

# 联合国教科文组织创意城市网络标识使用指南



## UCCN标识

联合国教科文组织已经开发了三种UCCN标识版本，它们是：

- a. 带有文字“创意城市网络”的版本，仅供联合国教科文组织和UCCN秘书处使用



仅供联合国教科文组织和UCCN秘书处使用

- b. 带有文字“创意城市网络成员”的版本，供UCCN成员城市使用



- c. 带有文字“创意城市网络成员们”的版本，可供成员城市共同活动和事件使用



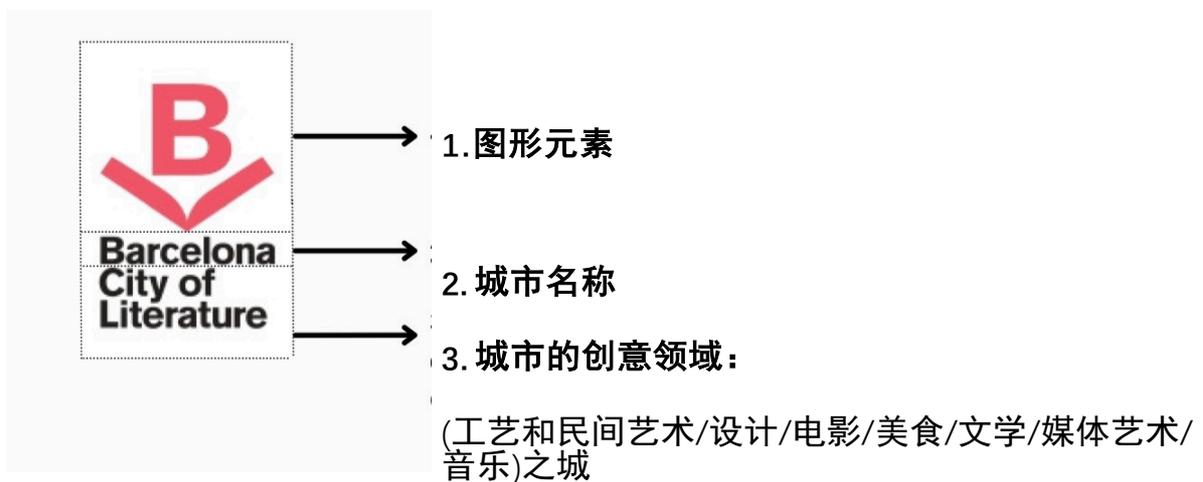
您将在附件中找到供成员城市使用的通用标识（b和c版本），其矢量格式可用于对于高清晰度有需求的各类工作。

请注意，通用标识应严格按照提供的方式使用，不得以任何方式修改。不得在提供给您的高清晰度标识文件中添加、插入或删除任何元素。

## 城市视觉元素

网络的每个成员城市也有其自己的视觉元素。

如下例所示，您城市的视觉元素只能包含以下3个元素。但是，只要它们形成同一块区域，就可以自由放置。



为了增强网络及其成员城市的曝光度和影响力，所有成员城市都需遵守这些规则，对其城市视觉元素进行必要的调整。对于2023年加入网络的成员城市，由新城市自行创建的城市视觉元素，必须以矢量格式提交给联合国教科文组织创意城市网络秘书处，以通过[creativecities@unesco.org](mailto:creativecities@unesco.org)进行验证，截止日期为**2024年2月16日**。



## 如何使用通用UCCN标识和城市视觉元素

通常，首先应创建实用且吸引人的布局，并符合联合国教科文组织的图形标准和规则。

### 1. 城市视觉元素可与通用UCCN标识一起使用，需遵守以下指南：

- 新的通用UCCN标识和城市视觉元素必须彼此分开，并位于文档的对立面（例如，左上/右上或左下/右下）。
- 标识和视觉元素应对齐并位于同一水平线上。
- 通用标识应放在右边。

请参考下面的示例：



 **备注：** 如果还要显示第三个/其他/附加的标识，它们不得插入城市视觉元素和UCCN通用标识之间。

2. 在严格遵守以下指南的情况下，城市视觉元素和通用UCCN标识也可以并排使用，譬如用于签名和名片时，其中尤其要注意通用UCCN标识周围的保护区

- 城市元素应放在左边，通用标识放在右边。
- 保护区的宽度等于联合国教科文组织首字母缩写中字母N的高度（作为最小距离）应在所有情况下得到遵守。

请参考下面的示例。

\*保护区



3. 在由多个创意城市共同组织的活动和事件中，应使用带有文字“创意城市网络成员们”的通用UCCN标识版本，作为第一行放在顶部，城市各自的视觉元素依次排列为第二行放在下方。

请参考下面的示例。





## 其他重要方面

通用UCCN标识的使用仅授予市政府及其指定的官方部门/机构，用于推广与实施网络使命声明和目标直接相关的活动和合作。获得联合国教科文组织授权使用UCCN标识的活动和项目组织者，如上所述，不得以任何形式授权第三方使用该标识。

如果联合国教科文组织国家委员会制定的指南比联合国教科文组织秘书处的指南更严格，UCCN成员城市应遵守国家委员会的指南。在所有其他情况下，必须遵循联合国教科文组织秘书处的规则。

由活动和项目组织者制作的带有通用UCCN标识的传播材料必须包含以下声明：“[组织者名称]对本[文件标题]中选择和呈现的事实和观点负责，这些事实和观点不一定是联合国教科文组织的，也不代表该组织”。

通用UCCN标识**不得用于商业目的**。出售带有此标识的商品和服务被视为商业行为，因此不被允许。



## 联系方式

如果您对使用通用标识有任何疑问，请通过[logo@unesco.org](mailto:logo@unesco.org)（传播和公众参与司，原公共信息司）联系我们，并抄送至[creativecities@unesco.org](mailto:creativecities@unesco.org)。

# GUIDELINES ON THE USE OF the UNESCO Creative Cities Network logo



## THE UCCN LOGO

Three versions of the UCCN logo have been developed by UNESCO. They are:

**a.** The version with the text “**Creative Cities Network**”, reserved only for the use of UNESCO and the UCCN Secretariat



**b.** The version with the text “**Member of the Creative Cities Network**”, which is to be used by the UCCN member cities



**c.** The version with the text “**Members of the Creative Cities Network**”, which can be used by member cities for joint activities and events



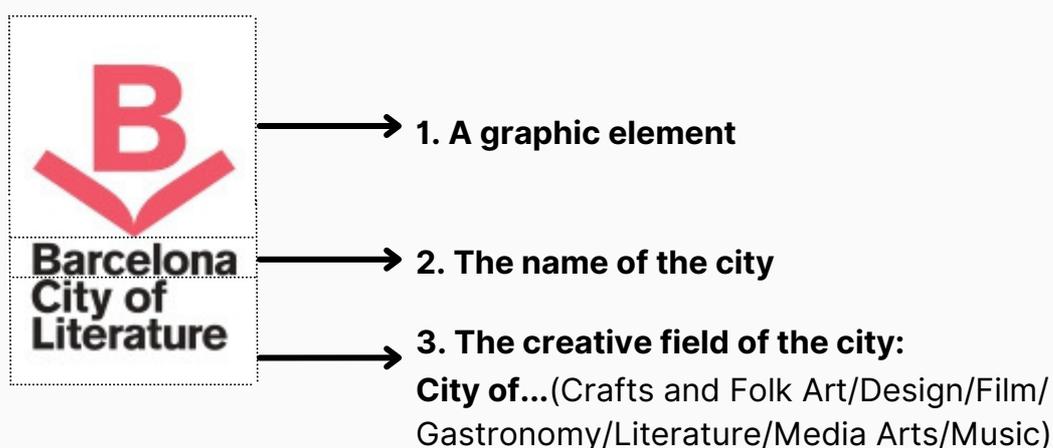
You will find attached the generic logo (versions b and c) for the member cities in vector format which allows all types of work in high definition.

Please kindly note that the generic logo shall be used **strictly as provided and shall not be modified in any way**. No element is to be added to, inserted in or removed from the high-definition logo file provided to you.

## CITY VISUAL ELEMENT

Each member city of the Network also has its own visual element.

As shown in the example below, the visual element of your city can only include the following 3 elements. However, they can be placed freely as long as they form the same block.



With a view to reinforcing the Network's and its member cities' visibility and outreach, all member cities are kindly required to align with these rules by making necessary adjustment(s) in their city visual elements. For member cities that joined the Network in 2023, this city visual element, to be created by the new cities themselves, must be submitted in a vector format to the Secretariat of the UNESCO Creative Cities Network for validation via [creativecities@unesco.org](mailto:creativecities@unesco.org) **by 16 February 2024.** 

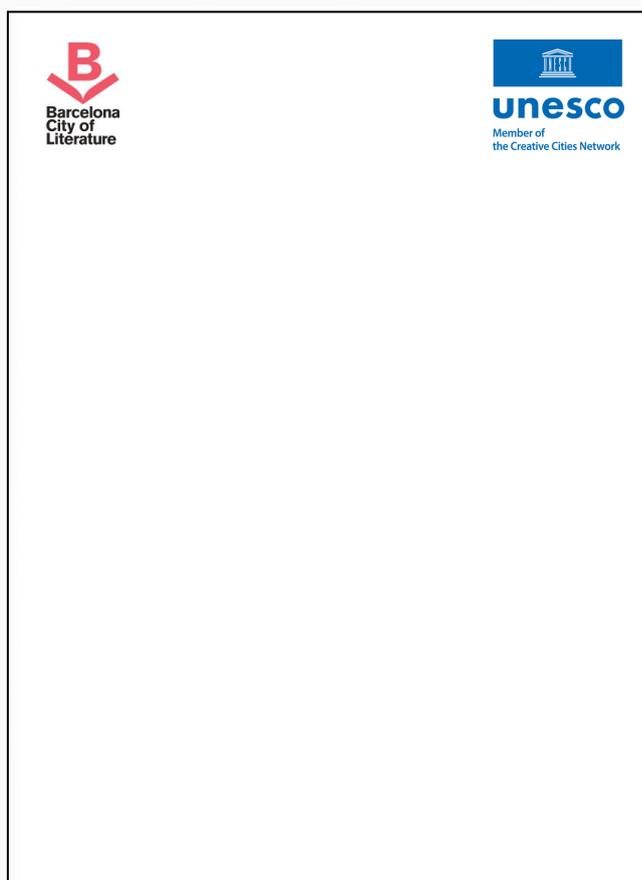
## How to use the generic UCCN logo and the city visual element

In general, the guiding principle should be to create a layout that is practical and attractive, and in line with UNESCO graphical standards and rules.

1. The city visual element can be used along with the generic UCCN logo, provided that the following guidelines are respected:

- The new generic UCCN logo and the city visual element must be separated from each other and located on opposite sides of a document (for example, up left/up right or down left/down right).
- The logo and the visual element should be aligned and at the same horizontal level.
- The generic logo shall be placed on the right.

Please find below an example:



**N.B.:** If a third/other/additional logo(s) is/are also to be displayed, they must not be inserted between the city's visual element and the UCCN generic logo.

2. The city visual element and the generic UCCN logo can also be used side by side provided wherever it is practically possible and that the following guidelines are strictly respected notably the protection zone around the generic UCCN logo, such as for signatures and business cards:

- The city element should be placed on the left and the generic logo on the right.
- The protection zone equal to the height of the letter N in the acronym UNESCO (as minimum distance) should be respected in all cases.

Please find below an example.

**\*Protection zone**



3. In the case of joint activities and events organized by more than one Creative City, the version with the text “Members of the Creative Cities Network” of the generic UCCN logo should be used as line 1 on top, and cities’ individual visual elements to be placed one after another as line 2 underneath.

Please find here below an example.





## OTHER IMPORTANT ASPECTS

The use of the generic UCCN logo is only granted to the municipalities and the official departments and/or bodies designated by them to promote activities and partnerships which have a direct link with the implementation of the Networks' Mission Statement and objectives. Events and projects organizers authorized by UNESCO to use the UCCN logo, as indicated above, cannot authorize the use of the logo in any form whatsoever by third parties.

In cases when guidelines established by a National Commission for UNESCO are stricter than those of the UNESCO Secretariat, UCCN member cities should abide by the guidelines of the National Commission. In all other situations, the rules of the UNESCO Secretariat must be followed.

Communication materials bearing the generic UCCN logo that are produced by events and projects organizers must include the following disclaimer: “[name of organizer] is responsible for the choice and the presentation of the facts and opinions in this [document title], which are not necessarily those of UNESCO and do not commit the Organization”.

The generic UCCN logo **must not be used for commercial purposes**. The sale of goods and services bearing this logo is considered to be commercial and is therefore not allowed.



## CONTACT

If you have any questions regarding the use of the generic logo, please contact **logo@unesco.org** (Division for Communications and Public Engagement, formerly Division for Public Information), with a copy to **creativecities@unesco.org**.