Visual identity Guide

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 Stephanie Egger Haysmith: stephanie.haysmith@un.org at the Ozone Secretariat, as well as to: mea-ozoneinfo@un.org.

CONTACTS
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.
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.
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.
Vienna Convention
MONTREAL PROTOCOL

Logo version 1: Full colour

Vienna Convention
MONTREAL PROTOCOL

Logo version 2: Full colour
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

Convenio de Viena
PROTOCOLO DE MONTREAL

Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Convention de Vienne
PROTOCOLE DE MONTRÉAL

维也纳公约
蒙特利尔议定书

اتفاقية فيينا
بروتوكول مونتريال

Logo version 1: English
Logo version 1: French
Logo version 1: Spanish
Logo version 1: Russian
Logo version 1: Arabic
Logo version 1: Chinese
LOGO 2 OFFICIAL LANGUAGES INVERTED

Vienna Convention
MONTREAL PROTOCOL

Convention de Vienne
PROTOCOLE DE MONTRÉAL

Convenio de Viena
PROTOCOLO DE MONTREAL

Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: English
Logo version 1: French
Logo version 1: Spanish
Logo version 1: Russian
Logo version 1: Arabic
Vienna Convention
MONTREAL PROTOCOL

Convention de Vienne
PROTOCOLE DE MONTRÉAL

Convenio de Viena
PROTOCOLO DE MONTREAL

Венская конвенция
МОНРЕАЛЬСКИЙ ПРОТОКОЛ

Logo version 1: English
Logo version 1: French
Logo version 1: Spanish
Logo version 1: Russian

Logo version 1: Arabic
Logo version 1: Chinese
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.
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.
In multiple partnerships, it is important to give all partners equal emphasis. The examples on this page illustrate how to position the logos of multiple partners, while giving equal emphasis to all.
## INCORRECT USE

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<tbody>
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- 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.