
IDB 2013 LOGO



22 MAY 2013
INTERNATIONAL DAY
FOR BIOLOGICAL DIVERSITY
WATER & BIODIVERSITY

COLOUR PALETTE



PMS 165

0, 74, 94, 0

213, 98, 42

#D5622A



PMS 390

34, 12, 100, 0

181, 190, 53

#B5BE35



PMS 3135

100, 23, 30, 1

0, 172, 205

#00ACCD



PMS 424

0, 0, 0, 70

102, 102, 102

#666666

SECONDARY MARKS / ICONS



WATER



PLANTS



WATER



PLANTS

TYPOGRAPHY

Univers 57 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

Univers 57 Condensed Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

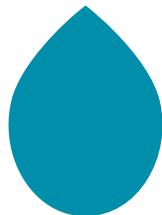
Univers 67 Bold Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

IDB 2013 LOGO



The overlapping colours in the logo represent how **Water**, **Plant**, and **Soil** biodiversity are globally connected, interwoven and essential to each other.



Water

The colours **Deep Turquoise**, **Vibrant Green** and **Bright Orange** are representative of the Earth's vibrancy. Together they form an energetic and positive colour palette.



Leaves/Plants

The Gray is a supporting colour which is neutral to support the vibrant colour palette.



Neutral - Connecting



Soil/Sloping Land

The three shapes are representative of a **Water Droplet**, **Leaves/Plants**, and **Soil/Sloping Land**.

SECONDARY MARKS / ICONS



WATER



PLANTS

IDB 2013 LOGO ENGLISH



22 MAY 2013
INTERNATIONAL DAY
FOR BIOLOGICAL DIVERSITY
WATER & BIODIVERSITY

IDB 2013 LOGO FRENCH



22 MAI 2013
JOURNÉE INTERNATIONALE
DE LA DIVERSITÉ BIologIQUE
L'EAU ET LA BIODIVERSITÉ

IDB 2013 LOGO SPANISH



22 DE MAYO DE 2013
DÍA INTERNACIONAL DE
LA DIVERSIDAD BIOLÓGICA
AGUA Y BIODIVERSIDAD

IDB 2013 LOGO RUSSIAN



22 МАЯ 2013 ГОДА.
МЕЖДУНАРОДНЫЙ ДЕНЬ
БИОЛОГИЧЕСКОГО РАЗНООБРАЗИЯ
ВОДА И БИОРАЗНООБРАЗИЕ

IDB 2013 LOGO CHINESE



2013年5月22日
生物多样性国际日
水和生物多样性

IDB 2013 LOGO ARABIC

22 مايو / ٢٠١٣
اليوم الدولي للتنوع البيولوجي
المياه والتنوع البيولوجي

