



Local Governments
for Sustainability

MEMBER

ICLEI Member Logo Brand Guidelines



Use of the ICLEI Member Logo

Only Members of ICLEI - Local Governments for Sustainability (ICLEI) may use the ICLEI Member logo to indicate that they are a Member of the network. The ICLEI Member Logo should be used in accordance with the requirements set out below.

The ICLEI Member Logo may be used only if:

- The entity using the ICLEI Member Logo is a Member in good standing with ICLEI;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of ICLEI;
- It is not used to imply or suggest ICLEI's unintended endorsement or promotion of the objectives and activities of the user of the logo.

The ICLEI Member Logo shall be used in its entirety without distorting, modifying or separating its component elements. Permission to use the ICLEI Member Logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any

other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.

For more information about the use of the ICLEI Member logo, please contact your ICLEI Regional Secretariat or Country Office, or email iclei@iclei.org.

According to the ICLEI Bylaws, the name and the acronym of the Association, "ICLEI", are owned by the legal entity through which the ICLEI world association or its World Secretariat are incorporated: ICLEI – Local Governments for Sustainability e. V., World Secretariat, Kaiser-Friedrich-Str. 7, 53113 Bonn, Germany. The name, acronym and logo of the Association are - as far as possible and appropriate - registered as a trademark in countries in which ICLEI operates.



Free space around the ICLEI Member logo



The white space behind the logo should be considered as part of the logo itself.



Free space around the ICLEI Member logo (for versions with longer name)



The white space behind the logo should be considered as part of the logo itself.

Minimum size of the ICLEI Member logo



Placement of the ICLEI Member logo



The logo should only be placed on white a white background. Where the background is not white, the logo should be placed in a white square fullfiling the minimum free space rule. **The logo should not be too-tight cropped, there needs to be some white space between the page margin and the logo.**



ICLEI Member logo don'ts



Don't use the logo mark alone without the "Local Governments for Sustainability" tagline



Do not skew, rotate or transform unproportionally



Do not make any changes to the letters



Do not make any changes to the colors



Do not apply shadows or effects



Do not place the logo on a photo background



Do not reduce or enlarge any individual components of the logo.

