



WORLD TOURISM ORGANIZATION

**EXECUTIVE
COUNCIL**



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ADMINISTRATIVE, FINANCIAL, AND STATUTORY MATTERS

g) Use of the UNWTO logo

Note by the Secretary-General

Pursuant to decision 11(LXXXIV), the Secretary-General submits to the Members of the Council a note on the draft guidelines for the use of logo and name of the UNWTO by external entities.

ADMINISTRATIVE, FINANCIAL, AND STATUTORY MATTERS

g) Use of the UNWTO logo

Guidelines for the use of the UNWTO logo

Definitions and Protection

I. Definitions

The **logo** of the Organization currently in use is as follows:



The **name** of the Organization in the five official languages is:

ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

The present **acronyms** of the Organization are:

UNWTO • OMT • ЮНВТО

The Arabic language does not allow for acronyms

The UNWTO **flag** carries the above logo.

The **domain name** of the Organization is “unwto.org”.

II. Protection

Emblem, flag, acronym and names of the Organization are protected since 18 March 1981 by the Article 6 ter of the WIPO’s Paris Convention for the Protection of Industrial Property.

However, since 1998, an alteration of the logo has been introduced, and therefore the new logo has been progressively introduced in all supporting material carrying it.

Moreover and after the transformation of the Organization into a specialized agency of the United Nations, the General Assembly approved the new acronym in English and Russian in 2005 (resolution A/RES/490(XVI)) to avoid confusion between it and that of the World Trade Organization.

The name of the Organization in Arabic was introduced in 2005, pursuant to resolution A/RES/466(XV).

Once formally adopted by the General Assembly at its next session (Astana, October 2009), the Secretariat will proceed to take the necessary steps with WIPO to protect the altered logo, the name of the Organization in five languages and the new acronyms

Guidelines on the use of the UNWTO logo by bodies other than the UNWTO Secretariat

UNWTO has established the following criteria for the use of its logo by external partners:

- In general terms, the activity that the external partner carries out should be relevant to UNWTO's own strategic objectives and regular programmes and the use of the logo should be in compliance with the values, principles and constitutional aims of the Organization.

A. Members States

1. All Member States may use the UNWTO logo to indicate that their country is a "Full member of the Organization", and ensure that UNWTO is duly informed of its use. However, the UNWTO logo should appear in a secondary position, i.e. not at the same level to that of the governmental entity and accompanied by "Member of UNWTO".
2. All UNWTO Member States have the right to use the UNWTO logo in the letterhead of their letters, working documents, official printed or electronic communications and web sites for the specific preparation of a UNWTO event and/or its final outcomes, report or resulting publication. Prior request should be addressed to the Secretary-General, or to the official designated by the Secretary-General for that purpose, indicating the start and end date as well as location of the proposed activity.

B. Affiliate Members

1. Affiliate Members have the right to indicate in their printed material (letterheads, publications, brochures, etc.) that their organization or institution is a Member of the UNWTO. The UNWTO logo should appear in a secondary position, i.e. not at the same level to that of the Affiliate Member and always accompanied by "an Affiliate Member of UNWTO".

2. Furthermore, in case of specific events organised by an Affiliate Member jointly with UNWTO, and for the corresponding invitations, publication of its final outcomes, reports, etc., Affiliate Members have the right to use the UNWTO logo in the letterhead of their letters, printed or electronic communications and web sites related to the event. Prior request should be addressed to the Secretary-General, or to the official designated by the Secretary-General for that purpose indicating the start and end date as well as location of the proposed activity.
3. Affiliate Members cannot use the UNWTO logo alone, i.e. without mentioning "Affiliate Member of the UNWTO", and the address of the Organization cannot be used in the business cards of their staff.

C. Institutions with which UNWTO has signed an agreement

1. Institutions with which UNWTO has officially signed a collaborative agreement, or a Memorandum of Understanding (MOU) or similar arrangements of cooperation, are permitted to use the UNWTO logo under the following conditions:

- (a) a written, specific authorization for a given period of time by the UNWTO Secretary-General, or by the official designated by the Secretary-General for that purpose, granted after reviewing a sample of the relevant document;
- (b) the UNWTO logo should appear in a secondary position, i.e. not at the same level to that of the institution and accompanied by a sentence such as "in collaboration with UNWTO", or "in support of UNWTO and its Members".
- (c) the UNWTO logo can be used only in documents, publications, letterheads and any communications that are directly related to the subject of collaboration with UNWTO.

2. These institutions must be able to present to UNWTO a copy of the signed the agreement or MOU for proof of collaboration, if requested.

D. UNWTO support to external meetings and events

When UNWTO provides support to a conference forum, event, etc. organized by another institution, these institutions may be authorized to use the UNWTO logo, provided that the authorization is sent in advance of the event and acknowledged accordingly by all main organizers or focal points of all organizing parties. The authorized use of the logo is permitted exclusively for that particular event only.

E. Other implementing partners and subcontractors

The use of the Organization's logo for general purposes or activities of implementing, contractors, sub-contractors and consultants is not allowed, insofar the UNWTO and these institutions are different juridical persons. The name and address of the Organization cannot be used in the business cards of their staff, unless specifically authorized by UNWTO.

F. Use of the UNWTO logo in business cards

UNWTO's name and logo can only be used in business cards pertaining to UNWTO staff members on active status.

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The Secretariat will inform the Executive Council periodically of any authorization granted to use the logo to any of the above mentioned entities.

G. Terms of use

1. The authorization is granted for the only purpose of using the logo, therefore any modification, in particular of its components, proportions or colour is forbidden. UNWTO will forward to authorized entities to use the logo all applications in high resolution for colour as well as black and white versions for print and electronic purposes, as well as proportions between the UNWTO logo, that of the Affiliate Member and the proposed sentence for each will be forwarded by UNWTO to the entities concerned
2. The authorization is granted for a non-commercial purpose. The beneficiary is therefore not authorized no transfer it, sell it, permute it or obtain any financial or commercial benefit from it.
3. The use of the Organization's symbols must have a direct connection with the Organization's activities. The authorization is therefore granted:
 - i) to support non-profit activities sponsored or co-sponsored by the Organization;
 - ii) to a business entity if the principal purpose of such use is to show support for the purposes and activities of the Organization;
 - iii) for educational or information purposes;
 - iv) for fundraising actions for the benefit of the Organization. In this case, if such action is carried out by business entities and also generates profit for the business entity, this must be only incidental.
4. The use of the Organization's symbols will not harm the reputation of the Organization, that of the United Nations or the United Nations System or one of its Specialized Agencies, Programs, Funds or Offices.
5. The Organization assumes no responsibility for the activities of the beneficiary with regard to its symbols.
6. The beneficiary accepts to hold harmless and defend the Organization and its officials against any action they may be brought against as a result of in connection with the use of the symbols of the Organization.
7. The Secretary-General, or the official designated by the Secretary-General for that purpose, may, at any moment, put an end to the use of the symbols, without any responsibility being incurred by the Organization.