

10/2024

Brand Guide



THE BIODIVERSITY PLAN

For Life on Earth

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1.0 LOGOTYPE

Voronoi diagrams are captivating geometric patterns that weave themselves into the very fabric of nature's tapestry. They emerge as silent poets, etching tales of connection across cell membranes. In these patterns, we glimpse the heartbeats of the mathematical elegance that is intertwined with the soul of the natural world, evoking a sense of wonder and beauty.

The Biodiversity Plan's identity captures the essence of natural beauty, composed of 23 distinct elements. Each element represents one of the targets, forming a unified whole that reflects the interconnectedness, illustrating the need for global action.

The logo symbolizes our connection to all life on the planet and the intricate beauty that surrounds us.



THE BIODIVERSITY PLAN

For Life on Earth

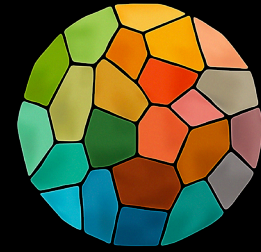
The vertical, stacked logo in color is the recommended version of the logo. It comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see page 24 for color reference). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark
(Primary)



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Variant 2: White wordmark
(Secondary)



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A horizontal logo can also be used. It comes in two color versions: One with a black wordmark and one with a white wordmark. The primary version is the one with the black wordmark, for use on either a white or light grey background (see page 24 for color reference). The version with the white wordmark is used on a black background. This version is only used in situations where the primary version on white is not applicable.

Variant 1: Black wordmark
(Primary)

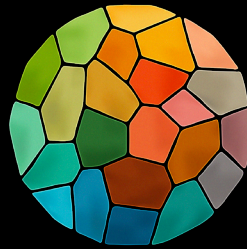


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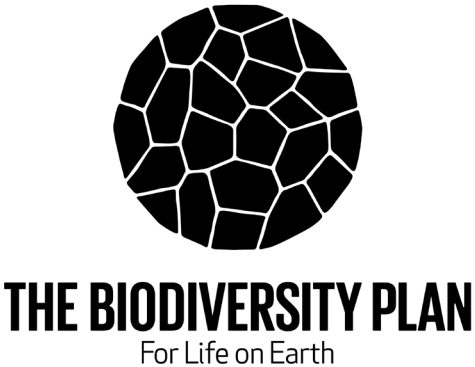
Variant 2: White wordmark
(Secondary)



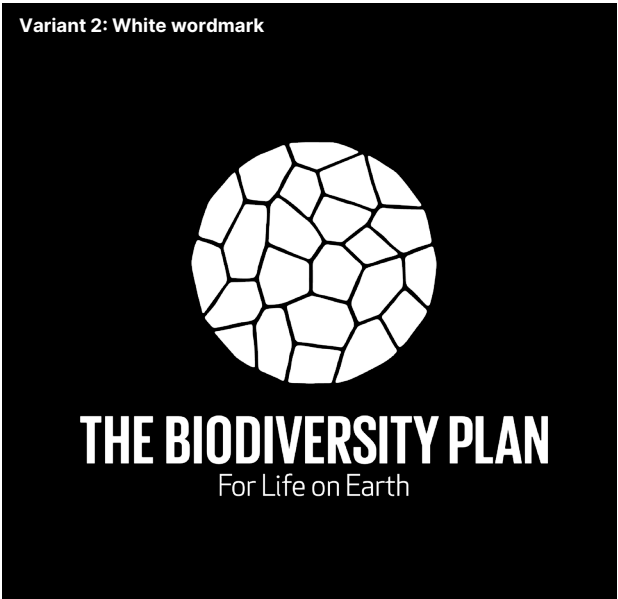
THE BIODIVERSITY PLAN
For Life on Earth

There is also a black & white version of the logo. The white version can be used on any of the 23 brand colors. The black version of the logo should only be used if no other version is an option.

Variant 1: Black wordmark



Variant 2: White wordmark

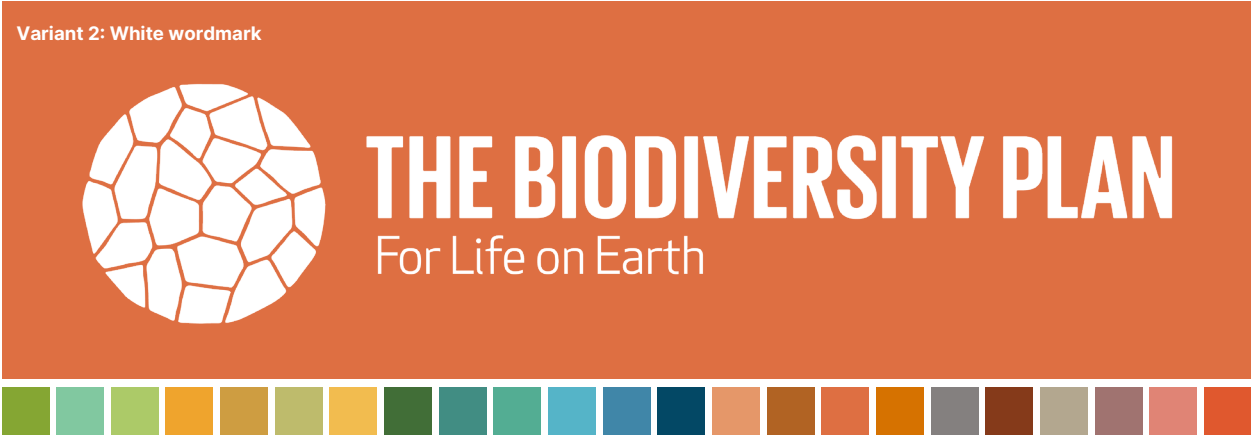


There is also a black & white version of the logo. The white version can be used on any of the 23 brand colors. The black version of the logo should only be used if no other version is an option.

Variant 1: Black wordmark



Variant 2: White wordmark



The wordmark lock up comes in 2 variants:

1 / Centered with tagline

2/ Left aligned with tagline

Primarily, we use the logo in it's full entity. In a special occasion where only the wordmark is used, use the version, which typographically makes more sense. (Everything is centered or everything is left aligned.)

Variant 1:

THE BIODIVERSITY PLAN
For Life on Earth

THE BIODIVERSITY PLAN
For Life on Earth

Variant 2

THE BIODIVERSITY PLAN
For Life on Earth

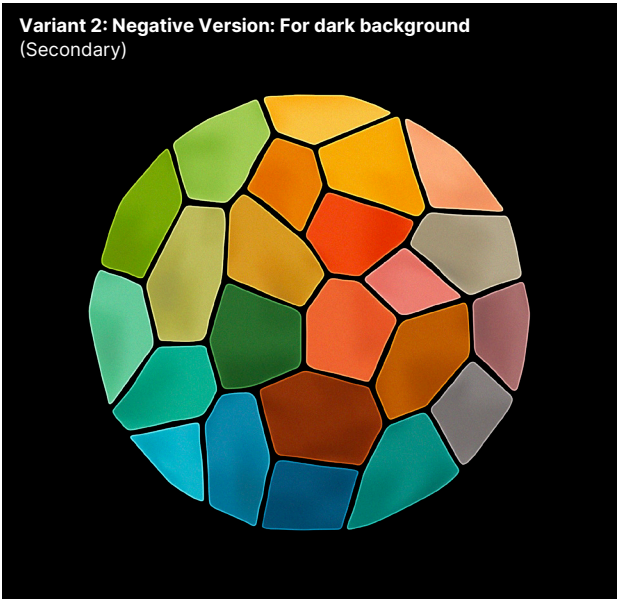
THE BIODIVERSITY PLAN
For Life on Earth

The 'The Biodiversity Plan' symbol can be used as an additional design element.

Variant 1: For light background
(Primary)

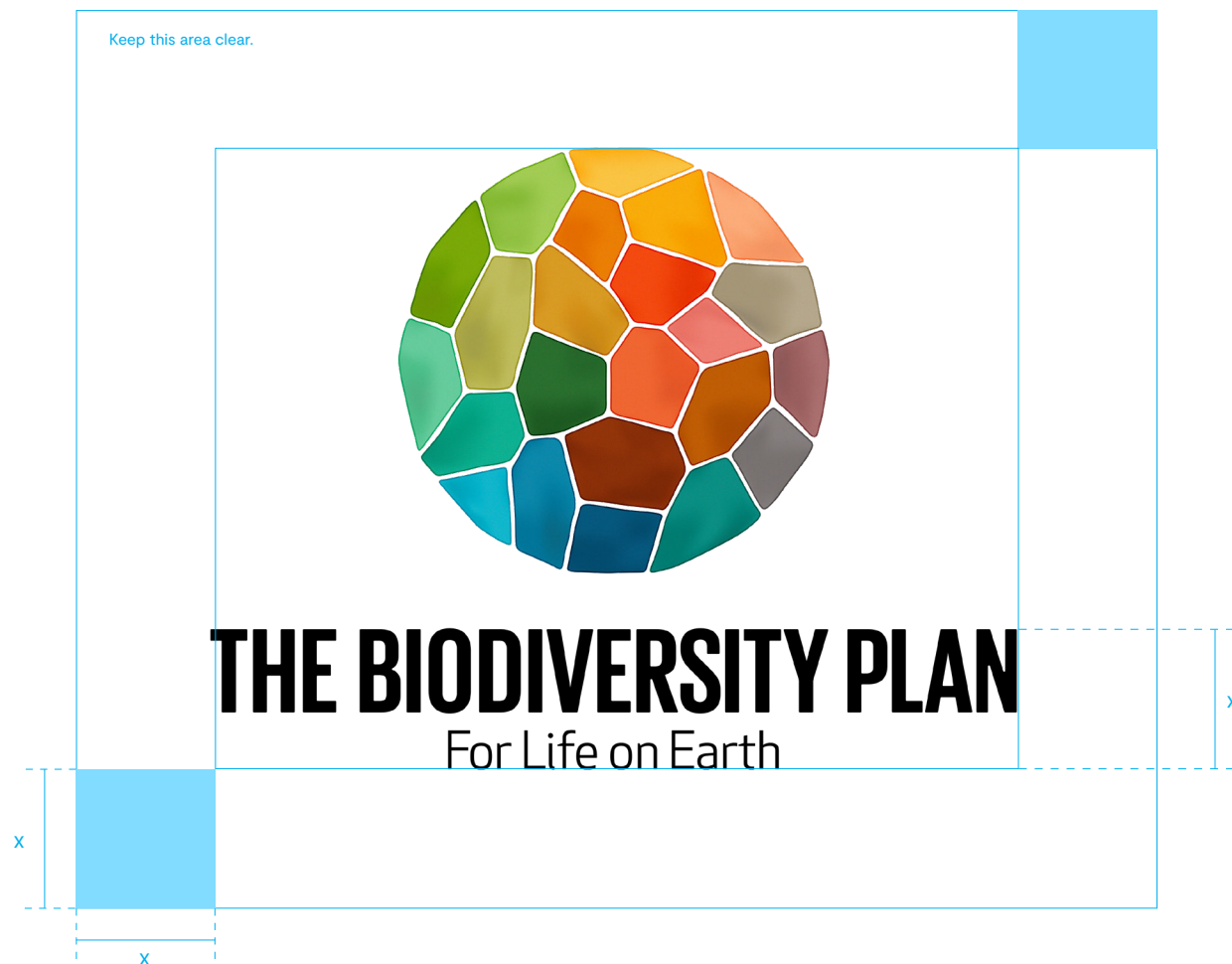


Variant 2: Negative Version: For dark background
(Secondary)



The following example shows how to use clear space around the logotype and external entities.

Always leave a clear space area around the logo equal the height of the THE BIODIVERSITY PLAN wordmark.



Clear space

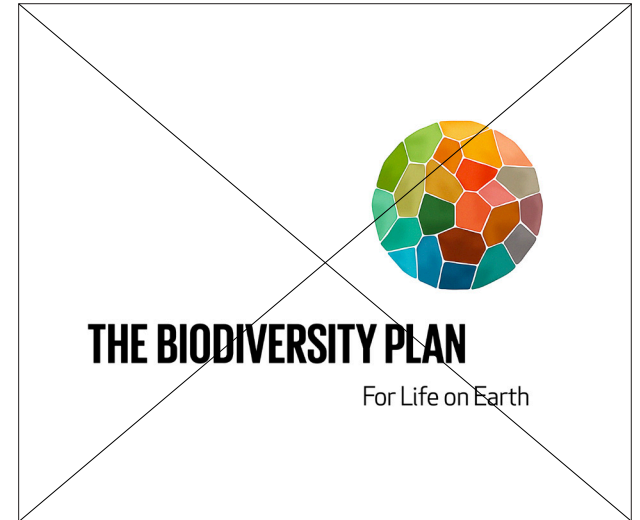
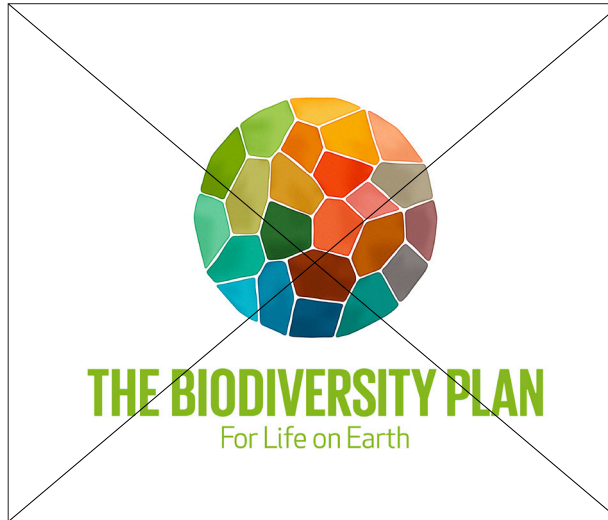
The following example shows how to use clear space around the logotype and external entities.

Always leave a clear space area around the logo equal the height of the THE BIODIVERSITY PLAN wordmark.



The following examples showcase what to **AVOID AND NOT DO** when using the logotype.

1. Do not change the color of the logo and/or wordmark.
2. Never modify the logos and logo elements supplied in the logo package.
3. Never use the logo on a colored background except on white or light grey or black for the negative version.
4. Avoid to put the logo over an image. If you put it over an image make sure the logo is readable.



2.0 TYPOGRAPHY

Font specifications
logotype:

THE BIODIVERSITY PLAN

Giorgio Sans Bold

Tagline:

For Life on Earth

Apex New Book

Both fonts are available for
change to other languages.



THE BIODIVERSITY PLAN
For Life on Earth

Giorgio Sans

Giorgio Sans is used for the main headlines. With more style than the typical condensed sans, it features an alternate set of round titling capitals for a truly unique look.

Giorgio Sans is designed by Christian Schwartz, Vincent Chan, Panos Haratzopoulos, Ilya Ruderman from the type foundry Commercial Type.

The type supports LATIN, CYRILLIC, and GREEK.

As a substitute font for languages that aren't supported by Giorgio Sans we use the open source font OSWALD.

Giorgio Sans

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.?!@#\$%^

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.?!@#\$%^

Inter

Inter is used for subtitles and body copy.

Inter is an open source Google font. The Inter type project is led by Rasmus Andersson

Inter

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.?!@#\$\$%^

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.?!@#\$\$%^

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.?!@#\$\$%^

Giorgio Sans Bold

– Primary Headline

Giorgio Sans Extra Light

– Secondary Headline

Inter Bold

– Subtitle

– Bodycopy Highlight

Inter Regular

– Bodycopy

Inter Light

– Secondary Subtitle

Headline / Giorgio Sans Bold & Extra Light (Use Tracking: 10)

**Giorgio Sans Bold
Headline —**

Giorgio Sans Extra Light
Secondary Headline

Subtitle / Inter Bold & Light

Inter Bold, Subtitle

Inter Light, Secondary Subtitle

Bodycopy / Inter Regular & Semibold

Inter Regular, Bodycopy

Inter Bold, Bodycopy Highlight

Giorgio Sans should always be used in Bold for primary headline and in Extra Light for secondary headline.

For subtitles we use Inter Bold and secondary subtitles Inter Light.

Use these type settings as guidance when working with this.

Headline: Primary

Alignment: Left
Setting: Ragged
Case: Sentence case
Typeface: Giorgio Sans
Weight: Bold
Type Size: 80
Letter spacing: 10pt
Leading: 70pt

Headline: Secondary

Alignment: Left
Setting: Ragged
Case: Sentence case
Typeface: Giorgio Sans
Weight: Extra Light
Type Size: 80
Letter spacing: -10pt
Leading: 70pt

Headline: Tertiary

Alignment: Left
Setting: Ragged
Case: Sentence case
Typeface: Inter
Weight: Bold
Type Size: 20
Letter spacing: 0pt
Leading: 22pt

Headline: Quaternary

Alignment: Left
Setting: Ragged
Case: Sentence case
Typeface: Inter
Weight: Light
Type Size: 20
Letter spacing: -20pt
Leading: 22pt

Giorgio Sans Bold Headline —

Giorgio Sans Extra Light Secondary Headline

**Inter Bold
Subtitle**
Inter Light
Secondary Subtitle

Inter should always be used in regular as running text. It should be always left aligned. For highlights we use Inter Bold. For larger set text we use Inter Light.

Body text: Primary
Setting: Ragged
Case: Sentence case
Typeface: Inter
Weight: Regular
Type Size: 10
Letter spacing: 0pt
Leading: 13pt

In December 2022, 195 countries agreed on an action plan to halt biodiversity loss and preserve the conditions for life on Earth.

The framework has four overarching goals for 2050, driven by 23 detailed targets for 2030.

The Global Biodiversity Framework is a guide for everyone: governments, businesses, investors, entrepreneurs, inventors, NGOs, educators, researchers, scientists, and the 8 Billion people who have the power to sway everyone above.

**Body text: Primary
Large size**
Setting: Ragged
Case: Sentence case
Typeface: Inter
Weight: Light
Type Size: 20
Letter spacing: 0pt
Leading: 22pt

In December 2022, 195 countries agreed on an action plan to halt biodiversity loss and preserve the conditions for life on Earth.

The framework has four overarching goals for 2050, driven by 23 detailed targets for 2030.

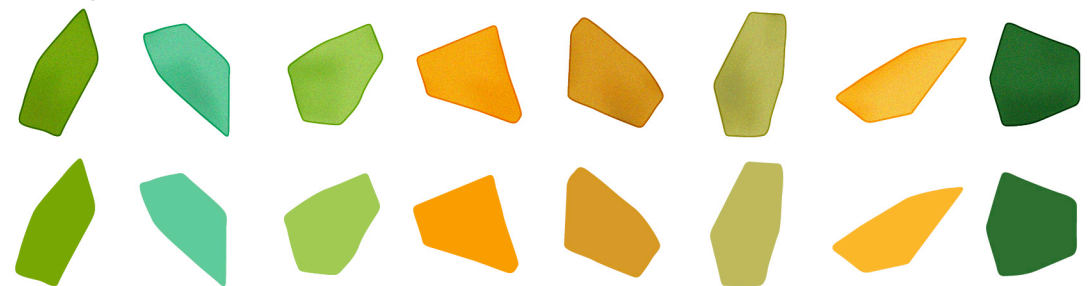
The Global Biodiversity Framework is a guide for everyone: governments, businesses, investors, entrepreneurs, inventors, NGOs, educators, researchers, scientists, and the 8 Billion people who have the power to sway everyone above.

3.0 COLORS

These are the colors used for backgrounds with the 'The Biodiversity Plan' logo.

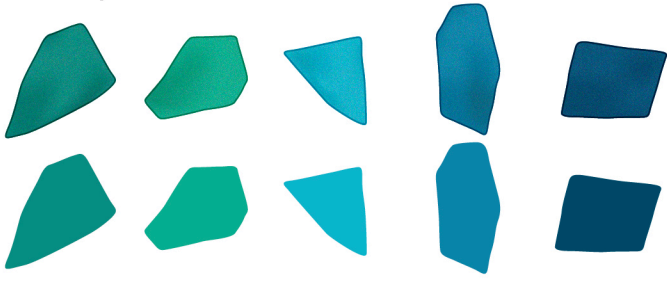
<p>White</p> <p>CMYK 0, 0, 0, 0</p> <p>RGB 255, 255, 255</p> <p>HEX #FFFFFF</p>	<p>Light Grey</p> <p>Pantone Cool Gray 1 C</p> <p>CMYK 1, 2, 2, 0</p> <p>RGB 250, 247, 245</p> <p>HEX #faf7f5</p>	<p>Black</p> <p>Pantone Black 6 C</p> <p>CMYK 60, 40, 40, 100</p> <p>RGB 0, 0, 0</p> <p>HEX #000000</p>
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Group 1



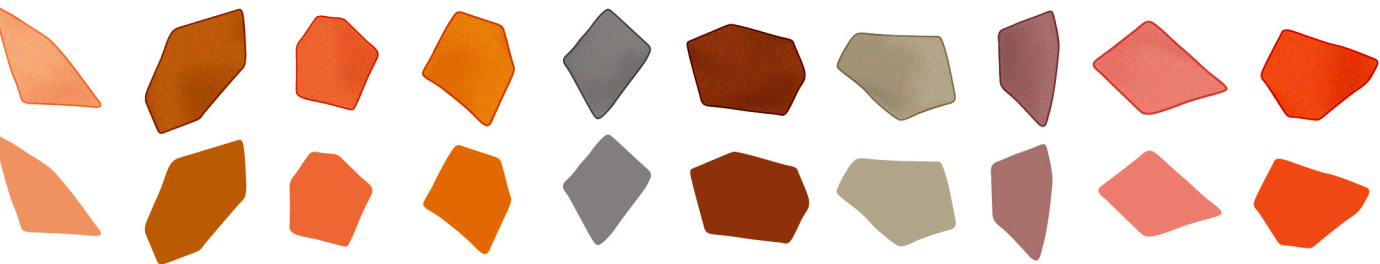
1	2	3	4	5	6	7	8
Pantone 369 C	Pantone 338 C	Pantone 367 C	Pantone 130 C	Pantone 7407	Pantone 617 C	Pantone 142 C	Pantone 7741 C
CMYK 58, 14, 100, 1	CMYK 57, 0, 51, 0	CMYK 41, 1, 85, 0	CMYK 0, 42, 100, 0	CMYK 15, 41, 100, 0	CMYK 29, 17, 78, 0	CMYK 0, 29, 92, 0	CMYK 83, 32, 100, 22
RGB 134, 167, 51	RGB 130, 201, 160	RGB 172, 203, 103	RGB 239, 165, 45	RGB 207, 157, 65	RGB 191, 188, 107	RGB 243, 189, 79	RGB 64, 110, 55
HEX #86A733	HEX #82C9A0	HEX #ACCB67	HEX #EFA52D	HEX #CF9D41	HEX #BFBC6B	HEX #F3BD4F	HEX #406E37

Group 2



9	10	11	12	13
Pantone 7473 C	Pantone 7472 C	Pantone 637 C	Pantone 7704 C	Pantone 3025 C
CMYK 84, 23, 53, 4	CMYK 77, 3, 55, 0	CMYK 72, 4, 19, 0	CMYK 83, 33, 22, 1	CMYK 100, 67, 39, 23
RGB 65, 141, 132	RGB 83, 174, 148	RGB 86, 181, 202	RGB 63, 135, 168	RGB 3, 73, 102
HEX #418D84	HEX #53AE94	HEX #56B5CA	HEX #3F87A8	HEX #034966

Group 3



14	15	16	17	18	19	20	21	22	23
Pantone 472 C	Pantone 7566 C	Pantone 7416 C	Pantone 138 C	Pantone 403 C	Pantone 7526 C	Pantone 7535 C	Pantone 7613 C	Pantone 486 C	Pantone 7417 C
CMYK 1, 51, 66, 0	CMYK 19, 72, 100, 8	CMYK 1, 74, 90, 0	CMYK 6, 69, 100, 1	CMYK 49, 44, 44, 9	CMYK 28, 86, 100, 27	CMYK 30, 29, 47, 0	CMYK 31, 60, 49, 7	CMYK 2, 63, 52, 0	CMYK 0, 85, 100, 0
RGB 229, 151, 106	RGB 178, 99, 36	RGB 222, 111, 66	RGB 214, 114, 0	RGB 132, 128, 127	RGB 134, 59, 26	RGB 179, 168, 143	RGB 161, 115, 113	RGB 224, 132, 117	RGB 224, 88, 45
HEX #E5976A	HEX #B26324	HEX #DE6F42	HEX #D67200	HEX #84807F	HEX #863B1A	HEX #B3A88F	HEX #A17371	HEX #E08475	HEX #E0582D

Colors

These are the colors used for the 23 targets of the 'The Biodiversity Plan'.

