

## Executive Council











Eighty-ninth session  
Kish Island, Iran, 24-26 October 2010  
Provisional agenda item 5(c)

CE/89/5(c)  
Madrid, August 2010  
Original: English

### Use of the UNWTO signs: revision of document A/18/12(d)

#### A. Definitions

1. The emblem of the Organization currently in use is as follows:

Languages	Emblem with acronym	Emblem with acronym and the Organization's full name
English		
French		
Spanish		
Russian		
Arabic		

2. The name of the Organization in the five official languages is:
  - English: World Tourism Organization
  - French: Organisation mondiale du tourisme
  - Spanish: Organización Mundial del Turismo
  - Russian: Всемирная туристская организация
  - Arabic: منظمة السياحة العالمية
3. The acronym of the Organization in the five official languages is:
  - English: UNWTO
  - French: OMT
  - Spanish: OMT
  - Russian: ЮНВТО
  - Arabic: (م س ع)
4. The UNWTO flag carries the above emblem without acronym or full name.
5. The domain name of the Organization is “unwto.org”.

---

## B. Protection

---

6. 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.
7. 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.
8. 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).

9. UNWTO has undertaken the procedures for the registration and protection of UNWTO signs introduced since 1998 under Article 6ter of the Paris Convention. These signs have been communicated by WIPO to the States that are party to the Convention and, without objection from their side in a period of twelve months; the signs will be duly protected world-wide under the Paris Convention for the Protection of Industrial Property.

---

## C. Guidelines on the use of the UNWTO signs<sup>1</sup> by bodies other than the UNWTO Secretariat

---

10. UNWTO has established the following criteria for the use of its signs 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 signs should be in compliance with the values, principles and constitutional aims of the Organization.

---

<sup>1</sup> For the purpose of these Guidelines, the signs of UNWTO are the name, the emblem (also referred to as “logo”), the acronym (also referred to as “abbreviation”), the flag and the domain name of the Organization.

**i) Full and Associate Members**

1. All Full Members and Associate Members may use the UNWTO Name and Emblem to indicate that their country/territory is a “Member of the Organization”. They are expected to duly inform UNWTO of its use.
2. All UNWTO Full and Associate Members 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.
3. All UNWTO Member States have a duty to protect UNWTO signs and to undertake any measure as appropriate and use their best endeavours to prevent any unauthorized use of UNWTO signs in their territories. UNWTO will inform Member States of any authorization granted in their territories for the use of UNWTO signs.

**ii) Affiliate Members**

1. Affiliate Members may use the UNWTO name to indicate that their organization or institution is an “Affiliate Member of the Organization”, and ensure that UNWTO is duly informed of its use. 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.
2. Affiliate Members may use the UNWTO logo provided they have requested and obtained from the Secretariat a written authorization. The request should include a sample of the relevant document as appropriate.

If the use is authorized, the logo should be accompanied by “an Affiliate Member of UNWTO”.

3. 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 provided that they have received a written authorization from the Secretariat. 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 and including a sample of the relevant document/s.
4. 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.

**iii) 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 and for a specific purpose 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 be 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.

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

2. The use of the signs by private entities from the business sector with which UNWTO has signed an agreement for cooperation or co-sponsoring an activity or event may be authorized for the following purposes:

- To support the purposes, policies and activities of UNWTO
- To assist in the raising of funds for the benefit of the Organization
- For educational and information purposes

3. The use of UNWTO signs by such private entities shall be subject to the terms and conditions established by UNWTO for the duration of that particular activity or event.

iv) **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 signs, 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 signs is permitted exclusively for that particular event only and subject to the terms and conditions established by UNWTO.

v) **Other implementing partners and contractors**

The use of the Organization’s signs by implementing partners, contractors, sub-contractors and consultants is not allowed; insofar the UNWTO and these institutions are different juridical persons and a commercial use of UNWTO signs is strictly prohibited. The name and address of the Organization cannot be used in the business cards of their staff, unless specifically authorized by UNWTO.

vi) **Use of the UNWTO signs in business cards**

UNWTO signs and card design can only be used in business cards pertaining to UNWTO staff members on active status.

\* \* \*

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

---

## D. Terms of Use

---

11. The authorization is granted for the only purpose of using the signs, 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

12. The authorization is granted for a non-commercial purpose. The beneficiary is not authorized to transfer it, sell it, permute it or obtain any financial or commercial benefit from it.

13. The use of the Organization signs 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.

14. The use of the Organization signs should 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.

15. The Organization assumes no responsibility for the activities of the beneficiary with regard to its signs.

16. 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 signs of the Organization.

17. 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 signs, without any responsibility being incurred by the Organization.

\* \* \*