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### Purpose

The MEA Information and Knowledge Management (IKM) Initiative brings together 12 Global Multilateral Environmental Agreements (MEA) to develop harmonized and interoperable information systems in support of knowledge management activities among MEAs for the benefit of Parties and the environment community at large. The Initiative is facilitated and supported by the United Nations Environment Programme. The MEA Steering Committee meets annually and provides strategic direction. Its Working Group meets periodically during the year and is responsible for the technical implementation of projects.

### What is InforMEA?

InforMEA is the first project established by this Initiative. It establishes agreed to information exchange standards and aggregates data and information harvested from participating MEAs, including: COP/MOP Decisions, Resolutions and Recommendations, News and Events, Calendars, contact details of National Focal Points and Official Documents.

### Stakeholders

Observers to the process include the Centre for International Environmental Law (CIEL), Environmental Management Group (EMG), the International Union for Conservation of Nature (IUCN), World Conservation Monitoring Centre (WCMC), the International Institute for Sustainable Development (IISD) and the Center for International Earth Science Information Network (CIESIN – Columbia University)
1.1. BASIC ELEMENTS > the mark

InforMEA
THE UNITED NATIONS ENVIRONMENTAL LAW AND CONVENTIONS PORTAL
The InforMEA mark is the cornerstone of the brand identity. It is made up of three elements: the UN symbol, the InforMEA logotype and the text explaining its purpose.

It must be used carefully. It should never be altered and a clear area must always be maintained around it.
1.2. **BASIC ELEMENTS** > **minimum size**

**Size**

The minimum printed size of the InforMEA mark is of **50mm** in width, maintaining the proportions. Alternatively, the InforMEA logotype can be used by itself, with a minimum width of **24mm**.

For use in digital media, the mark must be at least **174px** in width, or, if only the logotype is used, it must be at least **70px** in width.
Clear area
To ensure that the InforMEA mark always appears in a prominent position, we have created a minimum clear area around it. Do not allow any other graphics or type to enter this area, and try to increase the clear area wherever possible. We refer to the height of the letter “I” in the logotype as ‘x’ and it is the reference for spacing.

the clear area is of height of the letter “I” in the logotype
1.4. **BASIC ELEMENTS > spacing**

*Inner spacing*

To ensure legibility inside the InforMEA mark, we have created a minimum inner spacing. We refer to the height of the letter “T” in the logotype as ‘x’ and it is the reference for spacing. The distance between the UN symbol and the logotype and description text is 2x. The distance between the logotype and the description text is x. The distance between the lines of text in the description is 0.5x.
Reproduction

It is important that the InforMEA mark is prominent and used consistently. The mark should be used on white, with the minimum clear space specified on page 7.

For black and white reproduction, the mark must be used in white on black ground or in black on white ground. In special cases, the mark can be used in white on the InforMEA blue background.

For use on any other kind of background, the mark must be placed in a white box, with the minimum clear space around it.
Reproduction

The same rules apply to using the InforMEA logotype only. The logotype should be used on white, with the minimum clear space specified on page 7.

For black and white reproduction, the logotype must be used in white on black ground or in black on white ground. In special cases, the logotype can be used in white on the InforMEA blue background.

For use on any other kind of background, the logotype must be placed in a white box, with the minimum clear space around it.
Colors

The color used in the InforMEA mark is described here in multiple color systems.

Colour proofing is suggested for a thorough control of the chromatic results.

<table>
<thead>
<tr>
<th>Colors</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>InforMEA blue</td>
<td>C: 70</td>
<td>R: 3</td>
<td>#03BFD7</td>
</tr>
<tr>
<td></td>
<td>M: 0</td>
<td>G: 191</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 15</td>
<td>B: 215</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generic Dark Gray</td>
<td>C: 0</td>
<td>R: 35</td>
<td>#565656</td>
</tr>
<tr>
<td></td>
<td>M: 0</td>
<td>G: 31</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 0</td>
<td>B: 32</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 80</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.7. BASIC ELEMENTS > typography

Typography
The type used for the InforMEA logotype is FF Meta Serif Book and is capitalized, with the “MEA” part of the logotype is always written in caps. The type used for the description text is FF Unit Pro Regular and must be used in all caps.

FF Meta Serif Book

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!@$%^&*()_+-=

FF Unit Pro Regular

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!@$%^&*()_+-=
1.8. **BASIC ELEMENTS > don’ts**

**Don’ts**

To ensure that the InforMEA mark is used properly, there are a series of limitations to how the mark may be used and altered.

DO NOT use it in any color other than the specified InforMEA blue and Dark Gray or Black/White or apply the logo on low-contrast backgrounds.

DO NOT rotate, invert, spin, angle or pivot the logo.
**Don’ts**

To ensure that the InforMEA mark is used properly, there are a series of limitations to how the mark may be used and altered.

DO NOT skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo.
**Partners**
The InforMEA partner logos should be distributed horizontally below the inforMEA mark, maintaining the minimum clear space of the mark. They should be sized and spaced so as to cover the full length of the InforMEA mark, while maintaining their own proportional sizes.

In cases where space does not allow this, such as the website header, they may also be displayed on the right, distributed vertically and horizontally so as to cover the full height of the mark, while ensuring a minimal legibility of the logos. However, this solution should be implemented only when the horizontal distribution is not possible.
Partners
If the partner logos must appear with their respective name alongside the logo, in the horizontal distribution, it is recommended that the name is center-aligned to the each partner logo.

When distributed on the right of the logo, the respective partner name should be left-aligned, on the right of each logo, maintaining the vertical and horizontal alignment of the logos.
Partners
In the case of one or more partners for a specific event or programme, the logo of the new partner will be displayed on the right or below, according to the space available.

The text “in partnership with” is mandatory, so as to make it clear that this association is distinct from the regular partners.

Minimal clear area around the logo also needs to be respected.
Posters
The headline should not exceed 2 lines and is black.
The copy text is italic, InforMEA Blue.
All copy and the mark must be set in a white box, never directly on the background image.

For **A1 size** posters, the headline is set in 100pt font size, and the copy text is set in 48pt font-size.
For **A2 size** posters, the headline is set in 70pt font size, and the copy text is set in 34pt font-size.
For **A3 size** posters, the headline is set in 50pt font size, and the copy text is set in 24pt font-size.
For **A4 size** posters, the headline is set in 36pt font size, and the copy text is set in 17pt font-size.
Posters
Alternatively, the poster image can be displayed as a vertical block, centered. Type rules apply.
2.2. APPLICATION > banners

Banners
In the standard landscape banner the mark is placed on the right, and the copy space on the left, and copy is placed on a white background, never directly on the image background.

In the standard pullup banner the logo is placed at the top, and copy space is placed at the bottom, with copy placed on a white background, never on the background image.

When partner logos must be added, they will be added on the right of the logo, and the entire block, formed by the InforMEA mark and the partner logos must be centered.
Folder
The folder’s format is 1 pocket inside right, with a card slit, with no printing on the inside.
MS Word document header and footer

The header for MS Word documents should include the InforMEA mark (with or without partner logos) with the minimum clear area around it and respecting the minimum size, centered, and with a light gray or InforMEA Blue line under it.

The footer for MS Word documents should include all information written in light gray and with a light gray or InforMEA Blue overline, centered.
A5 flyer
The A5 flyer front is similar in structure to the A1 to A4 posters.

The back side of the A5 flyer also features the InforMEA mark at the top, and allows more copy text, while maintaining part of the front visual.
Powerpoint presentation slides
The presentations slide design must feature the InforMEA mark in the bottom right corner on a white ribbon, an InforMEA blue bar on the left and a light gray background for text.

Main titles should be in InforMEA blue, subtitles in black or dark gray, and body text in medium gray.

All texts should be set in Georgia (Regular and/or Italic only).
Email template

The email template features the InforMEA mark (with or without partner logos) in white on a blue ribbon on top of the email. The height of the ribbon should respect the minimum size of the logo + clear area. The page background of the email should be light gray. The background of the email body should be white.

An optional image can be included in the header of the email.

All copy text of the email should be set in Georgia. The headlines should be black and copy text dark or medium gray.

A minimum clear area of 30px should be left around the image and copy text.