

# UNESCO World Conference on Cultural Policies and Sustainable Development - MONDIACULT 2022

## Graphic standards for the use of the logo

within the framework of the World Conference  
from 28 to 30 September 2022



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# Combination of the UNESCO logo and the Conference emblem

It is recommended to use the logo in its horizontal version as much as possible.



**Mondiacult 2022**  
**México**

## Possible variations

If the format of the medium does not allow it, it is possible to use the logo in its vertical version.



**Mondiacult 2022**  
**México**

# Protection area

It is imperative to respect the protection area around the logo so as not to impair its readability. It corresponds to the height of the rectangle that frames the Unesco logo block.



# Minimum dimensions

To keep it readable, the logo cannot be used below its minimum size, namely 50mm, corresponding to the height of the rectangle which frames the UNESCO logo block.



# Colour versions

Brand colour versions for use on a **white background**, UNESCO logo in blue and Mondiacult text in black.



Mondiacult 2022  
México



Mondiacult 2022  
México

*① You will find these logo versions in kit no. 1*

Colour versions to be used on a **black background or on a UNESCO blue background** (colour codes below), UNESCO logo and Mondiacult text in white.



## UNESCO blue

CMYK: C100 M50 Y0 K0  
RGB: R0 G105 B180 Hex  
#0069B4

*① You will find these logo versions in kit no. 2*

# Monochrome versions

When it is impossible for technical or economic reasons to use the colour version of the logo, these monochrome versions are available only on a white background, a black background or on a UNESCO blue background (colour codes below).



Mondiacult 2022  
México



*ⓘ You will find these logo versions in kit no. 3*



Mondiacult 2022  
México



## UNESCO blue

CMYK: C100 M50 Y0 K0  
RGB: R0 G105 B180 Hex  
#0069B4



*ⓘ You will find these logo versions in kit no. 4*

# Use on colour backgrounds or images

It is recommended to use the logo as much as possible on a white background in its brand colours.

In case a background that does not allow good readability is used, use the logo in a white or UNESCO blue block.



Use the white text version for better readability on dark photos and on black or UNESCO blue backgrounds.



# Incorrect uses

The logo cannot be modified, or altered in any way. Here are some examples of what not to do:

Do not distort the logo



Do not separate the logo



Do not change logo colours



Do not remove the conference name



Do not tilt the logo



Do not change the proportions



Do not use on a background similar to the logo



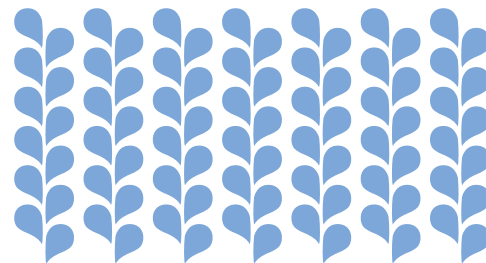
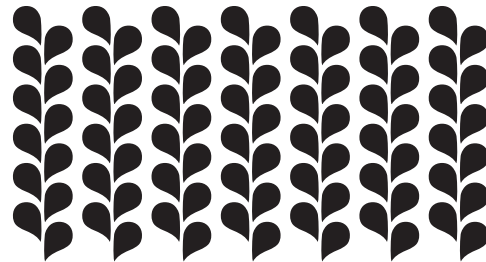
Do not use on images that do not allow good readability





# Design

This design can be used in its coloured or monochrome version to accompany the logo or to embellish the backgrounds for web pages or banners.



**i** You will find these logo versions in kit no. 5

**i** You will find these logo versions in kit no. 7

**i** You will find these logo versions in kit no. 6

# **Examples of applications**

within the framework of the World Conference  
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# PRINT

## PRESENTATION FILE



## LEAFLET



# PRINT

## BANNER



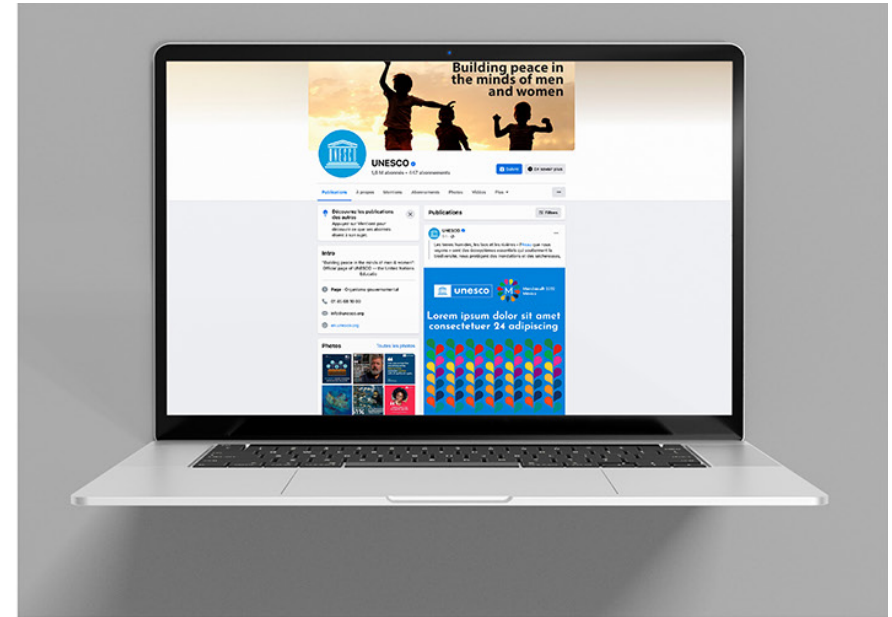
*For your accompanying texts, preferably use the font: "Josefin" free to download from "fonts.google.com"*

## KAKEMONO

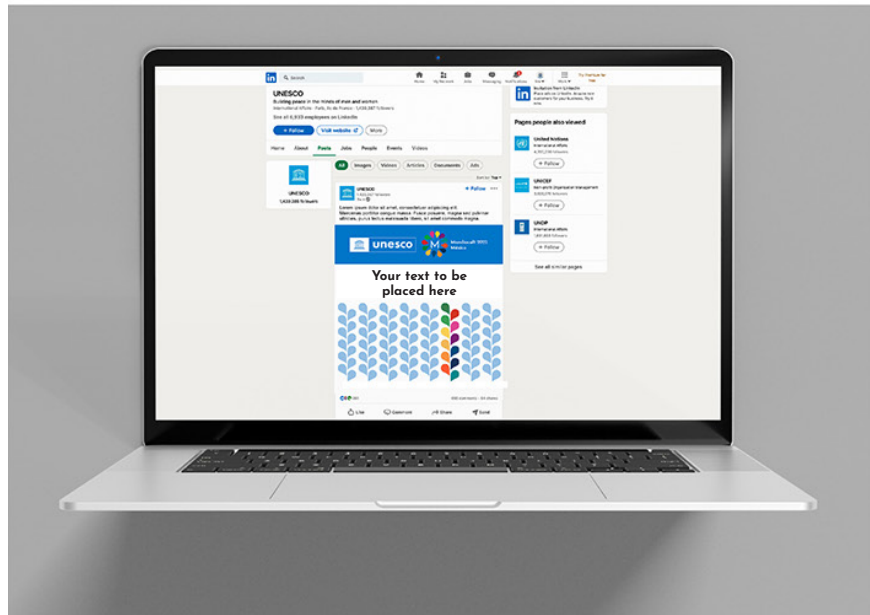


# DIGITAL

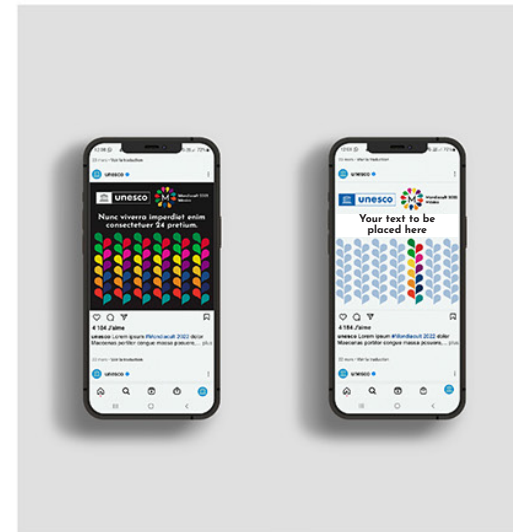
## WEBSITE



## LINKEDIN



## INSTAGRAM



## TWITTER

