



# IUCN Brand Book

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

Version 1 – May 2011





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## 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

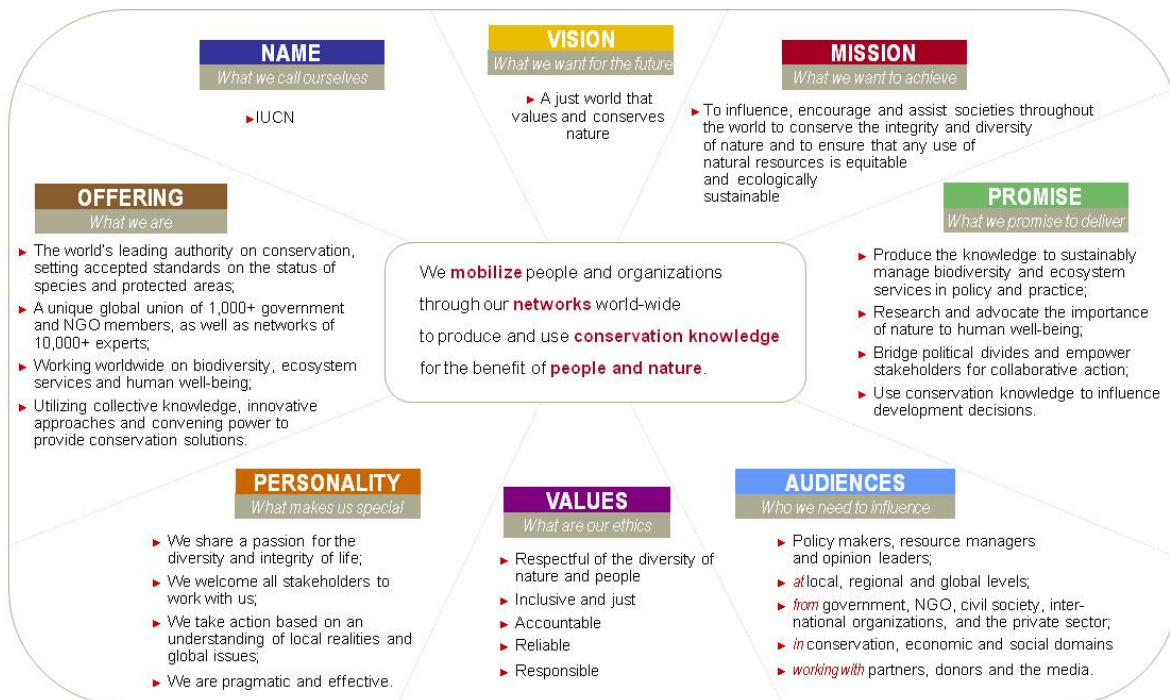
Do you have any questions about using our logo, name or visual identity?

- Contact your local Communications officer
- E-mail the help desk at [logo@iucn.org](mailto: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.

The right to use the logo applies only to:

- Members of Council
- IUCN Members
- National and Regional Committees
- Commission Chairs
- employees of the IUCN Secretariat

## 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](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. 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](mailto: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.

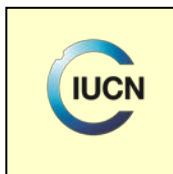


On dark backgrounds, the white IUCN logo must be used. Use the complete white logo file. Note that there is no shading in the white version of the logo (it is solid).

### 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.



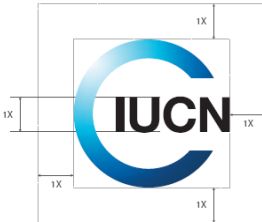


The white logo may be used directly on a dark background as long as it does not compete with the logo. The IUCN logo must always be clearly visible.



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 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



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



## 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.

<p><b>IUCN brand</b> Follow the visual identity</p>	
<p><b>IUCN product brands with their own identity</b></p>	<ul style="list-style-type: none"> <li>• IUCN alone, or multi-partner initiatives with own brand</li> <li>• Examples: Red List, Conservation Commons, WCLN, PALnet, etc.</li> <li>• Follow IUCN logo rules and any guidelines for those particular brands</li> </ul>
<p><b>IUCN and multi-partner products and projects</b></p>	<ul style="list-style-type: none"> <li>• Always try to negotiate with partners to use the IUCN visual identity</li> <li>• Follow the IUCN visual identity rules for additional logos</li> <li>• If not possible, use a completely different visual look, but follow the IUCN logo rules</li> </ul>
<p><b>IUCN and equal partner products</b></p>	<ul style="list-style-type: none"> <li>• Always try to negotiate with the partner to use the IUCN visual identity</li> <li>• If this is not possible, contact Global Communications at <a href="mailto:logo@iucn.org">logo@iucn.org</a> for approval to use equal partner visual identity guidelines</li> <li>• If neither of the above is possible, use a completely different visual look and follow IUCN logo rules</li> </ul>
<p><b>Non IUCN publications</b></p>	<ul style="list-style-type: none"> <li>• Follow IUCN logo rules</li> <li>• Do not use the IUCN visual identity</li> </ul>

## 4c The basic rules

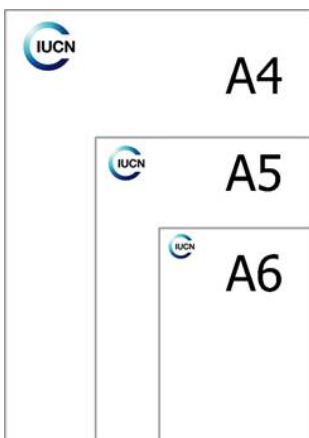
For material that must comply with the IUCN visual identity guidelines (according to the simple guide above), there are some basic rules to follow. These are in addition to the logo rules explained in Section 3d.

### 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  $1\frac{1}{2}N$  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

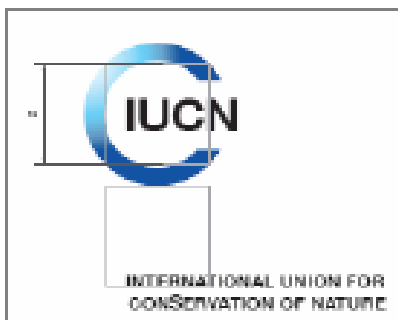


Standard sizes for the logo have been selected for different products, as described in Section 3d. For the most common paper sizes, the following logo sizes should be used:

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".

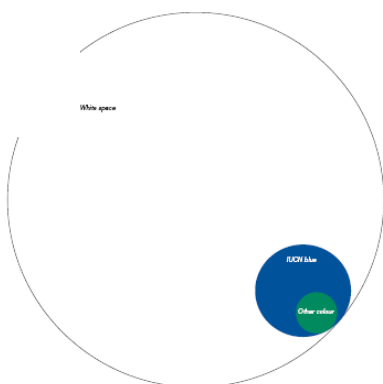
The descriptive name must not be placed too close to the logo. The image shows the minimum distance allowed and is proportional to the logo size.

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.

# IUCN Colour Palette

Pantone, CMYK, RGB, Web Colours

## IUCN Corporate Colours



Pantone 313  
C100 M0 Y11 K2  
R0 G152 B195  
#0099C3



Black  
C0 M0 Y0 K100  
R0 G0 B0  
#000000



White

## IUCN Secondary Colours



Pantone 294  
C100 M68 Y7 K30  
R0 G52 B120  
#00479



Pantone 292  
C50 M11 Y0 K0  
R99 G177 B229  
#55B1E5



Pantone 322  
C100 M9 Y38 K34  
R0 G116 B122  
#00747A



Pantone 357  
C93 M19 Y94 K99  
R99 G99 B55  
#279937



Pantone 362  
C80 M0 Y100 K2  
R63 G156 B53  
#3F9C3E



Pantone 385  
C24 M19 Y98 K60  
R114 G110 B52  
#726E20



Pantone 326  
C80 M100 Y0 K0  
R101 G45 B134  
#652D86



Pantone 200  
C3 M100 Y66 K12  
R163 G16 B2  
#B71294



Pantone 144  
C0 M58 Y100 K0  
R253 G131 B0  
#E96900



Pantone 123  
C0 M19 Y99 K0  
R253 G200 B47  
#FDC82F



Pantone 478  
C19 M81 Y38 K64  
R112 G61 B41  
#708D29



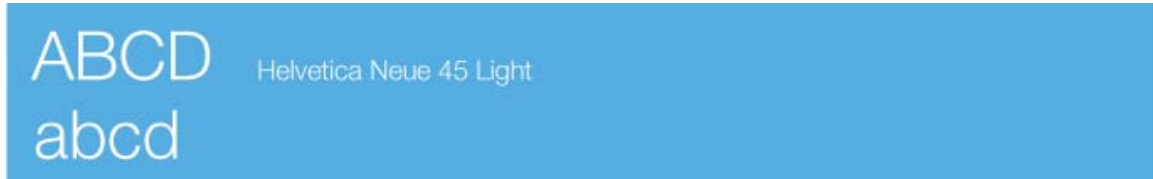
Pantone 7531  
C16 M28 Y36 K51  
R133 G115 B99  
#857363



Pantone 7529  
C7 M14 Y20 K21  
R189 G177 B166  
#E0B1A6

## 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



# Brochure Front Cover

## 1 Logo

The logo must always appear in the top left-hand corner, 1/4 N 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 = 100mm. Scale accordingly for other paper sizes.

## 3 Premier headline

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

### Typography:

Use 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" from the logo. Ideally, the secondary headline should be no more than 2 lines.

### Typography:

Use 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" from the logo.

### Typography:

Use Helvetica Neue 45 Light  
Size 20 pt  
Leading 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" from the logo.

### Typography:

Use 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:

Use Helvetica Neue 65 Medium  
Size 8 pt  
Leading 20 pt  
For font size and spacing, follow the typographic rules.

### Colour:

Text White

The highlight bar is 6mm in height on an A4 page and is scaled accordingly on other paper sizes.

### Colour bar:

The colour is chosen from the IUCN colour palette.

## 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" from the logo.

## 4e 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](mailto: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