Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

**Plenary of the Intergovernmental Science-Policy
Platform on Biodiversity and Ecosystem Services
Fifth session**
Bonn, Germany, 7–10 March 2017
Item 6 (h) of the provisional agenda*

**Work programme of the Platform: communication,
stakeholder engagement and strategic partnerships**

Implementation of the communications and outreach strategy

Note by the secretariat

The annex to the present note sets out the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) visual style guide approved by the Bureau as part of the ongoing implementation of the communicaton and outreach strategy (decision IPBES-3/4, annex I), which takes into account the note by the secretariat on communication and stakeholder engagement strategies (IPBES/4/INF/15). The annex is presented without formal editing.

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* IPBES/5/1/Rev.1.

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Annex

IPBES visual style guide

1. Logo

The IPBES Logo is available either with or without strapline, and in five different colour versions:

GREEN for use on light, full colour backgrounds
MONO for use on light backgrounds in single or limited colour work
REVERSED for use on dark, full colour backgrounds
WHITEOUT for use on dark backgrounds in single or limited colour work

The logo must not be distorted or dismantled, or used on a background which would reduce its impact

IPBES Logo GREEN IPBES Logo MONO

IPBES Logo REVERSED

IPBES Logo WHITEOUT

Clear Space, equivalent to the ascender of the 'b', should be allowed around the logo where possible, in order to preserve its impact. For the strapline version of the logo, the clear space measurement is taken from the baseline of the strapline.

This clear space allocation is included in the artboards of the logo files.

2. Typography

Helvetica Neue is widely used and has a good selection of weights, the most common of which are shown here. If not available, then other versions of Helvetica, or Arial can be used as a substitute, although they may not have as many available weights.

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

3. Colour Palette

CMYK, RGB, Web Colours

Primary Colours

Primary Blue
C100 M68 Y0 K54
R0 G46 B95
#002e5e

Primary Green
C48 M11 Y98 K70
R65 G81 B13
#41510d

Primary Grey
C56 M41 Y54 K32
R103 G108 B95
#676b5e

Primary Light Green
C32 M0 Y59 K0
R192 G216 B134
#bfd786

Primary Colours

Yellow
C0 M20 Y100 K5
R245 G197 B0
#f5c400

Orange
C0 M45 Y100 K0
R245 G156 B0
#f59c00

Red
C0 M80 Y100 K10
R215 G73 B12
#d6490b

Plum
C30 M100 Y70 K30
R142 G23 B47
#8e172f

Purple
C83 M100 Y20 K00
R86 G41 B116
#552873

Medium Purple
C70 M70 Y0 K0
R104 G89 B163
#6758a2

Mid Blue
C95 M25 Y0 K10
R0 G128 B192
#007fc0

Medium Teal
C80 M0 Y40 K20
R0 G148 B144
#009390

Teal
C85 M30 Y50 K20
R2 G16 B115
#017473

Spring Green
C60 M15 Y100 K15
R110 G149 B40
#6d9427

Medium Green
C45 M0 Y75 K10
R149 G186 B91
#95ba5a

Dark Grey
C20 M0 Y0 K80
R72 G81 B86
#485155

Light Grey
C0 M3 Y0 K30
R198 G195 B196
#c5c2c4