DOCUMENTO VI:
UNWTO Brand Guidelines
Guía de Branding de la OMT

RFP/PBST/2021-01
“Maquetación y diseño de publicaciones, revistas y folletos de la OMT”
BRAND GUIDELINES

July 2020
Who is this guide for?

This guide is aimed at all graphic design professionals, academics, teachers or professionals of the tourism sector who would like to incorporate our brand into their communication materials.

It establishes the foundations of correct use of the UNWTO logo, colours, shapes and typographies. Correct use of each of them combined can help us achieve the visual consistency that our brand needs internationally.

By following some simple rules, we will be able to position our brand in the best possible way.
Around the world tourism grows every single year.

Tourism creates job opportunities, empowers communities and improves livelihoods.

Tourism is part of the economic value chain, from infrastructure and communication to food production and transport.

Tourism goes far beyond tourism alone! Delivering on its huge potential is the task of the World Tourism Organization (UNWTO), the UN's special agency to promote tourism's many benefits on societies and the economy.
No Maximum Size
Minimum Size: 2.5 cm wide
For Smaller versions use logo 3
Logo: Versions

UNWTO
World Tourism Organization

UNWTO
Organización Mundial del Turismo

UNWTO
Organisation mondiale du tourisme

UNWTO
Всемирная туристская организация

UNWTO
منظمة السياحة العالمية

UNWTO
世界旅游组织

Logo has version for every UN official language
UNWTO.QUEST is a tool to improve tourism governance and certify Destination Management Organizations (DMOs) according to a framework of criteria and standards developed by UNWTO. Only certified DMOs can use the UNWTO.QUEST logo according to its specific terms of use and exclusively during the period of validity of the UNWTO.QUEST Certification and for the purposes established by UNWTO.
No Maximum Size
Minimum Size: 2.5 cm wide
The UNWTO World Tourism Students League, run within the UNWTO Academy, seeks to create an innovative environment to empower and motivate travel & tourism students to get involved within the industry and participate in this world students tourism league getting real-time experience from the sector by creating and presenting innovative solutions for the challenges that the sector is facing nowadays. Challenges will be aligned with the Sustainable Development Goals, placing an emphasis on Goals 8, 12 and 14, in which tourism is featured and will match the SDGs requirements.
Logo: UNWTO Students League - Sizes

No Maximum Size
Minimum Size: 2.5 cm wide
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Zurab Pololikashvili
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unwto.org
Stationery. Envelopes

The same structure for:
17.8 x 11.9 cm / 22.9 x 16.1 cm / 32.2 x 22.8 cm

World Tourism Organization
C/ Poeta Joan Maragall 42. 28020 Madrid. Spain.
Stationery Envelopes

The same structure for:
17.8 x 11.9 cm / 22.9 x 16.1 cm / 32.2 x 22.8 cm