



# Logo Rules for Partners of IUCN

Version 1 – May 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.

Partnerships with IUCN range from large-scale global agreements to small one-off joint activities. IUCN partners are authorized to use the IUCN logo in certain specified ways, and are encouraged to show their association with IUCN, proactively helping to raise the visibility of the Union.

### Need help?

- **Questions:** [logo@iucn.org](mailto:logo@iucn.org)
- **Local help:** Contact the IUCN focal point for your partnership

## 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 graphic rules for using the IUCN logo are outlined in Section 5 below.

## 3. Who may use the IUCN logo?

IUCN partners can show their association with IUCN in one of two ways. Depending upon the specific partnership and the desired outcome, either the official IUCN logo or the IUCN logo partner extension may be used. For both uses, the logo rules as set forth in Section 5 must be followed.



Partner organizations must have a signed partnership contract, donor agreement or MOU with the IUCN Secretariat, or be working with IUCN on a specific publication, programme or project. You must obtain approval from the IUCN Secretariat prior to each publication. Please contact [logo@iucn.org](mailto:logo@iucn.org).



## 4. How to write or say “IUCN”

When referring to IUCN in partnership communications or joint publications, our name must be used correctly. For general use, our name 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.”)
- International Union for the Conservation of Nature (never add “the” before Conservation)
- 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 three official languages – English, French and Spanish. In cases where communications material or joint publications are being produced in a language other than one of these, our name must not be translated. The most appropriate language should be used, which in most cases will be English.

## 5. Logo rules

<p><b>Colour</b></p> <p>This is the preferred version of the IUCN partner logo and it 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 partner logo is only available as a complete digital file.</p>	
<p><b>Black &amp; White</b></p> <p>In cases where the use of the coloured IUCN partner 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 partner 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 partner logo. On dark backgrounds, the white version of the logo must be used.</p> <p>Backgrounds should not compete with the IUCN partner logo, which must always be clearly visible. For busy or patterned backgrounds, the coloured IUCN partner logo 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 partner 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, publications, PowerPoint. Please ask your IUCN contact or Global Communications for further 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. The IUCN partner logo in different resolutions can be obtained from the IUCN focal point for your partnership.</p>	
<p><b>Language</b></p> <p>The IUCN logo exists in three languages: English, French and Spanish. However, the partner logo extension exists only in English at the current time. Please contact Global Communications should you have a need for the other language versions.</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 name



## 6. Visual identity rules for IUCN partners

When collaborating with partners, IUCN encourages the use of the IUCN visual identity to brand certain print or electronic material, such as a publication, programme or project. In such cases, the IUCN visual identity rules, in addition to the logo rules, must be followed. To obtain written approval as well as other relevant information, please contact your focal point within the IUCN Secretariat.

In cases where the IUCN visual identity cannot be used for jointly produced material, a neutral design must be agreed on a case-specific basis. For any questions, please contact Global Communications at [logo@iucn.org](mailto:logo@iucn.org).