

**All States Parties to the
World Heritage Convention**

15 November 2021

**Sector for Culture
The Assistant Director-General
and Director of the World Heritage Centre a.i.**

Ref: CL/WHC/21-08

Sir/Madam,

As a follow-up to the extended 44th session of the World Heritage Committee (Fuzhou/Online, 2021), we are pleased to share the official World Heritage **site-generic logo** (attached), in line with the new UNESCO graphic charter.

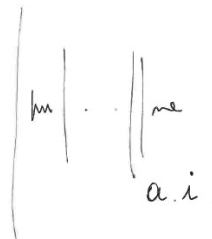
The site-generic logo should be used for all World Heritage sites, for all digital communication, as well as printed materials upon renewal. The name of the site should be indicated in the vicinity of the logo. From now on, there will be no specific logo for each World Heritage site, but only one generic logo to be used. If a personalized logo is required, the National Commission should be contacted to consult with the Secretariat.

We would be grateful if you could communicate this information, along with the site-generic logo, to the managing entity of each World Heritage site in your country.

For your information, the [Operational Guidelines for the Implementation of the World Heritage Convention](#) will be updated accordingly in order to align the combined UNESCO-World Heritage logo with the new graphic charter of UNESCO.

We thank you in advance for your cooperation and remain at your disposal for any further information.

Yours sincerely,



Ernesto Ottone R.

Enc.