



unesco

Part I

Use by the Secretariat

Graphical standards and logo toolkit

April 2021

Draft

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Section 1

Introduction

Introduction

In order to implement the General Conference’s Resolution, the “Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO” (resolution 34C/86), DPI produced its first Logo Toolkit more than ten years ago. The toolkit helped to provide both the Secretariat, its network members and partners with a clear and consistent set of rules on the use of the logo over the past decade.

However, with the change over time and of environment, especially with the development and wide use of digital devices, this set of rules also begins to show its constraints. For example, the UNESCO logo is not always legible or visible in all communication channels, attention on the UNESCO logo is sometimes distracted by the appearance of secondary logos, and from time to time the UNESCO logo even appears twice on the same page – one as the Secretariat itself, the other as part of the logo used by a network member of UNESCO.

To deal with these issues and building on our experience, DPI has now produced this new Logo Toolkit in order to:

1. Further strengthen the visibility and central role of the UNESCO logo and improve its legibility, especially in digital and interactive communication environments;
2. Promote a one-UNESCO brand by streamlining individual programmes and networks and secondary logos;
3. Enable the Secretariat itself and members of its programmes and networks to use the UNESCO logo in a most visible and effective way.

This Logo Toolkit does not specify the roles and responsibilities of the Secretariat, the Member States or the logo users. These are set out separately in the Directives, the Administrative Manual, and the individual operational guidelines.

Section 2

The logo block and main principles

The Logo Block

The new logo block, as shown below, consists of two inseparable elements:

1. The temple. The temple, which is the official seal or the emblem of the Organization, should never be altered in any way. As a key component of the logo block, it refers to the Greek Parthenon temple. The steps signify basic human rights - the foundation upon which UNESCO is built, the Organization's name in letters represents UNESCO's mandates and programmes, and the roof and pediment symbolize humanity's highest aspirations and goals.
2. The acronym on the right. The font for the acronym is based on Futura, a typeface designed by Paul Renner and released in 1927. Simple geometric form of near perfect circles, triangles, and squares is its main character. The acronym in this font adds roundness and modernity to the temple. In the Futura typeface, all letters occupy the same space, thus conveying the value of equality which is at the heart of UNESCO's mandate.
3. **Although two other versions – vertical and the “sticker”, which will be introduced later, are also in existence, this horizontal logo block is the recommended version for the Secretariat and must always be used as the first choice.**



The protection zone

This exclusion zone defines the minimum area of clear space around the logo block.

This protection zone is equal to the height of the letter N in the acronym UNESCO.



Colours of the logo block

UNESCO blue
C100 M50 Y05 K0
R0 G105 B180
Hex #0069B4



Black
C0 M0 J0 N100
R0 G0 B0
Hex #000000



White
C0 M0 J0 N0
R255 G255 B255
Hex #FFFFFF



The font for the text that accompanies the logo block is Myriad Pro Semibold.

UNESCO blue
C100 M50 Y0 K0
R0 G105 B180
Hex #0069B4

The blue is the primary colour for the logo block, although a black or white logo block can also be used.

Colours shown on the right can be used in association, but should never be used for the logo block itself.

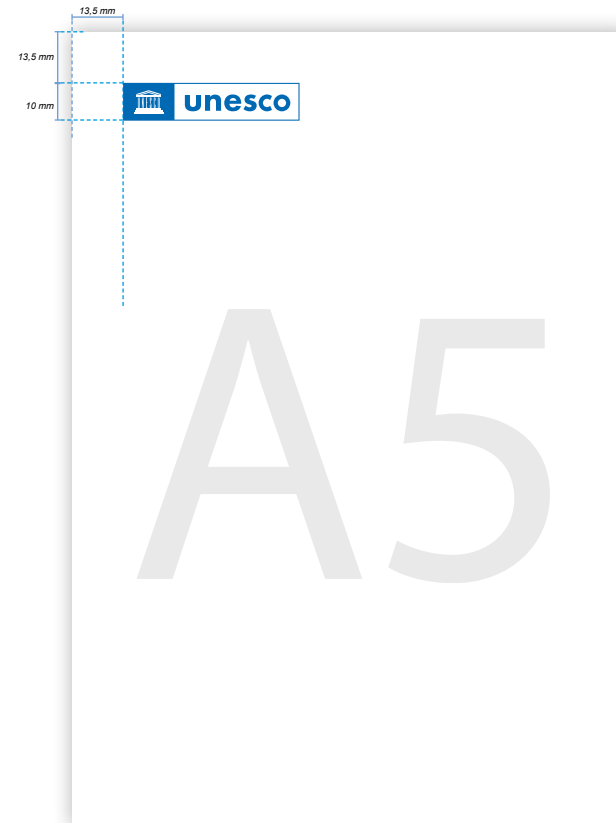
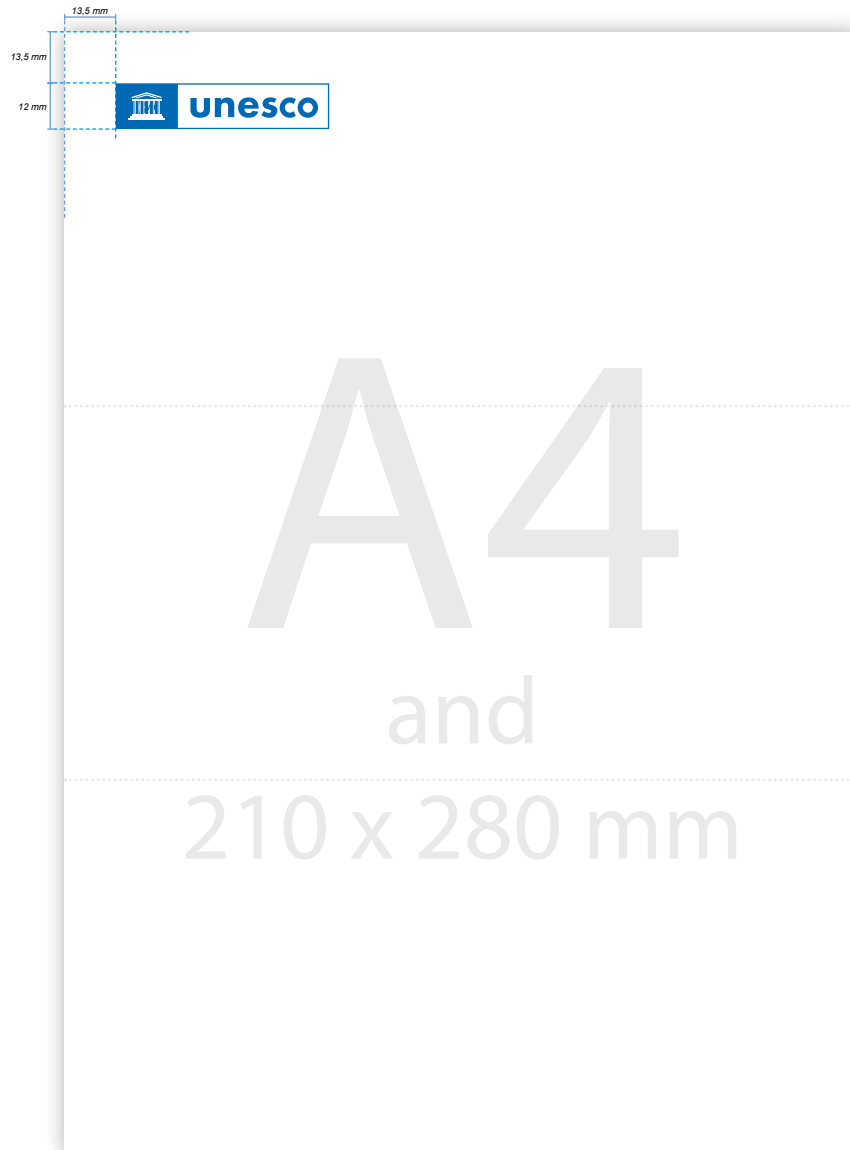
Red
C0 M86 Y71 K0
R244 G61 B61
Hex #e83f40

Yellow
C0 M27 Y94 K0
R252 G192 B2
Hex #fcc002

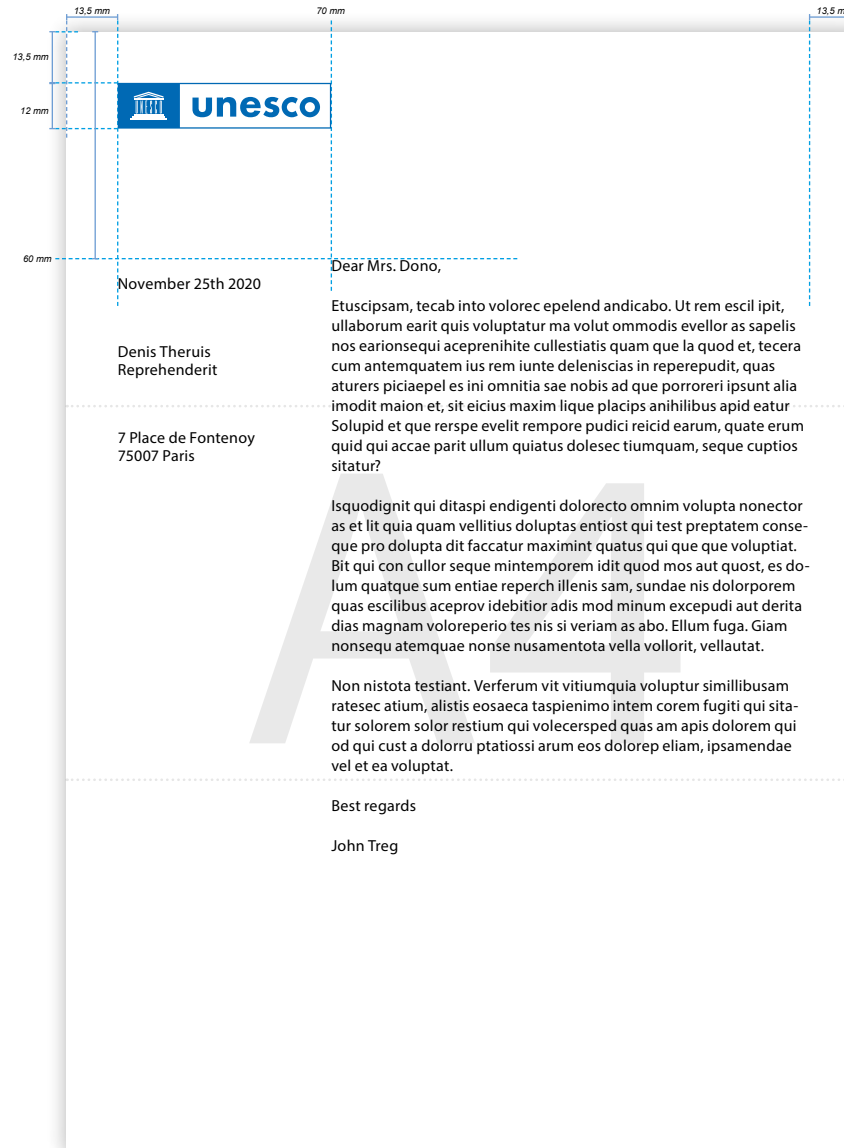
Light Green
C62 M0 Y58 K0
R103 G187 B137
Hex #67bb89

Dark blue
C100 M81 Y40 K33
R24 G50 B84
Hex #183254

The size of the logo



The size of the logo bloc in UNESCO documents



Section 3

Logo block with full text

The vertical version

For reasons of visibility and readability, including in the digital environment, the first choice of the Secretariat should always be the horizontal version. The vertical version is only used:

1. When the full name of the organization or other text must be displayed, or when combined logos must be used.
2. When the overall visual presentation becomes more balanced vis a vis other logos on the same page.

In special circumstances, the vertical version of combined logos can also be used without the full text underneath.





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United Nations
Educational, Scientific
and Cultural Organization



unesco

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



unesco

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



unesco

Организация
Объединенных Наций по
вопросам образования,
науки и культуры



unesco

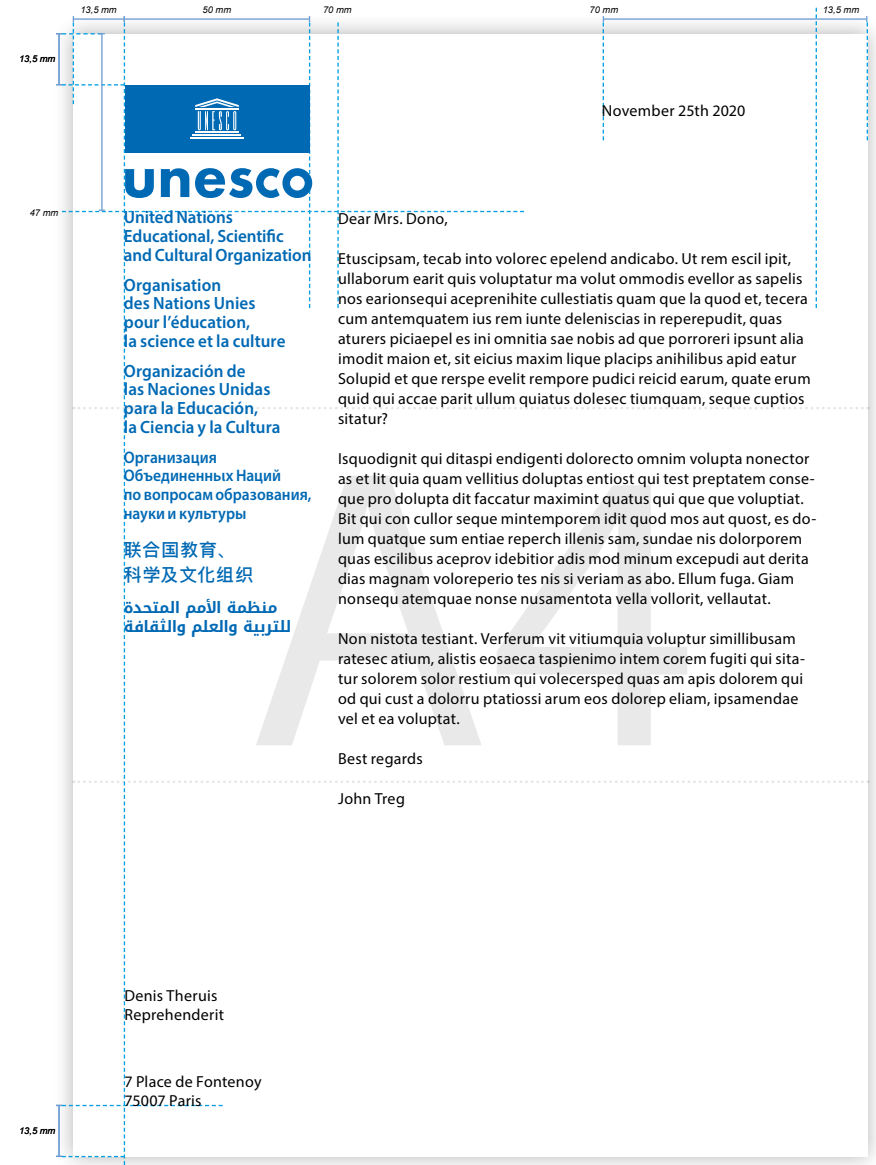
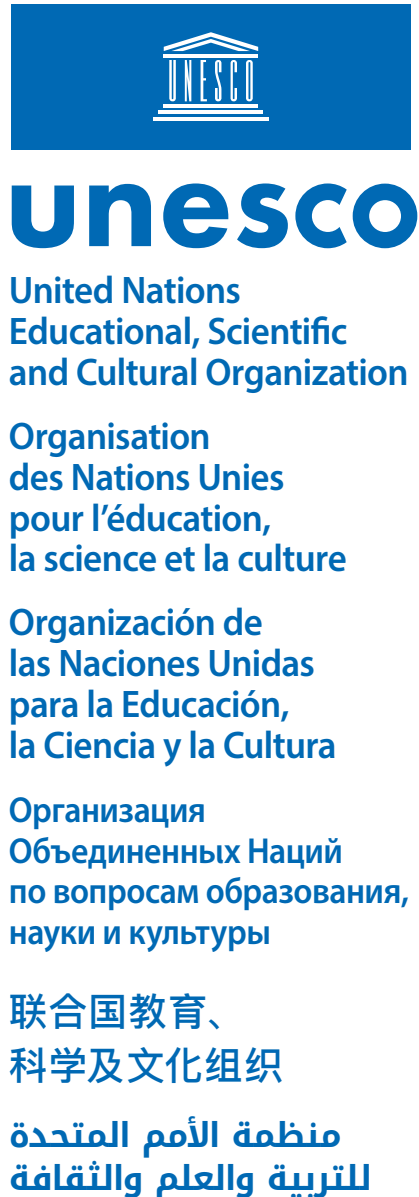
منظمة الأمم المتحدة
للترية والعلم والثقافة



unesco

联合国教育、
科学及文化组织

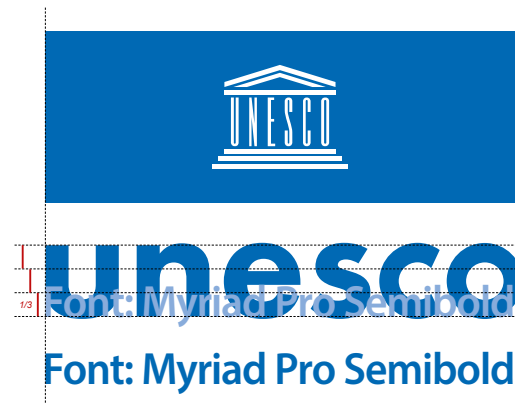
The multilingual vertical logo block and its size



Font and size of text underneath the logo block

The font for text underneath the logo block, such as the full name of the Organization, the name of programmes and networks, and the name of other entities, is always Myriad Pro Semiboldm.

The size of the text underneath the logo block should be one third of the height of the Acronym.



Section 4
The sticker

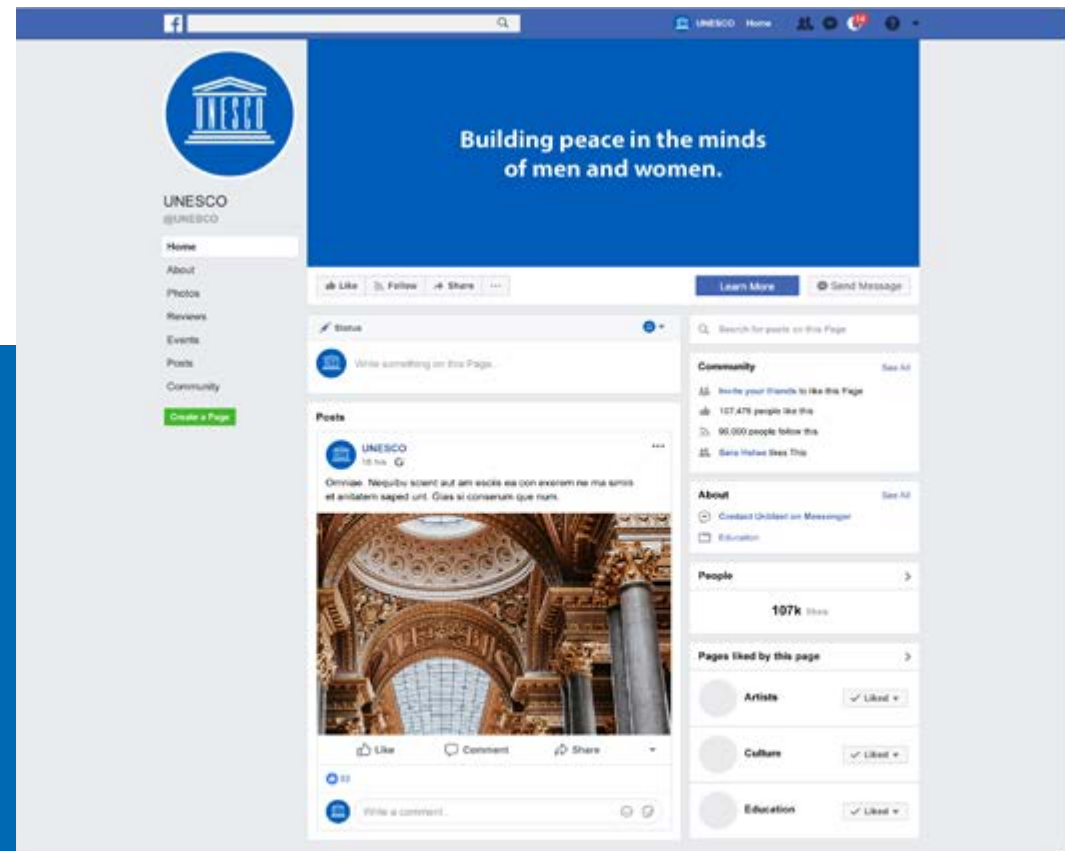
The sticker

The purpose of the logo sticker is to remind the presence of the UNESCO brand in a soft and discrete manner, especially in context where UNESCO name is already well established, or when UNESCO is not in competition vis a vis other brands.

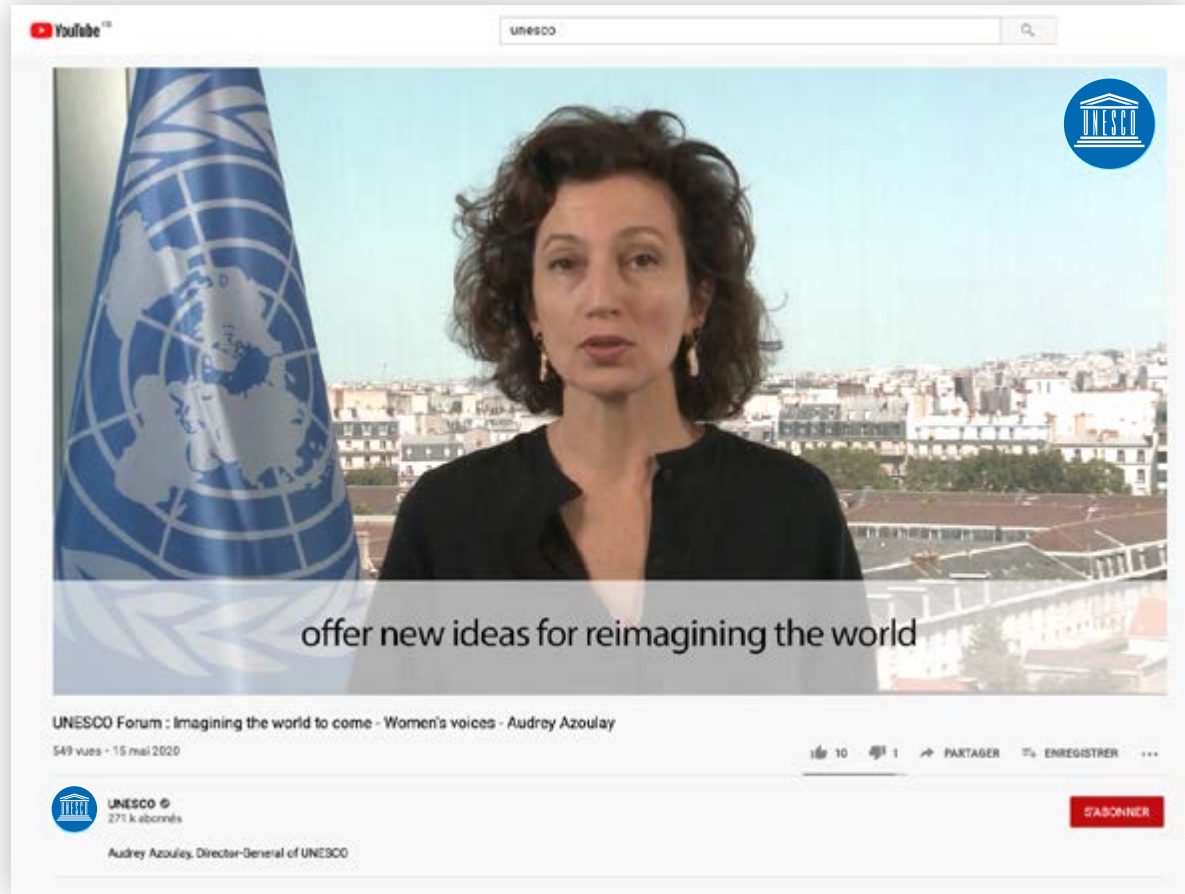
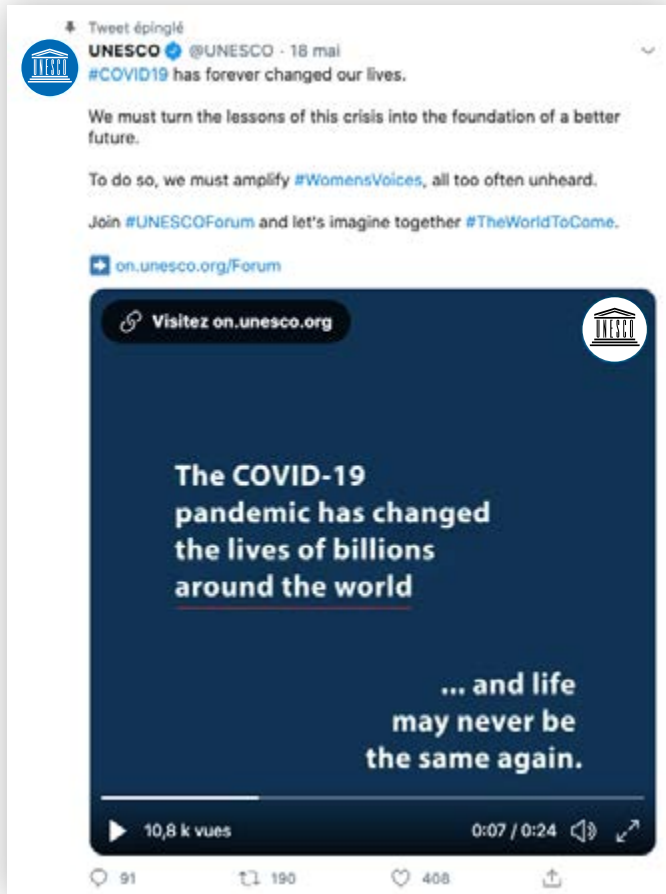
The sticker may be used in situation when the full logo block and the full name of the organisation cannot be displayed. It is the preferred choice for social media icons and profile pictures. It can only be used after formal approval by DPI.



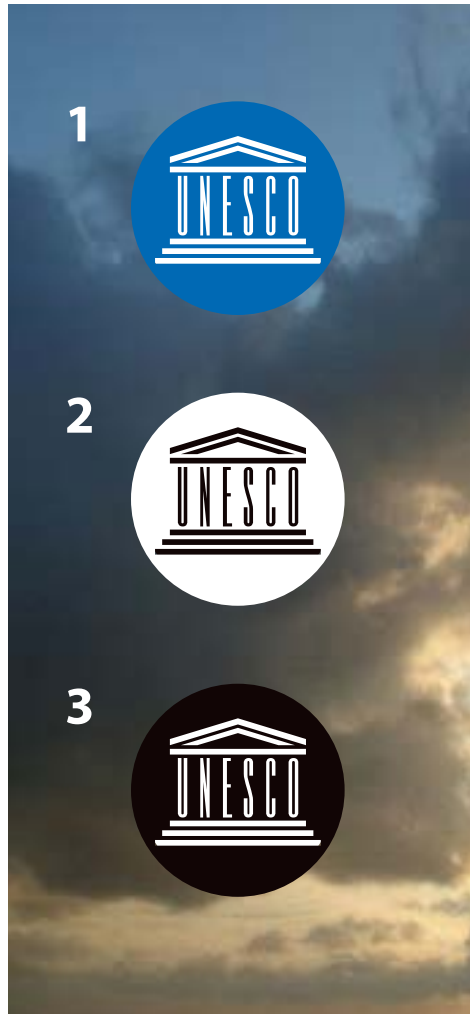
Example: Social media



Example: video



Correct use



Colours (the sticker version has 3 colours):

1. Blue background with white temple
2. White background with black temple
3. Black background with white temple

Only these versions should be used.

Section 5

Use by the UNESCO Secretariat

Use by the Secretariat

Programme Sectors, Central Services, and Field Offices, with the exception of category I Institutes, use the horizontal logo block.

Specific logo for each Sector, Service and Field Office is no longer used.



Use of secondary and combined logos

1. A variety of sub-brands and secondary logos were in existence and in use in the past. No new secondary logos should be created because using sub-brands and secondary logos is no longer the practice as far as UNESCO's programmes are concerned. The UNESCO logo block should be used.
2. As far as existing secondary logos for UNESCO's programmes are concerned, only those for programmes with a substantial and identifiable active membership can continue to be used.
3. Category I institutes, conventions and intergovernmental programmes are exceptions.



unesco
University Twinning and
Networking Programme



unesco
International Institute for
Educational Planning



unesco
Global Education
Monitoring Report



unesco
Intangible Cultural
Heritage Convention



unesco
Intergovernmental
Oceanographic
Commission



unesco
Intergovernmental
Hydrological Programme

When space is limited, these combined logos can be used without their names underneath the combined logos.



UN International Decades and Years & UNESCO International Days

1. An external entity wishing to celebrate a UN international decade or year should use the international decade or year logo according to the UN guidelines once it has obtained the necessary permission. The UNESCO logo block cannot be used.
2. An external entity wishing to celebrate a UNESCO international day can use the sticker version of the UNESCO logo, accompanied by the text “In support of”, after it has obtained permission from UNESCO.



Patronage and partnerships

When an external partner or brand is undertaking activities to support a UNESCO initiative, the sticker version of the UNESCO logo accompanied by the text “In support of” should be used.



Partners and sponsors

1. A logo block combining the UNESCO logo and the logo of a partner or a sponsor is no longer used for **communication jointly issued** by UNESCO and the partner or sponsor. Instead, the UNESCO logo block should be placed at the top left corner; the partner’s or sponsor’s logo should be placed at the top right corner.
2. For **communication issued by UNESCO alone**, the UNESCO logo block is placed at the top left corner; the partner’s logo

or sponsor’s logo is featured at the lower left or lower right corner, accompanied by a phrase “supported by” or “funded by” in front of the logo.

3. For communication issued by **the partner or sponsor**, the UNESCO partnership logo block can be used by the partner or sponsor.



unesco

Patronage



unesco

Support



unesco

Partnership

Avoiding repetition of UNESCO logo

Whenever possible, it is recommended to avoid the situation that the UNESCO emblem appears twice on the same page, once representing the UNESCO Secretariat, once representing an entity with permission to use the UNESCO emblem in its own logo. It

is desirable to use the UNESCO logo block on the first page of a communication material or the front cover of a publication, and to feature the other entity's logo on the concluding page of the material or the boiler-plate page of the publication.



Section 6

Examples of applications

Publications

Wherever possible, the horizontal version of the UNESCO logo block should be used on the front cover of a UNESCO publication, and should be featured at the top left corner. The UNESCO logo block with the Organization’s name should be placed on the back cover, at the lower left corner. When a UNESCO combined logo is applicable,

for example, if the publication is related to World Heritage, the combined UNESCO – WH logo should then be placed on the back cover, at the lower left corner instead of the UNESCO logo block with the full name.



Spine

The temple alone is featured on the spine, at the lower end.

In the case when UNESCO has a co-publisher, the co-publisher's logo should be placed at the top right corner of the front cover.

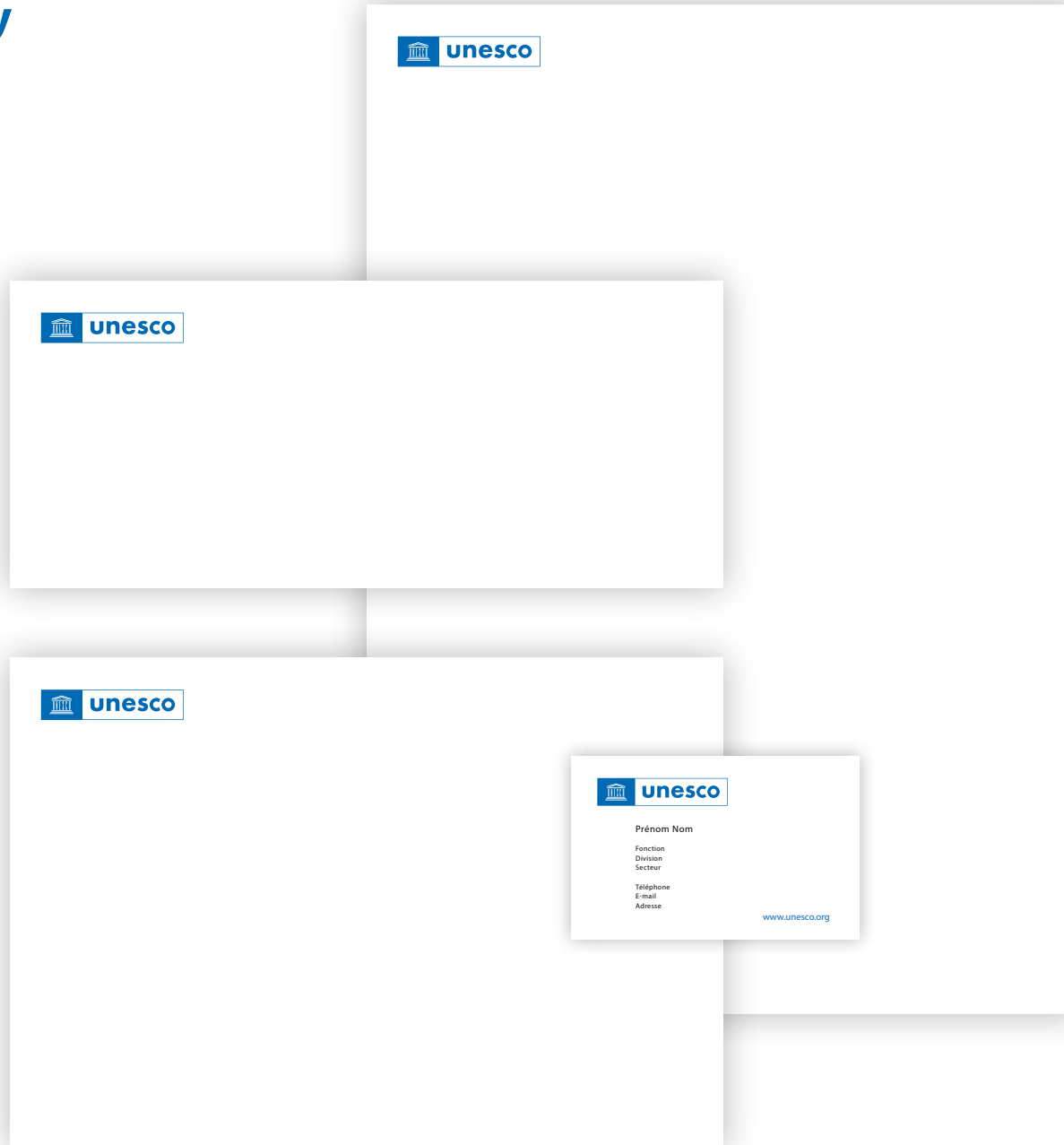
If the publication has a sponsor, its logo should be placed on the back cover.



To avoid featuring UNESCO's logo more than once on the front cover, or to obtain space to feature sponsors' logos, a boiler-plate page can be added at the very beginning of a publication to present these logos.



Stationary





DATE
August 24th, 2020

CONTACT INFO
Doris Theria
Representant

ADDRESS
7 Place de Fontenoy
75007 Paris

Dear Mrs. Doro,

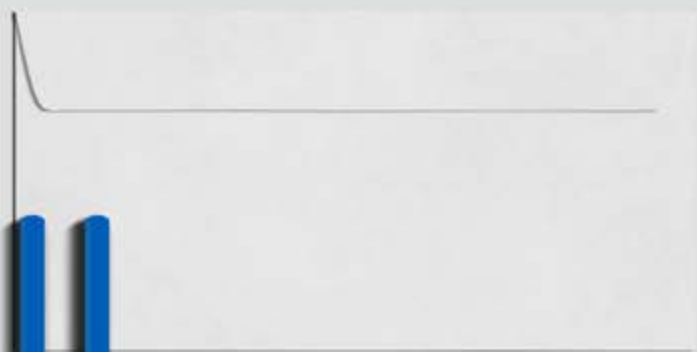
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Best regards

John Teg



M. LOREM IPSUM
AMET, CONSECTETUR
00000 SED DO
FRANCE

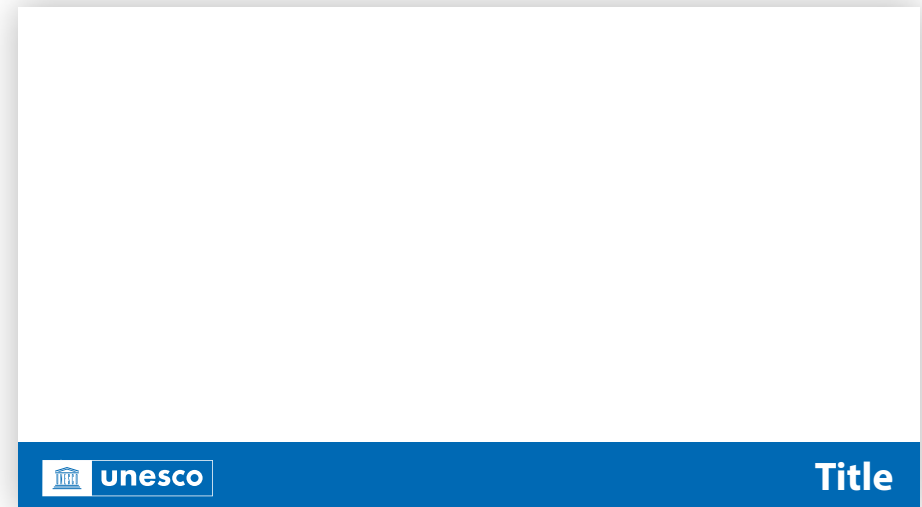
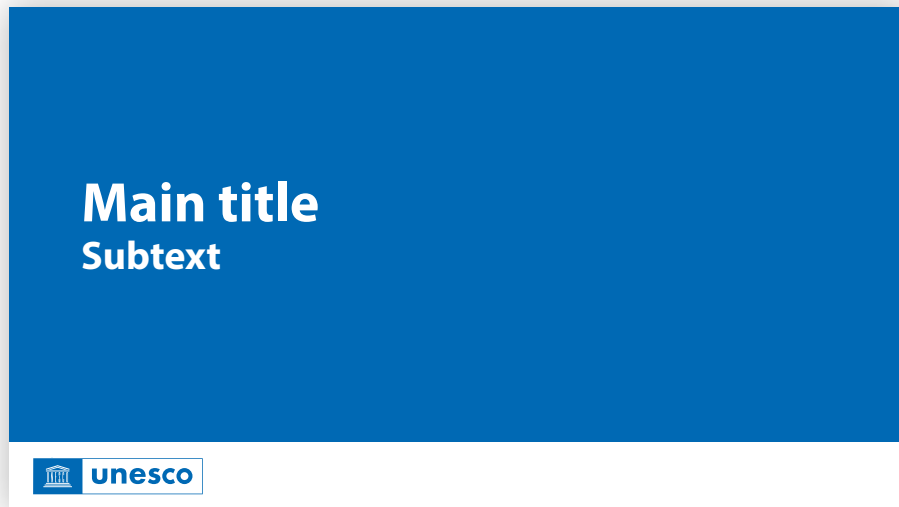
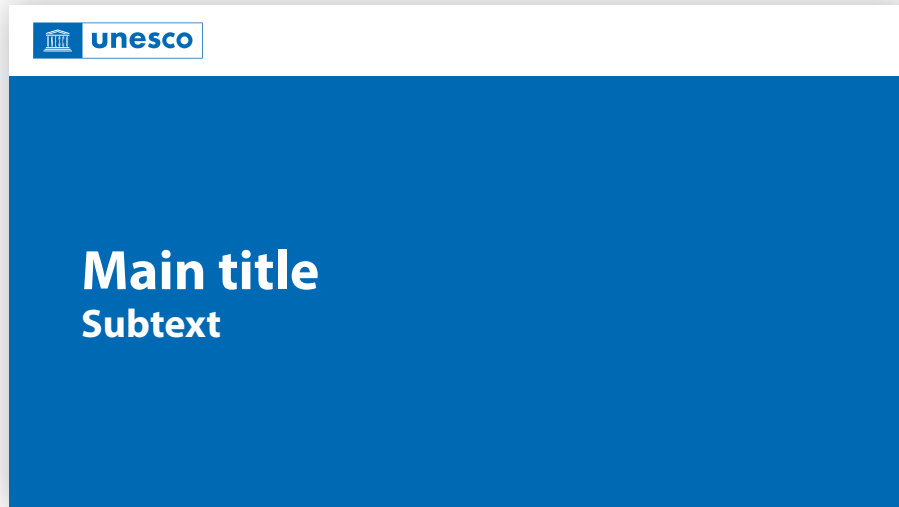


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nom@unesco.org
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75007 Paris
www.unesco.org

PowerPoint presentation

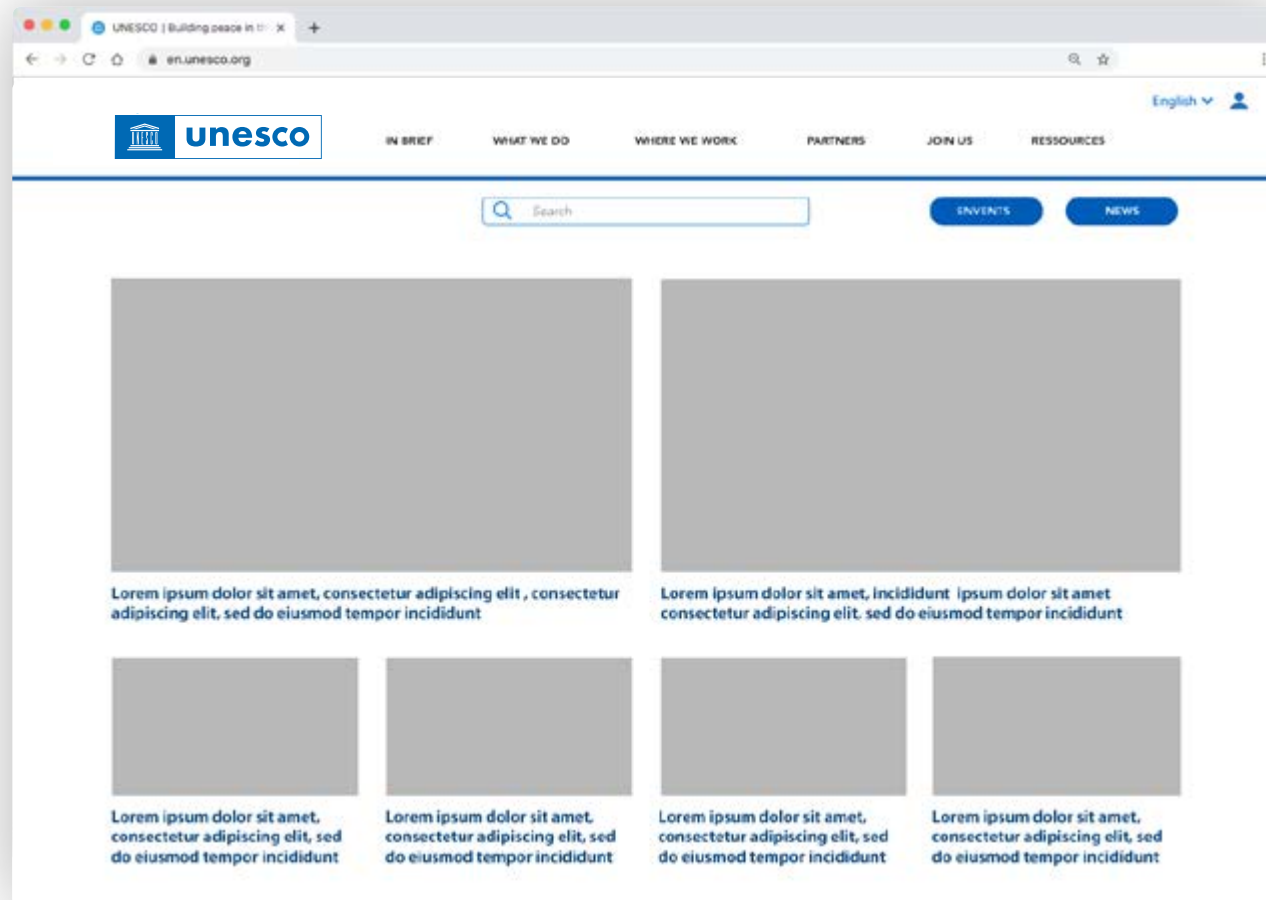


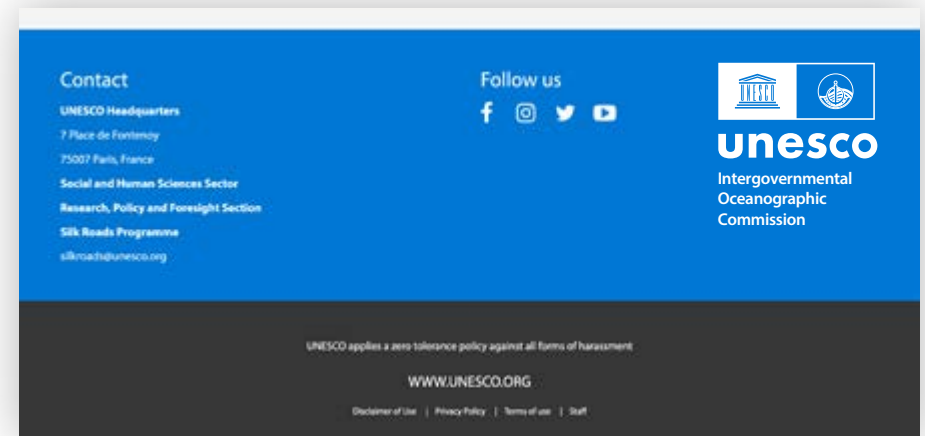
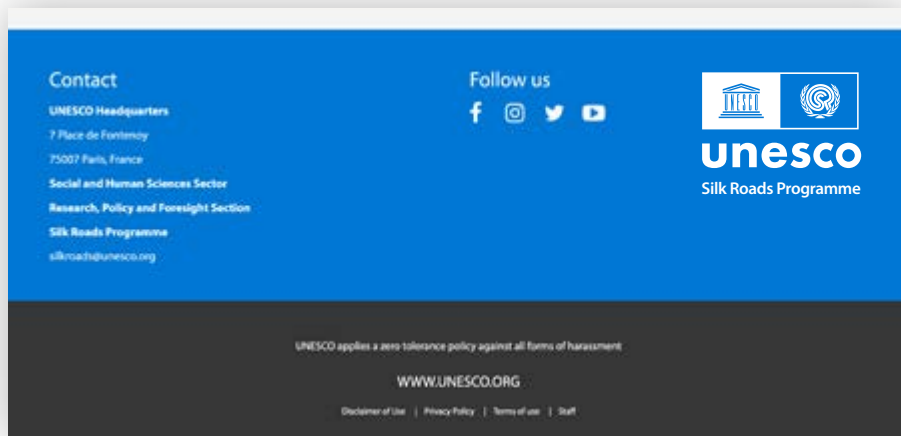
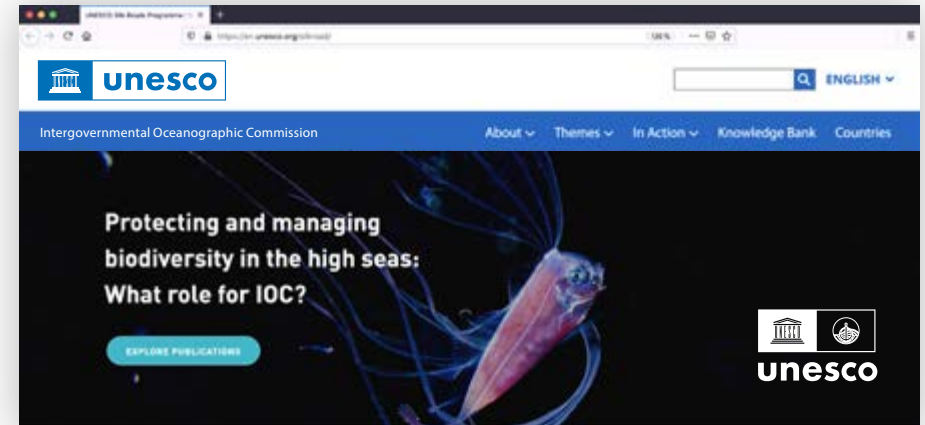
Kakemono

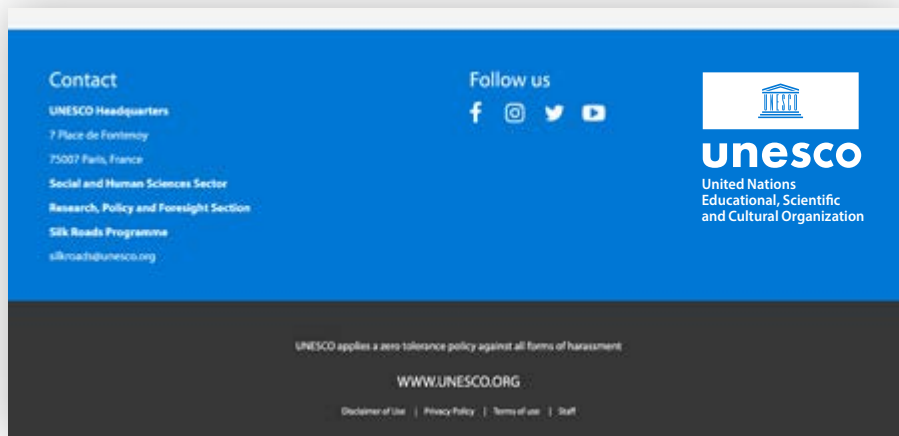
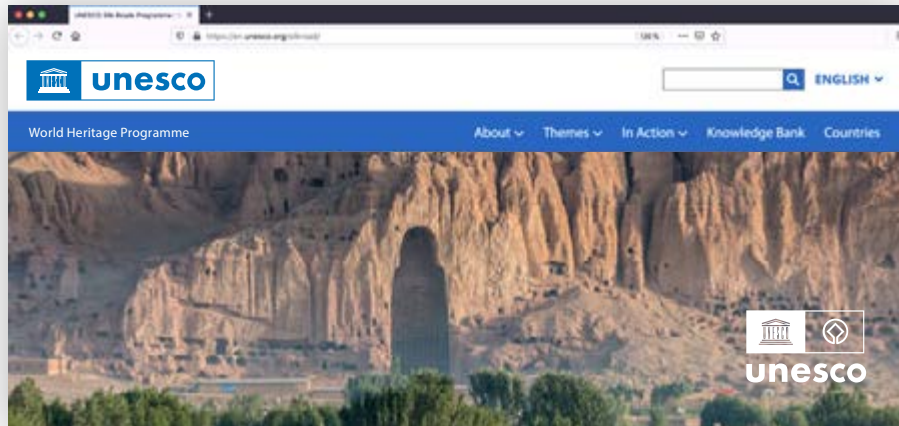


Website

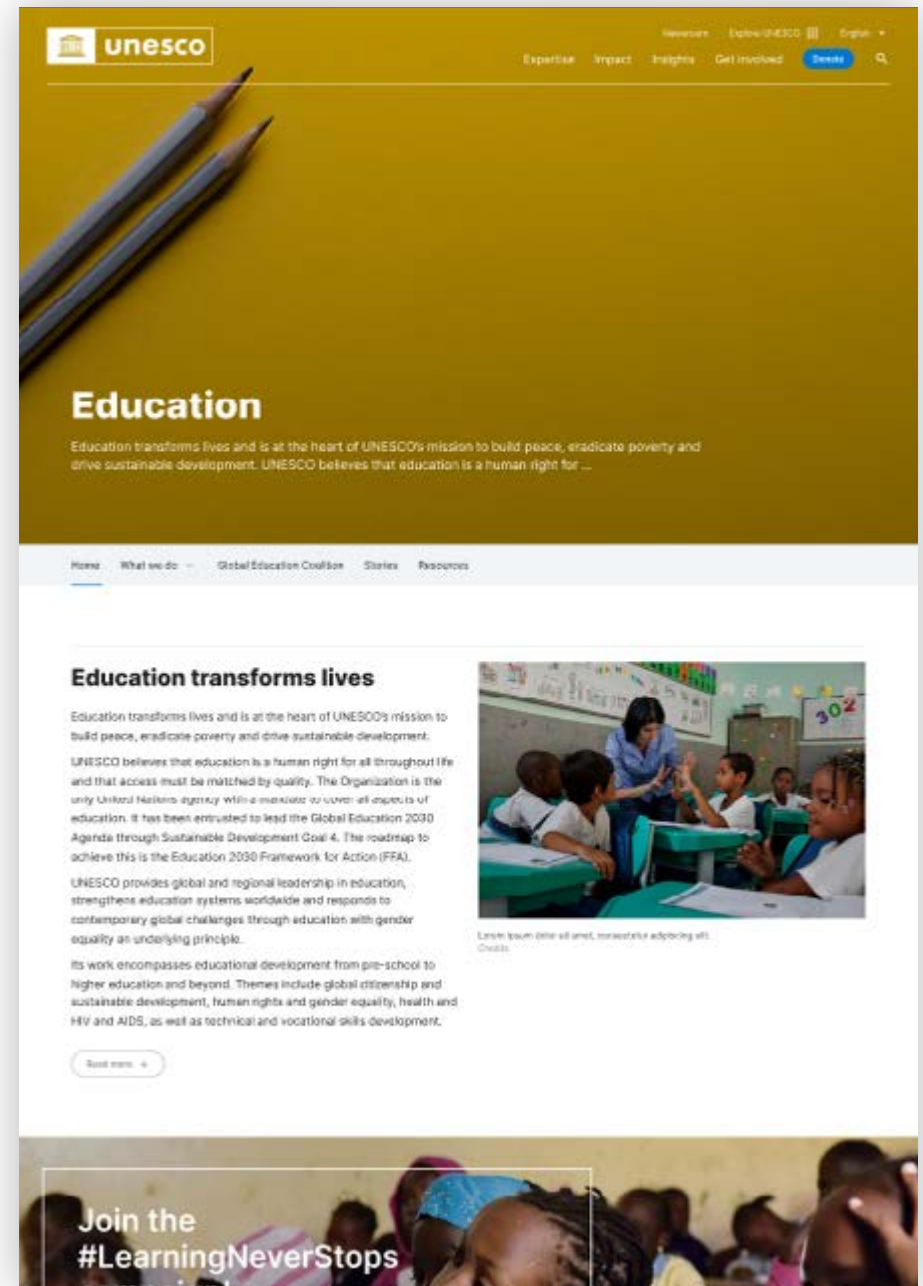
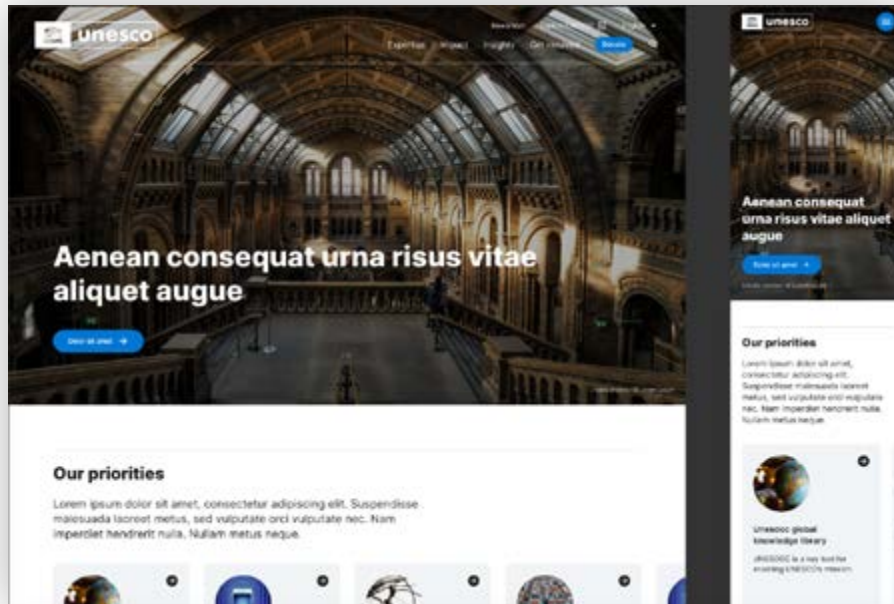
On UNESCO websites, only the horizontal logo block appears in the header. If it is necessary, the logo block with the full name and the combined logo are used in the footer







On a programme web page, the UNESCO logo block should always be featured at the top left corner. The UNESCO-programme combined logo can be placed either at the lower right corner of the page or at the footer of the page.



Merchandising

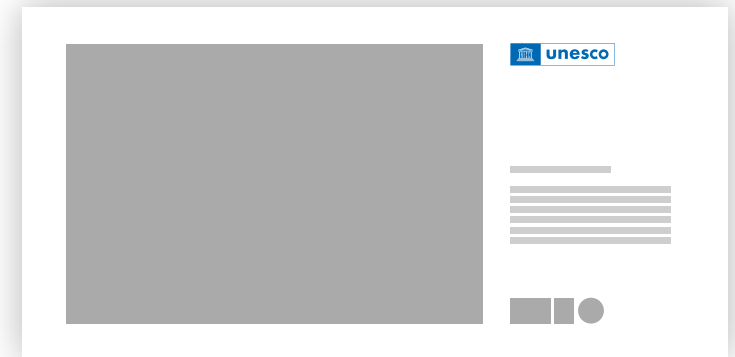


Signposting



Exhibitions

The UNESCO block logo should always appear at the top end of the poster. The logo block with the full name and logos of partners and sponsors are placed at the concluding page of the poster.



Section 7
Case studies

The UNESCO logo block is used.



Before



After

Secondary logos for UNESCO programmes without a substantial and identifiable active network are no longer used. Instead, the logo block should be used.

For UNESCO, "Media and Information Literate (MIL) parenting/ guardianship is when parents/ guardians, equipped with MIL competencies and tools, help to enable children's independent and critical thinking about information, media content and use of technology".

Information and media content influence children's view of others and themselves. **PROUD MIL Parenting is actively against all forms of stereotypes, prejudices and biases.**

P – Proactive
Parents can use digital platforms to engage and guide their children. But they should also be aware of the inherent challenges. Being proactive in their approach, planning and practicing, will set the tone and guide children's expectations.


R – Relaxed
Digital technologies and the media can be daunting. But it offers so many benefits! Adults should not be anxious to learn new skills, nor to engage with it together with children.

O – Opportunities
Make use of online and real life opportunities to explore various types of literacies. But also be wary of information and technology overload, especially during this Covid-19 era.

U – Useful
Do all platforms need to be useful? What about play? Perhaps we should think outside the box of "metrics", "outcomes" and "functionality" and remember to have fun!

D – Digital wellness
How to be well in a digital society? Consider an alignment between online and offline habits and values.

MIL Parenting by UNESCO, and the ICE in collaboration with 3Consulting
www.i-o-i-e.org | UNESCO MIL CLKCS | www.3consulting.org

 **mil clicks**
MEDIA AND INFORMATION LITERACY

Before

For UNESCO, "Media and Information Literate (MIL) parenting/ guardianship is when parents/ guardians, equipped with MIL competencies and tools, help to enable children's independent and critical thinking about information, media content and use of technology".

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MIL Parenting by UNESCO, and the ICE in collaboration with 3Consulting
www.i-o-i-e.org | UNESCO MIL CLKCS | www.3consulting.org

 **unesco**

After

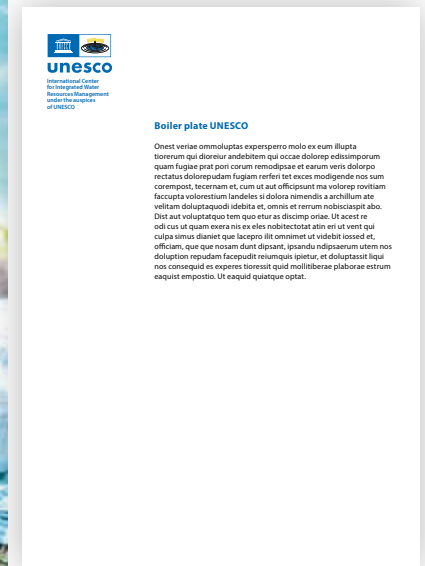
As much as possible, we recommend that UNESCO-related institutions communicate as one and rally behind the UNESCO logo block banner to avoid the situation that the UNESCO emblem appears more than once on the cover page. UNESCO-related partners may display their specific logos on the boiler plate page of publications.



Before



After



However, for an activity or publication that is jointly organized or produced by the UNESCO Secretariat and a National Commission, it is acceptable for the logo of the National Commission to

be featured on the front page or cover. The preference is for the logo of the National Commission to be placed at the end of the communication material or in the Boiler Plate page.



The vertical logo should only be used in special circumstances, such as to ensure the overall visual balance.



Before



After

Draft – Part I – Graphical standards and logo toolkit – 01/04/2021

When UNESCO is the only supporter of the activity of an external entity, the UNESCO logo block, with the accompanying text “Under the patronage of”, or “With the support of” etc. must be used. However, when the external material already includes the text “The

partners and sponsors are...” or “The event is supported by...” the UNESCO logo block without the accompanying text should be used in order to avoid repetition.



Before



After