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VISUAL IDENTITY GUIDELINES

For Graphic Designers
Last Update: December 2020

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VISUAL IDENTITY GUIDELINES

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Introduction

1

Introduction

1.1

About these visual identity guidelines

The United Nations General Assembly has declared 2022 the International Year of Artisanal Fisheries and Aquaculture (IYAF 2022). The Food and Agriculture Organization of the United Nations (FAO) is the lead agency for celebrating the Year in collaboration with other relevant organizations and bodies of the United Nations (UN) system. IYAF 2022 is an important recognition of the millions of small-scale fishers, fish farmers and fish workers who provide healthy and nutritious food to billions of people and contribute to achieving Zero Hunger.

The Year aims to focus world attention on the role that small-scale fishers, fish farmers and fish workers play in food security and nutrition, poverty eradication and sustainable natural resource use – thereby increasing global understanding and action to support them.

These visual identity guidelines were designed to support all stakeholders that want to take part in activities and events related to IYAF 2022. Therefore, for consistency, when using the IYAF 2022 visual identity you must always comply with these visual identity guidelines.

This document is complementary to the [Guidelines for the use of the International Year of Artisanal Fisheries and Aquaculture Visual Identity and Waiver of Liability](#).



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1 Introduction

1.2 Design

The visual identity is composed of two parts: the pictogram and the text "International Year of Artisanal Fisheries and Aquaculture 2022".

The pictogram is a symbolic portrait with no specific gender or ethnicity. On the left side of the composition, the wavy lines of the figure's hair represent the waves of water. The nose and mouth are created symbolically with the shape of a sail boat and, on the right of the composition, a fish creates the form of an eye. The design aspires to show artisanal fisheries and aquaculture as a unity that continuously co-evolves, fulfilling economic, environmental, social and cultural functions of the two small-scale sectors.

The text appears to the side or under the pictogram, depending on whether it is the vertical or the horizontal version, and the year "2022" appears underneath to ensure that there is an understanding that the campaign is active up until 31 December 2022.

The colour wheel, representing the Sustainable Development Goals, is present in the zero of "2022". It recalls how artisanal fisheries and aquaculture is the 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.





2

Visual Identity

2 Visual identity

2.1 Colour versions

The IYFA 2022 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 white background.
- Vertical – to be placed freely as label with white background on colours, photos or illustrations.



Visual identity

2.2

Language versions

The IYFAA 2022 visual identity is available in the six official United Nations languages:

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



ANNÉE INTERNATIONALE DE
LA PÊCHE ET DE L'AQUACULTURE
ARTISANALES
2022



МЕЖДУНАРОДНЫЙ ГОД
КУСТАРНОГО РЫБОЛОВСТВА
И АКВАКУЛЬТУРЫ
2022



AÑO INTERNACIONAL DE
LA PESCA Y LA ACUICULTURA
ARTESANALES
2022



السنة الدولية
للمصايد الأسمك
وتنمية الأحياء
المائية الحرفية
2022



国际手工渔业
和水产养殖年
2022



INTERNATIONAL YEAR OF
ARTISANAL FISHERIES
AND AQUACULTURE
2022



АННÉЕ INTERNATIONALE DE
LA PÊCHE ET
DE L'AQUACULTURE
ARTISANALES
2022



МЕЖДУНАРОДНЫЙ ГОД
КУСТАРНОГО РЫБОЛОВСТВА
И АКВАКУЛЬТУРЫ
2022



АÑO INTERNACIONAL DE
LA PESCA Y
LA ACUICULTURA
ARTESANALES
2022

2

Visual identity

2.3 Size (horizontal version)

To maintain clarity and legibility, the minimum height for the IYFAA 2022 visual identity is 13 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 = 13 mm
- web: height = 55 pixels



2 Visual identity

2.4 Size (vertical version)

To maintain clarity and legibility, the minimum width for the IYFAA 2022 visual identity 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

25mm / 100 px
(Min. Size)

25mm / 100 px
(Min. Size)

25mm / 100 px
(Min. Size)



25mm / 100 px
(Min. Size)

25mm / 100 px
(Min. Size)

25mm / 100 px
(Min. Size)

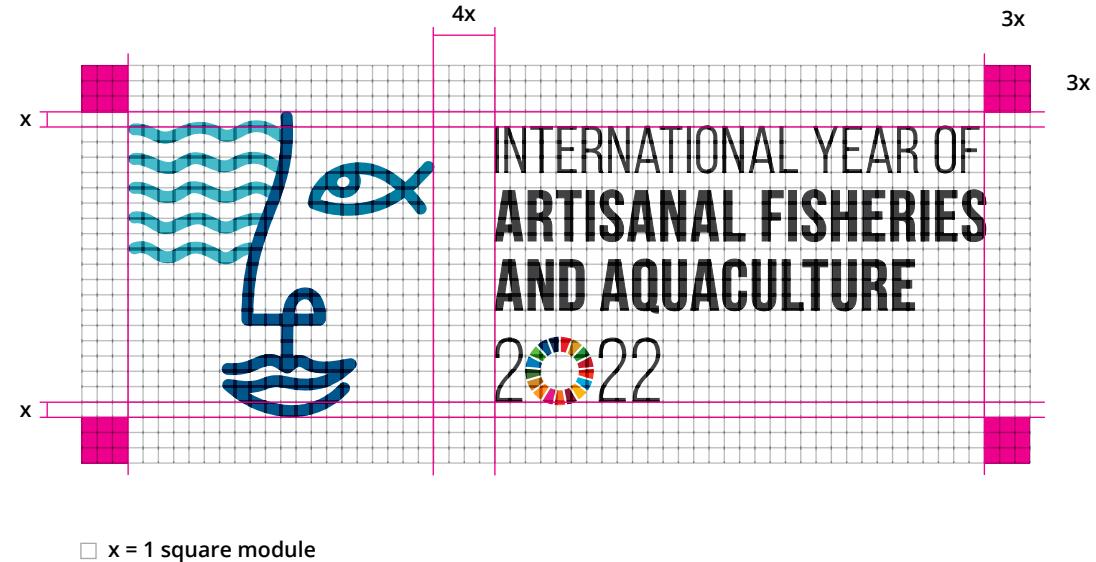


2 Visual identity

2.5 Structure and clear space

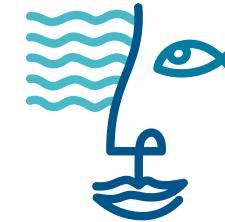
The construction of the IYFA 2022 visual identity follows a square-based grid.

The IYFA 2022 visual identity commands a clear space area of three square modules per side.



Visual identity

Backgrounds (horizontal version)



INTERNATIONAL YEAR OF
ARTISANAL FISHERIES
AND AQUACULTURE
2022

Use on a white background

The horizontal version of the IYFAA 2022 visual identity should preferably be used on a white background or on a calm photographic background.

When used on a coloured or busy photographic background, put a white rectangle underneath the IYFAA 2022 visual identity to separate it from the background.

The white rectangle must be at least as big as the IYFAA 2022 visual identity clear space area (three square modules per side).



Use on a busy photographic background



Use on a coloured background

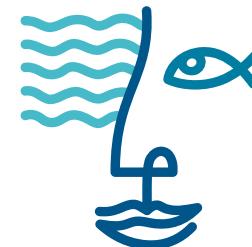
2

Visual identity

2.7

Backgrounds (vertical version)

The vertical version of the IYFAA 2022 visual identity has an incorporated white background and can be placed "as is" on coloured and photographic backgrounds to be used as a "label".



INTERNATIONAL YEAR
OF
ARTISANAL FISHERIES
AND AQUACULTURE

2022



Use on white
background

Use on a
photographic
background

Use on a colored
background

2 Visual identity

2.8 One-colour

In specific cases where the colour version cannot be used, the IYFAA 2022 visual identity can be replicated in black.



**INTERNATIONAL YEAR OF
ARTISANAL FISHERIES
AND AQUACULTURE**
2022

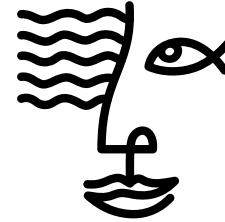


2

2.9

Visual identity

One-colour on
backgrounds
(horizontal version)



INTERNATIONAL YEAR OF
**ARTISANAL FISHERIES
AND AQUACULTURE**
2022

Use on a white
background

On a white or pale background, the visual identity can be used in a black version.

On a black or a dark background, the white version is preferred for optimal contrast.

On a photographic background, the white version should be used only when the clarity of the design is not compromised.



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**ARTISANAL FISHERIES
AND AQUACULTURE**
2022

Use on a dark
background



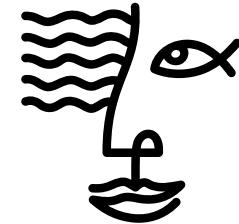
Use on a calm
photographic
background

2 Visual identity

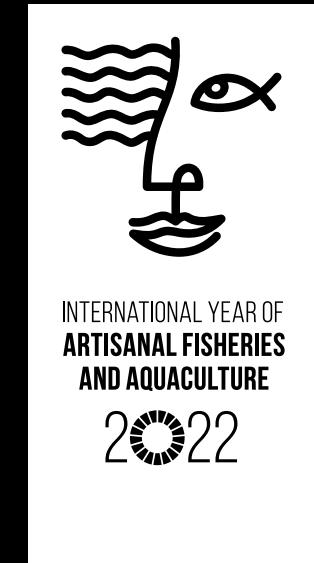
2.10 One-colour on backgrounds (vertical version)

In specific cases where the colour version cannot be used, the IYFAA 2022 visual identity can be replicated in black.

The vertical version of the IYFAA 2022 visual identity has an incorporated white background and can be placed "as is" on light or dark backgrounds.



INTERNATIONAL YEAR OF
**ARTISANAL FISHERIES
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2022



Use on white background

Use on a photographic background

Use on a dark background



3

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Use with other logos

3 Use with other logos

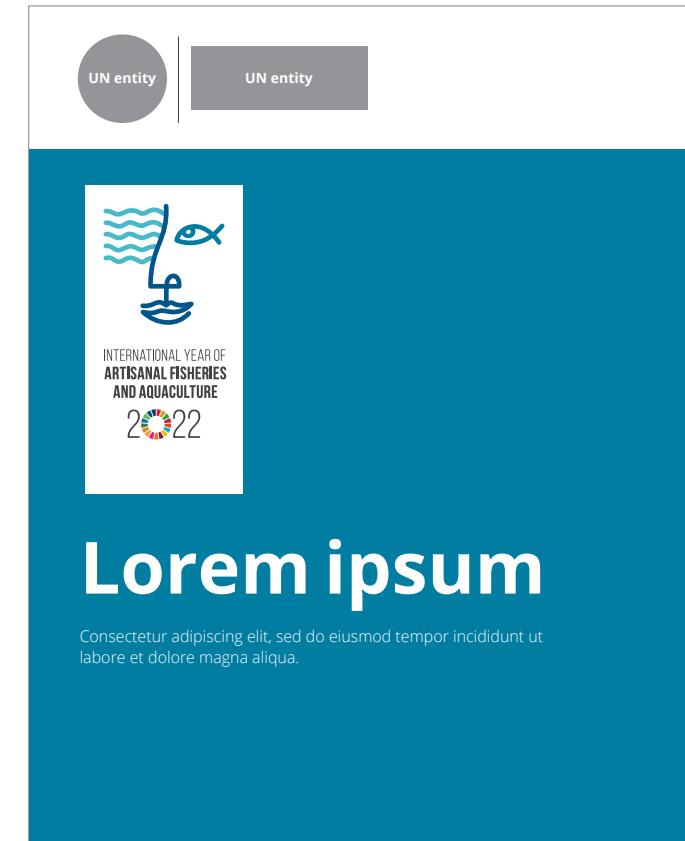
3.1 UN entities - options

United Nations' (UN) offices, Funds and Programmes and other subsidiary organs and organizations of the UN system may use one of the IYFAA 2022 visual identity versions to brand communication materials, activities or events related to the Year:

- The horizontal version of the IYFAA 2022 visual identity can be placed in co-branding with the UN entity's logo.
- The vertical version of the IYFAA 2022 visual identity should be used as a label that can be placed freely or in co-branding with the UN entity's logo.



IYFAA visual identity used in co-branding



IYFAA visual identity used as a label

3

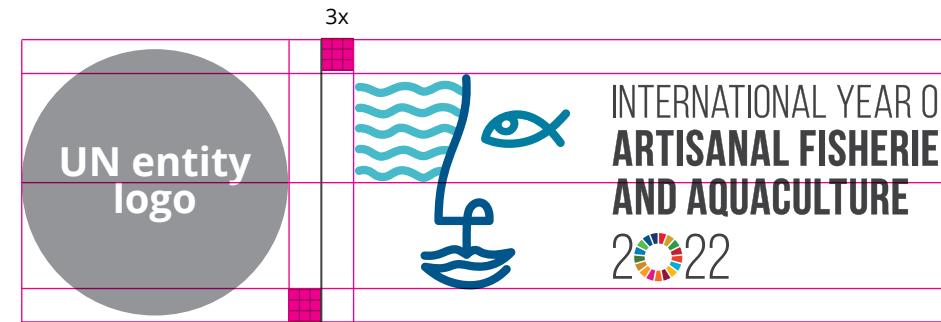
Use with other logos

3.2

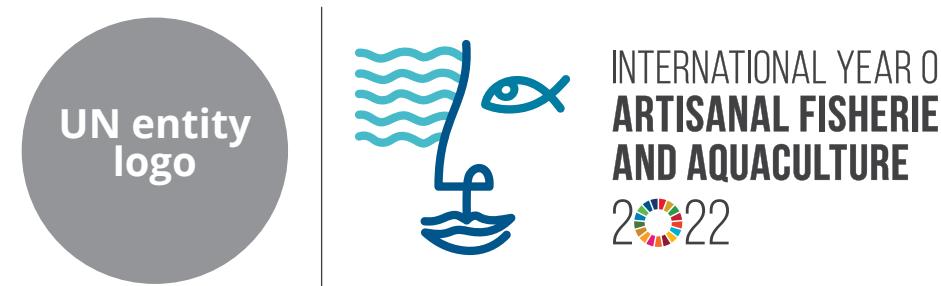
UN entities (horizontal version)

When using the horizontal version of the IYFA 2022 visual identity as co-branding alongside the logo of another UN entity (maximum of 2 partners), their size should be harmonized.

The logos must be centered horizontally and a thin black line should be used as a separator. The horizontal distance between each element and the separating line should be equal to the IYFA 2022 visual identity clear space area (three square modules per side).



□ x 1 square module



Co-branding with main partner



Maximum of 2 main partners

3 Use with other logos

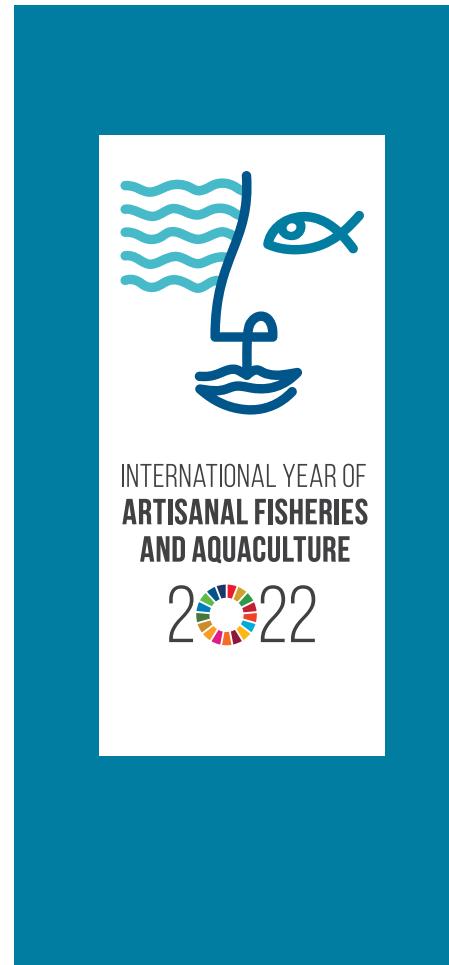
3.3 UN entities (vertical version)

The vertical version of the IYFAA 2022 visual identity should be used as a label that can be placed freely.

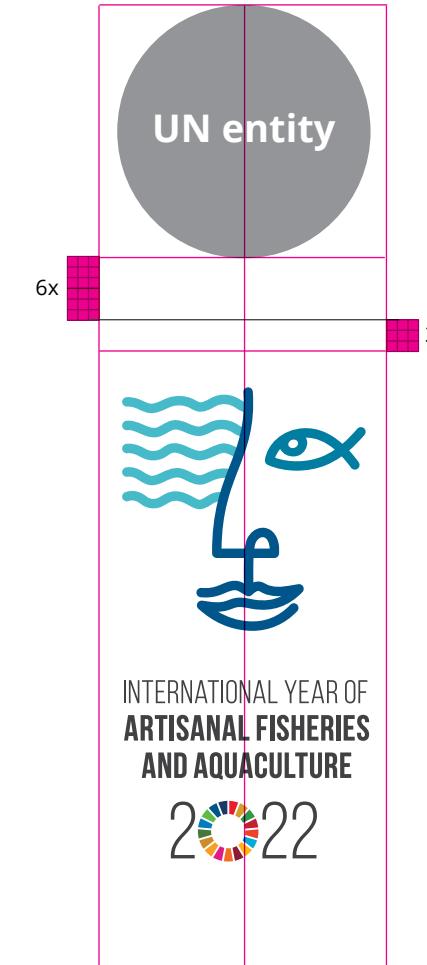
For co-branding, the use of the vertical version should be limited to only when necessary.

When using the vertical version of the IYFAA 2022 visual identity alongside the logo of another UN entity (maximum of 2 partners), their size should be harmonized.

The logos must be centered vertically and a thin black line should be used as a separator. The vertical distance between the UN entity logo and the line should be equal to double of the clear space area (six square modules) of the IYFAA 2022 visual identity. The space between the line and the label should be equal to the IYFAA 2022 visual identity clear space area (three square modules).



IYFAA visual identity used as a label



□ x = 1 square module

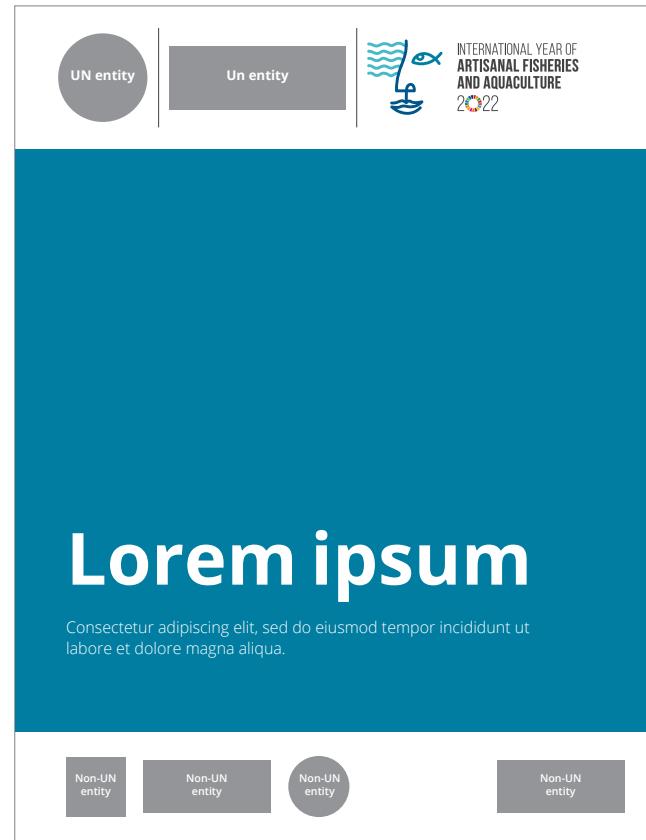


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2022

3 Use with other logos

3.4 UN entities - partnership with multiple entities

When UN entity is in partnership with other non-UN entities, the non-UN entities shall appear clearly separated from the UN entity and the IYFAA 2022 visual identity.



IYFAA visual identity used in co-branding with multiple entities



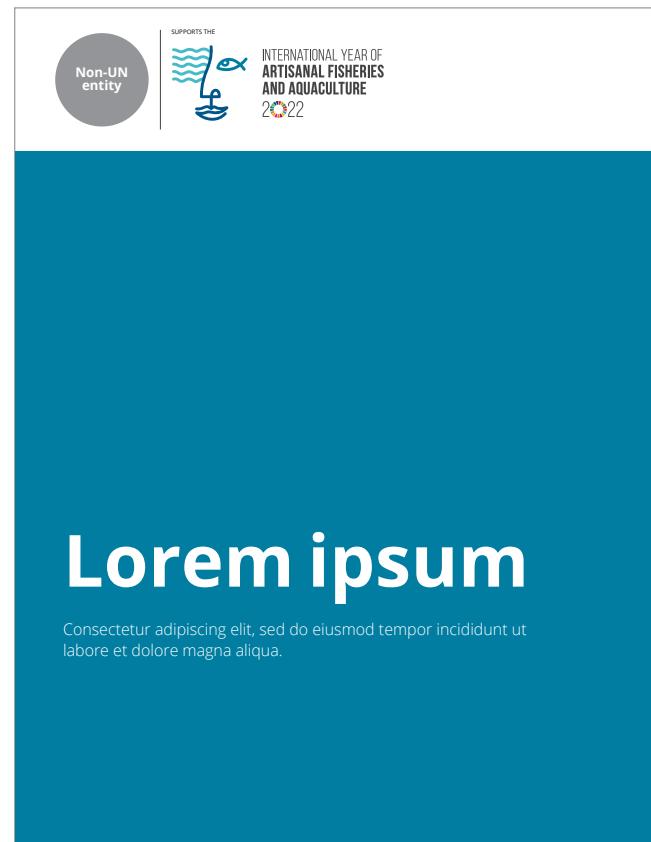
IYFAA visual identity with multiple entities used as a label

3 Use with other logos

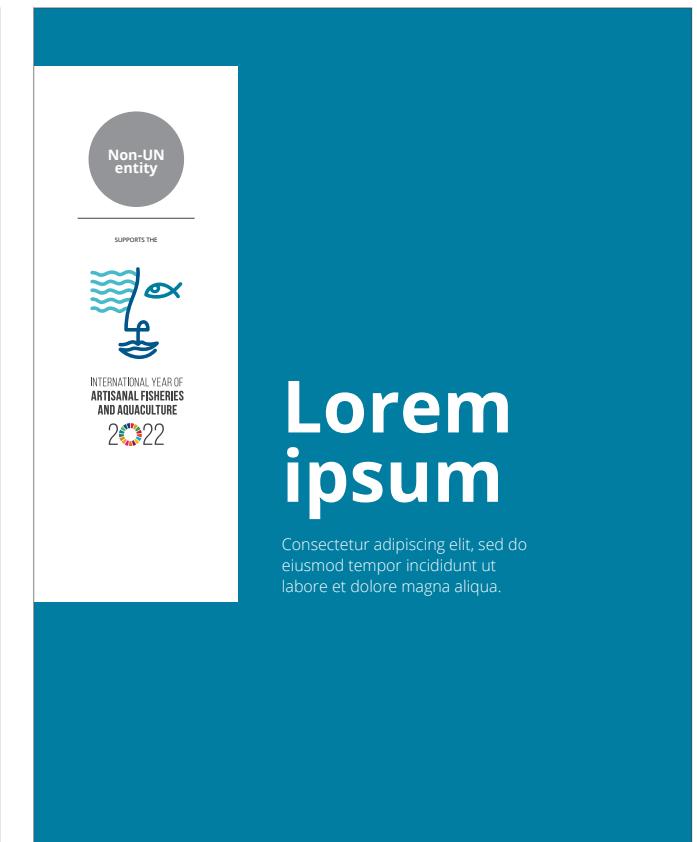
3.5 Non-UN entities - options

Authorized entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the IYFAA 2022 visual identity versions in co-branding in communication materials, activities or events related to the Year.

The logo of the non-UN entity shall be accompanied by the following statement: "supports the" above the IYFAA 2022 visual identity.



IYFAA visual identity horizontal version
used in co-branding



IYFAA visual identity vertical version
used in co-branding

3

Use with other logos

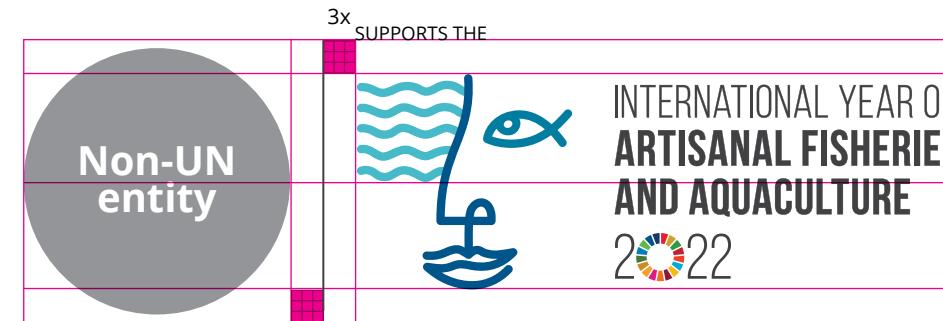
3.6

Non-UN entities (horizontal version)

When using the IYFA 2022 visual identity in its horizontal version alongside the logo of a non-UN entity (maximum of 2 partners), their size should be harmonized.

The logo of the non-UN entity shall be accompanied by the following statement: "supports the" above the IYFA 2022 visual identity.

The logos must be centered horizontally and a thin black line should be used as a separator. The horizontal distance between each logo and the separating line should be equal to the IYFA 2022 visual identity clear space area (three square modules per side).



x = 1 square module



Co-branding with non-un entity



Maximum of 2 partners

3 Use with other logos

3.7 Non-UN entities (vertical version)

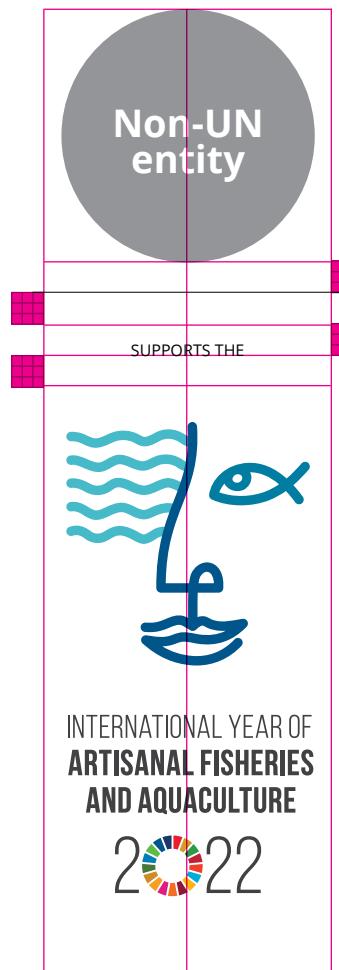
For co-branding, the use of the vertical version should be limited to only when necessary.

When using the IYFAA 2022 visual identity vertical version alongside the logo of another non-UN entity (maximum of 2 partners), their size should be harmonized.

The logo of the non-UN entity shall be accompanied by the following statement: "supports the" above the IYFAA 2022 visual identity.

The logos must be centered vertically and a thin black line should be used as separator. The vertical distance between each element should be equal to the IYFAA 2022 visual identity clear space area (three square modules).

Non-UN entity



SUPPORTS THE

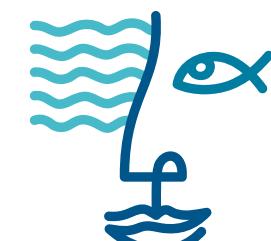


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2022



SUPPORT THE



INTERNATIONAL YEAR OF
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2022

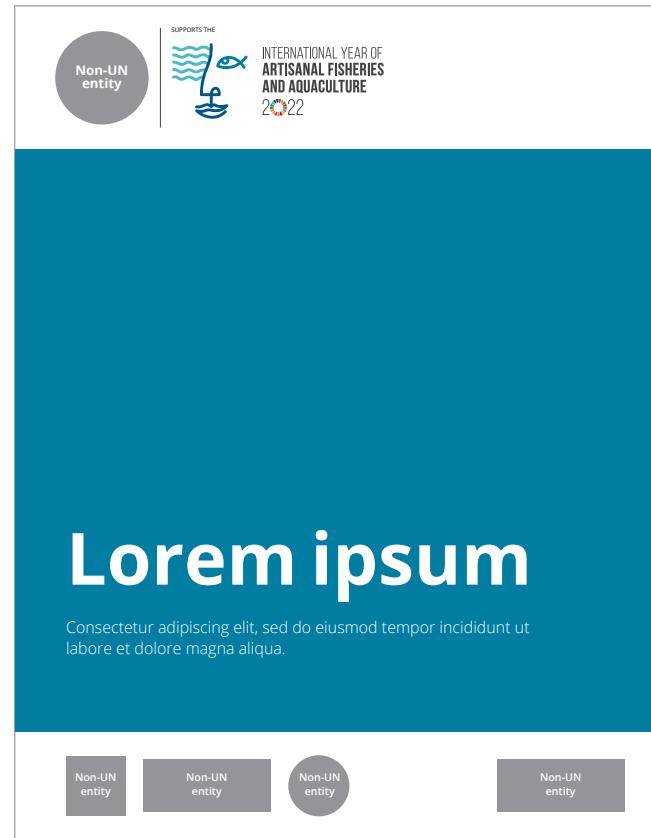
3

Use with other logos

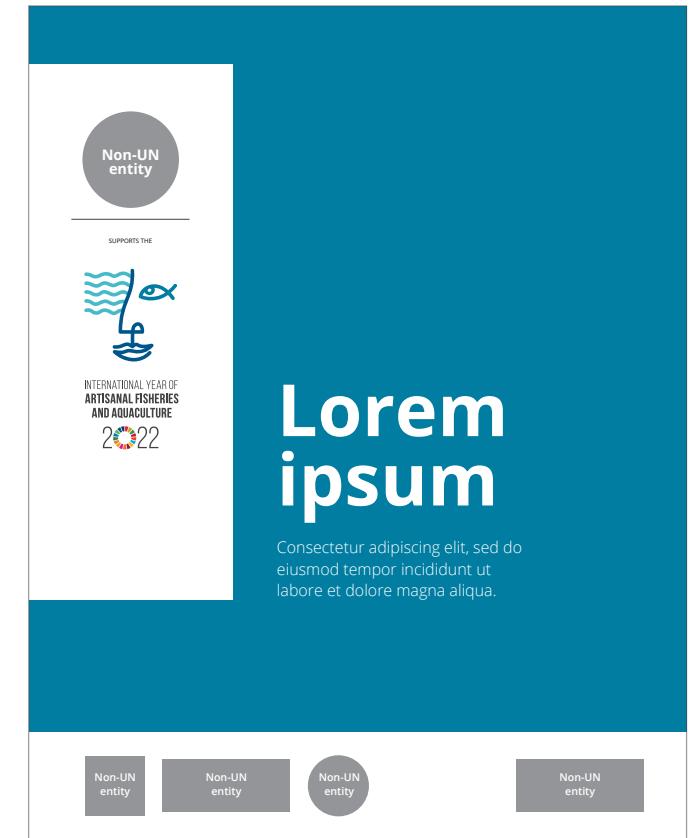
3.8 Non-UN entities - partnership with multiple entities

If authorized non-UN entities are in partnership with other entities, the co-branding approach depends on the established agreements between them; if the partners have the same level of importance, the logos can be used vertically or horizontally in co-branding with the IYFAA 2022 visual identity (for a maximum of 2 partners).

Secondary partners shall appear clearly separated from the main partners and the IYFAA 2022 visual identity.



IYFAA visual identity horizontal version used in co-branding with multiple entities



IYFAA visual identity vertical version used in co-branding with multiple entities



4

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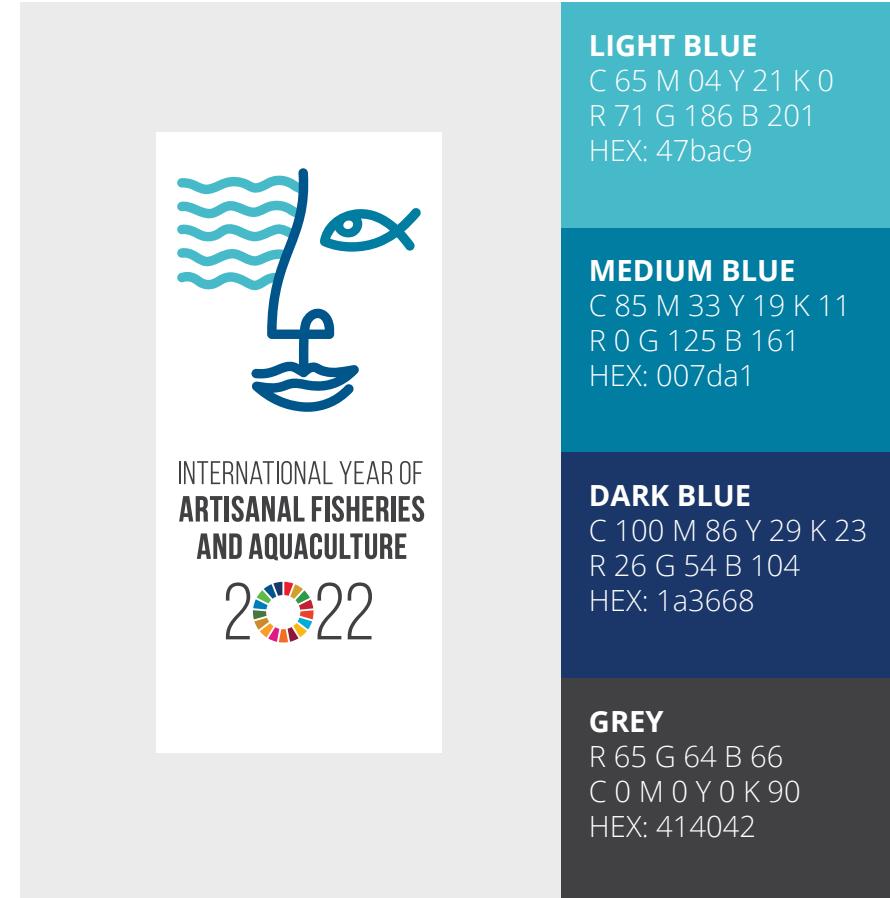
Visual identity elements

4 Visual identity elements

4.1 Main colour palette

The main colour palette for the IYFAA 2022 visual identity is composed of three shades of blue and a dark grey.

A light grey (8% black) can be used as a complementary colour.



LIGHT BLUE

C 65 M 04 Y 21 K 0
R 71 G 186 B 201
HEX: 47bac9

MEDIUM BLUE

C 85 M 33 Y 19 K 11
R 0 G 125 B 161
HEX: 007da1

DARK BLUE

C 100 M 86 Y 29 K 23
R 26 G 54 B 104
HEX: 1a3668

GREY

R 65 G 64 B 66
C 0 M 0 Y 0 K 90
HEX: 414042

4 Visual identity elements

4.2 Primary typeface (Latin)

Open Sans is the primary typeface for all communication products (print and digital) produced for IYFAA 2022 for languages using the latin 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.

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

4 Visual identity elements

4.3 Primary typeface (Cyrillic)

Open Sans is the primary typeface for all communication products (print and digital) produced for IYAF 2022 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.

Open Sans Bold

АВС҆Д҆ЕFGHIJKLMNOPQRSŠTUVWXYZŽabcćć
đđefghijklmñopqrsštuvwxyzžАБВГГДЂЕЁЖЗS
ИИЇЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЊЫЭЮ
Яабвггдђеёжзийїјклъмнњопрстћуўфхцч
џшщЊыэюя0123456789

Open Sans Light

АВС҆Д҆ЕFGHIJKLMNOPQRSŠTUVWXYZŽabcććd
đđefghijklmñopqrsštuvwxyzžАБВГГДЂЕЁЖЗSИЇЙ
ЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЊЫЭЮЯабвг
ѓđеёжзийїјклъмнњопрстћуўфхцчџшщЊыэ-
юя0123456789

4 Visual identity elements

4.4 Primary typeface (Simplified Chinese)

Noto Sans SC is the primary typeface for all communication products (print and digital) produced for IYAF 2022 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

一二三四五六七八九百千万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稷稻谷穷窦竹梁紊丝纲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体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国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走止活店買壳午汽弓回会組船明社切電每合台楽公引科刀番用1234567890

Noto Sans SC Light

一二三四五六七八九百千万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稷稻谷穷窦竹梁紊丝纲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体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国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走止活店買壳午汽弓回会組船明社切電每合台楽公引科刀番用1234567890

4 Visual identity elements

4.5 Primary typeface (Arabic)

Tajawal is the primary typeface for all communication products (print and digital) produced for IYAF 2022 for languages using the Arabic alphabet.

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

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

Tajawal bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopq
rstuvwxyzعويمنفقطكلصوصرسدرخ

جثأبتث1234567890

Tajawal Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrs
tuuvwxyzعويمنفقطكلصوصرسدرخ

جثأبتث1234567890

4 Visual identity elements

4.6 Photos

A photo repository is available for anyone who wants to use photos for activities and events related to IYAFA 2022. These photos have been selected in order to cover artisanal fisheries and aquaculture 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 IYAFA 2022 [toolkit](#).

For any questions, please contact IYAF@fao.org



CONTACT

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[DOWNLOAD THE TOOLKIT](#)