

Usage for which DCMS permission is required

DCMS permission is required for all other uses. These may include:

- uses not directly associated with an individual World Heritage Site or where the World Heritage Site is not the principal focus of the proposed use
- uses associated with a commercial venture or commercial promotion
- products that have no or little educational or relevant promotional value
- advertising campaigns on buses, trains, trams, etc. as long as the campaign is promoting the World Heritage Site.

Given the duty to promote the awareness of the World Heritage Convention the Department generally takes a liberal interpretation of the Guidelines. However the Department has to take account of the Operational Guidelines and will ensure that the policy objectives of the Committee are taken into account.

On rare occasions it may be necessary for approval to be sought from the World Heritage Centre but all applications should be made to DCMS in the first instance.

The Department for Culture, Media and Sport

11/03/05

GUIDELINES FOR THE USE OF THE WORLD HERITAGE EMBLEM

1 Introduction

Guidance on the use of the World Heritage Emblem is set out in the Operational Guidelines for the Implementation of the World Heritage Convention, 1 February 2005, published by the World Heritage Centre. The purpose of this paper is to supplement that guidance and indicate how we propose the requirements are implemented in the United Kingdom.

2 General

The Emblem should be used wherever possible in relation to World Heritage Sites and activities relate to World Heritage. The key guidelines are that:

- it should be used in conjunction with the UNESCO Temple Emblem
- it may be reproduced in any colour or size
- it should carry the text "World Heritage Patrimoine Mondial".

DCMS acknowledges that this is not practical in all circumstances, that the prominent display of the World Heritage Emblem alone is preferable to a less prominent display using both Emblems, and that there may be occasions when it is not possible, for design reasons, to include the text.

3 Permission to use the Emblem

The World Heritage Committee gives guidance on the use of the emblem and when specific approval is needed. The objective is to ensure that the emblem is only used in appropriate circumstances and to prevent its abuse.

General Permission

DCMS is content for the Emblem to be used without specific approval being sought:

- on a plaque to commemorate the inscription of a property on the World Heritage List
- on any other signage or free promotional media relating to the World Heritage Site
- on letterheads, brochures, guidebooks, leaflets, staff uniforms, etc used by World Heritage Sites
- on official vehicles serving the World Heritage Sites
- conferences or exhibitions dealing with specific World Heritage Sites or the World Heritage Convention.