Logo Rules

3. Who may use the IUCN logo?

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

Note that **only** the Director General and currently employed Secretariat staff are authorized to represent IUCN by using the IUCN logo by itself. This applies to all types of printed and digital material.

4. How to write or say "IUCN"

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

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.

4.1 IUCN's full legal name

IUCN's 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.

4.2 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

4.3 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.

5. How to write or say IUCN Comm/MCID 0 >>BDC 775(U)-1(C)-

Background control

White

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