

UNITED NATIONS DECADE ON
**ECOSYSTEM
RESTORATION**
2021-2030

Brand Guide
V1.0 September 2020



CONTENTS

01	Introduction	4	05	Brand in action	26
02	Logo	5	06	Making it your own	32
03	Color palette	21	07	Permission and use of logo	36
04	Typography	22	08	Contact details	37

There has never been a more urgent need to restore damaged ecosystems than now. Restoration of ecosystem is fundamental to achieving the 2030 Agenda for Sustainable Development, mainly those on climate change, poverty eradication, food security, water and biodiversity conservation. The United Nations Decade on Ecosystem Restoration 2021–2030 aspires to unite the world behind a common goal of preventing, halting and reversing the degradation of ecosystems worldwide. Forests, grasslands, croplands, wetlands, savannahs, and other terrestrial to inland water ecosystems, marine and coastal ecosystems and urban environments—all of them are in dire need of some level of protection and restoration.

This incredible challenge can only be met if everyone—including Member States, local and city governments, private sector, academia and civil society and individual at large—come together to find viable, lasting solutions.

Read more about the Decade, its motivation, goals and how you can contribute to its success [here](#).



01 INTRODUCTION

THE DECADE ON ECOSYSTEM RESTORATION

The United Nations General Assembly has proclaimed 2021–2030 as the Decade on Ecosystem Restoration (hereafter the Decade), following a proposal for action by over 70 countries from all latitudes. The Decade positions the restoration of ecosystems as a major nature-based solution towards meeting a wide range of global development goals and national priorities.



02 LOGO

At the center of the Decade identity is our mark.

Colored layers represent a flourishing ecosystem from Terra Firma, plant life and water gently interlock under the action of our heart symbol—evoking energy and movement from above.

The 'heart' is universally recognized all over the planet and recreated in societies as an icon of love, togetherness and compassion—an action truly required to restore our ecosystems.

The area represented by the heart adds dynamism and togetherness to the mark and invites supporters to draw their own visualisation of the heart in replacement of ours—making them part of the Decade.



A SIMPLER APPROACH

For a simpler application we revert to block colors to feel a little more primary e.g. less expensive printing, repeat patterns, community content, t-shirts and applications of audience submitted hearts.



DRAWN BY ALL

Our mark has been designed with simplicity in mind—easy to be redrawn by supporters of all ages. Whether it's drawn with a big marker pen, a paintbrush or even in the sand with your finger—it is still three swift strokes and a personalised heart.



MASTER LOCKUP

This version of the lockup includes the 'master heart' and full descriptor 'United Nations Decade on Ecosystem Restoration 2021-2030'.

Partners must always use the Decade's identity in conjunction with their's and not as standalone. Authorisation is needed for partners to use the Decade's identity along with their's together with either of United Nations Environment Programme's or the Food and Agriculture Organization of the United Nations. On overarching brand materials we suggest using this version of the lockup. However we encourage individuals to create their own, this will add community feel and further action to the Decade on Ecosystem Restoration.

PLEASE NOTE

Steps for requesting authorization to use the United Nations Decade on Ecosystem Restoration visual identity can be found in the Guidelines for the use of the UN Decade on Ecosystem Restoration and [Waiver of Liability](#).



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OFFICIAL TRANSLATIONS OF THE MASTER LOCKUP

Arabic



Chinese



French



Kiswahili



Portuguese



Russian



Spanish



ORGANIZATION LOCKUP GUIDE

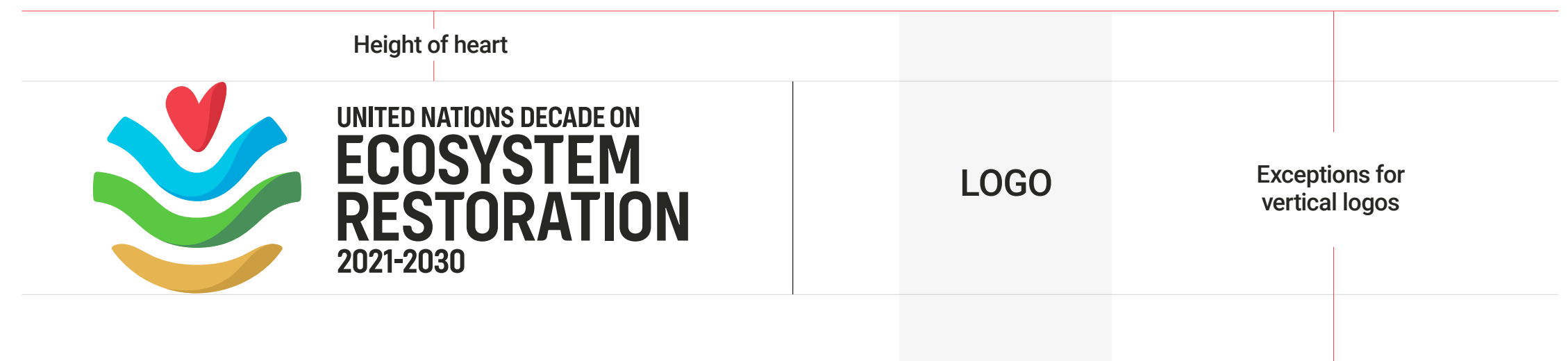
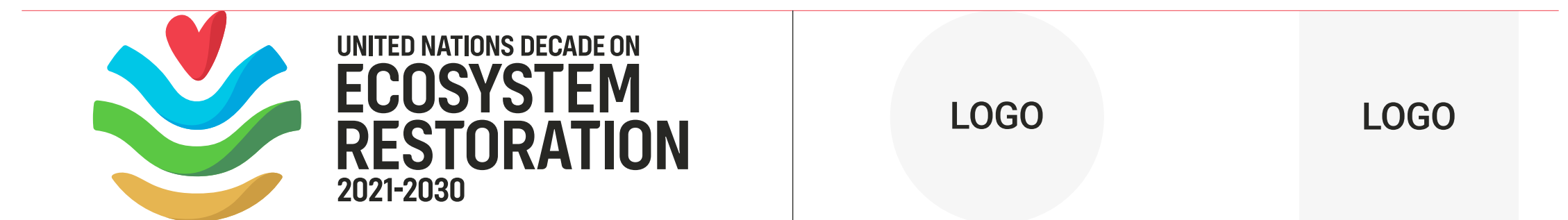
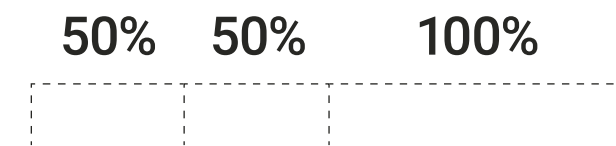
The dividing key line should be a .5pt stroke and #1D1D1B in color and scaled respectively from artwork provided.

Distance between the identities should be 50% of the Ecosystem Restoration mark.

Visually each logo within the lockup should appear to be the same in height. Use the illustration on the right as a guide to create authorized lockups when dealing with various sized organization logos.

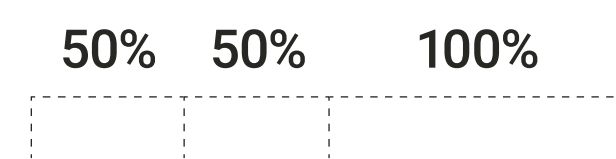
When using multiple logos the same theory is applied as described above.

There is an exception with vertical logos which require to be larger than the 'Decade' logo itself. In this case, one must balance the size of the logo up to maximum height, which is capped at one additional height above and below.



ORGANIZATION EXAMPLES

Here we look at how our logo resides with the United Nations and other organizations identities.



In joint initiatives, identity of the lead organisation may appear first after the Decade's identity



ORGANIZATION LOCKUP USE

Depending on the agreement between the Decade, authorized partners and their partners, positioning of identities is to be based on importance.

Main partners should have a larger prominence in a lockup with the 'Decade' logo. There may be multiple main partners (above 3), in this instance we align them at the top with equal presence.

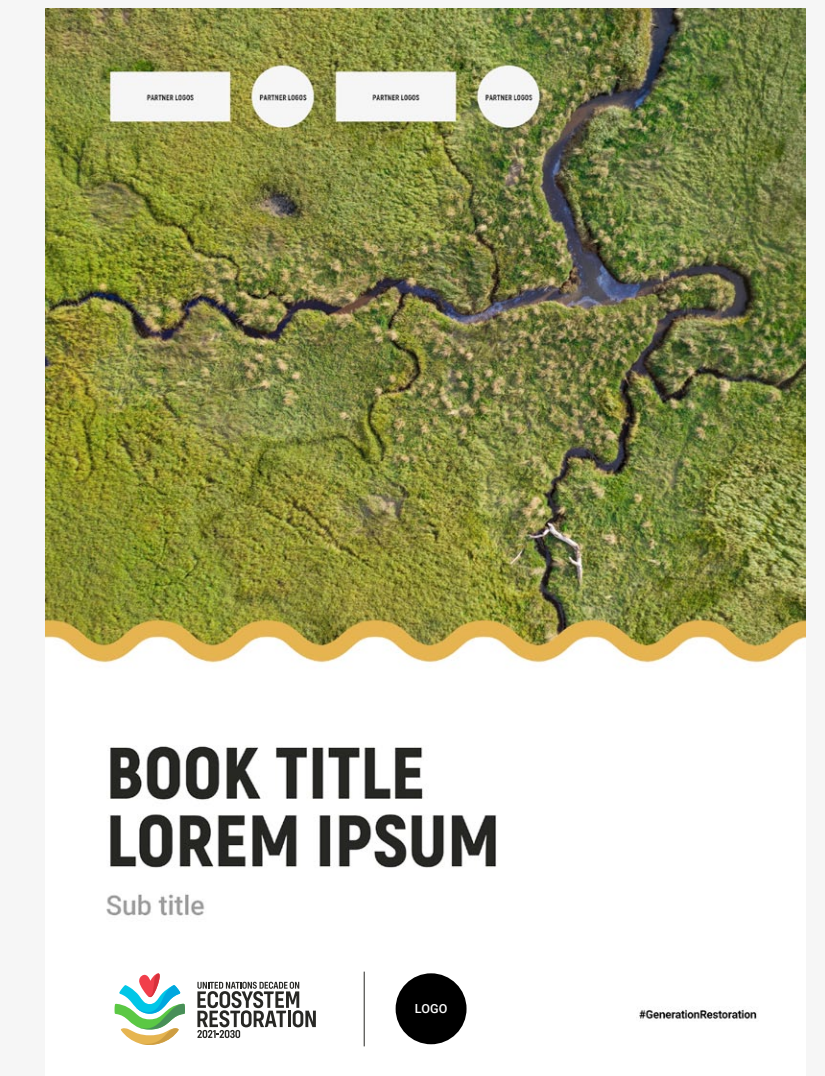
Where secondary partners are required, they must be separated and smaller than the main partner and the 'Decade' logo.



'Decade' logo with main partner



'Decade' logo with multiple partners



'Decade' logo with main partner and secondary partners

HASHTAG

At this moment, we use only one hashtag '#GenerationRestoration', this is approved by the Decade

To discuss the possibility of including an additional hashtag please contact a member of the communications team, details are available on [page 37](#).



#GenerationRestoration

OFFICIAL TRANSLATIONS OF THE HASHTAG

Arabic



#استعادة_الأجيال

Chinese



#修复一代#

French



#GénérationRestauration

Kiswahili
(uses English)



#GenerationRestauration

Portuguese



#GeraçãoRestauroação

Russian



#ПоколениеВосстановления

Spanish



#GeneraciónRestauroación



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#GenerationRestoration

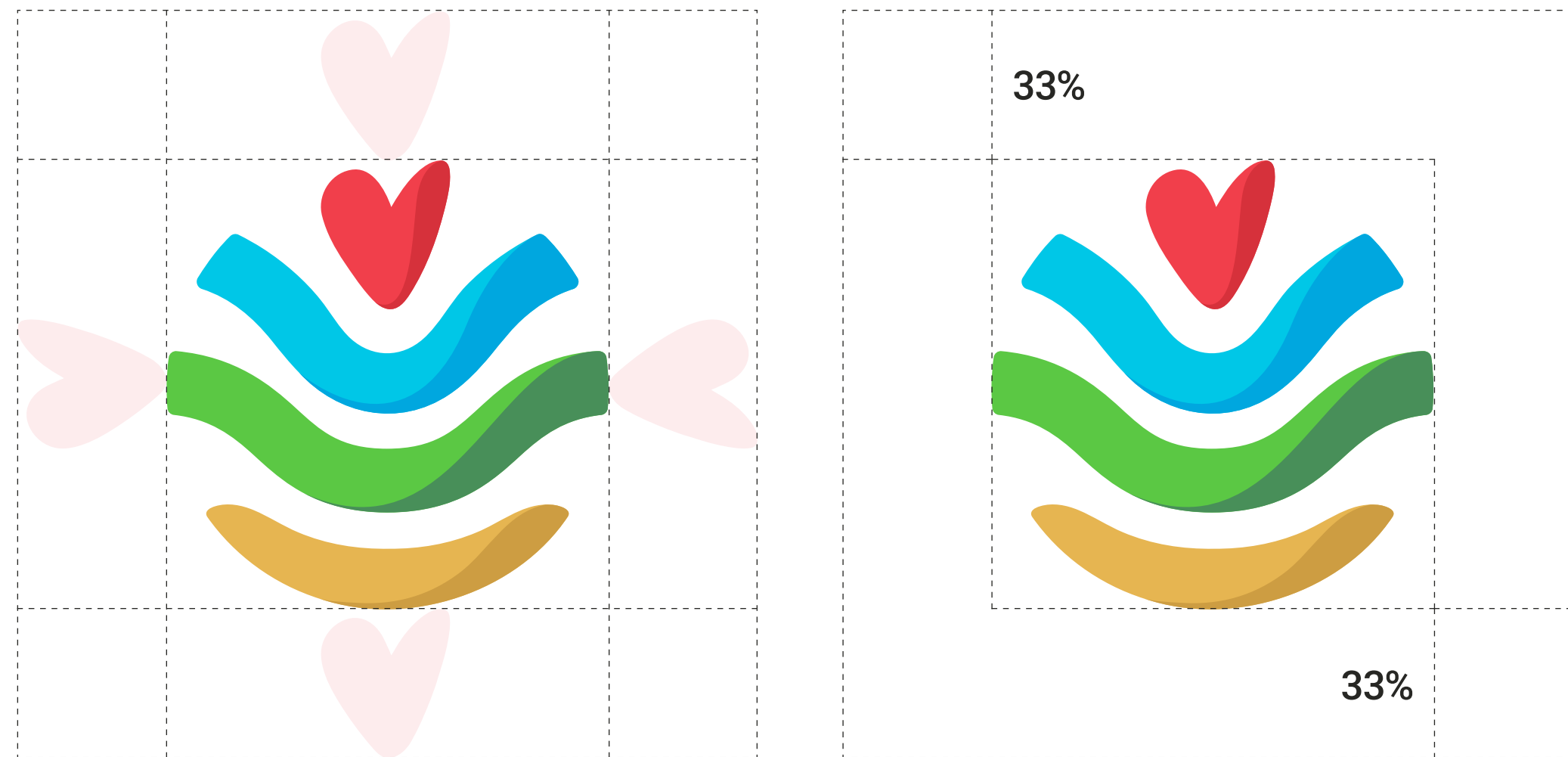


#GenerationRestoration

EXCLUSION ZONE

Give our logo enough room to live and breathe without being compromised by other elements, including the bounds of the artwork area.

The exclusion zone is the height of the master heart or at least 33% of the width of the main mark.



TYPE LOCKUP

In some cases there may be the need to solo the type lockup. Requirement an exclusion zone is still necessary—and should be the height of the 'heart' if the full logo were in place, or 20% of the lockup width.



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03 COLOR PALETTE



Primary palette for all communications material—utilizing SDG numbers 1, 2, 6, and 15. View full [SDG Guidelines](#).

Light Grey

#F4F4F4
R241 G241 B241
C4 M3 Y3 K0

Black

#1D1D1B
R29 G29 B27
C74 M65 Y62 K97

SDG 6 - Bright Blue

#26BDE2
R38 G189 B226
C82 M7 Y9 K0

Dark Blue

#0A97D9
R10 G151 B217
C96 M41 Y6 K0

SDG 15 - Lime Green

#56C02B
R86 G192 B43
C75 M4 Y100 K0

Dark Green

#3F7E44
R63 G126 B68
C74 M32 Y95 K19

SDG 1 - Red

#E5243B
R229 G36 B59
C1 M100 Y92 K0

Dark Red

#C5192D
R197 G25 B45
C16 M100 Y86 K7

SDG 2 - Mustard

#DDA63A
R221 G166 B58
C18 M37 Y100 K1

Dark Mustard

#BF8B2E
R191 G139 B46
C18 M48 Y100 K2

04 **TYPOGRAPHY**

We have three fonts as part of our brand guide, a headline font 'Akrobat' and 'Roboto' to be used for printed material, website, designed communications and presentations.



Akrobat

Akrobat is used for headlines, titles and messages of impact.

The full family is available for free [here](#).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AKROBAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AKROBAT SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AKROBAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AKROBAT EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AKROBAT BLACK

Roboto

Roboto is another decade font used for body copy and annotations.

The full family is available for free [here](#).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO BLACK

SIMPLE RULES

There are a few rules we have to ensure consistency when setting Akrobat and Roboto.

HEADLINES

Akrobat ExtraBold
Leading: 94% Kerning: Optical
Tracking: -10

SUB HEADINGS

Akrobat Bold
Leading: 94% Kerning: Optical
Tracking: -10

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend, nunc et ultrices egetas, erat metus pretium urna, ac tempor arcu arcu at est. Sed tellus purus, luctus quis faucibus at, mollis vel lectus.

Roboto Regular
Leading: 150% Kerning: Optical
Tracking: 0
Paragraph spacing: 12

Fusce orci mauris, venenatis non dignissim eu, faucibus id quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Annotations and smaller type requiring emphasis

Roboto Bold
Leading: 110% Kerning: Optical
Tracking: 0

CAPTIONS

Akrobat ExtraBold
Leading: 94% Kerning: Optical
Tracking: 0

05

BRAND IN ACTION

A few examples of how our brand assets come together on a variety of collateral.



EVENT BANNER

Example of how the 'Decade' identity can be used on event banners.



RUBBER STAMP

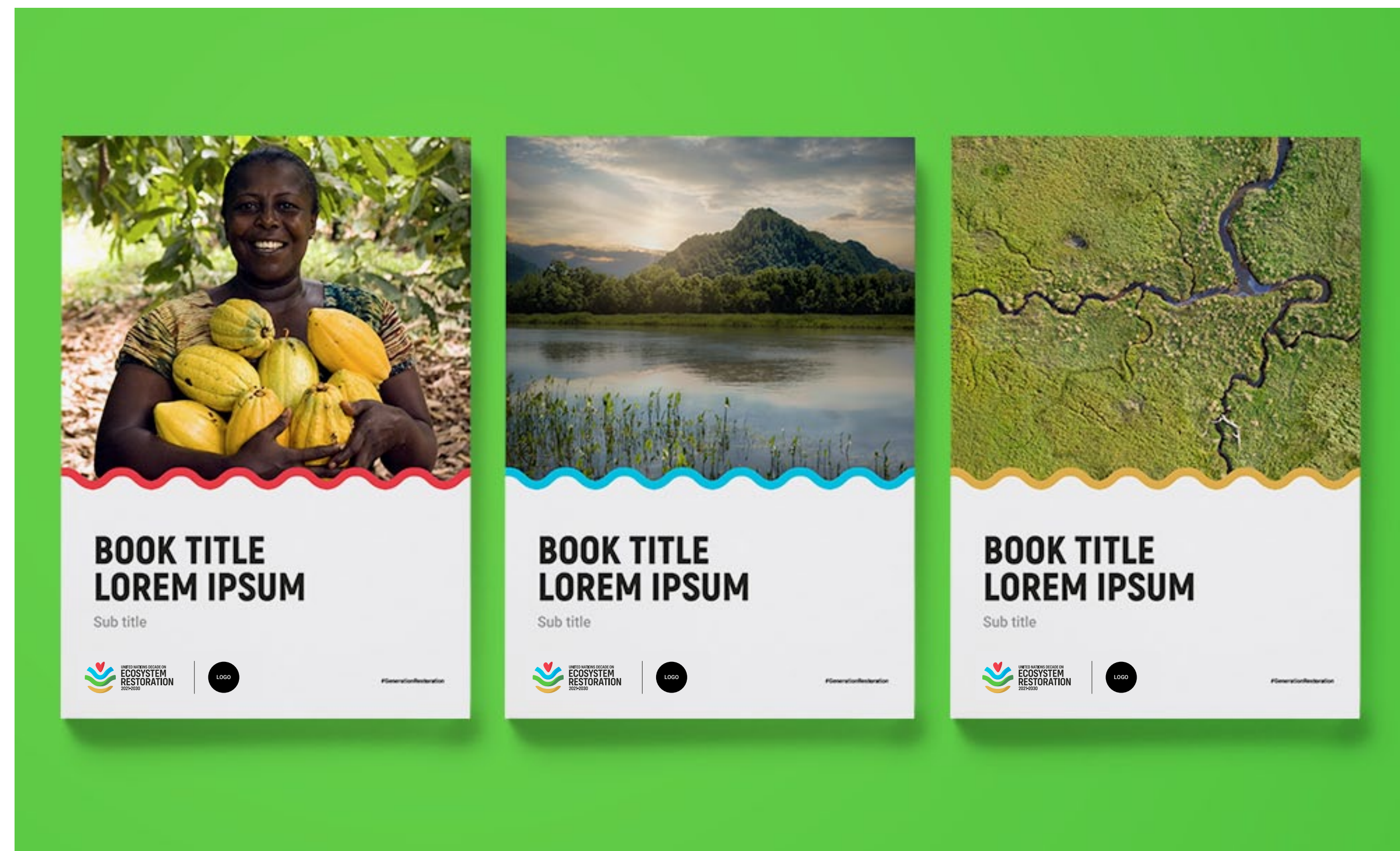
Add a personal touch to documents with your own bespoke Decade stamp.

To find out how to make your own Decade mark, follow the guide on [page 32](#).



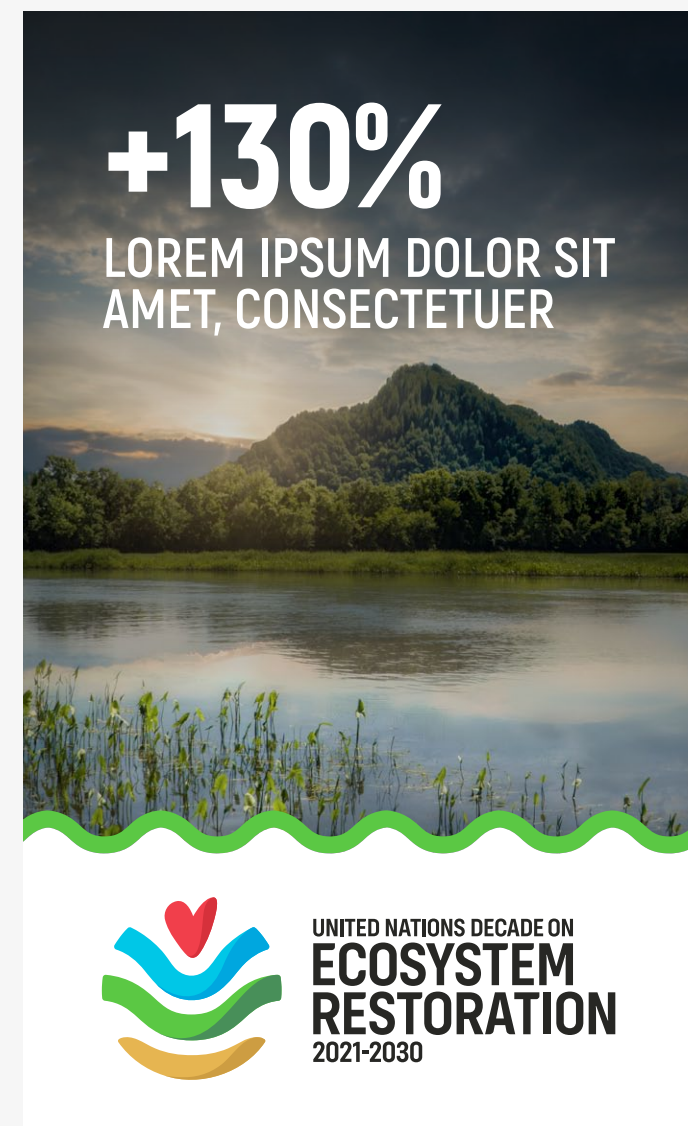
BROCHURE/ PUBLICATIONS

Example of how the 'Decade' identity can be used on different printed materials such as event handouts and reports.



WEB BANNER

All links should click through to:
www.decadeonrestoration.org

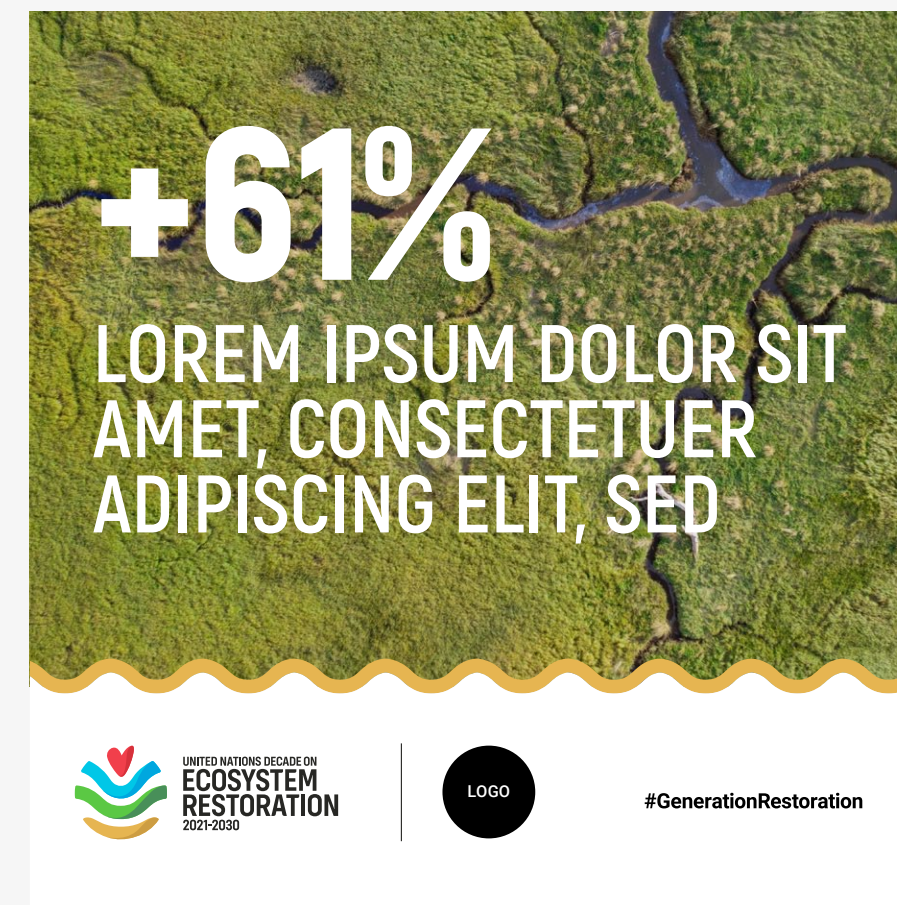


SOCIAL MEDIA

Examples of using our logo, and types of imagery for social media posts.

The logo can be used in conjunction with or without the 'ecosystem ribbon'. Do note, that when the logo is placed over a background, it must remain clear and not fight with the colors behind – a simple gradient set to multiply can help.

For simplicity and variation, the decade's color pallet as a block colour can be used.



06 MAKING IT YOUR OWN

The purpose of the Decade's identity from the offset has been to stand out, break boundaries, cause action and have an emotional connection with people on a global level.

To allow partners and supporters to connect with the Decade, the Decade's identity allows them to make their own personalised versions of the logo that are truly unique to them. What better way to make people feel a part of a movement!

The following pages will describe how you can make your own mark.



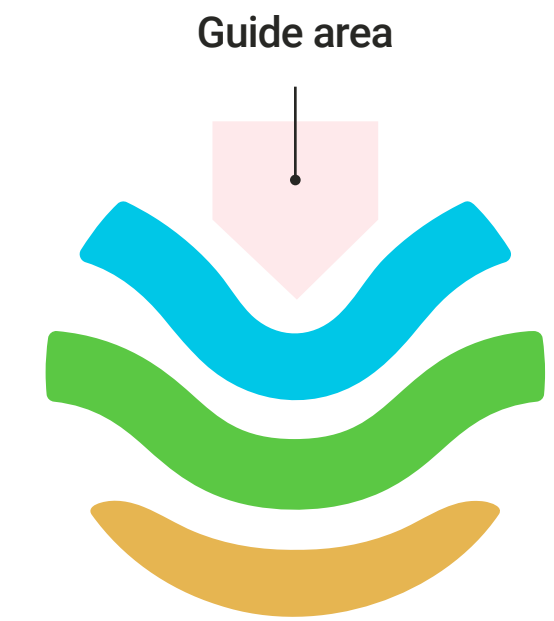
DECADE'S TEAM, PARTNERS AND SUPPORTERS

We would first of all advise employees working for the Decade's team, partners and supporters, to get in touch with their design team, who know how to use design software such as Adobe Illustrator—and direct them to this page as a guide.

STEP 1

DOWNLOAD THE TEMPLATE

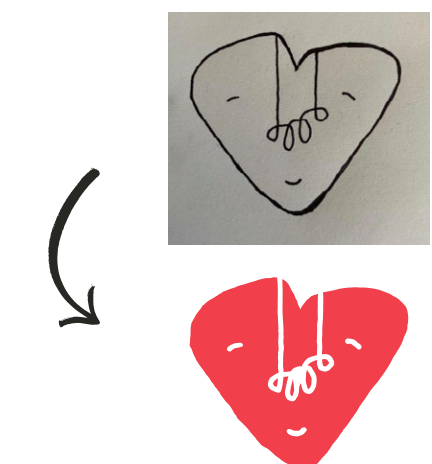
Using [this link](#), download the template files to get started—there are multiple options, so pick the one that best suits your computer capabilities.



STEP 2

DRAW & VECTORIZE

You can draw your heart on a sheet of paper, scan or photograph, then vectorize your drawing in Adobe Illustrator. The logo works best with the heart filled red, so bare that in mind when drawing your own. However you can be quite fancy like the example on the right.



STEP 3

PIECE TOGETHER

Using the guides within the file, place your heart into position and save! Easy-peasy!



EXTERNAL COMMUNITY

For those individuals and organizations without professional design software who want to be part of the Decade, send your designs to restorationdecade@un.org. We'll monitor the address and digitize all drawings in batches.

STEP 1

DRAW YOUR HEART

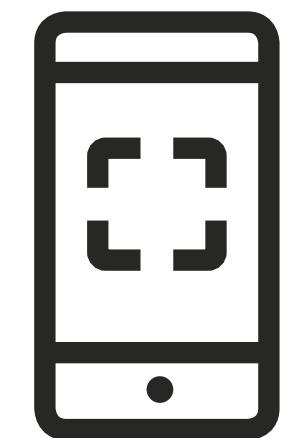
Firstly, grab a sheet of paper and a black pen (best to use something thicker than a biro). And draw your heart.



STEP 2

PHOTOGRAPH

Next you'll need to photograph or scan your design—please try to take as hi-res as possible with good lighting. Camera phones can work, just make sure to focus on the design for a clear image.

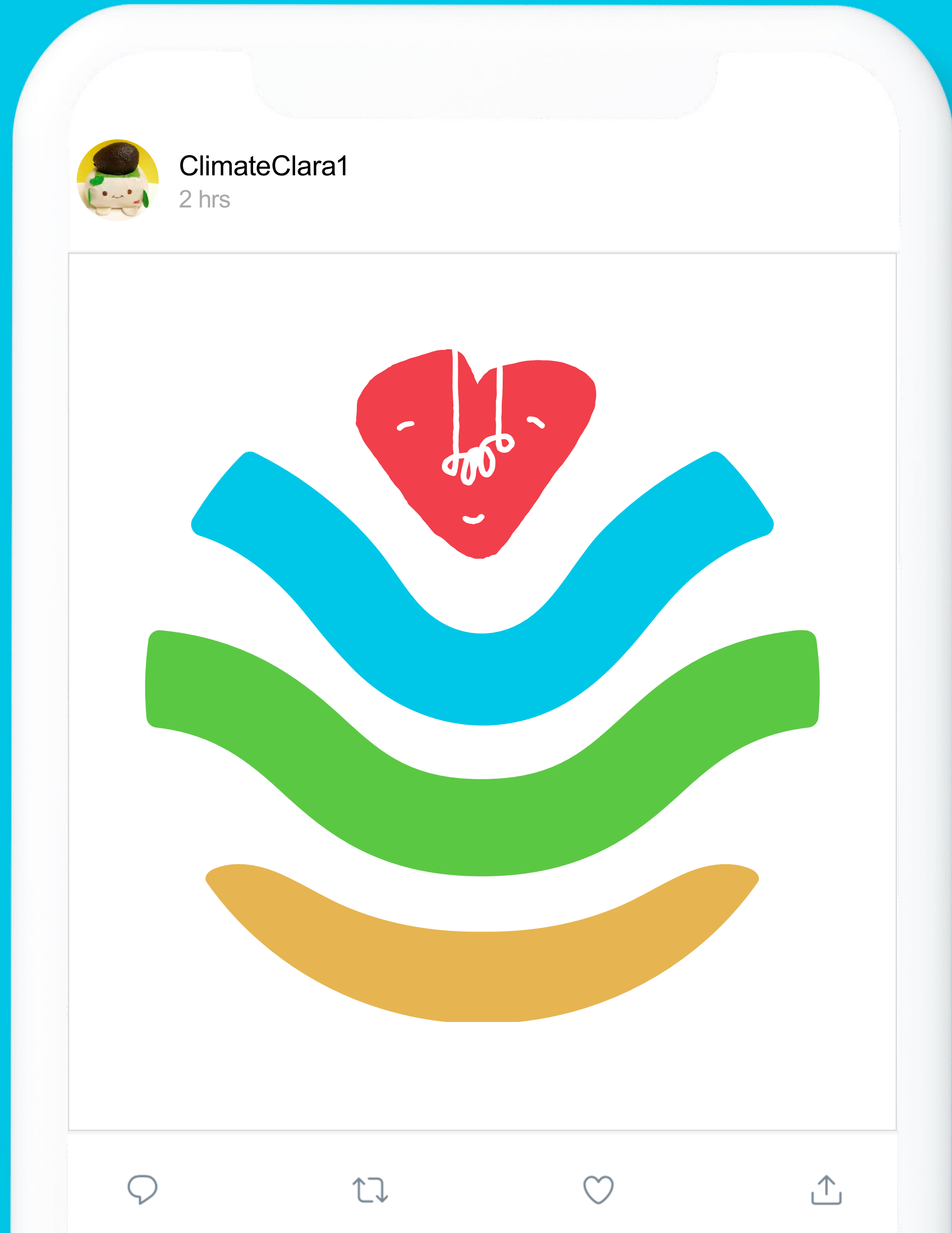


STEP 3

EMAIL TO US

Next you need to email your heart to restorationdecade@un.org and someone at the Decade will digitize and send your completed personal Decade logo back to you when we are ready.

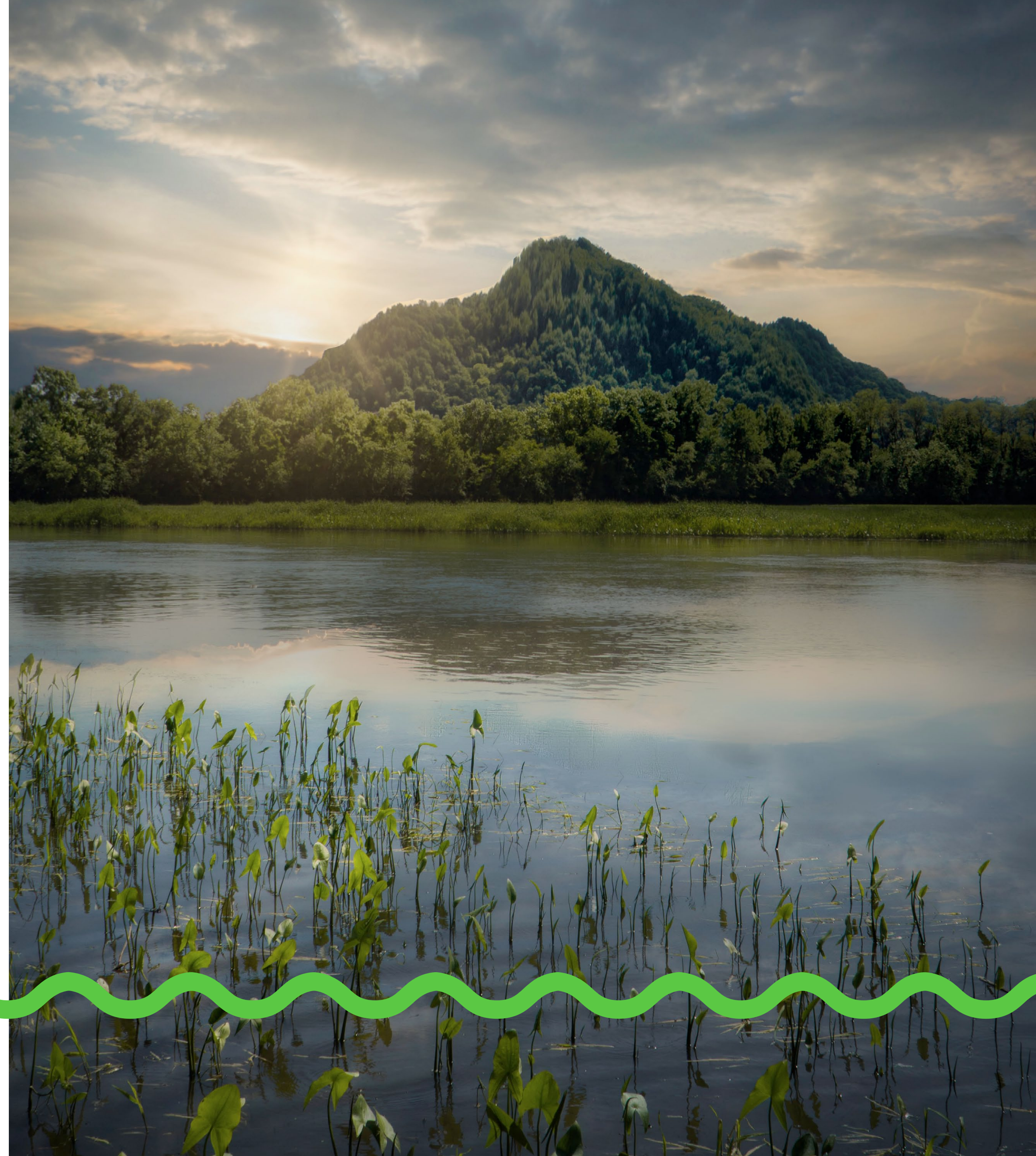




07 PERMISSION AND USE OF LOGO

The Decade's logo is available at [this link](#) in multiple versions, i.e. EPS, Ai, SVG, JPEG and PNG web formats. Non-UN entities must request prior authorization from the Decade's Team on use of the visual identity for fundraising and/or commercial purposes. Partners must only use the Decade's logo in the lock-up version – in combination with their's. Use of logos of either UNEP or FAO or both, along with partner logo in the Decade's logo lockup is only allowed when authorized.

Steps for requesting authorization to use the Decade's visual identity can be found in the Guidelines for the use of the United Nations Decade on Ecosystem Restoration identity and [Waiver of Liability](#).



08 CONTACT DETAILS

For any questions on the use of the Decade's visual identity or on the Decade in general, please contact at restorationdecade@un.org.





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