

IAEA Logo Guidelines

for Third Party Use

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Introduction

This document replaces previous versions of the International Atomic Energy Agency (IAEA)'s Logo Guidelines and sets out key elements of the Agency's visual identity and logo usage for third party entities.

Adhering to the guidelines in this document will help to harmonize the use of the IAEA logos across all its communication channels and enhance its recognition and identification.

It is therefore crucial that the guidelines in this document are followed for all visual outputs such as brochures, audiovisual materials and presentations.

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 tagline and language version). Materials include but are not limited to:

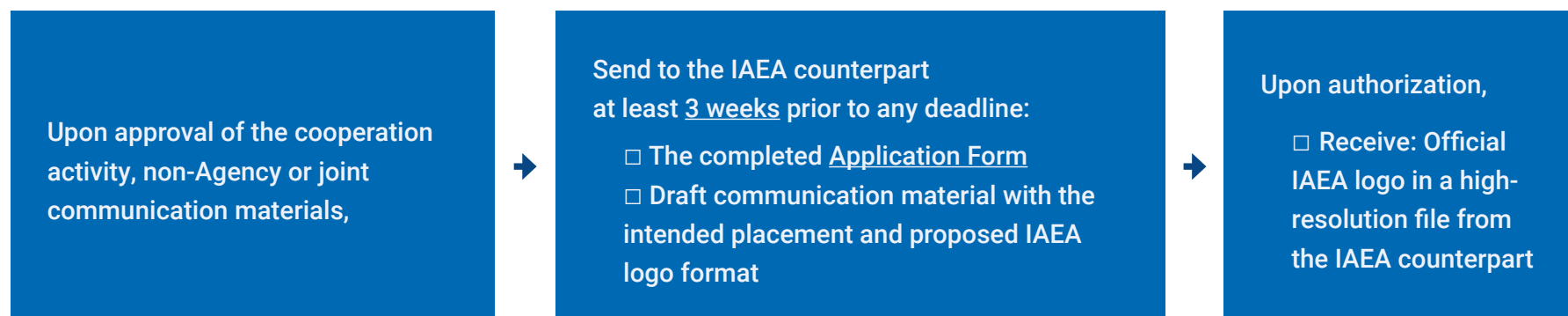
- Website
- Video
- Social media visuals
- Poster/Roll-up/Banner
- Pamphlet/Brochure/Booklet/Flyer/Sticker
- Presentation slides
- Training materials/Webinar
- Training certificate
- Press release
- Plaque

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

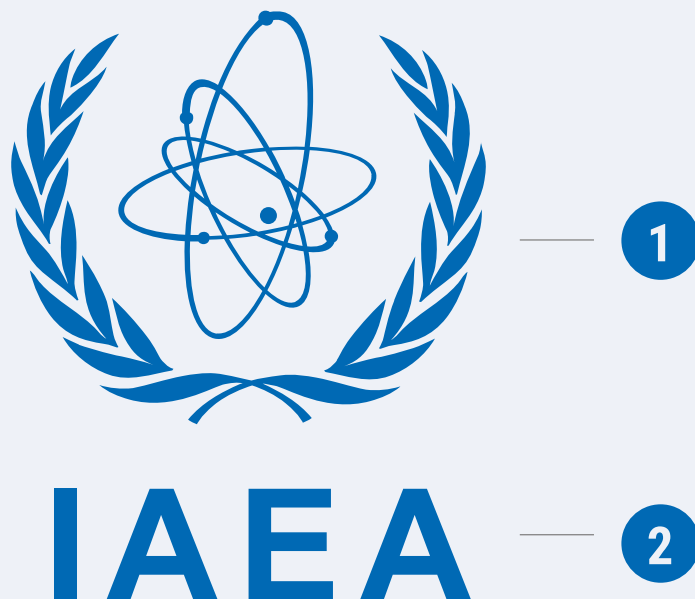
Upon authorization, the IAEA counterpart will send to the third party the IAEA logo in a high-resolution file for authorized use. Authorization is restricted to the use for which it was obtained.

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.



1. Crest-and-spinning-atom emblem
2. Abbreviation 'IAEA'

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IAEA Logo

The IAEA logo is a vital element of the Agency's visual identity. The crest-and-spinning-atom emblem symbolizes stability and safety and depicts the IAEA's relation to the UN system.

The logo is protected under Article 6ter of the Paris Convention for the Protection of Industrial Property and must always be used in its entirety without modification, and the emblem must never be separated from the logo text.*

*There are some exceptions, whereby certain essential elements are used separately, such as the IAEA flag, the IAEA Bulletin, and the backgrounds of official PowerPoint templates and video messages.

IAEA Logo

Logo Versions

Three versions of the IAEA logo are available:

- **Standard Version** of the logo is encouraged to be used for all public-facing communication;
- **Tagline Version** for public information products that benefit from an explanation of the IAEA's mandate;
- **Long Version** for formal communications such as letters, on the fascia of a building/ signage, etc.

Use of the horizontal or vertical format should be based on the type and design of communication materials. The standard version of the logo is encouraged to be used across most communication materials.

Standard Version



Tagline Version



Atoms for Peace
and Development



Atoms for Peace
and Development

Long Version



International Atomic Energy Agency

Legacy* Version – Do not use



International Atomic Energy Agency
Atoms for Peace and Development

*The Legacy Slogan Version is no longer used for communication or outreach products.

IAEA Logo

Language Versions

For publications and advocacy materials in official languages, the IAEA logo is available in the six official UN languages (Arabic, Chinese, English, French, Russian, and Spanish) and can be used in horizontal or vertical orientations. Language versions are available in colour (IAEA Blue), black and white. Same usage color restrictions apply.

Arabic

تسخير الذرة من أجل
السلام والتنمية



Chinese



原子用于
和平与发展



French



L'atome pour la paix
et le développement



Russian



Атом для мира
и развития



Spanish



Átomos para la paz
y el desarrollo



Technical Specifications

Colour Specifications

The colour of the IAEA is IAEA Blue. Each United Nations entity adopts a specific shade of blue.

Colour options include:

- **IAEA Blue** (preferred for most applications).
- **White** (on IAEA Blue or other dark backgrounds).
- **Black** (used only in grayscale documents or specific campaign designs).

The IAEA Blue logo must always appear with 100 per cent opacity and should be placed against a white or bright background. If the logo appears in white, it is recommended to use a 100 per cent IAEA Blue background colour.

If the use of other background colours is unavoidable, ensure sufficient contrast between the logo and the background to maintain clear visibility and legibility.

Colour values of the logo

CMYK (for print)	C: 100 / M: 50 / Y: 0 / K: 0
RGB (for screen)	R: 0 / G: 105 / B: 180
HEX (for web)	HEX: #0069B4
Pantone® (for print)	300 C

Black and white usage

The IAEA logo may be used in black only in exceptional cases, such as when printing a whole document in grayscale, or if the colour scheme of a specific campaign dictates such use. When the black logo is used, it should always be placed against a white or bright background or a bright grey background. No other background colours are permitted.

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

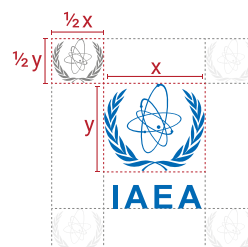
Technical Specifications

Clear Space Zone

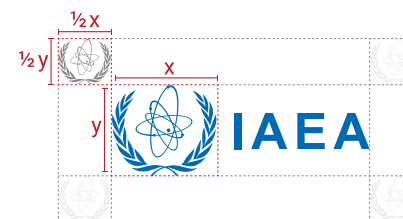
The IAEA logo should always be surrounded by a clear space zone. This clear space zone varies according to the size of the logo and should always be greater than or equal to 50 per cent of the width and height of the emblem, as illustrated in the examples. These measurements apply to all versions of the logo.

Standard Logo

Vertical

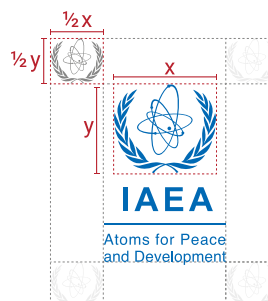


Horizontal



Tagline Logo

Vertical

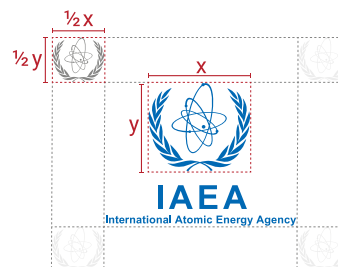


Horizontal



Long Logo

Vertical



Horizontal



Technical Specifications

Minimum Size Requirements

The IAEA logo should always be surrounded by a clear space zone. This clear space zone varies according to the size of the logo and should always be greater than or equal to 50 per cent of the width and height of the emblem, as illustrated in the examples below. These measurements apply to all versions of the logo.

Standard Logo

Vertical

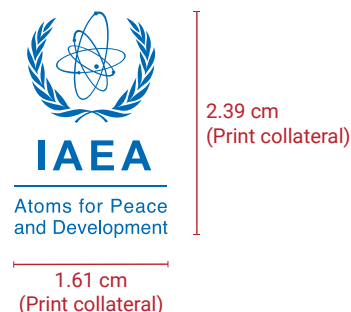


Horizontal

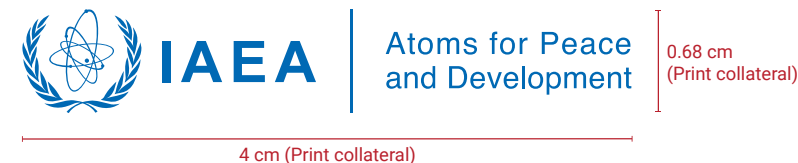


Tagline Logo

Vertical

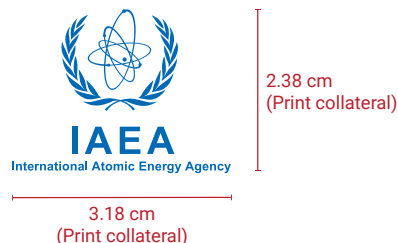


Horizontal



Long Logo

Vertical



Horizontal



Prohibited Uses

Unauthorized Modifications and Incorrect Logo Use

Incorrect usage examples

Incorrect contrast:



Incorrect combination of colours:



Correct usage examples

Correct contrast:



Correct combination of colours:



Prohibited Uses

Unauthorized Modifications and Incorrect Logo Use



Do not change the colour



Do not stretch/squash/distort the logo

The  IAEA is an international organization

Do not combine the logo with headlines or text



Do not recreate the logo



Do not change relationships of elements



Do not add effects to the logo, such as shading



Do not change spacing between text and symbol



Do not use the logo as part of another symbol



Do not alter typeface

Prohibited Uses

Background and Contrast Guidelines

The IAEA logo is best displayed against a clean background colour rather than an image. However, if there is a need to use the logo against an image, caution should be exercised to ensure visibility, contrast and legibility.

1. Ensure Sufficient Contrast and Clear Positioning:

- The logo should be placed on a part of the image that provides sufficient contrast for clear legibility.
- Avoid placing the logo over busy or cluttered areas of the image that can compromise its visibility.

2. Soft Shadow Exception:

- If the background image does not provide enough contrast for readability, soft shadows may be applied to the logo as an exception.
- The shadow should be subtle, enhancing legibility without distorting the logo or overwhelming its appearance. Hard shadows or heavy effects are not permitted.
- The opacity, blur, and offset of the shadow should be adjusted carefully to ensure a harmonious look with the overall design.

Background Images Contrast



Incorrect contrast



Correct contrast

