



## TABLE OF USES OF THE WORLD HERITAGE EMBLEM

This table was prepared on the basis of Chapter VIII of the *Operational Guidelines* of the World Heritage Convention and the *Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (Resolution 34C/86).

Reminder concerning the authority and delegation of authority for the use of the World Heritage Emblem according to Chapter VIII of the *Operational Guidelines*:

Para. 262:

"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."

Para. 276:

"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."

Para. 278:

Any other request must be addressed to the Director of the World Heritage Centre, who 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 and by the Table of Uses, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Committee for final decision.

Reminder concerning the use of the linked logo and of the stand alone Emblem:

Para. 262:

Since the adoption by the UNESCO General Conference in October 2007 of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO*, it is strongly encouraged to use the World Heritage Emblem as part of a linked logo block accompanied by UNESCO's logo, whenever feasible. When the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed. The use of the World Heritage Emblem alone remains however possible, in line with the present Guidelines and with the Table of Uses (Annex 14 of the Guidelines).

Reminder concerning the use of the UNESCO logo:

Information on the use of the UNESCO logo is available here:

<http://en.unesco.org/logopatronage>

According to the Preamble of Chapter VIII of the *Operational Guidelines*, the stand alone World Heritage Emblem can be used in any colour or size. However, when the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed.



The logos are provided by the authorizing entities (as detailed in the following table) in digital format which cannot be modified by the users in any way.




It is obligatory to submit the draft layout of the intended use to the authorizing entity for validation before production.

Definition of commercial use:



*The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO combined with the World Heritage Emblem chiefly for profit shall be regarded as “commercial use” for the purpose of the Operational Guidelines. Such use must be expressly authorized by the Director-General, under a specific contractual arrangement (definition adapted from UNESCO Logo Directives 2007. Art III.2.1.3)*




## WORLD HERITAGE CENTRE






Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage Centre - WHC (for international content)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
1) Publications 2) Communication materials 3) Website, social media, apps, etc. 4) Working documents 5) Communication products (such as T-shirts, bags, umbrellas), for special events 6) Stationery	UNESCO/World Heritage Convention logo	Statutory use	State Party hosting a Committee session	UNESCO/World Heritage Convention logo	
1) Publications 2) Communication materials 3) Website, social media, apps, etc. 4) Small-size communication products (such as pens, key-rings etc), for special events 5) Stationery	World Heritage Emblem	Statutory use	1) World Heritage Site Management Authority 2) State Party hosting a Committee session	World Heritage Emblem	




Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage Centre - WHC (for international content)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
Committee session	UNESCO/World Heritage logo + "XXth/st/nd/rd World Heritage Committee session"	Statutory use	State Party hosting a Committee session	UNESCO/World Heritage logo + "XXth/st/nd/rd World Heritage Committee session"	
Partnership with external entities (private and public sector)	UNESCO logo block  UNESCO logo block with text "With the support of", "In cooperation with", or "In partnership with"	Statutory use	External entities in partnership with UNESCO	1). UNESCO logo block for joint communication with partner  2) UNESCO logo block with text "With the support of", "In cooperation with", or "In partnership with" for communication issued by the partner alone	  ...xxx in partnership with 

## NATIONAL COMMISSIONS AND AGENCIES (DESIGNATED NATIONAL AUTHORITIES)



Users and purposes	Uses		Authorization		Graphic illustrations
National Commission and Agencies (Designated National Authorities) (for national content)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products such as T-shirts, bags, umbrellas (non-merchandising, exceptionally for special events) 5) Stationery	UNESCO-World Heritage logo with text “World Heritage in... [Country name]”	Statutory use	Local <b>and</b> national government authorities and site managing authorities	UNESCO-World Heritage logo with text “World Heritage in + country”	
1) Website, social media, apps, etc. when space is limited 2) Communication products as a graphic element or when space is limited 3) Stationery 4) Any other applicable case according to the <i>Operational Guidelines</i>	World Heritage Emblem	Statutory use	World Heritage site management authority & relevant national or local government authority.	World Heritage Emblem	

Users and purposes	Uses	Uses	Authorization		Graphic illustrations
National Commission and Agencies (Designated National Authorities) (for national content)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
Road signs, highway signs	UNESCO/World Heritage site generic logo	Statutory use	World Heritage site management authority & relevant national or local government authority.	UNESCO/World Heritage site generic	
Road signs, highway signs	UNESCO/World Heritage site specific logo. A specific logo can be relevant for transboundary and/or serial site nominations (in this case, the NatCom or Agency itself will need to create the logo) For components, it should be preceded by the mention “xxx [name of the element/monument/place] part of ...”	Statutory use	World Heritage site management authority & relevant national or local government authority	UNESCO/World Heritage site specific logo. A specific logo can be relevant for transboundary and/or serial site nominations (in this case, the NatCom or Agency itself will need to create the logo)	 XXX Part of 




Users and purposes	Uses		Authorization		Graphic illustrations
National Commission and Agencies (Designated National Authorities) (for national content)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
Road signs, highway signs	World Heritage Emblem	Statutory use	World Heritage site management authority & relevant national or local government authority	World Heritage Emblem	 or 
Commercial use	UNESCO-World Heritage logo with text “World Heritage in... [Country name]”	Director-General of UNESCO			
	World Heritage Emblem	Statutory use	National entity	World Heritage Emblem	 or 





Users and purposes	Uses		Authorization		Graphic illustrations
National Commission and Agencies (Designated National Authorities) (for national content)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
Committee session	UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee Session"	World Heritage Centre	Organizing authority	UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee Session"	
Patronage for World Heritage related one-off events at national level (ex: conferences, publications or audio-visual production activity on national or local level)			Organizing entities receiving National Commission patronage	UNESCO-National Commission logo with the text "under the patronage of" in close proximity to the UNESCO-National Commission logo	 XXX under the patronage of 









Users and purposes	Uses		Authorization		Graphic illustrations
National Commission and Agencies (Designated National Authorities) (for national content)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
Partnership related to World Heritage at national level	UNESCO-National Commission logo	Statutory use	National organisation having established a partnership with the National Commission	UNESCO-National Commission logo for joint communication with partner	
Partnership related to World Heritage at national level	UNESCO-National Commission logo	Statutory use	National organisation having established a partnership with the National Commission	UNESCO-National Commission logo with text “With the support of” or “In cooperation with”, or “In partnership” for communication issued by the partner alone	XXX in partnership with 


## WORLD HERITAGE SITE MANAGEMENT AUTHORITY

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner	UNESCO/World Heritage site generic logo	National Commission or Agency (Designated National Authority) or World Heritage Centre			
	UNESCO-World Heritage site specific logo. A specific logo can be particularly relevant for transboundary and/or serial site nominations (in this case, the NatCom itself will need to create the logo).  For components, it should be preceded by the mention “xxx [name of the element/monument/ place] part of ...”	National Commission or Agency (Designated National Authority) or World Heritage Centre			 XXX part of 

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner	World Heritage Emblem	National Commission or Agency (Designated National Authority) or World Heritage Centre			 or 
Road signs, highway signs	UNESCO/World Heritage site generic logo	National Commission or Agency (Designated National Authority) or World Heritage Centre			
	UNESCO-World Heritage site specific logo. A site-specific logo can be particularly relevant for transboundary and/or serial site nominations (in this case, the NatCom itself will need to create the logo)	National Commission or Agency (Designated National Authority) or World Heritage Centre			

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
Road signs, highway signs	World Heritage Emblem	National Commission or Agency (Designated National Authority) or World Heritage Centre			 or 
Commercial use	UNESCO/World Heritage site generic logo	Director-General of UNESCO			
	UNESCO-World Heritage site specific logo. A site-specific logo can be particularly relevant for transboundary and/or serial site nominations (in this case, the NatCom itself will need to create the logo)	Director-General of UNESCO			
	World Heritage Emblem	National Commission or Agency (Designated National Authority) or World Heritage Centre			 or 

**WORLD HERITAGE ADVISORY BODIES**

Uses and purposes	Uses		Authorization		Graphic illustrations
Advisory Bodies	Type of Logo the Advisory Bodies can use	Use of the Logo by Advisory Bodies is authorized by	Advisory Bodies can authorize the Logo for	Type of Logo the Advisory Bodies can authorize	Logo to be used and/or authorized by the Advisory Bodies
1) Non-commercial publications 2) Non-commercial communication materials 3) Website 4) Non-commercial stationery	UNESCO-World Heritage Convention logo	World Heritage Centre			
1) Publications 2) Communication materials 3) Website 4) Stationery	World Heritage Emblem	World Heritage Centre			