

VISUAL IDENTITY MANUAL

GUIDELINES FOR USE OF THE BRAND IDENTITY

NOVEMBER 2020



MINAMATA
CONVENTION
ON MERCURY

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INTRODUCTION

This document aims to establish a system for the consistent usage of the Minamata Convention's visual identity. Consistent usage ensures proper recognition and identification of the Minamata Convention. The graphic standards laid out in this document must be used throughout all digital or printed visual outputs of the Secretariat of the Minamata Convention.

This manual establishes the basic rules of the Minamata Convention's visual identity system, including the logo, color scheme, typeface, etc. It also explains various usage situations. Adhering to the principles and rules outlined in this manual will contribute to building a clear, simple, positive image of the Minamata Convention across all communication channels.

The Minamata Convention Secretariat communicates in all six official languages of the UN. The manual therefore provides a logo description and rules of usage in six languages.

For clarifications and questions on any of the topics in this manual, please get in touch with our secretariat at mea-minamatasecretariat@un.org.

USE OF THE LOGO

The Minamata Convention's logo and associated elements of its visual identity are for the exclusive use of the Secretariat and its graphic products.

The name, emblem, or logo of the Minamata Convention, UN or UNEP, cannot be used for "commercial purposes" or for use in any manner that suggests an endorsement by UNEP, or the Minamata Secretariat, of a third party's products, business practices or services, even if there is a partnership relationship.

The Minamata Convention's name, emblem and logo may only be used by a third party or partner with express authorization of the Secretariat of the Minamata Convention. A [standard authorization letter](#) and [request form](#) are available. Express authorization is also required for the use of the Minamata Convention's logo used in combined with the UNEP logo. In this case, the Secretariat of the Minamata Convention will obtain the necessary authorization from UNEP (following the 2019 UNEP Visual Identity Manual) prior to issuing its authorization to the third party or partner.

LOGO – ENGLISH

The English version of the Convention Logo consists of a fish figure on the left and the name of the organization written on three lines aligned on the right in English. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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



LOGO – FRENCH

The French version of the Convention Logo consists of a fish figure on the left and the name of the organization written on three lines aligned on the left in French. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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



LOGO – SPANISH

The Spanish version of the Convention Logo consists of a fish figure on the left and the name of the organization written on three lines aligned on the left in Spanish. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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



CONVENIO
DE MINAMATA
SOBRE EL MERCURIO

LOGO – RUSSIAN

The Russian version of the Convention Logo consists of a fish figure on the left and the name of the organization written on three lines aligned on the left in Russian. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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



МИНАМАТСКАЯ
КОНВЕНЦИЯ
О РТУТИ

LOGO – CHINESE

The Chinese version of the Convention Logo consists of a fish figure on the left and the name of the organization written on three lines aligned on the left in Chinese. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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



LOGO – ARABIC

The Arabic version of the Convention Logo consists of a fish figure reverse on the right and the name of the organization written on three lines aligned on the right in Arabic. The logo is intended for all public-facing communications products, and official and legal documents.

APPLIES TO ALL 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.

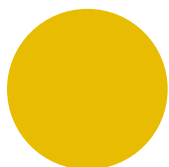
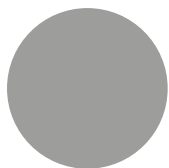
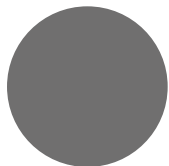
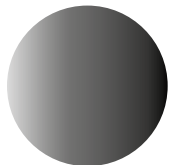
- Never separate elements of the logo
- Never modify or recreate the logo
- Always use approved artwork files




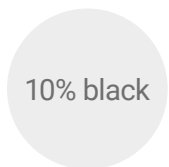
COLOUR SCHEME

The Minamata Convention on Mercury logo is composed with 3 colours and a gradient.

COLOUR VALUES OF THE LOGO

	CMYK (for print) RGB (for screen) HTML (for web)	C 11, M 25, Y 100, K 0 R 232, G 188, B 0 HEX #E8BC00
	CMYK (for print) RGB (for screen) HTML (for web)	C 0, M 0, Y 0, K 50 R 157, G 157, B 157 HEX #9D9D9D
	CMYK (for print) RGB (for screen) HTML (for web)	C 0, M 0, Y 0, K 70 R 111, G 111, B 111 HEX #6F6F6F
	gradient made of black only K20 -> K70 at 40% -> K100	

COLOUR VALUES OF THE BACKGROUND

	CMYK (for print) RGB (for screen) HTML (for web)	C 0, M 0, Y 0, K 0 R 255, G 255, B 255 HEX #FFFFFF
	CMYK (for print) RGB (for screen) HTML (for web)	C 0, M 0, Y 0, K 10 R 237, G 237, B 237 HEX #EDED

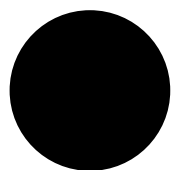
COMPLEMENTARY COLOURS

Complementary colours can be used on illustrations, presentations, titles, graphics etc.



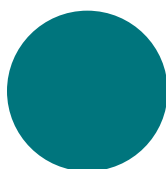
WHITE

CMYK C 0, M 0, Y 0, K 0
RGB R 255, G 255, B 255
HEX #FFFFFF



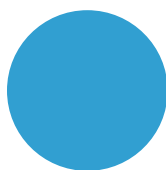
BLACK

CMYK C 0, M 0, Y 0, K 100
RGB R 0, G 0, B 0
HEX #000000



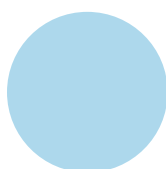
GREEN

CMYK C 100, M 7, Y 40, K 30
RGB R 0, G 123, B 127
HEX #007B7F



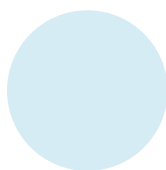
BLUE

CMYK C 70, M 14, Y 0, K 10
RGB R 36, G 172, B 226
HEX #24ACE2



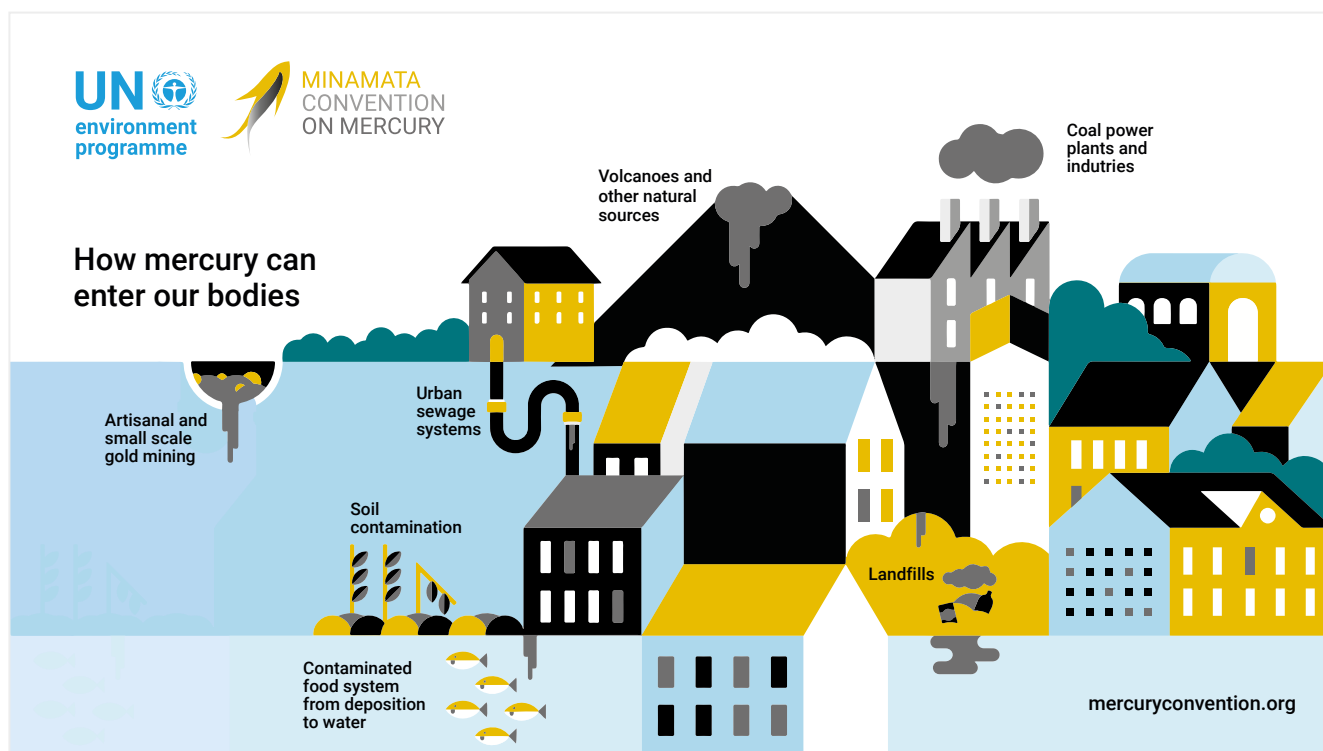
40% BLUE

RGB R 166, G 215, B 235
HEX #A6D7EB



20% BLUE

RGB R 211, G 235, B 245
HEX #D3EBF5



TYPEFACES

The typeface family “Roboto” has been selected as the typeface for the Convention for English, French, Spanish and Russian languages. It is an open-source typeface family developed by Google, and renders well in print, online, digital and mobile products. It is a clean, modern typeface, available in several weights, and should be used for all external and internal communication purposes in the above languages.

Noto Sans CJK is selected as the typeface for all communication in Chinese and Noto Kufi is selected for all communication in Arabic. Noto is also an open-source typeface family developed by Google, and renders well in print, online, digital and mobile products.

Note on licenses: All the above typefaces are open-source typefaces developed by Google, and distributed under Apache License, Version 2.0 and SIL Open Font License, Version 1.1 licenses.

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭЮЯ
roboto thin

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭЮЯ
roboto light

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭЮ
roboto regular

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭЮ
roboto medium

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭЮ
roboto bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЬЫЭ
roboto black

一二三四五六七八九十百千万上中下左右大小
春夏秋冬东南西北金木水火土天地日月星黑白
红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和
Noto Sans SC Regular

ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا
گ و ه ن م ل ک ق ف غ ع ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠
Noto Kufi Arabic Regular

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. Such misuses will undermine UNEP efforts to project a unified image through all communication channels. The examples shown below are also applicable to all versions of the logo in all official languages.



distorted



wrong typeface



incomplete



distorted



different emblem



altered



wrong alignment



outlined



graphic treatments



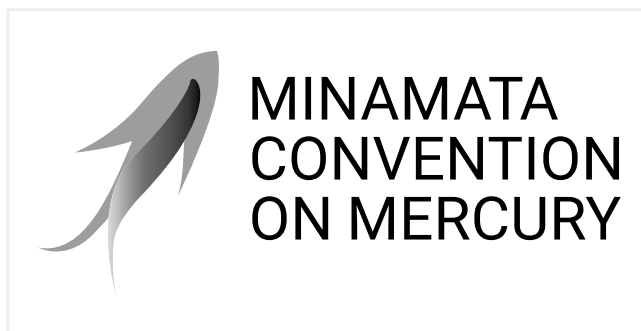
different colour scheme



shadows

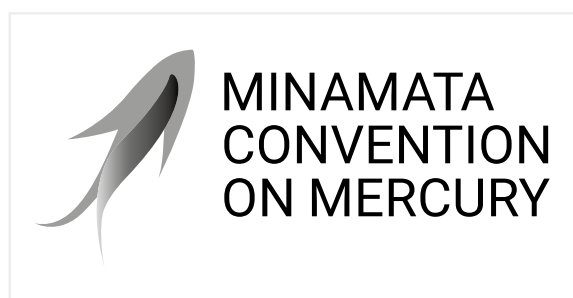
BLACK AND WHITE USAGE

The Minamata Convention on Mercury logo can appear in black (for example, when printing a whole document in grey scale or if the colour scheme of a specific campaign dictate such use). The gradient fin stays always the same, but the letters became black or white. The shape of the fish should be white on a black background, or grey (50% of black) on a white background.



BACKGROUND COLOURS

From a background made of 40% black the logo became white, otherwise it is black.



On a coloured background the wisest choices are left to the designer.



INCORRECT USAGE

The Convention logo in colours, should always be used against a white background or a 10% black background. No other background colours are permitted.

Only black and white versions of the logo should be used on a coloured background.



BACKGROUND IMAGES

If there is an occasion to use the logo against an image, extreme caution should be taken to ensure visibility, contrast and legibility. In these cases, the logo should always appear in white or black.



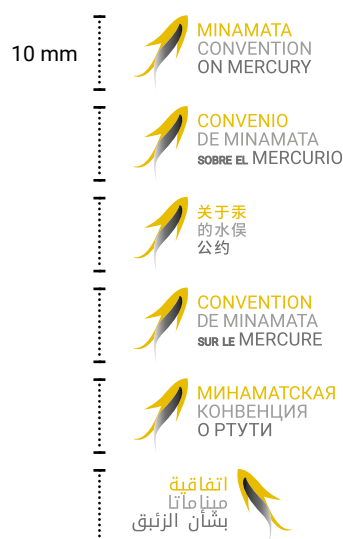
INCORRECT USAGE

The Convention logo in colors, should never be used on a picture.

MINIMUM SIZE

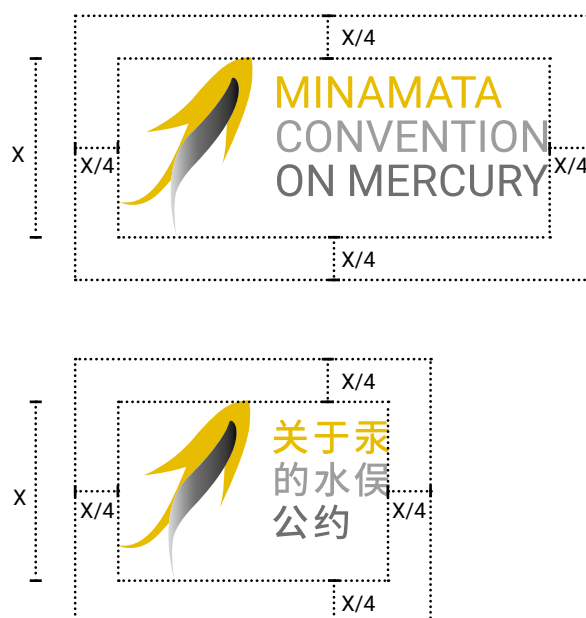
The minimum size ensures that the logo always presents itself in a clear and readable manner in print and digital media.

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 Communication Division.



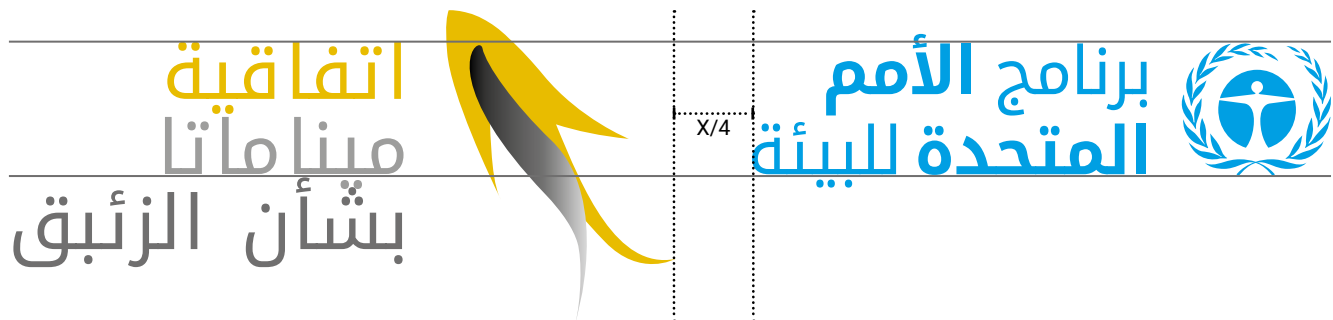
CLEAR SPACE

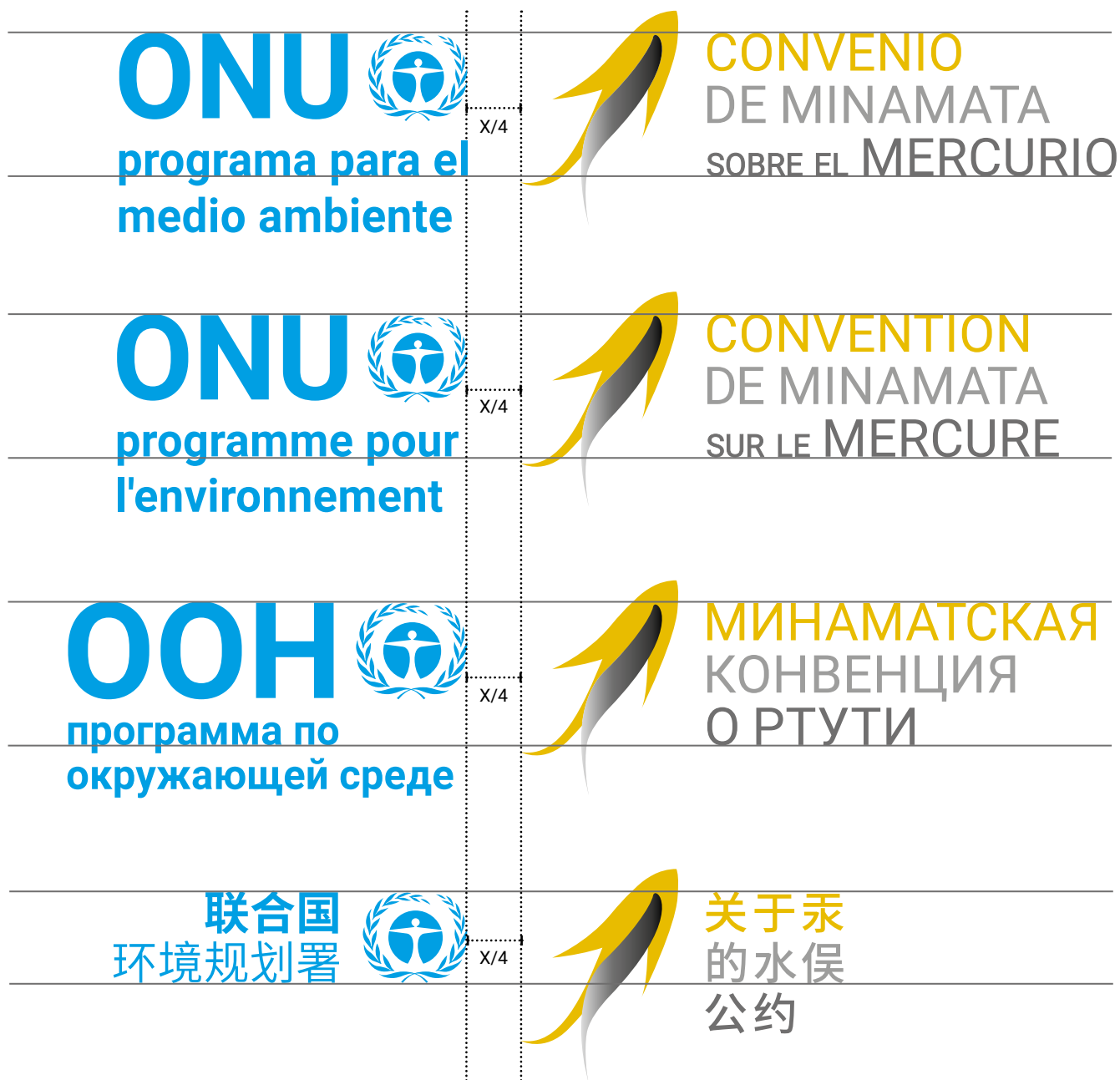
To ensure a unified and consistent presentation in all communication products, the Convention logo should always be surrounded by a clear space zone. The clear space zone varies according to the size of the logo, and should always equal 50 percent or more of the height of the emblem consisting of the human figure and the laurel as shown in the examples below. These measurements apply to all versions of the logo in all official languages.



WITH THE UNEP LOGO

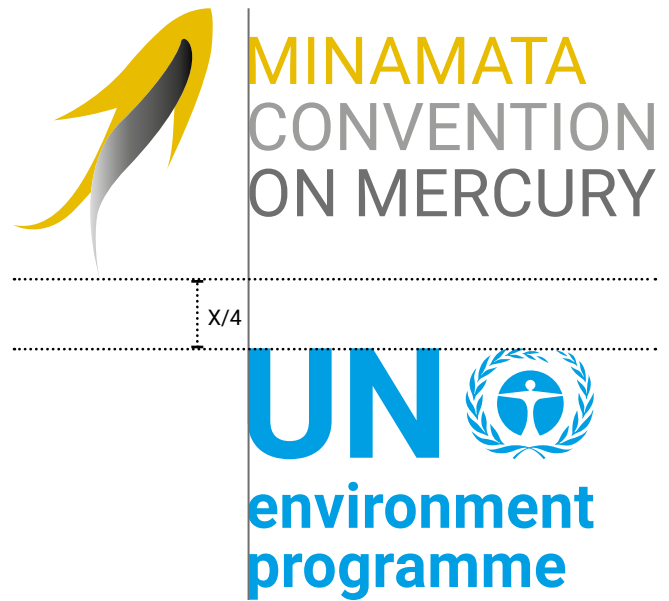
When the UNEP logo is used next to the Minamata Convention on Mercury logo in horizontal alignment, it should always be aligned to the letters of the first two lines of the UNEP logo.





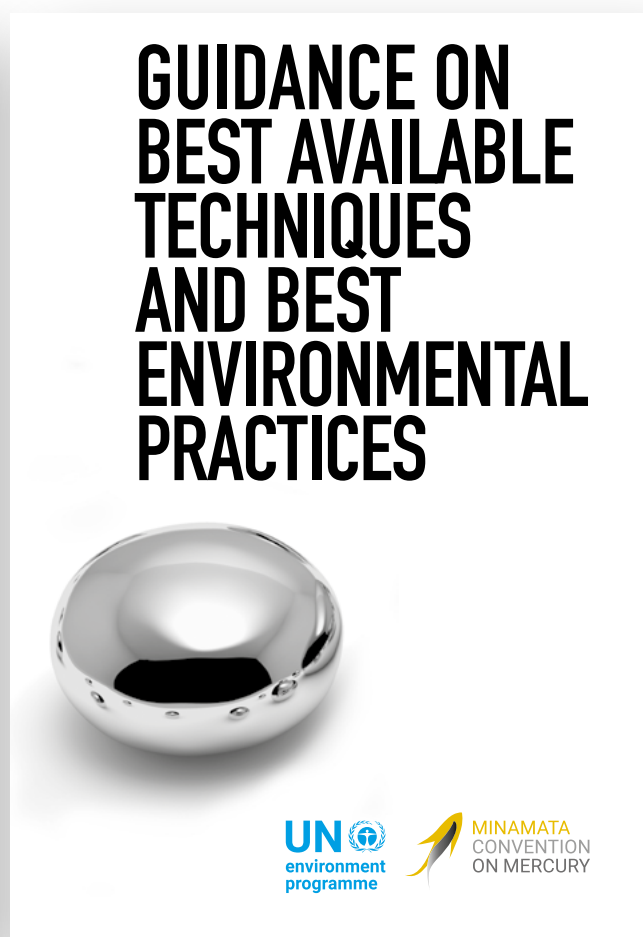
WITH THE UNEP LOGO

When the UNEP logo is used next to the Minamata Convention on Mercury logo in vertical alignment, keep the same proportion as horizontal and do the alignment to the text on the left, on the right for the Arabic version. the Chinese version is aligned to the left (from the fish).



IN PUBLICATIONS

All publications should feature the Convention logo on the front cover with or without the UNEP logo.



#MAKEMERCURYHISTORY

The hashtag *MakeMercuryHistory* is usually attached to our publication on the social networks. It is a metadata tag used to help other users to easily find messages with a specific theme or content.

The syntax of a hashtag is very precise:

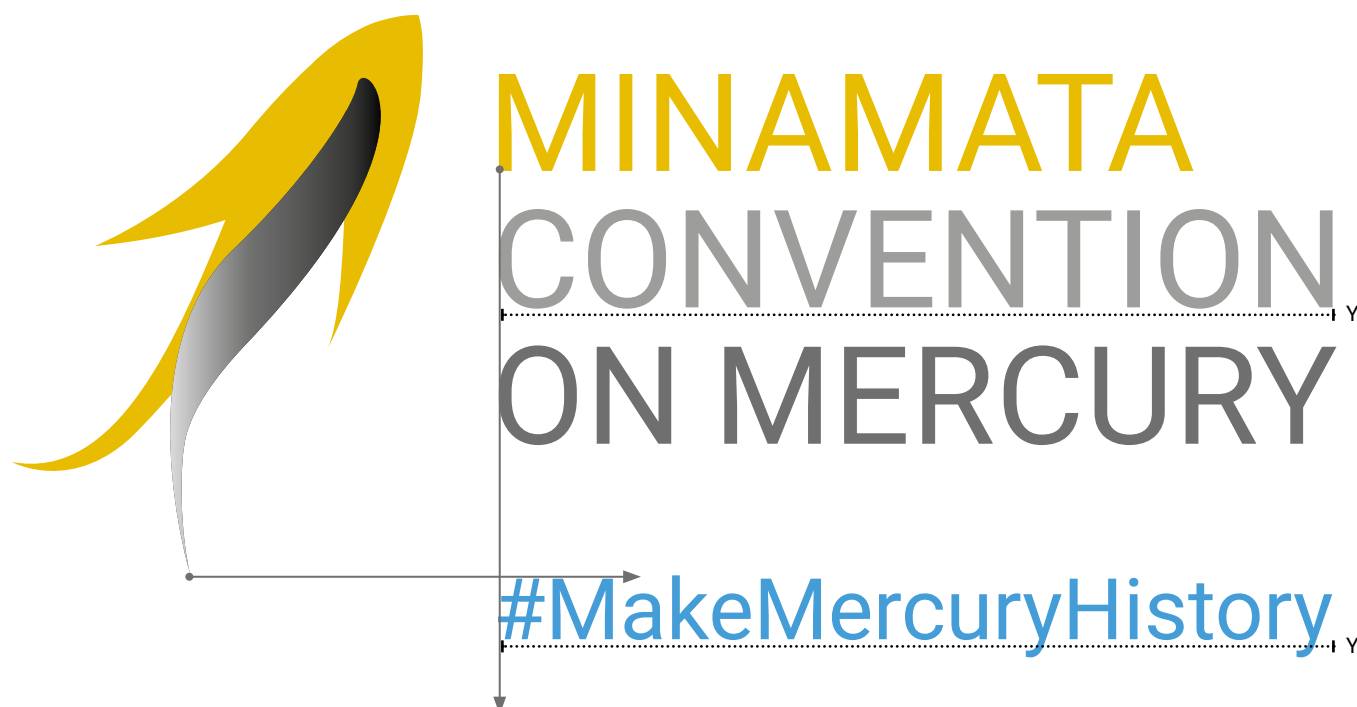
- begin with with a hash character followed by other characters
- no space between the words
- uppercase for the first letter of a word

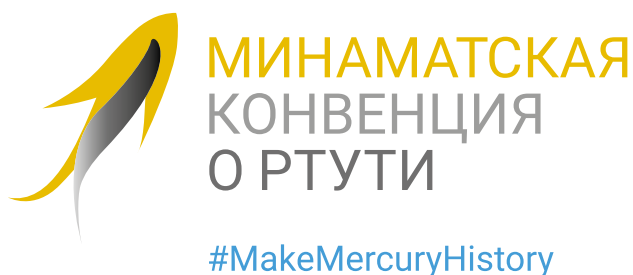
To be efficient this hashtag has be linked to https://twitter.com/hashtag/MakeMercuryHistory?src=hashtag_click

[#MakeMercuryHistory](#)

This hashtag can also be used next to the logo, it has to be written in the same way as on the internet. To distinguish it from the other words of the logo it should be blue (twitter blue), written in Roboto, Regular. And it can be put below the logo. There is no equivalent to this hashtag in other languages. So the hashtag keep the same size in every languages based on the English version

● CMYK C 70, M 14, Y 0, K 10
RGB R 36, G 172, B 226
HEX #24ACE2







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www.mercuryconvention.org