Introduction

The Commission on Education and Communication (CEC) of the International Union for Conservation of Nature (IUCN) is a network driving change for sustainability. More than 1,100 members volunteer their professional expertise in learning, knowledge management and strategic communication to achieve IUCN goals. IUCN is the world’s oldest and largest global environmental organization. For more details, please refer to www.iucn.org/cec.

CEC VISION
A global community that loves and values nature.

CEC MISSION
We enable the global community to effectively communicate and use knowledge to create positive conservation change.

IUCN BRAND
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 six Commissions are an integral component of the Union, as core constituents and as a crucial driving force towards implementation of the IUCN Programme. As for all parts of our Union, we encourage all Commissions, and their members, to use the IUCN and Commission logos as much as possible in order to reinforce and increase IUCN’s profile.
Our Logo

The IUCN CEC logo is the most visually recognizable element of the Commission’s brand. The logo is text based and has a clean look and feel. It can be presented with or without the full name, but the tagline should be used whenever possible. The new logo uses warm colours, which embody a specially dynamic process, an important characteristic of IUCN CEC work.

RELATIONSHIP TO IUCN BRAND
Each IUCN Commission has its own identity and history. In branding terms, the Commission identity is a “daughter” of the IUCN identity. Thus, all external communications from IUCN Commissions must follow IUCN logo rules and the IUCN Visual Identity rules.

An IUCN Commission logo must always appear with the IUCN logo to clearly show this strong relationship. A Commission logo cannot be used on its own.

For most IUCN Commission branded material such as book covers, vertical banners and Commission letterhead, the IUCN logo is placed in the top left of the page with the Commission logo at the bottom left. These cases are outlined in the IUCN Visual Identity templates, available in the IUCN Union Portal.

There are, however, two exceptions to this rule. The IUCN Commission websites and PowerPoint presentations should both use the combined IUCN-Commission logo, where the Commission logo is placed to the right of the IUCN logo.
Color Variations

This is the preferred version of the IUCN CEC logo and it should be used in this form wherever possible. It is only available as a complete digital file.

In cases where the use of the coloured logo is not possible, a single colour (black and white) logo may be used. Use the complete digital logo file.

On dark backgrounds, the white IUCN logo must be used. Use the complete white logo file.
Logo Size & Safe Area

In order to have clear legibility, a minimum logo size of 50 mm is required when using the combined IUCN CEC logo; When using the CEC logo only, a minimum logo size of 25 mm is required; When using “CEC” by itself, a minimum logo size of 15 mm is required.

The logo requires a safe area in order to maintain its strong visual impact.

The minimum safe area around the logo and space between the IUCN and CEC logos should always be equal to the height of the “N” in IUCN. This white space is already built into the approved CEC and combined IUCN-CEC logo files. Where possible, leave more space around the logo.
Improper Use of Logo

Minor variations undermine and compromise the image of the branding.

DO NOT stretch the logo

DO NOT manually set the type

DO NOT break the safe area space

DO NOT use unapproved colors

DO NOT change the typeface or size of the letters

DO NOT change the spacing between the logos

DO NOT fill with an image or pattern

DO NOT use anything but the white logo on dark backgrounds

DO NOT use any previous versions of the IUCN CEC name or logo

DO NOT use the CEC logo without IUCN logo on the page

DO NOT set at smaller than the minimum
Languages

There are three versions of the logo to cover our language requirements. These must never appear close together on the same document. For all other languages, choose the most appropriate IUCN or UICN logo.
The following colour palette shows the colours included in the CEC logo that may be used when producing IUCN CEC material. Red and Orange stand for the dynamism that is forever present in the fields of education and communication.

Pantone coated colours have been given so please use coated paper when printing with Pantone colours. If printing in CMYK, a coated paper will bring out lighter and more brilliant versions of the colours.
Typography

To communicate clearly IUCN uses a simple and flexible typeface, Helvetica Neue. Used properly this will enable the Union's identity to remain homogeneous across our publications.

- Helvetica 45 light
- Helvetica 55 Roman
- Helvetica 56 italic
- Helvetica 75 bold

On PC platforms and on the web, the equivalent to Helvetica is Arial. Arial and Arial Narrow may be used. Arial Black should not be used.

For editorial body text in publications of over 20 pages, a serif typeface is sometimes desirable. In this case, Garamond Book may be used. If Garamond Book is not available, PC users may use Garamond.

KEY TYPOGRAPHIC RULES

- Headings and sub-headings should always be in Helvetica; body text may be in Helvetica or Garamond Book. Note that even when Garamond Book is used for body text, the headings and sub-headings must remain in Helvetica.
- The font size should be chosen as a function of the product. Choose the size that best suits the layout.
- The leading (spacing between the lines) should generally be 1.5 times the size of the font. For example, if point size 10 is used for the text, the leading should be 15 points.
- Headings and sub-headings must be left aligned. Body text may be either justified or left aligned.
Contact Details

IUCN CEC
Rue Mauverney 28
CH-1196 Gland, Switzerland

E-MAIL: cec@iucn.org
WEBSITE: www.iucn.org/cec