

## **Convention on Biological Diversity**

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CONFERENCE OF THE PARTIES TO THE  
CONVENTION ON BIOLOGICAL DIVERSITY

Thirteenth meeting

Cancun, Mexico, 4-17 December 2016

Item 12 of the provisional agenda\*

### **OVERVIEW OF CONVENTION ON BIOLOGICAL DIVERSITY CORE BRANDING ELEMENTS**

*Note by the Executive Secretary*

#### **INTRODUCTION**

1. The present annex provides a brief overview of some of the core branding elements of the Convention on Biological Diversity (CBD). It is not meant to represent an exhaustive list of branding elements. Instead, its purpose is to summarize the existing foundations for developing a more comprehensive branding policy for the Convention and its Protocols. During this process, it is possible that some adjustments be made to the elements presented below. This annex consists of the following sections:

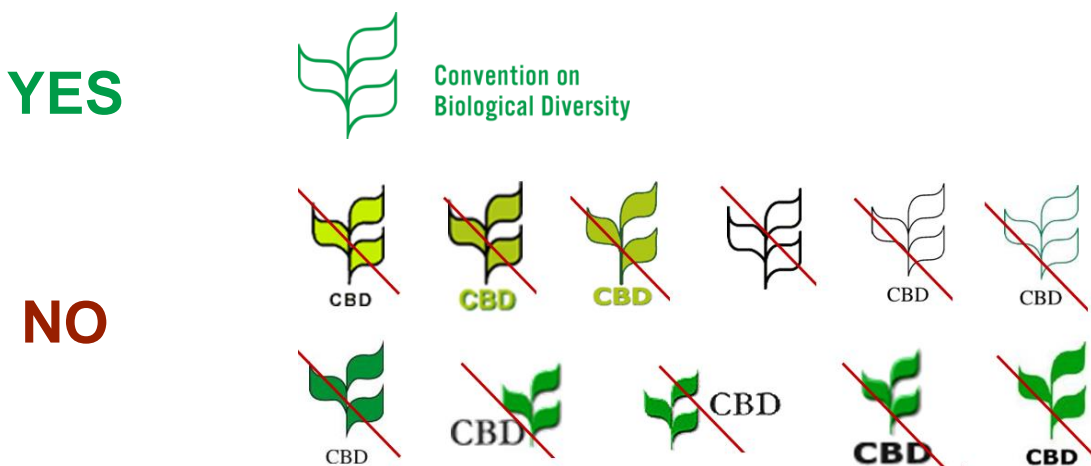
- (a) CBD logo;
- (b) Colour palettes;
- (c) Typeface and fonts;
- (d) Boilerplate;
- (e) Related branding guidelines.

#### **A. CBD LOGO**

2. The description of the logo, its proportions and scaling are explained in the CBD logo style guide. The CBD logo must be used only in its entirety, unaltered, and without separating its component elements. The logo typeface is Alternate Gothic No. 3. Outdated unofficial versions of the logo should not be used, as indicated below:

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\* UNEP/CBD/COP/13/1.



3. CBD communications products shall always prominently display the full logo, but in addition to it, the spine logo may be used on book spines, which can help identify the CBD. It is particularly important to use the long form of the logo when dealing with audiences who are not familiar with the CBD.

4. Only when space is restricted, or if design requires, the short CBD logo may be used. In general, this logo should be avoided, and should NEVER be used on materials presented to audiences that are not yet well acquainted with the CBD.

5. Only in special instances, the CBD icon may be used. For example, where the official logo does not fit (ex. rule of “minimum size”) or for special design needs (ex. web icons, book spine, watermark, etc. also see footer at [www.informea.org](http://www.informea.org)). Use of the icon shall require permission. The CBD icon may also be used as a graphic (any size).

#### USAGE WITH THE UNITED NATIONS AND UNITED NATIONS ENVIRONMENT PROGRAMME LOGOS

6. For all official/formal CBD publications and uses – such as COP decisions, Convention/Protocols texts, Guidelines, GBO, and any other materials that arise directly from the intergovernmental process and the decisions of the Parties under the Convention – the UN+UNEP+CBD logos should always appear together and in the following order (spacing between them may be adjusted according to needs, but a minimum clear space must be maintained between the logos, i.e. 50% of the width of the UN logo):



7. For **less formal publications and uses** – such as newsletters, flyers, etc. – which are prepared largely at the discretion of the CBD Secretariat for various purposes such as awareness raising, stakeholder engagement, only the CBD logo should be used in order to avoid unnecessary formality. In these instances, using the UN/UNEP logos may imply that this is a publication prepared or approved by them.



### LOGO OF THE CONFERENCE OF THE PARTIES (COP)

8. The logo of the COP is designed by the Host Government. When designing a new COP logo, the present guidelines should be consulted, in particular the colour palette, with a view to obtaining a harmonized look to the COP branding.

9. The COP logo shall not appear on the cover pages of CBD publications unless the publication is directly related to the COP (ex. decisions, etc.). The reason for this is that such a publication will look outdated after two years. For publications where it is appropriate to place the COP logo, it shall be on the back cover and/or inside.

### USAGE WITH OTHER LOGOS (PARTNERS, SPONSORS, ETC.)

10. CBD communication products must be clearly recognizable as such. For this reason *partner* logos shall appear on the back cover or in the “acknowledgements” section. On exceptional occasions, for example in the case of a well-renown organization or company, whose logo is an added value for attracting new audiences, a special edition may be produced, and such logo may appear on the front cover. In such rare cases, the cover branding may also be slightly altered.

11. Design of special joint communication products, which are not “purely” CBD shall be agreed on mutual terms. When partners equally participate in the production of joint publications, other than the standard CBD materials, up to two other logos may appear on the front cover. If there are more than three logos in total, then all the logos shall appear on the back cover or in the “acknowledgements” section. The order and relative sizes of the logos may be decided in each case as appropriate (ex. alphabetical or depending on level of involvement).

12. For non-CBD publications, the partner's branding guidelines would normally be followed, and a mutual agreement would typically determine the appearance of the CBD logo. *Sponsors'* logos shall not appear on the front cover, but only on the back cover or in the “acknowledgements” section. Only in exceptional cases (e.g. when the sponsor's logo is a strong added value for attracting new audiences) would a sponsor's logo appear on the front cover.

### TERMS AND CONDITIONS OF USE OF THE LOGO

13. The CBD logo may be used by third parties subject to the following terms and conditions. Each case will be examined individually:

- (a) Permission is requested and granted before the logo is used;
- (b) There is no risk of confusion between the third party logo and the CBD logo;
- (c) The CBD logo is not used in connection with objectives or activities which are incompatible with the objectives of the CBD;

The CBD logo is not used to imply or suggest the endorsement by the CBD Secretariat of the objectives and activities of the third party.

14. In general, the CBD logo may be used in two situations: *information* and *partnerships*. In all cases, the CBD Secretariat shall be informed of communications initiatives, campaigns, products and other items for which the CBD logo is being used. Information uses of the logo are primarily illustrative (ex. in an article or paper, etc.) and not intended to raise funds. Partnerships encompass initiatives, activities and products in which the CBD is involved as partner (the protocol order and relative sizes of the logos may be decided in each case as appropriate, but it should remain in conformity with the present guidelines).

### REQUEST FOR PERMISSION TO USE THE CBD LOGO

15. Permission to use the CBD logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Likewise, the authorization to use the CBD 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.

16. Request for permission to use the logo should be submitted to the CBD division, which the third party is in contact with. All CBD divisions and services are authorized to give permission to third parties to use the CBD logo subject to the terms and conditions as described above. When requesting permission to use the CBD logo, the third party must provide:

- (a) A short description of the entity and its objectives;
- (b) An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.

Requests for permission can also be submitted to [secretariat@cbd.int](mailto:secretariat@cbd.int).

### TRANSLATIONS OF THE CBD LOGO

17. The official CBD logo is available in the six UN languages. If needed, the CBD logo may be translated into languages by a competent authority representing a Party, in particular when this can facilitate communication at the national level. It should be made clear that this is a courtesy translation and not an official translation, and the CBD Secretariat would appreciate to be informed about it.

## B. COLOR PALETTES

### Primary palette

18. The primary colour of the CBD is the characteristic green of the CBD logo. It is immediately recognizable and should be prominent in all communications. Furthermore, in order to allow more flexibility in expressing the Protocols and the various Programmes of Work and initiatives, the primary palette is extended with blue and brown. Together, these three colours represent nature/Earth.



CMYK	96, 0, 88, 1
RGB	0, 155, 72
Hex	009B48
Pantone	347 C or 347 U




CMYK	92, 0, 0, 28
RGB	0, 134, 183
Hex	0086B7


	CMYK	30, 60, 100, 10
	RGB	160, 88, 0
	Hex	A05800

CMYK values should be used for printed materials.  
RGB values should be used for websites and e-publications

19. When converted to gray, these three colours all have the same shade: this conveys the idea that a world without (bio)diversity is uniform and dull. In order to allow more contrast, the primary colours may be complemented with a darker shade. The darkening coefficient is the same as the one in the logo of the United Nations Decade on Biodiversity:


	CMYK	100, 0, 60, 72
	RGB	0, 72, 58
	Hex	00483A
	Pantone	3308 C


	CMYK	100, 30, 0, 65
	RGB	0, 64, 92
	Hex	00405C


	CMYK	0, 45, 100, 69
	RGB	78, 43, 0
	Hex	4E2B00


### Secondary palette

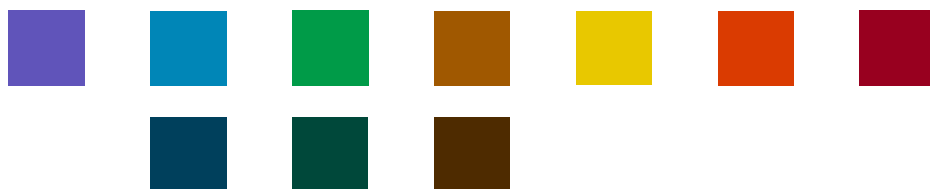
20. The secondary palette shall be used for highlighting and catching the audience's attention. Yellow and red are nature's way of attracting attention. Only one secondary colour should be used at a time with the primary colours. Note: the orange and violet are the same shade as the primary colours when converted to grey.

	CMYK	0, 14, 100, 10
	RGB	232, 200, 0
	Hex	E8C800

	CMYK	0, 73, 100, 15
	RGB	218, 59, 1
	Hex	DA3B01

	CMYK	0, 100, 80, 40
	RGB	152, 0, 31
	Hex	98001F

	CMYK	48, 55, 0, 27
	RGB	96, 84, 186
	Hex	6054BA

**Full CBD colour palette**

21. When producing communications materials, green should be used as much as possible, and a maximum of 2 colours per page should not be exceeded. When producing posters, graphs, and other illustrations all the above colours may be used.

**Special palettes**

22. The CBD Secretariat has already approved and publicized other branding for the duration of the 2011-2020 United Nations Decade on Biodiversity (UNDB), therefore it should also be taken into consideration when appropriate. After 2020, these special brands shall be discontinued, and any new global biodiversity campaign shall take into consideration the official CBD branding.

**C. TYPEFACE AND FONTS****Print Typeface**

23. For printed materials, **Arial** or **Helvetica** should be used for headlines while **Arial**, **Helvetica** or **Times New Roman** (the latter is an ink-saving font) should be used of the main text. These fonts are standard computer fonts recognized for their simplicity, clarity and legibility and they are easily accessible to the public (for translation/reproduction purposes).

24. For non-latin scripts, different fonts may be used if more appropriate to achieve the expected level of simplicity, clarity and legibility.

**Online Fonts**

25. In line with UN Branding Standards, **Arial** is the font to be used for online content, with index colour #333333. For more details, please refer to [www.un.org/en/webguidelines/design/brand.shtml](http://www.un.org/en/webguidelines/design/brand.shtml).

**D. BOILERPLATE**

26. Whenever the back cover of a publication or another printed material allows space for it, the following boilerplate should be used. The most up to date version of the boilerplate is at the bottom of press releases ([www.cbd.int/press-releases](http://www.cbd.int/press-releases)):

**The Convention on Biological Diversity (CBD)**

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the

benefits derived from the use of genetic resources. With 196\* Parties so far, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety and the Nagoya Protocol on Access and Benefit Sharing are supplementary agreements to the Convention. The Cartagena Protocol, which entered into force on 11 September 2003, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 170\* Parties have ratified the Cartagena Protocol. The Nagoya Protocol aims at sharing the benefits arising from the utilization of genetic resources in a fair and equitable way, including by appropriate access to genetic resources and by appropriate transfer of relevant technologies. It entered into force on 12 October 2014 and to date has been ratified by 88\* Parties. For more information visit: [www.cbd.int](http://www.cbd.int).

\* Number of Parties at the time of printing.

## **E. RELATED BRANDING GUIDELINES**

### **United Nations Decade on Biodiversity Brand Usage Guidelines**

27. The complete United Nations Decade on Biodiversity Brand Usage Guidelines are available at [www.cbd.int/2011-2020/logo](http://www.cbd.int/2011-2020/logo). The UNDB logo must be used only in its entirety and unaltered. However, the icons composing it may be used individually as images.

### **Aichi Biodiversity Targets Brand Usage Guidelines**

28. The complete Aichi Biodiversity Targets Brand Usage Guidelines are available at [www.cbd.int/sp/targets/icons](http://www.cbd.int/sp/targets/icons). Each icon must be used only in its entirety and unaltered.

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