



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations  
and Public Information

# UNESCO Logo Toolkit

## Specifications for Secondary Logos

## General Requirements for Secondary Logos:

- systematic combination together with the UNESCO logo (no duplication of elements of the UNESCO Logo)
- representation of the thrust and spirit of the concerned programme/entity
- effective recognition and distinction
- effective reproduction with simple technical means, e.g. black & white, low resolution photocopy
- effective application on both print and electronic materials (Internet sites, e-mailings)
- effective application on large and small materials
- suitability for different cultural environments/audiences
- adaptability for different language versions, including multi-language versions (logo should not include letters)
- possibility of a 'reduced version' (logo should not include text)



2 United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

3

### The Logo

The temple emblem refers to a Greek temple. More precisely the temple symbol alludes to the Parthenon, as mentioned by Amadou-Mahtar M'Bow, former Director-General of UNESCO (UNESCO Headquarters, November 25th, 1982): '... **this House which chose the Parthenon as its emblem. That Greek temple, which Phidias described as possessing proportions rather than dimensions and which combines strength with grace and ambition with moderation, is a fine symbol of the quest for balance and harmony which sums up one of the primary missions of our Organization in regard to relations with nations.**'

The UNESCO Logo, as illustrated on the left, consists of three inseparable elements:

- 1 the temple symbol;
- 2 the full name of the Organization (United Nations Educational, Scientific and Cultural Organization);
- 3 the vertical dotted line.

While this composition complicates its application, the Logo has been adopted to achieve specific purposes:

- the temple symbol serves for the basic visual recognition,
- the full name of the organization identifies its mandate and belonging to the United Nations system,
- the vertical dotted line facilitates both its linkage with and separation from other elements.

The Logo has been designed to accommodate different languages beneath the temple symbol.

**The Temple and the Dotted Line should never be modified.**

**The Logo must be used correctly and consistently in all applications.**



**Black PMSBLACK**  
 C 0% M 0% Y 0% K 100%  
 R 34 G 30 B 31  
 Hex: 221E1F

**Grey 40% PMSBLACK**  
 C 0% M 0% Y 0% K 40%  
 R 167 G 169 B 172  
 Hex: A7A9AC



**Blue PMS285**  
 C 89% M 43% Y 0% K 0%  
 R 0 G 119 B 212  
 Hex: 0077D4

**Light Blue 40% PMS285**  
 C 35% M 17% Y 0% K 0%  
 R 161 G 190 B 228  
 Hex: A1BEE4

The colours used by UNESCO are Blue PMS 285 and Black.

The logo exists in three styles: Black, Blue and White against a background. It is important to use the correct colour version to ensure the recognition of the Logo Block.

For use on a photographic image, it is important to place the Logo Block on a clear background to ensure visibility.

A 40% tint may be used in copy, or for tables and forms.

**PMS:** Pantone® Colour Matching System is a popular colour matching system used by the printing industry internationally to print spot colours. Colours are specified by indicating the PMS number.

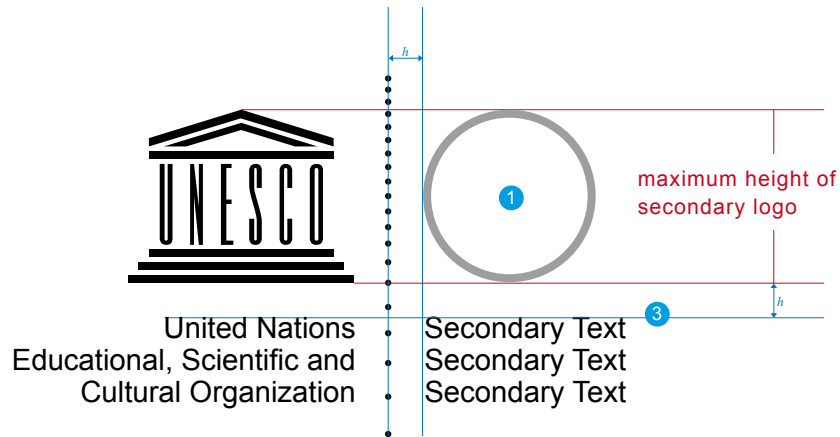
**CMYK:** 'Cyan-Magenta-Yellow-Black' is the colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents.

**RGB:** 'Red-Green-Blue' is the colour breakdown on a screen.

**HEX:** Hexadecimal coding is used to specify colour in HTML.

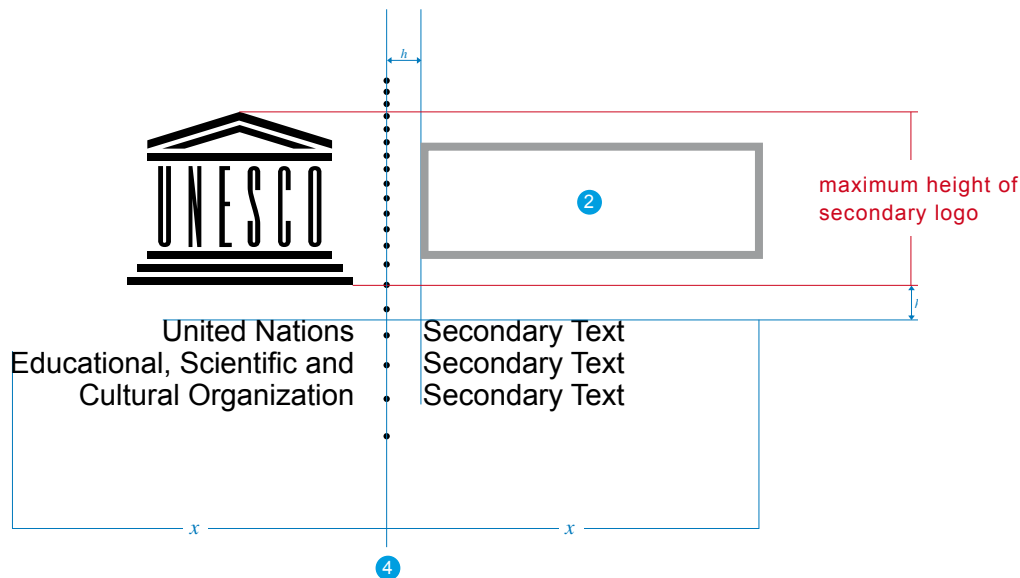
**If combined with a Secondary Logo in colour, only Black should be used for the UNESCO Logo.**





- 1 When positioning a Secondary Logo alongside the Logo, it is important to ensure that its height does not exceed the height of the Temple.
- 2 A Secondary Logo should never dominate the UNESCO Logo, nor should it be dominated by it. It should be the same height as the Temple. Where a Secondary Logo is bigger than the Temple, it will be necessary to reduce its size to create a visual balance where both logos have equal presence.
- 3 The Secondary Text, which is aligned to the left, sits alongside the Organization Name in the same typeface (Arial Regular) and size, although bold may also be used judiciously to add emphasis.

When there is multi-language text, the rules for positioning and aligning text and multi-language text are applicable.



- 4 It is preferable that the line length of the Secondary Text not exceed that of the Organization Name.

## positioning of secondary logo and text 4

### 1 Logo



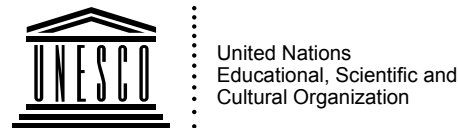
### 2 Temple alone



### 3 Linked Reduced Logo



### 4 Inline Logo



### 5 Reverse Logo



In special cases where it is not possible or practical to use the whole Logo Block, the use of these alternatives is permissible.

- 1 'Logo' – The Logo without anything placed to the right of the Dotted Line. This could be used when the item or activity involves different UNESCO entities or where the Organization as a whole is represented.
- 2 'Temple alone' – The Temple used on its own, without the Organization Name (and without the Dotted Line).
- 3 'Linked Reduced Logo' – The Logo is used without the Organization Name, and the Secondary Logo without the Secondary Text.
- 4 'Inline Logo' – Organization Name placed on the right of the Dotted Line. The use of the Inline Logo is preferable to the use of the Temple alone because the Organization Name enables brand identification. This is an alternative to the UNESCO Logo Block in cases where the height is limited (for example if several logos are aligned horizontally or vertically together).
- 5 'Reverse Logo' – The temple is on the right and the Secondary Logo is on the left of the Dotted Line. The Reverse Logo should be used with languages oriented from right to left (e.g. Arabic).

#### These versions can be used:

- on applications where there is not enough space for the use of the Logo Block (e.g. USB sticks, pens, badges);
- on very large surfaces which are viewed from a distance (e.g. stadium billboards, public viewing screens, background panels in televised conferences, signage);
- where the Logo is displayed in motion and can be viewed for only a very limited period of time (e.g. films);
- on creative and artistic products (e.g. fashion items, stone monuments).

**It is always preferable to use the standard Logo Block. The alternatives should be used only in exceptional situations.**



United Nations  
Educational, Scientific and  
Cultural Organization



World Heritage  
Convention



United Nations  
Educational, Scientific and  
Cultural Organization



University Twinning  
and Networking  
Programme



United Nations  
Educational, Scientific and  
Cultural Organization



**Qal'at al-Bahrain**  
inscribed on the World  
Heritage List in 2005



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair  
in Curriculum  
Development



Université  
du Québec à Montréal  
(Canada)



United Nations  
Educational, Scientific and  
Cultural Organization



**Qal'at al-Bahrain**  
inscribed on the World  
Heritage List in 2005

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

قلعة البحرين  
موقع مدرج على قائمة  
التراث العالمي سنة 2005



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair in Biosphere Reserves  
and natural and mixed World Heritage Sites



Universidad para la Cooperación Internacional  
University for International Cooperation



United Nations  
Educational, Scientific and  
Cultural Organization



**National Committee of Fiji**  
Memory of the World



United Nations  
Educational, Scientific and  
Cultural Organization



Intergovernmental  
Oceanographic  
Commission



United Nations  
Educational, Scientific and  
Cultural Organization



International Institute  
for Educational Planning



United Nations  
Educational, Scientific and  
Cultural Organization



United Nations  
Literacy Decade  
2003 - 2012



United Nations  
Educational, Scientific and  
Cultural Organization



Man and  
the Biosphere  
Programme



United Nations  
Educational, Scientific and  
Cultural Organization



International  
Hydrological  
Programme