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
Different logos and emblems
For different users
And different uses
I - The UNESCO logo
Official graphic charter

United Nations Educational, Scientific and Cultural Organization

Temple

Full name of the Organization

Dotted line
The UNESCO logo is ruled by the:

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

Available online: http://www.unesco.org/new/en/name-and-logo/
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

- 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

Mr. Michel Olyff
Designer of the World Heritage Emblem
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... »
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:

**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

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](mailto: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)
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
# Rules related to combined logos

Excerpts from the Annex 14 to the Operational Guidelines

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**Table of Uses of the World Heritage Emblem**

<table>
<thead>
<tr>
<th>Uses and purposes</th>
<th>Uses</th>
<th>Authorization</th>
<th>Graphic illustrations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NATIONAL COMMISSIONS OR AGENCIES</strong></td>
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<tr>
<td><strong>1 - National Commission</strong></td>
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<tr>
<td><strong>(for national content)</strong></td>
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<tr>
<td>1) Non-commercial publications</td>
<td>Type of Logo the NatCom can use</td>
<td>NatCom can authorize the use of the Logo for</td>
<td>Logo to be used and/or authorized by the NatCom</td>
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<tr>
<td>2) Communication materials</td>
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<tr>
<td>3) Website, social media, apps, etc.</td>
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<tr>
<td>4) Communication products such as T-shirts, bags, umbrellas (non-merchandising, exceptionally for special events)</td>
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<tr>
<td>5) Stationery</td>
<td></td>
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<tr>
<td>UNESCO/World Heritage logo with text “World Heritage in... [Country name]”</td>
<td>Statutory use</td>
<td>Local government authorities and site managing authorities.</td>
<td>UNESCO/World Heritage logo with text “World Heritage in +country”</td>
</tr>
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United Nations Educational, Scientific and Cultural Organization

World Heritage in Switzerland
# Annex 14

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<td>1) Website, social media, apps, etc. when space is limited</td>
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<td>World Heritage site management authority</td>
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<td>Committee session</td>
<td>UNESCO/World Heritage + &quot;XXth/st/rd/nd World Heritage Committee Session&quot;</td>
<td>World Heritage Centre</td>
<td>Organizing authority</td>
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<tr>
<td>Patronage for World Heritage related one-off events (ex: conferences, publications or audio-visual production activity on national or local level)</td>
<td>Organizing entities</td>
<td>UNESCO/World Heritage logo with text “Under the patronage of the National Commission of xxx for UNESCO”</td>
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2. Agency – designated national authority (for national content)

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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
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