What is UNESCO IOC Tsunami Ready Recognition Programme

2.3 Recognition Programme Logo Toolkit

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Graphical Standards and Logo Toolkit

Draft
Graphical standards
and logo toolkit
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Logo Formats

There are two logo formats, The rectangle and the circle forms.

Both formats have the same concept, color scheme, and rules.

Graphical Standards and Logo Toolkit

The logo Graphic
Consists of four inseparable elements:

1. **Green check mark**, indicates there are indicators of IOC UNESCO Tsunami Ready that need to be completed.

2. **The three tsunami waves** indicating this logo is for tsunami hazards

3. **Pictures of people** depicting that IOC-UNESCO Tsunami Ready is based on community preparedness

4. **The blue circles** (**or the square**) describe that IOC-UNESCO Tsunami Ready program is a global program covering the Indian Ocean, the Pacific Ocean, the North East Atlantic Ocean and the Mediterranean and Caribbean Seas.

5. The title in white font reading "Tsunami Ready" enclosed in a blue-background box.

6. The year indicate the period of recognition

2022 - 2026

Graphical Standards and Logo Toolkit

Colours of the logo graph

Colored logos are a top priority to use. Black or white logos are used for specific needs such as merchandising or production with limited resources.

COLORS

C60 M12 Y100 K1
R118 G171 B61
HEX #76AB3D

C76 M2 Y9 K0
R0 G182 B221
HEX #00BGDD

C94 M59 Y3 K0
R0 G104 B174
HEX #0068AE

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

BLACK
C0 M0 Y0 K100
R35 G31 B32
HEX #231F20

The fonts

Helvetica LT Std Roman   Helvetica LT Std Black

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Sequence
The tsunami ready logo placed with IOC-UNESCO

The tsunami ready logo placed with IOC-UNESCO Logo and TIC logo

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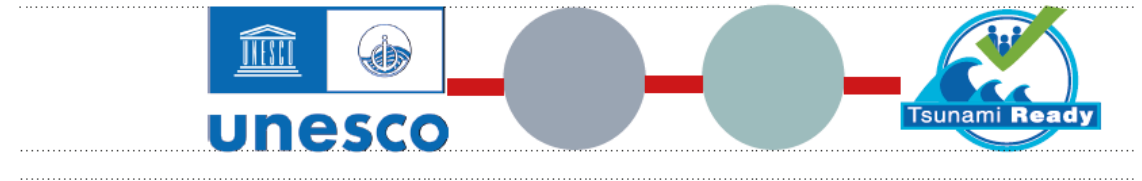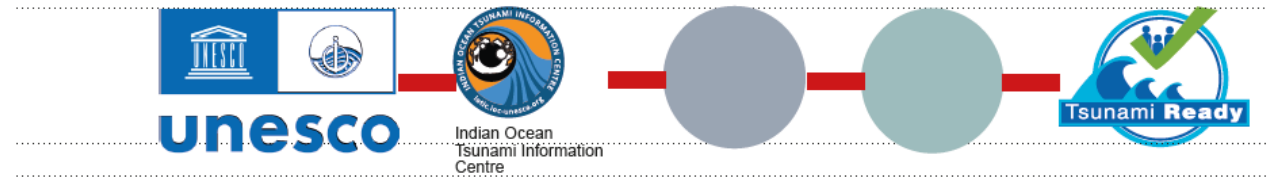## Sequence (external UNESCO/IOC)

External organization would need to request permission to UNESCO/IOC to use the Tsunami Ready logo

Request to be send by email to UNESCO/IOC Tsunami Unit (ioc-tsu@unesco.org) with detail explanation on the objective for using the Tsunami Ready logo).

Other organization logo placed with UNESCO/IOC Logo, TIC logo, and Tsunami Ready Logo

Other organization logo to be placed between UNESCO/IOC Logo and the Tsunami Ready logo

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Tsunami Ready Sign board

The tsunami ready logo is placed at the end of sequence

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Tsunami Ready Certificates

The tsunami ready logo is placed at the top right corner of the paper

Graphical Standards and Logo Toolkit

The logo must always be used as mentioned before and cannot be modified (colours, design, sign).

- Do not use the **logo** without official approval from IOC UNESCO
- Do not use the **Tsunami Ready sign** without the official approval from IOC UNESCO
- Do not use the logo in other colour than the ones describes in this document.
- Do not create another monochrome version.
- Do not add a border around the logo.
- Do not apply any effects, such as shadows, to the logo.

Vinaka Vaka Levu

For more information:
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IOC/UNESCO Indian Ocean Tsunami Information Centre
IOTIC-BMKG Programme Office
UNESCO Office Jakarta

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