



# Logo and Visual Identity Rules for IUCN Commissions

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## 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 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.

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.

There are two types of graphic rules prescribed in this document:

- Logo rules: For using the IUCN and IUCN Commission logos on any type of material (IUCN branded and all other material), print and electronic
- Visual identity rules: For IUCN or IUCN Commission branded materials, both print and electronic

### Need help?

- **Questions:** [logo@iucn.org](mailto:logo@iucn.org)
- **IUCN Commission logo files:** Contact your Commission focal point at the IUCN Secretariat
- **Templates** (Knowledge Network): Documents/Communications/New IUCN Logo

## 2. The IUCN logo

The IUCN logo is the single most important part of our 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 Global Human Resource Policy (15.1, 15.5).

IUCN Commissions must use the IUCN logo with the Commission logo to represent a particular Commission. The graphic rules for using the IUCN logo are set forth in Section 7 below.

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.

## 3. IUCN Commission logos

Commission logos must always appear with the IUCN logo on all external communications. This applies to all printed, digital and web materials. There are two general rules for how to use Commission logos with the IUCN logo: (1) for IUCN Commission branded material which shows representation of a Commission, and (2) for non-IUCN Commission branded material which shows association with an IUCN Commission. All IUCN and IUCN Commission branded materials must follow the IUCN visual identity rules.

### 3.1 IUCN Commission branded material

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 on the Knowledge Network (intranet).

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.



### 3.2 Non-IUCN Commission branded material

On all material branded by another organization, the combined IUCN-Commission logo must be used. In this case, the IUCN logo rules need to be followed.

The combined logo files for the six Commission logos with the IUCN logo are available on the Knowledge Network or on request to your Commission focal point (see below).

## 4. Who may use an IUCN Commission logo?

Each IUCN Commission logo may be used to represent only the particular Commission. There are two broad categories of IUCN Commission logo use: representation of a Commission and association with a Commission.

## 4.1 Representing an IUCN Commission

Only the Chair of the Commission, or someone delegated officially by the Chair in writing, may use the IUCN Commission logo and the combined IUCN-Commission logo to represent the Commission. Permanent staff of the Secretariat may use the logos when authorized by the Chair or the official Commission focal point (see below). In this case, both the IUCN visual identity and logo rules must be followed. Examples of representation include printed or digital material that is produced under the name of the IUCN Commission, e.g. an IUCN Commission publication or press release.

## 4.2 Showing your association with an IUCN Commission

To show your association with an IUCN Commission, you may use the combined IUCN-Commission logo, respecting the logo rules set forth below. This must be approved by the Chair of the Commission, or someone delegated officially by the Chair in writing. Examples of association might include involvement in a project, activity or event, or using the logo as a partner logo on another organization's branded material.

Due to legal and statutory constraints, it is not currently possible to show your membership in an IUCN Commission by using the IUCN Commission logo. Therefore there are no "Member of" versions of IUCN Commission logos. To show membership, you may use only the name of the Commission. See Section 6 below on how to refer to an IUCN Commission in writing.

If you have any doubt about whether you have the delegated authority to use an IUCN Commission logo or combined IUCN-Commission logo, please contact the Chair of the Commission or your Commission focal point at the IUCN Secretariat.

# 5. 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.

## 5.1 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 des 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.

## 5.2 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

### 5.3 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 Commission. All currently approved translations can be found on the Knowledge Network.

## 6. How to write or say IUCN Commission names

IUCN Commissions should always be referred to with the acronym "IUCN." In external communications, the full name of IUCN and the full name of the Commission should be written the first time the name of the Commission occurs in a text. Thereafter, IUCN can be referred to with the acronym and the Commission either with the full name or with the acronym. This applies to documents or text in English, French, Spanish or any other language.

Some examples:

- The Species Survival Commission (SSC) of the International Union for Conservation of Nature (IUCN)...
- IUCN's (International Union for Conservation of Nature) Commission on Environmental, Economic and Social Policy (CEESP)
- IUCN CEM (International Union for Conservation of Nature's Commission on Ecosystem Management)

### 6.1 Showing your association with an IUCN Commission

In order to show your association with an IUCN Commission, you should write "member of" IUCN + Commission. You may use the acronyms or full names of IUCN and/or the Commission. Note that the IUCN Commission logo may not be used to show your association with the Commission as outlined in Section 5.

Some examples:

- Member of the IUCN World Commission on Protected Areas (WCPA)
- Member of IUCN CEL
- Twenty members of IUCN CEL attended the meeting

## 7. Visual identity rules for IUCN Commissions













For all IUCN Commission branded materials, both print and electronic, the IUCN visual identity rules must be followed. Please see the IUCN visual identity for these rules. A wide variety of templates are available on the IUCN Knowledge Network.











The IUCN visual identity rules do not need to be followed if you are merely placing the combined IUCN-Commission logo on material branded by another organization. In this case, only the IUCN logo rules must be followed.

## 8. Logo rules

As set forth in Section 3, the IUCN logo must always appear with the Commission logo. When representing an IUCN Commission, the IUCN logo and the Commission logo are sometimes located separately on the page (Commission websites and PowerPoint presentations are exceptions to this rule). In this case, the IUCN logo rules below must be followed.

When showing association with an IUCN Commission, the combined IUCN-Commission logo must be used, according to the rules set forth below.

	IUCN logo	IUCN-Commission logo
<p><b>Colour</b></p> <p>These are the preferred versions of the IUCN logo and the combined IUCN-Commission logos and they should be used wherever possible.</p> <p>Note that the IUCN logo is made up of four colours: three blues and one black; there is no Pantone reference. The 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 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 logo version must be used. Use the complete digital file logo. Note that there is no shading in the white version of the IUCN logo (it is solid).</p>		
<p><b>Background control</b></p> <p>White or plain light backgrounds are the preferred background for the logo. On dark backgrounds, the white version of the logo must be used.</p> <p>Backgrounds should not compete with the logos, which must always be clearly visible. For busy or patterned backgrounds, the 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 logo and the combined IUCN-Commission logos need a safe area around them in order to maintain their strong visual impact. Whatever the size of the logo, the safe area measurement is equal to the height of the "N" in "IUCN". Where possible, leave more space.</p>		

<p><b>Size and resolution</b></p> <p>Standard sizes for the IUCN logo and the combined IUCN-Commission logos have been selected for different applications, e.g. brochures, letterhead, business cards, PowerPoint. These can be found in the templates on the Knowledge Network. For print applications do not use the IUCN logo smaller than 7 mm in height.</p> <p>Files for the combined IUCN-Commission logos have been placed on the Knowledge Network. The relative size of the Commission logo to the IUCN logo may not be modified.</p> <p>Depending upon the application, e.g. web, printed publication, Word document, specific logo resolutions will be required. The IUCN logo and the combined IUCN-Commission logos in different resolutions can be found on the Knowledge Network.</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. The IUCN and UICN logo versions must never appear close together on the same document or material.</p> <p>One of the two versions of the logo must be used <u>for all other languages</u>. Choose the most appropriate version.</p> <p>Please contact your Commission focal point in the Secretariat for information regarding available languages for the combined IUCN-Commission logos.</p>	 	  
<p><b>Improper use</b></p> <ul style="list-style-type: none"> <li>Do not change the colours of the logos</li> <li>Do not break up the two IUCN logo elements (the “C” and the letters), nor the elements in a Commission logo</li> </ul>	 	

- Do not change the size of the Commission logo relative to the IUCN logo

- 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 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, nor of a Commission logo

- Do not use the IUCN logo combined with our full name



## 9. Secretariat Commission focal points

Commission	Contact	Location	E-mail	Telephone
CEC	Rodney Abson	Gland	<a href="mailto:rodney.abson@iucn.org">rodney.abson@iucn.org</a>	+41 22 999 0282
CEESP	Claire Neri	Gland	<a href="mailto:claire.neri@iucn.org">claire.neri@iucn.org</a>	+41 22 999 0198
CEL	Anni Lukacs	Bonn	<a href="mailto:anni.lukacs@iucn.org">anni.lukacs@iucn.org</a>	+49 228 2692 235
CEM	Patricia Hawes	Gland	<a href="mailto:patricia.hawes@iucn.org">patricia.hawes@iucn.org</a>	+41 22 999 0215
SSC	Dena Cator	Gland	<a href="mailto:dena.cator@iucn.org">dena.cator@iucn.org</a>	+41 22 999 0148
WCPA	Delwyn Dupuis	Gland	<a href="mailto:delwyn.dupuis@iucn.org">delwyn.dupuis@iucn.org</a>	+41 22 999 0160

Please do not hesitate to contact one of the focal points should you have any questions relating to this document.