

Guidelines to the Use of the UNESCO MIL Alliance's Name and Logo

The use of the name and logo of the UNESCO Media and Information Literacy (MIL) Alliance, is subject to rules laid down by the Alliance and UNESCO.

I. Graphics

Logo Block

The MIL Alliance logo block is composed of three parts:

1. the **emblem** – the face representing organizations, people of all ages, ethnicity, social status, religions and sexes connecting to promote media and information literacy as a tool for open and inclusive development; the maze representing the critical thinking process; the bubbles representing knowledge and various types of information and media;
2. the **name** – UNESCO MIL Alliance;
3. the **tagline** – Media & Information Literacy for All.

These components cannot be disassociated.

It is prohibited to:

- Change the logo colors;
- Change the logo size and dimensions in a disproportionate way;
- Delete part of the logo or add a new part to it; and
- Use the logo without mentioning the reason of usage if event related.

Languages

The language chosen for the logo must correspond to that of the support used and of the audience targeted. The use of the complete name in English, in addition to one or several other languages, provides an explanation of the acronym of the Alliance.

Mindful of the same criteria, several languages may be used. The six official languages of UNESCO – Arabic, Chinese, English, French, Russian and Spanish – shall be applied.

Basic Rules

The logo block of the MIL Alliance should not be used alone. A short text should always be featured in close proximity to the logo which specifies that the organization

is a member of the MIL Alliance or how the concerned organization and activity are related to the MIL Alliance.

The logo should be at a visible area on the member organization's website homepage with a hyperlink to the MIL Alliance website.

The colored logo should be used when the logo is printed in color. The black or white logo should be used when it is printed in black and white.

If the MIL Alliance logo is used in conjunction with other logos, it should be used independently, with a clear space between it and other logos. It should have a dimension similar to the other logos.

The most suitable format (vertical or horizontal) of the logo should be chosen, according to the available space where the logo is placed, to ensure readability of the text inside the logo.

This rule must be respected when the MIL Alliance logo block is used by all its stakeholders and partners.

II. The General Principles

General Conditions for the Use of the MIL Alliance's Name and Logo

The objectives for the MIL Alliance's framework and practice concerning the use of its name and logo are:

- to enhance the MIL Alliance's visibility and outreach through the effective association of its name and logo with activities of its networks and partners,
- to protect the MIL Alliance's name and logo from inappropriate and unauthorized use. All registered members of the MIL Alliance are free to use its logo.

Authorization

Use of the MIL Alliance's logo by members to promote specific events or initiatives does not necessarily constitutes an endorsement of their activity by the MIL Alliance.

This will require that a simple email is sent to the MIL Alliance mailing list (gapmil@lists.unesco.org) communicating intention and purpose of the event or initiative. A response will be forthcoming only when activities do not clearly relate to the MIL Alliance's purpose and objectives.

All the other non-member organizations, whether public, private or civil society, should contact any member of the MIL Alliance International Steering Committee or UNESCO for permission to use the logo.

Organizations that wish to use the logo but are not members of the MIL Alliance must first register as a member through the MIL Alliance website.

The two main criteria in assessing a patronage request are:

- The proposed activity is relevant to the MIL Alliance's own strategic objectives and operational programmes;
- The organization is compliant to the values, principles and constitutional aims of the MIL Alliance.

All those authorized to use the MIL Alliance's name and logo should abide by the General Principles.

Commercial use

The sale of goods or services bearing the name, acronym, logo or Internet domain names of the MIL Alliance for profit is regarded as "commercial use".

Any commercial use of the MIL Alliance's name, acronym, logo or Internet domain name, alone or in the form of a linked logo, must be expressly authorized by the International Steering Committee of the MIL Alliance and UNESCO under a specific contractual arrangement, such as a fundraising, merchandizing or licensing agreement.

Any request or proposal for commercial use should be addressed to the Secretary-General of the International Steering Committee of the MIL Alliance with copy to UNESCO designated officer.

The MIL Alliance takes action against the misuse of its name, acronym, logo or its Internet domain names.