

TNFD brand guidelines

Use of the TNFD Brand (name and logo)

As a default principle, TNFD branding and logos can only be used on documents and electronic materials produced directly by the TNFD Secretariat and delivered by TNFD Secretariat staff, the Co-Chairs and the Taskforce Members acting in this capacity.

The TNFD may allow the use of the TNFD name and logo(s) for specific purposes. The TNFD Secretariat must approve the use in all circumstances, including:

- promotional purposes, including press releases, presentations, public announcements, case studies, social media and website use
- any co-branded initiatives or reports
- any partnership and/or TNFD Adopter announcements
- any other purpose (logo)

In certain circumstances, the TNFD may approve requests for the use of the TNFD logo, for example:

- When TNFD works in an official capacity with organisations such as a member of the TNFD Taskforce, Stewardship Council, Advisory Board, Knowledge Partner, or Delivery Partner.
- When publishing co-authored reports or publications which the TNFD Secretariat have reviewed or contributed to.
- To accompany organisations' announcement of their TNFD Forum Membership using the Forum Member logo only.
- In reference to your organisation's TNFD Adopter status.

Requesting use of logo

To request permission to use the TNFD logo, [please complete this form.](#)

Prohibited use

In no way, should the logo be used to show endorsement by the TNFD for any announcements made without prior agreement.

For example:

- Misrepresenting your relationship with the TNFD by implying you are a Taskforce Member when you are not, or by implying you are a Forum Member when membership applies at an institutional level.
- Stating or implying that the TNFD endorses you or your organisation, your activities, products or services.
- Using the TNFD name and/or logo in association with any third-party trademarks, names or logos in a manner that suggests co-branding, without our prior consent.
- Using the TNFD logo in any presentations or manipulation of any official TNFD produced graphics.

Default logo use

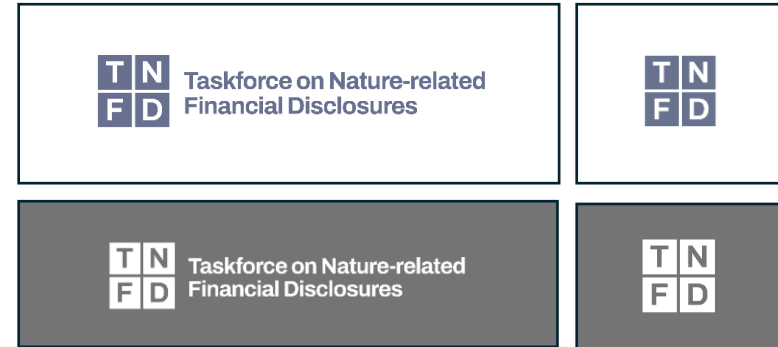
There are two main logos: box, and full. For general purpose use:

- On social media: box logo
- In presentations: box logo
- In reports and word documents: full logo

Default background

White background: always use coloured logo

Dark background: always use white logo



Space and positioning

Always make sure there is clear space around the logo, so it has enough space to stand out and be noticed – especially when it appears alongside other corporate logos.

As standard, the logo should appear in the top left of all official TNFD-branded materials.

Forum member logo

Forum Members must use the Forum Member logo when referring to their Forum Membership.

Please follow the same guidelines outline above.



Colour palette

Please use the specifications on this page to ensure the TNFD colours are applied consistently.

Primary



CMYK: C=65 M=51 Y=27 K=10
RGB: 99.122.140
WEB: 63708C



CMYK: C=21 M=0 Y=72 K=0
RGB: 209.224.111
WEB: D1E06F

Greyscale



CMYK: C=0 M=0 Y=0 K=80
RGB: 88.89.91
WEB: 58595B



CMYK: C=0 M=0 Y=0 K=90
RGB: 67.69.70
WEB: 434546

Referencing the TNFD

Organisations must always make clear their specific relationship or partnership with the TNFD when speaking about this internally and externally.

Organisations must never represent their relationship by saying, “x is a member of the TNFD”.

Accepted reference to TNFD:

x [individual] is a **TNFD Taskforce Member**

x [organisation] is a member of the **TNFD Forum**

x [individual representing x organisation] sits on the **TNFD Stewardship Council**

x [individual] is a **Senior Advisor** to the TNFD

x [organisation] is a **Knowledge Partner** of the TNFD

x [organisation] is an **implementation partner** of the TNFD

x [organisation] is the convener of the [country/region] **TNFD Consultation Group**

x [organisation] is **starting to adopt** the TNFD Recommendations

x [organisation] has **become an adopter** of the TNFD

x [organisation] has **become an early adopter** of the TNFD

Contact and support

For logo requests, please note the TNFD will need at least 48 hours before any request for use of logo is reviewed.

If you have any questions or need further support regarding outreach and communications, please contact:

communications@tnfd.global