A new assessment cycle,
A new visual identity
The IPCC serves to provide decision-makers and others interested in climate change with an objective source of information on the subject. It does not conduct research nor monitors data or parameters – rather the IPCC’s role is to assess on a comprehensive, objective, open and transparent basis the latest scientific, technical and socio-economic literature produced worldwide relevant to the understanding of climate change and its observed and projected impacts and options for adaptation and mitigation. IPCC reports are neutral with respect to policy, deal objectively with policy-relevant scientific, technical and socio-economic factors, are of high scientific and technical standards, and aim to reflect a range of views, expertise and geographic coverage.

The IPCC’s visual identity reflects these core values of neutrality, professionalism, and scientific endeavor. As the IPCC increases its awareness globally its identity will become recognized and be a symbol of the IPCC’s mission.

This document provides guidelines for the correct application of the logo and identity elements to ensure consistency of the IPCC brand across all internal and external communications.

For questions or clarifications on the use of the IPCC’s identity elements, please contact the IPCC Secretariat:

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Section 1
Logo Guidelines

1-01 Standard Usage
1-02 Logo Sizes
1-03 Use of Acronym & Translations of Logo
1-04 Incorrect Usages
1-05 Relationship to WMO/UNEP Logos
Section 1 – Logo Guidelines

Standard Usage

Minimum Clear Space: To ensure prominence for the IPCC logo, the logo must always be surrounded by a minimum space equal to the height of the “i” in the logo.

Preferred Logo: For maximum recognition, always try to use the IPCC logo in UN Blue on a white background. When colour printing is not available, printing in black is permissable.

Reversed Logo: For applications where a reversed logo will provide greater impact, reverse the logo out of UN Blue. Some applications may reverse out of other IPCC colours but must first be agreed with the IPCC Secretariat.

Photographic Backgrounds: For applications where the logo will overlay an image, it must be reversed out of the image. The image must meet the image selection criteria (see appropriate page).
Section 1 – Logo Guidelines

Logo Sizes

Preferred Minimum Size: When used on full page layouts or on-screen, the preferred minimum height of the logo is 19mm.

Reduced Size Applications: When applications require a smaller logo size (such as name badges), the smallest acceptable height of the logo is 12mm.

Reduced Size Exceptions: When applications require a logo size smaller than 12mm, the IPCC acronym may be used but must always be accompanied by the WMO and UNEP logos. Consultation with the IPCC Secretariat is required first.

Logo Variation: For applications requiring a logo larger than 60mm in height, this variant of the logo may be used in lieu of the preferred logo.
Use of Acronym & Translations of Logo

Use of Acronym: The use of the IPCC logo as an acronym without the accompanying descriptor “Intergovernmental Panel on Climate Change” is only allowed in very limited situations. It can be used where there is no opportunity to provide the descriptor due to the structure and/or size of the applying surface (e.g., pen or badge) or when the descriptive phrase “Intergovernmental Panel on Climate Change” is featured prominently within the medium in question. For instance, it would be acceptable where the phrase “Intergovernmental Panel on Climate Change” is mentioned several times within the text in a prominent manner.

In situations such as these approval and advice from the IPCC Secretariat must be requested before usage. As per other uses of the logo, the WMO and UNEP logos must always be included with the acronym and the size proportions are discussed on 1-05.

Translations of Logo: Translations of the IPCC logo will be available from the Secretariat for all UN languages and these translations will take into account the sensitive nature of ensuring the visual integrity of the logo translates correctly across languages. If a solution is required prior to deployment of these translated logos, please contact the Secretariat.
Section 1 – Logo Guidelines

Incorrect Usages

Do not recreate the logo from type.

Do not use a colour other than UN Blue, Black or White.

Do not use a screen of the acceptable colours.

Do not use different colours for the logo and the descriptor.

Do not separate or re-arrange the logo elements, or use the logo elements separately.

Do not enclose the logo inside a shape.

Do not use the logo on a low-contrast background.

Do not add a drop shadow, bevel, outline or otherwise alter the logo.

Do not rotate, spin, or pivot the logo.
Section 1 – Logo Guidelines

Relationship to WMO/UNEP Logos

The IPCC logo must always appear in close relationship with the WMO and UNEP logos. The logo guidelines and rules discussed on pages 1-01 through 1-04 apply for the usage of the IPCC logo alongside the WMO and UNEP logos.

Preferred Relationship: The preferred application of the relationship of the IPCC logo to the WMO and UNEP logos is to place the IPCC logo in an area to the upper right of the visual surface with the WMO and UNEP logos placed flush right with the IPCC logo in the lower right area of the visual surface. Examples of this relationship can be seen in the exhibits throughout this proposal, especially in Section 3.

Horizontal Relationship: For horizontal layouts where the Preferred Relationship would not be possible or recommended (such as the page layout of these guidelines or in electronic presentations), it is acceptable to place the WMO and UNEP logos to the right of the IPCC logo. The space requirement between the IPCC logo and the other two logos is equal to the width of the WMO logo.

Size Proportions for Preferred and Horizontal Relationship: The size proportions in between the IPCC and WMO/UNEP logos follow the diagram to the upper left where the WMO and UNEP logos are horizontally bottom-aligned with the IPCC’s descriptor and the top of the WMO logo reaches the bottom of the top descent of the letter “C” in “IPCC”.

Size Proportions for Logo Variation: The size proportions for the Logo Variation (see 1-02) follow the centre left diagram and the placement of the WMO and UNEP logos is always placed flush right in a lower section of the medium. It is not advised to use the Logo Variation with the WMO and UNEP logos in a horizontal configuration. To create the correct proportion, the WMO and UNEP logos are horizontally and bottom-aligned with the IPCC logo and the height of the WMO logo reaches half the height of the letter “C” in “IPCC”.

Reduced Size Applications: When space constraints do not allow for the Preferred Relationship and the IPCC logo is being used as an acronym only, the visual relationship allowed is to position the WMO and UNEP logos to the right of the IPCC logo. The size ratio is illustrated in the diagram bottom left and follows the same principle as the one used for the Preferred Relationship except the baseline is the bottom of the IPCC logo. The space between the IPCC logo and the WMO and UNEP logos can be reduced to half the preferred clear space requirement when space is a consideration.

Always utilize the WMO and UNEP locked-up logos available from the IPCC Secretariat. Please request guidance from the IPCC Secretariat on application of these logos.

Colour: The colour of the WMO and UNEP logos follows the colours used for the IPCC logo. Whenever full-colour printing is available, the two-colour WMO logo is to be used.
A palette of identity colours have been selected for use across IPCC materials. When creating graphics, print materials, presentations, etc., please refer to this page. Screens of these colours are permissible. For all inquiries regarding the use of colour, please contact the IPCC Secretariat.

**IPCC Support Colours:** Six further colours have been identified to provide a great palette for the creation of graphics elements. These six colours should be used in a support manner and not receive as much prominence as the Identity or Secondary Colours.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Red</td>
<td>485</td>
<td>7, 97, 100, 1</td>
<td>224, 0, 0</td>
<td>#E00000</td>
</tr>
<tr>
<td>Dark Orange</td>
<td>166</td>
<td>5, 82, 100, 1</td>
<td>239, 85, 15</td>
<td>#EF550F</td>
</tr>
<tr>
<td>Warm Yellow</td>
<td>1235</td>
<td>0, 39, 100, 0</td>
<td>255, 169, 0</td>
<td>#F6900</td>
</tr>
<tr>
<td>Bright Green</td>
<td>369</td>
<td>69, 9, 100, 1</td>
<td>89, 169, 0</td>
<td>#F6900</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>654</td>
<td>100, 87, 34, 30</td>
<td>0, 52, 102</td>
<td>#003466</td>
</tr>
<tr>
<td>Bright Purple</td>
<td>2425</td>
<td>51, 100, 30, 15</td>
<td>127, 0, 110</td>
<td>#7006e</td>
</tr>
</tbody>
</table>
Primary Font:

**Frutiger Extra Black Condensed (87)**
**Frutiger Black Condensed (77)**
**Frutiger Bold Condensed (67)**
**Frutiger Bold Italic (66)**
**Frutiger Condensed (57)**
**Frutiger Light Italic (46)**
**Frutiger Light Condensed (47)**

Internal Applications:

**Arial Bold**
**Arial Bold Italic**
**Arial Regular**
**Arial Italic**

**Logotype:** The logotype used to create the IPCC logo and the words “Climate Change” is a specialized font not to be used frequently in communications materials in order to safeguard the prominence of the logo itself. All uses of this font are restricted to prior agreement with the IPCC Secretariat. In no case should the logo ever be created using a font. The logo is available in multiple formats from the IPCC Secretariat.

**Primary Font:** The primary font for the IPCC visual identity is Frutiger Condensed. Non-condensed versions may only be used for italics. The Primary Font is to be used for all external communications and all printed materials.

**Alternative Font:** When Frutiger is not available as a font, it is acceptable to substitute with Arial for non-official documents only. Examples include internal documents drafted in word processing, spreadsheets or presentations. Text for letters may always use Arial as long as the official IPCC Printed or Electronic Letterhead is used. For all external print communication pieces regarding the IPCC the default font should always be Frutiger Condensed.
Photography is a key component of the IPCC’s new visual identity. The combination of powerful imagery with the neutral yet authoritative voice of the IPCC supports the organization’s positioning. In order for the identity to become more accessible beyond the scientific community, the IPCC wishes to integrate a visual complement that brings to life the scientific data by framing it viscerally within the present-day world.

The subjects of photography used by the IPCC may be far-ranging to meet the diverse nature of IPCC subject matter however there is a common and distinct visual style. Imagery should be inspirational, macro in scale, preferably viewing the world from above, and portraying a real impression. Colours and focus need to be as natural as possible. Staged or close-in cropped images such as the unacceptable examples to the left are not permitted unless approved by the IPCC Secretariat.

**Photography Sources:** The IPCC Secretariat is looking to partner with a photographer whose work mirrors the style of the IPCC photography. Once a partnership is in place, the IPCC Secretariat will distribute relevant information. In the meantime, should photography be required, please contact the IPCC Secretariat for assistance.

Examples of unacceptable images

Examples of acceptable images
Treatment of Graphics: Graphics form the cornerstone of the information provided by the IPCC and due to its very specific and technical nature, the IPCC Secretariat will develop, in close consultation with the IPCC Technical Support Units and experts, in-depth guidelines for the creation of graphics.

In the context of the development of these guidelines, consideration will be paid to the communication aspects of the graphics to be included in the Summaries for Policymakers and the Synthesis Report.

Colours used in creating all graphics will adhere to those included in the IPCC’s colour palette described earlier in this section.

Graphic Shapes: Rounded rectangles are acceptable graphical elements which may be used in IPCC communications materials.
Section 3
Collateral
Image-based Poster*: *(Example to the left)*
When using photography provided by the IPCC Secretariat, normally only the IPCC logo may be placed over the photography. All text must follow the example provided. Only the IPCC identity fonts and colours may be used. Please contact the IPCC for guidance on using photography in collateral material.

Graphics-based Flyer: *(Example to the right)*
Graphics must highlight the IPCC identity and the central message using simple yet direct visuals. Only the IPCC identity fonts and colours may be used.

Backdrop/Travel Kit: The design of backdrops may leverage design elements from the image- and graphics-based examples on this page. Due to the nature of these graphic items, the design must also take into consideration that the key message needs to be succinct and visible at eye-level. In addition, no crucial information should be placed in the lower third of the structure.

Brochure Front Cover: (Example to the far left)
Brochure covers should be simple, set against a background of a solid IPCC colour, use a rounded corner colour shape to display the brochure’s subject matter, and if possible, include an eye-catching and relevant photographic image. The IPCC logo should always be anchored prominently in the upper right-hand corner with the WMO/UNEP logos in the lower-left.

Brochure Inside Spread: (Example top left)
Copy should flow across two or three columns. Text should be justified with last line aligned left and is set in Frutiger Condensed. Titles should use colour to distinguish it from the body copy and should have sufficient white space surrounding them. Rounded coloured shapes may be used to draw attention to specific text.

Brochure Back Page: (Example bottom left)
The last page of any IPCC brochure should include in the lower left-hand corner a rounded box filled with IPCC Blue with the IPCC logo in the configuration shown at left. This box should also include contact information.

Please note: The photography shown in this brochure example is for position only and meant for internal illustrative purposes. It is sourced from the National Geographic Image Collection (Web site: NationalGeographicstock.com) and is potentially a good source for purchasing stock photography for the IPCC.
Section 3 – Collateral Documentation

Documentation Front Cover: (Example to the left)
All Meeting Documentation must follow this format. All graphics and text are set in Black & White. Documentation identifying information is set in the upper right-hand corner below the IPCC logo. The title and author names are left-aligned 1/3 down from top of page. Address is set in the lower left-hand corner. Text is set in Frutiger Condensed.

Documentation Inside Page: (Example to the right)
Text is justified with last line aligned left and is set in Frutiger Condensed. The documentation identifier appears in the footer on all inside pages with the page count in the lower left-corner.
Section 4
Presentations

4-01 Presentation Covers & Dividers
4-02 Text-based Layouts
4-03 Image-based Layouts
4-04 Presentation Colours & Typefaces
Electronic presentations are a key communication method for the IPCC. In order to create consistency and to harmonize the presentations developed by the varied IPCC entities, the IPCC Secretariat is creating a presentation template. The main components of this template are highlighted over the next four pages. For all questions regarding the creation of electronic presentations, please contact the IPCC Secretariat.

**Presentation Covers:** Whenever possible it is recommended that an image be used on the opening slide of a presentation. The photography principles outlined in Section 3 are to be adhered to.

**Slide Dividers:** A simple Divider slide has been created to facilitate the division of a long presentation into different sections. The colour of the principal Divider slide is always IPCC Blue. Different colours may be used to create Sub-Divider slides around Sub-topics.
Slide Titles: It is recommended that slide titles be set in a bold font (either Frutiger Condensed Black or Arial Black) and no larger than 32 pt. The suggested colour for these titles is Dark Red.

Slide Text: Text should be balanced within each slide and occupy no more than 12 lines and should never violate the clear space requirements around the IPCC logo.

Bullets should be used to separate topics. It is suggested that the top-level bullet is set in a bold font, and be no larger than 28 pt. Sub bullet text should be set at no larger than 22 pt.

Whenever text requires highlighting it is recommended to highlight using a rounded box filled with a scaled-back colour (see later in this section for information on colour usage in presentations.)

Text is left-aligned with the slide title. Sub bullets are indented with the indents left-aligned to the text on the previous bullet level. A margin corresponding to twice the height of the slide title is left between the slide title and the slide’s text.

Clear space requirements are to be respected with regards to the IPCC logo in the bottom right-hand corner.
**Image-based Layouts**: Large graphics, figures, charts, etc. should always be centered horizontally on the slide.

The graphic’s title is situated above the graphic, left-aligned and a margin corresponding to twice the height of the slide title is left between the slide title and the graphic’s title.

When a smaller graphic is placed on a slide within the context of accompanying text, please ensure that the graphic occupies an area with a height equal to no less than one third of the height of the slide.
Presentation Colours: The two colours to the left from the IPCC Colour Palette are the primary colours used in Presentations. These colours may be used for divider backgrounds, titles, prominent text, etc.

Recommended Fill Colours: The fill colours listed to the left may be used for highlighting information within rounded, filled boxes placed behind darker text. Screened colours should not exceed 30% of the original colour.

Text Colours: The three colours listed to the left provide a choice of three dark colours for presentation text.

Highlight Colours: When text or graphics requires particular attention, the two colours below left are recommended. Should these colours not be appropriate, other colours may be selected from the IPCC colour palette described in Section 2.

Presentation Typefaces: Whenever possible, it is recommended to use the IPCC primary typeface, Frutiger Condensed. As a substitute, Arial may be used. No other font substitutions are allowed. For further information on IPCC identity typography, please refer to Section 2.
Section 5
Stationery

5-01 Visitor Cards
5-02 Letterhead
5-03 Facsimile Coversheets & Compliment Slips
Visitor cards are important communication tools for the IPCC. For the sake of consistency, the IPCC Secretariat has created templates for the creation of a standard look for visitor cards across the organization. Please contact the IPCC Secretariat to receive these templates as well as accompanying technical guidelines on creating printed visitor cards. The cards are available in US Standard and Euro Standard.

The card layout clearly establishing three key information areas: the IPCC logo in the top right with the accompanying WMO and UNEP logos in the bottom right corner. The individual’s name and title are placed in the middle field, right-aligned with the logos. The contact information is grouped together and left-aligned in the bottom left corner.

When communicating Working Group numbers in any communication, please only use Roman Numerals. The examples on this page demonstrate the correct approach to Working Group numbering and naming.

**Standard Version:** The standard IPCC visitor card is shown in the top example. It is to be used by the IPCC Secretariat.

**Technical Support Units Version:** The middle example shows the layout for the Technical Unit Staff visitor cards. The Working Group number and name is placed under the IPCC logo. Only the abbreviation of the Working Group number is repeated in the contact information area in the lower left.

**Bureau Members Version:** The bottom example shows the layout for the Bureau Member visitor cards. The Working Group number and name is placed under the IPCC logo. The Working Group number is also incorporated into the title. It is not repeated in the contact information area in the lower left.
The IPCC letterhead has been designed to visually unify the look of written communication originating from the IPCC. Letterheads are available from the IPCC Secretariat in two versions: a printed document for the creation of offset-printed letterhead, and an electronic template for use in desktop printing. For all questions regarding these documents, please contact the IPCC Secretariat.

The electronic template provides the margins for positioning type within the letterhead. Text should be set in Frutiger Condensed, 11 pt, with line spacing equivalent to 13 pt. When Frutiger Condensed is not available, Arial is a suitable alternative typeface. The IPCC logo and address footer only appear on the first page of the letterhead.

Letterheads have been developed for the specific groups which follows the design of the visitor cards in identifying the Working Group under the logo in the top right corner. These individualized letterheads are available from the IPCC Secretariat.
The IPCC Secretariat is also developing electronic templates for Facsimiles as well as printed templates for Compliment Slips. Please contact the IPCC Secretariat for further information.

The body text of the Facsimiles is set in Arial to facilitate widespread usage throughout the IPCC. Should Frutiger Condensed be available, the templates may be updated to leverage the unifying power of this IPCC typeface.
The new visual identity for the IPCC was launched in Spring 2009. Many important items remain under development including the treatment of the identity across reports, technical papers, and supporting materials, as well as how it will be integrated within electronic media. Any inquiries with regards to these applications should be directed to the IPCC Secretariat.

The IPCC Secretariat's objective with this guideline document is to create a positive experience for the deployment and integration of the IPCC's new identity. Specific issues, such as technical graphics, will be addressed in close consultation with experts and Technical Support Units. All feedback and suggestions towards the next developments are warmly welcomed.

For further information, please contact the IPCC Secretariat:

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