



# Logo Rules for IUCN Members

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.

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 Members 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.

### Need help?

- **Questions:** [logo@iucn.org](mailto:logo@iucn.org)
- **IUCN Member 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.

## 3. Who may use the IUCN logo?

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



Only current IUCN Members may use the IUCN Member logo extension. When membership in IUCN ceases, the right to use the logo extension also ceases.

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 Member.

## 5. Logo rules

### Colour

This is the preferred version of the IUCN Member logo and it should be used in this form wherever possible. The IUCN logo is made up of four colours: three blues and one black; there is no Pantone reference. The IUCN Member logo is only available as a complete digital file.



<p><b>Black &amp; White</b></p> <p>In cases where the use of the coloured IUCN Member 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 Member 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 Member logo. On dark backgrounds, the white version of the logo must be used.</p> <p>Backgrounds should not compete with the IUCN Member logo, which must always be clearly visible. For busy or patterned backgrounds, the coloured IUCN Member 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 Member 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. The IUCN Member logo in different resolutions can be obtained from your Membership Focal Point.</p>	
<p><b>Language</b></p> <p>There are three Member versions of the logo for our statutory languages – English, French and Spanish. In addition, the IUCN Member extension can be made available in any language relevant to your country or region, as agreed with Global Communications.</p> <p>Members may use whichever approved version of the logo is most appropriate. Different language versions must not appear close together on the same document or material.</p>	 <p><i>*Note: This is the French version for Members</i></p>  <p><i>*Note: This is the Spanish version for Members</i></p>

## Improper use

- Do not change the colours of the logo
- 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

