



IUCN
World
Conservation
Congress
Abu Dhabi 2025



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Introduction

Held once every four years, the IUCN World Conservation Congress brings together several thousand leaders and decision-makers from government, civil society, indigenous peoples, business, and academia, with the goal of conserving the environment and harnessing the solutions nature offers to global challenges. Our purpose is to advance sustainable development and create a just world that values and conserves nature.

The 2025 Abu Dhabi Congress will be a consecrated effort to convince this very large and diverse group of organisations to achieve the elusive goals of conservation.

Our brand connects these ambitious efforts and enhances our identity in the global community.

The Logo

Logo

About the Logo

The IUCN World Conservation Congress logo is a strategic blend of symbolism, fun, modernity, and conservation. It leverages bright colors, playful elements, and contemporary typography to create a visually appealing and emotionally engaging symbol. This design intends to drive awareness and action by making the congress identity a positive and exciting visual.

Items within the logo were chosen to display specific geographical connection to the host country yet treated in a manner that allows them to be applied more globally. This helps the brand to maintain multiple layers of significance and symbolism that will shift through the eyes of each individual viewer.

The logo is available in both horizontal and vertical versions. In most cases, the horizontal version of the logo should be used. The vertical version should only be used if horizontal space is extremely limited.

The logo is one of the most important visual components of the brand identity; its purpose is to clearly and succinctly identify the IUCN World Conservation Congress. Its typography, color, spacing and arrangement are unique.



IUCN
World
Conservation
Congress
Abu Dhabi 2025

Logo

About the Elements



Saker Falcon
Power
Freedom



Arabian Oryx
Purity
Solace



Dugong
Patience
Conservation



Humans
Teamwork
Stewardship



Chaf Tree / Leaves
Resilience
Stability



Jabal Hafeet
Al Ain Oasis



Abu Dhabi
City
Sunset/Sunrise



Sand Dunes
Hills
Mountains



Water
Flow
Movement



Chaf Seedpods
Flower Buds

Sub-Logos

Alternate Layouts

The sub-logos shown here include the horizontal alternate, vertical logo, and icon only versions. These can be used according to the needs of the documents or media where they appear. For more on the proper and improper use of the logo on backgrounds, see Legibility on page 15.

Primary / Horizontal



Website Horizontal Alternate



Vertical

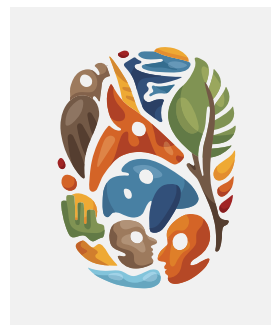


Icon Only



Color Variations

The color variations can be selected based on the background which the logo will be applied. These variations include CMYK, CMYK Light, Black, and Reverse.



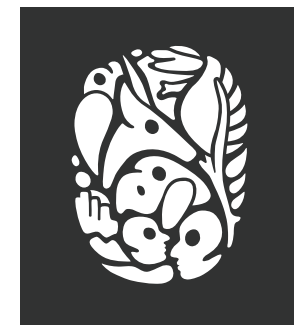
CMYK



CMYK Light



Black



Reverse



Accessibility Tip

Over dark or complex backgrounds the single color alternates are to be used to maintain legibility.

Sub-Logos

Alternate Language

The sub-logos shown here include both French and Spanish translations of the IUCN World Conservation Congress brand. The main logo package includes horizontal and vertical logos for each language. These can be used according to the needs of the documents, media, or countries where they appear.

French

Vertical Logo



Horizontal Logo



Spanish

Vertical Logo



Horizontal Logo



Sub-Logos

Co-Branding Lockups

The nature of the IUCN World Conservation Congress means that there may be need for co-branding lockups. Lockups visually represent the relationship between the congress and our partners. Lockups should work with the partner logo to create a balanced look.



Additional Branding Asset

Pattern Design

The pattern design is created using elements from the logo. This pattern serves as a subtle background and accent for the branded materials of the IUCN World Conservation Congress. Integrating this pattern enhances the visual identity of the brand and contributes to a professional appearance across all materials.

CMYK



Over Blue



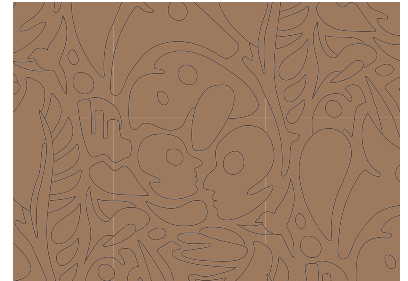
Over Green



Reverse



Over Brown



Brand Specifications

Colors

CMYK: 99 / 85 / 31 / 18

RGB: 27 / 59 / 108

PMS: PANTONE 3581 C

HEX: # 1D3B6B

CMYK: 88 / 71 / 29 / 13

RGB: 52 / 80 / 120

PMS: PANTONE 7686 C

HEX: # 355077

CMYK: 75 / 42 / 22 / 1

RGB: 75 / 128 / 162

PMS: PANTONE 7697 C

HEX: # 4A7FA0

CMYK: 40 / 0 / 4 / 10

RGB: 134 / 196 / 217

PMS: PANTONE 2975 C

HEX: # 86C3D7

CMYK: 77 / 39 / 82 / 30

RGB: 59 / 99 / 69

PMS: PANTONE 357 C

HEX: # 3B6244

CMYK: 53 / 28 / 81 / 7

RGB: 130 / 148 / 91

PMS: PANTONE 7491 C

HEX: # 809259

CMYK: 25 / 17 / 82 / 0

RGB: 199 / 190 / 97

PMS: PANTONE 7751 C

HEX: # C7BE60

CMYK: 46 / 58 / 69 / 30

RGB: 115 / 90 / 73

PMS: PANTONE 1405 C

HEX: # 725948

CMYK: 35 / 49 / 65 / 11

RGB: 157 / 123 / 97

PMS: PANTONE 479 C

HEX: # 9C7A61

CMYK: 23 / 25 / 36 / 0

RGB: 199 / 183 / 164

PMS: PANTONE 7590 C

HEX: # C6B7A3

CMYK: 24 / 97 / 95 / 20

RGB: 158 / 41 / 41

PMS: PANTONE 7622 C

HEX: # 9E2928

CMYK: 13 / 73 / 100 / 2

RGB: 210 / 103 / 52

PMS: PANTONE 1595 C

HEX: # D06633

CMYK: 5 / 36 / 91 / 0

RGB: 237 / 171 / 74

PMS: PANTONE 7409 C

HEX: # EBAA48

Typography Fonts

Consistent typography is integral to the success of the brand. The IUCN World Conservation Congress logo features tailored shapes and weights of the typeface Lufga, and should not be recreated with any other typeface or treatment.

Lufga should be used for headlines, subheads, or any instance where type is presented at a large size.

Lufga uses a stylistic alternate 'g' that should be carried through to any other materials. The provided images specify how to activate or check that the alternate 'g' styling is being properly used.

Lufga is available for purchase through myfonts.com.

Lufga

Lufga Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ % & , . : ; ' " " "

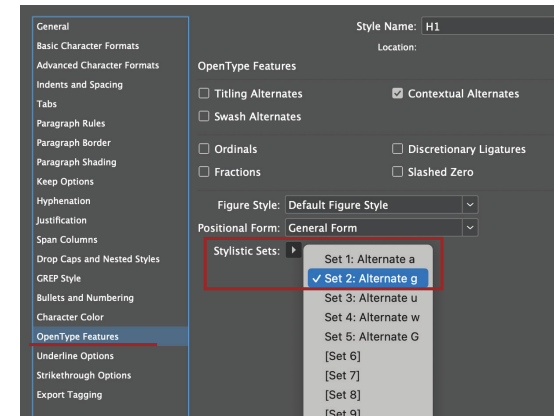
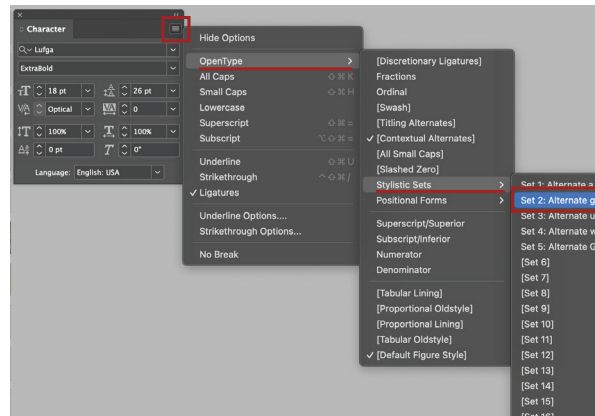
Lufga Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ % & , . : ; ' " " "

Lufga Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ % & , . : ; ' " " "

OpenType Instructions



Typography

Fonts

The secondary brand typeface is Montserrat, which should be used for all body copy and secondary heading styles.

An alternate for web specific display font has been provided in the form of Poppins Black and Poppins Bold. Lufga should be used for headlines, subheads, or any instance where type is presented at a large size while Poppins is reserved for web specific use in the same cases.

These typefaces form a flexible set that reinforce the overall brand aesthetic through their usage.

Montserrat and Poppins are available for free through the Google Fonts service.



Accessibility Tip

These typefaces were chosen with accessibility in mind. Use of typefaces not specified in this guide could lead to issues with accessibility.

Montserrat

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !\$%&,,:;"'

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !\$%&,,:;"'

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !\$%&,,:;"'

Poppins

Poppins Black

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890 !\$%&,,:;"'

Poppins Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890 !\$%&,,:;"'

Poppins Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890 !\$%&,,:;"'

Spacing & Usage

Proper Size

In some applications the size of the identity must be small. In order to preserve legibility and brand recognition in these cases, it should never appear smaller than 2.25 centimeters, in the case of web applications this minimum size is equivalent to 85 pixels at 96 ppi. The wordmark and logo proportions are to remain relative and are not to be independently rescaled. To ensure that it never obtains a distasteful appearance, the logo should always be scaled with careful observation and in constrained proportions.

In order to ensure optimal visual impact in all applications, the identity should be surrounded by a zone of clearance – a space that must be kept free of other graphic elements.



Minimum logo height of
2.25 centimeters when
printed or on screen

Spacing & Usage

Improper use

Care should be taken to ensure the logo is legible against its background at all times. The following examples illustrate improper applications.



Never skew any part of the logo either vertically or horizontally.



Never add a drop shadow to the logo.



Never add a border or confine the logo to a contained shape.



Never stretch the logo either vertically or horizontally.



Never change the typeface of any part of the logo.



Never tilt the logo on an angle.



Never screen the colors of the logotype or apply a transparency effect.



Never add an outline to the logo.



Never apply a different color to the logo.

Spacing & Usage

Legibility

Use the most appropriate version of the logo which will allow for more contrast and the best legibility based on the image the logo is placed on.

Correct



Incorrect



Social Media Icons

When applying social media icons to IUCN World Conservation Congress collateral, icons should be presented as filled circular graphics with no standalone or square container shapes applied.

Correct



Incorrect



Brand Assets

Stationery

Letterhead

The Letterhead incorporates the logo, brand colors and a pattern selection. This template can be customized based on the accents aligned best with each region or left as provided.



IUCN
World Conservation Congress
Abu Dhabi 2025

Name
Address
Address

Date

Greeting / Salutation

Lorem ipsum us plic tem con et reribus et ut as im as reribus, conecab is estrum fugit maionseque nim voles rehenie sapit que que vel illibus audaes aut ventint.

Anda dolo et, et dolum fugia velitempos ex experum earum voliecte mporehe ntibus. Simillitia doleni berspere vel illes ne doles doluptat et lab ilibeat emquia arum a qui rate quamusdant. Magnitecta dolore pe dit quasped modit optaque cus, omni blaut re, eicti rem cum lab imus, aliquo oditium et quis cus.

Onserum cusandi ctiisci cus autectem ilibere sequundi dolores eum volupta tisquid eos enime con consedigent eum quo volesto dolenie turiae evenia dolesse cuptas sinvendi utatae volut voluptatem nobit qui qui ipiendem santur antota voluptatquo millate di am into od quae eiciis estet explacere volecea rcillup tatate rernatum quate nit exerciet excepero vellaccabor ant.

Nam quo cum faccae. Natistios in et est esti denihic te venem nit idelis nis dolenis enis mincia dolupta turero culliqu atiisti rendicillut quiaes sim autatisit quo cone plitataqui rae paribusdae. Ra neceat eum erum nestiori te omnis etur? Mus ilition ecestrum que liqui cone evenis acea dolora pro eicid quas acepudionsed expere et qui ant. Et minvendam aliquis doloreprent aut prepe eaquaeruo eat officab oreiusan to cus priatiis simaximi, quodici taquibus.

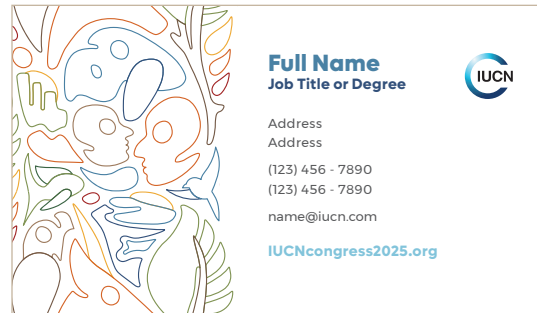
Alibusam voluptasi ut denem aligendi sum eat as de pratqui ommoluptas ejundio rat audi dolenihi idelia es arum, que pos dolora accae desunt pel ipsum vent. Qui coreror eprati rerioio vitioss intioist rundus est eaquo od ulenis que vel is voles rerro totatur, con perspel ipidusam ipis molentiorit quidestrum etur assus est, ute ex ceարupture qui re core quiduntem incimus qui dolesse neceea dignima dolore duntur? Quia accuptaturia sandit a consectem cusandis eici ditatur magnatur a et omnisum et lam faccaeri dolorro quis quatur, sequam, cus molesti uscicipi aliqui berita sus, illam vita sum quam ipitae labo. Nam excepudi dit licabore sed que mos voluptatquo millate di am into od quae eiciis estet explacere volecea rcillup tatate rernatum quate nit exerciet excepero vellaccabor ant.



Sincerely,
Name and Title

Stationery Business Cards

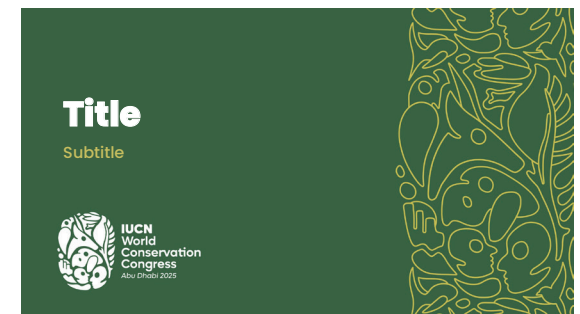
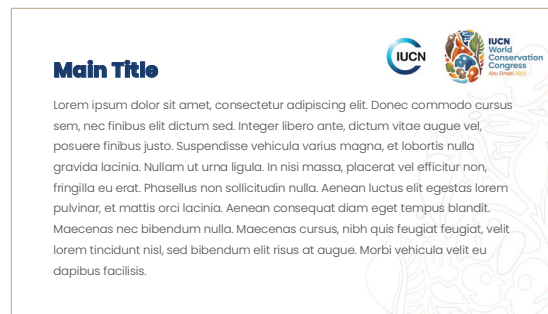
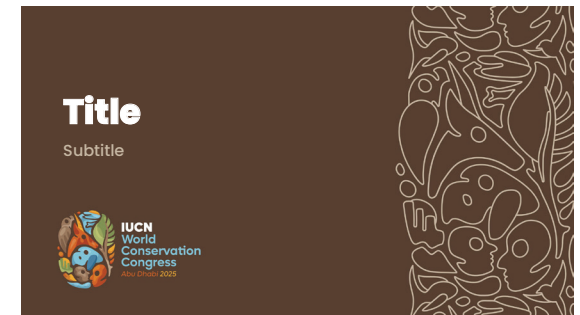
The following displays the IUCN World Conservation Congress business cards and layout. Each card should clearly display all relevant contact information, including name, title, phone number, and email address.



Stationery

Powerpoint Template

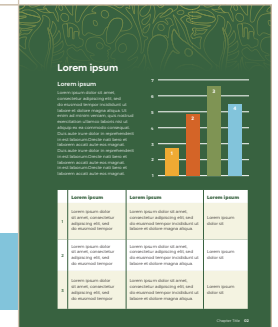
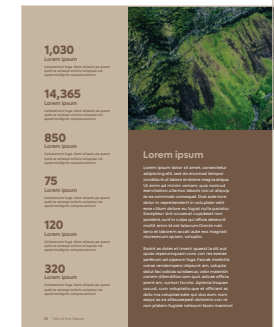
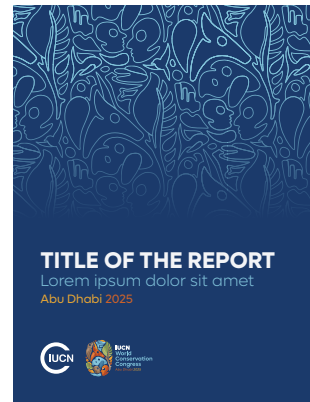
The IUCN World Conservation Congress powerpoint template contains a variety of slide options with brand imagery, fonts, and colors applied. A small selection of the slide options are displayed on this page. Additional slides should follow the design styling set out by the main template in order to maintain brand integrity.



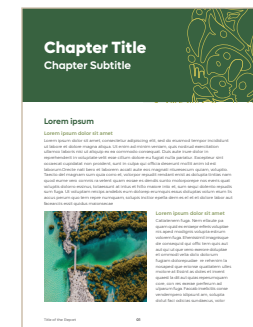
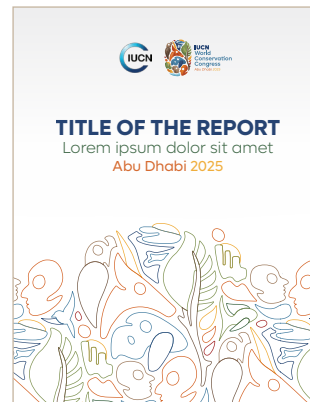
Stationery Report Templates

The following displays the two options available for the IUCN World Conservation Congress report templates. Should any additional styles be required, they are to follow the design intention and visual style of the main template pages so as to conform with the overall branding. Photos and text are to be added and updated as content requires, but the overall design style should be maintained.

Template Option 1



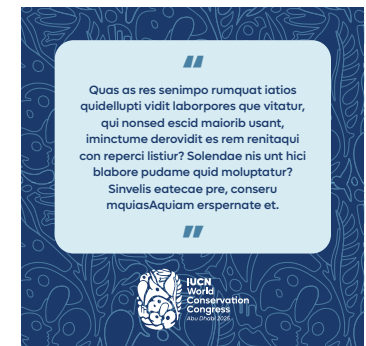
Template Option 2



Stationery

Social Media Template

The Social Media Templates are pre-designed layouts for social media posts. They incorporate the IUCN World Conservation Congress logo and pattern, along with pictures and short paragraphs that are relevant to the post's information.



Stationery Brochure Templates

Tri-fold and quad-fold brochure templates have been provided to match the styling and design of the other IUCN World Conservation Congress Stationery assets. Photos and text are to be added and updated as content requires, but the overall design style should be maintained.

