



United Nations Educational, Scientific and Cultural Organization  
Organisation des Nations Unies pour l'éducation, la science et la culture

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référence : WHC/4/

Paris, 12 March 2002

**To: Members of the World Heritage Committee and their Permanent Delegations to UNESCO**

**Subject: A User's Manual for the recommended World Heritage Visual Identity**

Dear Madam/Sir,

As you will recall, a **User's Manual** for the recommended *World Heritage Visual Identity* was presented to you during the last session of the Committee (Helsinki, December 2001).

As a result of discussion, it was decided that the members of the Committee should be given the opportunity to examine the recommended document in more detail and be invited to provide additional information derived from existing experiences and similar initiatives that may have already been undertaken at local and national levels. It was emphasised that this would contribute to making this new tool as flexible as possible, taking other visual identities designed by local management authorities into consideration.

Furthermore, concerning the design of the proposed new World Heritage signature - composed of the emblems of UNESCO and World Heritage, illustrated in the draft Visual Identity manual - which was considered positively by the Committee, the need to ensure a certain measure of flexibility for the choice of language versions attached to this signature was underlined.

The pages of the Draft User's Manual have now been posted on the World Heritage web site ([www.unesco.org/whc/emblem-manual](http://www.unesco.org/whc/emblem-manual)) to be reviewed by States Parties. They are also attached to this letter for ease of reference. The bilingual manual has not been fully translated into English, and "dummy text" exists in some sections where the English text will be placed.

Should you have comments or would like to provide inputs about the recommended *World Heritage Visual Identity* and the draft User's Manual, you are kindly invited to send them in writing to the World Heritage Centre before 1 May 2002 to:

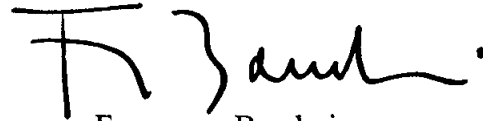
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All suggestions received before 1 May 2002 will be reviewed and compiled, and serve as a basis to develop a new version of the User's Manual that will be presented to the World Heritage Committee for approval at its next session in Budapest, Hungary (24-29 June 2002).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'F. Bandarin', with a large flourish at the end.

Francesco Bandarin  
Director,  
UNESCO World Heritage Centre