



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES

2021

**Visual
identity
guidelines**
for graphic
designers

VISUAL IDENTITY GUIDELINES

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1

Introduction

1 Introduction

1.1 About these visual identity guidelines

At its 74th session, the United Nations General Assembly proclaimed 2021 the International Year of Fruits and Vegetables (IYFV). The primary role of the food and the agriculture sector is to adequately feed people by increasing the availability, affordability and consumption of varied, safe and nutritious foods that are in line with dietary recommendations and environmental sustainability. In this way, the IYFV is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health and as well in achieving the United Nations (UN) Sustainable Development Goals (SDGs).

These graphic guidelines were designed to support all stakeholders that want to take part in activities and events related to the International Year of Fruits and Vegetables (IYFV). Therefore, for consistency, when using the IYFV visual identity you must always comply with these graphic guidelines.



1 Introduction

1.2 Concept

The visual identity of the International Year of Fruits of Vegetables visually represents the key objectives of this year, including the raising of awareness of nutrition and health benefits of the consumption of fruits and vegetables.

The concept behind the circular form of the IYFV emblem is to emphasize how fruits and vegetables are both necessary components for a healthy and diverse diet. Its colourful design highlights how fruits and vegetables come in a wide variety of shapes, forms and colours. The use of colour also reinforces the link between the IYFV and its contribution to the 2030 Agenda and Sustainable Development Goals (SDGs).

This document is complementary to the guidelines for the use of the International Year of Fruits and Vegetables Visual Identity and [Waiver of Liability](#).

HAPPY FACE



CIRCLE

1 Introduction

1.3 Design

The visual identity is composed of three parts:

- 1. The pictogram** is a symbolic portrait that is comprised of different forms that represent various fruits and vegetables. The smiling face that is created as a result of these forms has no specific gender or ethnicity. The design aims to show fruits and vegetables in a unity that continuously co-evolves, fulfilling economic, environmental, social and cultural functions of the two small-scale sectors.
- 2. The text** appears to the side or under the pictogram, depending on whether it is the vertical or the horizontal version. It's always divided in two lines:
1) "International Year of" 2) "Fruits and Vegetables"
- 3. The SDG wheel**, representing the Sustainable Development Goals, is present in the zero of "2021". The year "2021" appears underneath to ensure that there is an understanding that the campaign is active up until 31 December 2021.

It recalls how fruits and vegetables are key to ending hunger, reducing poverty, promoting gender equality, protecting the environment and boosting economic development, which are all crucial to achieving the 2030 Agenda for Sustainable Development.

The pictogram and the text shouldn't be separated.



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1. The pictogram

2. The text

3. The SDG wheel

2

Visual
identity



2 Visual identity

2.1 Colour versions

The IYFV 2021 visual identity comes in two main versions that should be used as much as possible:

- Horizontal – to be used in co-branding with the other entity logo on a white background.
- Vertical – to be used in co-branding with the other entity logo on a white background.



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WHITE Background

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

HEX: ffffff



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2 Visual identity

2.2 Languages (vertical version)

The IYFV 2021 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Authorized users of the IYFV 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 IYFV 2021 Secretariat can create it in other languages if provided with the translation.



2 Visual identity

2.2 Languages (horizontal version)

The IYFV 2021 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Authorized users of the IYFV 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 IYFV 2021 Secretariat can create it in other languages if provided with the translation.



2 Visual identity

2.3 Slogan

The official slogan for the IYFV is “Fruits and vegetables, your dietary essentials.” and it is available in the six official languages of the United Nations

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Authorized users of the IYFV 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 IYFV 2021 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.

**الفواكه والخضروات
أساس غذائنا**

**水果蔬菜
饮食必需**

**Fruits and vegetables,
your dietary essentials.**

**Les fruits et légumes,
éléments essentiels
de ton alimentation.**

**Овощи и фрукты –
основа вашего рациона.**

**Las frutas y verduras,
elementos esenciales
de tu dieta.**

2 Visual identity

2.4 Size

Horizontal version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYFV visual identity is:

- print: height = 15 mm
- web: height = 45 pixels

ENGLISH & ALL
LANGUAGES
Minimum height:
15mm / 45px



There is no maximum reproduction size.

Vertical version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYFV visual identity is:

- print: height = 30 mm
- web: height = 90 pixels

ENGLISH & ALL
LANGUAGES
Minimum height:
30mm / 90px



There is no maximum reproduction size.

2 Visual identity

2.5 Structure and clear space (vertical version)

The construction of the IYFV 2021 visual identity follows a square-based grid.

The IYFV 2021 visual identity commands a clear space area of $x/4$ modules per side, where "x" is the square size of the pictogram.

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.



2 Visual identity

2.5 Structure and clear space (horizontal version)

The construction of the IYFV 2021 visual identity follows a square-based grid.

The IYFV 2021 visual identity commands a clear space area of x/4 modules per side, where "x" is the square size of the pictogram.

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 element in the environment in which it appears.



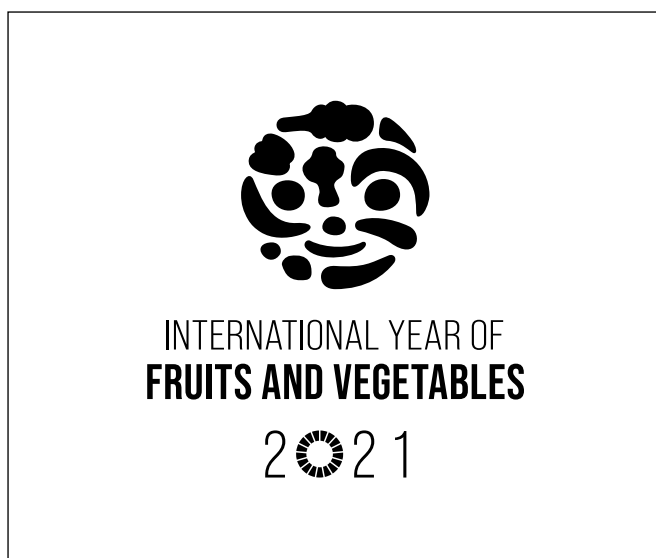
2 Visual identity

2.6 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.



2 Visual identity

2.7 Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.



3

Use with
other logos

3 Use with other logos

3.1 Co-branding

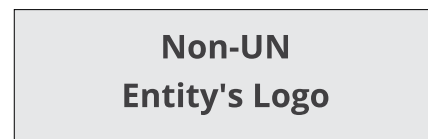
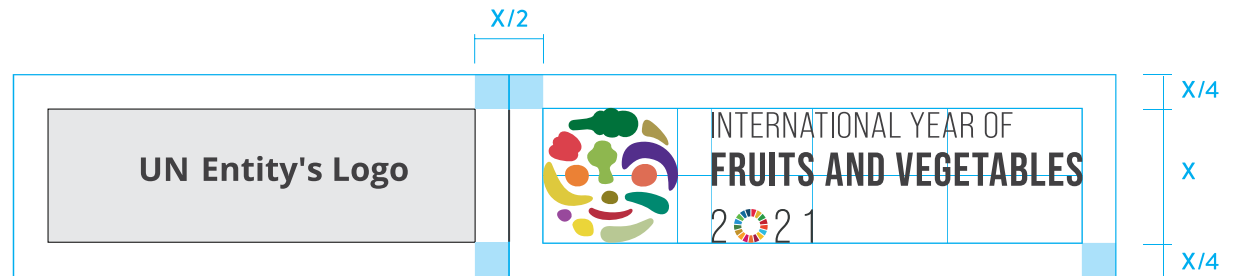
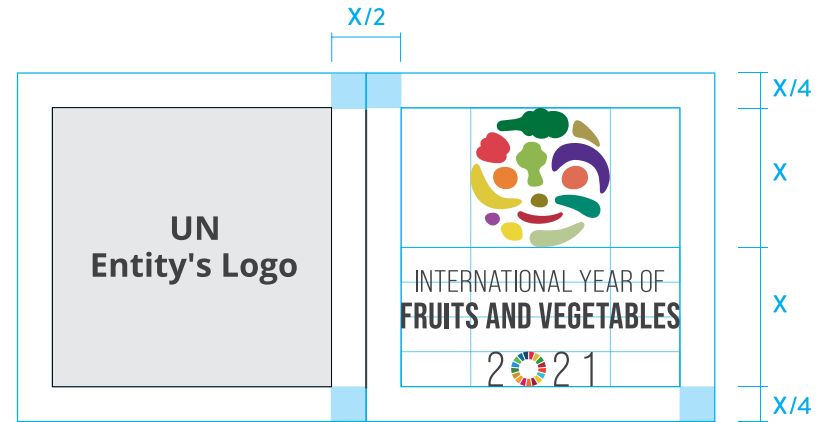
Authorized entities, UN and non-UN entities, can choose to use one of the versions of the IYFV 2021 visual identity to brand communication materials, activities or events related to the Year:

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 IYFV clear space around the graphic.

The logo of the non-UN entity shall be accompanied by the following statement: **“supports the”** above the IYFV2021 visual identity.

Please refer to the [Waiver of Liability](#) for further information regarding co-branding and use with other logos.



Supports the



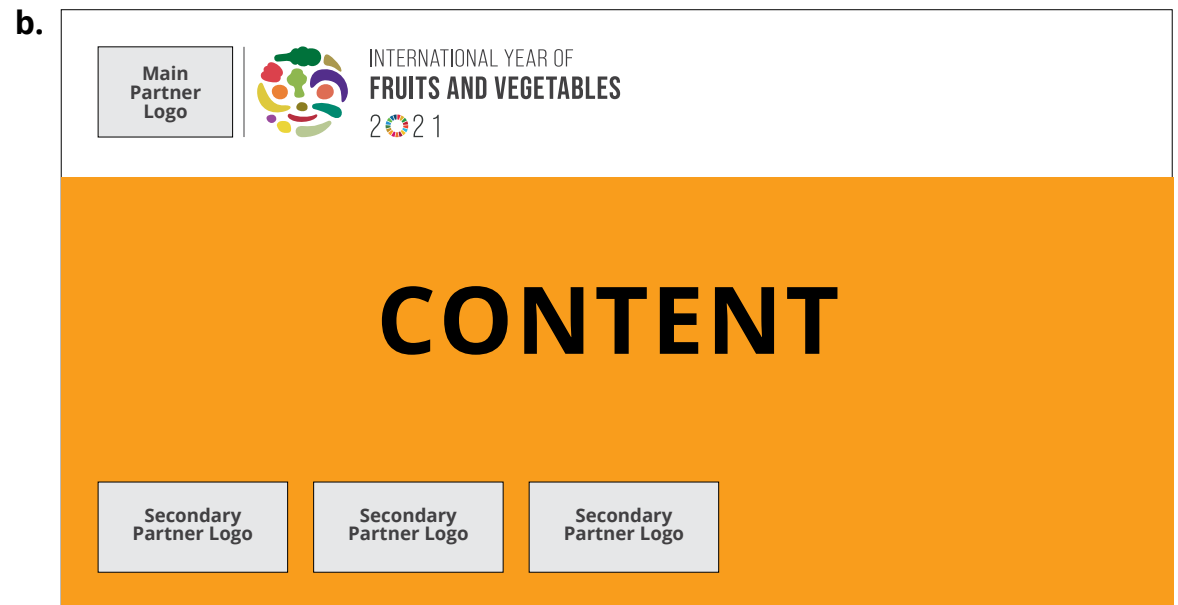
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3 Use with other logos

3.2 Multiple entities

If authorized entities are in partnership with other entities, the visual approach depends on the established agreements between them; if the partners have the same level of importance, the logos can be co-branded with the IYFV 2021 visual identity (for a maximum of 2 partners). Secondary partners shall appear clearly separated from the main partners and the IYFV 2021 visual identity.

- a. If the authorized entities have the same level of importance, co-branding rules can be followed.
- b. It is important to clearly separate any secondary entities from main entities and the IYFV visual identity.



4

Visual identity
elements

The background is a vibrant, abstract composition of overlapping organic shapes. The colors include various shades of green, yellow, orange, purple, red, and teal. The shapes are layered, creating a sense of depth and movement. The overall aesthetic is modern and energetic.

4 Visual identity elements

4.1 Main colour palette

The main colour palette for the IYFV 2021 visual identity is composed of 13 shades of violet, green, red, orange, yellow and brown. These colours represent biodiversity and the different variants of fruits and vegetables that exist in nature.

A light black (90% black) can be used for the typeface.

The 17 SDGs colours are used to build the zero of the 2021.

| | | | | | |
|---|--|---|--|---|---|
| Violet 1 C85 M100 Y5 K0 R82 G38 B127 #52267F | Green 1 C90 M30 Y100 K20 R0 G111 B50 #006F32 | Green 3 C50 M10 Y90 K0 R149 G181 B61 #95B53D | Red 1 C20 M95 Y75 K10 R184 G40 B53 #B82835 | Orange 1 C5 M60 Y90 K10 R232 G124 B40 #E87C28 | Yellow 1 C15 M15 Y90 K0 R228 G203 B40 #E4CB28 |
| Violet 2 C45 M85 Y0 K0 R159 G64 B145 #9F4091 | Green 2 C90 M30 Y70 K0 R0 G130 B2 #008266 | Green 4 C30 M10 Y50 K0 R195 G205 B149 #C3CD95 | Red 2 C10 M90 Y70 K0 R216 G53 B65 #D83541 | Orange 2 C10 M70 Y70 K0 R221 G102 B73 #DD674C | Yellow 2 C10 M10 Y90 K0 R239 G214 B33 #EFD621 |
| Brown 1 C30 M30 Y80 K10 R180 G158 B70 #B49E46 | Brown 2 C30 M30 Y100 K30 R151 G131 B13 #97830d | | | | |



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Light Black
 C0 M0 Y0 K90
 R61 G61 B60
 #3D3D3C

4 Visual identity elements

4.2 Typefaces (Latin and Cyrillic)

Bebas Neue Pro and Open Sans are the primary typefaces for all communication products (print and digital) produced for IYFV 2021 for languages using the latin alphabet.

- [Bebas Neue Pro](#) can be downloaded for free if you have an Adobe account.
- [Open Sans](#) can be downloaded for free from Google Fonts.

If possible, use Bebas Neue Pro Bold for headings and Open Sans Light for body text. Other weights (semibold, medium) are also acceptable.

Font for
headings

Bebas Neue Pro - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bebas Neue Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font for
body text

Open Sans - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4 Visual identity elements

4.2 Typefaces (Traditional Chinese)

Noto Sans TC is the primary typeface for all communication products (print and digital) produced for IYFV 2021 for languages using the Traditional Chinese alphabet.

- [Noto Sans TC](#) can be downloaded for free from Google Fonts.

If possible, use Noto Sans TC Bold for headings and Noto Sans TC Light for body text. Other weights (semibold, medium) are also acceptable.

Font for headings

Noto Sans TC Bold

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纲
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兒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園野原里市京風雲池海岩室戸家寺
通門話答聞語讀書記紙画繪図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走
止活店買売午汽弓回会組船明社切電每合台案公引科刀番用1234567890

Font for body text

Noto Sans TC Light

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纲
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兒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園野原里市京風雲池海岩室戸家寺
通門話答聞語讀書記紙画繪図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走
止活店買売午汽弓回会組船明社切電每合台案公引科刀番用1234567890

4 Visual identity elements

4.2 Typefaces (Arabic)

Cairo is the primary typeface for all communication products (print and digital) produced for IYFV 2021 for languages using the Arabic alphabet.

- [Cairo](#) can be downloaded for free from Google Fonts.

If possible, use Cairo Bold for headings and Cairo Light for body text. Other weights (Semibold, Regular) are also acceptable.

Font for
headings

Cairo bold

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyzءمنهوي
تثجحخدذرزسسشصضطظعغفقكل
أب1234567890

Font for
body text

Cairo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyzءمنهوي
تثجحخدذرزسسشصضطظعغفقكل
أب1234567890

4 Visual identity elements

4.3 Photos

A photo repository is available for anyone who wants to use photos for activities and events related to IYFV 2021. These photos have been selected in order to cover fruits and vegetables in all their varieties, depicting different regions and types of activities.

The photos are *not* for commercial distribution. They may be cropped, but not altered. Copyright information ©FAO must be used with the photos.

The pre-approved photo gallery can be found in the IYFV 2021 [toolkit](#).

For any questions, please contact IYFV@fao.org



4 Visual identity elements

4.4 Visual language

Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.



4 Visual identity elements

4.4 Visual language

Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.



4 Visual identity elements

4.4 Visual language

Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.



4 Visual identity elements

4.4 Visual language

Some examples of promotional items using the IYFV 2021 visual identity. The visual language is used to underline the mix of fruits and vegetables usable like a graphic mobile pattern.



CONTACT

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[DOWNLOAD THE TOOLKIT](#)



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