

Logo Guidelines



Biodiversity Day 2021 focuses on the post-2020 global biodiversity framework, which will be adopted at the upcoming UN Biodiversity Conference (COP15).

The 2021 campaign builds on the 2020 campaign “Our solutions are in nature”. The 2021 campaign is a call to action for biodiversity.

The hashtag for overall biodiversity communications work in 2021 is [#ForNature](#).

More information: www.cbd.int/biodiversity-day

Overview

The 2021 Biodiversity Day logo is similar to the 2020 logo, but not identical. The image has been improved, and the text has been updated.

Customization

You can show support for biodiversity by customizing the logo with your name (country, city, organization, business, individual, etc.).

Collectives should use “We’re part of the solution”.
Individuals should use “I’m part of the solution”.

The main version of the logo is:



Examples of customized logos:

collective



individual



In addition, it is possible to have a local and/or an international version:

local version



international version



Keep in mind

We acknowledge that certain customized logos may be more challenging to design depending on languages and/or name length. Please contact us if you experience issues with creating a national logo.

Regarding countries, organizations and other collectives, only the official version submitted by the government or entity will be considered. In other words, individuals may not submit a logo on behalf of their country (however, you may forward your logo to the [CBD National Focal Point](#) for consideration).

The CBD Secretariat will assist Parties in producing their national logo, as needed.

Additional features (optional)

Provided that it is done by a professional graphic designer, images on the puzzle pieces may be changed to better represent species endemic to each country. The style of the images must match the simple style of the official Biodiversity Day logo so that the pieces have the same look and feel when shown together with the official logo. The logo must remain clear at very small scale. Puzzle pieces and logos that match the style of the official logo may be displayed at the UN Biodiversity Conference. Please [contact us](#) for more information.

Rationale for the design

- A popular graphic representation of “solutions” is a puzzle.
- Each piece can be given a meaning.
- Each piece of the puzzle connects to others, symbolizing interconnectedness.
- On 22 May, Biodiversity Day, the pieces come together.

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



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.



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.



Health, Food and Biodiversity

World Bee Day, 20 May, which precedes Biodiversity Day, 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.



People, Culture and Biodiversity

World Day for Cultural Diversity for Dialogue and Development, 21 May, highlights devoted to people and culture in relation to biodiversity. 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](#).

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

Fonts & languages

The Biodiversity Day 2021 logo **will be** available in the six United Nations languages. If you create other language versions, please [send them to us](#) to share on the [website](#).

English, French, Russian, Spanish Impact	
Chinese Microsoft JhengHei UI	Arabic SimplifiedArabic

Thank you for your participation!

www.cbd.int/biodiversity-day

Reference sheet



**Logo of the
International Day for
Biological Diversity**
RGB colours



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



22 MAY 2021
BIODIVERSITY DAY

We're part of the solution #ForNature

22 MAY 2021
BIODIVERSITY DAY

We're part of the solution #ForNature

On dark background



22 MAY 2021
BIODIVERSITY DAY

We're part of the solution #ForNature

22 MAY 2021
BIODIVERSITY DAY

We're part of the solution #ForNature

Customization

Examples

22 MAY 2021
BIODIVERSITY DAY
We're part of the solution
United Nations #ForNature

22 MAY 2021
BIODIVERSITY DAY
I'm part of the solution
Mohamed #ForNature

collective

22 MAY 2021
BIODIVERSITY DAY
We're part of the solution
ORGANIZATION #ForNature

individual

22 MAY 2021
BIODIVERSITY DAY
I'm part of the solution
NAME #ForNature

After changing the name (currently in capital letters),
adjust the width to match the rest of the text.