Guidelines

for the use of the
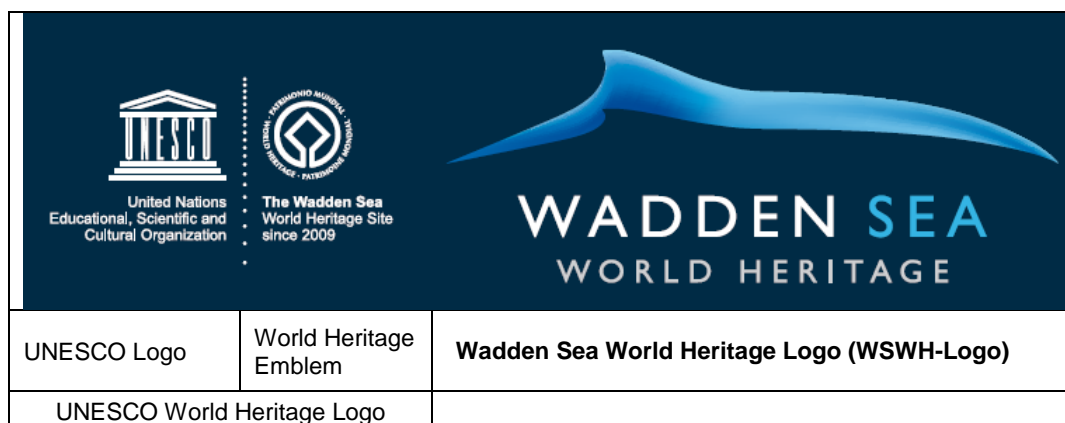
Wadden Sea World Heritage Logo

Guidelines for the use of the Wadden Sea World Heritage Logo
Version November 2015
Approved by the Wadden Sea Board, November 2015 (WSB 15)

UNESCO Logo	World Heritage Emblem	**Wadden Sea World Heritage Logo (WSWH-Logo)**
UNESCO World Heritage Logo		

1. Introduction

The Wadden Sea World Heritage Logo (WSWH-Logo) has been designed for the Dutch-German Danish Wadden Sea World Heritage Site in order to communicate the property **consistently** and as **one trans-boundary entity** in all regions through a broad number of stakeholders (GO and NGOs).

The WSWH-Logo is protected in the EU under the OHIM – Office for Harmonization in the Internal Market (Trade Marks and Design) .The Common Wadden Sea Secretariat, in the following called CWSS, is the owner of the logo on behalf of the State Parties. [

Use of the WSWH logo is only allowed after written permission by the CWSS on behalf of the State Parties and Länder. In the following, guidelines for the use of the WSWH Logo are provided including authorization and quality control.

For the use of the UNESCO Logo and the World Heritage Convention Logo it is referred to the UNESCO guidelines: http://whc.unesco.org/ and the Communication Guidelines.

For the time being and pending further decisions by the State Parties, the use of the WSWH-Logo is confined to the organizations in Annex 1

2. Guidelines for the use of the Wadden Sea World Heritage Logo

1. All products which contain the official UNESCO World Heritage Logo must also contain the Wadden Sea World Heritage Logo.

2. For other products which cannot use the UNESCO World Heritage Logo but are produced in line with the main principles as described below, the use of the WSWH-Logo can be granted by the CWSS on behalf of the State Parties and Länder.

3. The WSWH Logo should be utilized for all projects and activities substantially associated with the Wadden Sea World Heritage Site, including those already approved and adopted, such as the National Park Partnership, in order to promote the entire World Heritage Site.

4. A decision to approve the use of the WSWH Logo is linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval is the educational, scientific, cultural, or artistic value of the proposed product related to

World Heritage principles and values and its contribution to World Heritage principles and values.

5. Commercial entities and print media can in principle use the WSWH Logo for all non-commercial information and awareness raising activities not directly related to commercial products (such as general information about the World Heritage) to show their support for the Wadden Sea World Heritage. A licence agreement regulates further details.

6. The logo can**not** be used in connection with specific commercial products (including promotion for such a product) such as tourism offers or merchandising products without specific permit by the logo owner. A commercial use of the WSWH logo can only be granted when manifest benefit to the Wadden Sea World Heritage can be demonstrated and on a basis of a licence contract which regulates the financial aspects.

7. The product must contain information about or a reference to the entire Dutch-German-Danish World Heritage Site (e.g. "In 2009, the Dutch-German Wadden Sea was inscribed on the UNESCO World Heritage List and extended with the Danish Wadden Sea in 2014"). In principle, a map of the Dutch-German-Danish World Heritage Site must accompany the information (see Annex 2).

8. The official website must be mentioned in the product (www.wattenmeer-weltnaturerbe.de, www.waddenzee-werelderfgoed.nl, www.vadehavet-verdensarv.dk, www.waddensea-worldheritage.org)

3. Authorization

A request for authorization to use the WSWH Logo should adopt the following procedure:

1. A request indicating the objective of the use of the WSWH Logo, its duration and territorial validity, should be addressed to the CWSS, or if applicable through regional focal points which assist the CWSS in the application procedure for the WH logo.
2. The CWSS in consultation with the State Parties (represented by the Task Group World Heritage TG-WH) can grant the use of the WSWH Logo in accordance with the Guidelines above. For cases not covered, or not sufficiently covered, by the Guidelines above, the CWSS refers the matter to the TG-WH, which is acting on behalf of the state parties, for final decision. A yearly report on the authorized uses of the WSWH Logo will be submitted to the TW-WH by the CWSS.
3. After having examined the request and finding it acceptable, the CWSS establishes an agreement with the partner. This licence agreement or contract regulates in detail how the WSWH Logo can be used by the requesting party including commercial use.
4. If the TG-WH / State Parties judge that a proposed use of the WSWH Logo is not acceptable, the CWSS informs the requesting party of the decision in writing.

4. Quality control

1. Authorization to use the WSWH Logo is linked to the requirement that the national authorities and the CWSS may exert quality control over the products with which it is associated.
2. The States Parties [or the CWSS on behalf of the State parties] are the only parties authorized to approve the content (images and text) of any distributed product appearing under the WSWH-Logo. The use of the logo will be reviewed by the state parties and the CWSS.
3. The State Parties / CWSS reserve the right to withdraw the permit to use the WSWH-Logo.

Annex 1

List of Organisations which can use the Wadden Sea World Heritage Logo in accordance with the guidelines

For the time being and pending further decisions by the State Parties, the use of the WSWH-Logo is confined to the following organizations:

1. National, regional and local authorities
NL Ministries
NL Provinces (Noord Holland, Friesland, Groningen)
NL Municipalities in Noord Holland, Friesland, Groningen
D State and Federal Ministries
D Landkreise and Gemeinden in the Wadden Sea Region
DK Ministries
DK Municipalities
2. Info centres
Wadden Sea Info-centres and nature education organisations (the extended IWSS network)
3. National Park Partners (Niedersachsen, Schleswig-Holstein)
4. Tourism and Marketing Organizations
Die Nordsee GmbH (Nds)
Nordsee-Tourismus-Service GmbH (SH)
Royal Dutch Touringclub ANWB
Marketing Groningen
Fryslân Marketing
Marketing Texel
Stichting Waddenfederatie
Waddeneilanden- Samenwerkingsverband VAST
5. Green NGOs in the Wadden Sea region

Annex 2

1. Maps of the Wadden Sea World Heritage

1.1 Detailed Map (size 10 x 10 cm)

1.2. Overview Map (size 5 x 5 cm)

WADDEN SEA

WORLD HERITAGE

INTRODUCTION

Thank you for taking the time to browse this manual. It won't take up much of your time and hopefully it wil help you with the implementation of the new logo.

This manual was devised to help you choose the right logo for any graphic environment. With each version of the logo you will find a clear description of its intended use, as well as print-related specifications (such as a list of colours used in each version, which parts are set to overprint, etc.).

The logo comes in three languages: English, German and Dutch. Filenames are mentioned without indication of the language a specific file was created for. For example, wswh_logo_fc can be found as wswh_logo_de_fc (German), wswh_logo_nl_fc (Dutch) and wswh_logo_en_fc (English).

All logo varities are delivered as Adobe Illustrator files, which are vector based graphics. This means you can enlarge the logo to any desired size without losing quality and/or resolution.

Besides the vector files, there are also pixel based files. These can be used for websites, presentations, etc. The pixel based logos are presented as files with transparency (PSD and PNG) and as plain 'flat' JPG's.

PART I - COLOR IMAGES

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE
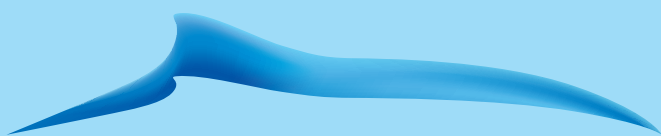
WADDENZEE
WERELDERFGOED

wswh_logo_fc

This version was made for use on white backgrounds only. A light shadow has been added to the porpoise/ wave shape to give it more elegance.

The word 'WADDEN" is set in black.
The word "SEA" is set in CMYK 85/50/0/0).
"WORLD HERITAGE" is set in 70% black.

No overprint is used in this version.

Please use this version on pure white backgrounds only.

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

wswh_logo_no_shadow_fc

This version was made for use on all light backgrounds, except pure white. The shadow that is used in the 'regular' full color version has been removed.

The word 'WADDEN" is set in black.
The word "SEA" is set in CMYK 85/50/0/0).
"WORLD HERITAGE" is set in 70% black and is set to overprint.

wswh_logo_diap_dark_fc

This version was made for use on the corporate Light Blue background color (PMS 298 / CMYK 69/7/0/0).

The word 'WADDEN" is set in white.
The word "SEA" is set in CMYK 85/50/0/0).
"WORLD HERITAGE" is set in CMYK 85/50/0/25).
No overprint is used in this version.
Please use this on light blue backgrounds only.

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

wswh_logo_diap_light_fc

This version was made for use on the corporate Dark Blue background (PMS 574 / CMYK 95/9/0/85).

The word 'WADDEN" is set in white.
The word "SEA" is set in the corporate Light Blue color (PMS 298 / CMYK 69/7/0/0).
"WORLD HERITAGE" is set in 25% black.

No overprint is used in this version.

Please use this on dark (blue) backgrounds only.

PART 2 - GRAYSCALE IMAGES

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

wswh_logo_gray

This version was made for use on white backgrounds.
The porpoise/wave shape is 50% black.
The word 'WADDEN" is set in black.
The words "SEA" and "WORLD HERITAGE" are set in 70% black. No overprint is used in this version.
Please use this version on pure white backgrounds.

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

wswh_logo_black

This version was made for use on backgrounds within a 0% - 50% black range; from white to a medium gray.

Though it will work on darker shades of gray, from around 40% black and upwards we advise using the white logo.

The complete logo is set in 100% black.
Everything is set to overprint.

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

wswh_logo_white

This version was made for use on backgrounds within a 25% - 100% black range.

The complete logo is set in white.

WADDEN SEA
WORLD HERITAGE

WATTENMEER
WELTNATURERBE

WADDENZEE
WERELDERFGOED

PART 3 - **PIXEL-BASED IMAGES**

WADDEN **SEA**
WORLD HERITAGE

WATTEN**MEER**
WELTNATURERBE

WADDEN**ZEE**
WERELDERFGOED

JPG file: wswh_logo_rgb

As JPG files don't support transparency, this version was made for use on white backgrounds only.

WADDEN **SEA**
WORLD HERITAGE

WATTEN**MEER**
WELTNATURERBE

WADDEN**ZEE**
WERELDERFGOED

PNG file: wswh_logo_rgb

PNG files support transparency. This means the shadow below the shape will remain transparent and the logo isn't contained in a white background.

This version was made for use on white and/or very light backgrounds only. For use on other backgrounds, please use the version without the shadow to maintain cohesion with the guidelines for the printable versions of the logo.

WADDEN **SEA**
WORLD HERITAGE

WATTEN**MEER**
WELTNATURERBE

WADDEN**ZEE**
WERELDERFGOED

PNG file: wswh_logo_no_shadow_rgb

This version was made for use on all light backgrounds, except pure white. The shadow that is used in the 'regular' rgb version has been removed.

Notice

Please bear in mind that the logos on this page are all RGB and intended for screen use only. They're suitable for Powerpoint, Word, webdesign etc., but not for print.

Although not displayed on this page, a PSD (Photoshop layered document) file is included in the logo package. In this file you will find all the basics of the RGB logo.