



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

**May 2019**

# 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 International Year of Plant Health. 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](#).

# INTERNATIONAL YEAR OF PLANT HEALTH 2020

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**LEGAL**

# AUTHORIZATION FOR THE USE OF THE VISUAL IDENTITY

The IYPH 2020 visual identity must always be used in its entirety and displayed alongside other visual identity according to the instructions provided in these Guidelines.

## NO PRIOR AUTHORIZATION

United Nations (UN) Offices, Funds and Programmes, other subsidiary organs and organizations of the United Nations System, National Plant Protection Organizations (NPPOs) and Regional Plant Protection Organizations (RPPOs) may use the IYPH visual without obtaining prior authorization. However, they are asked to provide information to FAO about their activities for the purpose of monitoring, reporting and increasing global communication impact.

## PRIOR AUTHORIZATION REQUIRED

Entities outside the UN system, including governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the IYPH 2020 visual identity only after obtaining approval from the IYPH 2020 Secretariat, in accordance with the requirements provided. The IYPH 2020 visual identity is primarily intended for information purposes.

A) Information uses are those which are:

- Primarily illustrative;
- Not intended to raise funds;
- Not be used for the purpose of self-promotion, or obtaining any commercial or personal financial gain;
- Not be used in any manner which implies United Nations or FAO endorsement of the products, services or activities of a commercial enterprise.

For monitoring and reporting purposes, the IYPH 2020 Secretariat should be informed of events and information materials and items for which the visual identity is used

including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

B) All entities interested in using the IYPH 2020 visual identity for fundraising purposes must also apply for approval to the IYPH 2020 Secretariat. Fundraising uses are those intended to raise resources to cover the costs of activities in support of the International Year of Plant Health (2020).

1. [The waiver of liability](#) form, signed by the entity, must be submitted with the request to use the IYPH 2020 visual identity. The entity cannot carry out the proposed activities using the IYPH 2020 visual identity until the request is approved and the duly signed waiver of liability is received by the joint FAO/IPPC Secretariat.
2. The IYPH 2020 visual identity is property of the UN and the UN owns all rights thereto, including its use.
3. The authorization is limited to the use of the IYPH 2020 visual identity, and thus the United Nations emblem or FAO logo cannot be used. Authorized users are not permitted to sublicense or to further authorize the use of the visual identity to any other entities.
4. The visual identity can be used from January to December 2020. It may be used beyond 2020 only for reporting and in reference to publications about the IYPH 2020.
5. The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities. The UN, FAO and IPPC, do not assume any responsibility for the activities of the entity.
6. The entity shall hold harmless and defend the UN, including FAO and IPPC, and their officials against any action that may be brought against the UN, including

FAO and IPPC or their officials as a result of the use of the IYPH 2020 visual identity by the entity.

7. The IYPH 2020 visual identity can only be used to identify events and activities related to the International Year of Plant Health during the year 2020.
8. By using the IYPH 2020 visual identity, the entity agrees to provide information to the joint FAO/IPPC Secretariat on the events or activities for which it is used. This information will be used for reporting purposes.
9. The authorization to use the IYPH 2020 visual identity does not imply the endorsement by the UN, FAO and IPPC of the planned activities.
10. The IYPH 2020 visual identity may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies endorsement by the UN or FAO of the products or activities of a commercial enterprise.

The UN or FAO will not assume any responsibility or liability arising from the translation of the text of the IYPH 2020 visual identity into non-UN official languages.

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

## For further information:

### IYPH 2020 Secretariat

Food and Agriculture Organization of the United Nations  
Viale delle Terme di Caracalla, 00153 Rome, Italy

[IYPH@fao.org](mailto:IYPH@fao.org)

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**LOGO USAGE**

## CONCEPT

The IYPH visual identity consists of a symbolic representation of leaves and the text "International Year of Plant Health 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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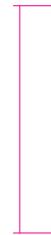
## VERTICAL VERSION

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 pixel

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.

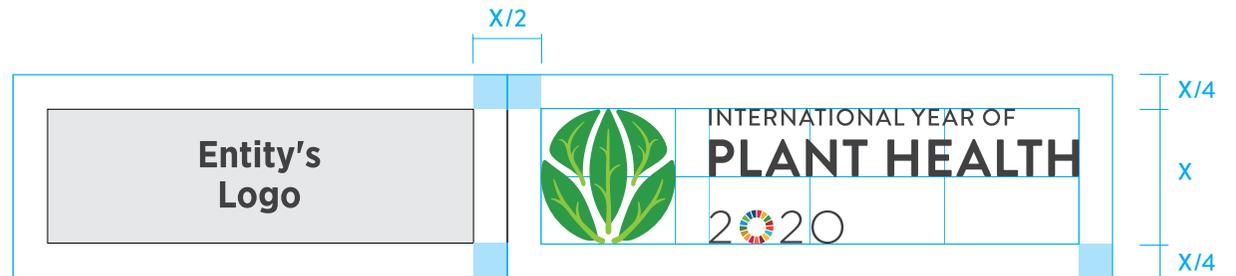


# CO-BRANDING

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's 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 weight (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 (Light) are also acceptable.

### Open Sans Bold

АВСЃЃDÐEFGHIJKLMNOPQRSŤTUVWXYZŽabcčćd  
đefghijklmnopqrsťtuvwxyzžАБВГГДЂЕЁЄЖЗСИ  
ІЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯаб  
вггдђеёєжзсиийјклљмнњопрстћуўфхцчџшщъ  
ыьэюя

### Open Sans Semibold

АВСЃЃDÐEFGHIJKLMNOPQRSŤTUVWXYZŽabcčćdđ  
efghijklmnopqrsťtuvwxyzžАБВГГДЂЕЁЄЖЗСИІЙЈК  
ЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђ  
еёєжзсиийјклљмнњопрстћуўфхцчџшщъыьэюя

### Open Sans Regular

АВСЃЃDÐEFGHIJKLMNOPQRSŤTUVWXYZŽabcčćdđef  
ghijklmnopqrsťtuvwxyzžАБВГГДЂЕЁЄЖЗСИІЙЈКЛЉ  
МНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёєж  
зсиийјклљмнњопрстћуўфхцчџшщъыьэюя



## 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 (semibold, medium) are also acceptable.

## Noto Sans SC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂĎÊÔ  
ŮŰăâđêôư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网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

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzĂÂĎÊÔŮŰăâđêô  
ư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网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

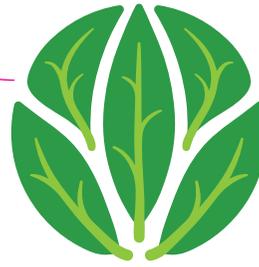
The main colour palette for the IYPH visual identity is comprised of 2 shades of green, light black and the 17 SDGs colours.

**KELLY GREEN**

PMS: 7739 C  
 C 81 M 15 Y 100 K 0  
 R 76 G 159 B 56  
 HEX: 4C9F38

**GRACE GREEN**

PMS: 376 C  
 C 50 M 0 Y 100 K 0  
 R 139 G 197 B 63  
 HEX: 4C9F38



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**90 BLACK**

R 64 G 64 B 65  
 C 0 M 0 Y 0 K 90  
 HEX: 404041

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.



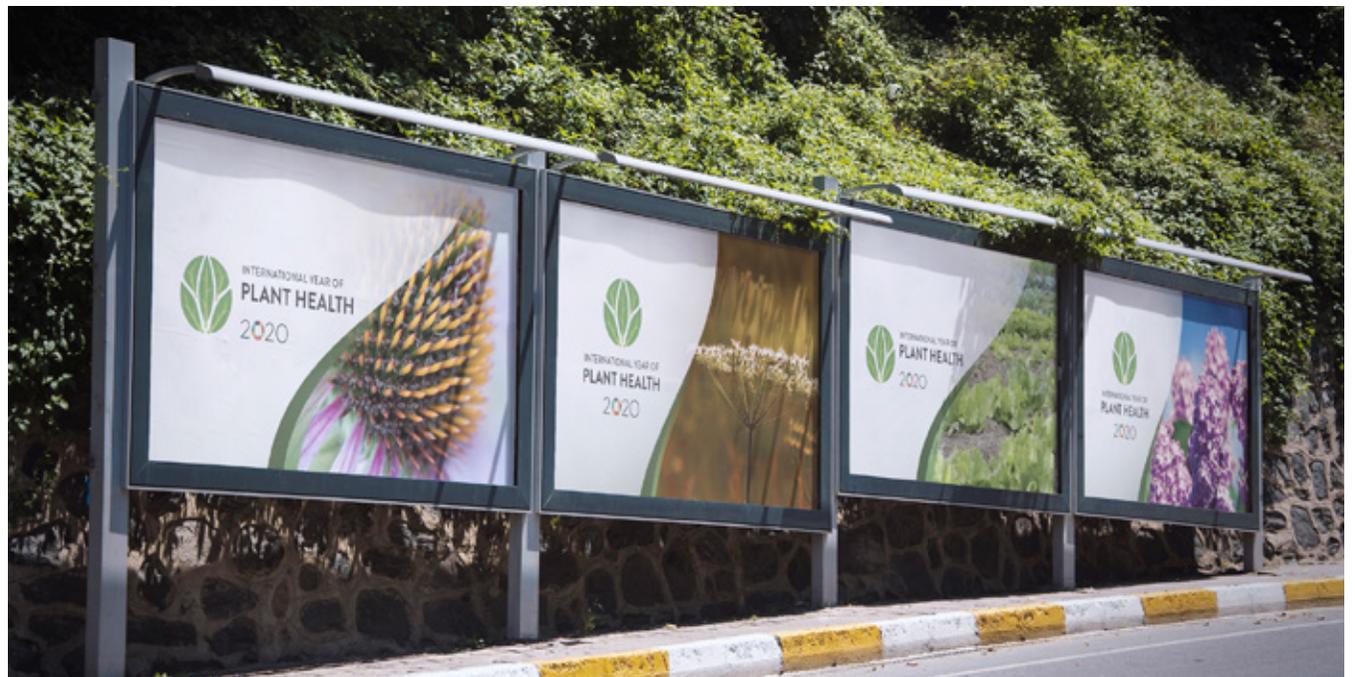
## EXAMPLES

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



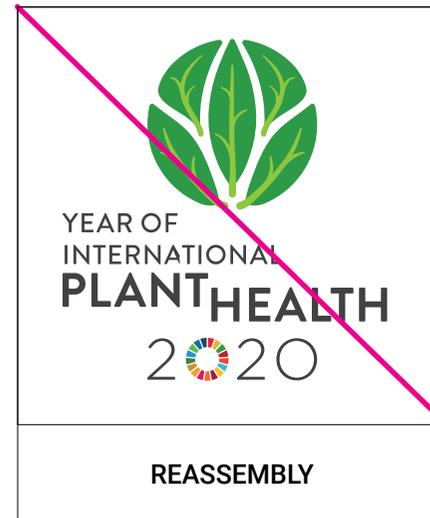
# EXAMPLES

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.



## CONTACT

### **IYPH 2020 Secretariat**

Food and Agriculture Organization  
of the United Nations  
Viale delle Terme di Caracalla,  
00153 Rome, Italy

Mail:

[IYPH@fao.org](mailto:IYPH@fao.org)

Website:

[www.ippc.int/en/iypH](http://www.ippc.int/en/iypH)

Download complete

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