



Reference: IS/INF/OCT/11

INFORMATION NOTE

The secretariat wishes to inform Parties, observer States and observer organizations of changes to the UNFCCC logo.

The current design of the UNFCCC logo was put in place by the secretariat in 1997, replacing an earlier logo developed during the Intergovernmental Negotiating Committee (INC) period of work leading to the Earth Summit in 1992. The logo was later simplified in 2000 to make it easier to render correctly in print, in official UNFCCC documents and in conference designs.

The current logo utilizes a specialized type face and multiple, gradated colours which make it difficult and costly to correctly reproduce. With the increasing use of the logos on-line and on websites, it has been noted that the complexity of the design does not display reliably so as to be recognizable.

For these reasons, the secretariat initiated in 2009 a comprehensive analysis of the design as used in all media, including its use at a Conference of the Parties (COP 15/CMP 5). This analysis concluded that the logo used from 1997/2000 could not be further adapted and that a new, more simple corporate design and logo was necessary. One that can be reproduced easily at any scale, in black and white or in colour, in any media application and at the lowest cost.

A new simplified logo was developed and tested technically in the course of 2011 and was approved by the Executive Secretary in accordance with past practice. This logo was cleared with the Office of Legal Affairs, United Nations and was formally submitted to and registered by the World Intellectual Property Organization as the logo of United Nations Framework Convention on Climate Change and its Kyoto Protocol.

The new logo, which is shown below, is meant to be understandable to the Parties and observer organizations of the UNFCCC process and to the general public, and in English, French and Spanish. The logo is being launched as of 24 October 2011 and will gradually replace the current logo prior to the COP 17/CMP 7 in Durban, South Africa from 28 November - 9 December 2011.



Distribution: To Parties and observer States through national focal points for climate change and diplomatic missions accredited to the Federal Republic of Germany, as well to all observer organizations.

