

**IAEA**

International Atomic Energy Agency

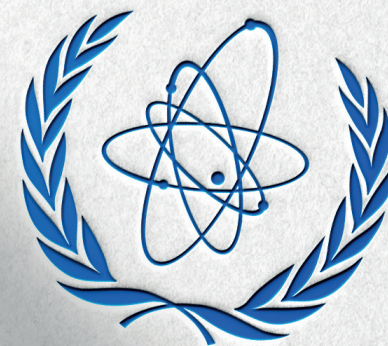
*Atoms for Peace and Development*

# Guidelines for Third Party Use of the IAEA Logo

February 2022

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# 1. APPLICATION PROCESS

The use of the IAEA logo by any third party on non-IAEA documents, publications\* and other materials requires advance, written and specific **per-use authorization**.

Third party use of the IAEA logo may be authorized in the following three main instances:

1. Third party activities supported by the IAEA
2. IAEA activities supported by third parties
3. Partnership activities

Upon approval of the cooperation activity, non-Agency or joint communication materials, and at least **three weeks** prior to any deadline, a third party should submit to the IAEA counterpart:

1. [Application Form](#), including the following information:
  - Third party name and contact information
  - Activity/product name
  - Activity/product release date
  - Audience (e.g. activity/event participants, government officials, stakeholders, general public and international organizations)

- Proposed logo usage (e.g. website, video, social media visuals, poster/roll-up/banner, pamphlet/brochure/booklet, etc.)

2. **Draft material** indicating the intended placement and proposed IAEA logo format (e.g. horizontal/vertical layout, colour scheme, with/without IAEA slogan and language version). Materials include but are not limited to:

- Website
- Video
- Social media visuals
- Poster/Roll-up/Banner
- Pamphlet/Brochure/Booklet/Flyer/Sticker
- Presentation slides
- Training materials/Webinar
- Training certificate
- Press release
- Plaque

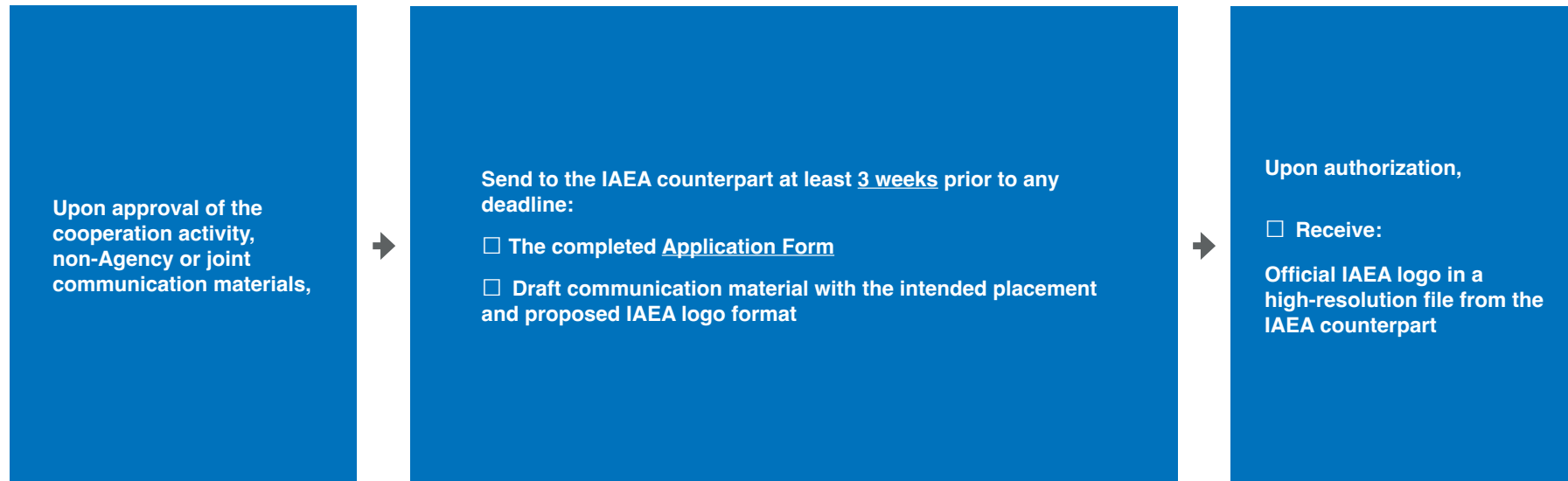
\* The approval process for publication content is through the Publications Committee.

# 1. APPLICATION PROCESS

Upon authorization, the IAEA counterpart will send to the third party the IAEA logo in a high-resolution file for authorized use. Authorization is restricted to the use for which it was obtained.

Any refusal for the third-party use of the IAEA logo will be communicated within the three weeks timeline following the request.

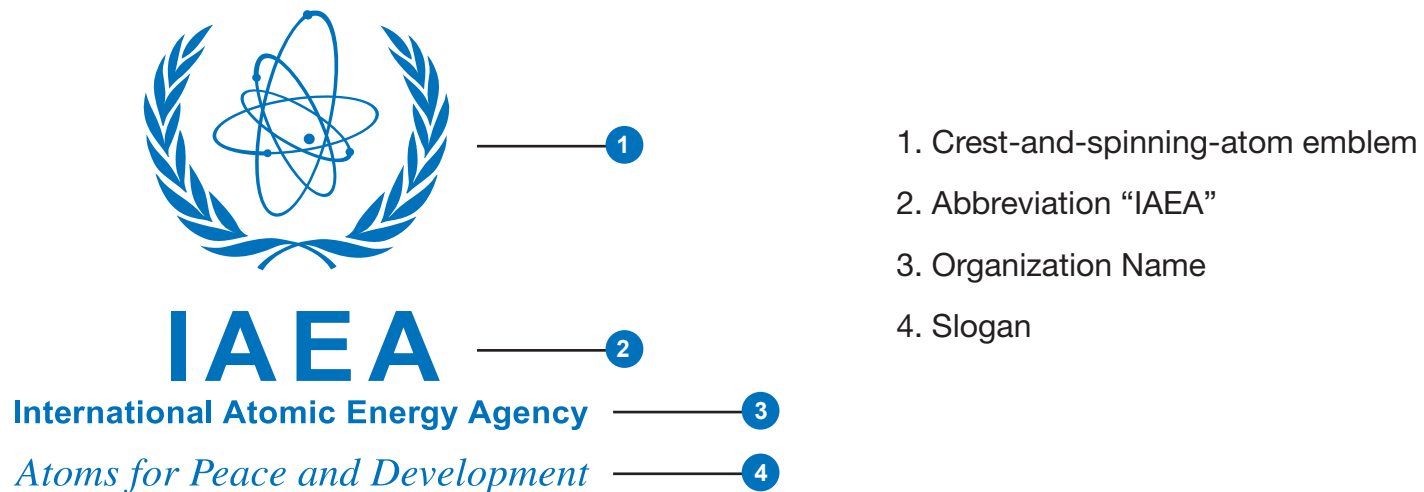
## Process Flow Chart for the IAEA Logo Usage by Third Parties



\* For time sensitive communication, e.g. posting on social media or press release, an exception may be granted.

## 2. IAEA LOGO

The IAEA logo is protected under Article 6ter of the Paris Convention for the Protection of Industrial Property. The crest-and-spinning-atom emblem symbolizes stability and safety and depicts the IAEA's relation to the UN system. The IAEA logo with slogan is encouraged to be used.



## 2. IAEA LOGO



Horizontal logo with slogan



Vertical logo with slogan



Horizontal logo without slogan



Vertical logo without slogan



Small horizontal logo



Small vertical logo

Use of the horizontal or vertical format should be based on the type and design of communication materials.

The small logo should be used when space is limited and the organization name would be unreadable.

### 3. IAEA LOGO WITH SLOGAN\* - HORIZONTAL



**IAEA**  
الوكالة الدولية للطاقة الذرية  
تسخير الذرة من أجل السلام والتنمية

Arabic



**IAEA**  
国际原子能机构  
原子用于和平与发展

Chinese



**IAEA**  
International Atomic Energy Agency  
*Atoms for Peace and Development*

English



**IAEA**  
Agence internationale de l'énergie atomique  
*L'atome pour la paix et le développement*

French



**IAEA**  
Международное агентство по атомной энергии  
*Атом для мира и развития*

Russian



**IAEA**  
Organismo Internacional de Energía Atómica  
*Átomos para la paz y el desarrollo*

Spanish

\*In all UN official languages.

### 3. IAEA LOGO WITH SLOGAN\* - VERTICAL



**IAEA**  
الوكالة الدولية للطاقة الذرية  
تسخير الذرة من أجل السلام والتنمية

Arabic



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国际原子能机构  
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Spanish

\*In all UN official languages.



# 4. IAEA LOGO WITHOUT SLOGAN\* - HORIZONTAL



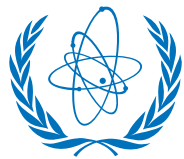
\*In all UN official languages.

# 4. IAEA LOGO WITHOUT SLOGAN\* - VERTICAL



\*In all UN official languages.

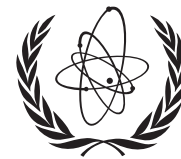
## 5. COLOUR SPECIFICATIONS



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**IAEA Blue (C100/M50/Y0/K0) is used for all colored materials with a white or light background.**



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**Black (100%) is used for black and white documents.**



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**White (100%) is used for materials with a dark background.**

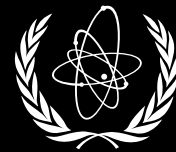
No other colour versions – like red, green, etc. – for the logo are permitted.

# 5. COLOUR SPECIFICATIONS



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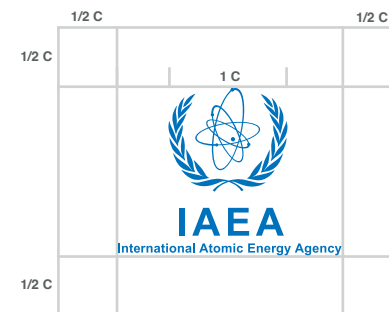
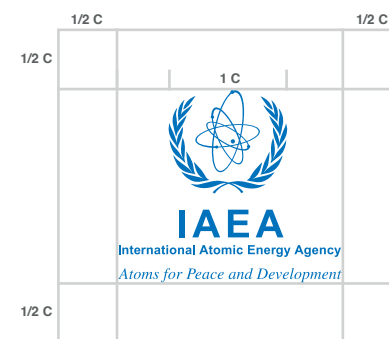
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A high level of contrast should be applied between the logo and the background.

# 6. PLACEMENT

Spacing around the logo should equal at least half the width of the crest (as defined in the diagram as 'C').  
 No text, image or other distinctive elements may interfere in this space.



## 7. CO-BRANDING

- When the IAEA logo is placed with other logos, all logos should be proportionately the same size and aligned with the same height and the same spacing.
- Use of the horizontal or vertical format should be based on the style of other logos.
- Colour of the IAEA logo – blue, black or white – should be selected according to the background colour and the colour scheme of other logos.



- For third party activities supported by the IAEA or partnership activities, the IAEA’s involvement or relationship with the third party may be added in combination with the IAEA logo – e.g. “in partnership with”, “in cooperation with”, “supported by”, “a joint initiative with”, etc.

# 7. CO-BRANDING



1. For horizontal layouts in languages read from left to right, place the IAEA logo to the left when other logos are on the same communication material.
2. For horizontal layouts in languages read from right to left, place the IAEA logo to the right when other logos are on the same communication material.
3. For vertical layouts, place the IAEA logo at the top when other logos are on the same communication material.

Depending on the degree of support and contribution provided by the Agency, the representation of the IAEA logo may vary and be decided in each case by the OPIC Director. When the IAEA logo is placed with logos of other UN institutions, the placement of logos should be in alphabetical order, unless duly justified.

# 8. LIMITATIONS

✗



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Do not change the colour.

✗



**IAEA**  
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Do not stretch/squash/distort the logo.

✗



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Do not recreate the logo.

✗



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Do not change relationships of elements.

✗



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Do not change spacing between text and symbol.

✗



**IAEA**

Do not use the logo as a part of another symbol.



# 8. LIMITATIONS

✗

The  **IAEA** is an international organization that seeks to promote the peaceful use of nuclear energy, and to inhibit its use for any military purpose, including nuclear weapons.


Do not combine the logo with headlines or text.

✗

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Do not alter the typeface.

✗

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Do not add effects to the logo, such as shading.

✗

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Do not realign the elements within the logo.

✗



Do not use distracting patterns.

✗



Do not use a low contrast background.



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