



UNWTO COMMISSION FOR AFRICA

Fifty-third meeting
Calabar, Nigeria, 25 June 2012

CAF/53/6.1.1
Madrid, May 2012
Original: English

Item 6 of the agenda: Presentation of global and regional initiatives

Item 6.1: Global initiatives

Item 6.1.1

USE OF UNWTO LOGO AND ITS INSTITUTIONAL IMAGE

Note by the Secretary-General

The Secretary-General submits to the Members of the Commission the use of UNWTO logo and its institutional image.



USE OF UNWTO LOGO AND ITS INSTITUTIONAL IMAGE

1. In accordance with the 89th Council decision CE/DEC/8(LXXXIX) and the 19th General Assembly resolution A/RES/601(XIX), the Secretariat hereby reports to the 93rd session of the Executive Council the authorizations granted for the use of the UNWTO signs between January 2011 and March 2012.
2. In the period under review, the Secretariat has granted permission for the use of the UNWTO signs to the entities listed in Annex I.
3. One of the frequent applications received by the Secretariat and that is not covered by the current Guidelines is the request for UNWTO's endorsement or patronage. Patronage is the highest form of support. It is granted to demonstrate the Organization's moral endorsement of an exceptional activity, without making the Organization neither financially nor legally responsible. The Secretariat will explore the policies on patronage of the UN and other specialized agencies and submit draft Guidelines to the Executive Council.
4. 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.
5. 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.
6. 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".
7. 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.
8. A detailed presentation of the new UNWTO institutional image is attached in annex II for information to the 93rd Executive Council.

Annex I.

Organization	Country	Use
INATEL Turismo	Portugal	Brochures
Bournemouth University	UK	International Conference on Tourism, Climate Change and Sustainability
United Nations World Water Assessment Programme	Italy	World Water Development Report 4
FITA (Feria Internacional de Turismo de las Américas)	Mexico	Web page and brochures
Gobierno de Andorra	Andorra	Event
MEJDI Tours/National Geographic	USA	Event flyer
STEP-UNWTO	Burkina Faso	Training course on bird watching tourism and nature conservation
STEP-UNWTO	Nigeria	T-shirts
Ecole Hoteliere de Lausanne	Switzerland	Event
ISCET - Higher Education Institute of Management and Tourism	Portugal	Website link
Oxford University Press	South Africa	Publication on tourism trends and UNWTO
School of Hospitality, Tourism and Culture of Centennial College	Canada	Website, printed material
Europa Mundo Vacaciones	Spain	Website, catalogue
Instituto Brasileiro de Turismólogos	Brazil	Publication
McGraw-Hill	Singapore	Publication
Patronato de Turismo de Madrid	Spain	Awareness-raising campaign
Fundación Banesto	Spain	Electronic publication/joint UNWTO project
Arab-German Chamber of Commerce and Industry	Germany	Event, publication
Sarajevo Regional Tourism Summit	Bosnia and Herzegovina	Event
Monitoring Centre for UNWTO Sustainable Tourism Observatories, Sun Yat-sen University	China	Name board of the Centre
Stevens & Associates Estuary House	UK	Publication (Introduction by UNWTO SG)
University of Cape Town	South Africa	4th edition of Marketing Tourism in South Africa
IIPT - International Institute For Peace Through Tourism	Canada	Event, newsletter
Ediciones Paraninfo S.A.	Spain	Textbook
Macmillan Publishers	South Africa	Textbook
PTI Arica Parinacota	Chile	Event, publication
Amman Ahliyyah University	Jordan	Event, publication
Borsa Mediterranea del Turismo Archeologico	Italy	Event materials
Lucerne University of Applied Sciences and Arts	Switzerland	Publication
Malaysian Association of Tour and Travel Agents (MATTA)	Malaysia	Event, publication
Federal Agency for Tourism, Russian Federation	Russia	Event
STEP-UNWTO	Namibia	Project materials

Annex II. 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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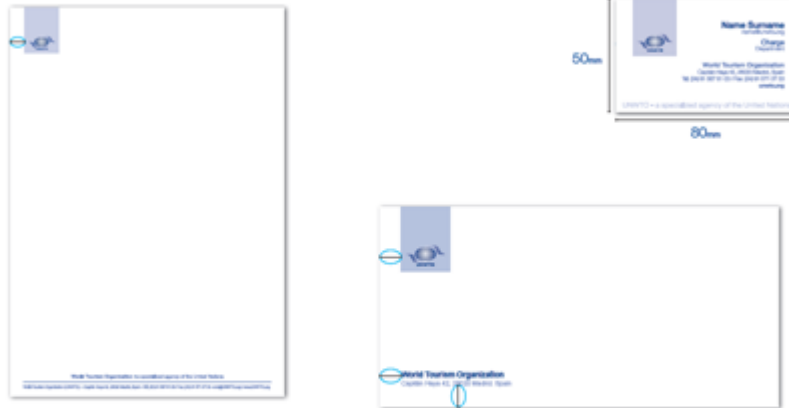
Institutional Image

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



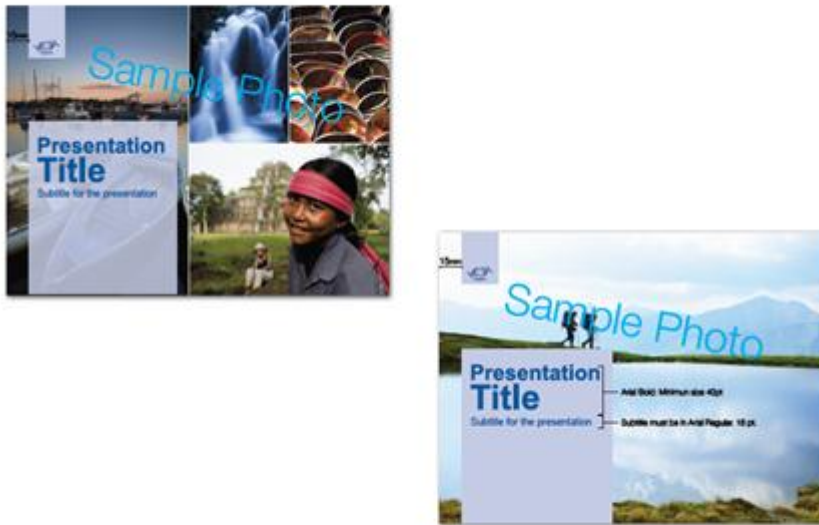
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Applications: Stationery



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Applications: PowerPoint



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Applications: Badges



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Applications: E-mail Signature



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

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Applications: Publications



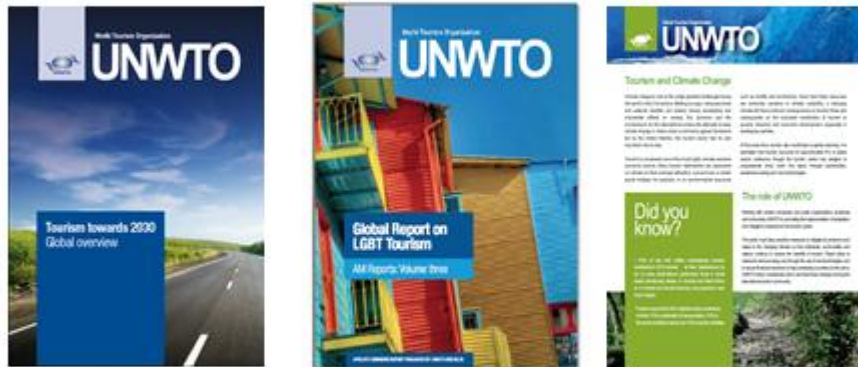
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Applications: Communication Materials

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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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