



Executive Council

Ninety-fourth session
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Report of the Secretary-General

Part III: Administrative and statutory matters

(c) Application of the new institutional image in the official languages





I. Introduction

1. Following the presentation of the new institutional image of UNWTO to the 93rd session of the Council and the decision CE/DEC/11(XCIII) to accept the proposal of the Secretary-General to present to the 94th session the applications of the new institutional image to all official languages, the following represents the proposed applications.

II. Application of the new institutional image in the official languages

2. The proposed applications maintain the main objective of promoting and consolidating the UNWTO brand by using the UNWTO logo with the acronym in English to provide (a) consistency and (b) a link to the United Nations (UN only present in English), while incorporating all official languages. They also follow the practice among other UN agencies with a strong brand such as UNESCO or FAO.



Spanish	
French	
Russian	
Arabic	

III. Actions to be taken by the Executive Council

3. The Executive Council is requested:
 - (a) To acknowledge the proposed applications of the new UNWTO institutional image to the official languages.