

The 70th anniversary of the Convention for the Protection of Cultural Property in the Event of Armed Conflict

Logo Use Guidelines

In 2024, the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and its First (1954) Protocol celebrate their 70th anniversary. This milestone year is an opportunity to take stock of the impact of the very first UNESCO Culture Convention over the past seventy

years. The 50th anniversary of the 1954 Convention is also being celebrated in 2024. The 1954 Convention to prevent conflict, build communities resilience, and construct lasting peace.

To commemorate this milestone, a special logo has been designed.

UNESCO networks, National Commissions for UNESCO and partners are invited to the Secretariat their proposed activities associated with the celebration, for which the special logo may be granted.

1. The 70th anniversary of the 1954 Hague Convention Logo

The 70th anniversary of the 1954 Hague Convention logo, shown below, is composed of the logo of the 1954 Convention and the text “In support of the 70th anniversary of the 1954 Convention”, which is placed at the top.

It is important to indicate as clearly as possible the context and the connection of an event with the anniversary by stating that “This [event / roundtable] is organized in connection with the 70th anniversary of the 1954 Hague

in the Event of Armed Conflict” or “2024 marks the 70th anniversary of 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.”

2. Use of the 70th anniversary of the 1954 Hague Convention logo by National Commissions

A National Commission can use the 70th anniversary of the 1954 Hague Convention logo for events and activities organised in 2024 and linked to the 70th anniversary.

However, to avoid the repetition of the UNESCO logo, National Commissions are advised to avoid using the UNESCO logo for the National Commission and the logo of the 1954 Hague Convention logo at the same time.

3. Use of the 70th anniversary of the 1954 Hague Convention logo by stakeholders

For events organized in support of the 70th anniversary of the Convention, stakeholders are invited to send an email to 54hc@unesco.org with the dedicated logo, together with the following [Form](#), duly filled out.

4. General conditions of use:

The 70th anniversary of the 1954 Hague Convention logo is the intellectual property of the United Nations Educational, Scientific and Cultural Organization (UNESCO). UNESCO owns all rights thereto, including the right of giving and withdrawing permission in terms of its use.

The 70th anniversary of the 1954 Hague Convention logo should only be used on communication material for events and activities organized in 2024 that are directly related to the anniversary of the Convention for the Protection of Cultural Property in the Event of Armed Conflict and for which the user has agreed with the Secretariat.

The 70th anniversary of the 1954 Hague Convention logo should not be used for obtaining commercial or financial gain.

The 70th anniversary of the 1954 Hague Convention logo should not be used in a way that falsely suggests UNESCO's endorsement.

The 70th anniversary of the 1954 Hague Convention logo should be used in its entirety and should not be altered in any way.

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