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VISUAL IDENTITY GUIDELINES

Women4Biodiversity



The MSP Institute
Multi-Stakeholder Processes for Sustainable Development eV



**MINAMATA
CONVENTION
ON MERCURY**

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INTRODUCTION

This document sets out a unified system for the consistent use of the visual identity for the [Women's Caucus of the Minamata Convention on Mercury](#). Consistent application of these standards ensures clear recognition and reinforces the identity of the Women's Caucus across all platforms.

It outlines the core elements of the visual identity system, including the logo, color palette, typography, and usage guidelines, and provides direction for various applications across digital and print materials. Following these standards will help project a cohesive, professional, and positive image of the Women's Caucus in all communications.

For any questions or clarifications regarding this manual, please reach out to communication@women4biodiversity.org.

USE OF THE LOGO

The name, emblem, or logo of the Women's Caucus may not be used for commercial purposes or in any way that implies endorsement by the Women's Caucus or the Minamata Convention on Mercury. This restriction applies even in the context of a partnership and includes third-party products, services, or business practices.

The Women's Caucus name and logo may only be used by a third party or partner with express authorization of the Women's Caucus. Express authorization is also required for the use of the Women's Caucus logo in combination with other organizations.

THE LOGO

The Women's Caucus logo consists of three stylized yellow shapes derived from the letter "W", representing women's bodies standing closely together. Each yellow shape is topped with a grey dot, symbolizing their heads. Together, these forms express a powerful image of women gathering, sharing, and supporting one another, in alignment with the Caucus's mission of spreading awareness about the gendered effects of mercury poisoning.

To the right of the symbol, the text appears in three lines:

- WOMEN'S in bold uppercase and golden-yellow.
- CAUCUS in bold uppercase and dark grey.
- MINAMATA CONVENTION ON MERCURY in lighter grey, also in uppercase, but in a more subtle weight and smaller size.



The overall design is clean, modern, and professional, using a warm yellow and neutral grey palette. The yellow used in the logo references the official color of the Minamata Convention on Mercury, while the grey evokes mercury, directly linking the Caucus's identity to draw attention to the disproportionate gendered effects of mercury pollution.

The logo is intended for all public-facing communications products, and official and legal documents.

Consistent and correct logo usage is the key to recognition and identification, much like using a signature; therefore, it must be used with caution, dignity, and diligence.

- Never separate elements of the logo.
- Never modify or recreate the logo.
- Always use approved master files.

COLOR SCHEME

C10 M24 Y100 K0
R232 G188 B32
#E8BC20

C18 M38 Y100 K0
R213 G159 B43
#D59F2B

C8 M18 Y74 K0
R236 G202 B97
#ECCA61

C8 M19 Y79 K0
R236 G200 B84
#ECC854

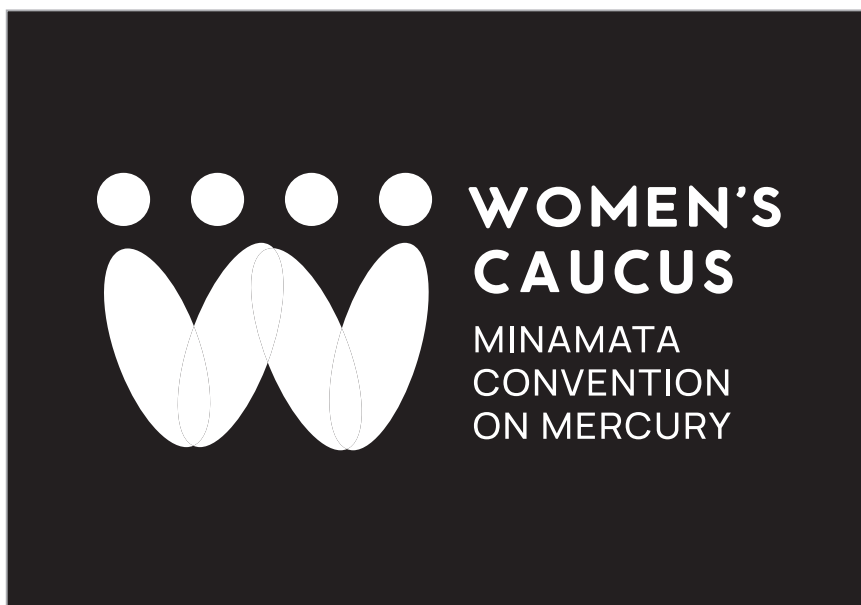
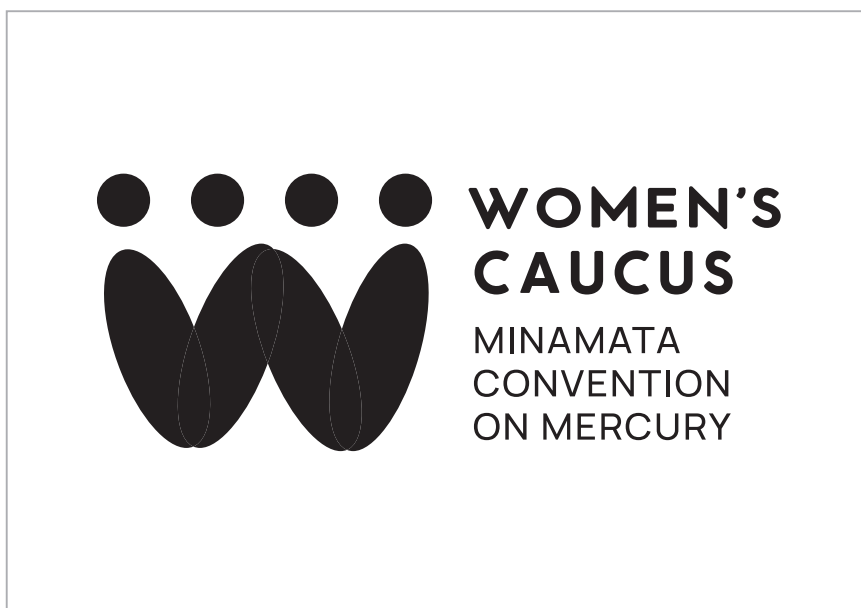
C0 M0 Y0 K80
R88 G89 B91
#58595B

C41 M33 Y34 K1
R156 G156 B156
#9C9C9C



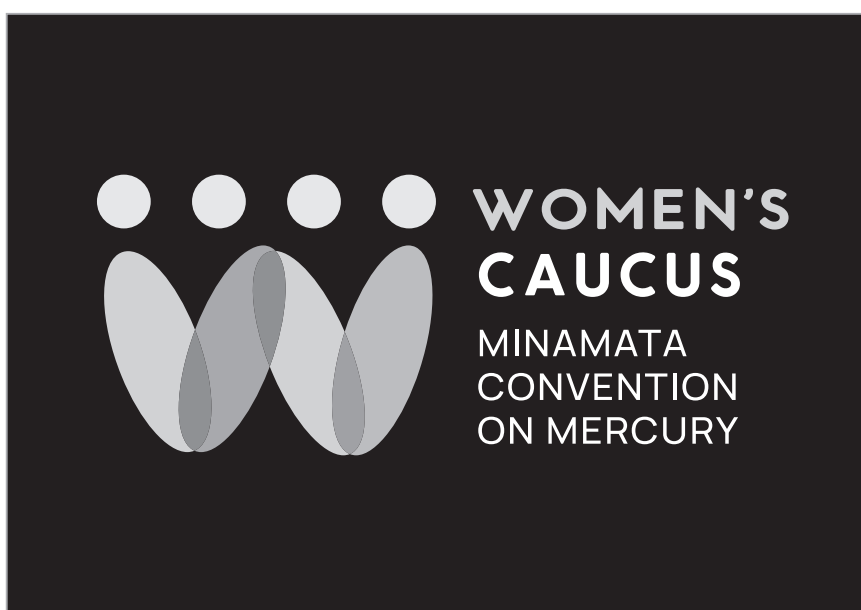
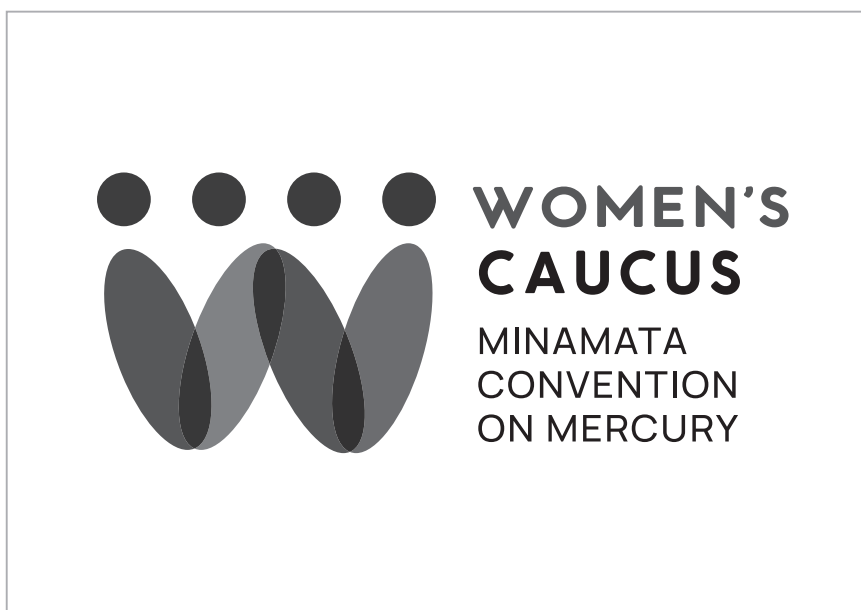
BLACK AND WHITE USAGE

The Women's Caucus logo can be displayed in two black-and-white options suitable for grayscale documents. Both options feature the "W" symbol, representing women's unity. One version shows the "W" in white (100% opacity) against a black background, while the other displays the logo in black (100% opacity) on a white background.



GRAYSCALE USAGE

The grayscale version of the Women's Caucus logo is intended for situations where full-colour reproduction is not possible or appropriate. It uses a range of tones from 60% to 100% black, preserving the depth and clarity of the original design. These specific shades ensure that the "W" symbol retains its imagery of women gathering and supporting one another. By maintaining this consistency, the grayscale version upholds the professional and cohesive visual identity of the Women's Caucus across all platforms.



TYPOGRAPHY

LOGO TYPOGRAPHY

The Women's Caucus logo was created using custom-modified typefaces:

- "WOMEN'S CAUCUS" is based on Josefin Sans, with adjusted thickness and spacing to enhance visual balance and presence.
- "MINAMATA CONVENTION ON MERCURY" is written in Manrope, chosen for its clean and modern appearance.

These custom edits are unique to the logo design and should not be recreated or used as text in other contexts.

TYPOGRAPHY FOR COMMUNICATIONS

For all official communication materials — including documents, presentations, social media, and websites — the Roboto typeface should be used.

Roboto is:

- Open-source and free to use
- Highly legible in both print and digital formats
- Compatible with the Minamata Convention's existing identity

INCORRECT USAGE

The Women's Caucus logo must not be altered, modified, changed, or added to in any way. The incorrect examples shown below illustrate some common errors that should be avoided. Such misuses will undermine the Women's Caucus's efforts to project a unified image through all communication channels.



Distorted



Incomplete



Wrong Alignment



Different Colour Scheme



Outlined



Altered

BACKGROUND COLOURS

The Women's Caucus logo should always be used against a white background. No other background colours are permitted. This will ensure clarity, visibility and contrast against different types of backgrounds.



MINIMUM SIZE AND CLEAR SPACE

The minimum size ensures that the logo always presents itself in a clear and readable manner in print and digital media.

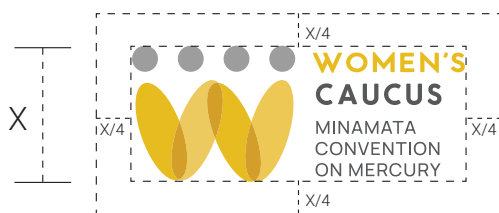
The minimum size required is 12 mm. In extreme cases, it may be required to reduce the size of the logo even smaller than the minimum sizes mentioned here. In all such occasions, please reach out to communications@women4biodiversity.org



To maintain a unified and consistent presentation, the Women's Caucus logo must always be surrounded by a clear space zone. This zone ensures that no text, images, or graphic elements interfere with the visibility and integrity of the logo.

The clear space must be at least 25% of the logo's height on all sides. This margin is mandatory and includes the white background around the logo, which forms part of the clear space itself.

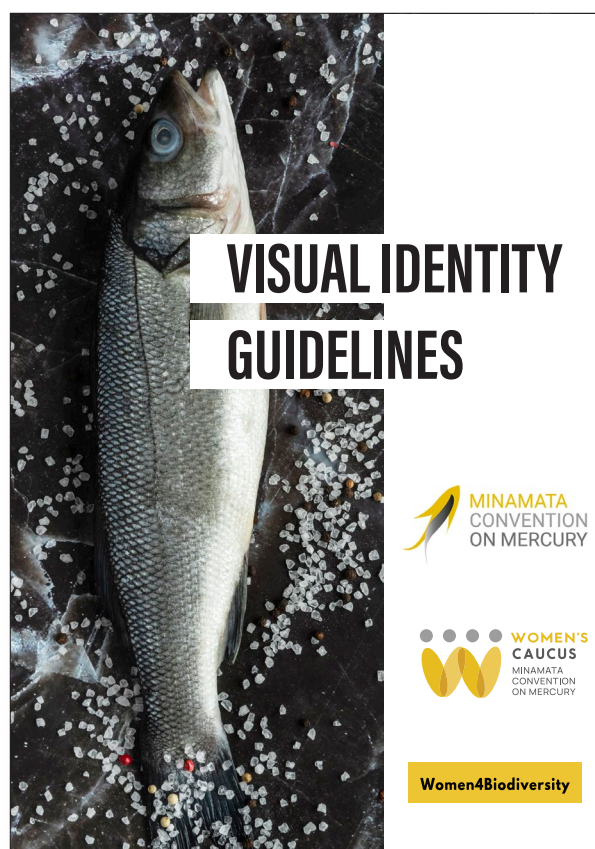
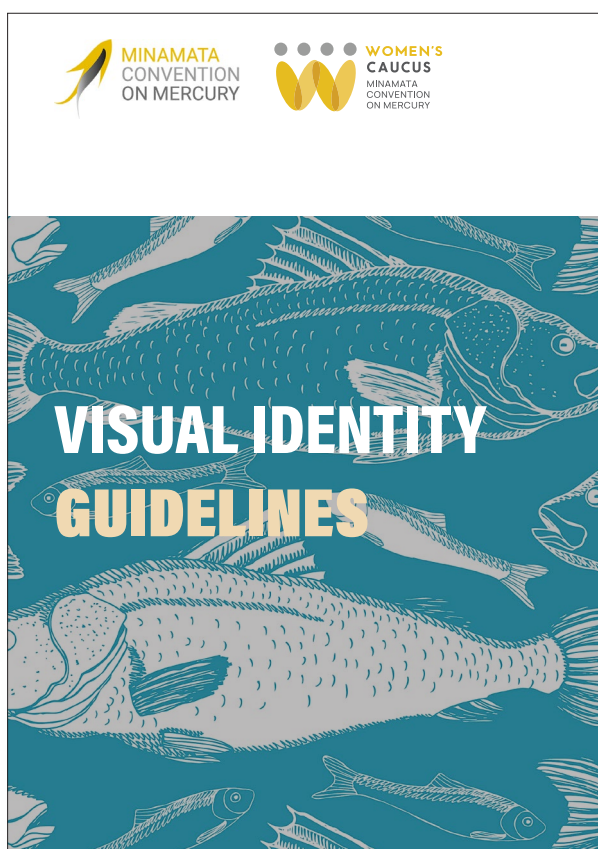
In other words, the logo should never be placed directly against other colours, patterns, or images. The protective white background is integral to its correct use.



IN PUBLICATIONS

All publications must display the Women's Caucus logo on the front cover. Members producing their own publications may include their organisation's logo after the Women's Caucus logo.

The logos should appear in the following order: Women's Caucus, and then the organisation.



HASHTAG

The hashtag **#MakeMercuryHistory** should be included in all social media posts. This metadata tag helps users easily find and engage with content related to a specific theme or topic.

When using hashtags, please follow this syntax:

- Begin with a hash symbol (#) followed by text.
- Do not use spaces between words.
- Capitalise the first letter of each word for readability (e.g., #MakeMercuryHistory).



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