

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



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Cultural Organization

USE OF UNESCO'S NAME AND LOGO

UNESCO » Name and logo

A. A+ [print] [share]

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/>

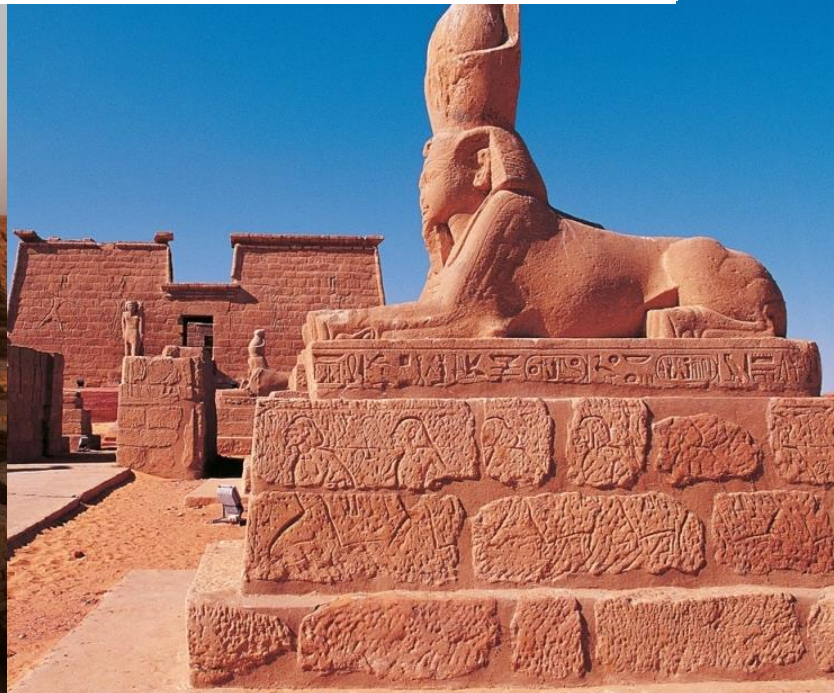


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- **The UNESCO logo is for general topics**
- **It is managed by the Sector for External Relations & Public Information, Division of Public Information (ERI/DPI)**
- **Contact is Ms Jinchai CLARKE:**
j.clarke@unesco.org
- **All projects must be submitted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



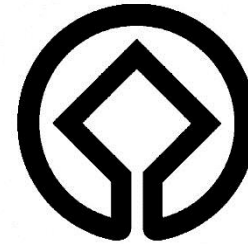
II - World Heritage Emblem and logos



1 - The World Heritage Emblem



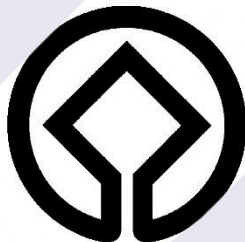
Mr. Michel Olyff
Designer of the World
Heritage Emblem



- 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:**

Combined logos for National Commissions:



United Nations
Educational, Scientific and
Cultural Organization



World Heritage
in Denmark



United Nations
Educational, Scientific and
Cultural Organization



With the support of
the National Commission
of Xxxxxx for UNESCO



United Nations
Educational, Scientific and
Cultural Organization



Under the patronage
of the National Commission
of Xxxxxx for UNESCO

UNESCO + “World Heritage in XXX (country)”

- Covers all WH sites in a country
- For general use by National Commissions
- For worldwide projects

UNESCO + “With the support of / In cooperation with / In partnership with the National Commission of XXX (country) for UNESCO”

- For national World Heritage related projects supported by National Commissions

UNESCO + “Under the patronage of the National Commission of XXX (country) for UNESCO”

- For patronages granted to national World Heritage related projects

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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Angkor
inscribed on the
World Heritage List in 1992


Rules related to combined logos


Excerpts from the Annex 14 to the Operational Guidelines




Table of Uses of the World Heritage Emblem



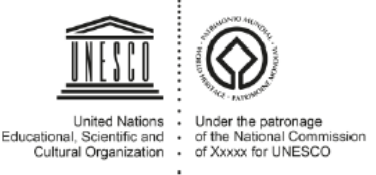
Annex 14



NATIONAL COMMISSIONS OR AGENCIES

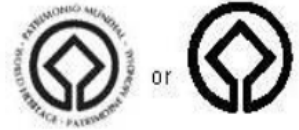
Uses and purposes	Uses		Authorization		Graphic illustrations
	Type of Logo the NatCom can use	Use of the Logo by the NatCom is authorized by	NatCom can authorize the use of the Logo for	Type of Logo the NatCom can authorize	
1 - National Commission (for national content)					
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products such as T-shirts, bags, umbrellas (non-merchandising, exceptionally for special events) 5) Stationery	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	Statutory use	Local government authorities and site managing authorities.	UNESCO/World Heritage logo with text "World Heritage in +country"	



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


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

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

World Heritage related partnership with national organisations			National organisation having established a partnership with the National Commission	UNESCO/World Heritage logo with text “With the support of the xxx National Commission for UNESCO”, or “In cooperation with the xxx National Commission for UNESCO”, or “In partnership with the xxx National Commission for UNESCO”	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>With the support of the National Commission of Xxxxxx for UNESCO</p>
Uses and purposes	Uses		Authorization		Graphic illustrations
2 - Agency - designated national authority (for national content)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of Logo the agency can authorize	Logo to be used and/or authorised by the agency
<ol style="list-style-type: none"> 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 	UNESCO/World Heritage logo with text “World Heritage in... [Country name]”	National Commission or World Heritage Centre			 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Switzerland</p>

<ul style="list-style-type: none">1) Non-commercial publications2) Communication materials3) Website, social media, apps, etc. when space is limited4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events5) Stationery	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	 <p>The image shows two versions of the World Heritage Emblem. On the left is the circular emblem, which features a central square symbol with a stylized 'W' and 'H' inside, surrounded by the text 'WORLD HERITAGE' at the top and 'PATRIMONIO MUNDIAL' at the bottom. To the right of this emblem is the word 'or'. On the right is a square emblem with the same central square symbol.</p>
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Uses and purposes	Uses		Authorization		Graphic illustrations
2 - Agency - designated national authority (continued)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of Logo the agency can authorize	Logo to be used and/or authorised by the agency
Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre	World Heritage site management authority	UNESCO/World Heritage logo in full or simplified with site's name underneath	 <p>Text under the name of the site is optional. Possibility to replace “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	

Uses and purposes	Uses		Authorization		Graphic illustrations
2 - Agency - designated national authority (continued)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of Logo the agency can authorize	Logo to be used and/or authorised by the agency
Commercial use	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	Director-General of UNESCO	/	/	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Switzerland</p>
	World Heritage Emblem	Statutory use			/

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 misuses
- Contact us for information, assistance, or to submit a project:

Ms Barbara Blanchard
Conventions Common Services

b.blanchard@unesco.org