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1 Introduction
1  Introduction

1.1 About these visual identity guidelines

At its 74th session, the United Nations General Assembly proclaimed 2021 the International Year of Fruits and Vegetables (IYFV). The primary role of the food and the agriculture sector is to adequately feed people by increasing the availability, affordability and consumption of varied, safe and nutritious foods that are in line with dietary recommendations and environmental sustainability. In this way, the IYFV is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health and as well in achieving the United Nations (UN) Sustainable Development Goals (SDGs).

These graphic guidelines were designed to support all stakeholders that want to take part in activities and events related to the International Year of Fruits and Vegetables (IYFV). Therefore, for consistency, when using the IYFV visual identity you must always comply with these graphic guidelines.
1 Introduction

1.2 Concept

The visual identity of the International Year of Fruits of Vegetables visually represents the key objectives of this year, including the raising of awareness of nutrition and health benefits of the consumption of fruits and vegetables.

The concept behind the circular form of the IYFV emblem is to emphasize how fruits and vegetables are both necessary components for a healthy and diverse diet. Its colourful design highlights how fruits and vegetables come in a wide variety of shapes, forms and colours. The use of colour also reinforces the link between the IYFV and its contribution to the 2030 Agenda and Sustainable Development Goals (SDGs).

This document is complementary to the guidelines for the use of the International Year of Fruits and Vegetables Visual Identity and Waiver of Liability,
1. **Introduction**

1.3 **Design**

The visual identity is composed of three parts:

1. **The pictogram** is a symbolic portrait that is comprised of different forms that represent various fruits and vegetables. The smiling face that is created as a result of these forms has no specific gender or ethnicity. The design aims to show fruits and vegetables in a unity that continuously co-evolves, fulfilling economic, environmental, social and cultural functions of the two small-scale sectors.

2. **The text** appears to the side or under the pictogram, depending on whether it is the vertical or the horizontal version. It’s always divided in two lines:
   1) "International Year of" 2) "Fruits and Vegetables"

3. **The SDG wheel**, representing the Sustainable Development Goals, is present in the zero of “2021”. The year “2021” appears underneath to ensure that there is an understanding that the campaign is active up until 31 December 2021.

It recalls how fruits and vegetables are key to ending hunger, reducing poverty, promoting gender equality, protecting the environment and boosting economic development, which are all crucial to achieving the 2030 Agenda for Sustainable Development.

**The pictogram and the text shouldn’t be separated.**
Visual identity
The IYFV 2021 visual identity 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 on a white background.
- Vertical – to be used in co-branding with the other entity logo on a white background.
2 Visual identity

2.2 Languages (vertical version)

The IYFV 2021 visual identity is available in the six official United Nations languages:

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

Authorized users of the IYFV visual identity are encouraged to translate the text into local languages, but they should state clearly that they are solely responsible for the accuracy of the translation. Otherwise, the IYFV 2021 Secretariat can create it in other languages if provided with the translation.
2 Visual identity
2.2 Languages (horizontal version)

The IYFV 2021 visual identity is available in the six official United Nations languages:

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

Authorized users of the IYFV visual identity are encouraged to translate the text into local languages, but they should state clearly that they are solely responsible for the accuracy of the translation. Otherwise, the IYFV 2021 Secretariat can create it in other languages if provided with the translation.
The official slogan for the IYFV is “Fruits and vegetables, your dietary essentials.” and it is available in the six official languages of the United Nations

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

Authorized users of the IYFV visual identity are encouraged to translate the text into local languages, but they should state clearly that they are solely responsible for the accuracy of the translation. Otherwise, the IYFV 2021 Secretariat can create it in other languages if provided with the translation.

Wherever the slogan is used, the visual identity should be present in the same document or material.

الفاكهة والخضروات أساس غذائنا

Les fruits et légumes, éléments essentiels de ton alimentation.

Овощи и фрукты - основа вашего рациона.

Fruits and vegetables, your dietary essentials.

Las frutas y verduras, elementos esenciales de tu dieta.
2 Visual identity

2.4 Size

**Horizontal version**
To maintain clarity and legibility, for all six-language versions, the minimum height of the IYFV visual identity is:

- print: height = 15 mm
- web: height = 45 pixels

There is no maximum reproduction size.

**Vertical version**
To maintain clarity and legibility, for all six-language versions, the minimum height of the IYFV visual identity is:

- print: height = 30 mm
- web: height = 90 pixels

There is no maximum reproduction size.
2 Visual identity
2.5 Structure and clear space

(Vertical version)

The construction of the IYFV 2021 visual identity follows a square-based grid.

The IYFV 2021 visual identity commands a clear space area of x/4 modules per side, where “x” is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other elements in the environment in which it appears.
The construction of the IYFV 2021 visual identity follows a square-based grid.

The IYFV 2021 visual identity commands a clear space area of $x/4$ modules per side, where "$x$" is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other element in the environment in which it appears.
The visual identity should always be used in full colour against a solid background, ideally white. Overlaying it onto busy photography or a background without sufficient contrast is not recommended. Solid black/white versions have been created as alternatives, but these should only be used when absolutely necessary.
To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.
Use with other logos
3 Use with other logos

3.1 Co-branding

Authorized entities, UN and non-UN entities, can choose to use one of the versions of the IYFV 2021 visual identity to brand communication materials, activities or events related to the Year:

In co-branding, the size of the two logos should be harmonized.

A thin black line should be used to separate the logos. The distance between each logo and the line should be equal to the IYFV clear space around the graphic.

The logo of the non-UN entity shall be accompanied by the following statement: “supports the” above the IYFV2021 visual identity.

Please refer to the Waiver of Liability for further information regarding co-branding and use with other logos.
3 Use with other logos

3.2 Multiple entities

If authorized entities are in partnership with other entities, the visual approach depends on the established agreements between them; if the partners have the same level of importance, the logos can be co-branded with the IYFV 2021 visual identity (for a maximum of 2 partners). Secondary partners shall appear clearly separated from the main partners and the IYFV 2021 visual identity.

a. If the authorized entities have the same level of importance, co-branding rules can be followed.

b. It is important to clearly separate any secondary entities from main entities and the IYFV visual identity.
4 Visual identity elements
Visual identity elements

4.1 Main colour palette

The main colour palette for the IYFV 2021 visual identity is composed of 13 shades of violet, green, red, orange, yellow and brown. These colours represent biodiversity and the different variants of fruits and vegetables that exist in nature.

A light black (90% black) can be used for the typeface.

The 17 SDGs colours are used to build the zero of the 2021.
4 Visual identity elements
4.2 Typefaces (Latin and Cyrillic)

Bebas Neue Pro and Open Sans are the primary typefaces for all communication products (print and digital) produced for IYFV 2021 for languages using the Latin alphabet.

- **Bebas Neue Pro** can be downloaded for free if you have an Adobe account.
- **Open Sans** can be downloaded for free from Google Fonts.

If possible, use Bebas Neue Pro Bold for headings and Open Sans Light for body text. Other weights (semibold, medium) are also acceptable.
4 Visual identity elements
4.2 Typefaces (Traditional Chinese)

Noto Sans TC is the primary typeface for all communication products (print and digital) produced for IYFV 2021 for languages using the Traditional Chinese alphabet.

- Noto Sans TC can be downloaded for free from Google Fonts.

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

**Noto Sans TC Bold**

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

**Font for headings**


**Noto Sans TC Light**

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

**Font for body text**
4 Visual identity elements
4.2 Typefaces (Arabic)

Cairo is the primary typeface for all communication products (print and digital) produced for IYFV 2021 for languages using the Arabic alphabet.

- Cairo can be downloaded for free from Google Fonts.

If possible, use Cairo Bold for headings and Cairo Light for body text. Other weights (Semibold, Regular) are also acceptable.
4 Visual identity elements
4.3 Photos

A photo repository is available for anyone who wants to use photos for activities and events related to IYFV 2021. These photos have been selected in order to cover fruits and vegetables in all their varieties, depicting different regions and types of activities.

The photos are not for commercial distribution. They may be cropped, but not altered. Copyright information ©FAO must be used with the photos.

The pre-approved photo gallery can be found in the IYFV 2021 toolkit.

For any questions, please contact IYFV@fao.org
Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.
4 Visual identity elements

4.4 Visual language

Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.
Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.
Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.
CONTACT

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DOWNLOAD THE TOOLKIT