



UNESCO Associated Schools Network Project

Guideline on Logo Use

UNESCO Associated Schools Project Network (ASPnet) Guideline on Logo Use

1. Purpose

In order to demonstrate their association with UNESCO, ASPnet National Coordinators and member schools officially registered by UNESCO (ASPnet International Coordinator) are encouraged to use the UNESCO-ASPnet logo. These guidelines specify the conditions of such use in accordance with the “Directives concerning the use of the name, acronym, logo and internet domain names of UNESCO” that are adopted by UNESCO’s General Conference (Resolution 34 C/86).

2. General Conditions

- The general conditions for the use of the UNESCO-ASPnet logo are determined by UNESCO and cannot be changed without prior written agreement of UNESCO.
- The UNESCO-ASPnet logo should be cautiously used so as not to cause any misinterpretation by the general public about the respective and independent status of the National Coordinators, member schools and UNESCO.
- Under no circumstances can the UNESCO-ASPnet logo be used on items and products for sale.
- Publications bearing the UNESCO-ASPnet logo that are produced by National Coordinators or member schools should feature a disclaimer such as “National Coordinator [name of country] / [name] School is responsible for the choice and presentation of views contained in this [material] and for opinions expressed therein, which are not necessarily those of UNESCO and do not commit UNESCO”.
- National Coordinators and member schools can use the UNESCO-ASPnet logo for their own activities that are related to the Associated Schools Project Network, but they must not authorize others to use the UNESCO-ASPnet logo in whatsoever form.
- The UNESCO-ASPnet logo can be used in black, in UN blue, or in white for dark backgrounds.
- The height of the temple symbol is used as a measurement for the size of the logo. When the logo is featured, the height of the temple symbol should never be smaller than 12 mm.
- The UNESCO-ASPnet logo can be placed either next to a member school’s own logo or separately elsewhere.
- National Coordinators and member schools are fully responsible for the consequences arising out of their use of the UNESCO-ASPnet logo.

3. National Coordinators

3.1. UNESCO-ASPnet logo for use by National Coordinators

The example below illustrates the UNESCO ASPnet logo that National Coordinators should use:



The logo is composed of three parts:

- The logo of UNESCO with its three inseparable elements, i.e. the temple symbol, the full name of the organization and the vertical dotted line;
- The emblem of the ASPnet (graphic and text “UNESCO Associated schools”);
- The text “National Coordination” and **in the line underneath** “[name of country]”.



*National Coordinators should **under no circumstances** use the UNESCO-ASPnet logo without the text “National Coordination + [name of country]”, nor the UNESCO logo alone without the ASPnet emblem.*

3.2 Steps for obtaining the UNESCO-ASPnet logo for National Coordinators

National Coordinators should obtain the UNESCO-ASPnet logo for National Coordinators from the UNESCO Secretariat (aspnet@unesco.org).

4. Member Schools

4.1. UNESCO-ASPnet logo for use by member schools

The logo below is the standard UNESCO-ASPnet logo that member schools should use:



The logo is composed of three parts:

- The logo of UNESCO which is composed of three inseparable elements: the temple symbol, the full name of the organisation and the vertical dotted line;
- The emblem of the ASPnet (graphic and text “UNESCO Associated schools”);
- The text “Member of”.



*Member schools should **under no circumstances** use the UNESCO-ASPnet logo without the text “Member of”, nor the UNESCO logo alone without the ASPnet emblem.*

4.2. Steps for obtaining the UNESCO-ASPnet logo for member schools

Member schools can obtain the UNESCO-ASPnet logo from their National Coordinators.