

First International Day of Intangible Cultural Heritage (17 October 2024)

Logo Use Guidelines

The 42nd session of the General Conference in November 2023 proclaimed 17 October as the International Day of Intangible Cultural Heritage.

To mark this first edition in 2024, States Parties and other stakeholders of the 2003 Convention are encouraged to join the celebration by organising events and activities to showcase the diversity and richness of living heritage and to raise awareness of the importance of its safeguarding.

The events and activities to be organised in September, October and November 2024 can be showcased through the dedicated webpage and to receive the dedicated logo in support of this International Day.

1. The International Day of Intangible Cultural Heritage Logo

The International Day of Intangible Cultural Heritage logo, shown below, is composed of the emblem of the 2003 Convention and the text 'In support of the International Day of Intangible Cultural Heritage', which is placed at the top:

In support of the International Day
of Intangible Cultural Heritage



unesco
Intangible Cultural Heritage

It is important to indicate as clearly as possible the context and the connexion of a particular event with the International Day of Intangible Cultural Heritage by stating that 'This event / conference / festival is organized to mark the International Day of Intangible Cultural Heritage'.

2. Use of the International Day of Intangible Cultural Heritage emblem by National Commissions to UNESCO

A National Commission can use the International Day of Intangible Cultural Heritage logo for events and activities organised in September, October and November 2024 and linked to this celebration.

However, to avoid the situation of repeating the UNESCO logo, National Commissions are asked not to use both the UNESCO logo for the National Commission and the International Day of Intangible Cultural Heritage logo at the same time.

3. Use of the International Day of Intangible Cultural Heritage logo by other stakeholders

For events organized on the occasion of the International Day of Intangible Cultural Heritage, stakeholders are invited to send an email to ich@unesco.org, with a copy to m.crochet@unesco.org, to request the logo via the [dedicated form](#) accessible online duly filed out.

4. General conditions of use:

- The International Day of Intangible Cultural Heritage logo is the intellectual property of the United Nations Educational, Scientific and Cultural Organization (UNESCO). UNESCO owns all rights thereto, including the right to giving and withdrawing permission in terms of its use.
- The International Day of Intangible Cultural Heritage logo should only be used on communication material for events and activities organised in 2024 that are directly related to the celebration of this international day.
- The International Day of Intangible Cultural Heritage logo should not be used for obtaining commercial or financial gains.
- The International Day of Intangible Cultural Heritage logo should not be used in a way that falsely suggests UNESCO's endorsement.
- The International Day of Intangible Cultural Heritage logo should be used in its entirety and should not be altered in any way.
- The mention 'In support of the International Day of Intangible Cultural Heritage' cannot be removed from the logo and must be used together with the 2003 Convention Logo.
- UNESCO does not assume any responsibility or liability for the use of the International Day of Intangible Cultural Heritage logo.

The use of the International Day of Intangible Cultural Heritage logo should not be confounded with that of the 2003 Convention emblem which remains subject to a [standard procedure](#).

5. Enquiries

For further information, please contact UNESCO at the address below:

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ich@unesco.org with a copy to m.crochet@unesco.org

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