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

Contents

Combination of the UNESCO logo and the conference emblem

Examples of applications:

PRINT

DIGITAL

Combination of the UNESCO logo and the Conference emblem

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

Possible variations

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

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.

50mm

Colour versions

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

Mondiacult 2022
México

ⓘ *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.

Mondiacult 2022
México

Mondiacult 2022
México

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

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

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).

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

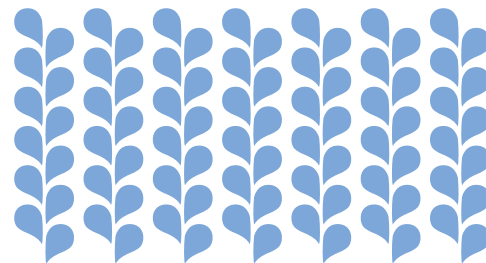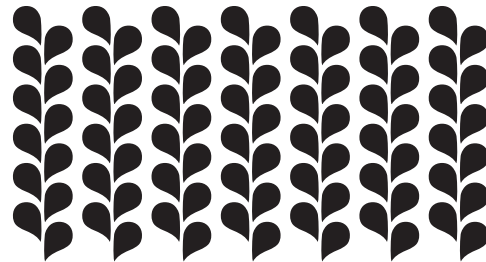Do not use on a background similar to the logo

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.

You will find these logo versions in kit no. 5

You will find these logo versions in kit no. 6

You will find these logo versions in kit no. 7

9

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

PRINT

PRESENTATION FILE

LEAFLET

PRINT

BANNER
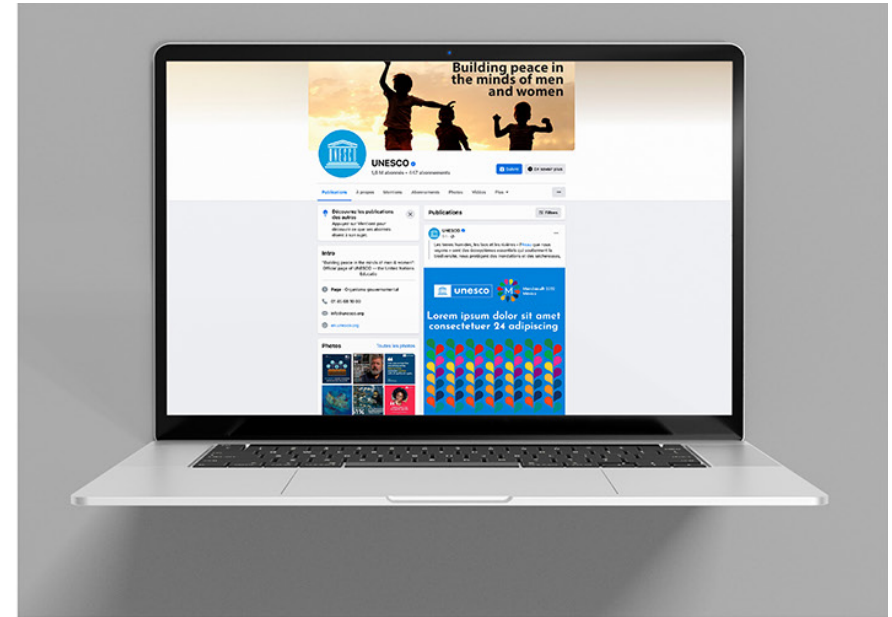

For your accompanying texts, preferably use the font: "Josefin"
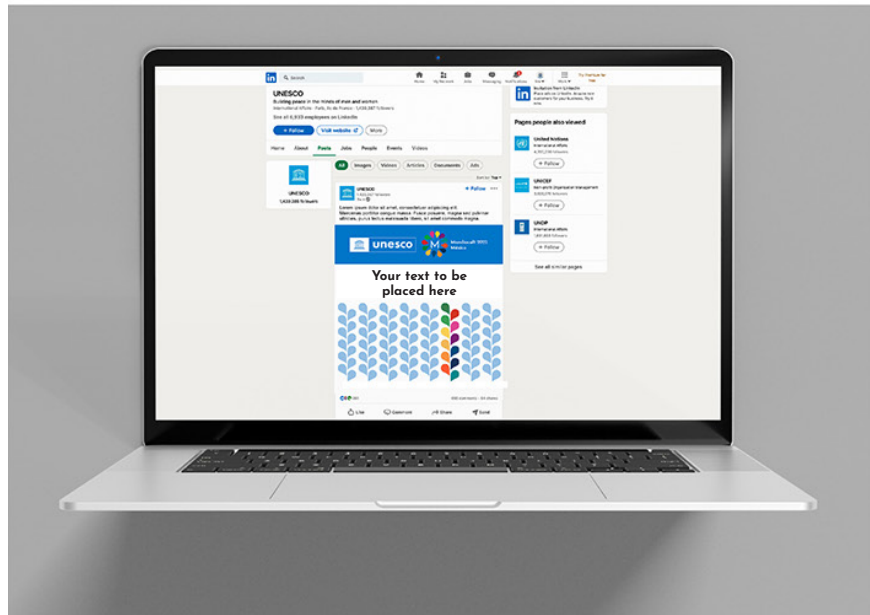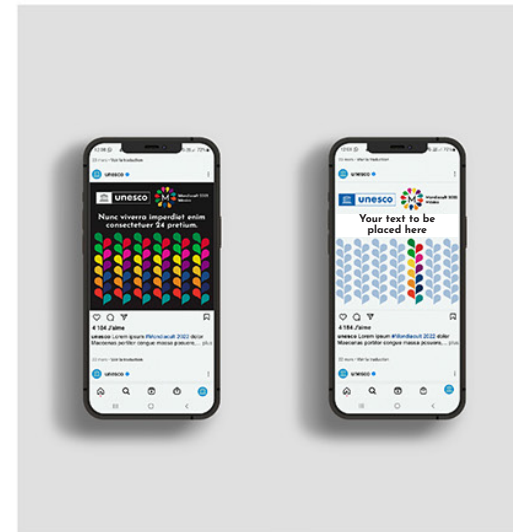*free to download from "fonts.google.com"*

KAKEMONO

DIGITAL

WEBSITE

LINKEDIN

INSTAGRAM

TWITTER