



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. 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 graphic charter:

The graphic charter of the UNESCO logo is available here:

<http://www.unesco.org/new/en/name-and-logo/graphics/>

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.


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.

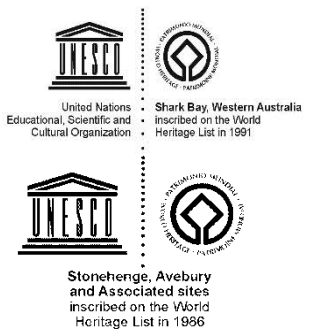

Definition of commercial use:


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 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-specific logo	National Commission or World Heritage Centre	/	/	 <p>Possibility to replace “Inscribed on the World Heritage List in” by “World Heritage since”</p>

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (continued)	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. when space is limited 4) Communication products (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Plaque, flag, banner	World Heritage Emblem	National Commission or agency or World Heritage Centre	/	/	

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	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	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre			 <p>Text under the name of the site is optional. Possibility to replace "inscribed on the World Heritage List in" by "World Heritage since"</p>
	World Heritage Emblem	National Commission or World Heritage Centre			

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	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
Commercial use	UNESCO/World Heritage site-specific logo	Director-General of UNESCO	/	/	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>Possibility to replace: “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	National Commission			/

Specific case: serial sites or very large sites including several/various elements/monuments/places					
Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (continued)	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 (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner	UNESCO/World Heritage site-specific logo, preceded by the mention "Xxxx [name of the element/monument/place], part of"	National Commission or World Heritage Centre	/	/	Xxxx part of  United Nations Educational, Scientific and Cultural Organization  Route of Santiago de Compostela inscribed on the World Heritage List in 1993