

Books/Reports Front Cover

Format: A4

It is important that all covers maintain a similar look in order for the Union's identity to be instantly recognized and respected.

1 Logo

The logo must always appear in the top left-hand corner, 12 mm from the page edge and N from the top of the page. (N = the height of the N in the logo)

2 White zone

Nothing can appear in this zone other than white space. On an A4 page, the height of the white zone = 100 mm. Scale accordingly for other paper sizes.

3 Premier headline

The primary headline is to be flushed left in line with the "I" of the logo. Ideally, this should be only one line.

Typography:

Helvetica Neue 45 Light
Size: 38 pt
Leading: 35 pt
Colour: Black

4 Secondary headline

The secondary headline is to be flushed left in line with the "I" of the logo. Ideally, the secondary headline should be not more than 2 lines.

Typography:

Helvetica Neue 45 Light
Size: 20 pt
Leading: 20 pt
Colour: 50% Black

5 Author

If needed, an author can be added here. To be flushed left in line with the "I" of the logo.

Typography:

Helvetica Neue 45 Light
Size: 20 pt
Colour: 50% Black

6 Additional information

If needed, additional information such as publisher, edition or author can be added here. To be flushed left in line with the "I" of the logo.

Typography:

Helvetica Neue 45 Light
Size: 10 pt
Colour: 50% Black

7 Image

The image bleeds off the left and right edges of the page for portrait formats. For landscape formats the image bleeds off the top, right hand and bottom edges of the page. Only one image can be used. If additional logos or the colour band are not required, then the picture can bleed to the bottom of the page. If desired, the image can wrap around to the back cover (on portrait formats only, refer to the back cover template)

8 Highlight bar/text

The highlight bar is for additional information. If it is not needed, it must be removed. The highlight bar must never cut across an image that bleeds off the bottom of a page. The text placed in the highlight bar can be the full name of IUCN or the name of an IUCN programme, series, volume, initiative, etc.

Typography:

Helvetica Neue 65 Medium
Size: 8 pt
Colour: White

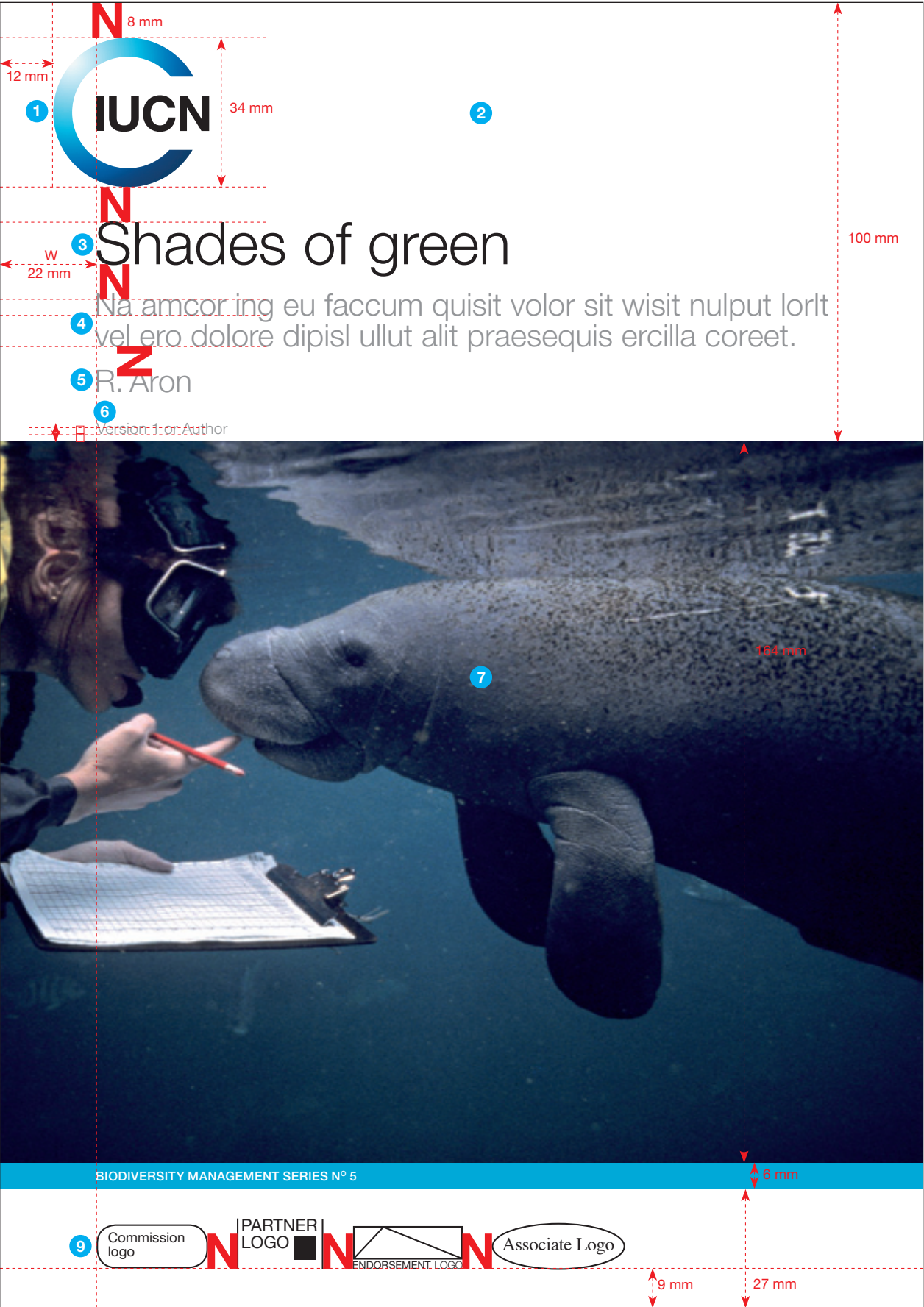
The highlight bar is 6 mm in height on an A4 page and is scaled accordingly on other paper sizes. Any colour from the IUCN colour palette can be used.

9 Additional logos

It is preferable to place additional logos on the back cover, but never on both the front AND back covers. However, if they must be placed on the front, they are placed in this space following the rules as shown. The logos are flushed left in line with the "I" of the logo.

Books/Reports Front Cover

Format: A4



Books/Reports Front Cover

Format: A5

For A5 format brochure, all dimensions are a direct scaling from A4 size.



Shades of green

Na amcor ing eu faccum quisit dolor sit wisit nulput lorlt vel ero dolore dipisl ullut alit praesequis ercilla coreet.

R. Aron

Version 1 or Author



BIODIVERSITY MANAGEMENT SERIES N° 5



Books/Reports Back Cover

Format: A4

It is important that all covers maintain a similar look in order for the Union's identity to be instantly recognized and respected.

1 Logo and address

The logo and address must always appear in the bottom left-hand corner, in the position shown. The address is flushed left in line with the "I" of the IUCN logo

Typography:

Name:
Helvetica Neue 65 Medium
Address:
Helvetica Neue 45 Light
Size: 6.5 pt
Leading: 9 pt
Colour: Black
Web site:
Helvetica Neue 65 Medium
Colour: Black

2 Image

If desired an image can appear on the back cover. There are several options.

- a) The image from the front cover can be wrapped around to the back cover to fill one column width.
- b) The image from the front cover can be wrapped around to the back cover to fill two column widths.
- c) A different image to the cover image can appear on the back cover to fill either one or two column widths.

3 Text

Boilerplate text can be included in this space.

Typography:

Body text subheads:
Helvetica Neue 75 Bold
Size: 9 pt
Leading: 12 pt
Body texts:
Helvetica Neue 35 Thin
Size: 9 pt
Leading: 12 pt
Colour: Black

4 Additional logos

It is preferable to place additional logos on the back cover, but never on both the front AND back covers. They are placed in this space and must follow the rules as shown.

Typography:

Helvetica Neue 45 Light
Size: 20 pt
Leading: 20 pt
Colour: 50% Black

5 White zone

Nothing can appear in this zone other than white space. On an A4 portrait page, the height of the white zone = 100 mm. Scale on other paper sizes.

Books/Reports Back Cover

Format: A4



Books/Reports Back Cover

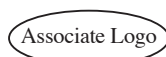
Format: A5

For A5 format brochure, all dimensions are a direct scaling from A4 size.



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www.iucn.org



Books/Reports Half Title Page

Format: A4

1 White zone

No logo appears in this area. On an A4 portrait page this zone measures 50 mm in height.

2 Primary headline

Flushed left, 22 mm from the page edge.

Typography:

Helvetica Neue 45 Light

Size: 38 pt

Leading: 35 pt

Colour: Black

3 Secondary headline

Flushed left, 22 mm from the page edge.

Typography:

Helvetica Neue 45 Light

Size: 20 pt

Leading: 20 pt

Colour: 50% Black

4 White space

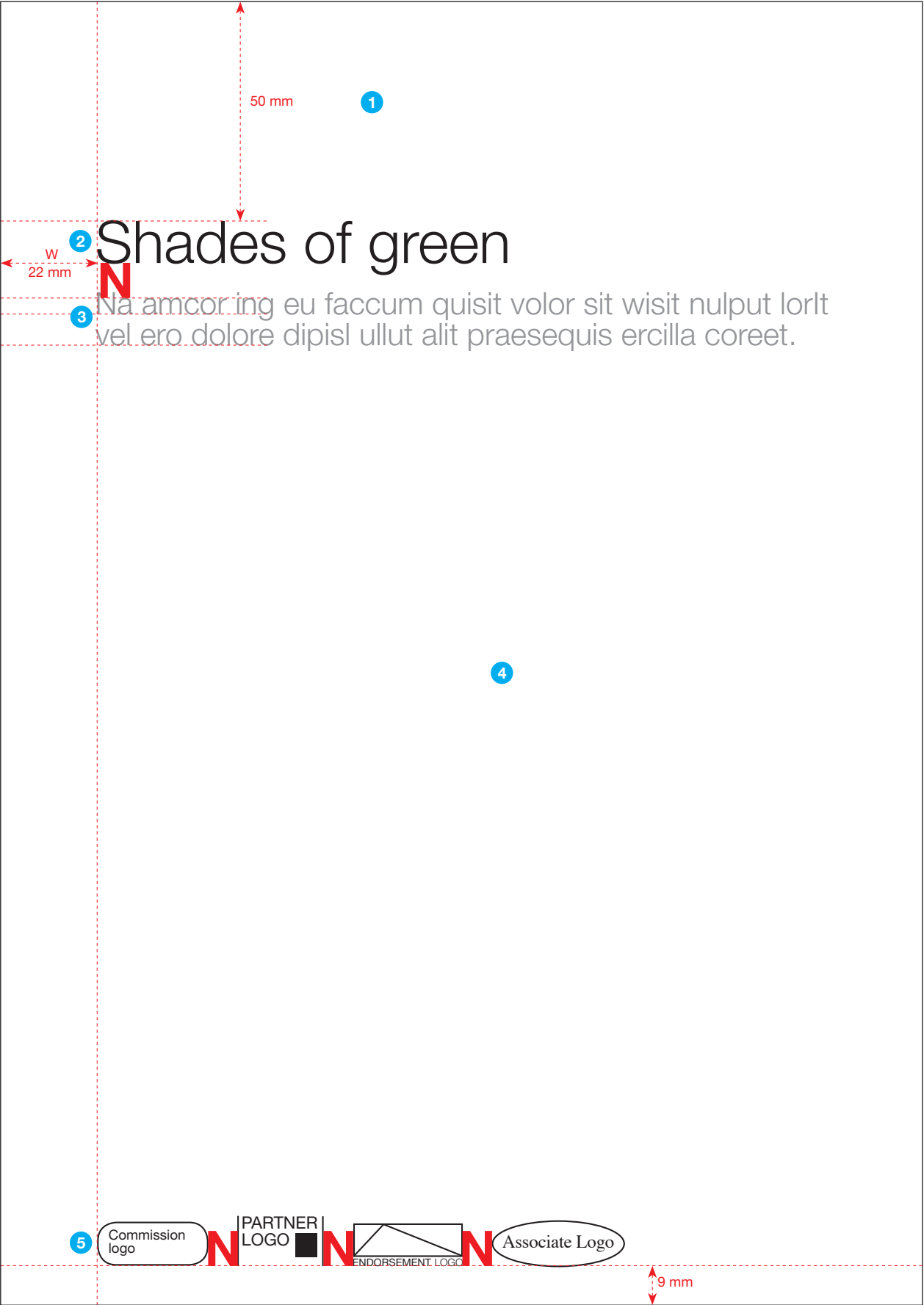
No image can appear in this space.

5 Additional logos

If additional logos are required, they are to be placed in this space following the rules shown.

Books/Reports Half Title Page

Format: A4



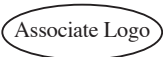
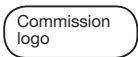
Books/Reports Half Title Page

Format: A5

For A5 format brochure, all dimensions are a direct scaling from A4 size.

Shades of green

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Books/Reports Full Title Page

Format: A4

1 White zone

No logo appears in this area. On an A4 portrait page this zone measures 50 mm in height.

2 Primary headline

Flushed left, 22 mm from the page edge.

Typography:

Helvetica Neue 45 Light

Size: 38 pt

Leading: 35 pt

Colour: Black

3 Secondary headline

Flushed left, 22 mm from the page edge.

Typography:

Helvetica Neue 45 Light

Size: 20 pt

Leading: 20 pt

Colour: 50% Black

4 Author

If needed, an author can be added here.
To be flushed left in line with the “I” of the logo.

Typography:

Helvetica Neue 45 Light

Size: 20 pt

Colour: 50% Black

5 Additional information

If needed, additional information such as publisher, edition or author can be added here. To be flushed left in line with the “I” of the logo.

Typography:

Helvetica Neue 45 Light

Size: 10 pt

Colour: 50% Black

6 White space

No image can appear in this space.

7 Text from highlight bar

If there is text in the highlight bar on the front cover, then this text must be repeated here on the Title Page.

Typography:

Helvetica Neue 65 Medium

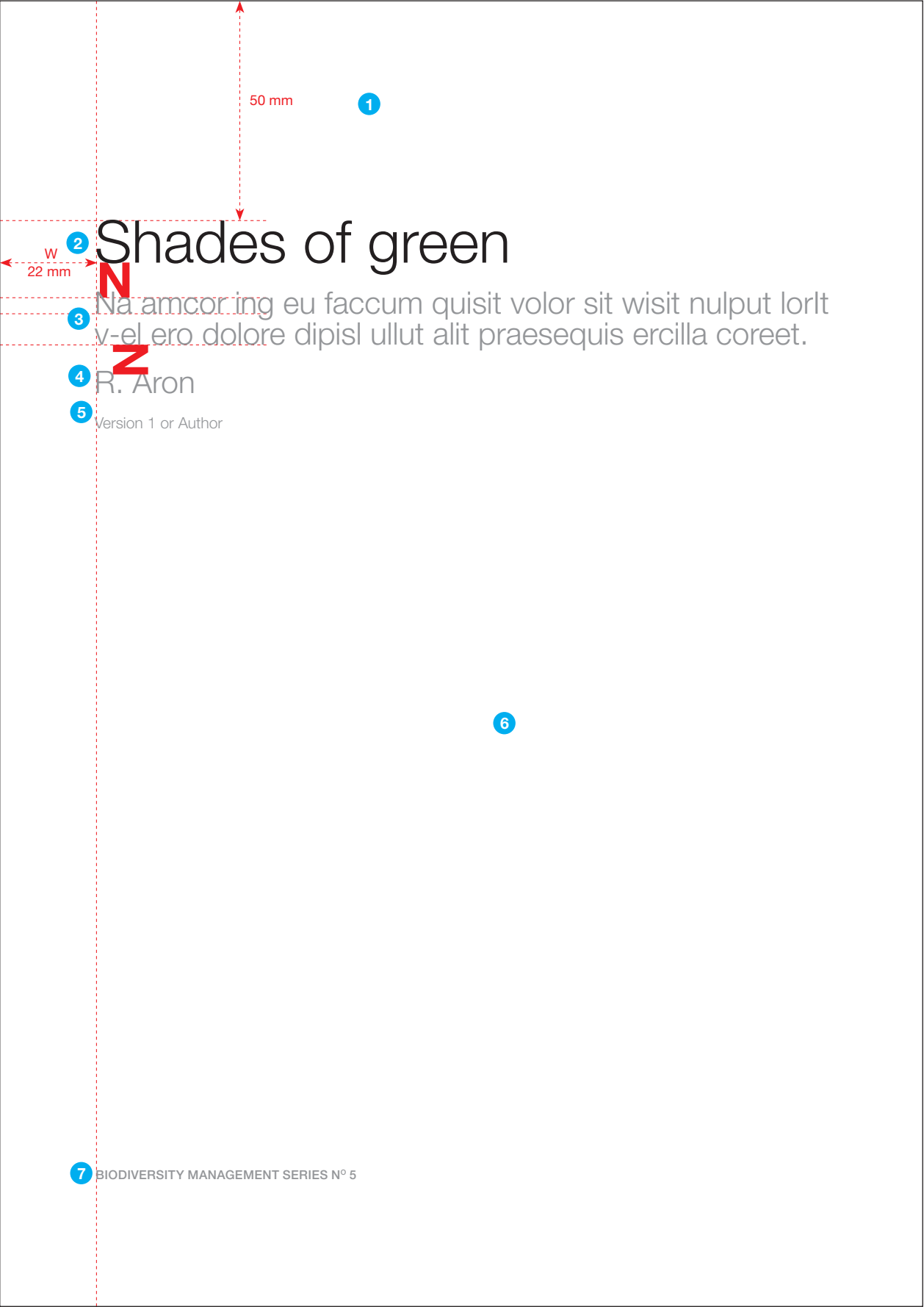
Size: 8 pt

Colour: Black

Books/Reports

Full Title Page

Format: A4



Books/Reports Full Title Page

Format: A5

For A5 format brochure, all dimensions are a direct scaling from A4 size.

Shades of green

Na amcor ing eu faccum quisit volor sit wisit nulput lorlt
vel ero dolore dipisl ullut alit praesequis ercilla coreet.

R. Aron

Version 1 or Author

Books/Reports Spine

1 Logo

If the width of the spine is 10 mm or more, then the IUCN logo is to be placed as shown, 9 mm from the bottom of the spine. The minimum size for the IUCN logo is 7 mm in height. The logo is to be scaled up accordingly when the spine is more than 10 mm in width.

If the spine is less than 10 mm in width, then the IUCN logo cannot be used. In this case, use only the acronym IUCN. This is to be placed 11 mm from the bottom of the spine.

Typography:

Helvetica Neue 75 Bold

Size: 6.5 pt

Colour: Black

2 Title

The title is to start 50 mm from the end of the spine on an A4 portrait book.

The required safe area must always be respected around the logo. The safe area on a book spine differs from the usual safe area. The entire logo is used rather than just the "N".

Typography:

Helvetica Neue 45 Light

Size: 10 pt

Colour: Black

Books/Reports Spine

