# VISUAL IDENTITY GUIDELINES

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United Nations Decade of Family Farming - Visual Identity Guidelines
1 Introduction
1 Introduction

1.1 About these Graphic Guidelines

On 20 December 2017, the United Nations General Assembly, in its 72nd session, proclaimed the United Nations Decade of Family Farming (2019-2028) to serve as a framework for countries to develop public policies and investments to strengthen the position of family farming in economic, environmental and social policies at all levels farming, and contribute to the achievement of the Sustainable Development Goals (SDGs) by addressing family farming from a holistic perspective and including rural poverty eradication in all its forms and dimensions.

These Graphic Guidelines were designed to support all stakeholders that want to take part in activities and events related to the United Nations Decade of Family Farming (UNDFF). Therefore, for consistency, when using the UNDFF visual identity you must always comply with these Graphic Guidelines.

This document is complementary to the Guidelines for the use of the UN Decade of Family Farming Visual Identity and Waiver of Liability.¹

¹ Please note that the term “visual identity” refers to the use of the UNDFF emblem and its related graphic elements, including illustrations, colour palette and fonts.
1 Introduction

1.2 Creative rationale

The UNDFF emblem builds up on the successful International Year of Family Farming 2014 logo by effectively restyling it with a strong link to the SDGs. The stylized human figures have increased to four to symbolize a more inclusive concept of family.

By incorporating the SDG line showcasing the 17 goals, the UNDFF visual identity directly addresses the link between the Decade and the 2030 Agenda. It especially highlights how the UNDFF can greatly contribute to the achievement of the 2030 Agenda and at the same time enhances Family Farming’s multidimensionality to act on all the SDGs.
1 Introduction
1.2 Design

The pictogram shows how family and farm represent a unity that continuously co-evolves, fulfilling economic, environmental, social and cultural functions of the wider rural economy and within territorial networks in which they are embedded.

The design also wants to portray a sense of community represented by the fact that the stylized figures are holding hands. These figures portray family farmers, but also can embody consumers, policy makers and other stakeholders to enhance the wide spectrum of family farming. It also wants to highlight how family farming matters and affects all of us by creating a sense of belonging to one family.

The three orange lines depicted can represent different farming scenarios. While the main UNDFF emblem colour palette represents an agricultural field, other colours can be used to reflect other types of farming such as fisheries, livestock or traditional farming.

The words “United Nations Decade of Family Farming” appear to the side or under the visual image, depending on whether it is the vertical or the horizontal version, and the years “2019-2028” appear underneath, to ensure that there is an understanding that the duration of this campaign is 10 years, running from 1 January 2019 to 31 December 2028.
2 UNDFF Emblem
2 UNDF emblem
2.1 Main versions

The UNDF emblem comes in two main versions that should be used as much as possible:

- Horizontal - to be used in co-branding with the other entity logo.
- Vertical - to be placed freely as label.
2 UNDFF emblem

2.2 Language versions

The UNDFF emblem is available in the six official United Nations languages:

- Arabic
- French
- Spanish
- English
- Russian
- Chinese

The Joint Secretariat of the UN Decade of Family Farming can adapt the UNDFF emblem for other languages if provided with translation.
2 UNDFF emblem

2.3 Size (horizontal version)

To maintain clarity and legibility, the minimum height for the UNDFF emblem is 15 mm in print and 55 pixels on the web for all six language versions.

There is no maximum reproduction size.

Minimum emblem size

Print: Height= 15 mm
Web: Height= 55 pixels
2 UNDFF emblem

2.4 Size (vertical version)

To maintain clarity and legibility, the minimum width for the UNDFF emblem is 25 mm in print and 100 pixels on the web for all six language versions.

There is no maximum reproduction size.

Minimum emblem size

Print: Width = 25 mm
Web: Width = 100 pixels
2 UNDFF emblem
2.5 One-colour versions

In specific cases where the colour version cannot be used, the UNDFF emblem can be replicated in black or white.

On a white or pale background, the emblem will be in its black version. On a dark background, the reversed version is preferred for optimal contrast.
2 UNDFF emblem

2.6 Structure and clear space

The construction of the UNDFF emblem follows a square-based grid.

The UNDFF emblem commands a clear space area of five square modules per side.
2 UNDFF emblem

2.7 Backgrounds - Horizontal version

The horizontal version of the UNDFF emblem should be preferably used on white backgrounds.

When used on coloured or photographic backgrounds always put a white rectangle underneath the UNDFF emblem to separate it from the background. The white rectangle must be at least as big as the UNDFF emblem clear space area (five square modules per side).
2 UNDFF emblem

2.8 Backgrounds - Vertical version

The vertical version of the UNDFF emblem has an incorporated white background and can be placed "as is" on coloured and photographic backgrounds to be used as "label".

When used on white background always put a thin grey (C=0 M=0 Y=0 K=80) stroke around the UNDFF emblem to detach it from the background.
3 Use with other logos
3 Use with other logos

3.1 Options

Authorized entities can choose to use one of the UNDFF emblem versions to brand communication materials, activities or events related to the Decade:

- Horizontal Version – The UNDFF emblem horizontal version will be placed in co-branding with the entity’s logo
- Vertical Version – The UNDFF emblem vertical version can be used as a label that can be placed freely.

![UNDFF emblem used in co-branding](image1)

![UNDFF emblem used as label](image2)
3 Use with other logos

3.2 Horizontal Version (I)

When using the UNDFF emblem in its horizontal version alongside the logo of another entity, they should appear at the same height.

The two logos must be centered vertically and a thin black line should be used as separator. The horizontal distance between each logo and the separator line should be equal to the UNDFF emblem clear space area (five square modules per side).
3 Use with other logos

3.3 Horizontal Version (II)

When using the UNDFF emblem in its horizontal version alongside the logo of another entity, they should appear at the same height.

The two logos must be centered vertically and a thin black line should be used as separator. The horizontal distance between each logo and the separator line should be equal to the UNDFF emblem clear space area (five square modules per side).
3  Use with other logos

3.4  Multiple entities

If authorized entities are in partnership with other entities, the approach depends on the established agreements between them: if the partners have the same level of importance the logos can go either in co-branding with the UNDFF emblem (for a maximum of 2 partners) or the partners logos go together and the UNDFF emblem is used as label.

Secondary partners shall appear clearly separated from the main partner and the UNDFF emblem.
4 Visual identity elements
4 Visual identity elements

4.1 Main colour palette

The main colour palette for the UNDFF visual identity is composed of three shades of orange and a neutral grey.

**SOLID ORANGE**
- C 0 M 45 Y 100 K 0
- R 245 G 156 B 0
- HEX: F59C00

**MEDIUM ORANGE**
- C 0 M 35 Y 100 K 0
- R 249 G 176 B 0
- HEX: F9B000

**LIGHT ORANGE**
- C 0 M 20 Y 100 K 0
- R 255 G 204 B 0
- HEX: FFCC00

**GREY**
- R 87 G 87 B 86
- C 0 M 0 Y 0 K 80
- HEX: 575756
4 Visual identity elements

4.2 Secondary colour palettes

When the UNDFF emblem applies to a product related to a specific type of farming it is possible to use a secondary colour palette in lieu of the main one.

These colours can also be used in products when a wider colour palette is required.
4 Visual identity elements

4.3 Primary typeface (Latin)

Nunito is the primary typeface for all communication products (print and digital) produced for the UNDFF for languages using the Latin alphabet.

Nunito can be downloaded for free from Google Fonts (fonts.google.com).

If possible, use Nunito Bold for headings and Nunito Light for body text. Other weights (semibold, medium) are also acceptable.

Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nunito Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
4 Visual identity elements

4.4 Primary typeface (Arabic)

Frutiger LT Arabic is the primary typeface for all communication products (print and digital) produced for the UNDFF for languages using the Arabic alphabet.

Frutiger LT Arabic can be purchased from various fonts online shops.

If possible, use Frutiger LT Arabic Bold for headings and Frutiger LT Arabic Regular for body text.

In case a free font is needed, alternatives (such as Cairo font) can be downloaded from Google Fonts (fonts.google.com) or from fonts.adobe.com with an Adobe Creative Cloud subscription.

Frutiger LT Arabic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
عغفقكلمنويءأبتثجحخدذرزسشصضطظ
1234567890

Frutiger LT Arabic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ضطعغفقلكمنويءأبتثجحخدذرزسشصضطظ
1234567890
4 Visual identity elements

4.5 Primary typeface (Cyrillic)

Open Sans is the primary typeface for all communication products (print and digital) produced for the UNDFF for languages using the Cyrillic alphabet.

Open Sans can be downloaded for free from Google Fonts (fonts.google.com).

If possible, use Open Sans Bold for headings and Open Sans Light for body text. Other weights (semibold, medium) are also acceptable.
4 Visual identity elements

4.6 Primary typeface
(Simplified Chinese)

Noto Sans SC is the primary typeface for all communication products (print and digital) produced for the UNDFF for languages using the Simplified Chinese alphabet.

Noto Sans SC can be downloaded for free from Google Fonts (fonts.google.com).

If possible, use Noto Sans SC Bold for headings and Noto Sans SC Light for body text. Other weights (semibold, medium) are also acceptable.

Noto Sans SC Bold

ABCDEFGHJKLNMOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂĐÊÔƠƯăâđêôơư一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容专少山师席常幼序从性恩恭情惰应成所才扬择教敬数文断方于族昔时智曾有朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稻谷穷窦竹梁素丝绸习老者而能自至与芍药处融亲调识让贵身近过逝远迁邻长非革音顺饲养首香高麦黍龄思源谷歌年早林川空田生花草虫女男见力氈出立休夕校村町森正王系具車多半形太細広長点丸交角計直線矢弱強親姊妹体毛頭顔心時曜朝昼分週今新古間東還前後内外場園野原里市京風雲雪池海岩室戸家寺通門話答聞語読書記紙画絵図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走止活店買売午汽弓蔵会組船明社切電毎合台楽公引科刀番用1234567890

Noto Sans SC Light

ABCDEFGHJKLNMOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂĐÊÔƠƯăâđêôơư一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容专少山师席常幼序从性恩恭情惰应成所才扬择教敬数文断方于族昔时智曾有朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稻谷穷窦竹梁素丝绸习老者而能自至与芍药处融亲调识让贵身近过逝远迁邻长非革音顺饲养首香高麦黍龄思源谷歌年早林川空田生花草虫女男见力氈出立休夕校村町森正王系具車多半形太細広長点丸交角計直線矢弱強親姊妹体毛頭顔心時曜朝昼分週今新古間東還前後内外場園野原里市京風雲雪池海岩室戸家寺通門話答聞語読書記紙画絵図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走止活店買売午汽弓蔵会組船明社切電毎合台楽公引科刀番用1234567890
4 Visual identity elements

4.7 Illustrations

The UNDFF emblem features four human figures formed by overlaid basic geometric shapes in the SDG colours. Designers are free to create illustrations for UNDFF products using the same style.

All shapes used in the composition must be basic geometric shapes such as rectangles, triangles, circles or portions of them (semicircles, circular arcs, etc.).

Each shape must be in one of the 17 SDGs colours, and the transparency method must be set to "multiply" in the graphic software of choice.

Please use the same square-based grid of the UNDFF emblem to harmonize sizes between elements.
4 Visual identity elements

4.8 Photos

A photo repository is available for everyone that wants to take part in activities and events related to the UN Decade of Family Farming.

These photos have been selected in order to cover family farming in all its varieties, depicting different regions and types of farming. Please give credit to the photographer and the copyright owner when using these photos. These are not for commercial distribution.

This pre-approved photo gallery can be found here.
5  Do's and Don'ts
5 Do's and Don'ts

5.1 Do's

1. Do harmonize the sizes of the UNDFF emblem and partner logos when used in co-branding.

2. Do put a white rectangle underneath the co-branding block when using on coloured or photographic backgrounds.

3. Do use the primary colour palette in products related to more than one type of farming.

4. Feel free to use a secondary palette if a product is related to a specific type of farming.
5 Do's and Don'ts

5.2 Don'ts

1. Don’t use the UNDFF emblem directly on a coloured or photographic background.

2. Don’t recreate, add effects or change the colours of the emblem.

3. Don’t use the graphic part of the emblem without the accompanying text.

4. Don’t alter or distort the emblem in any way.
5 Do's and Don'ts

5.3 Don'ts (II)

1. Don't use the vertical version of the UNDFF emblem in co-branding.

2. Don't use the emblem in co-branding with more than two logos.

3. Don't use the horizontal version of the emblem detached from partners logos.

4. Don't use a secondary palette related to a specific type of farming on a product pertaining to a different type of farming.
6 Application examples
6 Application examples

6.1 Brochure
(implementing agencies)
6 Application examples
6.2 Event backdrop
6 Application examples

6.3 Tote bag
6 Application examples

6.4 Mug
Application examples

6.5 T-shirt
6 Application examples
6.6 Web banner

You can use the vertical version of the UNDFF emblem as web banner, or you can design one using your logo in co-branding with the horizontal version of the UNDFF emblem.

All web banners should link to the official UNDFF website [www.fao.org/family-farming-decade](http://www.fao.org/family-farming-decade)
6 Application examples
6.7 Social media

You can use both versions of the UNDFF emblem in social media posts, choosing the one that best suits your needs.

Remember to use the official UNDFF hashtag #FamilyFarming
7

Links
The UNDFF emblem is available in the six UN languages and in all its versions in EPS, GIF, PDF, hi-res JPEG and web JPEG formats.

Non-UN entities must request prior authorization to the Joint Secretariat of the UN Decade of Family Farming to use the UNDFF visual identity when used for fundraising and/or commercial purposes.

**Steps for requesting authorization to use the UNDFF visual identity can be found in the**

[Guidelines for the use of the UN Decade of Family Farming Visual Identity and Waiver of Liability.](#)
Any further enquiries should be directed to:

**Joint Secretariat of the UN Decade of Family Farming**

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00153 Rome
Italy

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