



Guidelines for the use of logos

IUCN Species Survival Commission

Version 1 — August 2020. To be consulted with other IUCN Commissions.

1. Introduction

A cohesive branding can change how audiences perceive our organisation. The IUCN logo is the most important element of branding, as it is essentially the face of the Union and brings the authority and credibility associated with the global brand. In this sense, IUCN Commissions must follow IUCN logo rules and the IUCN visual identity rules (see [here](#) for details).

Use of the IUCN SSC logo by SSC Groups has two broad categories: representation of the Commission and association with the Commission. At the same time, shows the credibility and authority it has by being part of IUCN and part of the specific Commission. When Groups don't show their SSC and IUCN belonging, they lose a major asset of recognized expertise and authority.

This document provides guidance about:

- Use of IUCN SSC logo,
- Use of individual SSC Group's logos,
- Use of the name of SSC Group's in connection to IUCN.

2. IUCN SSC logo

The IUCN SSC logo (the approved combination of the two logos, IUCN and SSC) is used to represent the entire Commission, for example, on printed or digital material that is produced under the name of IUCN SSC. Use of the IUCN SSC logo by itself or in a primary role can only be authorized by the SSC Chair. Note there may be instances in which the Chair may consider that the use of the IUCN SSC logo would not be appropriate.

When this is the case and other SSC groups logos are also part of the product, then IUCN SSC logo should go first, for example:



3. SSC Group's logos

SSC Groups may consider developing a logo for their group. Collectively, group logos form a very powerful communication tool for the SSC network. Individual logos are an excellent way of promoting and raising the profile of the group and giving it a strong identity.

If you decide to include the IUCN Commission name on your logo, please use it as IUCN SSC [Group name]. Note, **do not use**: IUCN-SSC or IUCN / SSC.

Use of the logo of an SSC Group is at the discretion of the Chairs of that group, and permission for use can only be granted by them. Group logos should be used together with the IUCN SSC logos, in accordance with the following guidelines for the different circumstances in which logos are used:

3.1. Common use of an SSC Group logo

Will show it is part of IUCN SSC, for example in letterheads, printed materials, presentations, email signatures, among others.

When the group logo has a horizontal format, the IUCN SSC logo would be approximately 75% of its height. For a vertical or regular format, the IUCN SSC logo should be approximately 50% of its height.

In case of a vertical setup, e.g. a vertical banner, you can use the 'Part of IUCN SSC logo underneath the group's logo. In this case, the sizing for horizontal logos should be approximately 75% of the height (same as before), but in case of vertical and regular logos, the size should be the same as the width of the logo.

[Find here the templates of the 'Part of IUCN SSC logo.](#)

Horizontal logo example



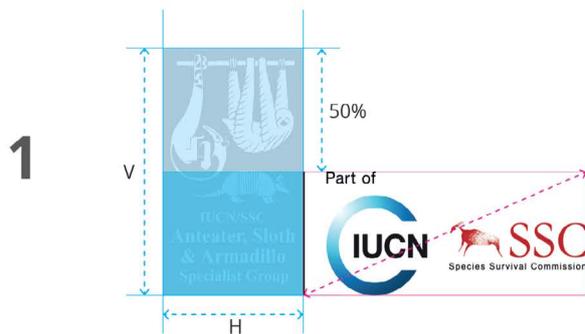
CNCFLORA
Centro Nacional de Conservação da Flora



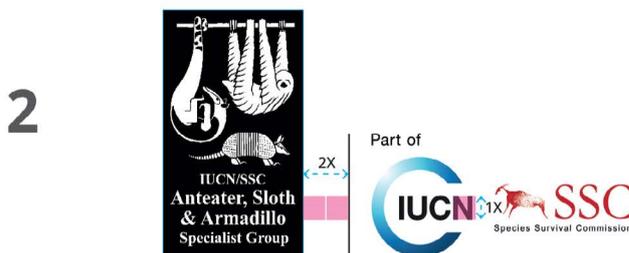
Vertical alternative.

If a vertical application is necessary, the IUCN SSC logo should be the height of the SG logo and spaced 1x using the instructions given above in step two as a reference.

Vertical logo example



1. Scale the IUCN SSC logo until it reaches at least and not more the 50% (half the height) of the V axis.

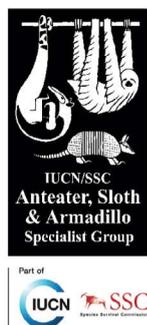


2. The distance between the logo of the Specialist Group and IUCN SSC is twice (2x) the height of the letter N (1x) of the IUCN logo.

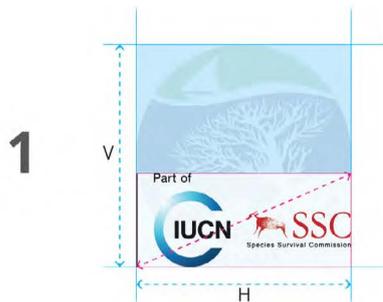


Vertical alternative.

If a vertical application is necessary, the IUCN SSC logo should be the width of the SG vertical logo and spaced 1x using the instructions given above in step two as a reference.



Regular logo example



1. Scale the IUCN SSC logo until it reaches the top of the V or H axis.



2. The distance between the logo of the Specialist Group and IUCN SSC is twice (2x) the height of the letter N (1x) of the IUCN logo.



Vertical alternative.

If a vertical application is necessary, the IUCN SSC logo should be the width of the SG logo and spaced 1x using the instructions given above in step two as a reference.

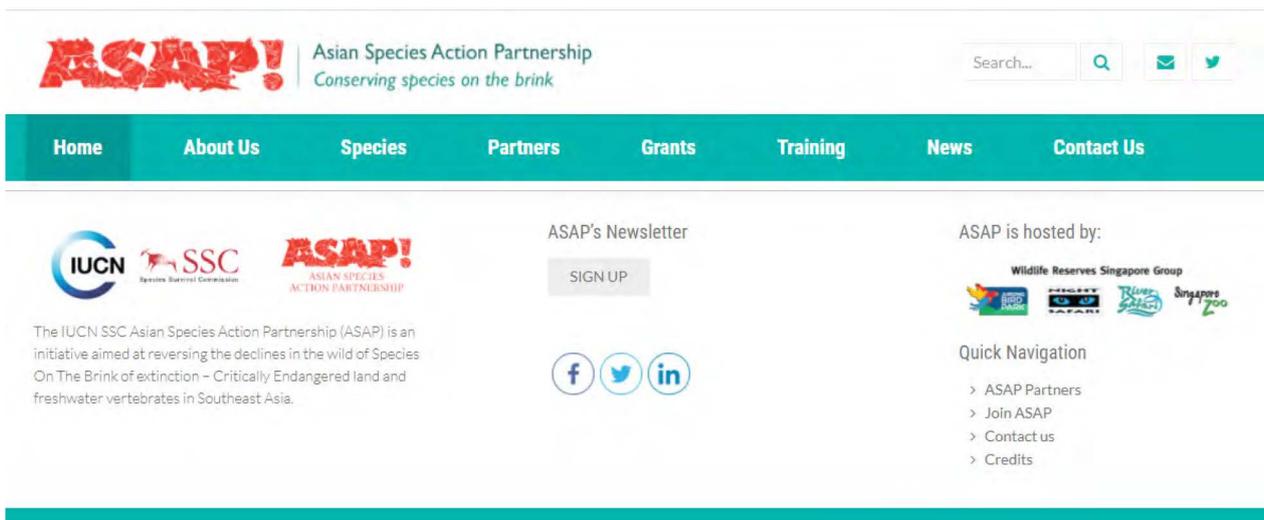
3.2. When a group is part of two or more IUCN Commissions

The group should show their belonging to all — For example the Sustainable Use and Livelihoods Specialist Group (SULi) is a joint initiative of the Species Survival Commission (SSC) and the Commission on Environmental, Economic and Social Policy (CEESP). The proposed use of logos (pending approval by other Commissions), is:



3.3. An SSC Group logo can be used separate from the IUCN SSC logo in the same communication product

In those cases, the IUCN SSC logo should appear in a separate but prominent place — For example, ASAP's website header and footer.



4. How to write the names of SSC Groups with IUCN SSC

Our name for general use is "IUCN Species Survival Commission" and it should be used in this form on all communications materials.

You have three full name options to use along your Group's name:

- IUCN Species Survival Commission [Group name].
- IUCN SSC [Group name].
- [Group name] of the IUCN Species Survival Commission.