

United Nations

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UNRESTRICTED

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ASSEMBLY

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OFFICIAL SEAL AND EMBLEM OF THE
UNITED NATIONS

(Item 18(e) of the Provisional Agenda for
the Second Part of the First Session)

REPORT OF THE SECRETARY-GENERAL*

Although the name "United Nations" has been formally adopted for the Organization in the Preamble of the Charter, no such official sanction exists for the emblem and seal of the United Nations.

The present symbol which now appears on the Charter of the United Nations, as well as on badges, passes, letterheads, etc., of the United Nations is a modification of the design created by members of the Presentation Branch of the United States Office of Strategic Services in April 1945, in response to a request for a button design for the San Francisco Conference. This design may be described as follows:

"A map of the world representing an azimuthal equidistant projection centered on the North Pole, inscribed in a wreath consisting of crossed conventionalized branches of the olive tree; in gold on a field of smoke-blue with all water areas in white."

The projection of the Map extends 40° South Latitude, and includes four concentric circles.

In connection with the adoption of an official seal and emblem for the United Nations, however, it is important to emphasize the fact that the United Nations is not committed to the use of this or any other particular design and the General Assembly should regard itself free to adopt whatever design it thinks best.

In view of the frequent necessity for using some insignia which shall be considered the official emblem of the United Nations, and in

view of the fact that this necessity will increase as the activities of the Organization expand, it is suggested that the General Assembly consider the following draft resolution for adoption in connection with this item on its agenda:

"The General Assembly
recognises that it is necessary to have an Official
Seal of the United Nations and a distinctive Emblem
of the Organisation.

THEREFORE

THE GENERAL ASSEMBLY RESOLVES

that the design reproduced below

(any design adopted by the General Assembly)

.....
shall be the Official Seal of the United Nations
and the emblem and distinctive sign thereof."

In addition to adopting the Official Seal and Emblem the General Assembly should also consider in this connection measures for the legal protection of the emblem and the name "United Nations" against use by non-authorized private persons or societies. To date the Secretariat of the United Nations has been embarrassed in numerous instances by the use of the name "United Nations" or by the use of the distinctive insignia which it has employed prior to action by the General Assembly, by private persons and societies for commercial purposes. After the General Assembly

has adopted an emblem for the United Nations, as well as an Official Seal, it seems highly desirable that some form of action be taken by the Governments of all the Member States to protect this emblem and the name "United Nations" from abuse. To this end the General Assembly may decide either to adopt the text of an international protocol for signature, or it may adopt a resolution recommending national legislative action by the Governments of all the Member States.

As the matter is hardly one of such magnitude as to justify the drafting and putting into effect of a separate convention, it would seem that the most appropriate method for dealing with the matter might be for the General Assembly to adopt at this session, a resolution along the following lines:

"The General Assembly

considers that it is necessary to protect the name of the Organisation and its distinctive emblem and official seal.

THEREFORE

THE GENERAL ASSEMBLY RECOMMENDS

that Members of the United Nations whose legislation may not be adequate, take or recommend to their legislatures, or other appropriate organs of their Governments, such measures as may be necessary to prevent the use, by private persons or by societies other than those upon which the United Nations confers the right thereto, of the emblem, the official seal, the name "United Nations" or abbreviations of the name through the use of the initial letters thereof, particularly for commercial purposes

by means of trade-marks or commercial labels. The prohibition of the use of the emblem, the official seal or the name in question shall take effect from the time set in each act of legislation, and at the latest..... years after the acceptance of this recommendation. After such acceptance, Members of the United Nations agree that it shall be unlawful to use a trade-mark or commercial label contrary to such prohibition."
