



Use of the UNESCO Global Geopark Logo by Geoparks and National Committees, 2023.

Explanatory Notes

In order to enhance consistency, efficiency, and flexibility across UNESCO designated sites, standardized logos have been introduced for each designation.

UNESCO Global Geoparks Logo

In November 2015, when the UNESCO Global Geopark designation was established, site-specific logos were issued to each Geopark and National Committee. This logo displayed the individual name of the Global Geopark or the National Committee.

In June 2021, after one-year's consultation with its Member States, UNESCO developed and issued new graphical standards and a Logo Toolkit. A new generic logo was created for each UNESCO designation to further enhance visibility, improve legibility, and streamline the UNESCO brand.

UNESCO Global Geoparks and National Committees are now invited to use the generic logo, as shown below:



As agreed with UNESCO Member States, the implementation of the new Graphical Standards followed a gradual and steady process. The transitional period, which

lasted for two years, will come to its end in December 2023. Global Geoparks are advised to replace their old logo by the new one as soon as possible, although special requests for extension may be considered.

Guidelines

The logo can be used in one of the UN official languages, which are Arabic, Chinese, English, French, Russian and Spanish, or in a national language, or in a multi-lingual version combining an official language of UNESCO and a national language.

The logo is available in three colours: blue, black and white. Wherever possible, UNESCO encourages the use of the blue version of the logo.

The height of the UNESCO temple symbol, which is used to measure the size of the logo, should not be featured lower than 12mm from the top point to the last step.

Frequently asked questions?

Can a UNESCO Global Geopark and National Committee continue to use its own logo?

A UNESCO Global Geopark can continue to use its own logo, in addition to the new UNESCO Global Geopark generic logo. However, the two logos should be featured separately, without being built into one logo block. Please see examples below:



A Geopark's own logo or name should not include the acronym "UNESCO" in it, in line with UNESCO's policies and guidelines (see example below).



Special cases

If a concerned National Commission so wishes, it can still offer, in consultation with the UNESCO Secretariat, a specific logo that includes the individual name of a Global Geopark. The National Commission itself is responsible for the creation of such a logo and for ensuring uniformity across all UNESCO designations throughout its country.



Are partners of UNESCO Global Geoparks allowed to use UNESCO logos?

Neither the generic UNESCO logo nor a site-specific UNESCO logo should be used by local partners, as this could lead to abuse for commercial purposes by hotels, restaurants or tour operators.

What can be allowed however is a reference to UNESCO in an accurate statement by text, that can be put in the vicinity of the logo of the partner:

- A business partner can mention near its emblem: “[NAME OF THE PARTNER] is a proud partner of [NAME OF THE GEOPARK], a UNESCO Global Geopark since [DATE]”.

For example:

“The Heritage Lottery Fund is a proud partner of the English Riviera, a UNESCO Global Geopark since 2023”.

- A business partner can mention near its emblem or in a sentence, for example “The English Riviera is designated by UNESCO as a Global Geopark since 2007”.

Which logo should be used in the case of multi-UNESCO designations?

Areas that have received multiple UNESCO designations, for example, an area that is a World Heritage site, a biosphere reserve and a UNESCO Global Geopark, can use the logo as shown below:



General conditions for usage

The name, acronym and logo of UNESCO are the intellectual property of the United Nations Educational, Scientific and Cultural Organization. No individual or organization should use the name, acronym, or logo of UNESCO without prior written authorization.

UNESCO logos may not be modified or changed in any way, or have graphical elements placed too closely next to it, unless in special cases, with the approval of the UNESCO secretariat.

The UNESCO Global Geopark logo must not be used for commercial purposes.

National Committees and individual UNESCO Global Geoparks can use the logo for their own activities but cannot give logo use permission to any third parties. For example:

- A municipality has no permission to use the UNESCO Global Geopark logo on its general communication material about the municipality. However, if it prints a flyer or banner that is solely for the promotion of a geopark, the UNESCO Global Geopark logo, as shown on page 1, can be featured on it after its content is validated by the Geopark management.
- If a person in the municipality or museum is also part of a Geopark management, he/she can use UNESCO Global Geopark logo headed-paper if he/she is writing in the capacity of a member of the Geopark management. The same person, however, does not have the permission to use the same headed paper if writing in capacity as part of the municipality or museum.
- Geopark affiliated partners such as local tour companies, restaurants, etc. do not have permission to use the UNESCO Global Geopark logo.

Contacts at UNESCO Secretariat

Kristof Vandenberghe: k.vandenberghe@unesco.org