



Vienna Convention
MONTREAL PROTOCOL

VISUAL IDENTITY GUIDE

CONTACTS

For clarification or questions regarding the use of the Vienna Convention and Montreal Protocol logo or any other topic in this manual, please reach out to the Communication and Information Officer

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INTRODUCTION

The Ozone Secretariat is pleased to present a logo for the Vienna Convention for the Protection of the Ozone Layer and the Montreal Protocol on Substances that Deplete the Ozone Layer.

The logo is aimed at providing a distinct brand for the two treaties across various communication assets and applications on various social media platforms, ensuring their visual identity is recognizable, coherent and consistent. The logo presents a clear, simple and positive image of the two treaties to elevate their brand to the same level as that of other multilateral environmental agreements that have distinct visual identities.



Vienna Convention
MONTREAL PROTOCOL

Logo version 1



Vienna Convention
MONTREAL PROTOCOL

Logo version 2, stacked.

APPLICATION OF THE VIENNA CONVENTION AND THE MONTREAL PROTOCOL LOGO

The Vienna Convention and Montreal Protocol logo does not replace the logo of the United Nations and the United Nations Environment Programme, nor serve as a logo for the Ozone Secretariat. It will be used only on a range of communication assets such as those used for World Ozone Day, including publications, posters, banners, presentations, social media graphics and audio-visual materials. It will be used in all the six official UN languages.

The logo will be used alongside the logos of the United Nations and/or United Nations Environment Programme on material developed by the Ozone Secretariat. It is not meant for use on official documentation such as meeting documents.

This background note sets out the style, colour scheme, typeface, as well as usage of the logo.

The Vienna Convention and the Montreal Protocol logo is for the exclusive use of the Secretariat and its graphic products.

Use of the Vienna Convention and the Montreal Protocol logo by third parties requires the prior written consent of the Ozone Secretariat.

Any use of the logo by third parties outside the UN system of organizations will be 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, where applicable. Any use of the logo by third parties does not imply endorsement by the Ozone Secretariat. The logo may also not be used for commercial purposes.

STYLE

The logo consists of two elements – a symbol of the Earth and hand-drawn circles. The Earth symbolizes all life under the sun, which is protected by actions taken by the nations of the world under the Vienna Convention and the Montreal Protocol. The hand-drawn circles represent the ozone layer. They are drawn by hand to embody the vulnerability of the ozone layer and our united task of continuing to protect it, while also contributing to climate protection.



Symbol

Vienna Convention
MONTREAL PROTOCOL

Nametag

LOGOS IN COLOUR



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: Full colour



Vienna Convention
MONTREAL PROTOCOL

Logo version 2: Full colour

LOGOS IN BLACK/WHITE



Logo version 1: Inverted



Logo version 2: Inverted



Logo version 1: Black



Vienna Convention
MONTREAL PROTOCOL

Logo version 2: Black

LOGO 1 OFFICIAL LANGUAGES IN COLOUR



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian

اتفاقية فيينا
بروتوكول مونتريال



Logo version 1: Arabic

LOGO 1 OFFICIAL LANGUAGES INVERTED



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian

اتفاقية فيينا
بروتوكول مونتريال



Logo version 1: Arabic

LOGO 1 OFFICIAL LANGUAGES IN BLACK



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian

اتفاقية فيينا
بروتوكول مونتريال



Logo version 1: Arabic

LOGO 2 OFFICIAL LANGUAGES IN COLOUR



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian



اتفاقية فيينا
بروتوكول مونتريال

Logo version 1: Arabic

LOGO 2 OFFICIAL LANGUAGES INVERTED



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian



اتفاقية فيينا
بروتوكول مونتريال

Logo version 1: Arabic

LOGO 2 OFFICIAL LANGUAGES IN BLACK



Vienna Convention
MONTREAL PROTOCOL

Logo version 1: English



Convention de Vienne
PROTOCOLE DE MONTRÉAL

Logo version 1: French



Convenio de Viena
PROTOCOLO DE MONTREAL

Logo version 1: Spanish



维也纳公约
蒙特利尔议定书

Logo version 1: Chinese



Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: Russian



اتفاقية فيينا
بروتوكول مونتريال

Logo version 1: Arabic

COLOUR SCHEME

The logo combines two colours – dark blue for the Earth, and cyan, a bright and positive colour, for the hand-drawn circles. Both shades of blue connect the logo with the visual identities of the United Nations and the United Nations Environment Programme.



© Pantone Process Cyan C

C: 100
C: 0
C: 0
C: 0

R: 0
G: 153
B: 255

HEX Websafe
0099FF



© Pantone 295 C

C: 100
C: 57
C: 0
C: 40

R: 0
G: 52
B: 106

HEX Websafe
00457C

TYPEFACES

The roman logos combines two fonts – DIN Bold and Roboto light. DIN Bold is a sans-serif typeface designed in 1931. It was initially devised for industrial use and has become popular for signage and logos due to its legibility and straightforward design. The Arabic logo uses Droid Arabic Kufi and the Chinese Adobe Heiti Std.

维也纳公约
蒙特利尔议定书

Adobe Heiti Std

اتفاقية فيينا
بروتوكول مونتريال

Droid Arabic Kufi
Regular and Bold

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z À Á Ê Ë Ì Ï Ø
a b c d e f g h i j k l m n o p q r s t
u v w x y z à á â & 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)**

DIN Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + - = [] { } ; ' " \ / . ,
А Б В Г Д Е Ж З И К Л М Н О П Р С Т У Ф Х Ц Ч Ш
а б в г д е ж з и к л м н о п р с т у ф х ц ч ш ь ы ъ

Roboto light

CLEAR SPACE

Miniumum Space



Miniumum Size 25mm



WITH OTHER LOGOS

In multiple partnerships, it is important to give all partners equal emphasis. The examples on this page illustrates how to position the logos of multiple partners, while giving equal emphasis to all.



Vienna Convention
MONTREAL PROTOCOL



**World Health
Organization**

INCORRECT USE

DO



DON'T



Do not superimpose the logo on any image that obscures the logo or makes it hard to see or read. Printing a cyan logo over a photo is not recommended



Do not distort or recreate the logo



Do not add any elements or alter the proportions of the logo