



INTERNATIONAL YEAR OF
PLANT HEALTH

2020

Prepared by the Office for Corporate Communication
Food and Agriculture Organization of the United Nations

Visual identity guidelines for graphic designers

January 2020

INTERNATIONAL YEAR OF PLANT HEALTH 2020

INTRODUCTION

In December 2018, the United Nations General Assembly declared 2020 the International Year of Plant Health (hereinafter “IYPH”) and invited the Food and Agriculture Organization of the United Nations (FAO), in collaboration with the International Plant Protection Convention (IPPC), to facilitate the implementation of the International Year. The main objective of the IYPH is to raise global awareness on how protecting plant health can help end hunger, reduce poverty, protect the environment, and boost economic development.

These graphic guidelines were designed to support all stakeholders that want to take part in activities and events related to the IYPH. Therefore, for consistency, when using the IYPH visual identity you must always comply with these graphic guidelines.

This document is complementary to the [Guidelines for the use of the IYPH 2020 visual identity and waiver of liability](#).

For all internal FAO documents which will also bear the FAO logo: These guidelines do not in any way supersede the [FAO brand and policy book](#), which is the single most important point of reference for the use of the FAO logo.

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AUTHORIZATION

HOW TO USE THE VISUAL IDENTITY

To increase the impact of IYPH 2020 celebrations, we ask you and all IYPH partners to use the visual identity as much as possible in all your activities and events.

The IYPH visual identity is available in the six UN languages and in all its versions in:

- **EPS**
- **GIF**
- **PDF**
- **JPEG (High)**
- **JPEG (Web)**

Non-UN entities must request prior authorization to the IYPH Secretariat to use the IYPH visual identity when used for fundraising and/or commercial purposes.

Steps for requesting authorization to use the UNDPF visual identity can be found in the [Guidelines for the use of the IYPH 2020 visual identity and waiver of liability](#).

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LOGO USAGE

CONCEPT

The IYPH visual identity consists of a symbolic representation of leaves and the text "IYPH 2020." The green leaves in the visual identity represent healthy plants as the source of the oxygen we breathe, the food we eat and all life on earth. This positive image of leaves protected from deadly pests and diseases forms a circle which represents the world and underlines how plant health and protection is a global issue. The familiar colour wheel representing the Sustainable Development Goals is present in the zero of "2020." It recalls how plant health is the key to ending hunger, reducing poverty, protecting the environment and boosting economic development, which are all crucial to achieving the 2030 Agenda for Sustainable Development.

The words "International Year of Plant Health" appear to the side or under the visual image, depending on whether it is the vertical or the horizontal version, and the year "2020" appears underneath, to ensure that there is an understanding that the duration of this campaign is of one year, running from 1 January to 31 December 2020.

PLANT + PROTECTION



FORMATS

The IYPH visual identity comes in two main versions that should be used as much as possible:

- vertical
- horizontal



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LANGUAGE VERSIONS

Vertical

The IYPH visual identity is available in the six official UN languages:

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

Authorized users of the IYPH 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 IYPH 2020 Secretariat can create it in other languages if provided with the translation.



LANGUAGE VERSIONS

Horizontal

The IYPH visual identity is available in the six official UN languages:

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

Authorized users of the IYPH 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 IYPH 2020 Secretariat can create it in other languages if provided with the translation.



SLOGAN

The official slogan for the IYPH is “Protecting Plants, Protecting life” and it is available in the six official UN languages:

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

Authorized users of the IYPH 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 IYPH 2020 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.

حماية النباتات لحماية الحياة

保护植物，保护生命

PROTECTING PLANTS,
PROTECTING LIFE

PROTÉGER LES VÉGÉTAUX,
PROTÉGER LA VIE

ЗАЩИТИМ РАСТЕНИЯ –
СОХРАНИМ ЖИЗНЬ

PROTEGER LAS PLANTAS,
PROTEGER LA VIDA

SIZE

HORIZONTAL VERSION

To maintain clarity and legibility, for all six-language versions, the minimum height for the IYPH visual identity is:

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

There is no maximum reproduction size.

ENGLISH & ALL
LANGUAGES
Minimum height:
15mm / 45px



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VERTICAL VERSION

To maintain clarity and legibility, for all six-language versions, the minimum height for the IYPH visual identity is:

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

There is no maximum reproduction size.

ENGLISH & ALL
LANGUAGES
Minimum height:
30mm / 90px



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CLEAR SPACE AROUND GRAPHIC

Vertical

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.



CLEAR SPACE AROUND GRAPHIC

Horizontal

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from the other elements in the environment in which it appears.

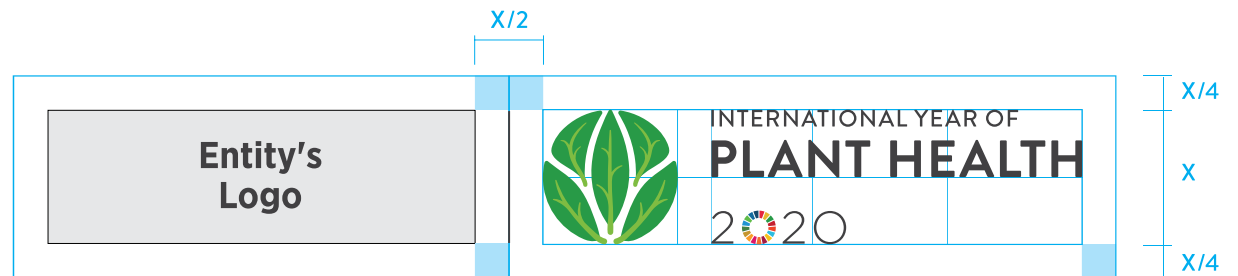


CO-BRANDING

Authorized entities can choose to use the horizontal or vertical version of the IYPH visual identity to brand a product.

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 IYPH clear space around the graphic.



MULTIPLE ENTITIES

- 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 IYPH visual identity.



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**VISUAL
ELEMENTS**

TYPOGRAPHY

Primary choice - Latin

Brandon Grotesque is the primary typeface for all communication products (print and digital) produced for the IYPH for languages using the Latin alphabet.

Brandon Grotesque font family can be downloaded from [Adobe Fonts](#).

If possible, use Brandon Grotesque Black and Bold for headings and Brandon Grotesque Regular for body text. Other weights (such as Light) are also acceptable.

Brandon Grotesque Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

Secondary choice (Latin)

When Brandon Grotesque is not available, Arial Black and Arial Regular should be used for body text and headings in print and digital media.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

Primary choice - Cyrillic

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

[Open Sans](#) can be downloaded for free from Google Fonts.

If possible, use Open Sans Bold and Semibold for headings and Open Sans Regular for body text. Other weights (such as Light) are also acceptable.

Open Sans Bold

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИИЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђееєжзсиийјклљмнњопрстћуўфхцчџшщъыьэюя

Open Sans Semibold

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИИЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђееєжзсиийјклљмнњопрстћуўфхцчџшщъыьэюя

Open Sans Regular

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИИЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђееєжзсиийјклљмнњопрстћуўфхцчџшщъыьэюя

TYPOGRAPHY

Primary choice - Arabic

Cairo and Scheherazade are the primary typefaces for all communication products (print and digital) produced for the IYPH, for languages using the Arabic alphabet.

[Cairo](#) and [Scheherazade](#) can be downloaded for free from Google Fonts.

If possible, use Cairo Bold for headings and Scheherazade Regular for body text.

Cairo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩١٠١١١٢١٣١٤١٥١٦١٧١٨١٩٢٠٢١٢٢٢٣٢٤٢٥٢٦٢٧٢٨٢٩٣٠٣١٣٢٣٣٣٤٣٥٣٦٣٧٣٨٣٩٤٠٤١٤٢٤٣٤٤٤٥٤٦٤٧٤٨٤٩٥٠٥١٥٢٥٣٥٤٥٥٥٦٥٧٥٨٥٩٦٠٦١٦٢٦٣٦٤٦٥٦٦٦٧٦٨٦٩٧٠٧١٧٢٧٣٧٤٧٥٧٦٧٧٧٨٧٩٨٠٨١٨٢٨٣٨٤٨٥٨٦٨٧٨٨٨٩٩٠٩١٩٢٩٣٩٤٩٥٩٦٩٧٩٨٩٩

Scheherazade Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
٠١٢٣٤٥٦٧٨٩١٠١١١٢١٣١٤١٥١٦١٧١٨١٩٢٠٢١٢٢٢٣٢٤٢٥٢٦٢٧٢٨٢٩٣٠٣١٣٢٣٣٣٤٣٥٣٦٣٧٣٨٣٩٤٠٤١٤٢٤٣٤٤٤٥٤٦٤٧٤٨٤٩٥٠٥١٥٢٥٣٥٤٥٥٥٦٥٧٥٨٥٩٦٠٦١٦٢٦٣٦٤٦٥٦٦٦٧٦٨٦٩٧٠٧١٧٢٧٣٧٤٧٥٧٦٧٧٧٨٧٩٨٠٨١٨٢٨٣٨٤٨٥٨٦٨٧٨٨٨٩٩٠٩١٩٢٩٣٩٤٩٥٩٦٩٧٩٨٩٩

TYPOGRAPHY

Primary choice - Simplified Chinese

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

[Noto Sans SC](#) can be downloaded for free from Google Fonts.

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

Noto Sans SC Bold

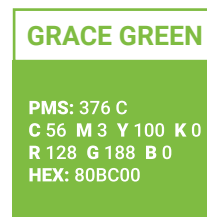
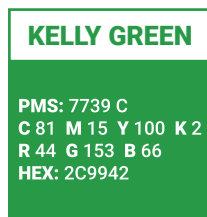
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂÊÔŮŰăâêôů一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁紊丝绸习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻长非革音顺饲养首香高麦黍龄思源谷歌年早林川空田生花草虫女男見力氣円出立休夕字校村町森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲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止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890

Noto Sans SC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂÊÔŮŰăâêôů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情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稷稻谷穷窳竹梁紊丝绸习老者而能自至与苟菽处融亲调识让贵身近运过道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見力氣円出立休夕字校村町森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲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止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890

COLOURS

The main colour palette for the IYPH visual identity is comprised of two shades of green, light black and the 17 SDGs colours.



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17 Colours of the Sustainable Development Goals (SDGs)



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APPLICATIONS

BACKGROUNDS

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.



EXAMPLES

Some examples of promotional items using the IYPH 2020 visual identity.



EXAMPLES

Some examples of the IYPH 2020 visual identity use.



MISUSE

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.

 <p>RANDOM COLOUR CHANGE</p>	 <p>REASSEMBLY</p>	 <p>AGAINST DETAILED BACKGROUND</p>
 <p>NEW ELEMENTS</p>	 <p>OPACITY CHANGE</p>	 <p>FONT CHANGES</p>

CONTACT

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Download complete

[Guidelines for use of the IYPH visual identity and waiver of liability.](#)



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