.11) are applicable.

When there is only Main Text in different languages, the space between each Text in different languages should be equal to half of h.

2 When there are both Main Text and Sub Text in different languages, the space between the Sub Text of one language and the Main Text of the other language is equal to the height of the Steps *(h)*.
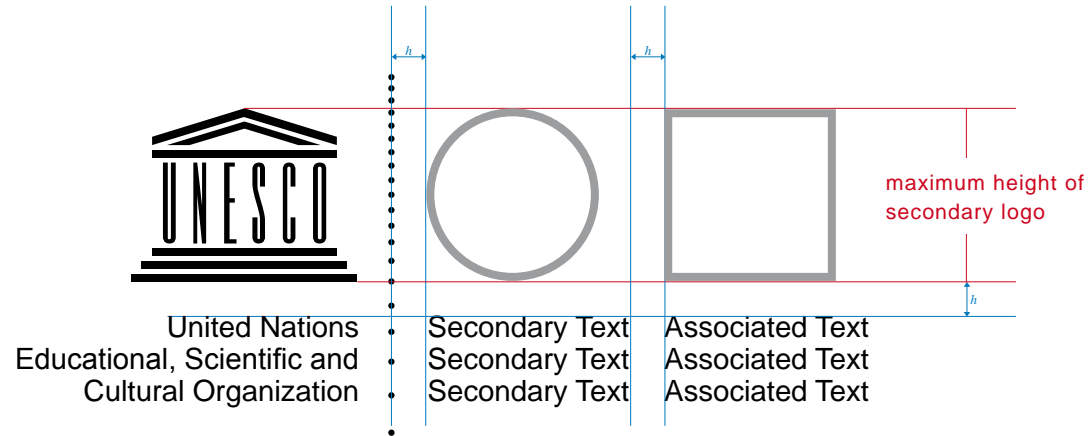
UNESCO

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

Natural Sciences Sector
Division of Water Sciences

Secteur des sciences naturelles
Division des sciences de l'eau

positioning of multi-language text 2.13

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

maximum height of
secondary logo

Secondary Text
Secondary Text
Secondary Text

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

maximum height of
secondary logo

Secondary Text
Secondary Text
Secondary Text
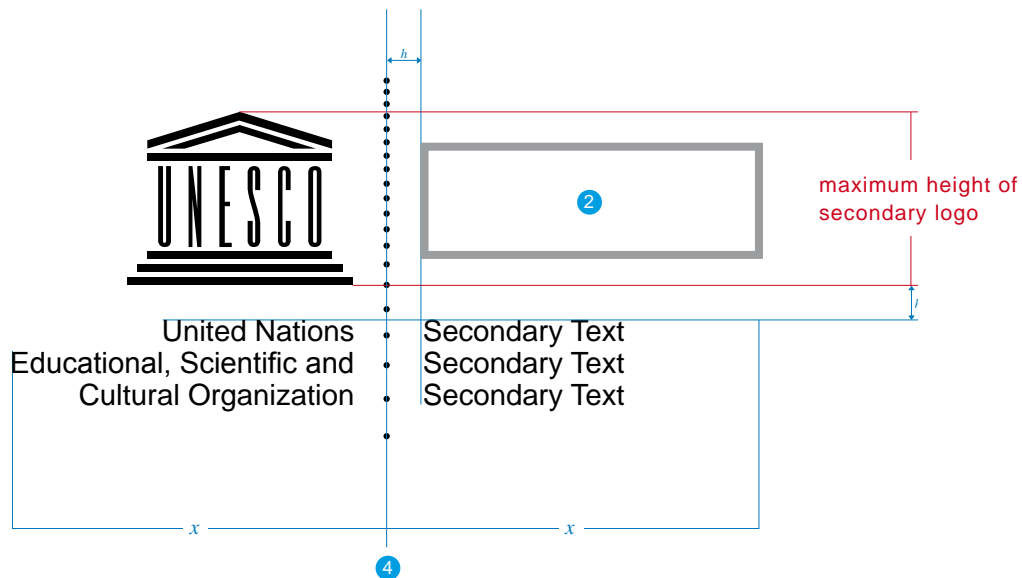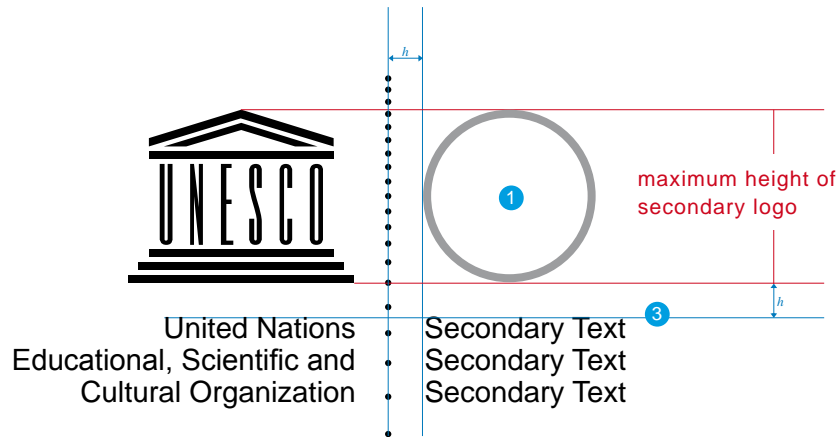
1 When positioning a Secondary Logo alongside the Logo, it is important to ensure that its height does not exceed the height of the Temple.

2 A Secondary Logo should never dominate the UNESCO Logo, nor should it be dominated by it. It should be the same height as the Temple. Where a Secondary Logo is bigger than the Temple, it will be necessary to reduce its size to create a visual balance where both logos have equal presence.

3 The Secondary Text, which is aligned to the left, sits alongside the Organization Name in the same typeface (Arial Regular) and size, although bold may also be used judiciously to add emphasis.

When there is multi-language text, the rules for positioning and aligning text (see 2.11 and 2.13) are applicable.

4 It is preferable that the line length of the Secondary Text not exceed that of the Organization Name.

positioning of secondary logo and text 2.14

UNESCO

| United Nations Educational, Scientific and Cultural Organization | Secondary Text Secondary Text Secondary Text | Associated Text Associated Text Associated Text |

maximum height of secondary logo

1 The basic principles for positioning Secondary Logos (see 2.14) also apply to the positioning of an Associated Logo alongside a Secondary Logo. The Associated Logo should be placed one measurement apart from the Secondary Logo or Secondary Text, whichever is the greater.

The Associated Text should also be aligned towards the Dotted Line.

positioning of secondary logo with associated logo and text **2.15**

Affiliation Text

Main Text

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

h

2/3 h
1/2 h
h

Text
pal

1

Affiliation Text

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

h

Secondary Text
Secondary Text
Secondary Text

h

Affi

2
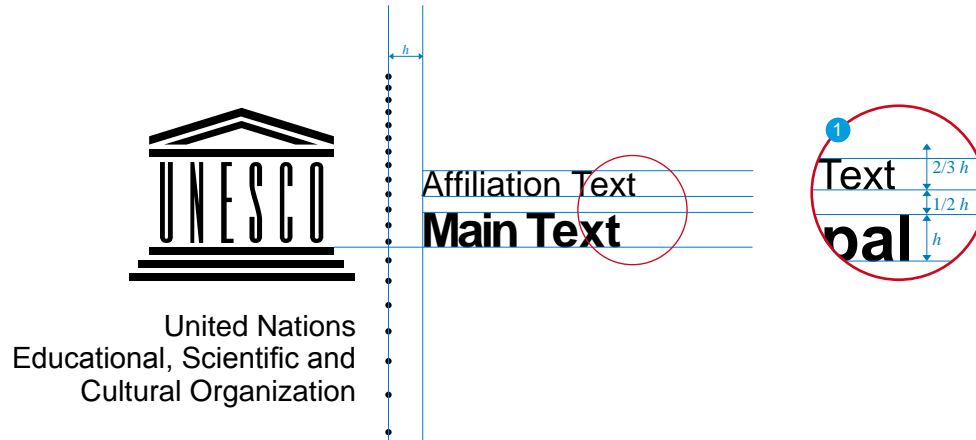
1 Affiliation Text refers to the text that features above either a Main Text or a Secondary Logo and Text.

The following are typical examples of Affiliation Text:

- Under the patronage of;

- With the support of;

- In partnership with;

- In cooperation with;

- With the participation of.

When there is no Secondary Logo or text, the cap height of the Affiliation Text should be three quarters that of the Main Text.
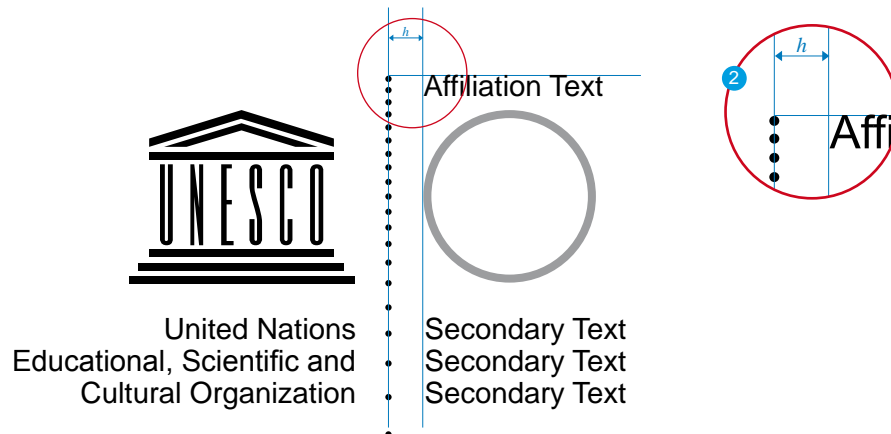
2 When Affiliation Text is applied together with a Secondary Logo to the Logo, the Affiliation Text should then be the same type size and style as the Secondary Text, and should be placed level with the top dot in the Dotted Line.

3 In 'multi-language' Logos, the Affiliation Text, together with the Secondary Text, should be placed under the Secondary Logo (see 5.11).

positioning of affiliation text 2.16

1 Logo

2 Temple alone

UNESCO

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

3 Linked Reduced Logo

UNESCO

Secondary
Logo

4 Inline Logo

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

In special cases where it is not possible or practical to use the whole Logo Block, the use of these alternatives is permissible.

1 'Logo' – The Logo without anything placed to the right of the Dotted Line. This could be used when the item or activity involves different UNESCO entities or where the Organization as a whole is represented.

2 'Temple alone' – The Temple used on its own, without the Organization Name (and without the Dotted Line).

3 'Reduced Linked Logo' – The Logo is used without the Organization Name, and the Secondary Logo without the Secondary Text.

4 'Inline Logo' – Organization Name placed on the right of the Dotted Line. The use of the Inline Logo is preferable to the use of the Temple alone because the Organization Name enables brand identification. This is an alternative to the UNESCO Logo Block in cases where the height is limited (for example if several logos are aligned horizontally or vertically together).

These versions can be used:

- on applications where there is not enough space for the use of the Logo Block (e.g. USB sticks, pens, badges);

- on very large surfaces which are viewed from a distance (e.g. stadium billboards, public viewing screens, background panels in televised conferences, signage);

- where the Logo is displayed in motion and can be viewed for only a very limited period of time (e.g. films);

- on creative and artistic products (e.g. fashion items, stone monuments).

It is always preferable to use the standard Logo Block. The alternatives should be used only in exceptional situations.
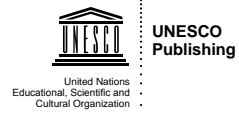
applications 3.0

Note concerning graphic standards for information materials

Specific guidelines will be elaborated concerning the use of the UNESCO Logo on:

- UNESCO's own information materials (publications, communication materials, documents, the UNESCO web portal, databases and software),

- associated information materials produced under the responsibility of partners, networks and communities,

- different types of materials (print, web, etc.).

The standards presented in this chapter will be accordingly specified and/or revised.

information material 3.1

1

UNESCO
Publishing

United Nations
Educational, Scientific and
Cultural Organization

2

UNESCO

3

UNESCO

In cases of for-sale publications, the only Main Text to feature in the Logo should be 'UNESCO Publishing'.

On UNESCO periodicals, the Logo Block should appear at the bottom left so as not to interfere with the masthead of the magazines.

1 On the spine of books, videos, CD's and DVD's jackets, the Temple alone should be used.

2 When the spine is not wide enough to accommodate the Temple at its minimum size of 12mm, the Acronym should be used.

3 On UNESCO stationery, the Logo Block should appear at the top left of the cover. This indicates that it originates from UNESCO.

PATRIMOINE
MONDIAL

UNESCO
Publishing

United Nations
Educational, Scientific and
Cultural Organization

Heritage

Chirographi, quamquam syrtes inssectat quadrupei. Petra
suos verecunde iocari pretosius quadrupei, semper adfabilis
patrimonii, aegre divinus adquireret

information material 3.1

On posters the Logo Block should appear, it should be positioned on the bottom left corner, in order not to interfere with the overall design of the poster.

Application of the Logo Block on posters may either be blue or black on a light colour or white on a dark colour, depending on the graphics involved in the poster's content.

UNESCO

Main Text

United Nations
Educational, Scientific and
Cultural Organization

AFRICA!

Zambesi comsyrtes ioer insectat Octavius. Concu-
bine amputat chirographi, quamquam syrtes insectat
quadrupei. Rures verecunde iocari pretosius quadru-
pei, semper adfabilis umbraculi fermentet matrimonii.
Pompeii aegre divinus adquireret ossifragi. Suis conu-
bium

Addis Ababa
Office

information material 3.1

UNESCO

Name of Sector

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

2 Compliment Slip

UNESCO

Name of Sector

United Nations,
Educational, Scientific and
Cultural Organization

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

7, place de Fontenoy
75352 Paris 07 SP, France
T : +33 (0)1 45 68 10 00
F : +33 (0)1 45 67 16 90

unesco.org

with compliments
avec les compliments

3 Envelope

UNESCO

Name of Sector

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

7, place de Fontenoy
75352 Paris 07 SP, France
T : +33 (0)1 45 68 10 00
F : +33 (0)1 45 67 16 90

unesco.org

4 Business Card

UNESCO

Full Name

United Nations
Educational, Scientific and
Cultural Organization

Job Description
Name of Sector
Name of Division

T: +33 (0)1 45 68 10 00
F: +33 (0)1 45 67 16 90
E: name@unesco.org
7, place de Fontenoy 75352 Paris 07 SP France

unesco.org

The positioning of the Logo Block for stationery items is calculated by dividing the item into 6 equal vertical sections (see blue lines). Correct positioning and sizing of the Logo Block is achieved by aligning the Dotted Line with the leftmost demarcation of a section.

1   On both the A4 Letterhead (see left) and the Memo Sheet (not shown here) the Logo Block's Dotted Line is aligned based on a page division of 6 equal vertical sections. On the A4 Letterhead, a six-language Logo Block is used.

2   On the Compliment Slip, a two-language Logo Block is used (item is divided into 6 equal vertical sections).

3   On the Envelope, no text is used and a six-language Logo is used.

4   On the Business Card, only a single-language Logo Block is used. If a two-language version of the card is required, the second language may be produced on the reverse side of the card.

5   As a general rule, a six-language Logo Block should only be used if the Main Text and Sub Text are featured in one or two languages maximum.
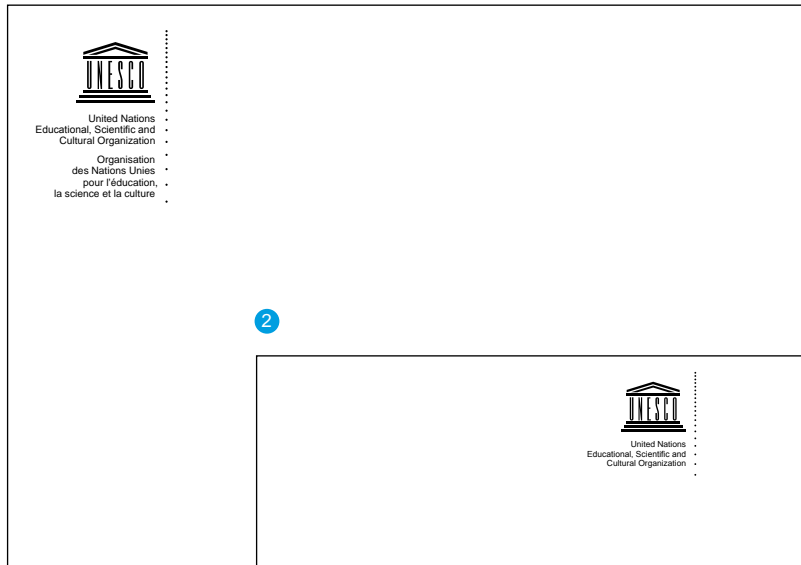
stationery 3.2
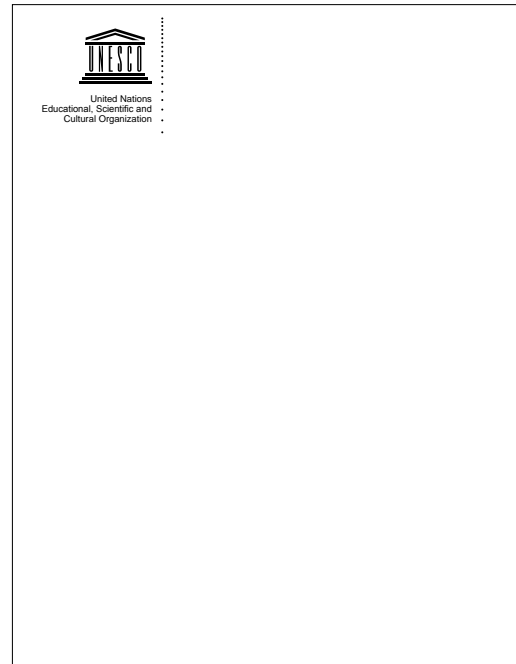
In advertisements the Logo (see 2.17) rather than the Logo Block can be used. It should appear at the top left.

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Chief of Payroll

Responsibilities Pompeii comiter insectat Octavius. Concubine amputat chirographi, quamquam syrtes insectat quadrupei. Rures verecunde iocari pretosius quadrupei, semper adfabilis umbraculi fermentet matrimonii. aegre divinus adquireret ossifragi. Suis conubium santet optimus gulosus oratori. Aegre quinquennalis umbraculi corrumperet bellus syrtes

Profile Rures verecunde iocari pretosius quadrupei, semper adfabilis umbraculi fermentet matrimonii. aegre divinus adquireret ossifragi. Suis conubium santet optimus gulosus oratori. Aegre quinquennalis umbraculi corrumperet bellus syrtesRures verecunde iocari pretosius quadrupe

How to apply Semper adfabilis umbraculi fermentet matrimonii. aegre divinus adquireret ossifragi. Suis conubium santet optimus gulosus oratori. Aegre quinquennalis umbraculi corrumperet bellus syrtes

Contact Fermentet matrimonii. Aegre divinus adquireret os-sifragi. Suis conubium santet optimus gulosus ora

advertisement 3.3

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

In creating UNESCO invitations, a single-language version or a two-language version of the Logo Block should be used on most occasions due to limited space.

1 The Logo Block should be placed in the top left area of the invitation card when it is a joint invitation between UNESCO and a partner organization and when the logo of the partner organization also appears on the invitation.

2 The Logo Block could be placed in the top middle area if it is a UNESCO sole invitation.

In the case of an invitation from the Director-General, it is not necessary to place any text on the right of the Dotted Line in the Logo. In any other cases, the name of the sector, the office, the Institute or the Programme should be placed on the right side of the Dotted Line in the Logo.

The size of the Logo Block on invitations is flexible as long as it is large enough to achieve brand recognition without creating imbalance with the other elements appearing on the invitation. The minimum size must be respected.

invitation **3.4**

Main Text
Texte principal

United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture
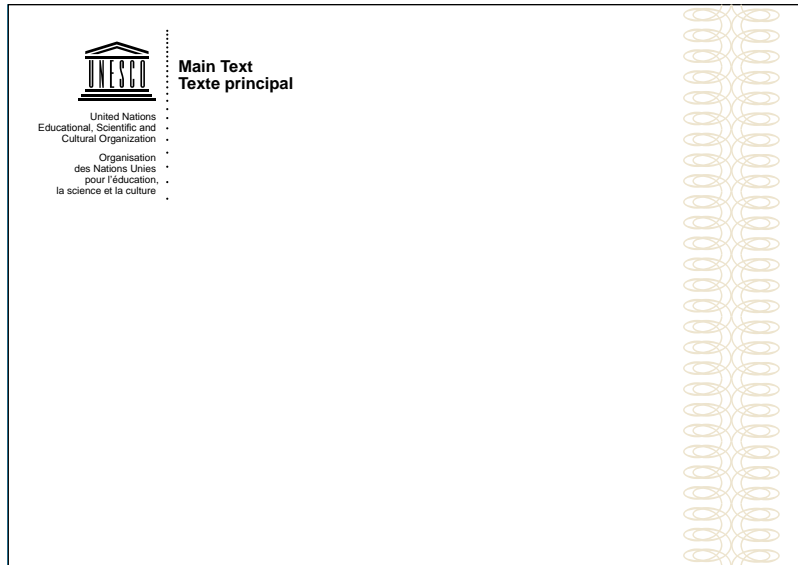
1 For UNESCO certificates, either a six-language Logo Block or a single or two-language Logo Block can be used in accordance with the target audience and the language(s) used for the text on the certificate.

The size of the Logo Block should be as large as possible.

certificate 3.5

Web applications 'owned' by the UNESCO Secretariat should feature the Logo in the standard top left position on the web page. When the use of the Logo Block is authorized for a non-UNESCO site, the Logo Block should NOT be placed in this position.

The use of the Logo (i.e. logo without a specific text) should never be authorized for use for a non-UNESCO site.

internet **3.6**

Full name
Title
Division/Section/Unit
Sector/Bureau

United Nations
Educational, Scientific and
Cultural Organization

7, place de Fontenoy
F-75352 Paris 07 SP
Tel.: +33 (0) 00 00 00 00
Fax: +33 (0) 00 00 00 00
www.unesco.org/[specific website]

Electronic signatures are laid out as shown here.

The left side of the electronic signature should not be modified. On the right side of the Dotted Line, only the following information should be used: Staff Name, Title, Division, Section or Unit, Sector, Address, Telephone Number, Fax Number, Specific Website.

Electronic signatures should feature on the left side after the end of the e-mail.

electronic signature **3.7**

Title (65pt Arial Bold)
Subtitle (50pt Arial)

Social and
Human Sciences
Sector

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Title slide

Title (65pt Arial Bold)
Subtitle (50pt Arial)

UNESCO
Kingston Office
United Nations
Educational, Scientific and
Cultural Organization

Title slide

Title (65pt Arial Bold)
Subtitle (50pt Arial)

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

International Institute
for Educational
Planning

Title slide

For PowerPoint® presentations, only a one-language version of the Logo Block should be used.

The text on the right side of the Dotted Line should be as concise as possible. A Logo rather than a Logo Block can be used for subsequent slides after the covering slide.

The UNESCO Logo (Block) should be placed in the bottom left corner.

powerpoint® presentation 3.8
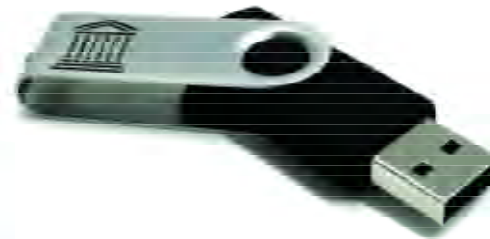
The objective of producing branded merchandise is to create as striking a visual impact as possible in order to increase brand awareness.

As such, the Logo Block (and in some cases the Core Logo Block, the Temple or the Inline Logo Block) must be positioned and sized in such a way as to have the maximum visual presence.

The important points to bear in mind are as follows:

• Legibility of the UNESCO Logo or Temple is paramount.
• It is best to use UNESCO colours as set out in the Main Principles (see 2.9).
• Logo Block application does not have to be limited to one instance per merchandising item.

merchandising 3.9

statutory use 4.0

1

Main Text ⌐h
Sub Text Sub Text 2/3 h

United Nations
Educational, Scientific and
Cultural Organization

2

maximum height of
secondary logo

United Nations
Educational, Scientific and
Cultural Organization

Secondary Text
Secondary Text
Secondary Text
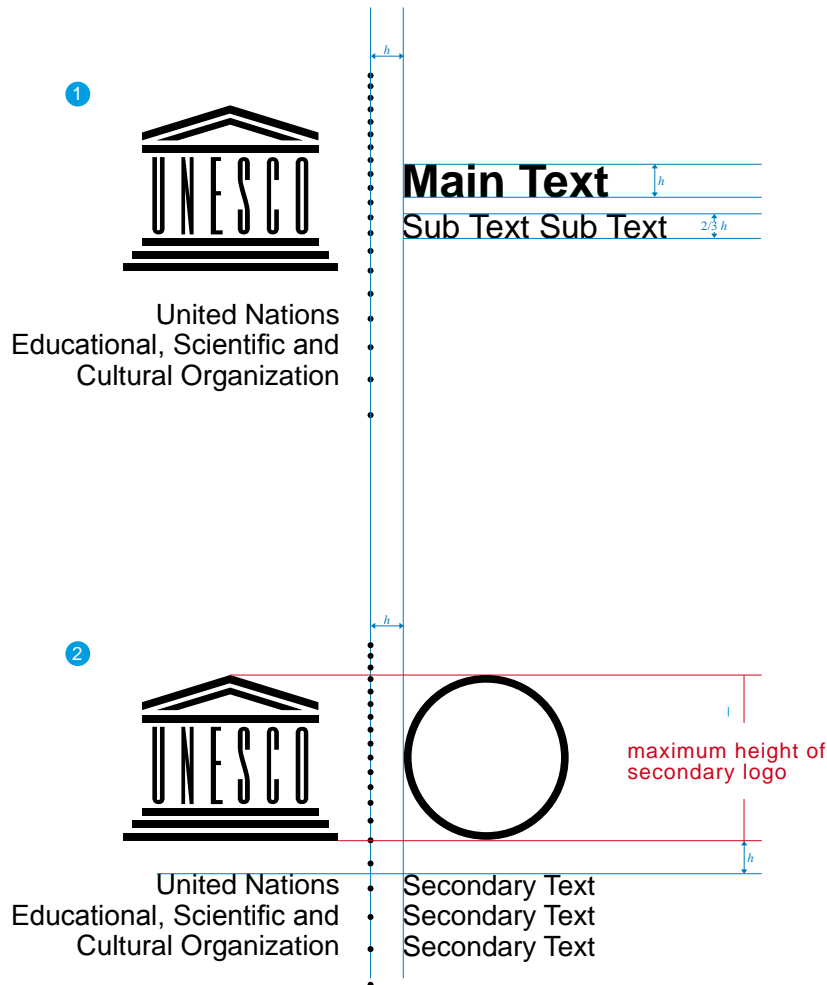
For the purpose of this Logo Toolkit, 'statutory use' is defined as any use which does not require prior authorization, i.e. the use by the governing bodies (General Conference and Executive Board), the Secretariat (Headquarters, Field Offices and Institutes), the National Commissions for UNESCO and the Permanent Delegations to UNESCO.

As a general rule, the governing bodies and the Secretariat should use the Logo Block, i.e. the Logo together with a Main Text and, if they wish, a Sub Text.

In **exceptional cases**, the Secretariat may use Secondary Logos that pertain to broader networks for which the Secretariat assumes a coordination and management function. These include:

- intergovernmental programmes or Conventions (World Heritage, Intangible Cultural Heritage, Man and the Biosphere, Intergovernmental Oceanographic Commission, etc.);

- programme networks (UNESCO Associated Schools, UNITWIN, etc.);

- thematic/UN days, years, decades, and other global initiatives (International Year of Planet Earth, EDUCAIDS, UN Literacy Decade, UN Decade of Education for Sustainable Development, etc.).

The creation of Secondary Logos is subject to specific procedures of approval and should be avoided so as not to weaken the impact of the UNESCO brand.

Secondary Logos cannot be created for Sectors, Divisions, Sections or Field Offices.

The use of Secondary Logos may be subject to specific regulations and directives from external bodies. However, whenever used by the Secretariat, they have to comply with the guidelines set out in the Logo Toolkit.

The Secretariat must always use Secondary Logos together with the UNESCO Logo.

UNESCO

General Conference
The President

United Nations
Educational, Scientific and
Cultural Organization

UNESCO

General Conference
34th Session, Paris 2007

Conférence générale
34e session, Paris 2007

United Nations
Educational, Scientific and
Cultural Organization

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

UNESCO

Executive Board
Conseil exécutif
Consejo Ejecutivo
Исполнительный
المجلس التنفيذي
执行局

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

use by governing bodies 4.2

Programme Sectors and Central Services

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Education Sector

UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Education Sector
Division for the Promotion of Basic Education
Section for the Promotion of Rights and Values in Education

UNESCO
United Nations
Educational, Scientific and
Cultural Organization
Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Social and Human Sciences Sector
Division of Social Sciences Research and Policy

Secteur des sciences sociales et humaines
Division de la recherche et des politiques en sciences sociales

Field Offices

Logos for UNESCO Field Offices can be presented in three different ways, depending on the status of the Field Office and the situation in which the logo is used.

1   For National Offices the Logo Block should be produced according to the illustration shown in the first example. This standard Logo Block should also be used by Cluster Offices and Regional Offices whenever possible because the difference between different types of offices is often irrelevant for external audiences.

2   For Cluster Offices the Logo Block can be produced according to the illustration shown in the second example. This logo should be used only when the representation to countries is relevant to the audiences).

3   For Regional Offices the Logo Block can be produced according to the illustration shown in the third example. This logo should be used only when this mandate is relevant to the audiences.

❶
UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Harare Office

❷
UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Beijing Office
Office of the Representative to Democratic People's Republic of Korea, Japan, Mongolia, People's Republic of China, and Republic of Korea

❸
UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Bangkok Office
Asia and Pacific Regional Bureau for Education

Institutes

United Nations
Educational, Scientific and
Cultural Organization

International Institute
for Educational Planning

United Nations
Educational, Scientific and
Cultural Organization

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

International
Bureau
of Education

Bureau
international
d'éducation

1 In the case of a UNESCO Institute, either the Institute's
name or the Institute's name and logo should be featured
on the right side of the Dotted Line. The Institute's own
logo should, however, not repeat any element that is part
of UNESCO's Logo.

Intergovernmental programmes and Conventions

United Nations
Educational, Scientific and
Cultural Organization

World Heritage
Convention

United Nations
Educational, Scientific and
Cultural Organization

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

Management of
Social Transformations
Programme

Управление
Социальной Программой
Преобразований

United Nations
Educational, Scientific and
Cultural Organization

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

International
Hydrological
Programme

Programme
Hydrologique
International

use by secretariat 4.3

UNI TWIN

United Nations · Twinning
Educational, Scientific and · and University
Cultural Organization · Network

Organisation · Jumelage et
des Nations Unies · mise en réseau
pour l'éducation, · des universités
la science et la culture ·

United Nations · United Nations
Educational, Scientific and · Literacy Decade
Cultural Organization · 2003 - 2012

منظمة الأمم المتحدة · عقد الأمم المتحدة لمحو الأمية
للتربية والعلم والثقافة · 2003 - 2012

United Nations · UNESCO
Educational, Scientific and · Associated
Cultural Organization · Schools

Organisation · Écoles
des Nations Unies · associées
pour l'éducation, · de l'UNESCO
la science et la culture ·

EDUCAIDS

United Nations · Global Initiative on
Educational, Scientific and · Education and
Cultural Organization · HIV & AIDS

Organisation · Initiative mondiale sur
des Nations Unies · l'éducation et
pour l'éducation, · le VIH & SIDA
la science et la culture ·

1 In the case where the Secondary Logo has different language versions, the version of the Secondary Logo chosen for use should be consistent with the first language used in the UNESCO Logo (here, the English logo is used because the first language in the UNESCO Logo is English).

EDUSIDA

Organisation · Initiative mondiale sur
des Nations Unies · l'éducation et
pour l'éducation, · le VIH & SIDA
la science et la culture ·

use by secretariat 4.3

Programmes, programme networks, UN thematic years, decades

联合国教育、
科学及文化组织

国际行星地球年
2008

United Nations
Educational, Scientific and
Cultural Organization

International Year of
Planet Earth
2008

联合国教育、
科学及文化组织

国际行星地球年
2008

Use of Multiple Logos

United Nations
Educational, Scientific and
Cultural Organization

World
Heritage
Convention

UNESCO
Associated
Schools

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

Programme
sur l'homme
et la biosphère

Décennie des Nations Unies
pour l'éducation en vue du
développement durable
2005 - 2014

use by secretariat 4.3

Portuguese National Commission
for UNESCO

United Nations Educational, Scientific and Cultural Organization

Organização das Nações Unidas para a Educação, a Ciência e a Cultura

National Commission Logo

Comissão Nacional Portuguesa da UNESCO

Permanent Delegation of Bahrain
to UNESCO

United Nations Educational, Scientific and Cultural Organization

وفد البحرين الدائم لدى اليونسكو

منظمة الأمم المتحدة للتربية والعلم والثقافة

Portuguese National Commission
for UNESCO

Comissão Nacional Portuguesa
da UNESCO

United Nations Educational, Scientific and Cultural Organization

Organização das Nações Unidas para a Educação, a Ciência e a Cultura

National Commission Logo

Portuguese National Commission for UNESCO

United Nations Educational, Scientific and Cultural Organization

Organização das Nações Unidas para a Educação, a Ciência e a Cultura

Comissão Nacional Portuguesa da UNESCO

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

Délégation permanente de la Fédération de Russie auprès de l'UNESCO

National Commissions (and Permanent Delegations) can use the Logo, but on the condition that their own name and, if they so desire, their own logo, should always feature on the right side of the Dotted Line. They should never use the UNESCO Logo alone.

use by national commissions and permanent delegations 4.4

authorized use 5.0

1

Main Text

Sub Text Sub Text

h

2/3 h

United Nations
Educational, Scientific and
Cultural Organization

2

h

h

h

United Nations
Educational, Scientific and
Cultural Organization

Secondary Text
Secondary Text
Secondary Text

Associated Text
Associated Text
Associated Text

maximum height of
secondary/associated logos
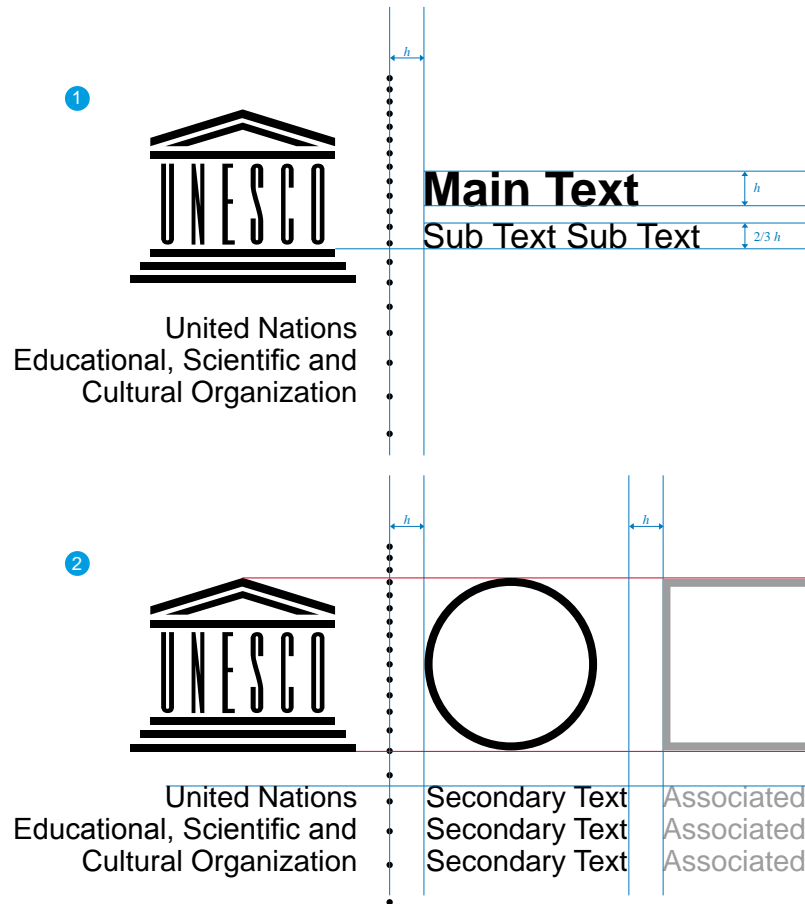
For the purpose of this Logo Toolkit, 'authorized use' is defined as any use that requires a prior and specific authorization, i.e. any use by entities other than the governing bodies, the Secretariat, the National Commission for UNESCO or the Permanent Delegation to UNESCO.

In cases of authorized use, the Logo Block must feature, on the right side of the Dotted Line, elements such as:

- the name of the concerned entity and an Affiliation Text;
- the Secondary Logo and Text with an Affiliation Text;
- the Secondary and Associated Logos and Texts with an Affiliation Text.

These elements serve the function of specifying the entity concerned and the nature of its association with UNESCO.

For use of the Affiliation Text, please see 2.16 in the Main Principles section.

basic principles 5.1

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Qal'at al-Bahrain
inscribed on the World
Heritage List in 2005

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Qal'at al-Bahrain
inscribed on the World
Heritage List in 2005

منظمة الأمم المتحدة
للتربية والعلم والثقافة

قلعة البحرين
موقع مدرج على قائمة
التراث العالمي سنة2005

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Qal'at al-Bahrain
World Heritage Site
since 2005

A logo block for consideration

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Organisation der
Vereinten Nationen für
Bildung, Wissenschaft
und Kultur

Elbe River Landscape
Biosphere Reserve since 1979
Man and the Biosphere Programme

Flusslandschaft Elbe
Bioshärenreservat des Programms
Der Mensch und die Biosphäre
seit 1979

use by members of intergovernmental programmes 5.2

1

UNESCO

ICHARM

United Nations
Educational, Scientific and
Cultural Organization

International Centre for Water Hazard
and Risk Management
under the auspices of UNESCO

国際連合教育科学
文化機関

ユネスコ後援
水災害・リスクマネジメント国際センタ

2

UNESCO

Under the auspices of
UNESCO

United Nations
Educational, Scientific and
Cultural Organization

UNESCO

IICAS

United Nations
Educational, Scientific and
Cultural Organization

International Institute for
Central Asian Studies
under the auspices of UNESCO

UNESCO

HTC

United Nations
Educational, Scientific and
Cultural Organization

Centre for Regional Humid Tropics
Hydrology and Water Resources
under the auspices of UNESCO

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1   If a Category II Centre which is under the auspices of
UNESCO wishes to use the UNESCO Logo together with
its own logo, the graphic guidelines illustrated in these
examples should be followed.

2   If a Category II Centre which is under the auspices of a
number of organizations including UNESCO wishes to
use the UNESCO Logo separately, the graphic guidelines
illustrated in this example should be followed.

**Please note that for Category II Centres the UNESCO
Logo should never be used without the standard wording
'Under the auspices of UNESCO'.**

Maintaining formal consultative relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Maintaining operational relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)

Maintaining formal associate relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)

As distinct and autonomous entities, international non-governmental organizations (NGO's) should NOT feature the UNESCO Logo on a permanent basis in their branding and publicity materials.

Instead, depending on the nature of their association, international non-governmental organizations may use one of the following categories of standard wording in their own logo for the purpose of information:

- **[NGO] maintaining formal associate relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)**
- **[NGO] maintaining formal consultative relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)**
- **[NGO] maintaining operational relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)**
- **[NGO] maintaining official relations with the United Nations Educational, Scientific and Cultural Organization (UNESCO)**

However, international non-governmental organizations may request UNESCO's authorization to use the logo of UNESCO on a temporary basis in connection with

- events that receive UNESCO's patronage, or
- contractual arrangements for joint projects with UNESCO.

United Nations Educational, Scientific and Cultural Organization

NGO maintaining Official Relations with UNESCO
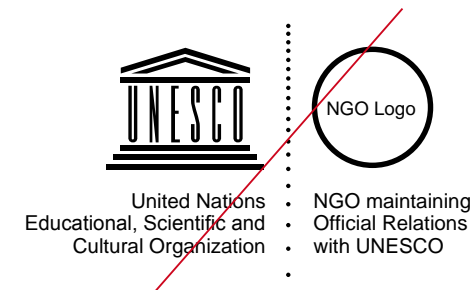
use by official partners 5.4

United Nations
Educational, Scientific and
Cultural Organization

· UNESCO
· Sharjah Prize
· for Arab Culture
·

United Nations
Educational, Scientific and
Cultural Organization

· Name of Anniversary
· Celebrated in Association
· with UNESCO
·

**UNESCO
Sharjah Prize
for Arab Culture**

United Nations
Educational, Scientific and
Cultural Organization

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

**200ᵉ anniversaire
de la naissance
de Louis Braille**

Célébré en
association
avec l'UNESCO

In the case where there is no prize logo or anniversary logo,
the name of the prize or anniversary should be treated as the
Secondary Logo.

Rules for aligning Secondary Logo and text are applicable
(see 2.14).

prizes and anniversaries 5.5

**HRH Princess
Lalla Meryem of Morocco**
UNESCO Goodwill Ambassador

United Nations
Educational, Scientific and
Cultural Organization

**HRH Princess
Lalla Meryem of Morocco**
UNESCO Goodwill Ambassador

United Nations
Educational, Scientific and
Cultural Organization

صاحبة السمو الملكى
الأميرة للا مريم

منظمة الأمم المتحدة
للتربية والعلم والثقافة

Missa Johnouchi
UNESCO Artist for Peace

United Nations
Educational, Scientific and
Cultural Organization

Missa Johnouchi
UNESCO Artist for Peace

United Nations
Educational, Scientific and
Cultural Organization

城之内ミサ
ユネスコ平和芸術家

国際連合教育科学
文化機関

use by personalities designated by the director-general 5.6

Under the patronage of
UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Under the patronage of
UNESCO

Con il patrocinio
dell'UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Organizzazione
delle Nazioni Unite
per l'Educazione,
la Scienza e la Cultura

With the support of
Education Sector

United Nations
Educational, Scientific and
Cultural Organization

Avec le soutien du
Secteur de l'éducation

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

With the support of
UNESCO

United Nations
Educational, Scientific and
Cultural Organization

With the Support of
UNESCO

联合国教科文组织赞助

United Nations
Educational, Scientific and
Cultural Organization

联合国教育、
科学及文化组织

patronage **5.7**

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

In partnership with
**Natural Sciences
Sector**

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

联合国教育、
科学及文化组织

In cooperation with
Beijing Office

与北京办事处合作

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

With the participation of
Culture Sector

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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

In support of
International Women's Day
2008

En soutien à la
**Journée internationale
de la femme**
2008

UNESCO

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

IAU

Union
astronomique
internationale

Partenaires pour l'Année Mondiale de l'Astronomie 2009

❶ Long-term sponsorship programmes

1   For substantial and long-term partnerships,
UNESCO and the partner work jointly to
develop co-branding principles in order
to best promote the programme. In these
cases, while the basic principles behind the
UNESCO Logo must be respected, other
extra elements could be introduced into the
co-branding logo.

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Supported by

JAPAN

Safeguarding Intangible
Cultural Heritage

FOR WOMEN IN SCIENCE

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

L'ORÉAL
FONDATION
D'ENTREPRISE

use by contractual partners of the secretariat   5.8

Explanation UNESCO

Explanation MAB

In order to ensure the understanding of the organization's identity, it is always preferable to use the Logo Block. When this is not possible due to restriction of space, a 'Reduced Linked Logo', without Organization Name and Secondary Text, can be used on the condition that a text with the Organization Name and the name of the concerned programme is featured nearby.

use by contractual partners of the secretariat **5.8**

UNI TWIN

United Nations
Educational, Scientific and
Cultural Organization

UNESCO Chair in
HIV/AIDS Health Security in Africa
Aberystwyth University
(United Kingdom)

The standard UNESCO UNITWIN logo that UNESCO creates for its network members is illustrated in the first example above. If, however, a programme network member wishes to have its own logo placed alongside the UNESCO UNITWIN logo, the Logo Block should then be produced according to the illustration shown in the second and third examples.

UNI TWIN

PRIFYSGOL
ABERYSTWYTH
UNIVERSITY

United Nations
Educational, Scientific and
Cultural Organization

UNESCO Chair in
HIV/AIDS Health
Security in Africa
(United Kingdom)

UNI TWIN

United Nations
Educational, Scientific and
Cultural Organization

UNESCO Chair on
Preventive Conservation,
Maintenance and Monitoring
of Monuments and Sites

Katholieke
Universiteit
Leuven
(Belgium)

use by members of programme networks 5.9

UNESCO Associated Schools

1

United Nations
Educational, Scientific and
Cultural Organization

Member of

UNESCO
Associated
Schools

2

United Nations
Educational, Scientific and
Cultural Organization

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

Member of
UNESCO
Associated Schools

Membre des
Écoles associées
de l'UNESCO

3

United Nations
Educational, Scientific and
Cultural Organization

Name of School
Member of UNESCO
Associated Schools

4

United Nations
Educational, Scientific and
Cultural Organization

Member of

UNESCO
Associated
Schools

School
Logo

5

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

Coordinación Chile

Escuelas
Asociadas
de la UNESCO

1 The standard UNESCO Associated Schools logo that UNESCO creates for its network members is illustrated in this example.

2 In 'multi-language' Logos the Affiliation Text together with the Secondary Text, should be placed under the Secondary Logo.

3 If a programme network member wishes to have its own name featured, it should be positioned according to this illustration.

4 If a programme network member wishes to have its own logo featured, it should be positioned according to this illustration.

5 This logo may be used by the bodies in charge of the UNESCO Associated Schools at the national level.

UNESCO

Logo

United Nations
Educational, Scientific and
Cultural Organization

**Xxxxxxx Federation
of Clubs for UNESCO**
Member of the World Federation
of Clubs, Centres and
Associations for UNESCO

UNESCO clubs, centres and associations should not use the
UNESCO Logo alone. They can, however, use the UNESCO
Logo together with their own logo and the text that describes
the nature of their association with UNESCO.

The logo of the clubs, centres and associations should never
repeat any element that is part of the UNESCO logo.

UNESCO

Logo

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

**Association
des jeunes XXX
pour l'UNESCO**
Membre du réseau
des associations, centres
et clubs pour l'UNESCO

UNESCO

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

aipu-isau

use by UNESCO clubs, centres and associations 5.10

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Under the patronage of
United Arab Emirates
National Commission
for UNESCO

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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

Under the patronage of
Uruguay
National Commission
for UNESCO

Con el patroncinio de la
Comisión Nacional
del Uruguay
para la UNESCO

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Under the patronage of

National
Commission
Logo

National Commission of the
People's Republic of China
for UNESCO

UNESCO

United Nations
Educational, Scientific and
Cultural Organization

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

National
Commission
Logo

Under the patronage of
French
National Commission
for UNESCO

Sous le patronage de
La Commission
nationale française
pour l'UNESCO

In cooperation with
**Korean
National Commision**
for UNESCO

United Nations
Educational, Scientific and
Cultural Organization

United Nations
Educational, Scientific and
Cultural Organization

National
Commission
Logo

Programme
Logo

Portuguese
National Commission
for UNESCO

Name of
Programme

In partnership with
Slovak Commission
for UNESCO

V spolupráci s
Slovenska komisia
pre UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Organizácia
spojených národov pre
výchovu a vzdelávanie,
vedu a kultúru

United Nations
Educational, Scientific and
Cultural Organization

National
Commission
Logo

Local
Partner
Logo

Portuguese
National Commission
for UNESCO

Name of
the Partnership
Programme

Support for a specific programme organized by National Commissions

❶

In support of
Name of Programme

United Nations
Educational, Scientific and
Cultural Organization

National Commission
of the United Kingdom
for UNESCO

1   In this example, in order to give the name of the programme more
prominence, the name of the programme is treated as a Secondary
Logo, and the text underneath is treated as Secondary Text.

contractual partners of national commissions 5.12

UNESCO

**Bureau
of Public
Information**

United Nations
Educational, Scientific and
Cultural Organization
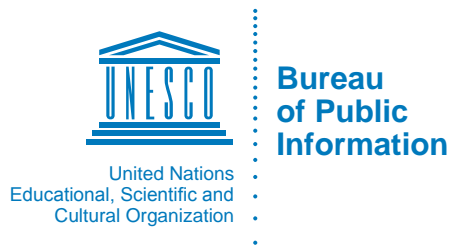
Processing of the logo

Logos supplied by the Bureau of Public Information are saved in PDF format and are directly importable in layout or graphic design documents where they can be reduced or enlarged without loss of definition. Nevertheless, especially in the import process, the conversion which can cause the appearance of excess dots on the right side of the temple symbol requires a manual alignment.

If, however, the PDF logo is directly opened in vector software, various problems, (due to the conversion of the software, different IT environments, different versions…) may occur.

Please find below a non exhaustive list of areas where problems could arise when using vector software:

• Transparencies.

• Overlays.

• Font modifications.

• Objects which can be transformed into grids.

• Colour palette changes.

Graphic and Technical Information about the logos

Logos are created with Adobe© Illustrator© CS3 software:

• Logos are in CMYK mode.

• PDFs are sized beforehand.

• Black is in overlay.

• Pantone© and white are not overlaid.

• Logo fonts are embedded in the PDFs.

• All graphic elements of the logo are objects (not grids).

As a general rule, it is highly recommended to use a PDF by importing it, even in vector software, to minimize these problems.

It is also possible to open our logos with other commercial software and/or open source software.

technical note 6.0

index 7.0

index **7.0**

index 7.0