



BRANDING GUIDELINES



Photo: Kenny Abella
unsplash.com

Disclaimer

Upon joining, partners are invited to use the #NatureForAll logo, and associate themselves with the brand, as per the following guidelines.

Use of the #NatureForAll logo does not imply an endorsement by #NatureForAll or the International Union for Conservation of Nature (IUCN) of the user, its goods, services or activities, or the content of its website or linked sites or the accuracy of, opinions or statements provided therein.

The logo is a protected trademark, and cases of abuse and/or fraudulent use of the logo will be pursued. Permission to use the #NatureForAll logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logos, either by registration or any other means.



Photo: Parks Canada

More Than a Logo

Use of the #NatureForAll logo expresses a commitment to working together as part of the #NatureForAll worldwide community to connect people of all ages, geographies and cultures with nature in order to inspire love, support, and action for its conservation.

The #NatureForAll logo is intended for all partners to use freely. Its use will help programs and organizations be identified as part of a larger, global movement, providing greater momentum, reach and recognition than could otherwise be achieved individually. The logo repurposes the oldest form of human advocacy – the fingerprint – into a contemporary pledge to protect nature. The logo explicitly highlights the symbiotic relationship between humans (represented by fingerprints), the terrestrial world (represented by the plant) and the oceans and freshwaters of the planet (represented by the water ripples). A small green leaf growing together with a more mature leaf also represents and celebrates intergenerational partnerships and collaborations, a key objective of #NatureForAll.



When to Use the #NatureForAll Logo?

#NatureForAll partners are encouraged to use the #NatureForAll logo on relevant web sites, campaigns, projects, programs, and other material. Here are three questions to help determine when you can use the logo:

1. Does your organization embrace the goals of #NatureForAll?

Goals

1. Raise awareness of nature and its important values.
2. Increase the numbers of people with empathy, care and connectedness with nature.
3. Inspire opportunities for all peoples to experience and connect meaningfully with nature.
4. Help drive policy and support action that enables safe access and enjoyment of nature.
5. Grow a cohesive community of shared commitment, collaboration and action worldwide.

2. Is your organization, project, program or the specific material being produced related to one or more of #NatureForAll's key approaches?

- Bring children into nature at an early age.
- Find and share the fun in nature.
- Share cultural roots and ancestry in nature.
- Use urban gateways to nature.
- Embrace technology.
- Incorporate and integrate nature within school curricula.
- Support parks and protected areas.
- Empower a new generation of leaders.
- Provide equality and equity in access to nature.
- Seek out diverse partnerships.

3. Generally, is the material being produced not for commercial or promotional gain?

If you've answered "YES" to these three questions, please use the following guide on how to use the #NatureForAll logo.

How To Use #NatureForAll Logos

There are two **versions** of the #NatureForAll logo, with three language options: English, Spanish and French.

The #NatureForAll logo should be used when identifying your organisation's involvement in/belonging to the #NatureForAll community.

The Inspired By #NatureForAll logo should be used when promoting a project, event or activity or when collaborating with other partners, when these efforts are “inspired by” the goals and ideals #NatureForAll promotes.

The #NatureForAll logo is available in full colour and monochrome, with either a white, black or transparent background.

The “inspired by” #NatureForAll logo is available only in colour, with either a white or a transparent background.



Download the logos:

https://drive.google.com/drive/folders/1xpm-T_RkzULz8DgxiJTZ6J-S1glrKQs?usp=sharing

Logo Colour and Typography



PMS 139-8 C
100%

CMYK: 83, 7, 91, 0
RGB: 0, 166, 86
HEX: #00a656



PMS 117-8 C
100%

CMYK: 91, 53, 24, 4
RGB: 0, 107, 149
HEX: #016b95

Primary Font – Amatic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&*()

Secondary Font – Intro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@&

Colour Palette

The following selection of colours complement the full colour #NatureForAll and Inspired by #NatureForAll logos. The logo is best viewed when these or similar colours are in any image that may be on the same page.



PMS 139-8 C
100%

CMYK: 83, 7, 91, 0
RGB: 0, 166, 86
HEX: #00a656



PMS 117-8 C
100%

CMYK: 91, 53, 24, 4
RGB: 1, 107, 149
HEX: #016b95



PMS 1235 C
100%

CMYK: 2, 34, 100, 0
RGB: 247, 176, 18
HEX: #f7b012

Logo Spacing



NATURE Cap Height



Photo: Oriol Casas
unsplash.com

#NatureForAll is part of IUCN

The International Union for Conservation of Nature's (IUCN) 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. The IUCN logo represents the brand and value proposition, and the credibility, trust and goodwill the organization has built up for over 60 years.

The IUCN logo is used in conjunction with the #NatureForAll logo by IUCN programmes, commissions, and members.

Any use of the IUCN logo must follow the IUCN guidelines for its use, found [here](#).

#NatureForAll & Partner Logos

The use of #NatureForAll or the “Inspired by #NatureForAll” logo alongside a partner’s logo is encouraged. Both logos should be placed so as to produce an equally balanced group of logos.



NATURE
FOR ALL



What NOT To Do

Do not crop, distort, separate or modify the logo. This also applies to the “Inspired by” #NatureForAll logo.



DO NOT CHANGE THE SPACING OF THE LOGO



DO NOT PLACE THE LOGO ON AN ANGLE



DO NOT CHANGE THE COLOUR



DO NOT CHANGE THE RELATIVE SIZES OF THE ELEMENTS



DO NOT PLACE THE LOGO ON PATTERNED BACKGROUND



DO NOT CHANGE THE FONTS OF THE LOGO



DO NOT MOVE OR CHANGE THE INSPIRED BY BANNER



DO NOT DISTORT THE LOGO ELEMENTS



DO NOT INVERT THE LOGO COLOURS

What To Do

For reasons of integrity and visibility, the logo should always be surrounded by a clear space that no other element can infringe upon. Placing the logo on a background that contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected.

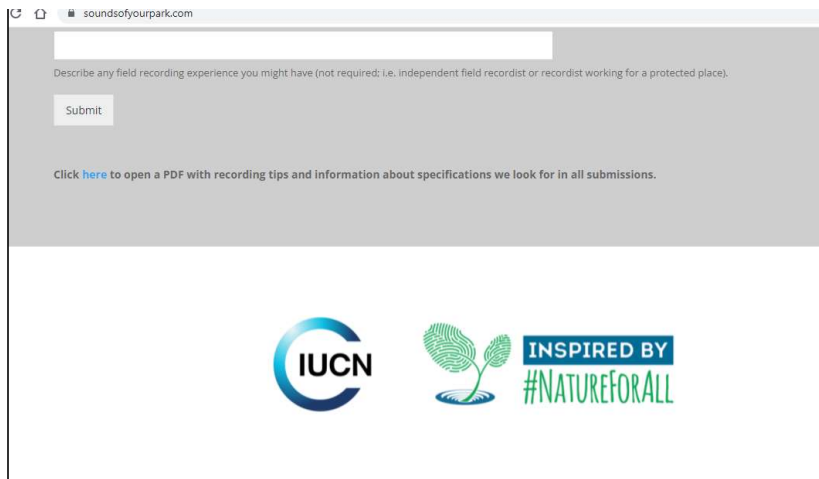
#NatureForAll partners are encouraged to use and share images that include the #NatureForAll logo. The following slides outline suggestions on how to optimize the logo for visual impact. They typically include:

- Photos using the primary and secondary colours
- Photos with the logo
- Photos with people in nature

Note:
The #NatureForAll logo, transparent or otherwise, must be visible in its entirety and placed on a background that does not compromise logo integrity.



Good Examples






مرحبا بكم بالحدائق العجبة
 Bienvenue aux Jardins Exotiques
 Welcome to the Exotic Gardens

05 37 82 27 56/58
 06 69 28 10 58
 contact@jardinsexotiq.ma



WORLD ENVIRONMENT DAY 2020
 #NATURE FOR ALL





The IUCN Commission on Education and Communication and Shutter Bugs Creative Forum (SBCF) invite you to an exciting virtual Photo-Journey inspiring you to take care of nature for our well-being.

Friday, 5 June 2020
11:00 AM – 12 NOON, UAE Time (07:00-08:00 AM GMT)

To participate in this event, please register here <https://forms.gle/RWYpms4K7URBvT6>

PRESENTERS

 Firas Abu-Altahdi IUCN Regional Vice-Chair for West Asia Topic: Connecting with Nature to Care for Children and Early Adolescents	 Mukund Dass IUCN Senior Photographer and Twitter Topic: The Asian Landscape of the Elephas	 Manu Rehgurjan IUCN Senior Advisor, South Asia Division Topic: Biodiversity of the Monoc world in the Elephas	 Matthew Kurian IUCN ACS Senior Advisor, South Asia Division Travel & Heritage Photographer Topic: Sustainable Tourism
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An initiative by Earth Just & The Ecology House

ONLINE CELEBRATION OF World Environment Day
 5th June, 2021


UNDERSTANDING & RESTORING MICRO-ECOSYSTEMS


EXPLORING MICROBIAL BIODIVERSITY
 Identifying microbes as part of biodiversity

DIY ACTIVITIES
 Sustainable entrepreneurship with microbes
 Creating your own micro-ecosystem



INTERACTION WITH EXPERTS
 Mr. Shrey Gupta, Senior Microbiologist at EarthJust





An initiative by Earth Just & The Ecology House





Citizen Science Programme 2021-2022



Good Examples



- Sharing fun in nature
- Bright, vibrant colours
- Primary + secondary #NatureForAll colours
- Colour logo with white background



- Primarily blue and green colours
- Action shot
- White logo with black background



- Intergenerational connection to nature
- Variation of green colours
- Colour logo with white background



- Bright green and yellow colours
- High quality photo
- Child in nature
- White logo with transparent background



- Bright yellow colours
- Vivid photo
- Action shot
- Child in nature
- Colour logo with white background



- Urban gateway to nature
- Intergenerational connection to nature
- Monochrome logo with white background



- Bright, vibrant colours
- High quality photo
- Transparent colour logo
- Colour logo with transparent background




- Bright, vibrant single tone colour
- Action shot
- Children in nature
- Monochrome logo with transparent background

Questions, Contact

info@natureforall.global

 [@natureforall.global](https://www.facebook.com/natureforall.global)

 [@natureforall](https://twitter.com/natureforall)

 [@nature.for.all](https://www.instagram.com/nature.for.all)

Visit

www.natureforall.global

Photo: Prabash Livera
unsplash.com

