Logo Rules
for IUCN Members

Version 1 – May 2011

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 Members are the heart of the Union, as core constituents and as a crucial driving force towards implementation of the IUCN Programme.

IUCN Members are authorized to use the IUCN name and logo in certain specified ways, and are encouraged to show their association with IUCN, proactively helping to raise the visibility of the Union.

2. The IUCN logo

The IUCN logo is the single most important part of IUCN's visual identity. I the IUCN logo and how it must be used ar mandated by IUCN Statutes (Articles 20, 46, 71, 75, 78, 79), Regulation (WCC 2.12). In addition, these rules have been formulated to reflect Secretariat policies and guidelines. Examples include Council's decisio (2006) and the IUCN Secretariat's Global Human Resource Policy (15.1,

The graphic rules for using the IUCN logo are set forth in Section 5 below

3. Who may use the IUCN logo?

IUCN Members can show their association with IUCN by using an official IUCN logo extension. In all instances, the correct IUCN Member logo extension must be used and the logo rules as set forth in Section 5 followed.

Only current IUCN Members may use the IUCN Member logo extension. When membership in IUCN

Note that **only** the Director General and currently employed Secretariat staff are authorized to
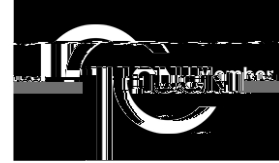
Black & White In cases where the use of the coloured IUCN Member logo is not possible, a single colour (black and white) logo may be used. Use the complete digital logo file.	
White On dark backgrounds, the white IUCN Member logo must be used. Use the complete white logo file. Note that there is no shading in the white version of the logo (it is solid).	

Background cU7-3bohe4(er)-nk ouitnf()Ere   f*4d   [23.506Te