

UNESCO WORLD CONFERENCE ON
CULTURE AND ARTS EDUCATION

**GRAPHIC STANDARDS
FOR THE USE OF THE LOGO**
WITHIN THE FRAMEWORK OF THE WORLD CONFERENCE
FROM 13 – 15 FEBRUARY 2024, ABU DHABI



Contents

Combination of the UNESCO logo and the conference emblem

- The different variations 3
- The protection area and the minimum dimensions 4
- Colour versions 5
- Monochrome versions 6
- Use on colour backgrounds or images 7
- Incorrect uses 8
- The design 9

Examples of applications:

PRINT

- Flyers and presentation folder covers 11
- Banners and kakemonos 12

DIGITAL

- Websites and social media banners 13

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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.



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.



Colour versions

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



i 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.



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

UNESCO blue

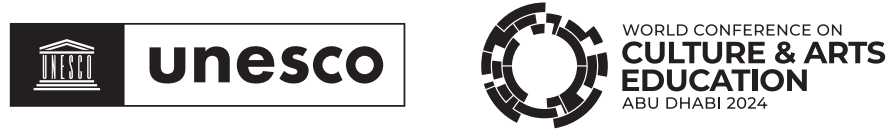
CMYK: C100 M50 Y0 K0

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



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

UNESCO blue

CMYK: C100 M50 Y0 K0

RGB: R0 G105 B180 Hex

#0069B4

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 images that do not allow good readability ✗

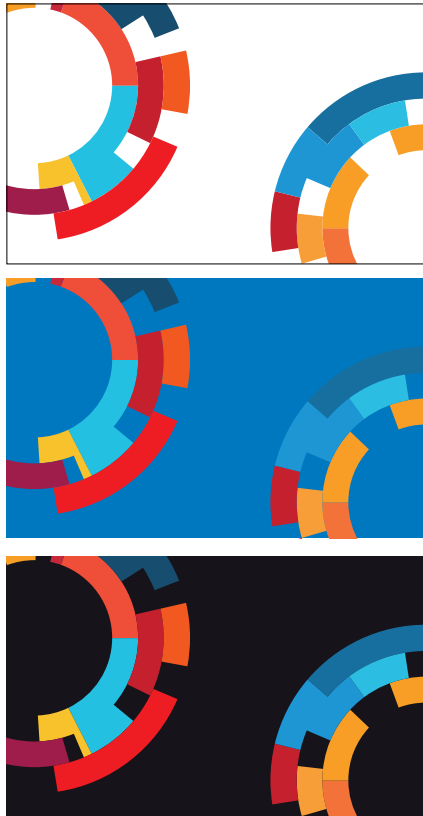


Do not use on a background similar to the logo ✗



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



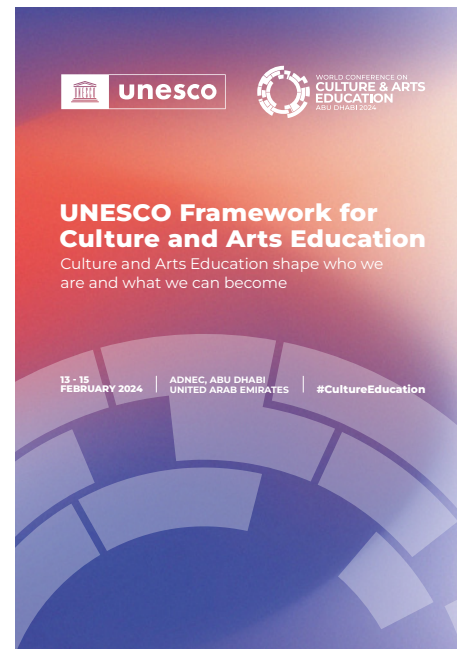
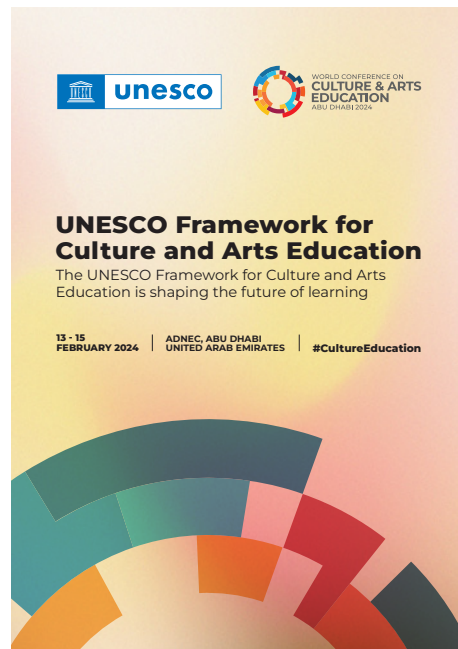
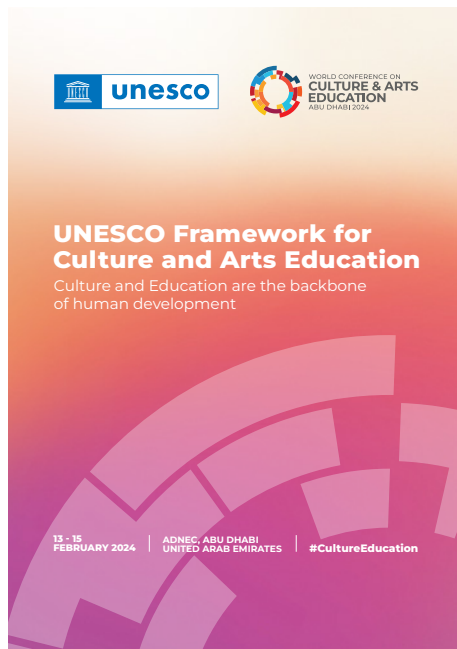
i You will find these logo versions in kit no. 6

EXAMPLES OF APPLICATIONS

**WITHIN THE FRAMEWORK OF THE WORLD CONFERENCE
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PRINT

PRESENTATION FILE

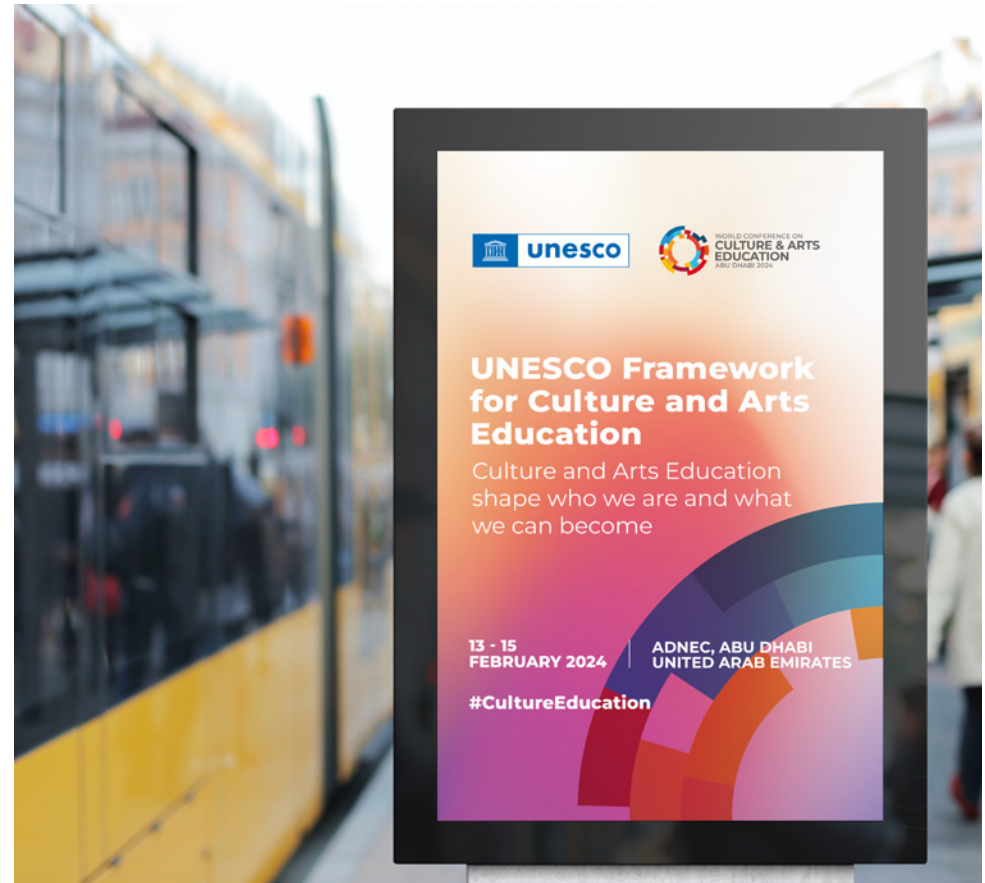


PRINT

BANNER



OUTDOOR ADVERTISING

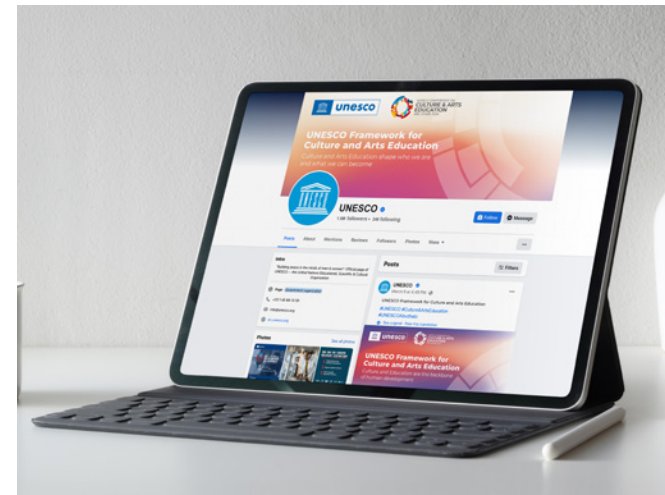


DIGITAL

WEBSITE



FACEBOOK



INSTAGRAM



TWITTER

