

United Nations Decade on Biodiversity

Brand Usage Guidelines

Brand Usage Guidelines

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Brand Usage Guidelines

1. The logo

The logo

The grayscale version of the logo

The outline version of the logo

Clear space

Minimum sizing

Dos and don'ts

Relationship to other logos

The logo

The United Nations Decade on Biodiversity (UNDB) logo depicts elements of biodiversity and the variety of ecosystem services it provides in support of human well-being. The inclusion of two human figures represents the vision of a future of life in harmony with nature, which is the slogan for the UNDB. The numbers represent the starting and ending years of the Decade.

The United Nations Decade on Biodiversity logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. Users of the logo are encouraged to translate the text into local languages, but they will state clearly that they are solely responsible for the accuracy of the translation.



United Nations Decade on Biodiversity

This is the main version of the logo that should be used as much as possible.

The logo is available in colour and grayscale EPS, GIF, hi-res JPEG and web JPEG formats. The logo is also available in a white and in a light green outline EPS and GIF format, for use on dark backgrounds. To download, please go to www.cbd.int/2011-2020

Brand Usage Guidelines
1. The logo

The logo

The grayscale version of the logo

The outline version of the logo

Clear space

Minimum sizing

Dos and don'ts

Relationship to other logos

The grayscale version of the logo



United Nations Decade on Biodiversity

The grayscale version of the logo is for use in black and white documents. To download, please go to www.cbd.int/2011-2020

Brand Usage Guidelines
1. The logo

The logo

The grayscale version of the logo

The outline version of the logo

Clear space

Minimum sizing

Dos and don'ts

Relationship to other logos

The outline version of the logo



The outline version of the logo is for use on dark backgrounds.
To download, please go to www.cbd.int/2011-2020

Brand Usage Guidelines 1. The logo

The logo

The grayscale version of the logo

The outline version of the logo

Clear space

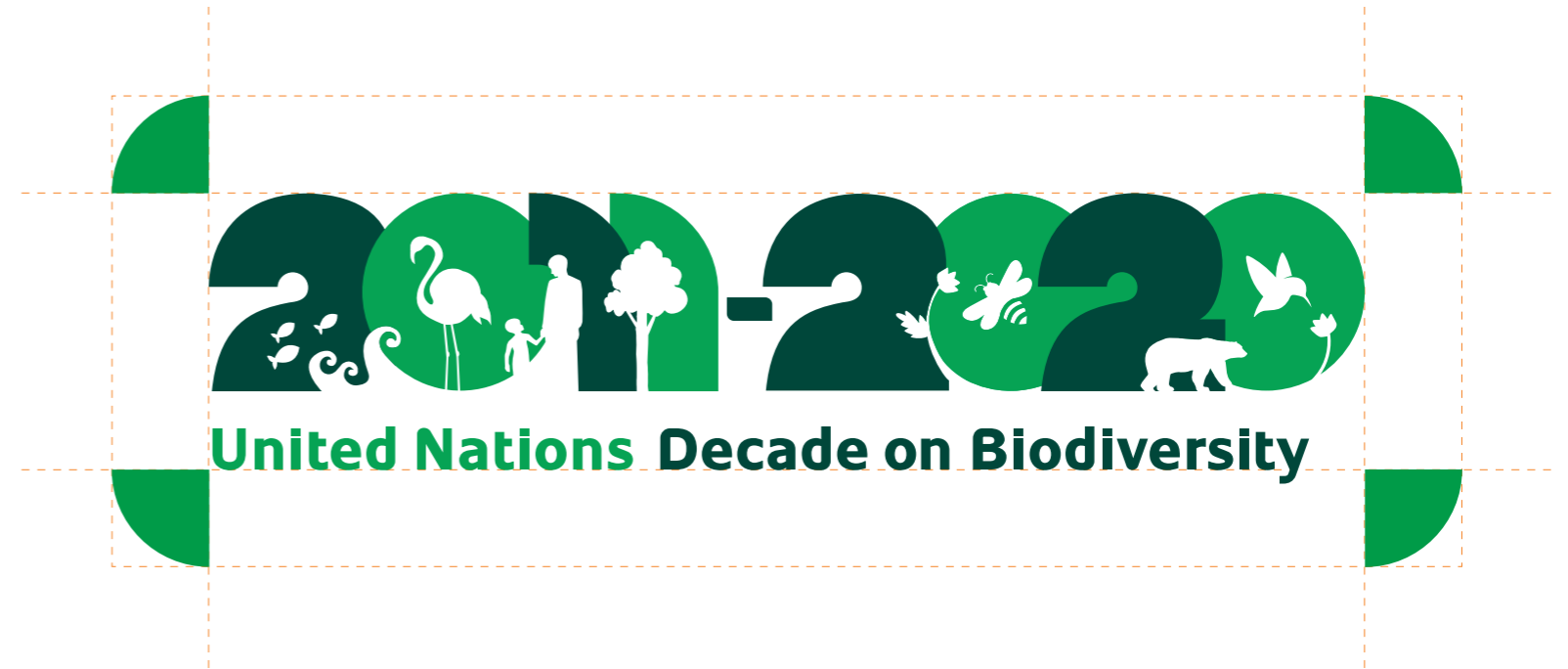
Minimum sizing

Dos and don'ts

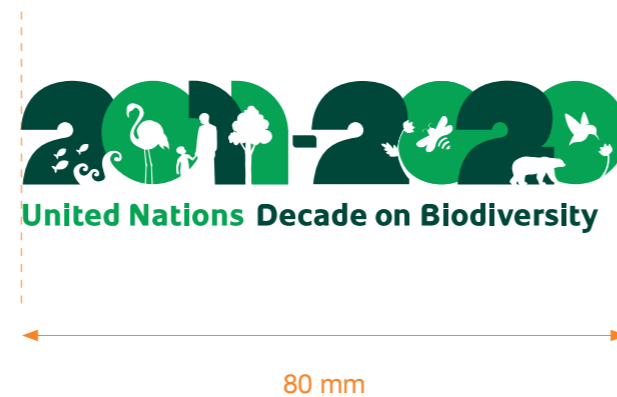
Relationship to other logos

Clear space

A quarter segment of the “0” should be used as a guide for minimum clear space. To protect the logo from visual interference, this space is required around all of its sides, including background field edges, trim and rules.



Minimum sizing



The logo with the campaign title “United Nations Decade on Biodiversity” should never appear smaller than 80mm in width.



The only time the logo may appear without campaign title is where it appears at sizes between 55mm and 80mm in width. This logo must never appear at sizes smaller than 55mm.

**Brand Usage Guidelines
1. The logo**

- The logo
- The grayscale version of the logo
- The outline version of the logo
- Clear space
- Minimum sizing
- Dos and don'ts
- Relationship to other logos

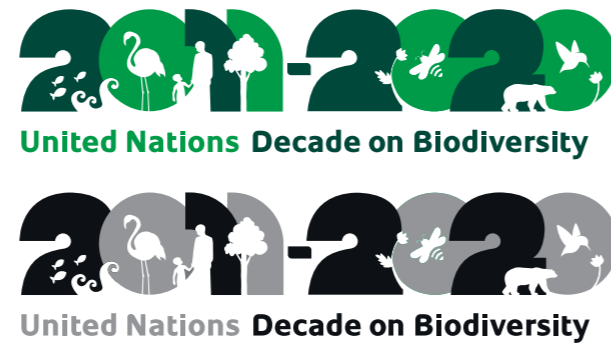
Dos



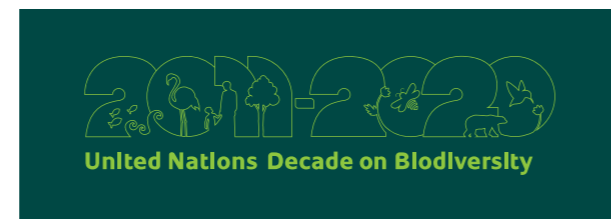
The logo's proportions should be kept as it is and never altered. No filters and effects should be applied.



The font, size and position of the campaign title should be kept as it is and never altered.



The logo should only ever appear in the specific two greens shown here (values specified in the colour palette section on page 9); in grayscale for use on black and white documents and; in white outline, for use on dark backgrounds.



On dark backgrounds, the white or light green outline versions of the logo should be used.



The logo can be used on light coloured backgrounds. There should always be enough contrast between the logo and the background it is placed on.

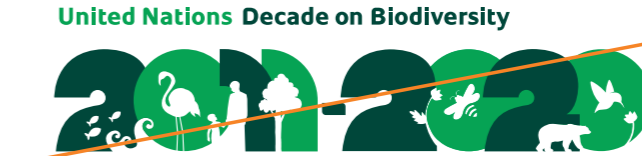
Don'ts



The typeface of the campaign title should never be changed.



The size of the campaign title should never be changed.



The position of the campaign title should never be changed.



Only the white and light green outline versions of the logo should be used on dark backgrounds. No other colours should be used.



The logo should not be used on dark coloured backgrounds and on backgrounds that do not provide enough contrast.

Brand Usage Guidelines
1. The logo

The logo

The grayscale version of the logo

The outline version of the logo

Clear space

Minimum sizing

Dos and don'ts

Relationship to other logos

Relationship to other logos

When using the logo beside other logos, it should appear at the same height. Always refer to the guidelines of the other logos as well, particularly regarding clear space. As a rule, enough space should be maintained between the logos to ensure their integrity by ensuring that each is distinct and recognizable.



In instances where other logos appear in grayscale, you should use the grayscale version of the logo.

Note that use of the United Nations Decade on Biodiversity logo is restricted to UN organizations and agencies only.

Brand Usage Guidelines 2. Colour palette

Primary colour palette

Secondary colour palette

Primary colour palette

These colours are commonly associated with biodiversity and nature. Their use will help to build familiarity and solidarity amongst biodiversity actors and initiatives.



PMS: 3308 C*
CMYK: 100 / 0 / 60 / 72
RGB: 0 / 72 / 58
HEX: #00483A



PMS: 347 C or 347 U
CMYK: 96 / 0 / 88 / 1
RGB: 0 / 155 / 72
HEX: #009B48

Secondary palette colours

These colours have been chosen as representatives of different aspects of biodiversity. Blue represents water, oceans and marine life. Green represents vegetation, forestry and agriculture. Orange represents the sun and feelings of optimism and hope. The colours are vibrant to reflect the spirit of discovery, realization and action.

These colours should not be used for the logo, with the exception of the green which can be used in the outline logo for use on dark backgrounds.

Solid



PMS: 3005 C
CMYK: 100 / 34 / 0 / 2
RGB: 0 / 129 / 198
HEX: #0081C6



PMS: 376 C
CMYK: 50 / 0 / 100 / 0
RGB: 140 / 198 / 93
HEX: #8CC65D



PMS: 165 C
CMYK: 0 / 59 / 96 / 0
RGB: 245 / 132 / 38
HEX: #F58426

Tints



70%



40%



70%



40%



80%



50%

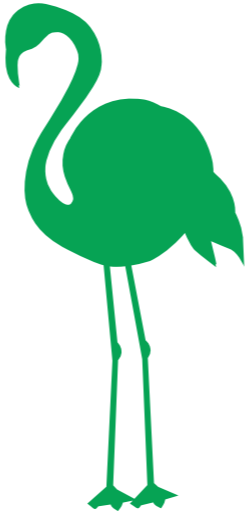
Brand Usage Guidelines
3. Iconographic style

Illustrative icons

The elements that make up the logo can be used as icons to represent different aspects of biodiversity. To download, please go to www.cbd.int/2011-2020



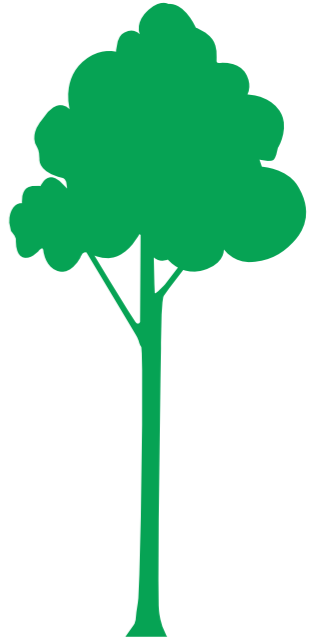
1. Fish and waves



2. Flamingo



3. People



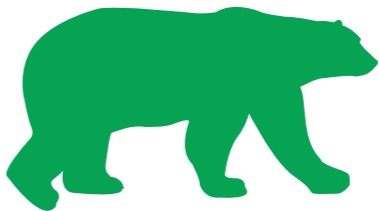
4. Tree



5. Flower



6. Bee



7. Bear



8. Hummingbird

Brand Usage Guidelines
4. Typography

Typeface

Typeface

Arial
Unicode

Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

Use of the logo by UN offices

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System.

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the United Nations Decade on Biodiversity logo without obtaining prior approval from the Secretariat of the Convention on Biological Diversity. However, for reporting purposes, the Secretariat of the Convention on Biological Diversity should be informed of events and information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The UNDB logo must be used only in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ has its own specific logo, the latter will be displayed side by side with the UNDB logo. The United Nations Decade on Biodiversity logo and the logo of an organization of the United Nations System should be displayed side by side.

Use of the logo by non-UN entities

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

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Inquiries

Waiver of Liability

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from the Secretariat of the Convention on Biological Diversity in accordance with the requirements outlined below.

The logo of the United Nations Decade on Biodiversity is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative; and
- Not intended to raise funds.

The United Nations Decade on Biodiversity logo must be used only in its entirety.

Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *via-à-vis* the UNDB logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the United Nations Decade on Biodiversity." The authorization is limited to the use of the UNDB logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the United Nations Decade on Biodiversity logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the United Nations Decade on Biodiversity logo must apply for approval directly from the Secretariat of the Convention on Biological Diversity.

All entities interested in using the United Nations Decade on Biodiversity logo for information purposes must apply for approval to the Secretariat of the Convention on Biological Diversity. When requesting approval, the entities must provide:

- A short statement of identity (nature of the entity and its objectives);
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A Waiver of Liability (please see page 18) must be signed by the entity requesting to use the logo.

b) Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of celebrations for the United Nations Decade on Biodiversity to be organized in 2011–2020.

The United Nations Decade on Biodiversity logo must be used only in its entirety.

Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *via-à-vis* the UNDB logo and the following sentence must be included below or in the proximity of the entity's logo: "[the name of the entity] supports the United Nations Decade on Biodiversity." The authorization is limited to the use of the UNDB logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the United Nations Decade on Biodiversity logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the United Nations Decade on Biodiversity logo must apply for approval directly from the Secretariat of the Convention on Biological Diversity.

Before the logo is used for fundraising purposes, a Waiver of Liability (please see page 18) must be signed by the entity requesting to use the logo.

Use of the logo by non-UN entities (continued)

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

All entities interested in using the United Nations Decade on Biodiversity logo for fundraising purposes must apply for approval to the Secretariat of the Convention on Biological Diversity. When requesting permission to use the logo for fundraising purposes, the entities must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used.
- An explanation of how, when and where the fundraising will take place.
- A summary budget.
- An explanation of how the proceeds would be allocated to cover costs of activities in support of the United Nations Decade on Biodiversity, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the United Nations Decade on Biodiversity.
- A Waiver of Liability (please see page 18) must be signed by the entity requesting to use the logo.

Length of use of logo

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

The United Nations Decade on Biodiversity logo may be used from May 2011 to December 2021. This period includes celebration of the United Nations Decade on Biodiversity from 22 May 2011 to 31 December 2020, and any subsequent reporting in 2021. The logo may be used beyond early 2021 in reference to publications about the United Nations Decade on Biodiversity.

Liability

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

All entities whose request to use the United Nations Decade on Biodiversity logo has been approved for the purposes specified herein must agree to the following provisions on the Waiver of Liability:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- The United Nations does not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity.

The Waiver of Liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed Waiver of Liability is received by the Secretariat of the Convention on Biological Diversity.

Disclaimer and inquiries

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

- The United Nations Decade on Biodiversity logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The United Nations Decade on Biodiversity logo can only be used to identify events and activities related to the United Nations Decade on Biodiversity.
- The United Nations Decade on Biodiversity logo may only be used after a Waiver of Liability for the Use of the Logo of the United Nations Decade on Biodiversity has been received by the Secretariat of the Convention on Biological Diversity and the request to use the logo has been approved.
- By using the United Nations Decade on Biodiversity logo, the entity agrees to provide information to the Secretariat of the Convention on Biological Diversity on the events or activities for which it is used. This information will be used for reporting purposes by the Secretariat of the United Nations Decade on Biodiversity.
- The authorization to use the United Nations Decade on Biodiversity logo or the publication of an event organized by an outside entity on the website of the Convention on Biological Diversity (www.cbd.int) does not imply United Nations' endorsement of the planned activities or the outside entity.
- The United Nations Decade on Biodiversity logo may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.
- Please give credit to the United Nations when using the United Nations Decade on Biodiversity logo.

Please send inquiries to:

Secretariat of the Convention on Biological Diversity
Coordination unit for the United Nations Decade on Biodiversity
413 Saint-Jacques Street, Suite 800
Montreal, Quebec, H2Y 1N9
Canada

UNBiodiversity@cbd.int

Brand Usage Guidelines

5. Usage Rules

Use of the logo by UN offices

Use of the logo by non-UN entities

Length of use of logo

Liability

Disclaimer

Inquiries

Waiver of Liability

Waiver of Liability

Waiver of Liability for the Use of the Logo of the United Nations Decade on Biodiversity

The undersigned acknowledges that, in using the logo for the United Nations Decade on Biodiversity as explained in its submission dated _____ to the Secretariat of the Convention on Biological Diversity:

- a. The undersigned is responsible for ensuring that the activities of the undersigned are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations does not assume any responsibility for the activities of the undersigned.
- c. The entity named below will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.
- d. If the entity translates the text of the logo into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text.
- e. The entity will use the logo only after this Waiver of Liability has been received by the Secretariat of the Convention on Biological Diversity and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form:

By email

UNBiodiversity@cbd.int

Or by fax

+1 514 288 6588

Or by mail

Secretariat of the Convention on Biological Diversity
Coordination Unit for the United Nations Decade on Biodiversity
413 Saint-Jacques Street, Suite 800
Montreal, Quebec, H2Y 1N9
Canada

The Waiver of Liability can be filled online. It is available at www.cbd.int/2011-2020/waiver

Any further inquiries should be directed to:

Secretariat of the Convention on Biological Diversity
Attention: Coordination Unit of the United Nations Decade on Biodiversity
413 Saint-Jacques Street, suite 800
Montreal, QC, Canada
H2Y 1N9
Fax: +1 514 288 6588
Email: UNBiodiversity@cbd.int



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