

ARTICLE H 3. USE OF THE UNITED NATIONS EMBLEM ON
DOCUMENTS AND PUBLICATIONS*

CONTENTS

<u>Chapter</u>	<u>Page</u>
I. USE OF THE UNITED NATIONS EMBLEM ON UNITED NATIONS DOCUMENTS AND PUBLICATIONS	479
A. Use of emblem on public information documents	479
B. Use of emblem on official documents	479
C. Use of emblem on publications	479
II. USE OF EMBLEM BY UNITED NATIONS BODIES	481
III. USE OF DISTINCTIVE EMBLEMS FOR UNITED NATIONS CONFERENCE AND DESIGNATED INTERNATIONAL YEARS	482
IV. USE OF THE UNITED NATIONS EMBLEM WITH THE INSIGNIA OF INDIVIDUAL GOVERNMENTS	483
V. USE OF THE UNITED NATIONS EMBLEM IN DOCUMENTS OF BODIES OUTSIDE THE UNITED NATIONS SYSTEM	483
VI. EXCEPTIONS	483
<u>Annex.</u> Selection of distinctive emblems for special conferences and international years	484

The rules that follow are intended to ensure uniformity in the manner in which the United Nations emblem is used in documents and publications of the United Nations and of other organizations in the United Nations system.

In accordance with General Assembly resolution 92 (I) of 7 December 1946, concerning the official seal and emblem of the United

* Based on ST/AI/189/Add.21.

Nations, the United Nations emblem is intended for official use and may be used otherwise only with the authorization of the Secretary-General. 1/

I. USE OF THE UNITED NATIONS EMBLEM ON UNITED NATIONS DOCUMENTS AND PUBLICATIONS

A. Use of emblem on public information documents

The emblem may be used on all official material issued by the Department of Public Information, including publications, pamphlets, booklets, fliers and posters.

B. Use of emblem on official documents

The United Nations emblem is used on the masthead of official United Nations documents, that is, those bearing a United Nations document symbol. It is not used on unofficial material such as seminar and conference room papers.

The mast-head of documents of a main organ or subsidiary body should always bear, beside or near the emblem, the words "United Nations", written in full and presented in such a way as to make it clear that the emblem is that of the United Nations and not that of the main organ or subsidiary body concerned.

C. Use of emblem on publications

The emblem should appear on the cover page of United Nations publications in accordance with the rules laid down in document ST/AI/189/Add.2 and Amend.1, paragraphs 3 and 3a. When the name "United Nations" appears at the bottom of the page, identifying the United Nations as the publisher, the emblem should appear beside or above it.

The emblem should appear in the lower part of the title-page of United Nations publications, as part of the United Nations imprint (see article H 1).

1/ Requests received by United Nations offices from persons or bodies outside the United Nations for authorization to use the United Nations emblem, however addressed, should be referred to the Office of Legal Affairs, which will deal with them, in consultation as necessary with the Executive Office of the Secretary-General, the Department of Public Information and any other offices concerned.

Inasmuch as topical newsletters prepared by substantive units of the Secretariat are not official publications (see article H 7). the emblem should not be used on them.

The emblem may, in appropriate cases, be combined with that of specialized agencies and other organizations in the United Nations system as indicated below (see also article H 1, chapter III).

(a) Where the United Nations and another body or bodies are joint publishers, the emblems and imprints of all bodies concerned should appear in the lower part of the cover and of the title-page, in the publisher position, the name of the United Nations appearing on the left and all the emblems being otherwise given equal typographical prominence. In such cases, it is not necessary for the names of the bodies to appear also at the top of the page in the author position;

(b) Where the United Nations and another body are joint publishers, the wording and presentation of the imprint, including the emblem, must be referred to the Publications Board;

(c) Where the United Nations and another body or bodies are joint authors, and the United Nations is the publisher, the United Nations emblem and the United Nations imprint should appear in the lower part of the cover and of the title-page in the publisher position, in accordance with the rules laid down in article H 1, chapter II;

(d) The names and emblems of both or all of the joint authors may appear, if required, at the top of the cover page in the author position, being given equal typographical prominence, provided that those of the United Nations appear on the left or above the others. In such cases, the emblems but not the names of the bodies concerned should appear in the same sequence in the upper part of the title-page, the emblem of the United Nations appearing on the left or above the others;

(e) The United Nations emblem may not be used in combination with the emblem of any organization outside the United Nations system without the express authorization of the Secretary-General (see also chapter V);

(f) When the United Nations emblem appears together with that of another body, the emblem of each should appear in combination with the name of the organization to which it relates, except as indicated in subparagraph (d) above.

When material prepared by, or under the authority of, the United Nations is issued or reprinted by an external publisher or other organization, the United Nations emblem may not be used on the publication, even as a motif in the cover design, without the express authorization of the Publications Board.

II. USE OF EMBLEM BY UNITED NATIONS BODIES 2/

The United Nations emblem should be used on official documents and publications of United Nations bodies.

When used by such a body, the emblem should be displayed in a way that makes it clear that the emblem is that of the United Nations and not exclusively that of the body concerned.

The emblem should not be modified, whether by the addition of the name of the body or of any motto within or around it or by the inclusion of any motif within or around it.

Such bodies may also use distinctive emblems of their own, subject to the following considerations:

(a) On official documents, which must bear the United Nations emblem, the distinctive emblem of the United Nations body may be used in conjunction with the United Nations emblem, provided that the latter is given greater typographical prominence;

(b) On non-official documents, the distinctive emblem may be used alone; it should not be combined with the United Nations emblem.

Where the designation of a United Nations body appears together with the United Nations emblem on the masthead of an official document or on the cover of a publication, the full name of the body should, preferably, be given rather than the acronym. The emblem should, if possible, appear close to the words "United Nations".

Reports of seminars or similar meetings carried out under the United Nations regular programme of technical co-operation or under the United Nations Development Programme or funds-in-trust should not, when issued as non-official papers, bear the United Nations emblem. When, however, following submission of a request for the issuance of such a report as a United Nations publication, the Publications Board approves such issuance, the report should bear the emblem.

2/ The term "United Nations bodies" is used in this directive to designate organs such as the United Nations Conference on Trade and Development, the United Nations Development Programme and the United Nations Industrial Development Organization, established by the General Assembly as autonomous or semi-autonomous entities.

III. USE OF DISTINCTIVE EMBLEMS FOR UNITED NATIONS
CONFERENCES AND DESIGNATED INTERNATIONAL YEARS 3/

The United Nations emblem should be used on official documents and publications of United Nations conferences and designated international years.

Subject to the rules set forth below, a distinctive conference emblem may also be used, together with the United Nations emblem, in the mast-head or on the cover and title-page of official documents and publications and in publicity material of United Nations conferences. When a conference emblem is used together with that of the United Nations, the United Nations emblem must be given greater typographical prominence. The United Nations emblem should appear above or to the left of the conference emblem, preferably with the United Nations emblem adjacent to the name "United Nations", which should be included in the name of the conference.

Non-official papers of United Nations conferences should not bear the United Nations emblem. The distinctive emblem of the conference, if any, may be used on them.

Mast-heads and cover designs featuring conference emblems used in combination with the United Nations emblem are subject to the approval of the Chairman of the Publications Board. 4/

When the report and/or papers of a United Nations conference are published externally, they may bear the conference emblem; they should bear appropriate attribution to the United Nations but should not bear the United Nations emblem without the express authorization of the Publications Board.

3/ The term "United Nations conference" is used in this directive to designate conferences convened by the General Assembly, the Economic and Social Council or other main organs of the United Nations. It refers in particular to special conferences devoted to topics of current interest, such as the United Nations World Conferences on Population, the World Conference of the International Women's Year, the United Nations Water Conference, and the United Nations Conference on Science and Technology.

4/ The procedure for selection of distinctive emblems for United Nations conferences and designated international years is set forth in the annex to the present directive.

IV. USE OF THE UNITED NATIONS EMBLEM WITH THE INSIGNIA OF INDIVIDUAL GOVERNMENTS

The United Nations emblem may be used together with the insignia of individual Governments only with the express permission of the Publications Board.

When a Government co-operates with the United Nations in the preparation of a report or other document, attribution should normally be given in the form:

"Prepared in co-operation with the Government of ..."

without showing the insignia of the Government.

When the Government prints a report or other document of which the United Nations is the publisher, credit may be given in a form such as the following:

"Printed by the Government of ... as a contribution to the work of the United Nations"

The publication should bear the emblem of the United Nations in the lower part of the cover and title-page but should not bear the insignia of the Government.

V. USE OF THE UNITED NATIONS EMBLEM IN DOCUMENTS OF BODIES OUTSIDE THE UNITED NATIONS SYSTEM

When the United Nations participates in organizing a conference or meeting convened by an outside body, the emblem may be used, in combination with the name "United Nations", if the emblems of other participating bodies are so used on the documents of the conference or meeting.

VI. EXCEPTIONS

No departure may be made from the rules set forth above without the express authorization of the Chairman of the Publications Board.

Annex

SELECTION OF DISTINCTIVE EMBLEMS FOR SPECIAL
CONFERENCES AND INTERNATIONAL YEARS

1. The selection of distinctive emblems - sometimes called logos - for special conferences often raises questions of taste and propriety, artistic value and political significance.
2. Responsibility for the final selection and approval of the emblem is vested in the Publications Board, which is responsible also for ensuring the correct use of conference designs in combination with the United Nations emblem on documents and publicity material.
3. In order to ensure that the views of the various offices concerned shall be sought, the following procedure has been established:
 - (a) If a distinctive emblem is to be used for a special conference or international year, the substantive department or office concerned must see to it that the cost of preparing it is included in the budget estimates of the conference;
 - (b) The substantive department or office concerned should submit its request for a design for a distinctive emblem to the Chairman of the Publications Board, indicating the general theme to be projected by the design;
 - (c) The Publications Board will consider the request at a meeting of the Board to which the Special Representative for the conference will be invited, and will authorize the Chairman of the Board to arrange for the preparation of sample designs either within the United Nations Secretariat, usually in the Graphic Presentation Unit, or outside the Secretariat, possibly through international competition, depending on the time and funds available;
 - (d) The Publications Board will examine the designs, bearing in mind the guidelines appended hereto, and will make the final selection, taking into account the views of the Special Representative, who will be invited to attend the meeting;
 - (e) In accordance with its terms of reference, the Publications Board will rule on all matters relating to the presentation of the design in combination with the United Nations emblem on United Nations documents and publicity material, taking account of chapter III of the present directive.

Appendix

GUIDELINES FOR THE SELECTION OF DISTINCTIVE EMBLEMS FOR
MAJOR UNITED NATIONS CONFERENCES

In the planning and selection of a distinctive emblem for a major United Nations conference, the following requirements should be borne in mind:

1. The design of the emblem should be suggestive of the topic and of the United Nations character of the conference. It should not, however, be a modification of the United Nations emblem. It might, for example, show a motif symbolic of the topic of the conference enclosed in a globe flanked by the traditional olive branches.

2. The design should be of universal significance and should be readily understandable to the general public.

3. The design should be simple, dignified and distinctive.

4. The design should not include a motto that would have to be translated into various languages.

5. Care should be taken not to use a symbol that has different meanings in different cultures.

6. The design should be reproducible in black and white.

7. The design should be compatible with the United Nations emblem so that, when used together, the conference design and the United Nations emblem would present a harmonious ensemble.