IUCN Brand Book

Using the IUCN brand, logo and visual identity:
For IUCN staff

Version 1 – May 2011
1 Introduction

An organization’s brand is simply how others perceive it. IUCN’s brand is made up of many tangible and intangible things, built up over our 60+ year history. These include our vision, mission, and name; our culture, values, diversity and personality; what we do and why we do it; our Programme, constituency and people; and what make us different from any other organization.

A “well branded” organization is simply one that proactively manages how others perceive it, so as to better achieve its mission.

A strong and consistent IUCN brand helps us to:
• stand out in a cluttered political, media and donor environment
• increase our visibility and effectiveness in communicating to the world
- raise awareness and influence decision makers
- build our constituency, raise money and deliver the Programme
- attract good staff

Our brand is much more than just a logo. But our logo and its accompanying visual identity are as important as the words we use to help clearly and consistently communicate our brand to others. These visual “clothes” consciously and sub-consciously reinforce IUCN’s brand to all of our audiences.

These rules and guidelines provide a set of directives to follow to ensure that we are all speaking with one voice and that we project clearly and consistently our IUCN brand.

1a Getting help

Do you have any questions about using our logo, name or visual identity?
- Contact your local Communications officer
- E-mail the help desk at logo@iucn.org
- For urgent queries, telephone the Global Communications Unit on +41 22 999 0233

2 Our brand

2a The IUCN brand

Our brand has been built up over six decades and can be distilled into the following elements.
2b Our value proposition

The way we use our brand to convince and encourage people to support us is our value proposition:

- IUCN provides credible, trusted knowledge
- IUCN convenes and builds partnerships for action
- IUCN has global-to-local and local-to-global reach
- IUCN influences standards and practices

The four elements of our value proposition make us distinct from other conservation organizations. Our value proposition is outlined in the IUCN Programme and we need to convey it in all of our communications.

2c Talking about IUCN

Who are we?

IUCN is the world’s oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN’s work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

What do we do?

IUCN helps the world find solutions to our most pressing environment and development challenges. We support scientific research, we manage field projects all over the world and we bring governments, NGOs, the UN, international conventions and companies together to develop policy, laws and best practice.

3 Our logo and name

3a Our logo

Our logo is the single most important part of our visual identity. It represents:

- our brand and our value proposition
- the credibility, trust and goodwill we have build up over six decades of work

The logo is a simple memorable design that symbolizes our planet, our Union and hope for the future.

A logo must be used consistently to continuously build and support our brand identity.

The rules for who can use our logo and how it must be used are generally consistent with or mandated by the IUCN Statutes, Regulations and Resolutions.
3b Our name

Our name

Our name for general use is “IUCN” and, subject to the provisions below, it should be used in this form on all communications materials.

Describing our name

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.

Our legal name

Our 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.

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

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) 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. All currently approved translations can be found on the Knowledge Network.
3c Who may use the logo and how

There are two ways to use the IUCN logo: to represent IUCN; and to show your association with IUCN. For all uses, the correct logo file must be used and the logo rules followed.

Representing IUCN

Only the Director General and currently employed Secretariat staff are authorized to represent IUCN by using the IUCN logo. This applies to all types of printed and digital material. All IUCN logo rules and all IUCN visual identity rules must be followed.

IUCN Commissions may be represented by using the IUCN logo together with the Commission logo. For additional information, please refer to the document entitled “Logo and Visual Identity Rules for IUCN Commissions” on the Knowledge Network.

Showing your association with IUCN

IUCN Members, National and Regional Committees, Councillors and partners can show their association with IUCN by using an IUCN logo extension. You must use the official IUCN logo extension and follow the IUCN logo rules as outlined in Section 3d.

Members
You are a member organization (in good standing) of IUCN. You may use the logo in this way on all materials. You do not have authority to issue policy statements in the name of IUCN.

National Committees
You are a member of a National Committee of IUCN Members (as recognized by the IUCN Council). You may use the logo in this way on all materials. You do not have authority to issue policy statements in the name of IUCN.

Regional or Sub-regional Committees
You are a member of a Regional or Sub-regional Committee of IUCN Members (as recognized by the IUCN Council). You may use the logo in this way on all materials. You do not have authority to issue policy statements in the name of IUCN.

Council Members
You are a member of the IUCN Council. You may use the logo in this way on all materials. You do not have authority to issue policy statements in the name of IUCN.

Partners
You are a partner organization with a signed partnership contract, donor agreement or MOU with the IUCN Secretariat, or you are working with IUCN on a specific publication, programme or project. You may use either the IUCN logo or the partner logo in this way on all materials. You must obtain approval from the IUCN Secretariat prior to each publication. Please contact logo@iucn.org.
3d Logo rules

The following rules have been prescribed for using the IUCN logo in order to maximize its impact and ensure that it is used correctly.

Size and resolution

Standard sizes for the logo have been selected for different products, 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 logo smaller than 7 mm in height.

Depending upon the application, e.g. web, printed publication, Word document, specific logo resolutions will be required. The logo in different resolutions can be found on the Knowledge Network.

Colour

This is the preferred version of the IUCN logo and it should be used in this form wherever possible.

The logo is made up of four colours: three blues and black. It is only available as a complete digital file. There is no Pantone reference for the IUCN logo, as the blues are blended to give the final effect.

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. Note that there is no shading in the white version of the logo (it is solid).

Background control

White is the preferred background for the IUCN logo.

The logo may be placed on a plain light background as long as it does not compete with the logo.
The white logo may be used directly on a dark background as long as it does not compete with the logo. The IUCN logo must always be clearly visible.

Backgrounds should not compete with the IUCN logo, which must always be clearly visible. For busy or patterned backgrounds, the coloured IUCN logo must be placed in a white or light square, observing the safe area (see below).

Safe area

The IUCN logo needs a safe area around it in order to maintain its strong visual impact.

Whatever the size of the logo you are using, the safe area measurement is equal to the height of the "N". Where possible, leave more space.

The safe area must be retained both when using the IUCN logo alone and when using it with other logos.

Logo placement

When using the IUCN logo with other logos, always place it at the left-hand end of a row of logos. Do not let neighbouring logos cross into the safe area.

Languages

There are two 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.
**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
4 Our visual identity

4a Why do we need visual identity guidelines?

These visual identity guidelines provide the basic rules to follow when producing IUCN materials to ensure that we are accurately projecting our brand.

Our visual identity:
• provides a distinctive “look” that expresses our brand and value proposition
• differentiates us to show that we are unique
• increases recognition with our target audiences
• provides consistency in our communications

4b The IUCN visual identity guidelines

There are two components to the graphic rules that must be considered when producing material for IUCN. One relates to the IUCN logo (refer to Section 3d) and the other relates to IUCN’s visual identity. Both must be taken into consideration to ensure that the IUCN brand is readily recognizable.

Two components

1. Logo rules
   • For all people who have the right to use the logo
   • For all cases – no exceptions
   • Based on Statutes and Regulations

2. Visual identity
   • For the Secretariat and Commissions
   • For all IUCN branded materials
   • Based on IUCN’s brand, value proposition and Secretariat operational policies

A simple guide

The following guide explains which materials require use of the logo rules only and which require use of both the logo rules and the visual identity guidelines.
4c The basic rules

For material that must comply with the IUCN visual identity guidelines (according to the simple guide above), there are some basic rules to follow. These are in addition to the logo rules explained in Section 3d.

**Logo placement**

The logo should always be placed at the top left-hand corner of the page. In general, the distance from the left edge of the page to the logo must equal 1½N and the distance from the top of the page to the logo must equal N (N = the height of the N in the logo).
Scaling of logo

Standard sizes for the logo have been selected for different products, as described in Section 3d. For the most common paper sizes, the following logo sizes should be used:

- A4: 34mm
- A5: 22mm
- A6: 17mm

When producing material in other formats, scaling may be required. Always scale upwards or downwards homogeneously.

Using the logo and our descriptive name

Our name is IUCN and our descriptive name is “International Union for Conservation of Nature”.

The descriptive name must not be placed too close to the logo. The image shows the minimum distance allowed and is proportional to the logo size.

The logo and descriptor must never be used on the front cover of publications.

Note: IUCN’s longer legal name should never be used in this manner.

Colours

Our visual identity is distinctive and is built around the relationship of white space and colour. White should be the predominant colour. Additional colour can be used to enhance the layout. The result should add, not distract from or complicate the layout.

Colour Ratio

Keep in mind this colour ratio when creating a layout. White should be the predominant colour. This keeps the look clean and simple, reflects our scientific credibility and helps us differentiate the Union from other organizations. Any use of colour should be on a small scale and should not dominate the IUCN blue.
The following colour palette shows the colours that may be used when producing IUCN material. Pantone, CMYK, RGB and web equivalents have been given. Please note that there is no Pantone reference for the IUCN logo.
Typography

To communicate clearly we have chosen a simple and flexible typeface, Helvetica Neue. Used properly this will enable the Union’s identity to remain homogeneous across our publications.

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.

Helvetica Neue is a family of typefaces, with many different fonts. The following may be used:

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

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.

The template illustration below provides information about typeface, point size and spacing, and shows the relationship between the various elements on the page. A distinct hierarchy will be achieved by applying the detailed regulations.
The most important rules to remember:

- 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.

Images

Images are a powerful means of communication. When chosen with care, an image can speak louder than words. Respect for the subject matter in the image and an understanding as to how the viewers will receive the image are crucial.

Some suggested image criteria:

- bold and dynamic
- showing people interacting with nature in a positive way
- able to convey a message linked to the topic
4d How it all comes together

The placement of our logo, our corporate colours, the Helvetica Neue typeface and distinctive images all combine to give IUCN branded material a similar look and feel in order for the Union’s identity to be instantly recognized and respected. A sample template, with the accompanying detailed rules, can be seen below. Templates have been designed for many IUCN products, and they can be found on the Knowledge Network.

Brochure Front Cover

Format: A4
Some examples

The IUCN visual identity must be used for IUCN materials, as described by the simple guide in Section 4b. The following examples provide you with a brief look at how our visual identity guidelines are applied to book covers.

IUCN branded book cover

You are the Director General of the IUCN Secretariat or currently employed by the IUCN Secretariat:

• You must follow all of the logo and visual identity rules.

• You may use the logo on all types of materials.
**IUCN Commission branded book cover**

You are the Chair of an IUCN Commission, or designated by the Chair to represent that particular IUCN Commission:

- You must always use the IUCN logo with the Commission logo.

- You must follow the guidelines for how to use the logos together, i.e. Commission logos are placed in the bottom left-hand corner under the colour band. Exceptions to this rule are the website and PowerPoint presentations.

- You may use the logos, as per the guidelines, on all types of materials.

**IUCN and multi-partner book cover**

The preference is to negotiate with partners to use the IUCN visual identity.

- If this is possible, follow the IUCN visual identity rules for additional logos, i.e. partner logos are placed at the bottom left-hand side under the colour band.

- If this is not possible, choose a completely different visual look and follow the IUCN logo rules.

**IUCN and equal partner book cover**

To be classified as an equal partner, there must be a joint copyright or joint publishing agreement.

Always try to negotiate with the partner to use the IUCN visual identity.

- If this is possible, follow the IUCN visual identity rules for additional logos, i.e. partner logos are placed at the bottom left-hand side under the colour band.

- If this is not possible, contact Global Communications at logo@iucn.org for approval to use the equal partner visual guidelines where the logo is placed in the top right-hand corner.

- If neither of the above is possible, use a completely different visual look and follow the IUCN logo rules.
Available templates

Templates have been created for various products and placed on the Knowledge Network under: Communications/IUCN_Logo/Templates_examples. The following templates are available:

Advertisements
Badges
Banners
Books
Brochures
Business cards
Email signatures
Envelopes and labels
Fact sheets
Faxes and memos
Folders
Leaflets/flyers
Letterhead
Logo in Word documents
Magazines
Position papers
Posters
PowerPoint presentations
Press releases
Signage
With compliments
5 The brand checklist

Did you get it right?

1. Do your communications refer to one or more of the five thematic priority areas?

☐ Conserving biodiversity
☐ Changing the climate forecast
☐ Naturally energizing the future
☐ Managing ecosystems for human well-being
☐ Greening the world economy

2. When producing communications our value proposition must be conveyed. Are you conveying our value proposition in your communication? Tick at least 3 of the 4 boxes.

☐ Scientific credibility • We use facts, not emotions, to guide our actions
• We use and share our knowledge
• We are reliable, credible and respected
• Our experts are top in their fields, covering a wide range of issues
• Our experts guide and set global standards
• We believe in pragmatic/practical solutions, not political dogma

☐ Convenor and bridge builder • We bring people and organizations together to build consensus
• We bring different actors, from all domains and sectors, together
• We are active from local to global levels
• We are an “honest broker” who doesn’t take political sides
• We create space for dialogue and different views
• We have the clout to move from dialogue to action

☐ Global-to-local and local-to-global reach • We are all over the world: 160+ countries
• We offer true local-to-global solutions
• Our decisions involve input from a wide set of stakeholders
• Our unique union of Members, Commissions, partners and Secretariat provides an unequalled opportunity to bridge local and global decision making and action

☐ Influencer of standards and practices • We offer the only sustainable way forward to solve many of the world’s challenges
• We are the only environmental organization with UN Observer Status
• We are business and market orientated
• We are results orientated and efficient
• Our decisions are based on leading science and know-how

3. Do your communications mention that we work with Members and Commissions?

4. Have you followed the IUCN visual identity guidelines?

☐ logo size
☐ logo placement
☐ colours
☐ typography
☐ images