International Ecosystem Management Partnership
国际生态系统管理伙伴计划

UNEP–IEMP Visual Identity Manual

Version 2020

Content

Introduction

This document updates and replaces previous United Nations Environment Programme–International Ecosystem Management Partnership (UNEP–IEMP) graphic standards and aims to establish a system for the consistent usage of the UNEP–IEMP visual identity. Consistent usage ensures recognition and identification for UNEP–IEMP. The graphic standards laid out in this document must be used throughout all our visual outputs, including publications, audio–visual materials, presentations, etc.

This manual establishes the basic rules of the UNEP–IEMP visual identity system, which includes the logo, colour scheme, etc. It also explains various usage situations and includes stationery templates. Adhering to the principles and rules outlined in this manual will contribute to building a clear, simple, positive image of UNEP–IEMP across communication channels.

For clarifications and questions on any of the topics in this manual, please get in touch with Communication Office of UNEP–IEMP.

UNEP–IEMP Logo

The UNEP–IEMP logo and associated elements of its visual identity are for the exclusive use of the organization and its graphic products.

Use of the UNEP–IEMP logo by third parties outside the UNEP–IEMP system of organizations is governed by the rules of the United Nations and framed or limited by the terms and conditions of the relevant legal instrument establishing the relationship with a given third party.

In general, any UNEP–IEMP logo use by third parties requires the prior written consent of UNEP–IEMP. UNEP–IEMP staff are encouraged to seek legal counsel from the Operation Office ahead of autho–rizing such use. Staff may also seek branding and design support from the Communication Office.

Contacts

For clarification or questions regarding the use of the UNEP–IEMP logo or any other topic in this manual, please reach out to the Communication office of UNEP–IEMP.

Communication Office

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Communication & Outreach Officer
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Name

The official name is the United Nations Environment Programme – International Ecosystem Management Partnership.

The visual identity elements included in this document are designed to support the following simplified and clarified approach to communication:

With a focus on public–facing communication, when "United Nations Environment Programme–International Ecosystem Man–agement Partnership" is abbreviated in writing, "UNEP–IEMP" and/or "UN Environment Programme–IEMP" can be used instead. The visual identity remains the same.

Logo

The UNEP–IEMP logo is intended for all public–facing communication products, and official and legal documents.

Applies to the language versions:
Consistent and correct usage of the logo is the key to recognition and identification, more or less in the same way one uses a signature; therefore it must be used with caution, dignity and diligence.

• Never separate elements of the logo
• Never modify or recreate the logo
• Always use approved artwork files

Colour scheme

UN environment programme | International Ecosystem Management Partnership 国际生态系统管理伙伴计划

UNEP   UNEP–IEMP   CAS

For screen

UNEP: R0, G174, B239
IEMP: R0, G119, B195
CAS: R0, G42, B105

For print

UNEP: C100, M0, Y0, K0
IEMP: C84, M49, Y4, K0
CAS: C100, M80, Y10, K40

For web

UNEP: #00AEEF
IEMP: #0077C3
CAS: #002A69

Minimum size

The minimum size ensures that the logo always presents itself in a clear and readable manner in print and digital media. Please note minimum sizes are not meant to be optimal sizes, and it is always advisable to present the logo in ways that guarantee maximum visibility in all communication products.

In extreme cases, it may be required to reduce the size of the logo even smaller than the minimum sizes mentioned here. In all such occasions, it is advisable to get guidance from the Communication Office.

Minimum width
78 mm (Print collateral)
223.6 px (Digital collateral)

Clear space

To ensure a unified and consistent presentation in all communication products, the UNEP–IEMP logo should always be surrounded by a clear space zone.

The clear space zone varies according to the size of the logo, and should always equal 50 percent or more of the height of the emblem consisting of the human figure and the laurel as shown in the examples below.

Incorrect usage

In order to protect and strengthen the status of the logo, the approved versions must not be altered, modified, changed or added to in any way. The incorrect examples shown below illustrate some common errors that should be avoided.

Distorted

Distorted

Altered

Shadows

Different color scheme

Letterhead

- Size: A4 (210mm x 297mm)
- Printing process: Offset or digital

20   20

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Length measure–
ments are in
millimeters.

Do not alter the
margins in this
template.

Email signature

- Size: Standard setting available in the software
- English version shown below as an example
- Other languages will follow the same design elements
- Master artwork templates are available at the Communication Office of UNEP–IEMP, please contact us for more details

Sample in English
==
Full Name (no titles, honorifics, nor academic qualifications)
Designation (in 1 line)
Unit (in 1 line, if applicable)
Division (in 1 line, if applicable)

UN Environment Programme - International Ecosystem Management Partnership
Physical address (optional, in 1 line maximum)
Mail address (optional, in 2 lines maximum)
Telephone 1: +00 00 000 0000
Telephone 2 or Mobile: +00 00 000 0000 (optional)
firstname.secondname@unep-iemp.org (Official email)
www.unep-iemp.org

Sample in Chinese
==
全名（无职称，荣誉称号或学历）
部门（1行，如果适用）

联合国环境规划署-国际生态系统管理伙伴关系
物理地址（可选，最多1行）
邮件地址（可选，最多2行）
电话1：+86 10 00000000
电话2或手机：+86 00000000000（可选）
名字.姓氏@unep-iemp.org（机构邮件）
www.unep-iemp.org

UN environment programme International Ecosystem Management Partnership 国际生态系统管理伙伴计划

All text to be typeset in Arial/黑体（Chinese） Regular, 11 pt. except for "UN Environment Programme–International Ecosystem Manage–ment Partnership" which should be
typeset in Arial Bold, 11 pt.

Not permitted:
More than 1 graphic per email signature
Having a campaign graphic and UN Environment Programme–International Ecosystem Management Partnership logo
Personal or inspirational messages / quotes / opinions
Residential address / phone number
Campaign graphic / message without active hyperlinks
Irrelevant, old or inactive campaign graphic / message

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