USE OF UNWTO LOGO AND ITS INSTITUTIONAL IMAGE

Item 5(a) of the Provisional Agenda

Note by the Secretary-General

The Secretary-General submits to the Joint Meeting of the two Commissions the working document related to the use of UNWTO logo and its institutional image.
UNWTO institutional image

1. With the objective of reinforcing UNWTO communications, strengthening the positioning of tourism in the global agenda as well as that of the Organization and improve the communication with its Members as defined in the White Paper, an internal process has been developed within the Secretariat since early 2010 to streamline and generate consistency in the messaging and external positioning of the Organization.

2. These efforts are aimed at a) positioning tourism as a key contributor to economic growth, sustainable development and MDG achievement and b) positioning UNWTO as the leading organization in terms of tourism policy and knowledge.

3. In this respect, the Organization has been focusing on delivering a coherent and consistent message based on the principle of “Tourism for Growth and Sustainable Development”.

4. To support the efforts to position UNWTO in terms of messaging, the Organization has embarked on a revision of its institutional image with the clear objective of building a stronger UNWTO brand.

5. A detailed presentation of the new UNWTO institutional image is attached for the information of the Commission for East Asia and the Pacific and the Commission for South Asia.
Annex 1

Powerpoint presentation on UNWTO new institutional image
UNWTO Institutional Image

- Use of the Logo
- Institutional Image
- Applications
- Colors: Themes & Regions
Use of the Logo

- As approved by GA, UNWTO logo exists in five languages; with and without acronym

- To reinforce UN positioning and consistency of image, the Secretariat proposes to create a UNWTO brand by using the logo:
  - In English
  - With acronym

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Institutional Image

- No change in existing/approved logo
- Change in its application in the institutional image
Applications: PowerPoint
Applications: Badges

World Tourism Organization

UNWTO

FULL MEMBER
MEMBRE EFFECTIF
MEMBRO EFECTIVO

World Tourism Organization | a specialized Agency of the United Nations
Applications: e-mail signature
Applications: Publications

Compendium of Best Practices and Recommendations for Ecotourism in Asia and the Pacific

Guide for Local Authorities on Developing Sustainable Tourism

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Applications: Communication Materials
Applications: Communication Materials

Tourism towards 2030
Global overview

Global Report on LGBT Tourism
AM Reports Volume three

Tourism and Climate Change

Did you know?

The role of UNWTO

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Colours: Themes & Regions

Themes:
- Institutional
- Poverty Reduction
- Education
- Sustainability
- Partnerships
- Competitiveness

Regions:
- Americas
- Asia-Pacific
- Europe
- Middle East
- Africa

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Applications: Other Materials

Web banners

Mailings/Events

E. newsletter