



Executive Council

Ninety-third session
Madrid, Spain, 11-13 June 2012
Provisional agenda item 5(g)

CE/93/5(g)
Madrid, 16 April 2012
Original: English

Administrative and statutory matters

(g) UNWTO institutional image

1. With the objectives of reinforcing UNWTO communications, strengthening the positioning of tourism in the global agenda as well as that of the Organization and improve the communication with its Members as defined in the White Paper, an internal process has been carried out within the Secretariat since early 2010 to streamline and generate consistency in the messaging and external positioning of the Organization.
2. These efforts have been aimed at (a) positioning tourism as a key contributor to economic growth, sustainable development and MDG achievement and (b) positioning UNWTO as the leading organization in terms of tourism policy and knowledge.
3. In this respect, the Organization has been focusing on delivering a coherent and consistent message based on the principle of "Tourism for Growth and Sustainable Development".
4. To support the efforts to position UNWTO in terms of messaging, the Organization has embarked on a revision of its institutional image with the clear objective of building a stronger UNWTO brand.
5. A detailed presentation of the new UNWTO institutional image is attached for information to the 93rd Executive Council.



Annex I. PowerPoint presentation on the new UNWTO institutional image



UNWTO Institutional Image

- Use of the Logo
- Institutional Image
- Applications
- Colours: Themes & Regions



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Use of the Logo

- As approved by GA, UNWTO logo exists in five languages; with and without acronym
- To reinforce UN positioning and consistency of image, the Secretariat proposes to create a UNWTO brand by using the logo:
 - ✓ In English
 - ✓ With acronym



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Institutional Image


- No change in existing/approved logo
- Change in its application in the institutional image



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Applications: Stationery

The stationery applications section displays three templates. On the left is a large vertical letterhead template with the WTOT logo at the top left and a footer containing the organization's name and address. To the right is a business card template, labeled with dimensions of 50mm by 80mm, featuring the logo, name, title, and contact information. Below these is a smaller horizontal letterhead template with the logo on the left and the full organization name and address at the bottom.

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Applications: PowerPoint

The PowerPoint applications section shows two slide layouts. The first layout features a collage of four images: a coastal town, a waterfall, a person's hands, and a woman's face. It includes a 'Presentation Title' box and a subtitle. The second layout shows a landscape with mountains and a lake, with a person walking on a path. It also includes a 'Presentation Title' box and a subtitle, with additional text specifying 'Add (two) Minimum size 40pt' and 'Subtle must be 8-And Regular 18 pt'.

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Applications: Badges




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Applications: E-mail Signature



Name Surname
 Position or Programme
 xxxxxxx@unwto.org
 T +34 XXX XXX XXX (direct)

World Tourism Organization (UNWTO)
 A specialized agency of the United Nations
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 unwto.org




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Applications: Publications



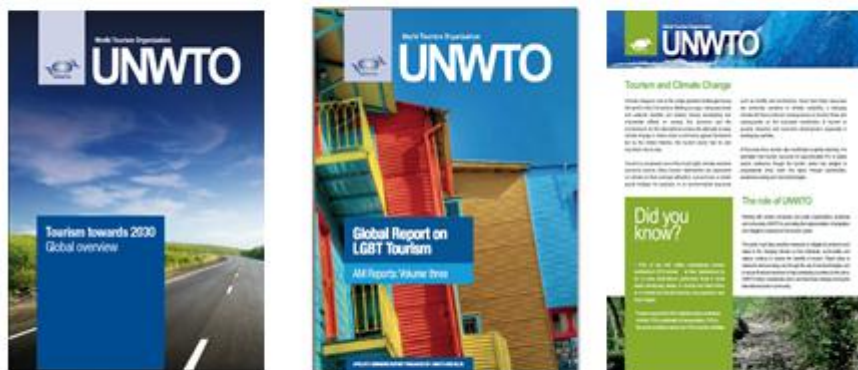
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Applications: Communication Materials

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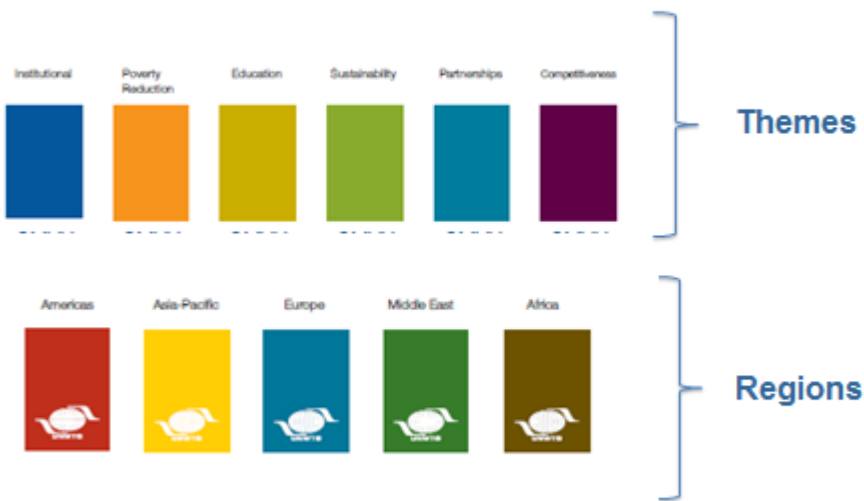
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Applications: Communication Materials



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Colours: Themes & Regions



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Applications: Other Materials

Web banners



Mailings/Events



E-newsletter



Thank you.

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