The International Day for Biodiversity 2025

VISUAL IDENTITY GUIDE

Here you will find the rules for using the visual identity for The International Day for Biodiversity, May 22, 2025. The Secretariat welcomes the participation of everyone in the IDB 2025 campaign, including the private sector, media, academia and the public at large. Visit our **dedicated page** to download the 2025 assets.

COLOUR LOGO

Prioritize the use of these versions where possible.
File formats for screens, RGB colour: **JPEG** (white background), **PNG** (transparent background), **SVG** (vector).
File format for printing, CMYK colour: **EPS** (vector).

GREYSCALE LOGO

Use these logos when printing in black and white, or with a screen application that is not full colour.
File formats for screens: **JPEG** (white background), **PNG** (transparent background), **SVG** (vector).
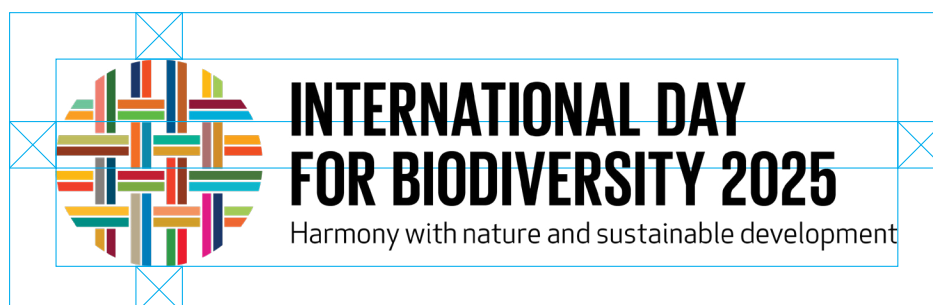File format for printing, greyscale: **EPS** (vector).

CLEAR SPACE

To preserve the integrity of the logo, a minimum clear space area should be maintained. The ⊠ represents the minimum clear space around the logo. The ⊠ is equal to the height of the vertical bars in the symbol. The minimum clear space must remain free of any visual, graphic or typographic elements.

POSITIONING

When positioning the logo alongside other organisational logos, the International Day for Biodiversity logo should be placed so as to produce an equally balanced group of logos. There must be the minimum clear space, or more, between the International Day for Biodiversity logo and the other organisational logos.

SMALL FORMAT

To ensure impact and legibility, the minimum height of the logo should not be less than **70 pixels** for screens and **0.5 inches** or **13 millimeters** for printing.

IMPROPER USAGE

Please do not:

- Stretch or distort the logo
- Modify the proportions
- Change or alter the colours
- Use the logo on busy or clashing backgrounds

OFFICIAL LANGUAGES VERSIONS