ONU Turismo

Consejo Ejecutivo
127.ª reunión
Abu Dabi (Emiratos Árabes Unidos) 23-25 de noviembre de 2026

Punto 5 del orden del día
Año Internacional del Turismo Sostenible y Resiliente (2027)

CE/127/5
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Preparativos para el Año Internacional del Turismo Sostenible y Resiliente (2027)

Resumen ejecutivo

Tras la aprobación por parte del Consejo Ejecutivo, en su 126.º reunión, de la hoja de ruta y el marco de apoyo para el Año Internacional del Turismo Sostenible y Resiliente (2027), los preparativos han pasado del desarrollo del marco a la planificación operativa de la implementación. Se están poniendo en marcha las medidas de gobernanza, coordinación nacional, programación, colaboración y comunicación necesarias para una acción coordinada en 2027 y para dejar un legado duradero más allá del Año Internacional.

La transición se apoya en una arquitectura de implementación impulsada por los Estados Miembros, que reciben apoyo en el establecimiento de comités nacionales u otros mecanismos nacionales de coordinación como principal instrumento para organizar la implementación a nivel nacional.

Los logros más destacados hasta la fecha incluyen:

a) La primera reunión del Comité Director del Año Internacional, celebrada el 11 de junio de 2026 en Toledo (España), que está empezando su trabajo como mecanismo de dirección estratégica y validación para el Año Internacional.

b) Los preparativos para la ceremonia oficial de inauguración en Taskent (Uzbekistán), el 27 de noviembre de 2026, y las solicitudes formales de Honduras y Filipinas para acoger eventos emblemáticos para las Américas y Asia y el Pacífico, respectivamente.

c) Sesiones regionales de incorporación con los Estados Miembros en relación con el establecimiento de los comités nacionales y las disposiciones para la implementación nacional, complementadas con la colaboración mundial con redes académicas y de investigación, miembros del INSTO y Miembros Afiliados en relación con el pilar del conocimiento y la investigación.

d) Finalización de los Términos de uso del logotipo y la identidad visual del Año Internacional, presentados en esta reunión para su aprobación.

e) Lanzamiento del sitio web del Año Internacional como principal plataforma en línea para encontrar información y recursos, junto con materiales informativos destinados a apoyar la difusión entre posibles asociados y patrocinadores.

ONU Turismo

PROYECTO DE DECISIÓN[1]

Punto 5 del orden del día
Año Internacional del Turismo Sostenible y Resiliente (2027)
(documento CE/127/5)

El Consejo Ejecutivo,

Habiendo examinado el informe sobre los preparativos del Año Internacional del Turismo Sostenible y Resiliente (2027),

Recordando la resolución 78/260 de la Asamblea General de las Naciones Unidas, en virtud de la cual la Asamblea General declaró 2027 como Año Internacional del Turismo Sostenible y Resiliente e invitó a ONU Turismo a facilitar su organización y observancia, en colaboración con los Gobiernos, las organizaciones competentes del sistema de las Naciones Unidas, las organizaciones internacionales y regionales y otras partes interesadas pertinentes, y recordando además que los costos derivados de la implementación de las actividades deben cubrirse con contribuciones voluntarias,

Reconociendo la importante contribución del turismo al desarrollo sostenible y reconociendo la oportunidad que brinda el Año Internacional de generar datos empíricos, experiencias y perspectivas entre los Estados Miembros que puedan ayudar a configurar una forma común de entender la contribución del turismo al desarrollo sostenible e informar su posicionamiento a largo plazo dentro de los futuros marcos globales de desarrollo,

Reconociendo la importancia de definir, durante 2026, la gobernanza, la coordinación nacional, las alianzas programáticas, los acuerdos de financiación y los esfuerzos de comunicación necesarios para la implementación efectiva del Año Internacional en 2027 y para mantener su impacto más allá del Año,

1. *Acoge con satisfacción* el trabajo llevado a cabo por la Secretaría de ONU Turismo durante la fase de preparación del Año Internacional y felicita a la Secretaria General por su liderazgo, dedicación y visión estratégica a la hora de avanzar en su preparación e implementación y de utilizar el Año Internacional como plataforma para profundizar en la obtención y recopilación de datos empíricos, experiencias y perspectivas de los Estados Miembros sobre la contribución del turismo al desarrollo sostenible, seguir avanzando gracias al reconocimiento explícito del sector en lo que se refiere a los objetivos 8, 12 y 14 de la Agenda 2030, y ayudar a garantizar su debida consideración en los futuros marcos globales de desarrollo;

2. *Expresa su aprecio* a Uzbekistán por acoger la ceremonia de inauguración oficial del Año Internacional y se congratula de las primeras expresiones de interés y solicitudes formales recibidas de Honduras y de Filipinas para albergar, respectivamente, eventos emblemáticos para las Américas y para Asia y el Pacífico, observando que esa implicación temprana proporciona a la Secretaría el tiempo suficiente para poder apoyar la preparación y la consecución de estos grandes hitos del Año Internacional;

[1] Se trata de un proyecto de decisión. La decisión final adoptada por el Consejo figura en el documento "Decisiones" publicado al término de la reunión.

3. *Alienta* a los Estados Miembros de África, Europa y Oriente Medio a comunicar su interés por acoger el resto de eventos emblemáticos lo antes posible;

4. *Acoge con satisfacción y elogia* a los Estados Miembros que han constituido ya comités nacionales u otros mecanismos nacionales de coordinación para el Año Internacional, reconociendo su papel central a la hora de convertir sus objetivos en acciones coordinadas y garantizar su ejecución a nivel nacional, proporcionando a la vez contribuciones estructuradas a los procesos regionales y mundiales, y alienta a los demás Estados Miembros a proponer mecanismos nacionales de coordinación lo antes que puedan;

5. *Acoge con satisfacción* la participación temprana de las organizaciones y entidades del sistema de las Naciones unidas, así como de las organizaciones internacionales y regionales en la exploración de oportunidades para contribuir al Año Internacional dentro de sus mandatos respectivos, y alienta nuevas contribuciones mediante programas pertinentes, iniciativas, actividades relacionadas con el conocimiento y esfuerzos de comunicación para reforzar el alcance, la visibilidad y el impacto de su implementación;

6. *Alienta además* a los Estados Miembros, a las organizaciones internacionales y regionales, a las instituciones académicas e investigadoras y a otros socios pertinentes a contribuir de manera activa a los pilares del conocimiento, la investigación y la capacitación del Año Internacional, en particular mediate datos, evidencias, investigaciones expertas, estudios de casos reales y apoyo financiero o en especie;

7. *Hace suyas* las condiciones de utilización del logotipo oficial y de la identidad visual del Año Internacional, tal como figuran en el anexo I, con miras a garantizar que se usen de manera coherente, apropiada y autorizada en conexión con las actividades, iniciativas y comunicaciones llevadas a cabo en apoyo del Año Internacional;

8. *Acoge con satisfacción* el comienzo del trabajo del Comité Director para el Año Internacional, expresa su aprecio a sus miembros por su compromiso, orientación y participación activa, y reconoce el papel del Comité a la hora de ofrecer orientación estratégica, validar elementos clave del marco de implementación y fomentar la coherencia en las distintas iniciativas nacionales, regionales y mundiales; y

9. *Pide* a la Secretaría que reúna sistemáticamente los datos empíricos, las experiencias y las perspectivas de los Estados Miembros que emerjan de los procesos nacionales, los eventos regionales emblemáticos y los productos de conocimiento del Año Internacional, con miras a dejar un legado que perdure más allá de 2027.

I. Introducción

1. La Asamblea General de las Naciones Unidas, en su resolución 78/260 de 26 de febrero de 2024, proclamó el año 2027 como el Año Internacional del Turismo Sostenible y Resiliente, invitó a la Organización Mundial del Turismo (ONU Turismo) a facilitar su organización e implementación en colaboración con los gobiernos, el sistema de las Naciones Unidas, las organizaciones internacionales y regionales y otras partes interesadas, y subrayó que los costos de la implementación deberán sufragarse mediante contribuciones voluntarias.

2. El Año Internacional proporciona una plataforma mundial limitada en el tiempo para traducir las ambiciones compartidas en materia de turismo sostenible y resiliente en acciones más concretas y coordinadas a nivel nacional, regional y mundial. Asimismo, ofrece una oportunidad para generar datos empíricos, fortalecer capacidades y movilizar alianzas que puedan llevar el reconocimiento explícito del turismo en los objetivos 8, 12 y 14 de la Agenda 2030 a los debates sobre la agenda de desarrollo posterior a 2030.

3. El Año Internacional se está llevando a cabo a través de un proceso impulsado por los Miembros y orientado a la implementación, en el que el año 2026 constituye la fase preparatoria y 2027 el año principal de implementación. ONU Turismo es responsable de organizar el marco general, en particular las áreas temáticas, los eventos emblemáticos, los productos consistentes en conocimientos y las actividades de capacitación, al tiempo que alienta a los Estados Miembros a establecer comités nacionales u otros mecanismos nacionales de coordinación, según corresponda, para organizar la implementación de conformidad con sus prioridades nacionales y disposiciones institucionales.

4. El presente informe ofrece una actualización sobre los avances logrados en los preparativos del Año Internacional y presenta al Consejo Ejecutivo, para su consideración y aprobación, los Términos de uso del logotipo y la identidad visual del Año Internacional, elaborados tras la presentación del logotipo en la 126.ª reunión del Consejo.

II. Comité Director del Año Internacional del Turismo Sostenible y Resiliente (2027)

5. El Comité Director constituye el mecanismo estratégico de orientación y validación para la preparación e implementación del Año Internacional. Partiendo de las propuestas y de la documentación que ha elaborado la Secretaría, examina, orienta, prioriza y aprueba los principales elementos en relación con los programas, las operaciones y las alianzas, y contribuye a garantizar la coherencia entre las iniciativas nacionales, regionales y mundiales.

6. Opera dentro del marco intergubernamental establecido de ONU Turismo y sin perjuicio de la autoridad de sus órganos de gobierno. Está integrado por los nueve miembros titulares del Comité de Turismo y Sostenibilidad y por los presidentes de las seis Comisiones Regionales, todos ellos con derecho a voto, así como por los representantes de los Miembros Asociados y Afiliados, que participan como observadores, y otros actores pertinentes que pueden ser invitados cuando se estime oportuno.

7. El Comité Director celebró su primera reunión en Toledo (España) el 11 de junio de 2026, en el contexto de la 126.ª reunión del Consejo Ejecutivo. Tras la aprobación por parte del Consejo de la hoja de ruta y el marco de apoyo, la reunión señaló el inicio formal de los trabajos del Comité y la transición de la fase de diseño y consulta a la de implementación operativa. Los miembros examinaron los elementos fundamentales del marco aprobado e intercambiaron opiniones sobre las modalidades de trabajo del Comité, las prioridades regionales y las propuestas emergentes para los eventos emblemáticos.

III. Proceso preparatorio y consultas

8. La colaboración a nivel regional con los Estados Miembros se ha promovido mediante debates técnicos específicos sobre la hoja de ruta del Año Internacional, celebrados en el marco de la 72.ª reunión de la Comisión para Europa, en Malta, del 12 al 14 de mayo de 2026, y de la 71.ª reunión de la Comisión para las Américas, en Paraguay, del 28 al 29 de mayo de 2026. Dichos debates ofrecieron la oportunidad de presentar el marco de implementación que está

preparándose, recopilar perspectivas regionales e impulsar los preparativos iniciales a nivel nacional.

9. Desde julio de 2026, se ha organizado una serie de seminarios web introductorios de ámbito regional que ha servido para apoyar a los Estados Miembros en la preparación de la implementación en sus países del Año Internacional, con especial énfasis en el establecimiento de los comités nacionales y la definición de su función y su composición. Las sesiones también han proporcionado un foro para intercambiar información sobre los mecanismos nacionales de coordinación, aclarar modalidades de aplicación y responder a las preguntas de los Estados Miembros.

10. A finales de septiembre de 2026, el programa introductorio de ámbito regional había cubierto todas las regiones de ONU Turismo. Se celebraron sesiones para Europa el 14 de julio; para las Américas, en español, el 13 de agosto y, en inglés, el 20 de agosto; para Asia y el Pacífico el 16 de septiembre; para Oriente Medio el 21 de septiembre; y para África, en francés, el 28 de septiembre y, en inglés, el 29 de septiembre. El formato regional permitió adaptar la información y las orientaciones a diferentes contextos y necesidades lingüísticas regionales, manteniendo al mismo tiempo un marco común de implementación para el Año Internacional.

11. Paralelamente, se han iniciado actividades introductorias de alcance mundial con redes académicas y de investigación, miembros de la Red Internacional de Observatorios de Turismo Sostenible (INSTO) y Miembros Afiliados, con especial atención al pilar del conocimiento y la investigación del Año Internacional. Estas actividades tienen como objetivo movilizar a la comunidad académica y del conocimiento en torno al desarrollo de productos consistentes en conocimientos e iniciativas relacionadas con el Año Internacional.

12. Otro paso para ampliar la participación ha sido la preparación de notas verbales específicas destinadas a informar sistemáticamente a los Estados Miembros, a los Estados no miembros, así como a las organizaciones y entidades del sistema de las Naciones Unidas sobre el Año Internacional, su marco de implementación y las oportunidades de participación. Las comunicaciones invitan a participar mediante mecanismos nacionales de coordinación, programas e iniciativas, investigación e intercambio de conocimientos, datos y evidencias, capacitación y otras actividades pertinentes a nivel nacional, regional y mundial.

IV. Principales elementos del marco presentado al Consejo Ejecutivo

13. El marco de implementación del Año Internacional abarca la gobernanza y la consulta, las prioridades temáticas, la coordinación nacional a través de los comités nacionales, los eventos emblemáticos, el conocimiento y la investigación, la capacitación, las comunicaciones y la divulgación. Estos elementos respaldan una implementación coordinada a nivel nacional, regional y mundial. A continuación, se presenta el progreso alcanzado en los principales ámbitos.

Comités nacionales

14. Varios Estados Miembros están avanzando en los preparativos para el establecimiento de comités nacionales u otros mecanismos de coordinación de ámbito nacional, si bien el Japón ha constituido ya oficialmente su comité nacional para el Año Internacional en septiembre de 2026. Se alienta a los Estados Miembros a que establezcan dichos mecanismos que se convertirán en las plataformas clave para organizar la implementación a nivel nacional, facilitar la participación de las partes interesadas y aportar contribuciones estructuradas a los procesos regionales y mundiales.

Ceremonia de inauguración, hitos mundiales y eventos emblemáticos

15. La ceremonia oficial de inauguración del Año Internacional se celebrará en Taskent (Uzbekistán) el 27 de noviembre de 2026 y ofrecerá una plataforma de alto nivel para presentar el marco de implementación para 2027, movilizar la participación y destacar las principales vías mediante las cuales los Estados Miembros y otros actores interesados pueden contribuir al Año Internacional.

16. El Día Mundial de la Resiliencia del Turismo, que se celebra anualmente el 17 de febrero de 2027, brindará una oportunidad adicional para poner de relieve las iniciativas y actividades relacionadas con la resiliencia que se realicen en el marco del Año Internacional.

17. En el momento de presentar este documento, se habían recibido solicitudes formales de Honduras y Filipinas para acoger los eventos emblemáticos correspondientes a las Américas y a Asia y el Pacífico, respectivamente. La Secretaría también ha recibido solicitudes de información adicional de varios Estados Miembros en relación con los eventos emblemáticos restantes. Se invita a los Estados Miembros de África, Europa y Oriente Medio a presentar propuestas a la Secretaría lo antes posible, con el fin de garantizar una representación regional equilibrada en los cinco eventos emblemáticos.

18. La Asamblea General de ONU Turismo de 2027 constituirá otro hito importante del Año Internacional, al proporcionar una plataforma mundial en la que reunir los resultados y las perspectivas surgidas de los cinco eventos emblemáticos regionales, junto con los principales productos analíticos y las experiencias generadas a través de los comités nacionales, las consultas regionales y las actividades de capacitación. Esta compilación servirá de base para un debate de alto nivel sobre la contribución del turismo al desarrollo sostenible y su posicionamiento a largo plazo dentro de los futuros marcos mundiales de desarrollo.

Pilar del conocimiento y la investigación

19. Se han puesto en marcha además actividades introductorias a nivel mundial con destacadas redes académicas e investigadoras[2], así como con miembros de la INSTO y Miembros Afiliados. Hubo dos webinarios introductorios de alcance mundial dirigidos específicamente al entorno académico los días 29 y 30 de septiembre de 2026, para movilizar contribuciones al pilar del conocimiento y la investigación del Año Internacional.

20. Se sigue trabajando en tres productos de conocimiento destinados al Año Internacional y que se refuerzan mutuamente: los informes emblemáticos *Future of Work in Tourism for the post-2030 agenda* (El futuro del trabajo en el turismo para la agenda posterior a 2030) y *Resilient Tourism Development and its contribution to Poverty Alleviation, Urban Prosperity and Biodiversity Protection* (El desarrollo de un turismo resiliente y su contribución a la atenuación de la pobreza, la prosperidad urbana y la protección de la biodiversidad), así como el informe analítico continuo "Hoja de ruta estratégica: el turismo en la Agenda 2030+". El informe continuo irá recopilando progresivamente datos empíricos, experiencias y aportaciones del Año Internacional, con el objetivo de informar el posicionamiento del turismo a más largo plazo dentro de los marcos de desarrollo. Se están buscando socios potenciales de los Estados Miembros, las organizaciones internacionales y los centros de investigación, y se invita a las partes interesadas a contribuir con conocimientos, investigaciones especializadas y, cuando proceda, apoyo financiero.

Alianzas y apoyo

21. Se ha preparado un folleto informativo específico para posibles asociados y patrocinadores, y se ha iniciado una labor de difusión dirigida a empresas, organizaciones y otros potenciales colaboradores. El material expone las oportunidades para apoyar el Año Internacional en su conjunto o determinadas líneas de trabajo y actividades, también mediante contribuciones financieras, apoyo en especie y colaboración en eventos, trabajos analíticos, publicaciones, capacitaciones y actividades de difusión, de conformidad con el marco y las salvaguardias de asociación aplicables.

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[2] La International Association of Scientific Experts in Tourism (AIEST), la Association for Tourism and Leisure Education and Research (ATLAS), la Euro-Asia Tourism Studies Association (EATSA), la International Federation for Information Technology and Travel & Tourism (IFITT), la Travel and Tourism Research Association (TTRA), el International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) y la Association of Tourism, Hospitality and Events Networks in Academia (ATHENA).

Annex I: Terms of use of the official logo and visual identity of the International Year of Sustainable and Resilient Tourism 2027

1. Purpose and scope

These Terms of Use govern the use of the official logo approved by the Executive Council for the International Year of Sustainable and Resilient Tourism 2027 (the "IYSRT 2027 Logo") and any related version or Recognition Mark separately approved under the applicable authority (together with the "IYSRT 2027 Visual Identity").

They apply to all uses governed by these Terms and shall be read together with the applicable Visual Identity Guidelines and any specific authorization, recognition arrangement or other agreement issued by UN Tourism.

The International Year Portal (the "Portal"), operated by UN Tourism, serves as the principal platform for the registration, recording, coordination, monitoring, visibility and reporting of uses governed by these Terms, in accordance with the applicable authorization, registration and recognition route. Registration or validation through the Portal does not, by itself, grant a right of use.

Where the Portal is not available or accessible, UN Tourism may establish alternative procedures for any registration, submission, recording or acceptance required under these Terms, without affecting the validity of an authorization or recognition otherwise granted in accordance with these Terms. Any registration, submission, recording or acceptance granted under such an alternative procedure must comply with these Terms and the Visual Identity Guidelines unless otherwise expressly authorized by UN Tourism.

Any authorization or recognition under these Terms is non-exclusive, non-transferable and revocable, and is limited strictly to the authorized user, purpose, scope, activity, material and period specified in these Terms or in the applicable authorization, registration or partnership arrangement.

2. Guiding Principles

Use of the IYSRT 2027 Visual Identity and Recognition Marks shall be governed by the following principles:

- integrity of the United Nations system and UN Tourism
- non-endorsement and neutrality
- transparency of attribution
- non-commercial purposes, unless expressly authorized under these Terms of Use or through an appropriate agreement
- consistency with the objectives of the International Year
- compliance with the applicable legal framework, Visual Identity Guidelines and authorization procedures.

3. Ownership and Institutional Identity

The IYSRT 2027 Visual Identity and any Recognition Marks developed in connection with the International Year are official assets owned and administered by UN Tourism pursuant to CE/DEC/4(CXXVI), without prejudice to any rights of the United Nations. All rights, title and interest remain with UN Tourism.

UN Tourism retains final authority over authorization, interpretation, suspension and withdrawal of any use of the IYSRT 2027 Visual Identity and Recognition Marks. UN Tourism may at any time revise the conditions governing their use and may suspend or withdraw any authorization, or recognition granted under these Terms.

For the purposes of these Terms, references to "National Committees" include other national mechanisms formally designated for the implementation of the International Year, where applicable.

National Committees may authorize, within their respective areas of competence, the use of the Support Version for eligible national and subnational events, activities, initiatives and related materials that comply with the objectives of the International Year, these Terms and the applicable guidance. Such authorizations shall be registered through the Portal.

National Committees shall not modify the Support Version, authorize its use for purposes other than the authorized activity, or transfer or sublicense any right to use the IYSRT 2027 Visual Identity. They shall not authorize the use of the Official Version or any Recognition Mark, or the name, acronym, emblem, logo or official seal of UN Tourism or the United Nations.

Where no National Committee exists, or where an activity falls outside the scope of the national registration route, the applicable request shall be submitted directly to UN Tourism in accordance with these Terms and the applicable procedures.

No authorization, validation, registration or recognition granted under these Terms confers any separate right to use the name, acronym, emblem, logo or official seal of UN Tourism ("UN Tourism Signs") or the United Nations ("United Nations Signs"). Use of UN Tourism Signs requires separate prior written authorization under A/RES/601(XIX). Use of United Nations Signs requires authorization from the competent United Nations authority. Authorization by UN Tourism under these Terms does not substitute for such authorization.

The Support Version, Partner Recognition Mark or Knowledge Contribution Mark made available under these Terms shall not incorporate any UN Tourism Sign or a United Nations Sign.

The wording "Facilitated by UN Tourism" may be used only in UN Tourism's own communications or in materials specifically authorized in writing by UN Tourism for that purpose.

4. Approved Versions and Recognition Marks[3]

4.1 Official Version

The Official Version is reserved for UN Tourism. A third party may use it only exceptionally, under a specific prior written authorization by UN Tourism, and pursuant to the applicable rules governing the use of UN Tourism Signs, for jointly organized activities, official programme events or other institutional uses involving UN Tourism.

4.2 Support Version

The Support Version may be used by authorized external actors solely for non-commercial activities, initiatives and related materials contributing to the objectives of the International Year, except as expressly authorized under Section 6. It shall include the wording: "In support of the International Year of Sustainable and Resilient Tourism 2027" and shall not incorporate any UN Tourism Sign or United Nations Sign.

4.3 Recognition Marks

a. ***Partner Recognition Mark:*** A dedicated Partner Recognition Mark may be provided by UN Tourism to organizations formally recognized under a signed partnership arrangement for the International Year. The Mark shall identify only the relevant partnership category and may only be used for the purposes, period and under the conditions established in the applicable partnership arrangement.
   Partner Recognition Marks do not confer any right to use the Official Version, the Support Version, a UN Tourism Sign or a United Nations Sign and do not imply endorsement by UN Tourism of the partner, its activities, related materials or services.
b. ***Knowledge Contribution Mark***: A dedicated recognition mark may be made available for independent research, publications and other non-commercial knowledge products developed as contributions to the knowledge initiative of the International Year. The mark shall include the wording "In support of the International Year Knowledge Initiative".

[3] The IYSRT2027 visual identity is set out in the "Visual Identity Guidelines" made available by UN Tourism.

Use of the Knowledge Contribution Mark requires an affirmative authorization following at least an eligibility and integrity screening. It does not imply that the knowledge product has been reviewed, validated, approved or endorsed by UN Tourism, nor does it imply inclusion in the Knowledge Base of the International Year.

All versions and Recognition Marks must always be used in the complete form supplied by UN Tourism, without modification, separation or adaptation, and in accordance with the applicable Visual Identity Guidelines.

5. Authorized Users and Authorization Routes

Use of the IYSRT 2027 Visual Identity and Recognition Marks is subject to the applicable authorization, registration or recognition route established under these Terms.

5.1 Official Version
UN Tourism is the primary user of the Official Version.
Any use by a third party requires prior written authorization by UN Tourism and is limited to:

- jointly organized activities
- official programme events
- other institutional uses involving UN Tourism.

Authorized third-party use of the Official Version shall be recorded by UN Tourism.

5.2 Support Version
(a) At the National Level
In accordance with the Guidance Note on National Committees for the International Year, National Committees may authorize the use of the Support Version for eligible national and subnational events, activities, initiatives and related materials within their respective areas of competence, provided that they comply with the objectives of the International Year, these Terms and the applicable guidance. Such authorizations shall be registered through the Portal and shall be limited to the authorized activity, the authorized user, the materials and the period specified in the registration.
Before providing the Support Version to an authorized user, the National Committee shall ensure that the user has expressly accepted these Terms, including the applicable liability provisions, and shall retain evidence of such acceptance, to be made available to UN Tourism upon request.

All uses of the Support Version authorized by National Committees shall be registered through the Portal, which shall serve as the central record of such authorizations. National Committees shall not modify the Support Version, vary the artwork or conditions, authorize its use for any other purpose including commercial use, or transfer or sublicense any right to use the IYSRT 2027 Visual Identity.
Where no National Committee or designated national mechanism exists, the applicant shall submit the request directly to UN Tourism.
These arrangements apply, where applicable, to both UN Tourism Member States and non-Member States.

(b) United Nations System Organizations
UN system organizations may use and internally authorize the use of the Support Version for their own non-commercial activities and communications supporting the objectives of the International Year without requiring prior approval from UN Tourism, through designated focal points or other duly authorized representatives. Authorization shall be registered through the Portal for reporting and monitoring and shall comply with these Terms and the applicable Visual Identity Guidelines.
For the purposes of this provision, the respective United Nations system organization shall be the authorized user and shall ensure compliance with these Terms and the applicable Visual Identity Guidelines through its designated focal point or other duly authorized representative. Each participating United Nations system organization shall be responsible for ensuring that access to the Support Version and its use within the organization are appropriately controlled and limited to authorized purposes. Where the organization has its own logo, it shall be displayed alongside the Support Version, in accordance with the applicable Visual Identity Guidelines. This route does not authorize United Nations system organizations to transfer or sublicense the right of use to third parties or to authorize use by external entities.

For country-specific activities, coordination with the relevant National Committee or national authorization mechanism is encouraged to ensure coherence with national implementation of the International Year.

(c) Regional and Global Activities
Use of the Support Version for activities covering more than one country, or having a global scope, shall be authorized by UN Tourism, in consultation with the relevant National Committees as appropriate.

5.3 Recognition Marks

a) ***Partner Recognition Marks***: Organizations formally recognized as partners of the International Year will be provided with the applicable Partner Recognition Mark in accordance with the relevant partnership arrangement and the Partnership Guidelines of the International Year.
The Partner Recognition Mark identifies the organization's agreed relationship with the International Year and may only be used in the form supplied by UN Tourism and for the purposes and period established in the applicable partnership arrangement. It may not be modified, transferred or sublicensed, and use outside the expressly approved scope requires a new written authorization.
The Partner Recognition Mark may be used only for factual acknowledgement of the agreed relationship and does not imply endorsement by UN Tourism of the partner or of its activities, products, services or views.

b) ***Knowledge Contribution Mark***: Academic institutions, research bodies, individual researchers and other contributors may apply either through the National Committee or through the Portal to use the Knowledge Contribution Mark for independent research, publications and other non-commercial knowledge products contributing to the objectives and thematic priorities of the International Year, provided that the applicable conditions for use of the Mark are accepted.
Registration is not authorization. UN Tourism shall conduct an eligibility and integrity screening and shall issue an affirmative authorization before the Mark may be used. Responsibility for the content, methodology, findings and conclusions remains entirely with the authoring institution or author.
Authorization for use of the Knowledge Contribution Mark does not imply review, validation, endorsement or inclusion of the knowledge product in the Knowledge Base of the International Year. Inclusion in the Knowledge Base is subject to the separate criteria and procedures established for the Knowledge Base of the International Year.

6. Commercial Use

For the purposes of these Terms, commercial use means use of the IYSRT 2027 visual identity in connection with the promotion, marketing or sale of goods or services, paid advertising, commercial merchandise, product packaging, cause-related marketing, or any other activity intended to generate a direct or indirect commercial or personal financial benefit. Any such use requires prior written authorization by UN Tourism. The requesting entity must provide the information specified in the applicable online application form available at (link) and listed below:

- a short statement of identity (nature of the company and its activities)
- an explanation of how and where the IYSRT 2027 visual identity will be used
- the names of the countries or territories where the IYSRT 2027 visual identity will be used
- the nature of the products or services that the company produce or sell in those areas
- what profits the company expects to make from the use of the IYSRT 2027 visual identity
- a summary budget
- any proposed contributions that the company would make to the United Nations and/or to local, national or other international organizations in support of the IYSRT 2027, and
- a waiver of liability (please see the text below) signed by the entity requesting to use the IYSRT 2027 visual identity.

Proposals for commercial uses of the IYSRT 2027 visual identity will be reviewed by UN Tourism on a case-by-case basis and may be authorized by UN Tourism where the proposed use is consistent with the objectives of the International Year and does not imply endorsement by UN Tourism or the United Nations of the entity, its related materials or services.

Partner Recognition Marks may be used by formally recognized partners to communicate their partnership status through their normal corporate and institutional communication channels, in accordance with the purposes and conditions established in the applicable partnership arrangement. Such uses may include corporate websites, annual reports, sustainability reports, corporate social-media communications, press releases, exhibition stands and institutional presentations and shall not require separate authorization for each individual use where they fall within the scope of the applicable partnership arrangement.

No recognition authorizes use of the IYSRT 2027 Visual Identity in connection with the promotion, marketing, sale or endorsement of commercial products or services unless specifically authorized by UN Tourism.

Registration through the Portal does not in itself constitute authorization for any commercial use covered by this Section.

National Committees may not authorize commercial use under this Section.

7. Permitted Uses

Subject to the applicable authorization, registration or recognition route, established under these Terms, the IYSRT 2027 Visual Identity and Recognition Marks may be used, as applicable, for the following activities relating to the International Year:

- events, conferences, workshops, consultations and capacity-building activities undertaken in connection with the International Year
- publications, reports, research, presentations and educational materials
- websites, social media content, videos and other digital communications
- public awareness and outreach activities consistent with the principles of the United Nations and the objectives of the International Year
- non-commercial promotional materials distributed free of charge in connection with an activity covered by these Terms
- communication of an organization's formally recognized partnership with the International Year through its corporate and institutional channels, including corporate websites, annual and sustainability reports, corporate social-media communications, press releases, exhibition stands and institutional presentations, in accordance with the applicable partnership arrangement
- independent knowledge products authorized to use the Knowledge Contribution Mark, and
- factual reporting and documentation of activities, results and legacy relating to the International Year.

8. Prohibited Uses

The IYSRT 2027 Visual Identity and Recognition Marks shall not be used:

- in any manner implying endorsement by the United Nations or UN Tourism of the activities for which the IYSRT 2027 Visual Identity or Recognition Mark is being used, the entity organizing the activity, or any of its related materials or services
- for activities inconsistent with UN or UN Tourism principles or the objectives of the International Year
- on or in connection with commercial products or paid services, or for direct or indirect financial or commercial gain except as expressly authorized under Section 6
- for fundraising by commercial or for-profit entities
- as part of a name, trade or service mark, commercial label, domain name or account identifier
- as a certification, accreditation or quality mark
- in modified, distorted, animated, recoloured, translated or otherwise altered form, unless that exact version or mark has been officially supplied or its modification or translation has been expressly permitted or approved by UN Tourism

- with required wording removed, separated or used independently
- in the Official Version by unauthorized users
- in a manner that misrepresents the user's authorization, registration, partnership or other relationship with the International Year, or
- in misleading, defamatory, discriminatory, political, unlawful or otherwise reputationally harmful contexts.

9. Visual Identity Guidelines

All users must comply with the Visual Identity Guidelines, including:

- full reproduction of approved artwork
- correct colour usage
- minimum size and clear space
- approved language versions only.

The IYSRT 2027 Visual Identity and Recognition Marks must be used only in the form supplied by UN Tourism and may not be altered unless explicitly approved.

10. Co-branding and Presentation

When used alongside other logos, the IYSRT 2027 Visual Identity and Recognition Marks must remain visually distinct and be presented in accordance with the applicable Visual Identity Guidelines.

Such presentation must not imply any endorsement, joint identity or institutional relationship with UN Tourism beyond that expressly established in writing.

Any specific co-branding arrangements for jointly organized activities, official programme events or formally agreed partnerships require prior written approval by UN Tourism or shall be defined in a formal agreement established for that purpose.

11. Registration, Reporting and Records

Registration, authorization, monitoring and record-keeping shall follow the applicable route established under these Terms.

National Committees must register through the Portal all national and subnational activities, initiatives and related materials for which they have authorized the use of the Support Version. The Portal shall serve as the central record of such authorizations.

Applications concerning the Knowledge Contribution Mark may be submitted through the National Committee or through the dedicated Knowledge Contribution route of the Portal and shall remain pending until UN Tourism issues an affirmative authorization.

Partner Recognition Marks shall be issued and recorded by UN Tourism only on the basis of the applicable partnership arrangement.

Activities falling outside the national registration route, including regional or global activities, shall be submitted to UN Tourism for authorization in accordance with these Terms and the applicable procedures.

UN Tourism shall maintain appropriate records of uses authorized directly by the Organization.
Information recorded or submitted under these Terms may be used for coordination, monitoring, visibility and reporting in relation to the International Year.

Registration, or inclusion of an activity on the Portal does not, by itself, constitute authorization or endorsement by UN Tourism.

12. Duration of Use

Authorization or recognition is valid only from the date on which it is issued and for the period stated in it.

Unless otherwise specified, every right to use the IYSRT 2027 Visual Identity or Recognition Marks shall be limited to the period of implementation of the International Year and related official activities. Any use beyond that period requires express authorization under the applicable route.

After expiry, the IYSRT 2027 Visual Identity or Recognition Marks may continue to appear solely for factual reporting, evaluation, archiving and communication of the results or legacy of activities undertaken during the International Year. It may not be used to promote a continuing partnership, product, service or activity.

13. Liability

All external users of the IYSRT 2027 Visual Identity or Recognition Marks shall accept the following conditions as part of the applicable authorization, registration or recognition route or agreement:

- The user is solely responsible for ensuring its activities' compliance with applicable laws, the safety of participants, and the maintenance of appropriate insurance.
- UN Tourism does not assume any responsibility or liability for the user, its activities, related materials, services, personnel, contractors or communications, and the authorization creates no agency, joint venture, certification or endorsement.
- Where a user is expressly permitted to translate text forming part of the IYSRT 2027 Visual Identity into a language for which an official version has not been supplied by UN Tourism, the user shall be solely responsible for the accuracy of the translation. UN Tourism and the United Nations assume no responsibility or liability arising from such translation.
- The user shall indemnify, hold harmless and defend UN Tourism and its officials from any claims, losses, liabilities and expenses arising from the activity or use of the mark, including claims concerning third-party intellectual property. Nothing in these Terms constitutes or may be construed as a waiver of the privileges and immunities of UN Tourism or the United Nations.
- The liability and indemnification provisions set out in this Section and Annex II apply to non-UN entities and shall not apply to United Nations system organizations using the Support Version in accordance with Section 5.2(b).

14. Monitoring, Suspension and Withdrawal

UN Tourism may, at any time:

- request evidence of use
- require corrective action
- suspend or withdraw authorization or recognition, irrespective of the manner in which it was granted.

Non-compliant use must be corrected, suspended or removed promptly upon request by UN Tourism. A National Committee may require corrective action or provisionally suspend a use that it has authorized and shall promptly inform UN Tourism through the Portal. Final withdrawal authority remains with UN Tourism.

15. No Transfer or Sublicensing

Authorization or recognition is personal to the approved entity and may not be transferred, assigned or sublicensed.

Service providers may reproduce an approved mark solely as agents acting on the instructions and responsibility of the entity holding the applicable authorization or recognition.

16. Amendments and Interpretation

UN Tourism may update these Terms at any time.

The version published on the official International Year platform or Portal shall apply from the date indicated.

Questions of interpretation shall be addressed to and determined by UN Tourism.

17. Contact

Requests, notifications, reports of misuse and questions concerning use of the IYSRT 2027 Visual Identity or Recognition Marks should be submitted through the Portal or sent to IYSRT2027@untourism.int.

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SUSTAINABLE AND RESILIENT TOURISM

Visual Identity Guidelines

Prepared by UN Tourism
October 2026

Visual
Identity
Guidelines

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1 Introduction

1.1. About

The United Nations has declared 2027 the International Year of Sustainable and Resilient Tourism (IYSRT 2027). The World Tourism Organization (UN Tourism), in collaboration with other relevant United Nations (UN) entities and partners, serves as the lead agency for the celebration of the Year.

The International Year of Sustainable and Resilient Tourism (IYSRT 2027) aims to raise global awareness of the vital role tourism plays in promoting economic development, cultural exchange and environmental stewardship. It emphasizes the importance of fostering tourism systems that are both sustainable and resilient, capable of adapting to global challenges while promoting and safeguarding livelihoods and preserving natural and cultural heritage.

This initiative seeks to encourage governments, private sector stakeholders, local communities and travelers to adopt responsible practices that minimize environmental impact, support local economies and strengthen the resilience of destinations worldwide.

These Visual Identity Guidelines have been developed to support all stakeholders who wish to participate in activities and events related to the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). To ensure consistency and coherence across all communications, the use of the IYSRT 2027 visual identity must always comply with these Guidelines.

For further details regarding authorized use and users, kindly refer to the **Terms of Use of the Official Logo and Visual Identity of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)** and the associated waiver of liability.*

The logo and visual identity may only be used with prior authorization from UN Tourism or from National Committees (or their equivalent) responsible for the implementation of the International Year at the national level.

* Please refer to the authorization procedures established under the Terms of Use of the Official Logo and Visual Identity of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027).



© Shubhashish Chakrabarty | Dreamstime.com

1.2. Concept

The logo is directly inspired by that designed for the International Year of Sustainable Tourism for Development 2017, reflecting its core principles through a clear and balanced visual language. It features a dandelion, whose dispersing seeds symbolically represent travelers and the global exchange of cultures, experiences, and knowledge.

The seeds also evoke the idea of new beginnings, representing the foundation upon which shared values can be cultivated and strengthened, fostering greater understanding and harmony.

The color palette is aligned with the Sustainable Development Goals of the 2030 Agenda, with each color representing a specific commitment to sustainable development. Together, these elements convey a coherent vision and a structured path forward, grounded in respect, responsibility, and sustainability.



© Shubhashish Chakrabarty | Dreamstime.com

1.3. Design

1. **The pictogram** is inspired by the seeds of a dandelion, rendered in the colors associated with each of the Sustainable Development Goals (SDGs). Each seed is depicted at the beginning of its journey, poised to disperse, symbolizing movement, transformation, and the global exchange of ideas and experiences aligned with sustainable development.

2. **The year** is integrated within the pictogram, following the spherical composition of the dandelion. This approach subtly incorporates the form of the "0" in 2027, creating a harmonious visual connection between the symbolic element and the temporal reference.

3. **The thematic** text is positioned beneath the logo, providing clarity and context. Its placement ensures legibility while reinforcing the overall balance of the composition and supporting the communication of the Year's central message.

The pictogram and text must not be separated in this version of the logo.



2 Visual identity

2.1. Main Color Version

The logo uses the color palette of the SDG wheel to bring the main element—the dandelion—to life. The specific colors applied are detailed below:

Year color:

Dark blue
RGB: 41, 36, 92
CMYK: 100, 98, 30, 23
HEX: #29245c

Text color:

Dark Grey
RGB: 60, 60, 60
CMYK: 67, 57, 54, 60
HEX: #3c3c3c

SDGs Objectives colors:



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Background:

White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #3c3c3c

Transparent

2.2. Color Versions

The following are the different versions in which the logo may be used:

Main color version. see 2.1 for color versions.

Monochrome version – dark blue:



Dark blue
RGB: 41, 36, 92
CMYK: 100, 98, 30, 23
HEX: #29245c

Monochrome version – White:



White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #3c3c3c

White – Dandelion color



-



Main color version



Monochrome version
Dark blue



Monochrome version
White



White – Dandelion color

Versions in any other language will need to be authorized by UN Tourism. Please contact: **IYSRT2027@untourism.int**

2.3. Languages

The languages approved for the use of the logo are the six official languages of the United Nations:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish













You can download the logotypes in this following link:

2.4. Sizes and versions

To maintain clarity and legibility, for all six-language versions, the minimum width of the IYSRT visual identity is:

- Print: width = 20 mm
- Web: width = 55 pixels

Wheel Version

Main version

Stamp / pin version

There is no maximum reproduction size.

ENGLISH & ALL LANGUAGES
Minimum width:
20 mm / 55 px



20 mm / 55 px



ENGLISH & ALL LANGUAGES
Minimum width:
20 mm / 55 px



20 mm / 55 px



ENGLISH & ALL LANGUAGES
Minimum width:
20 mm / 55 px



20 mm / 55 px



2.5. Structure and clear space

The construction of the IYSRT 2027 visual identity is based on a square grid system.

A minimum clear space of x/6 must be maintained on all sides of the visual identity, where “x” corresponds to the width of the pictogram. This clear space ensures that the visual identity remains distinct and legible, free from interference by surrounding elements.

This spacing system must be consistently applied across all language versions.



2.6. Backgrounds

The visual identity should always be used in full colour against a solid background, ideally white.

Overlaying it onto busy photography or a background without sufficient contrast is not recommended.

Solid Dark blue/white versions have been created as alternatives, but these should only be used when absolutely necessary.









2.7. Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



Random color change



Reasembly



Against detailed background



Add elements



Opacity Change



Font changes

3 Mark Categories and use with other logos

3.1. Mark Categories

To ensure consistent and appropriate use of the visual identity of the 2027 International Year of Sustainable and Resilient Tourism (IYSRT 2027), a set of distinct mark categories has been established.

Each category reflects a specific type of use, engagement or relationship with the International Year, from official use and general support to partner recognition and knowledge contributions. The appropriate mark should be selected according to the organization's role and level of engagement with the initiative.

All marks form part of the same visual identity system and should be used in accordance with the guidelines outlined in this document.

The IYSRT 2027 logo may only be used with prior authorization from UN Tourism or from a National Committee (or equivalent body) to which UN Tourism has delegated the authority to approve its use.*

- **Official version:** For exclusive use by UN Tourism and its associated activities. Any third-party use requires prior written authorization.

- **Support version:** For use by governments, UN agencies, organizations and other entities wishing to show their support for the International Year. The mark should be accompanied by the statement:
"In support of the International Year"

- **Partner Recognition Mark:** For use by officially recognized partners of the International Year. The mark should clearly indicate the relevant partnership category and be accompanied by the statement:
"[Partnership Categoriy] In support of the International Year"

  The partnership categories are:

  - Transformational Partner
  - Strategic Partner
  - Impact Partner
  - Supporting Partner
  - Associate Partner

- **Knowledge Contribution Mark:** For use in connection with contributions to the International Year Knowledge Initiative. The mark should be accompanied by the statement:
"In support of the International Year Knowledge Initiative"

* Please refer to the authorization procedures established under the Terms of Use of the Official Logo and Visual Identity of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027).

3.2. Official version*

The official version of the logo is for UN Tourism use primarily. As such, the size of the UN Tourisn logo as well as that of the IYSRT 2027 visual identity should be harmonized alongside each other.

The logos must be centered horizontally and a thin black line should be used as a separator. The horizontal distance between each element and the separating line should be equal to the IYSRT 2027 visual identity clear space area (three square modules per side).





* For use exclusively by UN Tourism or by third parties specifically authorized by UN Tourism.

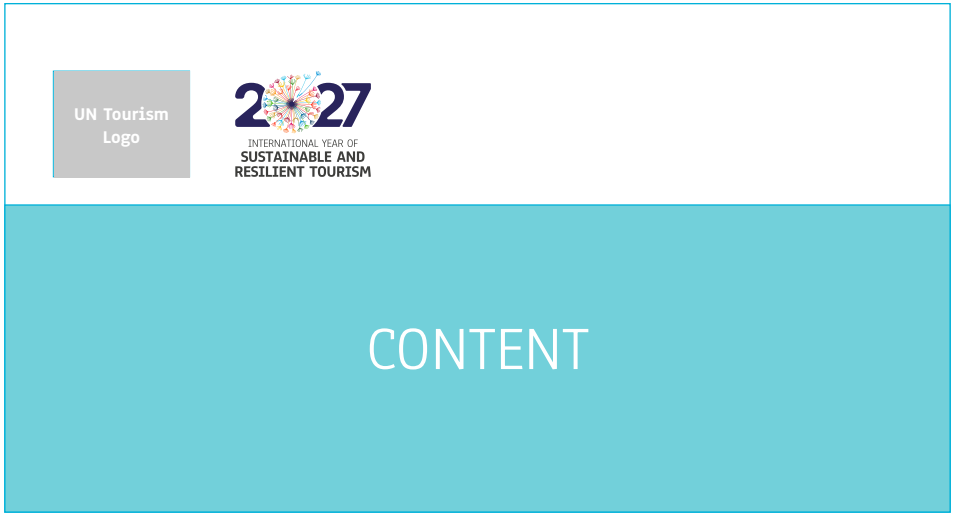
3.3. UN tourism and in collaboration with other entities

The Official Version of the logo is reserved for UN Tourism use and for UN Tourism associated activities in relation to the International Year. A third party may use it only exceptionally, under a specific prior written authorization by UN Tourism.

Example **(a)** illustrates the logo arrangement for UN Tourism applications, while example **(b)** illustrates the arrangement for activities carried out by UN Tourism in partnership with third parties.



a.



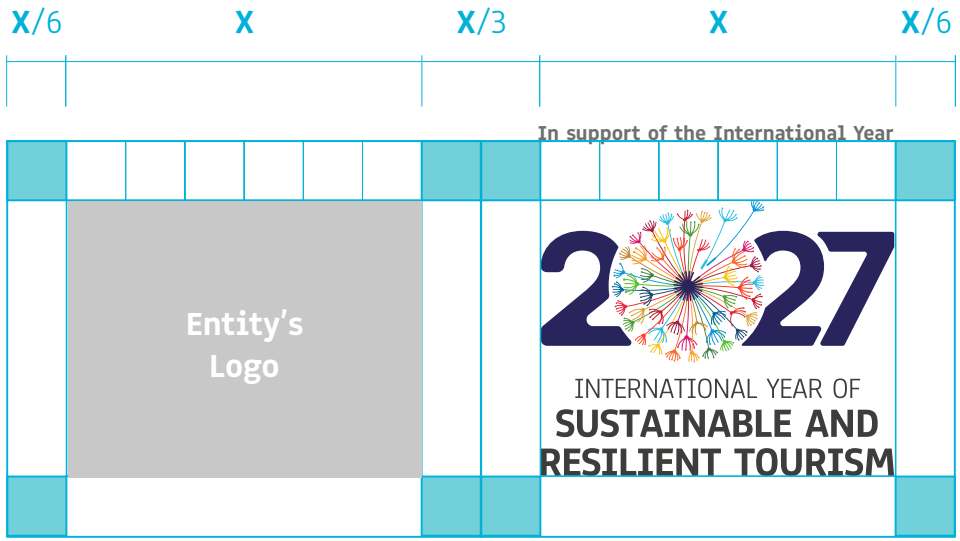
b.



3.4. Support version

Authorized entities including UN entities, governments, intergovernmental organizations, and non-state actors—may use the IYSRT 2027 visual identity in co-branding across communication materials, activities, and events related to the International Year.

In such cases, the logo of the entity must be accompanied by the statement **"In support of the International Year"** placed above the IYSRT 2027 visual identity.



Where a United Nations entity, fund, programme, specialized agency or other organization of the United Nations system has its own official logo, such logo shall be displayed alongside the IYSRT 2027 visual identity in accordance with these Guidelines and the applicable Terms of Use.



* The IYSRT 2027 logo may only be used with prior authorization from UN Tourism or from a National Committee (or equivalent body) to which UN Tourism has delegated the authority to approve its use.

3.5. Partner recognition Mark*

Organizations recognized as partners of the International Year must display their logo together with the IYSRT 2027 visual identity, accompanied by the statement corresponding to their category:

"[Category] In support of the International Year", placed above the visual identity.



Transformational Partner
in support of the International Year

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Supporting Partner
in support of the International Year

2027
INTERNATIONAL YEAR OF
SUSTAINABLE AND
RESILIENT TOURISM

Strategic Partner
in support of the International Year

2027
INTERNATIONAL YEAR OF
SUSTAINABLE AND
RESILIENT TOURISM

Associate Partner
in support of the International Year

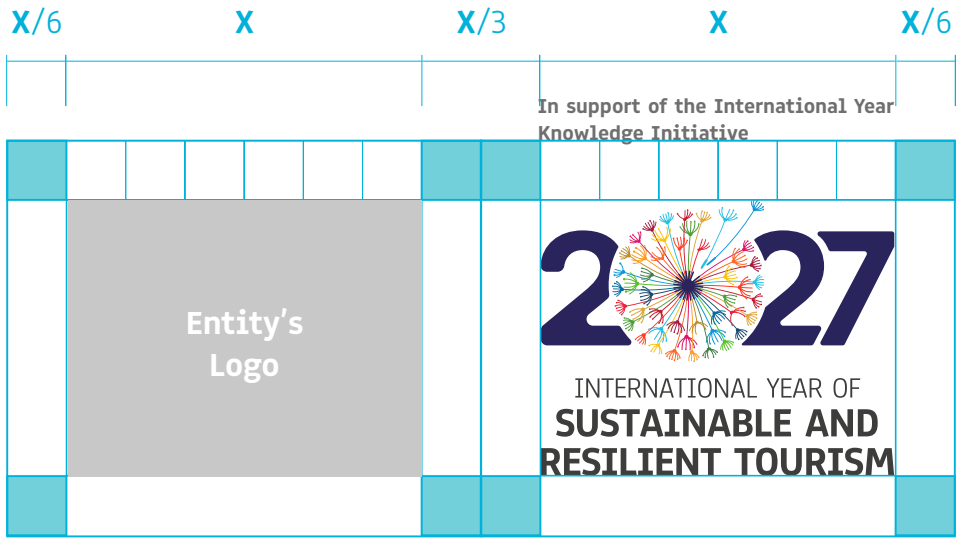
2027
INTERNATIONAL YEAR OF
SUSTAINABLE AND
RESILIENT TOURISM

Impact Partner
in support of the International Year

2027
INTERNATIONAL YEAR OF
SUSTAINABLE AND
RESILIENT TOURISM

3.6. Knowledge Contribution Mark*

The Knowledge Contribution Mark is intended for eligible contributors supporting the International Year through research, publications and other non-commercial knowledge products. Its use is subject to authorization by UN Tourism and must always be accompanied by the statement **"In support of the International Year Knowledge Initiative"**.



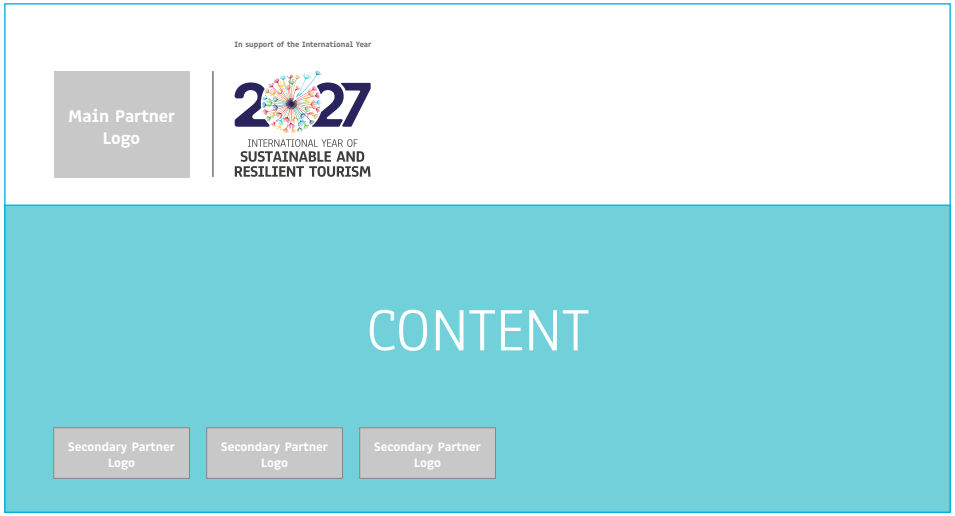


* The IYSRT 2027 logo may only be used with prior authorization from UN Tourism or from a National Committee (or equivalent body) to which UN Tourism has delegated the authority to approve its use.

3.7. Logo Arrangement for Authorized Third-Party Use

For authorized third-party use of the Support, Partnership and Knowledge Contribution Marks, the logo arrangement shown in example **(c)** shall apply. The logos of participating entities must appear clearly separated from the IYSRT 2027 visual identity.

c.



4 | Visual identity elements

4.1. Main color palette

The colour palette of the IYSRT 2027 visual identity is derived from the colours of the 17 Sustainable Development Goals (SDGs), reflecting their integral role within the broader ecosystem shaped by tourism.

A dark grey and a dark blue tone may be used for the typography to ensure clarity, balance, and visual consistency.

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Typography colors:

Dark blue
RGB: 41, 36, 92
CMYK: 100, 98, 30, 23
HEX: #29245c

Text color:

Dark Grey
RGB: 60, 60, 60
CMYK: 67, 57, 54, 60
HEX: #3c3c3c

Goal 01: No Poverty
Deep red
RGB: 229, 36, 59
CMYK: 0, 95, 75, 0
HEX: #E5243B

Goal 02: Zero Hunger
Mustard yellow
RGB: 221, 166, 58
CMYK: 0, 25, 85, 0
HEX: #DDA63A

Goal 03: Good Health and Well-being
Medium green
RGB: 76, 159, 56
CMYK: 70, 0, 100, 0
HEX: #4C9F38

Goal 04: Quality Education
Dark red
RGB: 197, 25, 45
CMYK: 15, 100, 90, 10
HEX: #C5192D

Goal 05: Gender Equality
Reddish orange
RGB: 255, 58, 33
CMYK: 0, 85, 90, 0
HEX: #FF3A21

Goal 06: Clean Water and Sanitation
Light blue (sky blue)
RGB: 38, 189, 226
CMYK: 70, 0, 25, 0
HEX: #26BDE2

Goal 07: Affordable and Clean Energy
Bright yellow
RGB: 252, 195, 11
CMYK: 0, 25, 100, 0
HEX: #FCC30B

Goal 08: Decent Work and Economic Growth
Burgundy
RGB: 162, 25, 66
CMYK: 25, 100, 70, 20
HEX: #A21942

Goal 09: Industry, Innovation and Infrastructure
Vibrant orange
RGB: 253, 104, 37
CMYK: 0, 75, 90, 0
HEX: #FD6925

Goal 10: Reduced Inequalities
Magenta
RGB: 221, 19, 103
CMYK: 0, 100, 30, 0
HEX: #DD1367

Goal 11: Sustainable Cities and Communities
Light orange
RGB: 253, 157, 36
CMYK: 0, 45, 90, 0
HEX: #FD9D24

Goal 12: Responsible Consumption and Production
Golden brown
RGB: 191, 139, 46
CMYK: 20, 40, 90, 10
HEX: #BF8B2E

Goal 13: Climate Action
Dark green
RGB: 63, 126, 68
CMYK: 75, 20, 80, 5
HEX: #3F7E44

Goal 14: Life Below Water
Ocean blue
RGB: 10, 151, 217
CMYK: 85, 30, 0, 0
HEX: #0A97D9

Goal 15: Life on Land
Lime green
RGB: 86, 192, 43
CMYK: 65, 0, 100, 0
HEX: #56C02B

Goal 16: Peace, Justice and Strong Institutions
Petrol blue
RGB: 0, 104, 157
CMYK: 100, 35, 0, 20
HEX: #00689D

Goal 17: Partnerships for the Goals
Navy blue
RGB: 25, 72, 106
CMYK: 100, 50, 10, 50
HEX: #19486A

4.2. Set of icons, pattern and visual languages

The visual identity is built around **three interconnected elements**: the seed, the dandelion and the cloud of dispersed seeds. Each represents a different scale of tourism, from individual experiences to a broader global perspective.

The **seed** symbolizes the **individual traveler** and the personal journey of discovery, movement and exploration.

The **dandelion** represents the **collective dimension** of tourism, bringing individual journeys together to reflect communities, shared experiences and human connections.

At a larger scale, the **cloud** of dispersed seeds illustrates tourism's **regional and global reach**, expressing expansion, diversity and the connections that transcend geographical and cultural boundaries.



4.3. Typefaces (Latin and Cyrillic)

Anaheim and Roboto are the primary typefaces for all communication products (print and digital) produced for the IYSRT 2027 for languages using the Latin alphabet.

- **Anaheim can be downloaded for free from Google Fonts.**
- **Roboto can be downloaded for free from Google Fonts.**

If possible, use Anaheim Bold for headings and Roboto Light for body text. Other weights (semibold, regular) are also acceptable.

Font for headings

Anaheim Bold
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Anaheim Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Font for body text

Roboto Regular
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

Roboto Light
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

4.4. Typefaces (Traditional Chinese)

Noto Sans SC is is the primary typeface for all communication products (print and digital) produced for the IYSRT 2027 for languages using the Simplified Chinese alphabet.

- **Noto Sans SC can** be downloaded for free from Google Fonts.

If possible, use Noto Sans SC Bold for headings and Noto Sans SC Light for body text. Other weights (semibold, medium) are also acceptable.

Font for headings

Noto Sans SC Bold

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
剑号巨阙珠称夜光果珍李柰菜重芥姜海咸河淡鳞潜羽翔
龙师火帝鸟官人皇始制文字乃服衣裳推位让国有虞陶唐
1234567890

Font for body text

Noto Sans SC Light

天地玄黄宇宙洪荒日月盈昃辰宿列张寒来暑往秋收冬藏
闰馀成岁律吕调阳云腾致雨露结为霜金生丽水玉出昆冈
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1234567890

4.5. Typefaces (Arabic)

Alexandria is the primary typeface for all communication products (print and digital) produced for the IYSRT 2027 for languages using the Arabic alphabet.

- **Alexandria** can be downloaded for free from Google Fonts.

If possible, use Alexandria Bold for headings and Alexandria Light for body text. Other weights (semibold, regular) are also acceptable.

Font for headings

Alexandria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ابتثجحخدذرزسشصضطظعغفق
كلمنهـوي1234567890

Font for body text

Alexandria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ابتثجحخدذرزسشصضطظعغفق
كلمنهـوي1234567890

4.6. Visual language for Official version

SOCIAL MEDIA ASSETS

Some examples of promotional items using the IYSRT 2027 visual identity.

Social media assets can be used in three variants:

1. **Full Graphics:** Allows for text only (Font: Anaheim).

2. **Graphics and Photo:** Allows for the inclusion of photos, text, and graphics (Font: Anaheim).

3. **Photo and Graphics:** Allows for the inclusion of the photo only on the graphic.

a)



b)



c)



4.7. Visual language for Support version, Partner Recognition Mark and Knowledge Contribution mark

SOCIAL MEDIA ASSETS

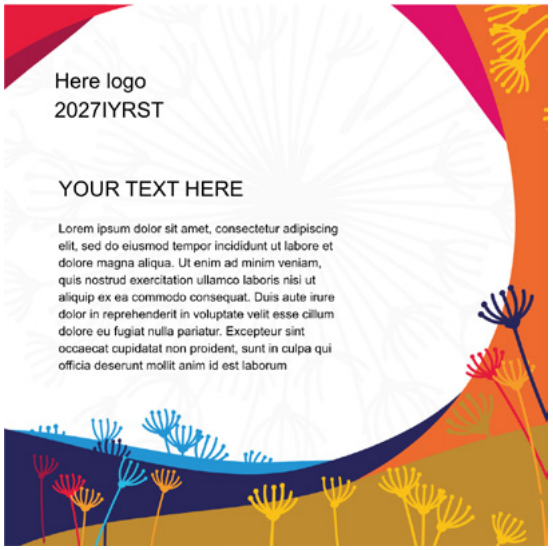
Some examples of promotional items using the IYSRT 2027 visual identity.

Social media assets can be used in three variants:

1. **Full Graphics:** Allows for text only (Font: Anaheim).
2. **Graphics and Photo:** Allows for the inclusion of photos, text, and graphics (Font: Anaheim).
3. **Photo and Graphics:** Allows for the inclusion of the photo only on the graphic.

Download CANVA Template here.

a)



b)



c)



4.8. Visual language

Some examples of promotional items using the IYSRT 2027 visual identity.





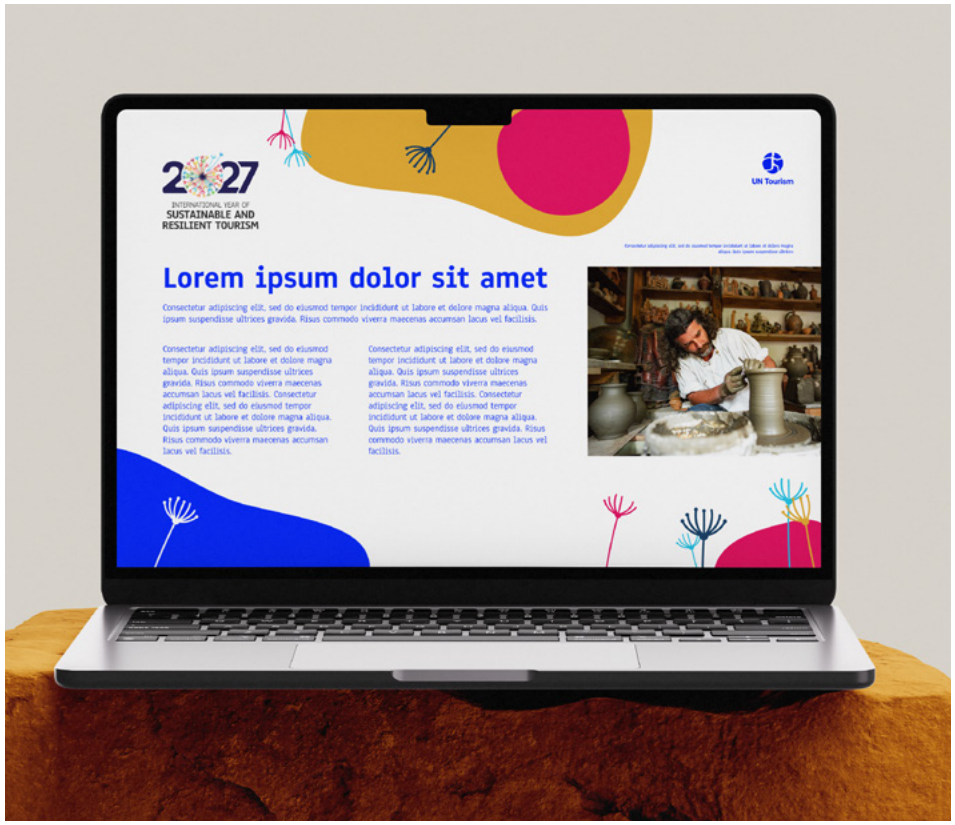
Some examples of promotional items using the IYSRT 2027 visual identity.





Some examples of promotional items using the IYSRT 2027 visual identity.





INTERNATIONAL YEAR OF
SUSTAINABLE AND RESILIENT TOURISM

Contact

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