

VISUAL GUIDELINES

VERSION 1: MAY 10, 2019

INTERNATIONAL DAY FOR BIODIVERSITY



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1. BRAND IDENTITY

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

RATIONALE

The International Day for Biodiversity focuses on biodiversity as the foundation for healthy food and ecosystems, tied to the well-beings of all. To reinforce this concept, the graphics show animal, food and ecosystem connected with each other. The style is minimalistic to maintain focus on the topic, and not clutter with too many elements which would confuse the theme.

Although all animals and humans are connected through the ecosystem, a fish is the animal shown as a symbol. It is recognizable worldwide and here it represents healthy water sources and sustainable food practices.

In addition, the colors used are found in nature—drawing from the richness found in earth, sea, and air elements.

THE LOGO



THE LOGO

This is the logo
with text applied.



INTERNATIONAL DAY
— **for** —
BIOLOGICAL
DIVERSITY

*Our Biodiversity,
Our Food, Our Health*

== **22 MAY 2019** ==

THE LOGO



INTERNATIONAL DAY
— **for** —
BIOLOGICAL
DIVERSITY

*Our Biodiversity,
Our Food, Our Health*

== **22 MAY 2019** ==

The vertical orientation of the logo.

MULTI-LANGUAGES (HORIZONTAL)



**اليوم الدولي
للتنوع البيولوجي**
تنوعنا البيولوجي،
طعامنا، صحتنا
22 أيار / مايو 2019

ARABIC



国际生物多样性日
我们的生物多样性、
我们的粮食、我们的健康
2019年5月22日

CHINESE



**INTERNATIONAL DAY
for
BIOLOGICAL
DIVERSITY**
*Our Biodiversity,
Our Food, Our Health*
== 22 MAY 2019 ==

ENGLISH



**JOURNÉE INTERNATIONALE
de la
DIVERSITÉ
BIOLOGIQUE**
*Notre biodiversité,
notre nourriture, notre santé*
== 22 MAI 2019 ==

FRENCH



**МЕЖДУНАРОДНЫЙ ДЕНЬ
БИОЛОГИЧЕСКОГО
РАЗНООБРАЗИЯ**
*Наше биоразнообразие,
наше питание, наше здоровье*
== 22 МАЯ 2019 ГОДА ==

RUSSIAN



**DÍA INTERNACIONAL
de la
DIVERSIDAD
BIOLÓGICA**
*Nuestra biodiversidad,
nuestra alimentación,
nuestra salud*
== 22 de MAYO de 2019 ==

SPANISH

MULTI-LANGUAGES (VERTICAL)



**اليوم الدولي
للتنوع
البيولوجي**
تنوعنا البيولوجي،
طعامنا، صحتنا
22 أيار / مايو 2019

ARABIC



国际生物多样性日
我们的生物多样性、
我们的粮食、我们的健康
2019年5月22日

CHINESE



**INTERNATIONAL DAY
for
BIOLOGICAL
DIVERSITY**
*Our Biodiversity,
Our Food, Our Health*
— 22 MAY 2019 —

ENGLISH



**JOURNÉE INTERNATIONALE
de la
DIVERSITÉ
BIOLOGIQUE**
*Notre biodiversité,
notre nourriture, notre santé*
— 22 Mai 2019 —

FRENCH



**МЕЖДУНАРОДНЫЙ ДЕНЬ
БИОЛОГИЧЕСКОГО
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*Наше биоразнообразие,
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— 22 МАЯ 2019 ГОДА —

RUSSIAN



**DÍA INTERNACIONAL
de la
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BIOLÓGICA**
*Nuestra biodiversidad,
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nuestra salud*
— 22 de MAYO de 2019 —

SPANISH

2. VISUAL ELEMENTS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

TYPOGRAPHY

FOR PRINT

Isidora is the main typeface for this brand. It is to be used for Headings in print and social media.

ISIDORA BLACK IN ALL CAPS IS FOR HEADINGS.

ISIDORA MEDIUM ITALIC IS FOR SUBHEADINGS.

ISIDORA BOLD IS FOR LONG MULTI-LINE HEADINGS.

ISIDORA MEDIUM IN UPPER AND LOWERCASE IS FOR LONGER TEXT PARAGRAPHS.

BEBAS NEUE IN ALL CAPS IS FOR RUSSIAN HEADLINES.

AG LETTERICA CONDENSED C ITALIC IS FOR RUSSIAN SUBHEADINGS.

ABDOMASTER-BLACK IS FOR ARABIC HEADLINES.

ABDOMASTER-BOLD IS FOR ARABIC SUBHEADINGS.

TYPOGRAPHY

FOR WEB

When the main brand fonts are not available, then these text substitutions can be used (they are free and do not need licenses).

MONTSERRAT BLACK IN ALL CAPS
MAY BE USED FOR HEADINGS.

MONTSERRAT SEMIBOLD ITALIC
MAY BE USED FOR SUBHEADINGS.

MONTSERRAT REGULAR IN UPPER AND
LOWERCASE IS FOR LONGER TEXT PARAGRAPHS.

ROBOTO CONDENSED ITALIC MAY BE USED FOR
RUSSIAN SUBHEADINGS.

BEBAS NEUE IN ALL CAPS IS FOR RUSSIAN HEADLINES.

AG LETTERICA CONDENSED C ITALIC IS FOR
RUSSIAN SUBHEADINGS.

COLORS

Primary

PANTONE 2117 C	C81 M70	R68 G73 B156	HEX# 44499C
PANTONE 7504 C	C17 M36 Y52 K38	R148 G121 B93	HEX# 94785B
PANTONE 1595 C	M71 Y100 K3	R216 G96 B24	HEX# D86018
PANTONE 7407 C	C18 Y67 K25	R203 G160 B82	HEX# CBA052
PANTONE 2281 C	C15 Y46	R217 G234 B154	HEX# D9EA9
PANTONE 629 C	C43 Y13	R155 G211 B221	HEX# 9BD3DD

Secondary

PANTONE 9063 C	C3 Y12	R246 G249 B234	HEX# F6F9EA
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SIZE OF GRAPHIC

Minimum allowed
for legibility



ENGLISH
HORIZONTAL LOGO
1.56" MINIMUM WIDTH



ARABIC
HORIZONTAL LOGO
1.2" MINIMUM WIDTH



CHINESE
HORIZONTAL LOGO
1.47" MINIMUM WIDTH



FRENCH
HORIZONTAL LOGO
1.9" MINIMUM WIDTH



RUSSIAN
HORIZONTAL LOGO
1.62" MINIMUM WIDTH



SPANISH
HORIZONTAL LOGO
1.65" MINIMUM WIDTH

SIZE OF GRAPHIC

Minimum allowed
for legibility



INTERNATIONAL DAY
for
**BIOLOGICAL
DIVERSITY**
*Our Biodiversity,
Our Food, Our Health*
22 MAY 2019

ENGLISH
VERTICAL LOGO
0.75" MINIMUM WIDTH



国际生物多样性日
我们的生物多样性、
我们的粮食、我们的健康
2019年5月22日

CHINESE
VERTICAL LOGO
0.77" MINIMUM WIDTH



JOURNÉE INTERNATIONALE
de la
**DIVERSITÉ
BIOLOGIQUE**
*Notre biodiversité,
notre nourriture, notre santé*
22 MAI 2019

FRENCH
VERTICAL LOGO
1" MINIMUM WIDTH



اليوم الدولي
للتنوع
البيولوجي
تنوعنا البيولوجي،
طعامنا، صحتنا
22 أيار/ مايو 2019

ARABIC
VERTICAL LOGO
0.5" MINIMUM WIDTH



DÍA INTERNACIONAL
de la
**DIVERSIDAD
BIOLÓGICA**
*Nuestra biodiversidad,
nuestra alimentación,
nuestra salud*
22 de MAYO de 2019

SPANISH
VERTICAL LOGO
0.77" MINIMUM WIDTH

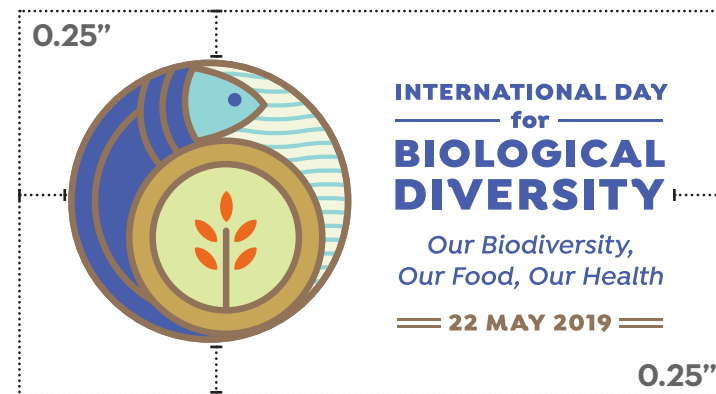


МЕЖДУНАРОДНЫЙ ДЕНЬ
БИОЛОГИЧЕСКОГО
РАЗНООБРАЗИЯ
*Наше биоразнообразие,
наше питание, наше здоровье*
22 МАЯ 2019 ГОДА

RUSSIAN
VERTICAL LOGO
0.8" MINIMUM WIDTH

CLEAR SPACE AROUND GRAPHIC

Clear space must be maintained on all sides of the identifier, for it to be perceived as separate from the other elements in the environment in which it appears.



3. APPLICATIONS

The three basic elements of the brand identity are emblem, text and image. The relationship established by their position on the layout keeps brand applications memorable. The elements of layout are flexible and can be unique to each piece. A professional designer should always be utilized for brand graphics.

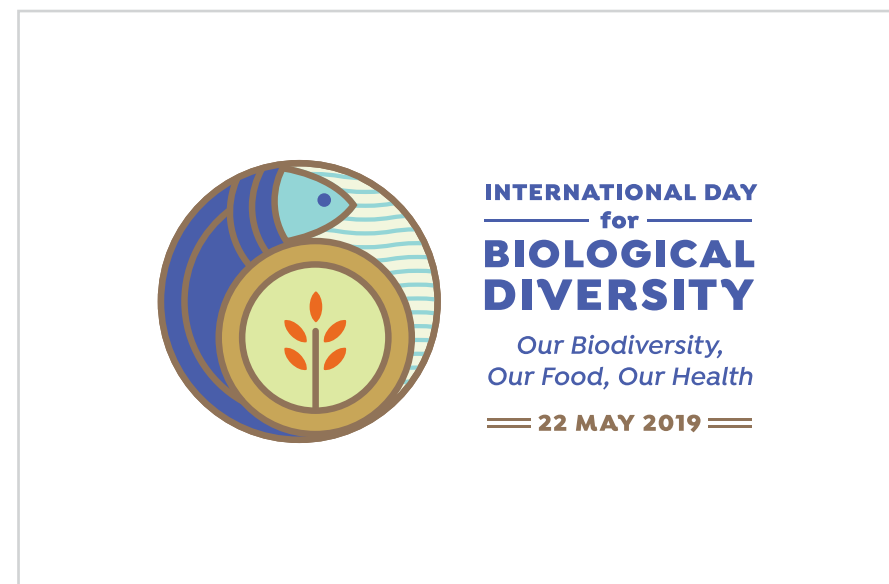
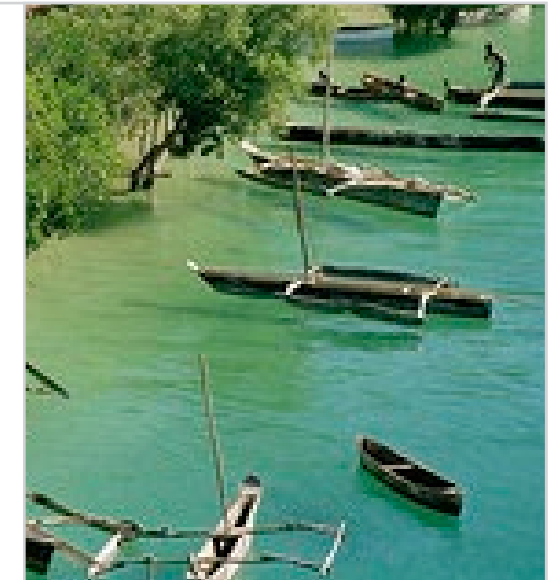
MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

		
COLOR CHANGE	REASSEMBLY	DROP SHADOW
		
DISTORT	OPACITY CHANGE	REMOVE ELEMENTS

BACKGROUNDS

Examples of how to overlay the graphic onto colors. For best legibility make sure the graphics have sufficient contrast when overlaid on a background and are not cluttered by busy patterns behind it. Light colors/white are best for solid backgrounds.



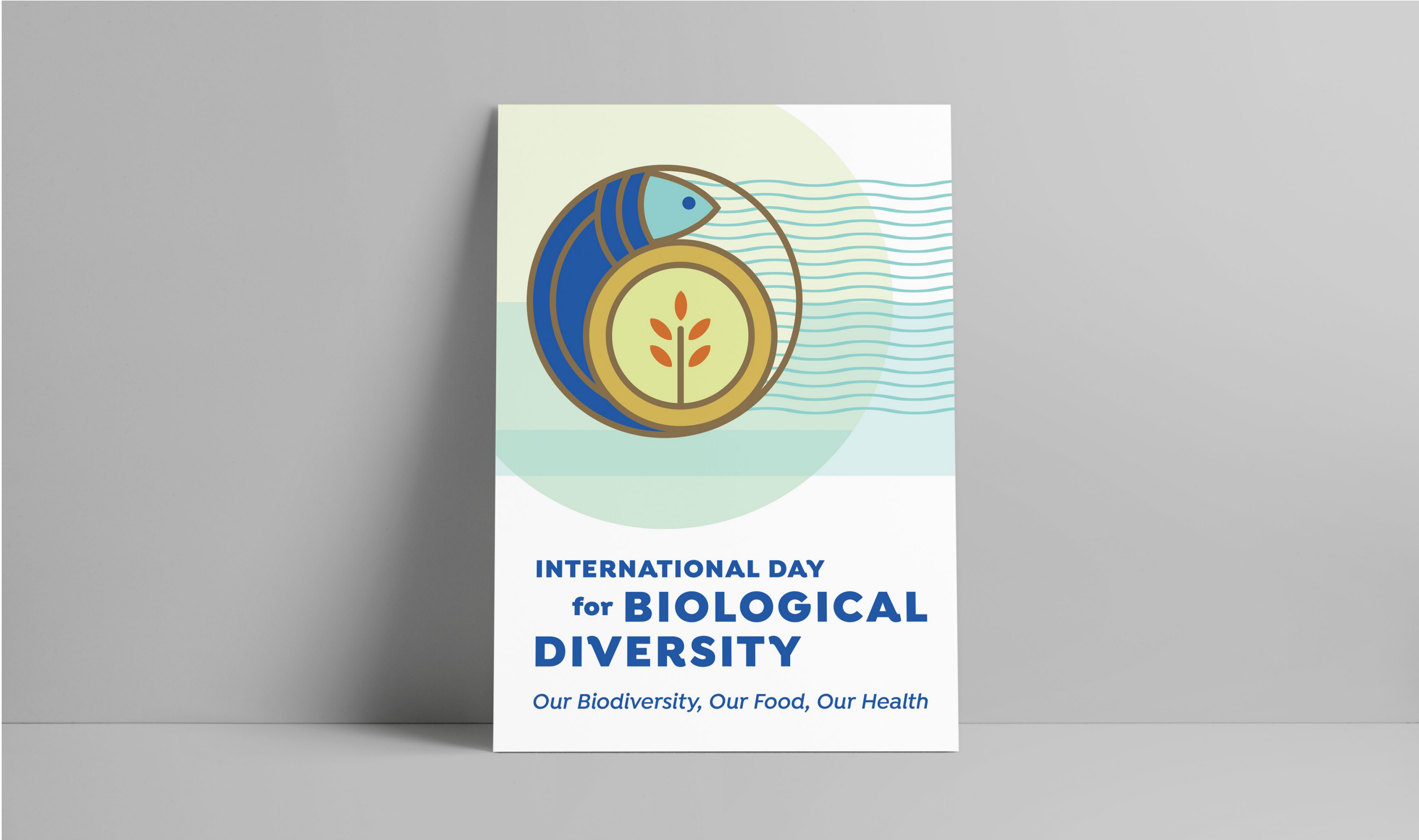
COLLATERAL

LAPEL PIN



COLLATERAL

POSTER



COLLATERAL

WATER BOTTLE





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