
IDB 2016 LOGO: ENGLISH



IDB 2016 LOGO: FRENCH



IDB 2016 LOGO: SPANISH



IDB 2016 LOGO: ARABIC



IDB 2016 LOGO: RUSSIAN



IDB 2016 LOGO: CHINESE



IDB 2016 LOGO



22 MAY 2016
INTERNATIONAL DAY
FOR BIOLOGICAL DIVERSITY
Mainstreaming Biodiversity;
Sustaining People and their Livelihoods

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

DESIGN ELEMENTS



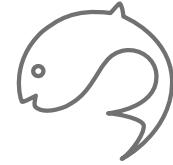
PEOPLE



LEAVES / VEGETATION



MAINSTREAMING



FISH

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

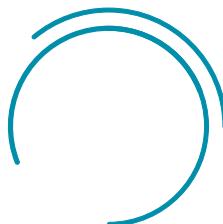


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DESIGN RATIONALE

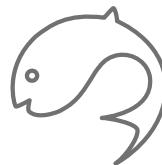
With the focus of this year's International Day for Biological Diversity being on mainstreaming biodiversity and sustaining people and their livelihoods, we strove to find a visual representation of these different, and sometimes conflicting themes.

MAINSTREAMING is shown with fluid elements that link humanity and nature in a dynamic global context. It is visually represented by the two blue arcs which encapsulate the other elements much like how the Earth System connects humanity and the natural world.



Mainstreaming

The **FISH** is representative both of biological diversity but also of a natural resources that some communities rely on for sustenance and economic activity.



Fish - Biological Diversity

The **LEAVES** as well are representative of diversity of vegetation but also as a resource that is fundamental to livelihoods of communities.



Leaves/Vegetation

We chose to include a **HUMAN** in the logo since sustainability is about balancing the impact of human economic, social, and cultural needs with the health of the global environment - including maintaining biological diversity. To us, mainstreaming can be shown by having a fluid connection between humanity, nature, and the Earth System and this is what we have attempted to show with how these different elements are connected together.



Human



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DESIGN USAGE

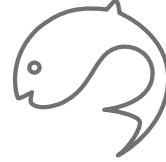
The logo is itself a ‘badge’ which captures the theme of this year. However, at the same time we see the logo as a multi-faceted design element which can be used in different contexts. For instance, the four different design elements are uniquely coloured and carry distinct shapes. These can be individually built upon in reports, environmental graphics, web applications, and even in film and video.



The **BLUE ARCS** can be pulled out and used in larger format as over-arching design cues.



The **LEAVES** can be used in a complementary manner - perhaps to show agriculture or vegetation diversity visually in different formats (i.e. large format graphics or as small design cues in brochures).



The **FISH** can be pulled out and used to represent biological diversity at the species or even genetic level but also as a key part of fisheries and community livelihoods.



The figure of the **HUMAN** being can be utilized as a representation of humanity as a part of the Earth System, who is in need of natural resources for sustenance both individually and as part of a community, but is also responsible and an agent for the promotion of sustainability and the conservation of biological diversity.