



# Logo Rules for IUCN National and Regional Committees

Version 1 – August 2011

## 1. Introduction

IUCN's mission is to influence, encourage and assist societies throughout the world to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.

In a modern world crowded with information, organizations and brands, it is more than ever before important to project a clear and consistent image of IUCN as a strong and credible Union.

IUCN's Members are the heart of the Union, as core constituents and as a crucial driving force towards implementation of the IUCN Programme.

IUCN National and Regional Committees are authorized to use the IUCN name and logo in certain specified ways, and are encouraged to show their association with IUCN, proactively helping to raise the visibility of the Union. For additional information, refer to the *Operational Guide for IUCN National and Regional Committees*.

### Need help?

- **Questions:** [logo@iucn.org](mailto:logo@iucn.org)
- **IUCN Committee logo files:** Contact the Membership Focal Point in your local IUCN office
- **Local help:** Contact the communications officer or Membership Focal Point in your local IUCN office

## 2. The IUCN logo

The IUCN logo is the single most important part of IUCN's visual identity. It represents the IUCN brand and value proposition, and the credibility, trust and goodwill we have built up over more than 60 years.

The logo is a simple memorable design that symbolizes our planet, our Union and hope for the future. It must be used consistently to continuously build and support the work and mission of the Union.

The rules for who may use the IUCN logo and how it must be used are generally consistent with or mandated by IUCN Statutes (Articles 20, 46, 71, 75, 78, 79), Regulations (65, 67, 78) and Resolutions (WCC 2.12). In addition, these rules have been formulated to reflect various Council decisions and Secretariat policies and guidelines. Examples include Council's decision on the IUCN brand octagon (2006) and the IUCN Secretariat's Global Human Resource Policy (15.1, 15.5).

The graphic rules for using the IUCN logo are set forth in Section 5 below. These rules apply to all types of printed and digital material, including books, brochures, banners, presentations and websites.

### 3. Who may use the IUCN logo?

IUCN Committees can show their association with IUCN by using an official IUCN logo extension. In all instances, the correct IUCN Committee logo extensions must be used and the logo rules as set forth in Section 5 followed.



Note that **only** the Director General and currently employed Secretariat staff are authorized to represent IUCN by using the IUCN logo by itself. This applies to all types of printed and digital material.



### 4. How to write or say “IUCN”

Our name for general use is “IUCN” and, subject to the provisions below, it should be used in this form on all communications materials.

If you need to explain the acronym further, you have two full name options:

- IUCN (International Union for Conservation of Nature) – for titles or in text
- IUCN, International Union for Conservation of Nature – in text

Normally you need to use the full name only once at the first mention in a text or document, or a section or chapter in a longer document. Thereafter you may use “IUCN”. The same guideline applies to documents or text in English, French, Spanish and other languages.

#### 4.1 IUCN’s full legal name

IUCN’s full legal name, as registered in Switzerland, is *UICN, Union internationale pour la conservation de la nature et de ses ressources (IUCN, International Union for Conservation of Nature and Natural Resources)*. It must be used, in the French original or in its English translation, on all documents that are of a legal nature or may have legal implications. It is not used in general external or internal communications.

#### 4.2 Do not use

- International Union for Conservation of Nature (without also using “IUCN”)
- IUCN – International Union for Conservation of Nature (linked with a hyphen)
- the IUCN (never add “the” to “IUCN” when used as a proper noun; may be used if “IUCN” is an adjective, e.g. “The IUCN Members met last week.”)
- World Conservation Union
- IUCN – The World Conservation Union

#### 4.3 Translation of IUCN’s name into non-official IUCN languages

IUCN’s name exists in our three official languages – English, French and Spanish. In cases where our name is required in a language other than one of the three official IUCN languages, please contact Global Communications ([logo@iucn.org](mailto:logo@iucn.org)) for information about other official translations available.

If there is no officially approved translation in the required language, we would welcome your suggestions accompanied by a clear explanation for the choice of words. Upon written approval from Global Communications, the proposed translation of IUCN’s name may be used by the Committee.

## 5. How to write or say IUCN Committee names

The IUCN Secretariat holds official logos for National and Regional Committees. The name appearing on your logo is a shortened version of the full official name of your Committee.

In external communications, IUCN National and Regional Committees should consistently use the shortened version of their name, as reflected in the logo. The shortened version must always include “National Committee” or “Regional Committee” and the name of the country or region, as well as “IUCN”. Some examples:

- Thailand National Committee of IUCN
- IUCN’s Caribbean Regional Committee
- IUCN Dominican Republic National Committee

### DO NOT USE:




- Thailand Committee
- Caribbean Committee
- IUCN-Dominican Republic


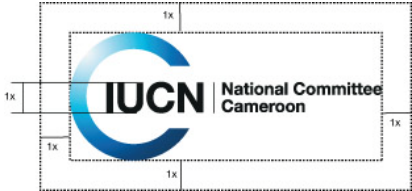

The full name of IUCN should be written the first time the name of the Committee occurs in a text. Thereafter, IUCN should be referred to with the acronym. This applies to documents or text in English, French, Spanish or any other language. Some examples:

- The Thailand National Committee of the International Union for Conservation of Nature (IUCN)
- IUCN’s (International Union for Conservation of Nature) Caribbean Regional Committee
- The IUCN (International Union for Conservation of Nature) Dominican Republic National Committee

When naming the website URLs and email domains of IUCN National and Regional Committees, committees can use the following conventions: **iucn.org.xx** or **www.iucn.xx**, where **xx** is the official country domain name. Examples: **iucn.org.th** for the Thailand National Committee of IUCN and **www.iucn.do** for the IUCN Dominican Republic National Committee.

## 6. Logo rules

<p><b>Colour</b></p> <p>This is the preferred version of the IUCN Committee logo and should be used wherever possible. The IUCN logo is made up of four colours: three blues and one black; there is no Pantone reference. The IUCN Committee logos are only available as complete digital files.</p>	
<p><b>Black &amp; White</b></p> <p>In cases where the use of the coloured IUCN Committee logo is not possible, a single colour (black and white) logo may be used. Use the complete digital logo file.</p>	
<p><b>White</b></p> <p>On dark backgrounds, the white IUCN Committee logo must be used. Use the complete white logo file. Note that there is no shading in the white version of the logo (it is solid).</p>	

<p><b>Background control</b></p> <p>White or plain light backgrounds are the preferred background for the IUCN Committee logos. On dark backgrounds, the white version of the logo must be used.</p> <p>Backgrounds should not compete with the IUCN Committee logos, which must always be clearly visible. For busy or patterned backgrounds, the coloured IUCN Committee logos must be placed in a white or light square, observing the safe area (see below).</p>	
<p><b>Safe area</b></p> <p>The IUCN Committee logo needs a safe area around it in order to maintain its strong visual impact. Whatever the size of the logo, the safe area measurement is equal to the height of the “N”. Where possible, leave more space.</p>	
<p><b>Size and resolution</b></p> <p>Standard sizes for the logo have been selected for different applications, e.g. brochures, letterhead, business cards, PowerPoint. Please contact your Membership Focal Point for more information. For print applications do not use the logo smaller than 7 mm in height.</p> <p>Depending upon the application, e.g. web, printed publication, Word document, specific logo resolutions will be required. Committee logos in different resolutions can be obtained from your Membership Focal Point.</p>	
<p><b>Language</b></p> <p>There are two versions of the IUCN logo for our statutory languages: IUCN for English; UICN for French and Spanish. In addition, IUCN Committee logos can be made available in any language relevant to your country or region, as agreed with each Committee.</p> <p>Different language versions must not appear close together on the same document or material.</p>	
<p><b>Improper use</b></p> <ul style="list-style-type: none"> <li>Do not change the colours of the logo</li> </ul>	

- Do not break up the two IUCN logo elements: the “C” and the letters
- Do not re-draw the “C” of the logo in a solid colour, or fill with an image or pattern
- Do not change the thickness or dimensions of the “C”
- Do not change the typeface or size of the letters
- Do not use the two logo elements on other logos or graphics appearing near the IUCN logo
- Do not let other logos overshadow the IUCN logo; keep the sizes equal
- Do not use any previous versions of the IUCN name or logo
- Do not use the IUCN logo combined with our full name



## 7. Visual identity rules for IUCN Committees

IUCN National and Regional Committees may want to use the IUCN visual identity to brand their material, either print or electronic. In this case, the IUCN visual identity rules, in addition to the logo rules, must be followed. Please contact Global Communications at [logo@iucn.org](mailto:logo@iucn.org) for these rules.