

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.

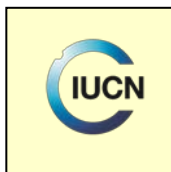


On dark backgrounds, the white IUCN logo must be used. Use the complete white logo file. Note that there is no shading in the white version of the logo (it is solid).

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.

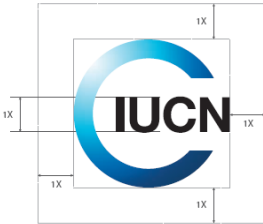


The white logo may be used directly on a dark background as long as it does not compete with the logo. The IUCN logo must always be clearly visible.



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 English



for French or Spanish

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

