



BRAND USAGE GUIDELINES

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LOGO NARRATIVE

Polyommatus eriwanensis as the Symbol of CBD COP 17 Yerevan

Polyommatus eriwanensis, a butterfly endemic to Armenia and living in Yerevan, stands as the symbol of CBD COP 17. The symbol represents the connection between people and nature and embodies the shared responsibility for biodiversity, and also the need for transformation. It resonates across three key dimensions: the CBD, the Global Biodiversity Framework (GBF), and Armenia as the host country.

Polyommatus eriwanensis and the objectives of the Convention on Biological Diversity (CBD)

Polyommatus eriwanensis embodies both sensitivity and resilience, showcasing the critical aims of the Convention on Biological Diversity (CBD). Its response to habitat and climate changes signals pressures on ecosystems, which highlights the significant need for the CBD's objective of conserving biological diversity. On the other hand, its capacity for renewal, illustrates the potential for adaptation, underlining the potential for the sustainable use of biological components, which is another key CBD objective.

The global commitment to its protection reflects a recognition of biodiversity's intrinsic value and a commitment to collective action, inspired by the vision, adopted under the Kunming-Montreal Global Biodiversity Framework (KMGBF), of achieving a world “living in harmony with nature”.

Visualizing the 23 Targets: The KMGBF Through Symbolism and Metaphor

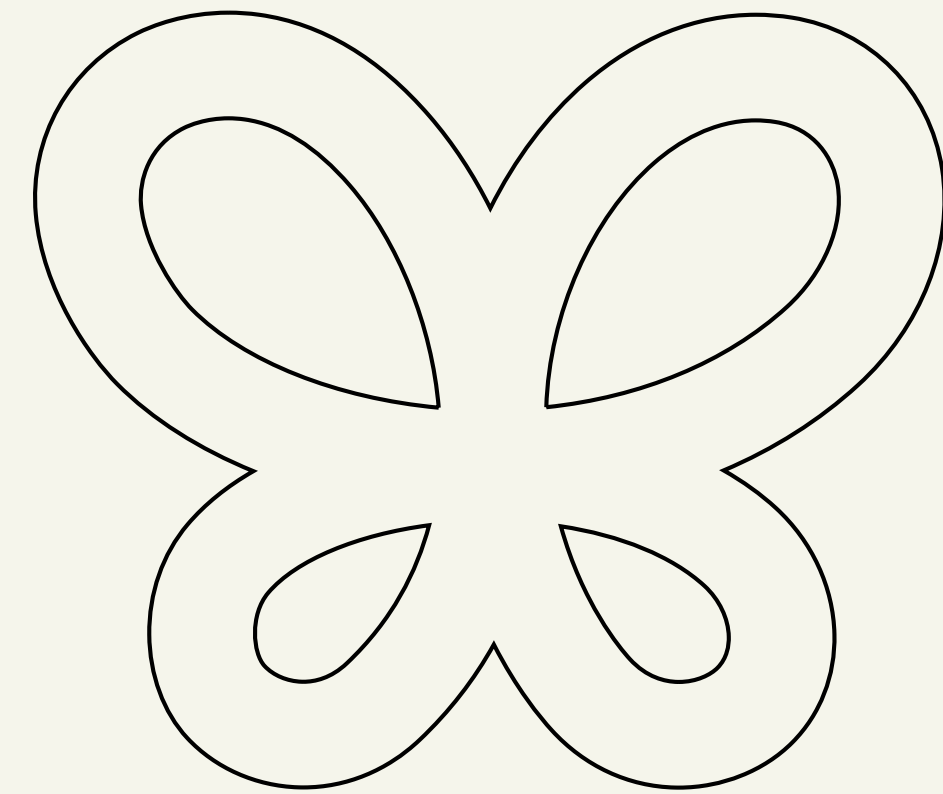
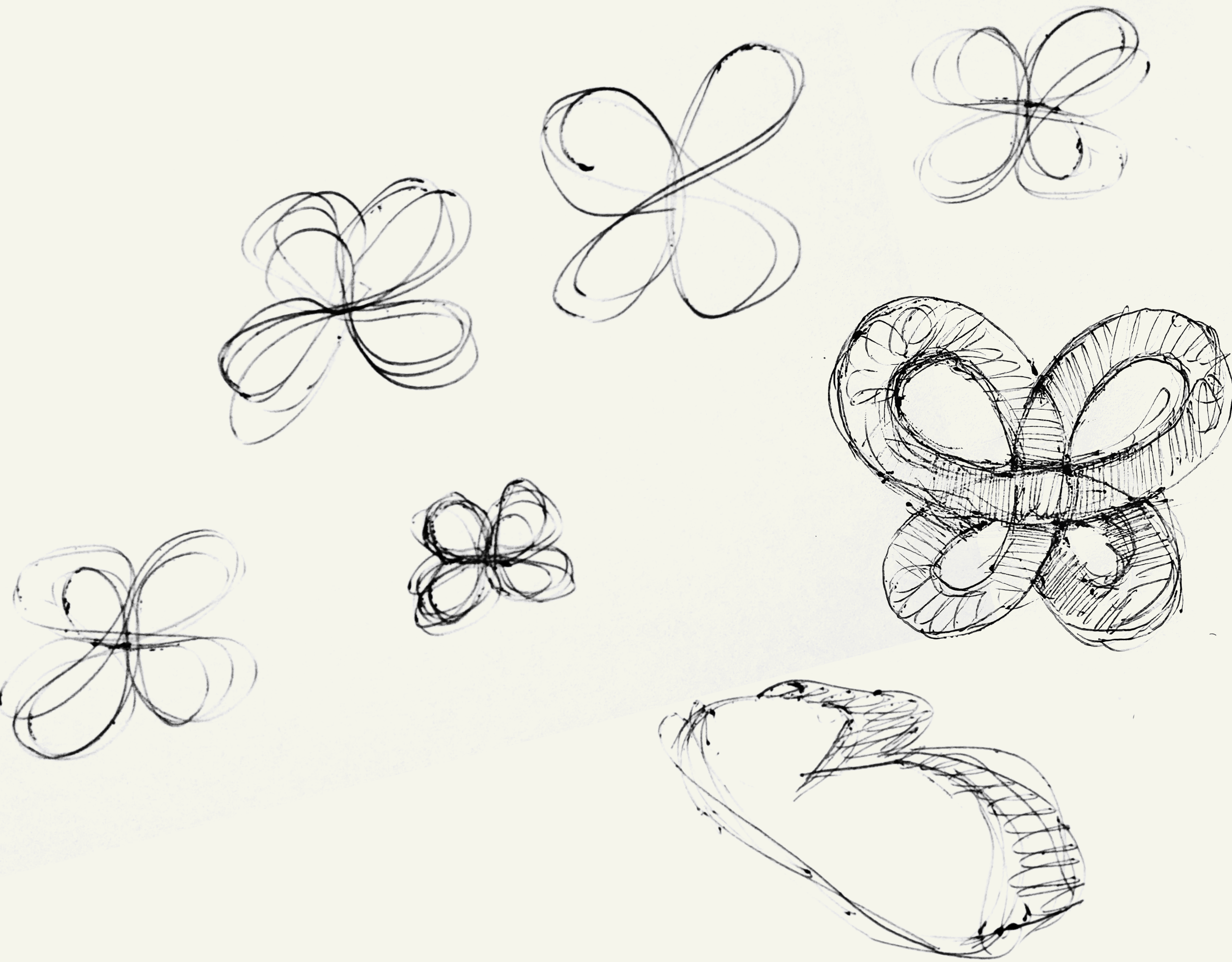
The symbol expresses the Kunming-Montreal Global Biodiversity Framework (KMGBF) through visual and conceptual elements. Visually, the gradient of 23 colors represents the 23 action targets of the Framework, highlighting their interconnection and shared responsibility. Conceptually, the butterfly's life cycle mirrors the transformative pathway of the KMGBF: the egg and larva stages relate to halting biodiversity loss and restoring ecosystems (Targets 1–8); the chrysalis reflects sustainable management of species, agriculture, and forests (Targets 9–13); emergence illustrates equity and fair sharing of nature's benefits (Targets 14–18); and the adult flight represents enabling tools such as finance, policy, monitoring, and collective action (Targets 19–23).

Armenia as Host Country

Polyommatus eriwanensis is a local species living alongside people in Yerevan. Its selection underscores Armenia's rich biodiversity and the potential of all communities to contribute to global conservation. The butterfly symbolizes both local heritage and a universal call to reconnect with and take action for nature and advance transformative biodiversity action.

LOGO VISUAL

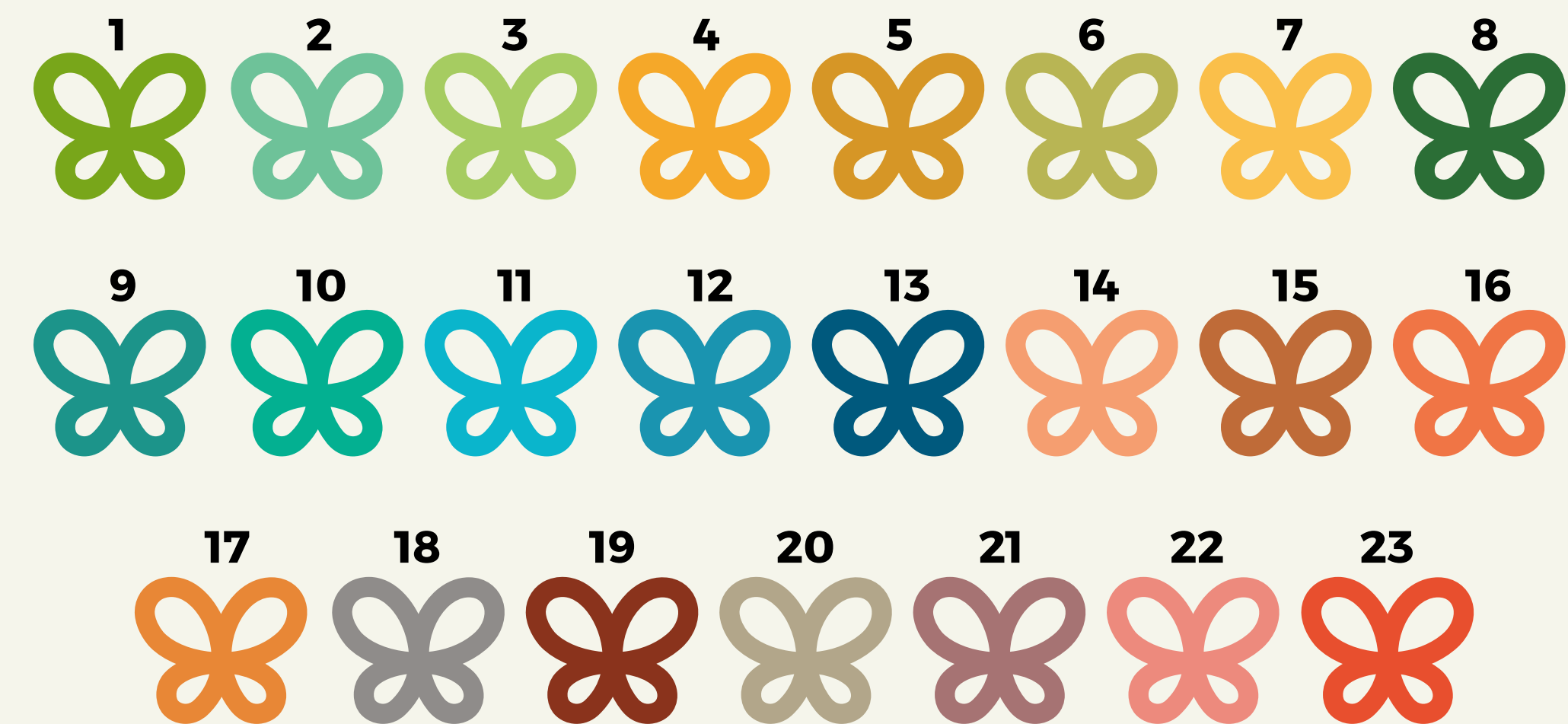
Symbol sketches

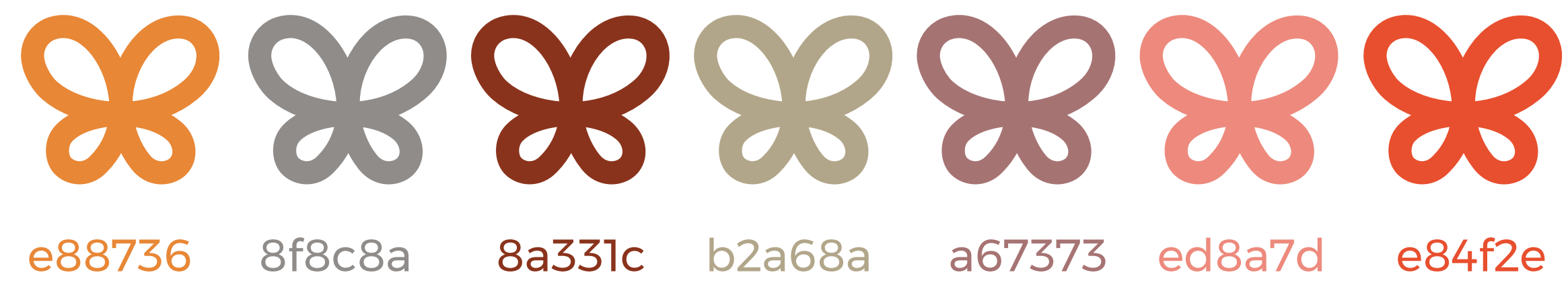


LOGO VISUAL

We studied the 23 key targets of KMGBF and their color solutions.

Based on each shade, we created a butterfly.

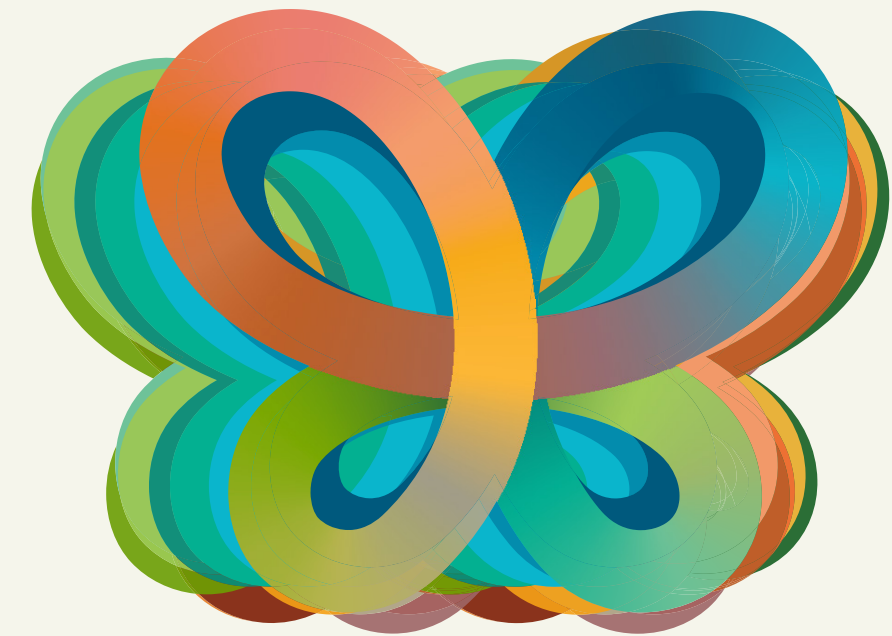
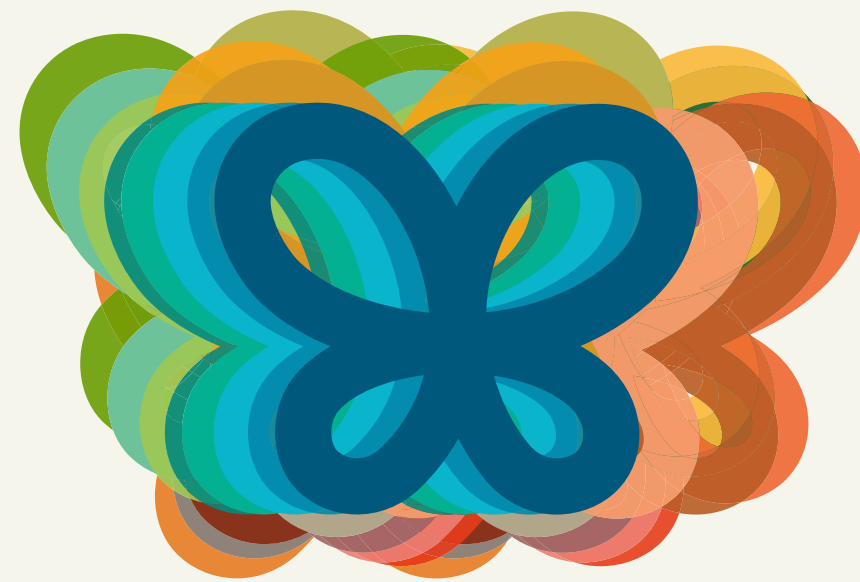
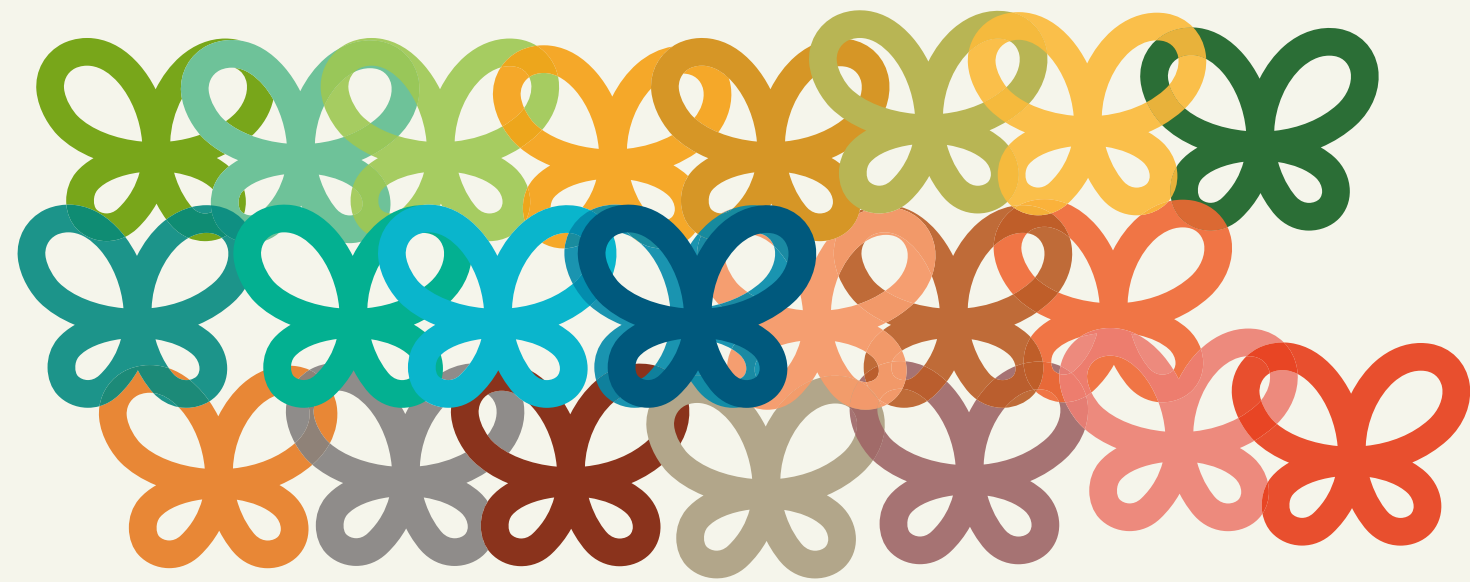




LOGO VISUAL

Then, just as COP17 brings together all the targets on a single platform, we combined the symbolic shades.

As a result of this unification, the COP17 logo was created.



TAGLINE
NARRATIVE

COP17 Slogan: “Taking Action for Nature”

Biodiversity loss is accelerating, and its impact on ecological and human stability is already measurable. “Taking Action for Nature” articulates an essential transition in global environmental policy: moving from passive acknowledgment of ecological decline to active, evidence-based intervention.

Biodiversity loss has reached a scale that directly threatens ecological stability and, by extension, human well-being. “Taking Action for Nature” reflects a shift from awareness to responsibility. The slogan signals that safeguarding nature is not aspirational - it’s a strategic necessity and positions nature not as a backdrop to human progress, but as the foundation that enables it.

“Taking Action” functions as a global call to respond to the environmental crisis with urgency and shared responsibility. The slogan is flexible and can be adapted across different contexts, allowing various groups and communities to identify themselves as both drivers and beneficiaries of action for nature. It supports a whole-of-society approach, where responsibility is distributed rather than concentrated.

This adaptability allows the slogan to evolve naturally and it can be used in multiple settings: Cities taking action for nature
Cities committing to green infrastructure and sustainable planning.

Businesses taking action for nature

Businesses reducing environmental impact and investing in conservation.

Youth taking action for nature

Youth gaining the tools and knowledge to lead future climate and biodiversity efforts.

Women taking action for nature

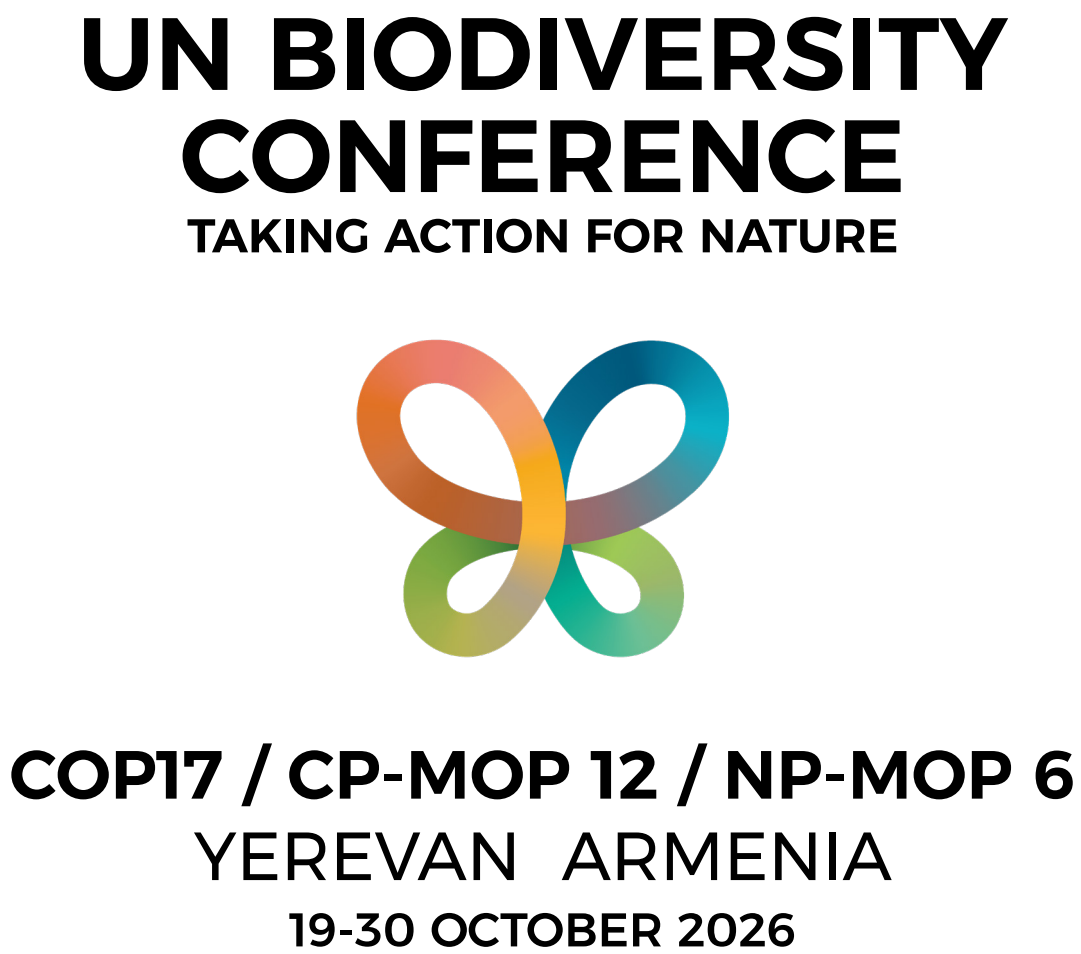
Women and communities whose leadership is essential in environmental decision-making.

TAKING ACTION FOR NATURE

LOGO USAGE

The COP17 logo has **full, standard, simplified and minimalist** versions, each suited to a different type of surface depending on scale and how much information the layout can carry clearly.

Full, Standard, Simplified and Minimalist Logo Examples



Full logo

This is the most complete version of the logo, including the UN Biodiversity Conference name together with the Cartagena Protocol (CP-MOP 12) and Nagoya Protocol (NP-MOP 6) designations alongside COP17. Use it for backdrops, X-banners/roll-up stands, and other informative print materials where the full official designation is needed.

**UN BIODIVERSITY
CONFERENCE**
TAKING ACTION FOR NATURE



COP17 / CP-MOP 12 / NP-MOP 6
YEREVAN ARMENIA
19-30 OCTOBER 2026



Minimal Size: 60px wide



**UN BIODIVERSITY
CONFERENCE**
TAKING ACTION FOR NATURE
COP17 / CP-MOP 12 / NP-MOP 6
YEREVAN ARMENIA
19-30 OCTOBER 2026



Minimal Size: 120px wide

Standard Logo

This version includes the event name, location, dates, and tagline, without the Cartagena and Nagoya Protocol designations. Use it for print materials such as posters, banners, stationery, badges, invitations, and certificates.



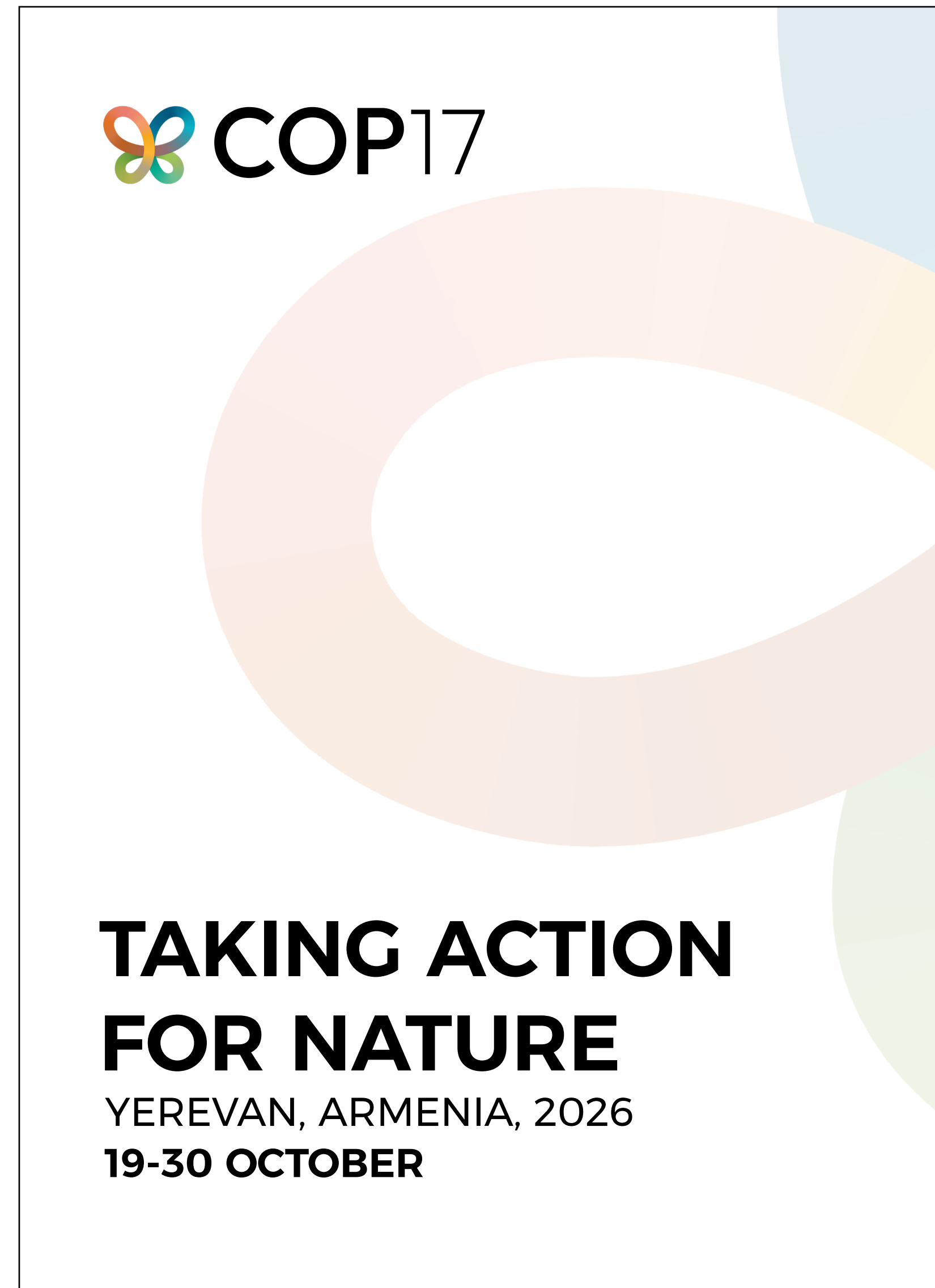
Simplified Logo

Where the simplified mark is used, the tagline, dates, and other event info should still appear on the design, just not as part of the logo itself. Use it for digital materials, such as social media, websites, and digital posters, where space is tighter and the info can be placed elsewhere in the layout (see reference example).



Minimalist logo – digital posters and similar layouts

Where the minimalist mark is used, the tagline, dates, and other event info should still appear on the design, just not as part of the logo itself. This can be placed elsewhere in the layout, for example set within the color pattern as a graphic backdrop for the text (see reference example).



CLEAR SPACE & MINIMUM SIZE

Leave clear space around the logo roughly equal to the height of the butterfly symbol. If a placement is too small to keep the tagline and MOP text readable, use the simplified or minimalist version instead of shrinking the full logo.



COLOR VERSIONS & BACKGROUNDS

Full color works best on light, uncluttered backgrounds. Use the black-and-white version when full color isn't practical, such as single-color print. On photos, choose an area with enough contrast to keep the logo legible.



Color version with black text on light backgrounds



Color version with white text on dark backgrounds

A FEW THINGS TO AVOID



Don't stretch or distort the logo



Don't change its colors



Don't rotate it



Don't place it on busy backgrounds without enough contrast

USING THE LOGO
WITH OTHER LOGOS

Give each logo similar visual weight and enough spacing between them. A vertical divider line works well when placing logos side by side.



**TAGLINE & SYMBOL
ON THEIR OWN**

The tagline and butterfly symbol can be used independently in editorial contexts (article headers, captions) without the full logo lockup.



TAKING ACTION FOR NATURE

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis

PATTERN ADAPTATIONS ON DIGITAL/PRINT PLATFORMS

Examples of identity patterns used on digital posters



Examples of butterfly shape used
on digital posters

Bullet Points

-  Text here
-  Text here
-  Text here
-  Text here

Background Shapes for Texts



LANGUAGE VERSIONS

Use Armenian for local press
and on-the-ground materials;
English for international
audiences and official UN
channels. Default to English
when unsure.



LOGO ADAPTATION IN DIFFERENT LANGUAGES



**UN BIODIVERSITY
CONFERENCE**
TAKING ACTION FOR NATURE



COP17 / CP-MOP 12 / NP-MOP 6
YEREVAN ARMENIA
19-30 OCTOBER 2026



**TAKING ACTION
FOR NATURE**





ՄԱԿ ԿԵՆՍԱԲԱԶՄԱԶԱՆՈՒԹՅԱՆ
ՀԱՄԱԺՈՂՎ
ԳՈՐԾԵԼՈՎ ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ



ԳՈՐԾԵԼՈՎ
ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ



ՄԱԿ ԿԵՆՍԱԲԱԶՄԱԶԱՆՈՒԹՅԱՆ
ՀԱՄԱԺՈՂՎ
ԳՈՐԾԵԼՈՎ ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ
COP17 / CP-MOP 12 / NP-MOP 6
ԵՐԵՎԱՆ ՀԱՅԱՍՏԱՆ
19-30 ՀՈԿՏԵՄԲԵՐ 2026



الأمم المتحدة للتنوع البيولوجي العمل من اجل الطبيعة





联合国生物多样性大会
为自然行动



为自然行动





**CONFÉRENCE DES NATIONS
UNIES SUR LA BIODIVERSITÉ**
AGISSANT POUR LA NATURE



COP17 / CP-MOP 12 / NP-MOP 6
EREVAN ARMÉNIE
19-30 OCTOBRE 2026





**КОНФЕРЕНЦИЯ ОРГАНИЗАЦИИ
ОБЪЕДИНЁННЫХ НАЦИЙ
ПО БИОРАЗНООБРАЗИЮ**
ДЕЙСТВУЯ ВО БЛАГО ПРИРОДЫ



COP17 / CP-MOP 12 / NP-MOP 6
ЕРЕВАН АРМЕНИЯ
19-30 ОКТЯБРЯ 2026



**ДЕЙСТВУЯ ВО
БЛАГО ПРИРОДЫ**



**КОНФЕРЕНЦИЯ ОРГАНИЗАЦИИ
ОБЪЕДИНЁННЫХ НАЦИЙ
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ЕРЕВАН АРМЕНИЯ
19-30 ОКТЯБРЯ 2026



CONFERENCIA DE LAS NACIONES UNIDAS
SOBRE DIVERSIDAD BIOLÓGICA
ACTUANDO POR LA NATURALEZA



COP17 / CP-MOP 12 / NP-MOP 6
EREVÁN ARMENIA
19-30 DE OCTUBRE DE 2026



ACTUANDO POR
LA NATURALEZA



CONFERENCIA DE LAS NACIONES UNIDAS
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ACTUANDO POR LA NATURALEZA
COP17 / CP-MOP 12 / NP-MOP 6
EREVÁN ARMENIA
19-30 DE OCTUBRE DE 2026

TYPEFACES

Montserrat Arm

English Armenian French Spanish

Montserrat

Russian

Noto Sans Arabic

Arabic

Noto Sans SC

Chinese

BUTTERFLY IDENTITY ON POSTERS WITH PEOPLE

When placing a photo of a person into a butterfly shape, the butterfly shape should be a little bit cropped either from right or top, depending on where it's positioned.

**ԳՈՐԾԵԼՈՎ
ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ**



**ԱՐՏՈՒՇ
ԽԱԶԱՏՐՅԱՆ**

Կայուն գյուղատնտեսության
ոլորտի նորարար

**ԳՈՐԾԵԼՈՎ
ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ**



**ԲԵՌՏԱ
ՄԱՐՏԻՐՈՍՅԱՆ**

Վայրի բնության լուսանկարիչ,
«Հայաստանի թռչունները» ֆոտոգրքի հեղինակ

**ԳՈՐԾԵԼՈՎ
ՀԱՆՈՒՆ ԲՆՈՒԹՅԱՆ**



**ԿԱՐԵՆ
ԱՆՏԱՃՅԱՆ**

Հայերեն սնկանունների
բառարանի հեղինակ



COP17

ԵՐԵՎԱՆ ՀԱՅԱՍՏԱՆ
19-30 ՀՈԿՏԵՄԲԵՐ 2026



COP17

ԵՐԵՎԱՆ ՀԱՅԱՍՏԱՆ
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COP17

ԵՐԵՎԱՆ ՀԱՅԱՍՏԱՆ
19-30 ՀՈԿՏԵՄԲԵՐ 2026



COP17

ԵՐԵՎԱՆ ՀԱՅԱՍՏԱՆ
19-30 ՀՈԿՏԵՄԲԵՐ 2026

RIGHTS & TERMS OF USE

Who can use the logo

The COP17 logo belongs to the conference and its organisers. It is not a general-purpose mark and may not be used freely.

Who can use the logo

- Armenian state institutions and the bodies organising the conference
- Government institutions of Parties and other states, in connection with their participation
- The CBD Secretariat and associated UN bodies
- Official partners, supporters and sponsors, within agreed terms
- Media, for editorial and news coverage
- Organisers of official side events, in materials for that event
- Educational institutions, for teaching and awareness materials

Any other use requires the agreement of the organisers.

Terms of use

Where the logo is used, these conditions apply.

Terms of use

- Use the supplied files without alteration, as set out in Examples of Incorrect Logo Usage
- Follow the rules on clear space, minimum size, colour versions and backgrounds
- Use the logo version appropriate to the surface, as set out in Logo Usage
- Give the COP17 logo at least equal visual weight to accompanying logos, as set out in Using the Logo with Other Logos
- Use "CBD COP17" or "UN Biodiversity Conference (CBD COP17)" on first mention

Prohibitions

The logo may not be used in the following ways.

Prohibitions

- Suggesting endorsement or partnership that has not been agreed
- As part of another organisation's logo, product identity or trademark
- On merchandise or items produced for sale, unless agreed
- In political campaigning, or to support a commercial product or service
- In any way that misrepresents the conference or its participants

Use that does not meet these conditions may be asked to be withdrawn.

Files

Logo files are available at
cop17yerevan.am.

The United Nations emblem and the CBD logo have their own rules of use and are not covered by this document.

