Logo Identification Manual
for 2020 United Nations Biodiversity Conference

VIS

2020 UN BIODIVERSITY CONFERENCE

COP 15 - C P / M O P 1 0 - N P / M O P 4

Ecological Civilization-Building a Shared Future for All Life on Earth

KUNMING · CHINA

Standard color graphics for Logo

Logo is the core of the whole image, embodies its value, reveals the core elements of its culture. As the most important identity element for the image, the logo can not be changed arbitrarily under any circumstances

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Standard black and white graphics for Logo

This page shows the examples of ink manuscript and negative white manuscript for the logo, mainly used for fax, mono-chrome printing and other media. In other cases, the standard color of the logo should be used.

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Interpretation of the logo

Inspired by the art of Chinese paper-cutting and seal, the logo for 2020 United Nations Biodiversity Conference presents a memorable image with distinctive Chinese characteristics, which generates deep affinity and encapsulates the conference theme.

The logo consists of different elements in the shape of a water droplet or a seed. The water droplet embodies the idea that water is the source of life and the origin of all things. Against the background of the oracle bone inscriptions, the water droplet formed by elements including a girl in ethnic costume, a giant panda, a peacock, a butterfly, plum blossoms and sea waves reflects biological and cultural diversity. It expresses the 2050 Vision of "Living in harmony with nature" of the Convention on Biological Diversity and the global aspiration of building ecological civilization. The post-2020 global biodiversity framework to be adopted at 2020 United Nations Biodiversity Conference is like a seed, which, with concerted efforts from all parties and stakeholders, will sprout and ripen to a good harvest in ten years' time.

The printing of "中国昆明" (as "Kunming, China" in English) in the bottom right points out the place where the conference is going to be held and showcases the unique culture of traditional Chinese seals. Oracle bone inscriptions in the background are characters describing mountain, water, forest, farmland and grassland as well as flower, bird, insect and fish, etc. As the earliest pictographic characters in China, oracle bone inscriptions progressively promoted the development of the Chinese civilization even the human civilization, demonstrating the history and essence of an ancient civilization in the East.

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COP 15 - CP/MOP10-NP/MOP4
生态文明: 共建地球生命共同体
中 国 · 昆 明

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中 国 · 昆 明

Standard combination for the logo

The proportion display shown in the manual should be followed when using the logo. The shape, structure and proportion should not be changed. The logo combination should not be created on one's own, the electronic file template must be used.
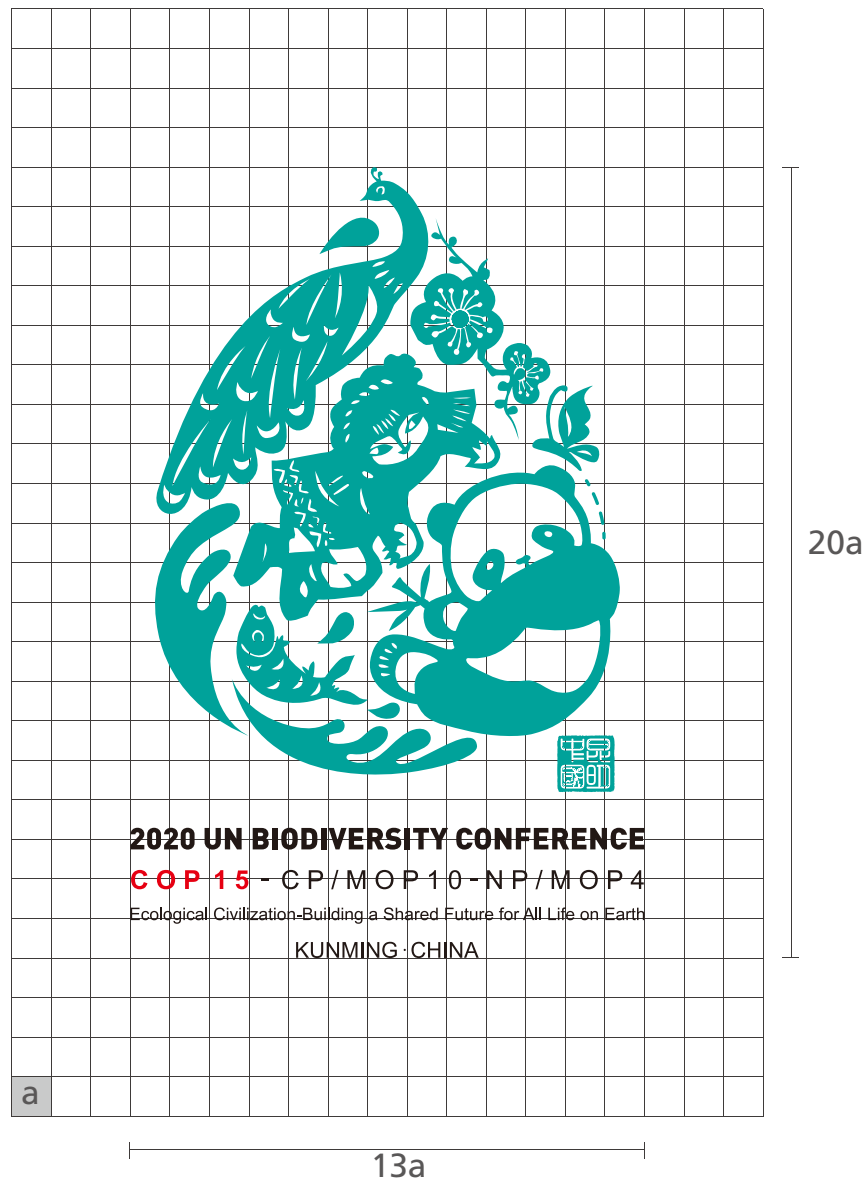
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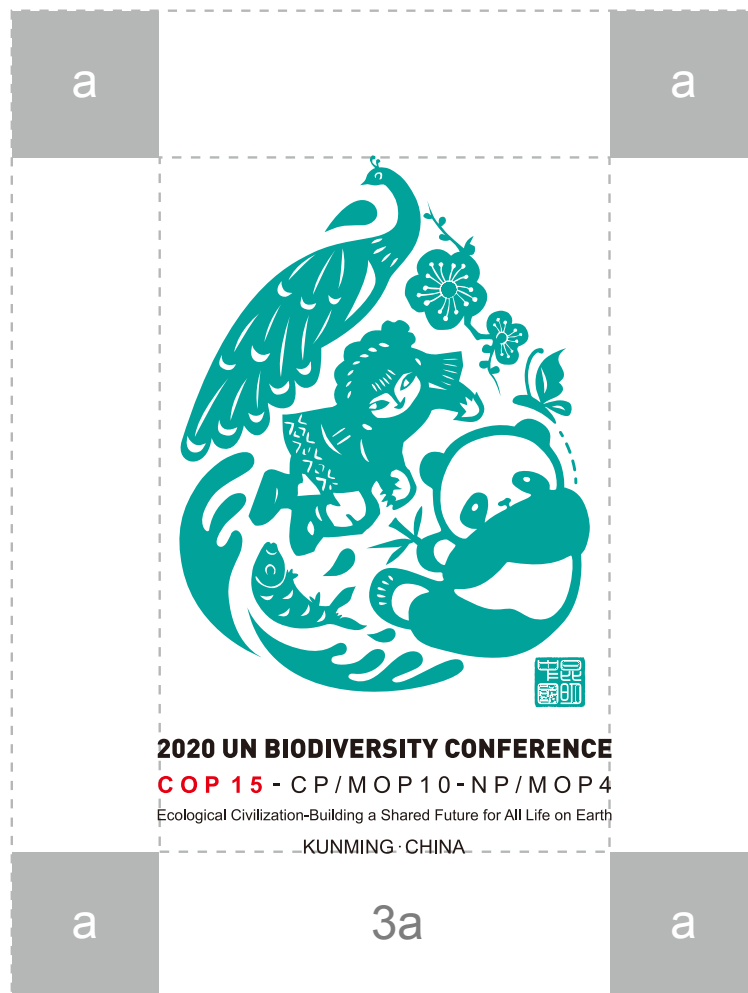## Preferred combination of English name in vertical form

Preferred combination of English abbreviation in vertical form will be widely used in the horizontal space. The proportion display shown in the manual should be followed when using the logo. The shape, structure and proportion should not be changed. The logo combination should not be created on one's own, the electronic file template must be used.

20a

13a

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a

The grid mapping for standard production of logo

Logo is the core element for building and shaping the image identification system, and is the concentrated embodiment for the visual content of its products and service image. It is widely used in visual image recognition system. The wrong or improper use of logo are not allowed to avoid negative impact so as to ensure the authority, identification and unity of the logo. The detailed plan and definition for the logo are described in the basic design system. The specification for the standard production of logo is detailed and scientific providing reference for the logo production in the later stage.

This specification defines the logo height as a.

a a

a 3a a

The width of the logo is set as "3a", and the inviolable range for logo use is set as "a". Please use the above drawing for the specification.

The inviolable range for logo use

In order to ensure the best visual communication effect of the logo, the use of any picture, text or other decora−tions are not allowed to invade the designated range when using the logo. Here, the width of the logo is set as 3a, and the inviolable range for logo use is set as a.
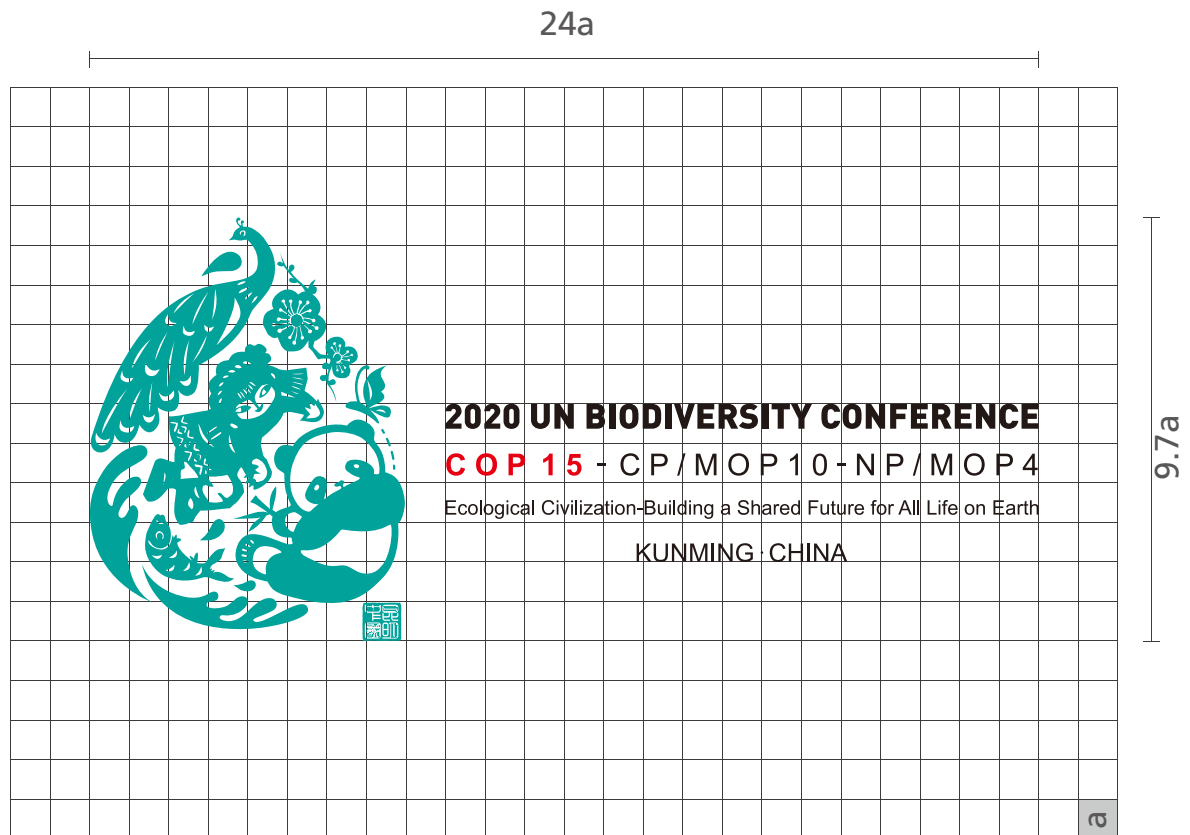
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25mm

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25mm

The height of the color logo and monochrome logo should not be less than 20mm, so that the logo can be clearly displayed in the final product.

The actual size of the color logo

The actual size of the monochrome logo

Specification for the minimum display of logo

The minimum size of logo use may not be applicable to some media for special use (such as low-precision inkjet, some display devices, etc.). In this case, please decide the logo size according to the actual requirements for logo use so that the logo can be clearly displayed in the final product.

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Preferred combination of English name in horizontal form

The proportion display shown in the manual should be followed when using the logo. The shape, structure and proportion should not be changed. The logo combination should not be created on one's own, the electronic file template must be used.

24a

9.7a

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中 国 · 昆 明

Preferred combination of Chinese name in vertical form

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22a

a

13a

The grid mapping for standard production of logo

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The width of the logo is set as "3a", and the inviolable range for logo use is set as "a". Please use the above drawing for the specification.

The inviolable range for logo use

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Standard color

C:80 M:10 Y:45 K:0

R:0 G:162 B:154

PANTONE 00A29A

auxiliary color
C:0 M:100 Y:100 K:30

R:182 G:0 B:5

PANTONE B60005

auxiliary color
C:50 M:0 Y:100 K:30

R:112 G:156 B:18

PANTONE 709C12

auxiliary color
C:0 M:20 Y:70 K:0

R:253 G:211 B:92

PANTONE FDD35C

auxiliary color
C:85 M:50 Y:0 K:40

R:0 G:77 B:134

PANTONE P 004D86

Standard color/auxiliary color

Standard color is an important factor to symbolize the spirit and culture. It can generate strong impression through visual communication and reflect the role of color in visual recognition.

On the basis of full use of standard color, auxiliary color can be used accordingly depending on the industrial characteristics and specific needs. Choose auxiliary color based on the situation for the application, so that it can create overall active atmosphere and assist the identification.

Standard color scale

C:80 M:10 Y:45 K:0 R:0 G:162 B:154 **PANTONE 00A29A**	90%	80%	70%	60%	50%	40%	30%	20%	10%

Auxiliary color scale

C:0 M:100 Y:100 K:30 R:82 G:0 B:5 **PANTONE B60005**	90%	80%	70%	60%	50%	40%	30%	20%	10%
C:85 M:50 Y:0 K:40 R:0 G:77 B:134 **PANTONE P 004D86**	90%	80%	70%	60%	50%	40%	30%	20%	10%
C:50 M:0 Y:100 K:30 R:112 G:156 B:18 **PANTONE 709C12**	90%	80%	70%	60%	50%	40%	30%	20%	10%
C:0 M:20 Y:70 K:0 R:253 G:211 B:92 **PANTONE FDD35C**	90%	80%	70%	60%	50%	40%	30%	20%	10%

Standard color/auxiliary color scale

Color can help define and enhance the recognition of brand and logo, also convey clear information. This page shows the standard color and auxiliary color scale.

Specification for the use of standard color

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
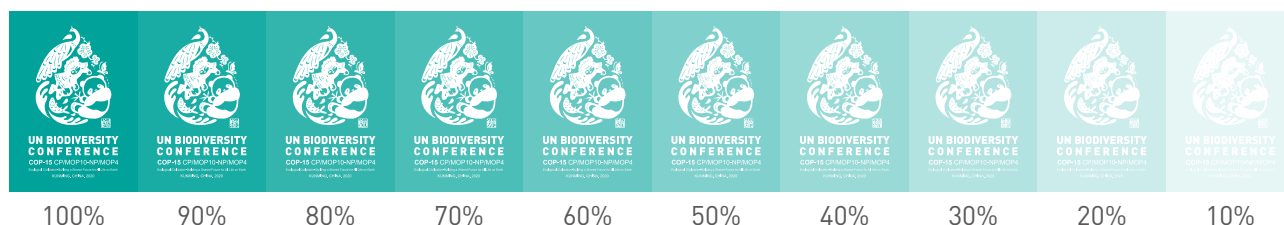
Specification for the use of auxiliary color

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
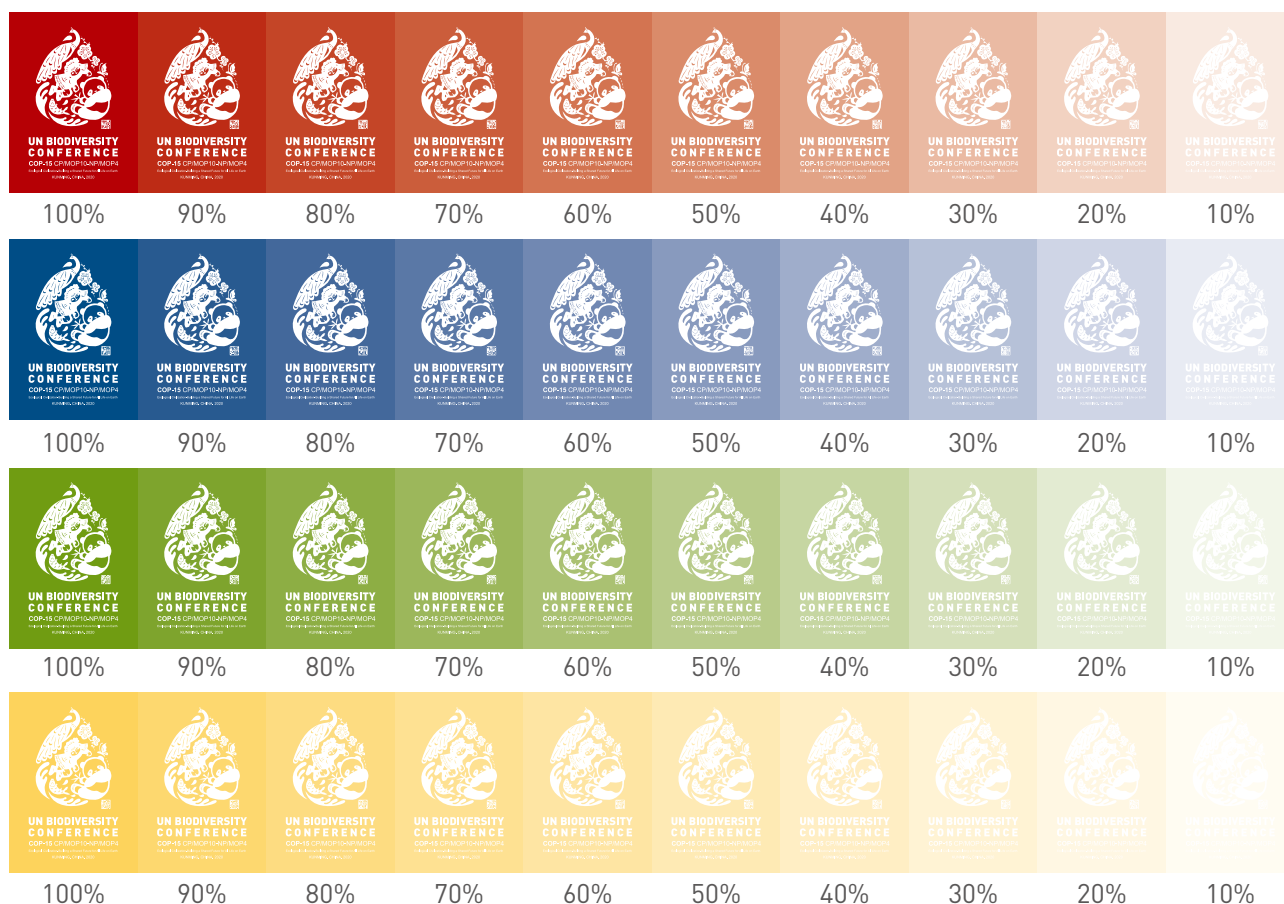
Specification for the use of standard color/auxiliary color

The color use mode for the standard and auxiliary color of logo is specified in order to use the logo color correctly. The logo color mode will also change correspondingly along with the changes in different lightness. The specification defined in the section should be used as reference in actual application to select similar mode or the one close to the mode.

PANTONE:874 C

Spot−color gold

PANTONE:877 C

Spot−color silver

Neutral color

The function of neutral color lies in harmonizing the connection between standard color and auxiliary color.
Neutral color has no obvious color tendency and can be used flexibly according to the situation in actual application.

Recommendations for color matching

The recommendations for two types of color matching are provided here in order to better convey the visual effect.

	Standard color	Ink manuscript	Negative white manuscript	Spot−color gold	Spot−color silver
Standard Color					
Auxiliary Color					
Auxiliary Color					
Auxiliary Color					
Auxiliary Color					

Dedicated user table for color matching

The logo should be used with different colors as background (here it mainly demonstrates the standard color, auxiliary color, black and white manuscript, and special printing techniques) so as to ensure that the logo is always clearly visible with the background of different lightness.

The specifications for the application of the following colors (including standard color, ink manuscript, negative white manuscript, color for special printing process) are hereby specially formulated. The specifications indicated in this page should be followed strictly in the actual application process to avoid visual confusion.

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
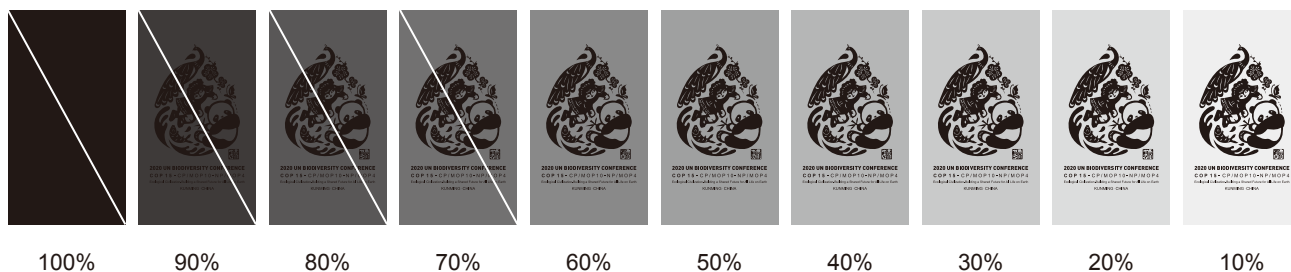
The visual effect is not obvious when the single black color scale of the logo amid background color is higher than 70%, so it is not recommended for use.

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |
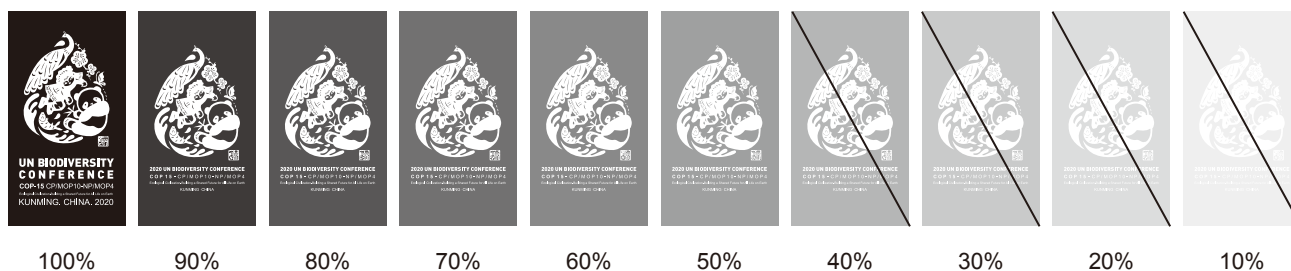
The visual effect is not obvious when the monochromatic inverse
scale of the logo amid background color is lower than 40%, so it is not recommended for use.

Specification for the monochrome use for logo

The legend with black and white effect is also formulated besides the one for standard color in order to adapt to the needs of the media. This ensures the unity of the logo image externally.
This section shows the standard display mode for ink manuscript and negative white manuscript, mainly used for monochrome (black and white) or spot color printing and for special materials or process. The specification should be strictly followed in actual application.

Graphics logo

2020 UN BIODIVERSITY CONFERENCE

C O P 1 5 - C P / M O P 1 0 - N P / M O P 4   Name of conference

Ecological Civilization-Building a Shared Future for All Life on Earth   Theme of conference

KUNMING · CHINA   Venue of conference

Specification for the standard combination of logo elements

It is necessary to maintain a certain spatial relationship when applying mutual combination to avoid the mutual conflict in form, so as to ensure the authoritativeness and recognition of basic item elements such as the logo.

The standard combination model for logo is defined in this section, the alteration to any other forms is not allowed without authorization.
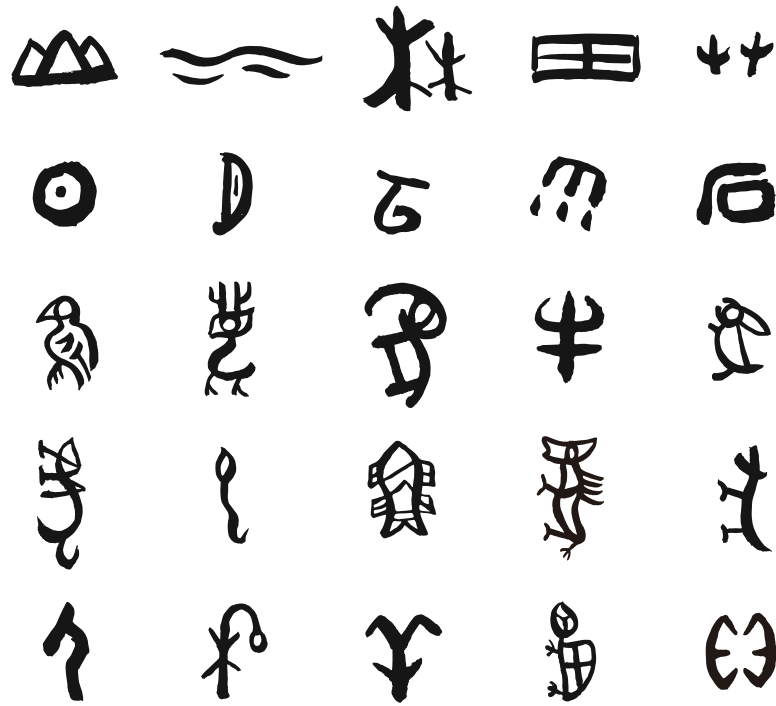
Auxiliary graphics

Auxiliary graphics are the extended application of logo which has the double functions assisting the actual application of logo- enriching the visual effect and unifying the visual image.

Auxiliary graphics can be extended and changed on the basis of ensuring the application of basic form, so as to enrich the picture, unify the visual image and segment the picture.

山	水	林	田	草
日	月	云	雨	石
鸟	鹿	象	牛	兔
虎	蛇	鱼	马	犬
人	禾	羊	龟	贝
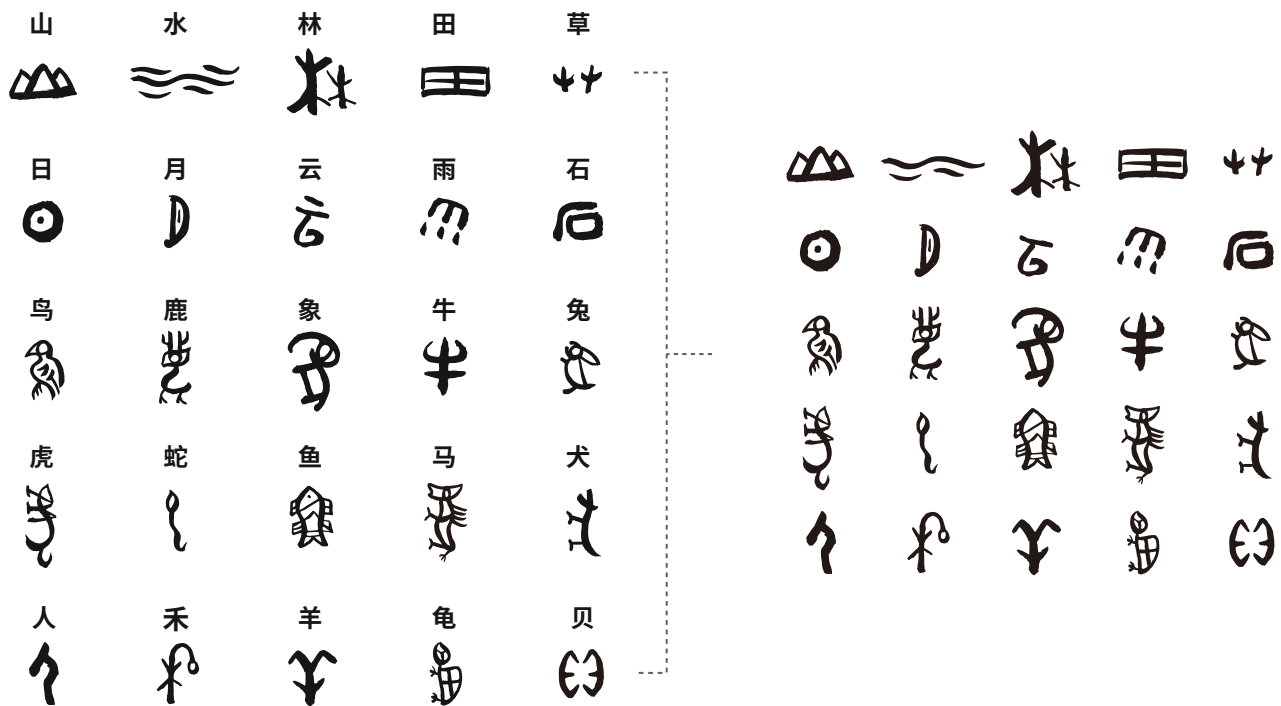
Extraction of auxiliary graphics

Each element in the system is an integral part for the convey of brand concept, and auxiliary graphics are the most important element, which make the visual image rich and unique. Good auxiliary graphics come from the brand itself.

Functions of auxiliary graphics:

A. Strengthening the overall image of the logo and name, assisting the logo to convey the visual image.

B. Assisting each component in the application to generate strong visual continuity of the overall image.

C. Auxiliary graphics can be used when the appearance of logo and name is restricted, for example, both logo and name have already appeared, but the picture still looks empty.
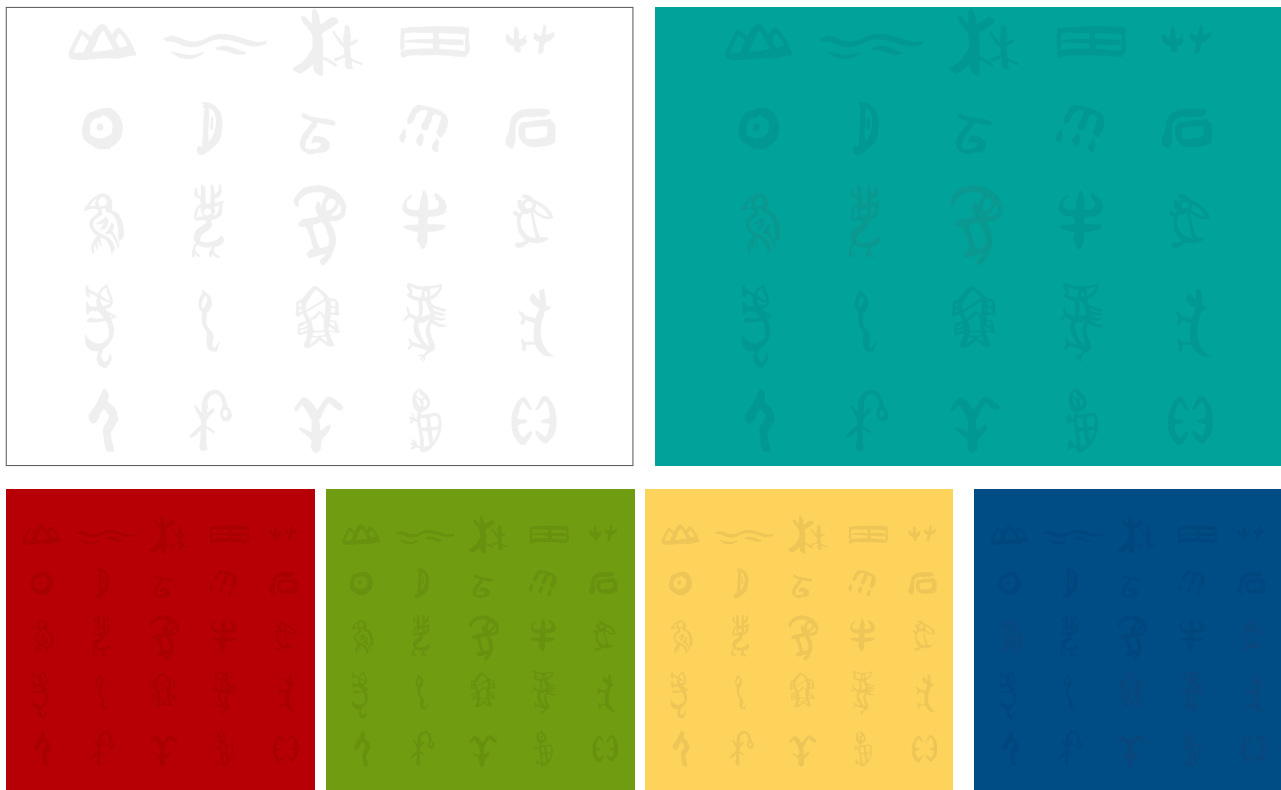
Color matching for Auxiliary graphics

Five types of color matching schemes for auxiliary graphics are specified in order to enrich the later use and adapt to various occasions.

The five types represent the color of auxiliary graphics, not restricted by the layout.

Alibaba-PuHuiTi

生物多样性   This text is a sample text

此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字，此段落为示例文字。

Arial

AaBbCc0123

abcdefghijklmnopqrstuwwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$%& t@(：#!?)

Dedicated fonts for printing

The following fonts for printing should be used to convey information by all the communication media and for the plane design involved, to form a consistent style (the fonts for special application are not within this limit) so as to create a unified image of the brand externally.
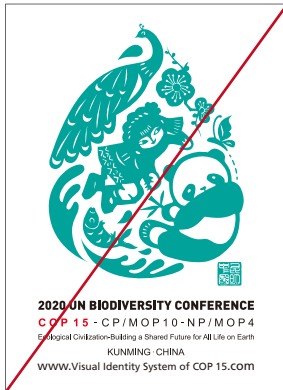
Don't add nonstandard elements to the standard combination
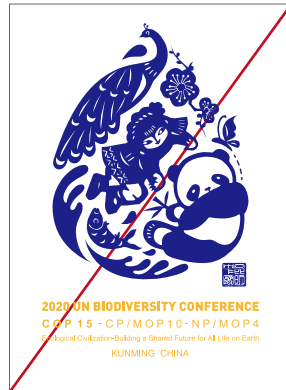
Don't use colors other than standard colors

Do not change the spacing between the logo and the standard font

Do not change arbitrarily the standard combination

Do not rotate arbitrarily the standard combination

Don't distort the structure of the logo
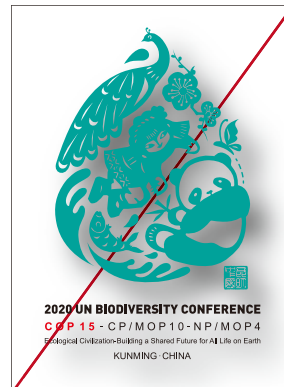
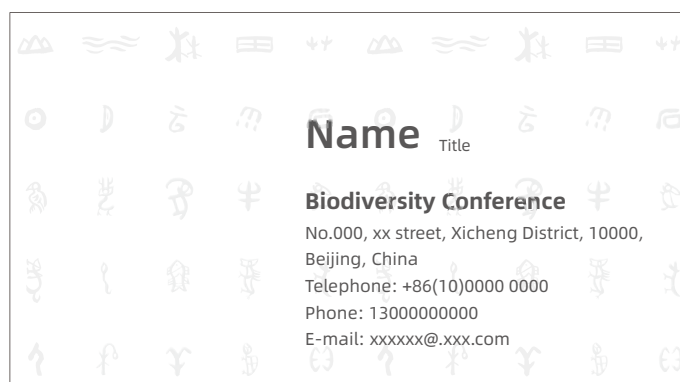Do not add luminous or shadow elements etc. for special effects

Do not use the logs with unsaturated color

Wrong Application

Examples of prohibited use are illustrated here in order to maintain the unity of image when the basic items are used separately and in combination. Therefore, the application forms mentioned in this section are prohibited.

Front

Name Title

Biodiversity Conference
No.000, xx street, Xicheng District, 10000,
Beijing, China
Telephone: +86(10)0000 0000
Phone: 13000000000
E-mail: xxxxxx@.xxx.com

Back

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KUNMING · CHINA

Namecard

Specification: 90*50mm

Material:280g special paper

Process: four color printing

Name：Alibaba−PuHuiTi Medium 15 pt

Name of Title：Alibaba−PuHuiTi Regular 6 pt

Name of Conference：Alibaba−PuHuiTi Regular 6.5 pt

Company address：Alibaba−PuHuiTi Regular 6.5 pt

Contact info：Alibaba−PuHuiTi Regular 6.5 pt
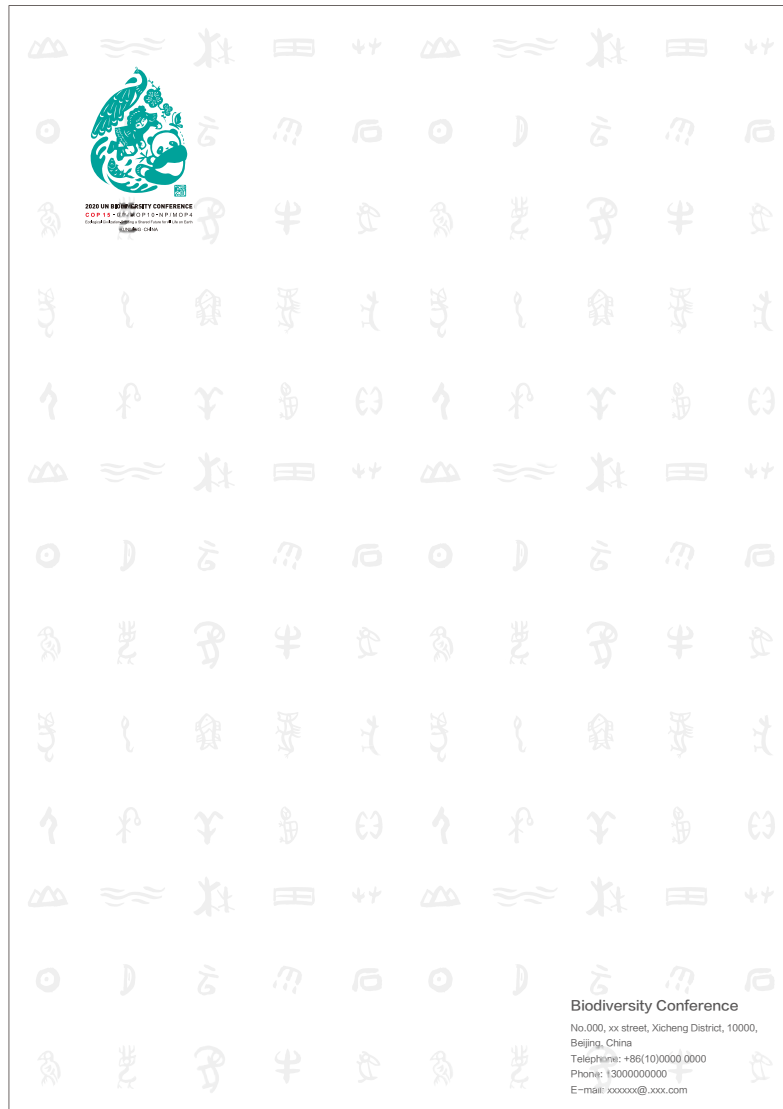
Notepaper

Specification:210*297mm

Material: 90g uncoated paper

Process: four color printing

贴 邮

票 处

Biodiversity Conference

No.000, xx street, Xicheng District, 10000,
Beijing, China
Telephone: +86(10)0000 0000
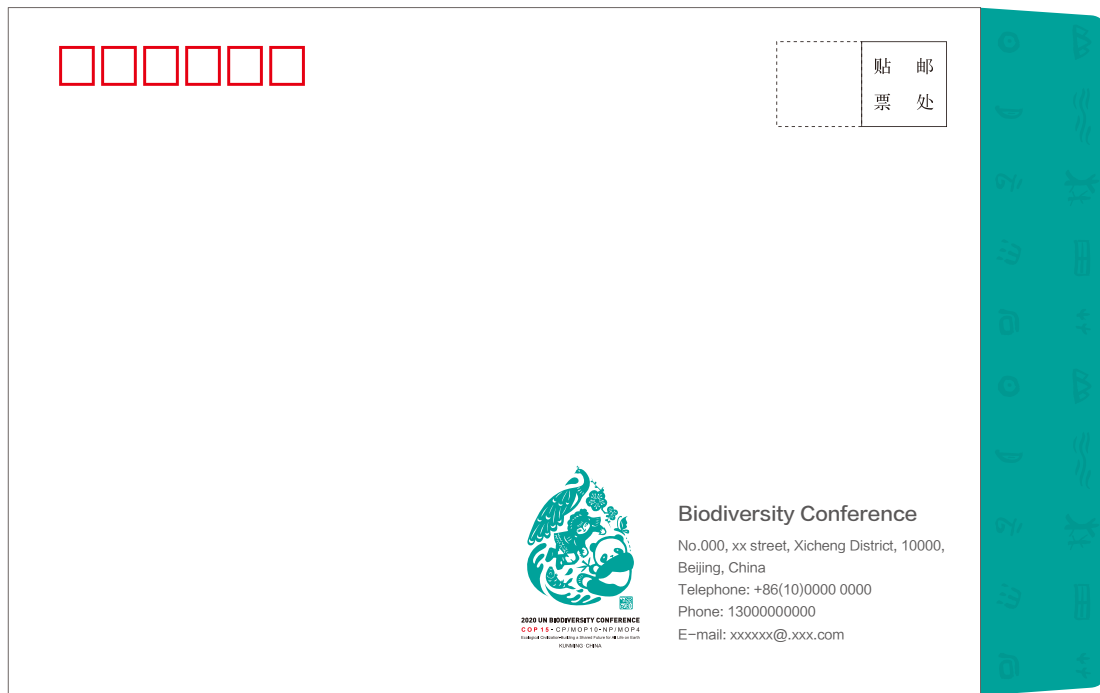Phone: 13000000000
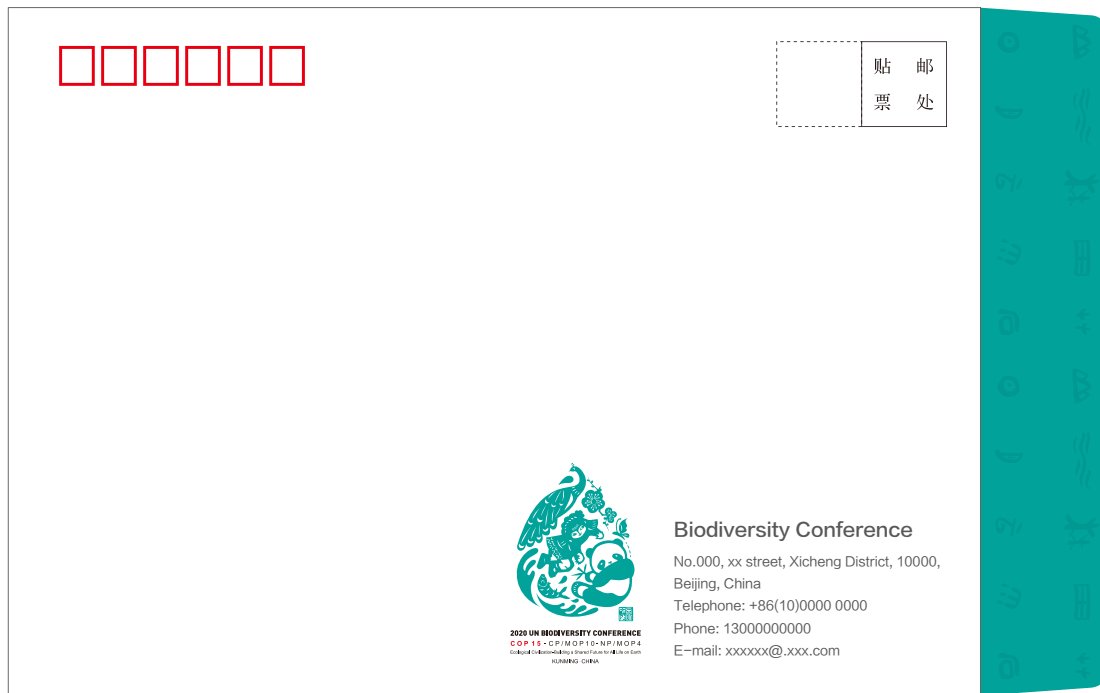E−mail: xxxxxx@.xxx.com
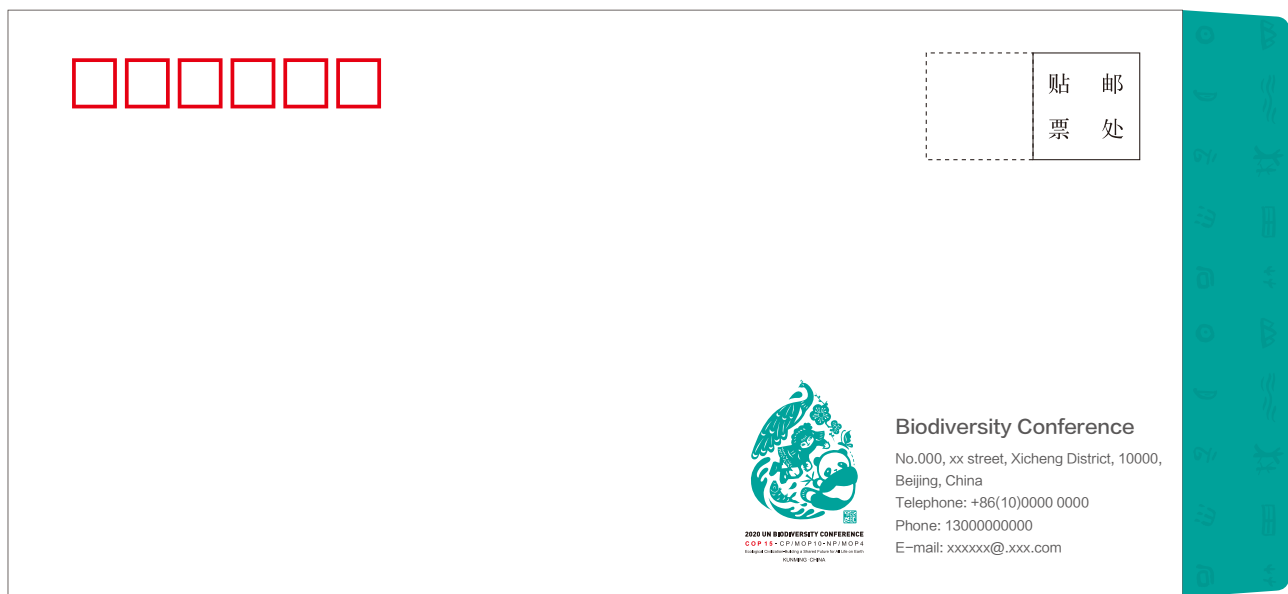
Chinese style envelope (DL)

As a carrier of information transmission, envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification: 220*110mm

Material:120 uncoated paper

Process: four color printing

Chinese style envelope (C5)

As a carrier of information transmission, envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.
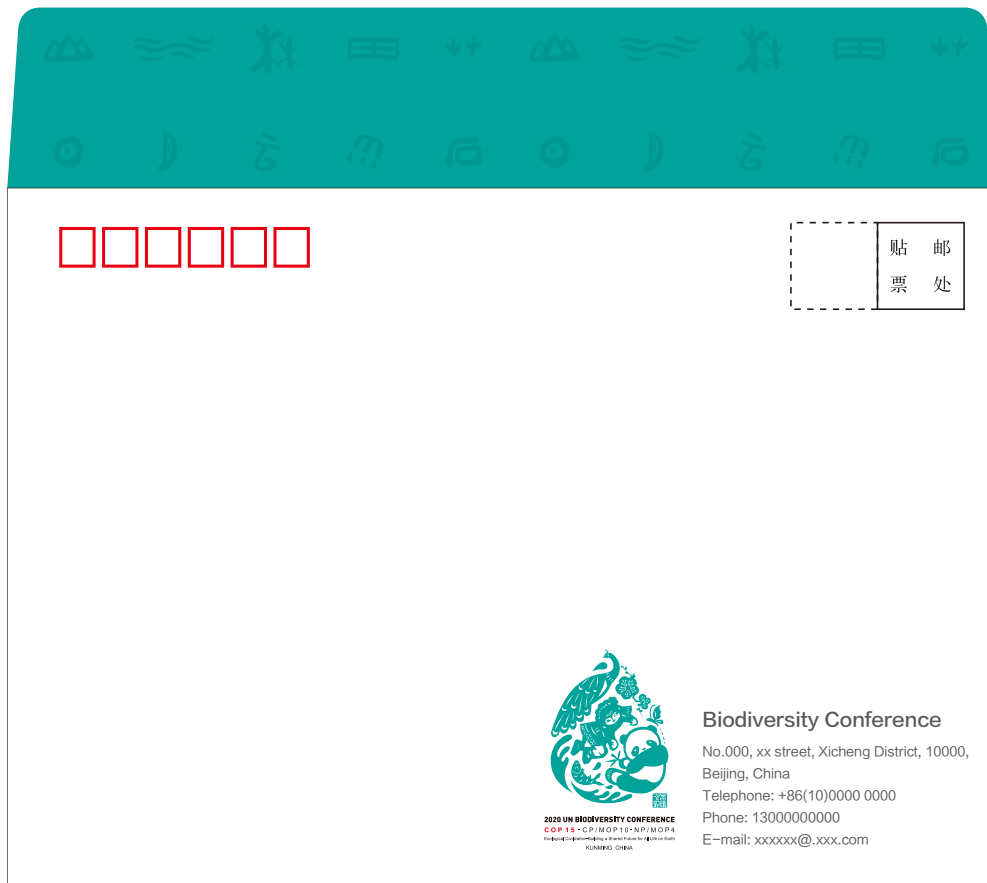
Specification: 229*162mm

Material:120 uncoated paper

Process: four color printing

Chinese style envelope (C4)

As a carrier of information transmission, envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification: 324*229mm

Material:120 uncoated paper

Process: four color printing

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票　处

Biodiversity Conference
No.000, xx street, Xicheng District, 10000,
Beijing, China
Telephone: +86(10)0000 0000
Phone: 13000000000
E−mail: xxxxxx@.xxx.com

2020 UN BIODIVERSITY CONFERENCE
C O P 15 · C P / M O P 10 · N P / M O P 4
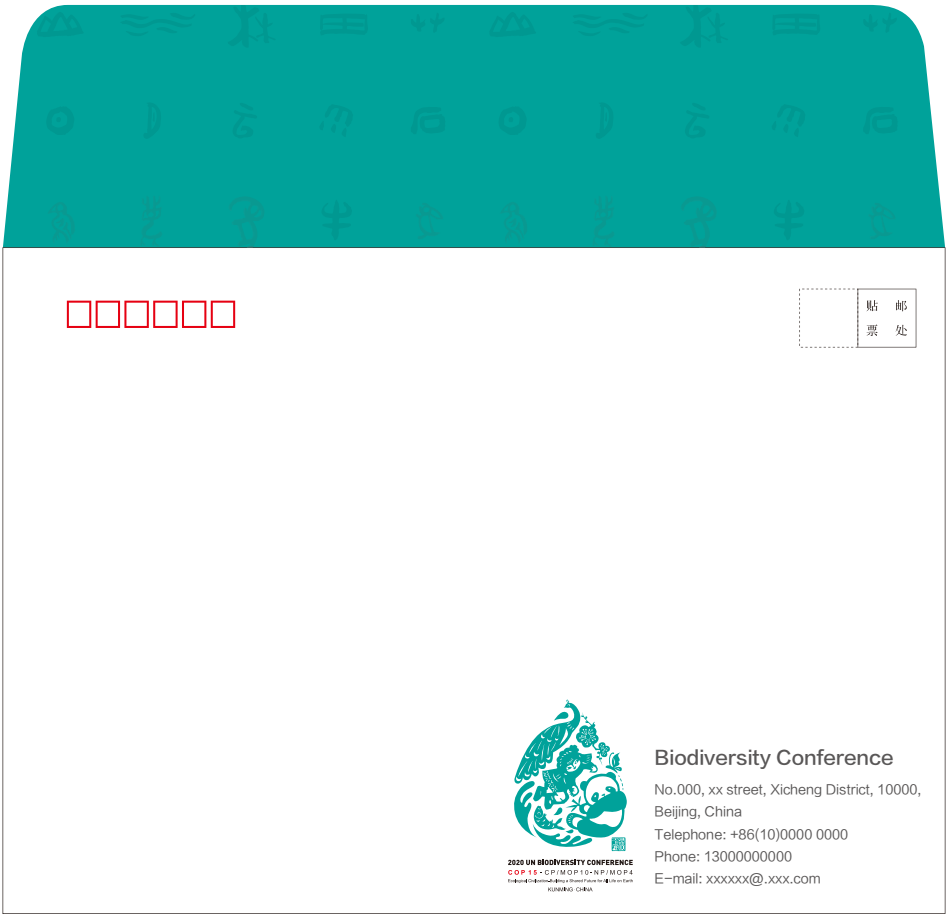KUNMING CHINA

Western style envelope (DL)

As a carrier of information transmission, envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material:120g uncoated pape
Specification: 210mm*110mm
Process: four color printing

Western style envelope (C5)

As a carrier of information transmission, envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence

Specification: 229*162mm
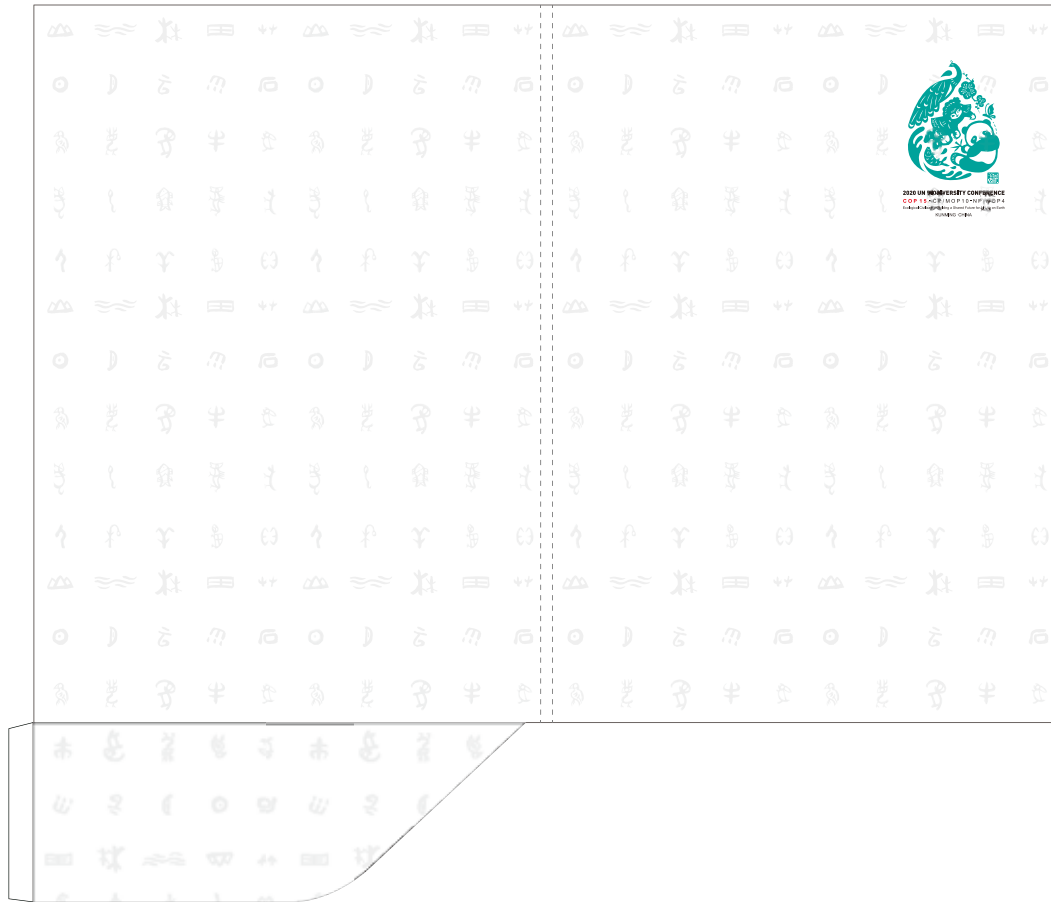Material: 120g uncoated paper
Process: four color printing

Western style envelope (C4)

As a carrier of information transmission, envelop not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification: 324*229mm

Material:120g uncoated paper
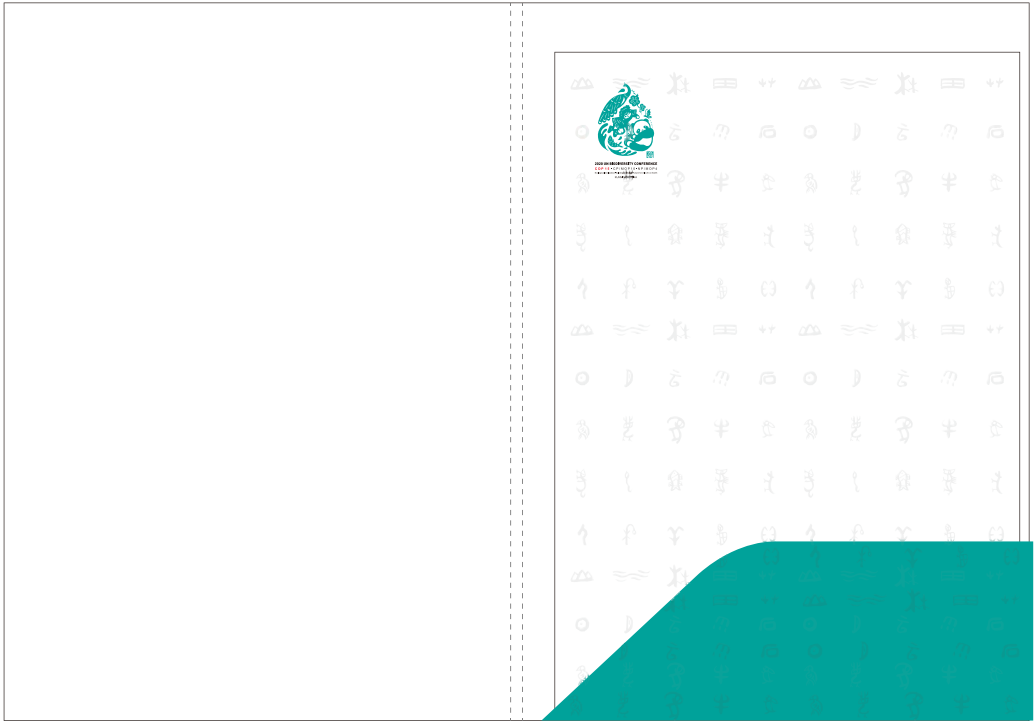
Process: four color printing

File envelope   Cover

As a carrier of information transmission, File envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: 280g uncoated paper
Specification for uncoated paper: 216*306mm
Process: four color printing

File envelope   Cover

As a carrier of information transmission, File envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: 280g uncoated paper
Specification for uncoated paper: 216*306mm
Process: four color printing

File envelope Inside page

As a carrier of information transmission, File envelope not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: 280g uncoated paper
Specification for uncoated paper: 216*306mm
Process: four color printing

Notebook cover (16k)

As a carrier of information transmission, notebook cover not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification for cover: 270*210mm

Material: leather

Process: cover bronzing

Notebook inside page (16k)

As a carrier of information transmission, notebook not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification for inside page: 258*188mm
Process: four color printing for image page, monochrome printing for inside page
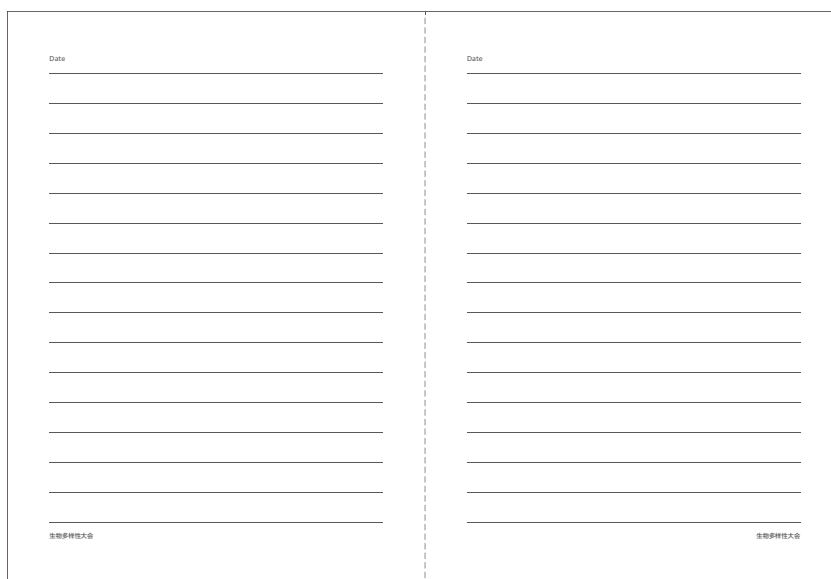
Notebook cover (32k)

As a carrier of information transmission, notebook not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification for inside page:258*188mm

Specification for cover:218*154mm

Material: leather

Process: Cover bronzing

Notebook inside page (16k)

As a carrier of information transmission, notebook not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification for inside page: 258*188 mm
Process: four color printing for image page, monochrome printing for inside page

Standard model for PPT

As a carrier of information transmission, PPT not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

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C O P 15 - CP/MOP10-NP/MOP4
Ecological Civilization-Building a Shared Future for All Life on Earth
KUNMING·CHINA

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Hand bag

As a carrier of information transmission, hand bag not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification :300*400*80mm
Material :300g Matt Art Paper
Process: four-color printing

International flag No.1 (I)

As a carrier of information transmission, flag not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification : 2880*1920mm

Material: Tetoron or synthetic fiber

Process: thermal transfer printing

Table flag

As a carrier of information transmission, table flag not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: Polyester college (national flag silk)

Specification : 180*260mm

Process: Screen printing, thermal transfer printing

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Name
Title
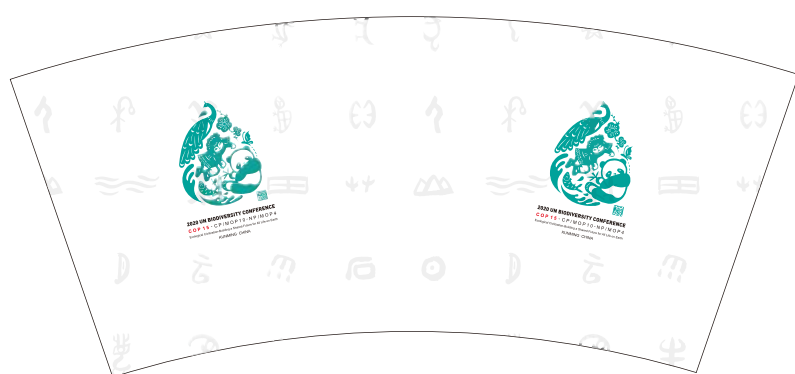
Standard model for badge

As a carrier of information transmission, badge not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification : 70*100mm

Material: PVC material

Process: Laser printing, silk screen printing

Name

Name
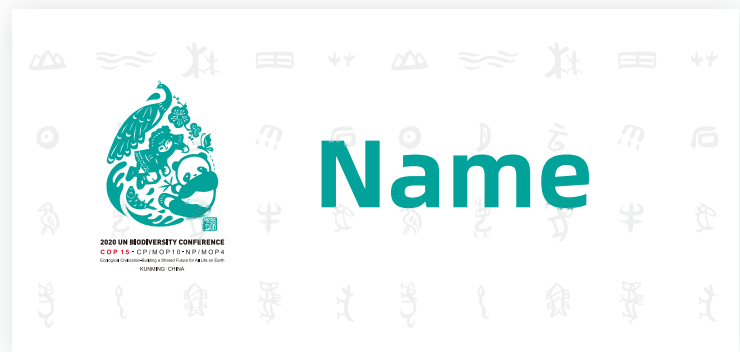
The table card for banquet

As a carrier of information transmission, badge not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification :146*80mm, 200*95mm

Material: shell acrylic

Inner core: 250g coated paper

Process: acrylic hot bending forming, coated paper four-color printing

Unfolded drawings

Standard model for paper cup

As a carrier of information transmission, badge not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specifications: based on the actual needs.
Material: 250g special paper
Process: spot color printing

Emblem badge

As a carrier of information transmission, emblem badge not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Specification : 35*35mm
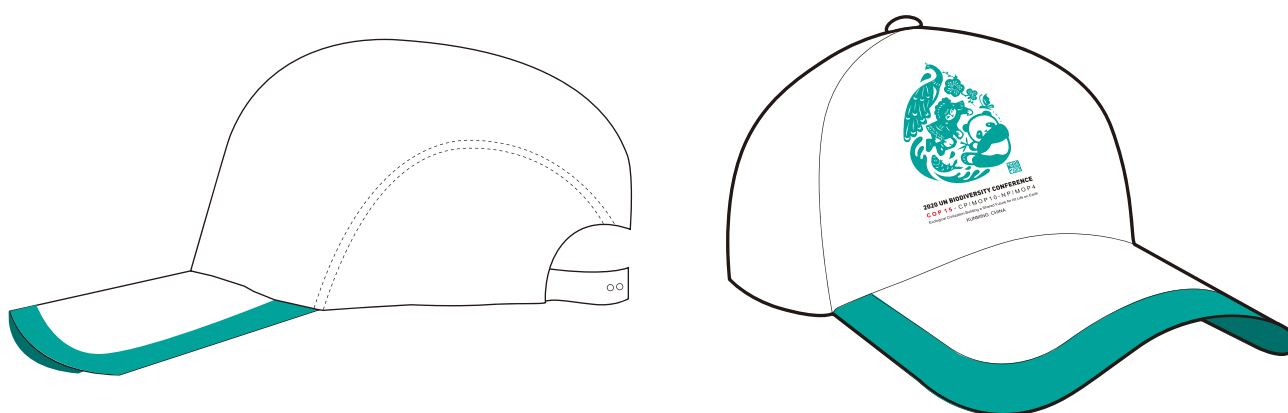
Leisure cap

The design content of this page is the reference only for visual effect. For the actual production and application, the design and manufacture should be made by clothing company according to the specific needs.

Specifications: based on the actual needs.

Front

Back

Advertising shirt (I)

The design content of this page is the reference only for visual effect. For the actual production and application, the design and manufacture should be made by clothing company according to the specific needs.

Specifications: based on the actual needs.

Front

Back

Advertising shirt (II)

The design content of this page is the reference only for visual effect. For the actual production and application, the design and manufacture should be made by clothing company according to the specific needs.

Specifications: based on the actual needs.

This area is editable

此区域为可编辑区域
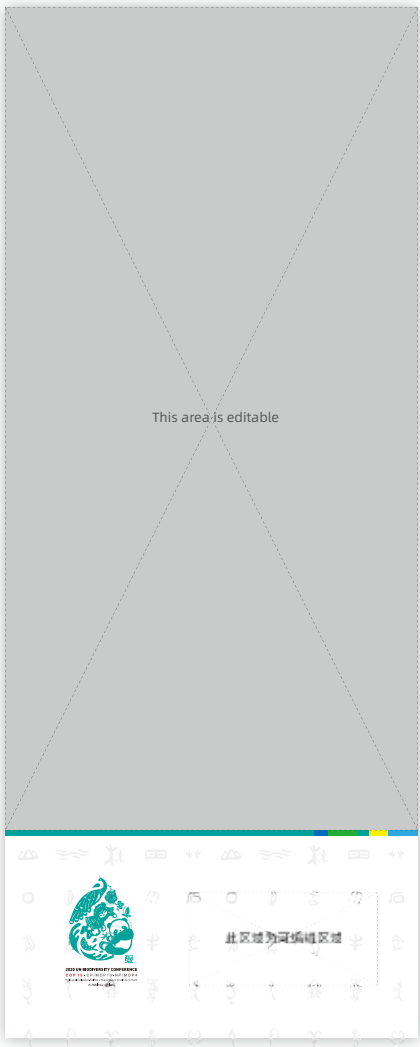
Roll up advertisement

As a carrier of information transmission, roll up not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation.
Specifications: selection should be made according to the actual situation.
Process: selection should be made according to the actual situation.
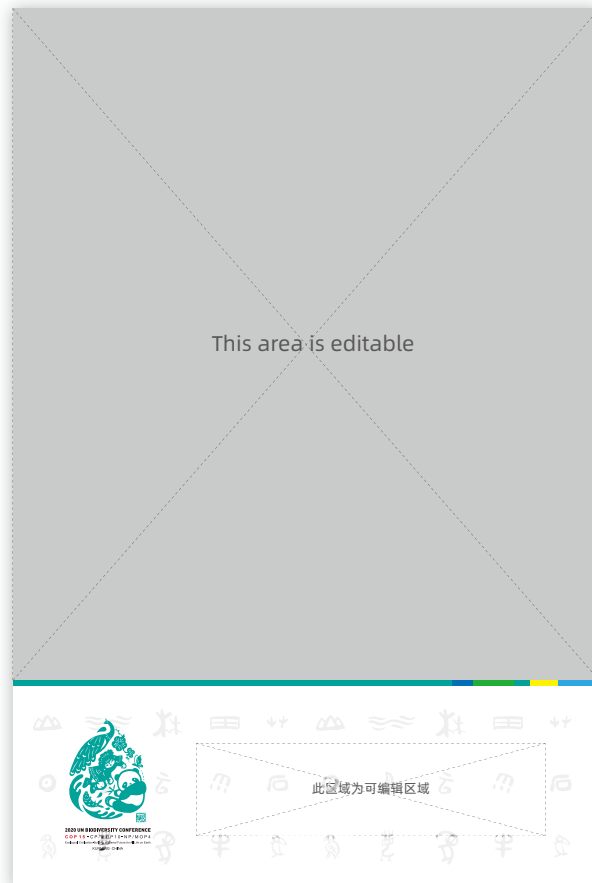
Fold line

Specification for Back cover/cover of poster foldout

As a carrier of information transmission, poster foldout not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation.

Specifications: 420*210mm.

Process: four color printing.

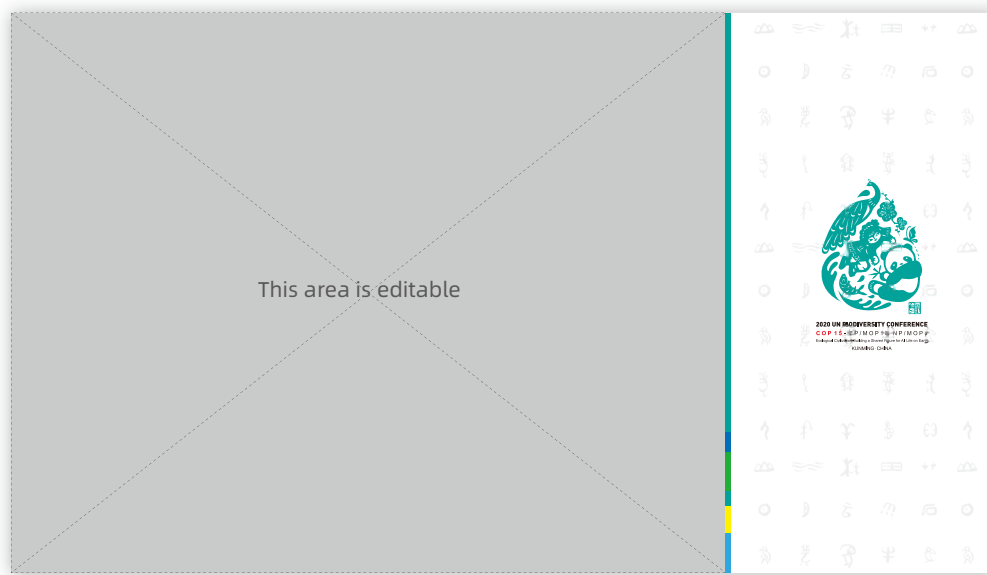Drawing for the design specification

Specification for poster (vertical)

As a carrier of information transmission, poster not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation.
Specifications: 600*900mm、900*1200mm.
Process: four color printing.
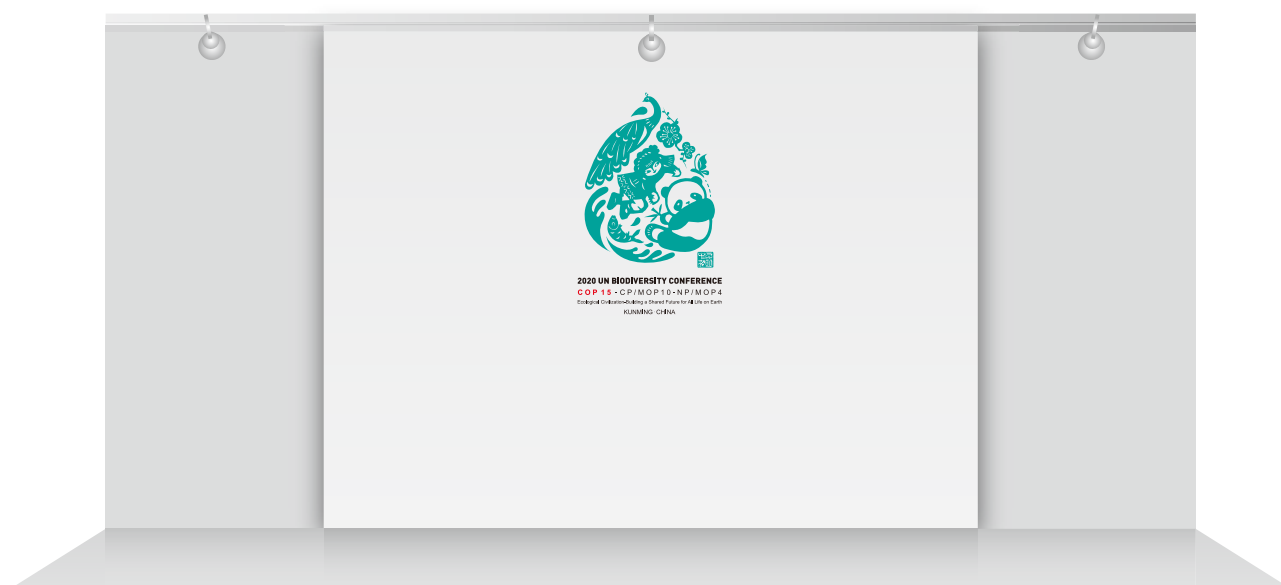
This area is editable

Standard model for display board

As a carrier of information transmission, the display board not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation .

Specifications: selection should be made according to the actual situation .

Process: selection should be made according to the actual situation.

Model for standard booth

As a carrier of information transmission, the booth not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation .
Specifications: selection should be made according to the actual situation .
Process: selection should be made according to the actual situation.

Light box

As a carrier of information transmission, light box not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation .
Specifications: selection should be made according to the actual situation .
Process: selection should be made according to the actual situation.

Large screen background for conference

As a carrier of information transmission, large screen background for conference not only communicates with customers but also conveys the cultural connotation of the conference to the audience. The provisions indicated in this page must be strictly followed in the future design and production striving for excellence.

Material: selection should be made according to the actual situation .
Specifications: selection should be made according to the actual situation .
Process: selection should be made according to the actual situation.