UNWTO institutional image

1. With the objectives 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 carried out within the Secretariat since early 2010 to streamline and generate consistency in the messaging and external positioning of the Organization.

2. These efforts have been 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 information to the 93rd Executive Council.
Annex I. PowerPoint presentation on the new UNWTO institutional image

UNWTO Institutional Image

- Use of the Logo
- Institutional Image
- Applications
- Colours: 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

![UNWTO Logo](image1)

### Institutional Image

- No change in existing/approved logo

- Change in its application in the institutional image

![UNWTO Logo](image2)
Applications: Stationery

Applications: PowerPoint
Applications: Badges

Applications: E-mail Signature
Applications: Communication Materials

Colours: Themes & Regions
Applications: Other Materials

Web banners

Mailings/Events

E-newsletter

Thank you.
unwto.org