

UNEP FI

Logo guidelines



General

The UNEP FI logo is for the exclusive use of the organization and its graphic products.

Use of the UNEP FI logo by third parties outside the UN 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 FI logo use by third parties requires the prior written consent of the UNEP FI Communications Team.

The UNEP FI logo

This is the stacked and primary version of the UNEP FI logo which is to be used on all material unless the orientation is not the optimal form, in which case the landscape variation should be used.



The UNEP FI logo should not be used for promotion of any entity, product or service (eg advertising or product literature or packaging) or used in any way that suggests endorsement of entities, products or services by UNEP FI.

UNEP FI members should contact UNEP FI before using the UNEP FI logo, providing details of how the logo will be used. Contact us at communications@unepfi.org.

UNEP FI Logo guidelines



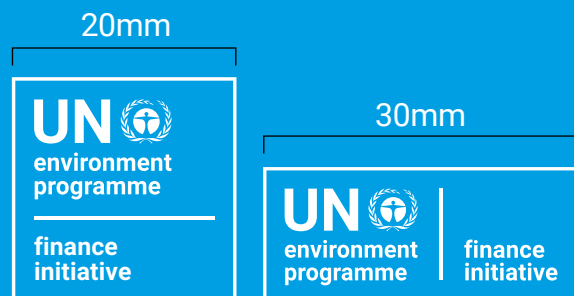
Flexibility

The following horizontal iteration provides flexibility whilst maintaining the clear visual identity of the brand. It is only to be used when the use of the primary logo would create an aesthetic dissonance.



Minimum Size

The logos must not be used in any sizes smaller than illustrated here. These minimum sizes do not include the clear space that is explained below.



Colour options

The logos are also available in black, white and grey colours, in both stacked and landscaped versions.



Clear space

The logo should be surrounded by a small clear space, or 'protection area' which no other element (text, image, etc.) can infringe upon. The amount of clear space that is required is equal to that of the internal spacing of the logo's elements.



Shape & clarity

The logo must be used in its entirety without distorting, modifying or separating its component elements. The logo must be placed on a background which does not compromise its integrity.

UNEP FI Initiative logos



Principles for Responsible Banking



This is the primary logo for the UNEP FI Principles for Responsible Banking. This logo should be used in accordance with the rules set out above, including respecting the size, proportions, free space, visual clarity and legibility. The minimum size for this logo is 20mm.

Principles for Sustainable Insurance



This is the primary logo for the UNEP FI Principles for Sustainable Insurance. This logo should be used in accordance with the rules set out above, including respecting the size, proportions, free space, visual clarity and legibility. The minimum size for this logo is 20mm.

Each of these logos is also available in black, grey and white colour versions.