

WORLD HERITAGE EMBLEM¹



The World Heritage Emblem, approved by the World Heritage Committee to represent the *World Heritage Convention*, symbolizes the interdependence of cultural and natural properties. The central square represents the result of human skill and inspiration and the circle represents nature, the two being intimately linked. The Emblem is round, like the world, and is at the same time a symbol of protection.

¹ In 2001, a user's manual entitled "The World Heritage Visual Identity" was developed by the World Heritage Centre to address the need, as identified by many users of the World Heritage Emblem, for a graphic chart, including a recommended new World Heritage signature - associating the logos of UNESCO and World Heritage - a proposed colour scheme, typefaces and relevant applications. The manual will not replace the text outlined in the Guidelines and Principles contained in Annex 3 of the current version of the *Operational Guidelines*, March 1999 but will provide a more user friendly approach to how the principles could be applied. The proposed manual was first presented to the World Heritage Committee at its 25th session in Helsinki, Finland, in December 2001 and will be reexamined at the 26th session of the Committee in Budapest, Hungary, in June 2002. (Refer to: Proposed World Heritage Visual Identity and Legal Protection of the Emblem, WHC-02/CONF.202/11 and Draft Manual on the Visual Identity of the World Heritage Emblem, WHC-02/CONF.202/INF.7)

The World Heritage Centre considers that it may be useful to include guidelines that would regulate the use of the emblem by World Heritage Partners.

Note: This Annex should be read in conjunction with paragraph V.D.1-2 of the *Operational Guidelines*.

**GUIDELINES AND PRINCIPLES
FOR THE USE OF THE WORLD HERITAGE EMBLEM²**

PREAMBLE³

The World Heritage Emblem (hereafter "Emblem") created by the artist Mr. Olyff under contract with UNESCO, was adopted by the second session of the World Heritage Committee as the official Emblem of the World Heritage Convention, symbolizing the interdependence of cultural and natural properties. Although there is no mention of the Emblem in the Convention, its use has been promoted by the Committee to identify properties protected by the Convention and inscribed on the World Heritage List since its adoption in 1978.

The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy prescriptions regarding how it may be used.

The Emblem symbolizes the Convention, signifies the adherence of States Parties to the Convention, and serves to identify properties inscribed on the World Heritage List. It is associated with public knowledge about the Convention and is the imprimatur of the Convention's credibility and prestige. Above all, it is a representation of the universal values for which the Convention stands.

The Emblem also has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the Convention and optimize knowledge of the Convention worldwide and the need to prevent its abuse for inaccurate, inappropriate, and unauthorized commercial or other purposes.

The Guidelines and Principles for the Use of the Emblem and modalities for quality control should not become an obstacle to co-operation for promotional activities. Authorities responsible for reviewing and deciding on uses of the Emblem (see below) need parameters on which to base their decisions.

APPLICABILITY OF THESE GUIDELINES AND PRINCIPLES

The Guidelines and Principles proposed herein cover all proposed uses of the Emblem by:

- The World Heritage Centre;
- The UNESCO Publishing Office and other UNESCO offices;
- Agencies or National Commissions, responsible for implementing the Convention in each State Party;
- World Heritage properties;
- Other contracting parties, especially those operating for predominantly commercial purposes.

RESPONSIBILITIES OF STATES PARTIES

States Parties to the Convention should take all possible measures to prevent the use of the Emblem in their respective countries by any group or for any purpose not explicitly recognized by the Committee. States Parties are encouraged to make full use of national legislation including Trade Mark Laws.

² The guidelines and principles for the use of the World Heritage Emblem derive from Annex 3 of the *Operational Guidelines* (March 1999) with no amendments.

³ Where appropriate the World Heritage Centre has replaced the word "site" with "property" and "Secretariat" with "World Heritage Centre" throughout this Annex to ensure consistent language. Furthermore, the World Heritage Centre recommends that the words "exceptional universal value" be changed to "outstanding universal value".

INCREASING PROPER USES OF THE EMBLEM

Properties included in the World Heritage List should be marked with the emblem jointly with the UNESCO logo, which should, however, be placed in such a way that they do not visually impair the property in question.

Production of plaques to commemorate the inclusion of properties in the World Heritage List

Once a property is included on the World Heritage List, the State Party should place a plaque, whenever possible, to commemorate this inscription. These plaques are designed to inform the public of the country concerned and foreign visitors that the property visited has a particular value which has been recognized by the international community. In other words, the property is exceptional, of interest not only to one nation, but also to the whole world. However, these plaques have an additional function which is to inform the general public about the World Heritage Convention or at least about the World Heritage concept and the World Heritage List.

The Committee has adopted the following Guidelines for the production of these plaques:

- the plaque should be so placed that it can easily be seen by visitors, without disfiguring the property;
- the World Heritage Emblem should appear on the plaque;
- the text should mention the property's exceptional universal value; in this regard it might be useful to give a short description of the property's outstanding characteristics. States Parties may, if they wish, use the descriptions appearing in the various World Heritage publications or in the World Heritage exhibit, and which may be obtained from the World Heritage Centre;
- the text should make reference to the World Heritage Convention and particularly to the World Heritage List and to the international recognition conferred by inscription on this List (however, it is not necessary to mention at which session of the Committee the property was inscribed); it may be appropriate to produce the text in several languages for properties which receive many foreign visitors.

The Committee proposes the following text as an example:

"(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 exceptional universal value of a cultural or natural property which deserves protection for the benefit of all humanity."

This text could be then followed by a brief description of the property concerned.

Furthermore, the national authorities should encourage World Heritage properties to make a broad use of the Emblem such as on their letterheads, brochures and staff uniforms.

Third parties which have received the right to produce communication products related to the World Heritage Convention and properties must give the Emblem proper visibility. They should avoid creating a different Emblem or logo for that particular product.

PRINCIPLES

The responsible authorities are henceforth requested to use the following principles in making decisions on the use of the Emblem:

(1) The Emblem should be utilized for all projects substantially associated with the work of the Convention, including, to the maximum extent technically and legally possible, those already approved and adopted, in order to promote the Convention.

(2) A decision to approve use of the Emblem should be linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. 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. 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. Exceptions to this policy will be considered for special events, such as meetings of the Committee and ceremonies at which plaques are unveiled.

(3) Any decision with respect to authorizing the use of the Emblem must be completely unambiguous and in keeping with the explicit and implicit goals and values of the World Heritage Convention.

(4) 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. The Committee recognizes, however, that any individual, organization, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage properties, but official authorization to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee, to be exercised as prescribed in these Guidelines and Principles.

(5) Use of the Emblem by other contracting parties should normally only be authorized when the proposed use deals directly with World Heritage properties. Such uses may be granted after approval by the national authorities of the countries concerned.

(6) In cases where no specific World Heritage properties are involved or are not the principal focus of the proposed use, such as general seminars and/or workshops on scientific issues or conservation techniques, use may be granted only upon express approval in accordance with these Guidelines and Principles. Requests for such uses should specifically document the manner in which the proposed use is expected to enhance the work of the Convention.

(7) Permission to use the Emblem should not be granted to travel agencies, airlines, or to any other type of business operating for predominantly commercial purposes, except under exceptional circumstances and when manifest benefit to the World Heritage generally or particular World Heritage properties can be demonstrated. Requests for such use shall require approval in accordance with these Guidelines and Principles and the concurrence of the national authorities of countries specifically concerned.

The Centre is not to accept any advertising, travel, or other promotional considerations from travel agencies or other, similar companies in exchange or in lieu of financial remuneration for use of the Emblem.

(8) When commercial benefits are anticipated, the Centre should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement that documents the nature of the understandings that govern the project and the arrangements for provision of income to the Fund. In all cases of commercial use, any staff time and related costs for personnel assigned by the Centre or other reviewers, as appropriate, to any initiative, beyond the nominal, must be fully covered by the party requesting authorization to use the Emblem.

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National authorities are also called upon to ensure that their properties or the World Heritage Fund receive a fair share of the revenues and to document the nature of the understandings that govern the project and the distribution of any proceeds.

(9) If sponsors are sought for manufacturing products whose distribution the Centre considers necessary, the choice of partner or partners should be consistent, at a minimum, with the criteria set forth in Annex V of the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO," and with such further fund-raising guidance as the Committee may prescribe. The necessity for such products should be clarified and justified in written presentations that will require approval in such manner as the Committee may prescribe.

AUTHORIZATION PROCEDURE FOR THE USE OF THE WORLD HERITAGE EMBLEM

A. SIMPLE AGREEMENT OF THE NATIONAL AUTHORITIES

National authorities may grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage properties located on the same national territory. National authorities decision should be guided by the Guidelines and Principles.

B. AGREEMENT REQUIRING QUALITY CONTROL OF CONTENT

Any other request for authorization to use the Emblem should adopt the following procedure:

- (a) A request indicating the objective of the use of the Emblem, its duration and territorial validity, should be addressed to the Director of the World Heritage Centre.
- (b) The Director of the World Heritage Centre has the authority to grant the use of the Emblem in accordance with the Guidelines and Principles. For cases not covered, or not sufficiently covered, by the Guidelines and Principles, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Bureau for final decision. A yearly report on the authorized uses of the Emblem will be submitted to the World Heritage Committee.
- (c) Authorization to use the Emblem in major products to be widely distributed over an undetermined period of time is conditional upon obtaining the manufacturer's commitment to consult with countries concerned and secure their endorsement of texts and images illustrating properties situated in their territory, at no cost to the Centre, together with the proof that this has been done. The text to be approved should be provided in either one of the official languages of the Committee or in the language of the country concerned. A draft model form to be used by third parties to obtain States Parties' authorization for the use of the Emblem appears as an appendix to this document.
- (d) After having examined the request and considered it as acceptable, the Centre may establish an agreement with the partner.
- (e) If the Director judges that a proposed use of the Emblem is not acceptable, the Centre informs the requesting party of the decision in writing.

RIGHT OF STATES PARTIES TO EXERT QUALITY CONTROL

Authorization to use the Emblem is inextricably linked to the requirement that the national authorities may exert quality control over the products with which it is associated.

- (1) The States Parties to the Convention are the only parties authorized to approve the content (images and text) of any distributed product appearing under the World Heritage Emblem with regard to the properties located in their territories.
- (2) States Parties that protect the Emblem legally must review these uses.

- (3) Other States Parties may elect to review proposed uses or refer such proposals to the World Heritage Centre. States Parties are responsible for identifying an appropriate national authority and for informing the Centre whether they wish to review proposed uses or to identify uses that are inappropriate. The Centre will maintain a list of responsible national authorities.

Appendix

Content Approval Form

[Name of responsible national body], officially identified as the body responsible for approving the content of the texts and photos relating to the World Heritage properties located in the territory of **[name of country]**, hereby confirms to **[name of producer]** that the text and the images that it has submitted for the **[name of property]** World Heritage property(ies) are **[approved] [approved subject to the following changes requested] [are not approved]**

(delete whatever entry does not apply, and provide, as needed, a corrected copy of the text or a signed list of corrections).

Notes:

It is recommended that the initials of the responsible national official be affixed to each page of text.

The National Authorities are given one month from their acknowledged receipt in which to authorize the content, following which the producers may consider that the content has been tacitly approved, unless the responsible National Authorities request in writing a longer period.

Texts should be supplied to the National Authorities in one of the two official languages of the Committee, or in the official language (or in one of the official languages) of the country in which the properties are located, at the convenience of both parties.

