

Congratulations to [DE Design and Environment](#) !



International Day for Biological Diversity 2016 Logo Design Competition

In an effort to raise awareness on IDB and involve our online community, we launched a Logo Design Contest for the IDB 2016 logo on 3 February. The contest was advertised on our social media platforms and on the IDB website, it closed on 1 April.

After having received over 40 submissions, that were [available publicly on our Facebook page](#), the panel reviewed and chose the above logo to become the winning design and the official IDB 2016 logo.

The logo was submitted by [DE Design and Environment](#). It has a clear simple design and effectively communicates this year's IDB theme, emphasizing the importance of biodiversity in sustaining the livelihoods of communities, particularly in the areas of agriculture, forestry, fisheries, and sustainable tourism.

According to the designers, mainstreaming is shown with fluid elements that link humanity and nature in a dynamic global context. It is visually represented by the two blue arcs which encapsulate the other elements much like how the Earth System connects humanity and the natural world. The fish is representative both of biological diversity but also of a natural resources that some communities rely on for sustenance and economic activity. The leaves as well are representative of diversity of vegetation but also as an agricultural resource that is fundamental to livelihoods of communities. The choice to include a human in the logo is to emphasize that sustainability is about balancing the impact of human economic, social, and cultural needs with the health of the global environment - including maintaining biological diversity.

Mainstreaming is shown by having a fluid connection between humanity, nature, and the Earth System and this is what the designers have attempted to show with how these different elements are connected together.