

Logo of the International Day for Biological Diversity 2020

Background information and technical specifications



The 2020 International Day for Biological Diversity (IDB) focuses on nature-based solutions for the betterment and protection of all life on Earth.

Rationale for the design

- A popular graphic representation of “solutions” is a puzzle.
- Each day leading up to IDB can be represented by one puzzle piece.
- Each piece of the puzzle connects to others, symbolizing interconnectedness.
- On 22 May, the International Day for Biological Diversity, the pieces come together.

Please refer to the [website](#) or the [notification](#) for more details about the themes.

18 May: Science and Knowledge

The first step to solving any problem is to understand the issue. Science and traditional knowledge not only help understand the state of biodiversity, but also enable us to comprehend the drivers of biodiversity loss and pathways for a sustainable future.



Biodiversity is presented as a solution to climate change. The polar bear was chosen because it is an iconic mammal species commonly associated with climate change and habitat loss, both aquatic and terrestrial.

19 May: Conservation of Biodiversity



Raising awareness on protected areas and other effective area-based protection measures, which deal with the different objectives of the [Convention on Biological Diversity](#).

The goose was chosen because it is a migratory bird species, both terrestrial and aquatic, spanning many geographical areas and habitats that extend beyond national boundaries.

20 May: Health, Food and Biodiversity



Taking advantage of World Bee Day, 20 May is devoted to health, agriculture, food security, food and feed.

The bee (or bumblebee) was chosen because it is an important pollinator of immense economic significance. The tree, in addition to the multitude of ecosystem services that it provides, can be interpreted as a fruit tree, or used for other purposes, including the health benefits from spending time in nature.

21 May: People, Culture and Biodiversity



Taking advantage of World Day for Cultural Diversity for Dialogue and Development, 21 May is devoted to people and culture. The day highlights how indigenous peoples and local communities play a vital role in biodiversity conservation and sustainable use.

The girl was chosen to represent humans and our role and responsibility in the big picture, as our [social roles](#) have a profound effect on our surrounding environment. The flower represents our (sustainable) use of biodiversity and all the benefits we derive from nature.

Technical specifications



Colours

The full colour palette of the logo is explained in details [here](#).

<p>Green</p> <p>Web: RGB 0, 155, 72 Print: CMYK 96, 0, 88, 1</p>	<p>Blue</p> <p>Web: RGB 0, 134, 183 Print: CMYK 92, 0, 0, 28</p>
<p>Brown</p> <p>Web: RGB 160, 88, 0 Print: CMYK 30, 60, 100, 10</p>	<p>Yellow</p> <p>Web: RGB 232, 200, 0 Print: CMYK 0, 14, 100, 10</p>

Fonts & languages

The IDB2020 logo is available in the 6 United Nations languages. If you create other language versions, please [send them to us](#) to share on the [website](#).

<p>English, French, Russian, Spanish</p> <p>Impact</p>	
<p>Chinese</p> <p>Microsoft JhengHei UI</p>	<p>Arabic</p> <p>SimplifiedArabic</p>