

# United Kingdom UNESCO Branding Guidelines

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United Kingdom  
National Commission  
for UNESCO

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**The UK National Commission for UNESCO** is the official body representing the United Nations, Educational, Scientific and Cultural Organisation (UNESCO) in the United Kingdom, Overseas Territories and Crown Dependencies.

Funded by the Foreign, Commonwealth and Development Office, we support the UK's contribution to UNESCO and bring the benefits of UNESCO to the UK. We are the central hub for all UNESCO-related matters within the UK.

### Key Regulatory Documents:

- Article 6ter of the Paris Convention for the Protection of Industrial Property (1967) [https://www.wipo.int/article6ter/en/legal\\_texts/article\\_6ter.html](https://www.wipo.int/article6ter/en/legal_texts/article_6ter.html)
- Directives Concerning the Use of the Name, Acronym, Logo and Internet Domains of UNESCO (General Conference Resolution 34C/86) [https://en.unesco.org/about-us/name\\_logo](https://en.unesco.org/about-us/name_logo)

### Why this guidance?

The UK National Commission for UNESCO is the official body responsible for issuing, monitoring and managing the UNESCO brand and logo on behalf of the UK Government. No other organisation in the UK has the authority to issue the UNESCO logo, linked logos or associated material.

These branding guidelines and toolkit therefore serve as official guidance on how the UNESCO logo can and cannot be used in the UK. It also offers best practice case studies and advice.

### Who is this guidance for?

This guidance is intended for UNESCO designated sites, partnerships, programmes, and recipients of either UNESCO or UK National Commission for UNESCO patronage.

If you wish to use the UNESCO logo, please write to the UK National Commission for UNESCO using the address provided below. In order to use the UNESCO logo in the UK, you must be officially recognised by UNESCO and the UK National Commission for UNESCO. If you are not sure whether you are able to use the UNESCO logo, please contact us using the details below.

If you are applying to use the UNESCO logo and are not in the UK, please consult the [directory of National Commissions](#) or the UNESCO Secretariat for the relevant national office.

If you are aware of bodies/organisations issuing the logo or using it without formal association with, please also contact us using the information below. Any questions relating to this publication or the UNESCO logo should be sent to the following address:

*info@unesco.org.uk*

*UK National Commission for UNESCO  
Suite 98, 3 Whitehall Court  
London  
SW1A 2EL*

More information can be found at [www.unesco.org.uk](http://www.unesco.org.uk)

# The new UNESCO Logo

The UK National Commission for UNESCO authorises three uses of the UNESCO logo in the United Kingdom, Overseas Territories and Crown Dependencies.

## UNESCO Linked Logo

A specific UNESCO logo is granted for use to a national entity that has been officially recognised by UNESCO.



## UNESCO Patronage

The UK National Commission for UNESCO decides to give Patronage to an event or activity. All Patronage requests must come through the UK National Commission for UNESCO's accreditation process.



## UNESCO Partnerships

The UK National Commission for UNESCO may enter a contractual arrangement with an organisation for a specific activity, event or project.



Section 1

# The new UNESCO logo

# About the new UNESCO Logo

This section introduces the redesigned UNESCO logo. The form presented on the right can only be used by the UNESCO Secretariat. The objectives of UNESCO's new logo are to:

- Enhance UNESCO's visibility and outreach through the effective association of its name and logo with activities of its networks and partners
- To protect UNESCO's name and logo from inappropriate and unauthorized use

The UNESCO logo block, as shown on the right, consists of two inseparable elements:

**1. The Temple.** The temple, which is the official seal or the emblem of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) should never be altered in any way. As a key component of the logo block, it refers to the Greek Parthenon temple. The UNESCO Logo is protected under **Article 6ter of the Paris Convention of Industrial Property**, adopted in 1883 and revised in Stockholm in 1967.

**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.

The roof and pediment symbolize humanity's highest aspirations and goals.

The Organization's name in letters represents UNESCO's mandates and programmes. It uses the Futura Font



The steps signify **basic human rights** - the foundation upon which UNESCO is built



# Technical Details of the UNESCO Logo

## The Protection Zone

The exclusion zone defines the minimum area of clear space around the logo block. The protection zone is equal to the height of the letter N in the acronym UNESCO.

## Colours of the logo block

There are three possible colour versions of the UNESCO logo for use. While blue is the preferred logo style, it is also possible to have the logo issued by the UK National Commission for UNESCO in either black or white.

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

## Position of the Logo and Text

You cannot manipulate or change the position of the text in any way or form.

## Font

The font for the text that accompanies the logo block is **Myriad Pro Semibold**. This cannot be changed under any circumstances.





## Section 2

# Use of the new UNESCO logo in the UK

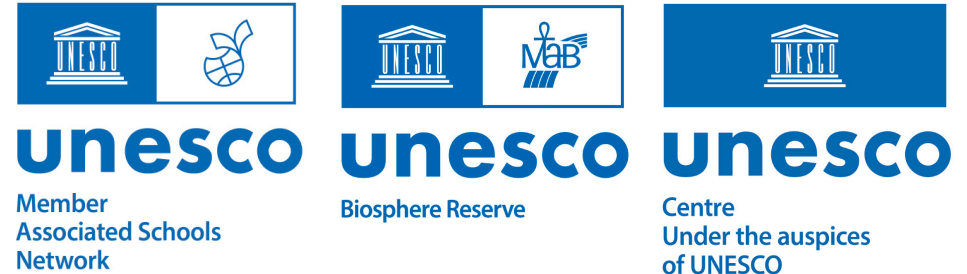
# Linked Logos

Officially recognised network members have permission to use a generic logo block, showing that they belong to a specific UNESCO programme or network.

In the United Kingdom, Overseas Territories and Crown Dependencies this applies to the following:

- ASPnet Schools Project Network
- UNESCO Biosphere Reserves
- UNESCO Category II Centres
- UNESCO Chairs and UNITWIN Networks
- UNESCO Creative Cities
- UNESCO Global Geoparks
- UNESCO Memory of the World Inscriptions
- UNESCO World Heritage Sites
- Approved and recognised national committees of UNESCO's Intergovernmental Programmes

Existing UNESCO designations and programmes in the UK can contact the UK National Commission for UNESCO to use their generic "UNESCO linked logo". Please email the UK National Commission for UNESCO at [info@unesco.org.uk](mailto:info@unesco.org.uk).



# Linked Logos

## Members of UNESCO conventions and intergovernmental programmes

While we encourage the use of the generic logo, members of UNESCO's conventions and intergovernmental programmes can also apply to the UK National Commission for UNESCO for a specific logo that includes the name and year of designation, as an alternative (see right). These members are:

- UNESCO Biosphere Reserves
- UNESCO Global Geoparks
- UNESCO Memory of the World Inscriptions
- UNESCO World Heritage Sites
- Approved and recognised national committees of UNESCO's Intergovernmental Programmes

Existing UNESCO designations in the UK can apply to the UK National Commission for UNESCO to use their "UNESCO linked logo". Please email the UK National Commission for UNESCO at [info@unesco.org.uk](mailto:info@unesco.org.uk).

## Anniversaries and Prizes

Specific logos are used for anniversaries and prizes.



# UKNC and UNESCO Patronage

Organisations, individuals and institutions in the UK who have been granted UNESCO or UK National Commission for UNESCO Patronage for their event or activity are able to use the logo in the following ways.

## UK National Commission for UNESCO Patronage

When an external entity's activity is placed under the UK National Commission for UNESCO's Patronage, the National Commission logo block (see right) is used.

However, the patronage receiving entity must add the phrase "Under the Patronage of UK National Commission for UNESCO" in close proximity to the UNESCO logo block.

## UNESCO Patronage

When an external entity's activity is placed under UNESCO's Patronage, the UNESCO logo block (see right) is used.

However, the patronage receiving entity must add the phrase "Under the Patronage of UNESCO" in close proximity to the UNESCO logo block, taking into account the Protection Zone.

UNESCO Patronage will only be considered in special circumstances where the activity has an international focus and significant prestige.

In all instances, The UK National Commission for UNESCO must be contacted in order to grant permission for use of the UNESCO logo.



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## Section 3

# Rules on the use of the UNESCO Logo in the United Kingdom, Overseas Territories and Crown Dependencies

# Rules on the use of the UNESCO logo

- The overarching rules and regulations on the use of the UNESCO logo are set out in the Directives (General Conference Resolution 34C/86).
- Specific rules exist for different UNESCO designations, programmes and initiatives and should also be consulted.

## **Rule I: Commercialisation**

- The sale of goods or services bearing the name, acronym, logo or Internet domain names of UNESCO for profit is regarded as “commercial use”.
- Under no circumstance can the UNESCO name, acronym or logo be associated with the marketing or commercialisation of merchandise such as clothing, stationary or other products that are produced by members or sites of UNESCO conventions, inter-governmental programmes or programme networks.
- UNESCO designations are entitled to use the UNESCO Designation type logo consistently in all non-commercial contexts (on flyers, panels, exhibitions, websites, etc.). They are also entitled to use the name and logo on general tourism marketing and advertising, as long as such marketing and advertising is not connected to specific commercial offers (tour operators, hotels, transport, etc). They are not entitled to authorize their partners (museums, guides, municipalities, schools, companies, ‘associations of friends’, etc.) to use this. For example, municipalities or districts within a designation are not entitled to use the UNESCO logo on their letterheads or their general websites.

## **Rule II: Working with partners**

- Entities that are not official “members” or “sites” of UNESCO conventions, inter-governmental programmes or programme networks are not permitted to use the UNESCO name and logo. However, UNESCO has no objections if a business, for example a zoo in a biosphere reserve, states that it is located within a UNESCO Biosphere Reserve because the statement is a matter of fact and does not lead to the false impression that the zoo has an association with UNESCO. UNESCO has never allowed the use of such terms as “Made in a UNESCO Biosphere Reserve”.
- If a UNESCO designation produces something together with a partner, they may use the UNESCO designation logo (linked logo) alongside the partner logo, and also their own designation brand logo, as long as it is for non-commercial purposes.

# Rules on the use of the World Heritage Emblem

## World Heritage Sites: Use of the World Heritage Emblem

The main guidelines on the use of the UNESCO World Heritage Site logo are set out in the Directives. However, under the *Operational Guidelines of the 1972 UNESCO World Heritage Convention*, specific rules and regulations on the use of the logo and World Heritage Emblem exist.

Any requests for use of the World Heritage Emblem must be sent to the UK National Commission for UNESCO who can liaise with the World Heritage Centre on your behalf. A summary of the main points are below:

- Properties inscribed on the World Heritage List should be marked with the emblem jointly with the UNESCO logo (bottom right). This logo should be placed in such a way that they do not visually impair the property in question (Para 268, Operational Guidelines)
- In some circumstances and only in consultation with the UK National Commission for UNESCO, the World Heritage Emblem can be solely used, in any colour or size, depending on the use, the technical possibilities and considerations of an artistic nature. The Emblem should always carry the text "WORLD HERITAGE. PATRIMONIE MONDIAL". The space occupied by "PATRIMONIO MUNDIAL" can be used for its translation into the national language of the country where the Emblem is to be used (Para 259, Operational Guidelines).
- Once a property is inscribed on the World Heritage list, the State Party should place a plaque, whenever possible, to commemorate this inscription (Para 269, Operational Guidelines)
- Except when authorized, it is not legitimate for commercial entities to use the Emblem directly on their material to show their support for World Heritage



# Secondary Logos

Due to the legal restrictions on the use of the 'UNESCO logo', many UNESCO designations have developed their own 'secondary' logo (see right).

UNESCO designations are encouraged to develop their own branding for use in their UNESCO designated site and with partners. The following pages outline two case studies of the use of a secondary logo. When creating a secondary logo, UNESCO designations must abide by the following principles:

## Rule 1: Use of the word 'UNESCO'

Most designation logos are not permitted to use the protected acronym 'UNESCO' anywhere or in any form on their secondary logo. They are able to use, for example, the term 'World Heritage Site' or 'Global Geopark'.

Only UNESCO Chairs are allowed to use the 'UNESCO' acronym in their secondary logo, contained within the name of the Chair.

## Rule 2: Commercialisation

UNESCO designations are free to use and authorise secondary logos, including in both commercial and non-commercial contexts.



UNESCO Chair on Sustainable  
Groundwater Management

Institute of Geography & Geoecology  
MONGOLIAN ACADEMY OF SCIENCES





## Case Study

# English Lake District World Heritage Site Branding Guidelines

The English Lake District has developed branding for its own logo following its successful inscription as a UNESCO World Heritage Site in 2017. The toolkit contains a selection of branding assets for businesses and organisations to use and join their World Heritage story.

Recognising that UNESCO's own brand cannot be used for commercial purposes, the Lake District National Park wanted to create the secondary logo to make it as inclusive as possible. The stated aims of the branding are as follows:

- It will help to communicate the unique selling points and brand values of the Lake District
- It will work on its own or it can support existing brands
- It will be relevant for all sectors operating within the World Heritage Site
- Through consist and wide use, it will strengthen the Lake District's competitive advantage
- It will work both domestically and internationally

To accompany the branding, the Lake District National Park has developed both concise and full guidelines available for download here: <http://lakesworldheritage.co.uk/toolkit/>



*Shop in*

THE ENGLISH LAKE DISTRICT  
WORLD HERITAGE SITE

*Reared in*

THE ENGLISH LAKE DISTRICT  
WORLD HERITAGE SITE

## Case Study

# Galloway and Southern Ayrshire: Accreditation Scheme

Galloway and Southern Ayrshire UNESCO Biosphere Reserve has launched a Biosphere Certification Mark to its local businesses demonstrating their commitment to operating sustainably – looking after the environment, supporting the local community and working with and using the services and goods of local businesses.

The Certification Mark is registered with the UK Intellectual Property Office who have authorised a rigorous application process for businesses to follow.

Galloway and Southern Ayrshire UNESCO Biosphere Mark has the following benefits:

- Official recognition of what you do for Galloway and Southern Ayrshire, its people and environment
- Competitive advantage through association with the globally respected UNESCO brand for special places.
- Use of the Certification Mark logo on your business marketing
- Use of the Certification Mark logo on the labelling of goods you apply to be certified
- Opportunities to establish and develop sustainable business practice as a point of difference
- A means to demonstrate to customers and communities you are a business that cares.

More information on the Accreditation Scheme can be found on the Galloway and Southern Ayrshire website <https://www.gsabiosphere.org.uk/business-in-the-biosphere/business-benefits/certification-scheme/>



