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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

Red
C0 M86 Y71 K0
R244 G61 B61
Hex #e83f40

Yellow
C0 M27 Y94 K0
R252 G192 B2
Hex #fccc02

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

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

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.
The size of the logo

A4 and 210 x 280 mm

A5
The size of the logo bloc in UNESCO documents

November 25th 2020

Denis Theruis
Reprehenderit

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75007 Paris

Best regards
John Treg
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.
Section 3 – Logo block with full text

unesco
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 للتربية والعلم والثقافة

unesco
联合国教育、科学及文化组织
The multilingual vertical logo block and its size

unesco
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
联合国教育、科学及文化组织
منظمات الأمم المتحدة للتربيّة والعلم والثقافة
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 Semibold.

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 contexts 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 situations when the full logo block and the full name of the organization 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

UNESCO Forum: Imagining the world to come - Women's voices - Audrey Azoulay

The COVID-19 pandemic has changed the lives of billions around the world

... and life may never be the same again.

offer new ideas for reimagining the world
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.
When space is limited, these combined logos can be used without their names underneath the combined logos.
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 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.
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
Section 6 – Examples of applications
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.
Section 6 – Examples of applications
Section 6 – Examples of applications
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.
Secondary logos for UNESCO programmes without a substantial and identifiable active network are no longer used. Instead, the logo block should be used.
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.

![UNESCO Logo Example]

**Undervisning i globalt medborgerskab**

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