



United Nations Guidelines on the use of the UN emblem

Official rules governing the use of the UN emblem on publications and other products are included in ST/AI/189/Add.2, ST/AI/189/Add.2/Amend. 1, and ST/AI/189/Add. 21 and ST/AI/189/Add. 21/Amend. 1, section V. These guidelines do not replace the ST/AIs; they summarize the information and provide examples.

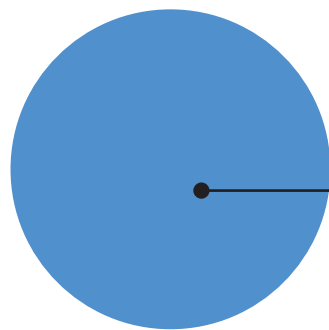
United Nations • Publications Board Secretariat
New York, June 2007. [Rev October 2013]

History of the Design

The design of the UN emblem was patterned on an “azimuthal north polar projection of the world”, in which the land masses were spun around a concentric circle with the United States, as the host nation, in the center.

The “diagram” was then encircled by crossed branches of olive. In 1945, soon after the San Francisco Conference ended and the United Nations was established, the map on the logo was slightly tilted so that the international dateline became the centerpiece, symbolizing the East-West world.

As a side note, the “UN blue” was chosen at this time. Although slightly different than the UN Blue used today (Pantone Matching System 279), this colour choice became an integral part of the visual identity of the Organization. Blue represents peace in opposition to red, for war.



Pantone PMS 279

CMYK breakdown:

C: 68% • M: 34% • Y:0% • K: 0%

Who can use the UN emblem

- UN Departments and Offices of the UN Secretariat – including offices away from HQ and regional commissions – do not need a written authorization to use the UN emblem for their official purposes.
- UN bodies (i.e. autonomous or semi-autonomous entities, such as FAO or UNDP) may display the UN emblem on publications in combination with their emblem. *Please refer to ST/AI/189/Add. 21, para. 11-16*
- When UN Departments and Offices of the UN Secretariat co-organize a conference or meeting convened by a body outside of the UN system, the UN emblem - in combination with the name “United Nations”, - may be displayed if the emblems of the other participating bodies are so used on the documents of the conference or meeting. *Please refer to ST/AI/189/Add. 21/Amend. 1, section V*
- For all other uses, UN Departments and Offices of the UN Secretariat and external requesters should request a written authorization from OLA.
Contact: axenidou@un.org

Exception: Requests from external publishers wishing to reproduce the UN emblem in textbooks should be forwarded to the Secretary of the Publications Board
Contact: morteo@un.org Electronic formats

Electronic formats: The emblem is available in the following formats: TIFF, EPS, and JPEG (for the web)



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Size

If you wish to reproduce the UN emblem ½" (1.27 cm) or larger, request the logo in version 1 below. To reproduce it in a smaller size, request version 2, adapted to provide an elegant result in a smaller version.



Version 1



Version 2

The emblem must be reproduced as is. It cannot be stretched, elongated or modified. (The samples below show what **cannot** be done).



Incorrect



Incorrect



Incorrect

Faithful Reproduction of the UN emblem

When used specifically as an emblem, the emblem must be reproduced exactly as per Version #1 or Version #2 on the left.

When used as a graphic element as part of an overall design, the designer can highlight certain parts of the emblem. Crop the emblem left or right side, or place it on an angle. The designer can crop the bottom but never crop just the top as it makes the emblem more difficult to recognize. These modifications are acceptable only in an overall design application.

In any case, when the emblem proper is to be reproduced, no changes in any form are permissible. The emblem can not be stretched, elongated or any parts deleted or replaced by other elements.



Correct



Correct



Incorrect



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Colour

The standard colours are the UN Blue (Pantone Matching System 279), Black, Gold, Silver, and White (dropped out on colour stock).

Use of the UN emblem with “United Nations”

If “United Nations” is used with the emblem — as is required to indicate that the UN is the publisher — “United Nations” must appear under the logo or beside it.

“United Nations”, available in the six official languages, can be set in caps and lower case [United Nations], or all caps [UNITED NATIONS] but must be centered. The text should never be set in all lower case [united nations]. The typefaces can be either serif (such as Caslon or Times Roman) or sans serif (such as Helvetica or Futura, or Avenir as per the sample to the right).

The font size of the text should be balanced with the size of the emblem. Text size needs to be readable but should not overpower the emblem itself. In most cases, the colour of the text should be the same as the emblem.

Arabic • Chinese • English • French
Russian • Spanish



الأمم المتحدة



联合国



United Nations



Nations Unies



Организация
Объединенных Наций



Naciones Unidas



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Placement of the UN emblem on Publications

UN as the only Publisher

When the UN is the only publisher, the UN emblem should be placed as follows:

- **Cover:** The UN emblem and the words United Nations appear in the lower part of the cover, centered, (Publisher's placement)
- **Cover:** The full name of the Author (*i.e.* a department, regional economic commission, major conference or other UN body) appears on the upper part of the cover in less typographical prominence than the name United Nations at the bottom.
- **Title page:** The UN emblem and the words United Nations, New York, [year] appear in the lower part of the title page, centered, (Publisher's placement)
- **Title page:** The full name of the Author (*i.e.* a department, regional economic commission, major conference or other UN body) appears on the upper part in less typographical prominence than the name United Nations at the bottom.

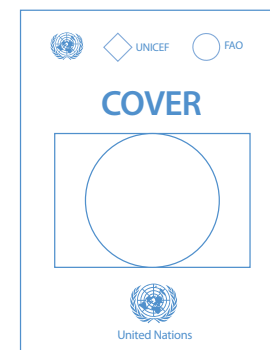
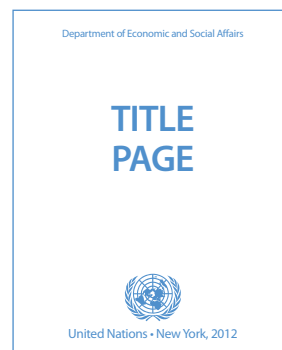
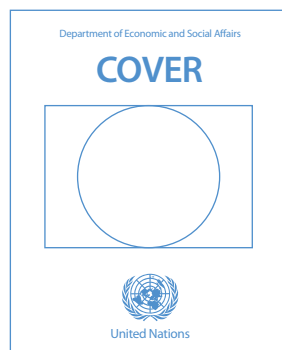
UN and another UN body / Joint Authors and UN as the Publisher

When the UN and another agency, fund, or programme in the UN system are "Joint Authors" and the UN is the Publisher, the emblems should be placed as follows:

- **Cover:** The UN emblem and the words United Nations appear in the lower part of the cover, centered (Publisher's placement)
- **Cover:** The acronyms and emblems of the joint authors appear at the top of the cover page in the author position (all in the same size), the United Nations in the left position.
- **Title page :** The UN emblem and the words United Nations, [city of printing], [year] appear in the lower part of the title page, centered (Publisher's placement)
- **Title page:** The emblems but not the acronyms of the joint authors appear in the same sequence at the top, the emblem of the United Nations on the left.

Placement of the UN emblem on the cover and title page of a publication

[ST/AI/189/Add.2, ST/AI/189/Add.2/Amend. 1, ST/AI/189/Add. 21, and ST/AI/189/Add. 21]



When UN is the Publisher with Joint Authors: only the UN logo appear at the bottom as Publisher



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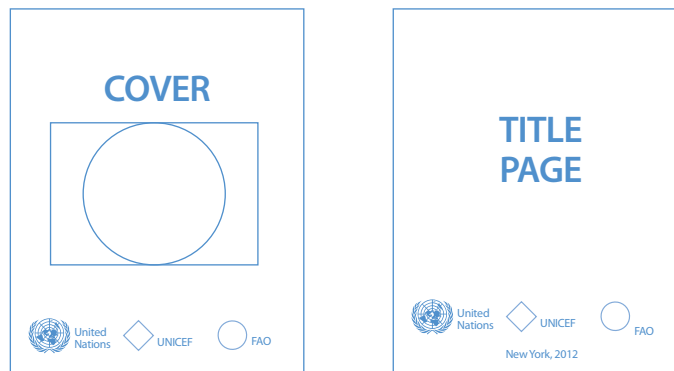
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UN and another UN body / Joint Publishers

When the UN and another agency, fund, or programme in the UN system are “Joint Publishers”, *i.e.* when the financial costs are shared, and/or the text is co-written, the emblems should be placed as follows:

- All the emblems and names of the publishers (full name for the United Nations; acronyms for the others) appear in the lower part of the cover and title page, centered (Publisher’s placement)
- The UN emblem is placed on the left and all the emblems are the same size. (The UN emblem could be bigger but never smaller than the others).
- Do not include acronyms or full name of publishers at the top (Author’s placement).



UN publishing
with another
UN Body /
Joint Publisher

UN and external Publishers / UN and organizations outside the UN system *ST/AI/189/Add. 21/Amend. 1, Section V*

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

When the United Nations participates in organizing a conference or meeting convened by an outside body or when the United Nations jointly publishes* a publication with an outside body/bodies, the emblem may be used, in combination with the name “United Nations”, if the emblem of other participating bodies are so used on the documents of the conference or meeting or on the publication jointly published with the outside body/bodies.

*“jointly publishes” is used to mean any of the following: (1) joint financing of the publication costs, (2) joint responsibility for the preparation of the text (either co-written or resulting from contributions from all the parties, *i.e.* institutional publishers), or (3) the UN provides the text and the publisher(s) provide(s) printing, promotion, and distribution in their respective markets.

Joint publications (co-publications) with external publishers require UN copyright and a contact. As used here, joint publications refer only to the first, original edition of a title.

Examples are meant to be a visual reference to these guidelines. As long as the rules of placement and size are followed, the designers are free to use their discretion in terms of text alignment and sizes.



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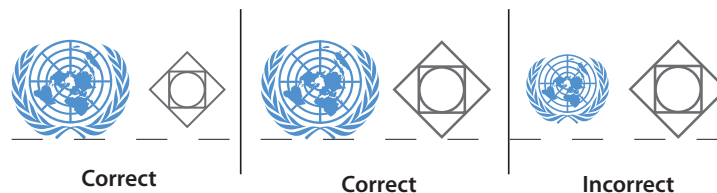
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Use of the UN emblem on other products

Some things to avoid when using the UN emblem as a design element on other products

- Do not crop the top of the emblem off. This makes the emblem more difficult to be recognized.
- Do not alter the UN emblem for any reason. See “Size” in the Guidelines.
- If the emblem will be used with other images, make sure that these images are appropriate visuals and do not in any way reflect negatively on the Organization.
- When the UN logo appears with another logo, the UN logo must be reproduced as big if not bigger than the other logo. In no case should another logo be reproduced larger than the UN logo.



Emblem can be downloaded from the <http://iseek.un.org/M210.asp?dept=2042>