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# World Guide to Logotypes, Emblems, and Trademarks of International Organizations

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Edited by the Union of International Associations  
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For almost a century the *Yearbook of International Organizations* has described in words the aims, history and activities of international organizations. Now, for the first time, in *the World Guide to Logotypes, Emblems, and Trademarks of International Organizations* the pictorial side of international organizations is presented.

Pictures are among the oldest means of human communication. With just a few lines, a picture can convey a message which in writing would take pages. A picture can transcend cultural barriers in a way that a verbal message never can. No wonder, then, that the most succinct and successful advertising messages are pictorial: logotypes, emblems, trademarks or colophons representing a product or a company, embodying the corporate image in a simple symbol.

The *World Guide to Logotypes, Emblems, and Trademarks of International Organizations* brings together logos from 4301 international organizations, from large and complex intergovernmental bodies to informal collectors' clubs, from established and respected foundations to amateur sport associations. It includes logos of every shape and size, of every colour and subject, logos with original and evocative designs and logos whose message is less than clear.

The *World Guide to Logotypes, Emblems, and Trademarks of International Organizations* can be of use to those who study international organizations, providing them with information which has never before been presented in print. It can also be of use to designers, providing materials for comparison in a non-commercial and little known field. Such a comparison is assisted by the experimental indexes to subjects and shapes included in the Guide.

## Indexes

**Shapes** The shape of a logo may be arbitrary, but more often is an integral part of, and contributes to, the significance and impact of the logo's message. The *World Guide to Logotypes, Emblems, and Trademarks of International Organizations* includes an index to shapes which may serve as a tool for the comparison of international organization logos.

**Subjects** If the shape of a logo can be arbitrary, the subject cannot be. The elements chosen for a logo each contribute substantially to the logo's message. *The World Guide to Logotypes, Emblems, and Trademarks of International Organizations* includes an index to subjects, incorporating smaller sized reproductions of the logos so that users can see at a glance all those logos catalogued under a particular subject heading.

**Web** There is also a special index to the 123 logos which were taken directly from the homepages of inter-national organizations on the World Wide Web.

**Mottos** In addition to logos, the *World Guide to Logotypes, Emblems, and Trademarks of International Organizations* includes some 250 mottos or slogans of international organizations. They are listed in a special, multi-lingual index.

**Abbreviations** Finally, *the World Guide to Logotypes, Emblems, and Trademarks of International Organizations* indexes over 15000 abbreviations and names by which the 4301 international organizations included in the Guide are known.

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