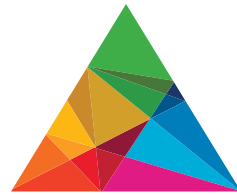


VISUAL IDENTITY GUIDELINES



2022

International Year of
SUSTAINABLE
MOUNTAIN
DEVELOPMENT



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At its 76th session, the United Nations General Assembly proclaimed 2022 the International Year of Sustainable Mountain Development (IYM2022), at the proposal of the Government of the Kyrgyz Republic. The corresponding resolution was sponsored by 94 governments and invites the Mountain Partnership, in collaboration with all relevant organizations, to facilitate the observance of the year. The IYM2022 is a unique opportunity to raise awareness on the role of mountains and mountain people for our planet and for achieving the Sustainable Development Goals. It is a chance to catalyse action and investments to build the resilience of mountain communities and ecosystems in the spirit of the 2030 Agenda: leave no one behind.

These graphic guidelines were designed to support all stakeholders that want to take part in activities and events related to the IYM2022. Therefore, for consistency, when using the visual identity you must always comply with these graphic guidelines.

Guidelines for usage

The IYM2022 visual identity consists of graphical information that is used to identify this International Year. The IYM2022 visual identity must be used in accordance with the guidelines outlined in this document. It must be used in its entirety and must not be altered in any way.

The IYM2022 visual identity is primarily intended for three kinds of promotional use: information, fundraising and commercial. All entities that intend to use the IYM2022 visual identity for fundraising or commercial activities must [submit a permission form](#) to the Mountain Partnership Secretariat (see page 16).

The IYM2022 visual identity may be used for any promotional activities aimed at increasing awareness of the IYM2022, provided that these activities are consistent with the aims and principles of IYM2022 and compatible with the core values of the United Nations (UN) System, including human rights.

The authorization to use the IYM2022 visual identity does not extend to the use of the logo or emblem of the UN or of any other UN organization or entities, including the Mountain Partnership. Moreover, the authorization to use the IYM2022 visual identity does not permit the authorized entity to sublicense or to further authorize the use of the IYM2022 visual identity to any other entities.

For reporting purposes, the Mountain Partnership Secretariat should be informed of events and information materials and items for which the IYM2022 visual identity is used, including, inter alia, publications, posters, brochures, videos, pins, T-shirts, gadgets, etc.

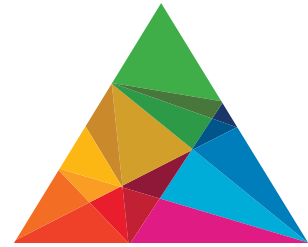
If an entity has its own logo, the latter must be displayed alongside the IYM2022 visual identity (e.g. co-branding), in accordance with the IYM2022 visual identity guidelines (see page 15).

The IYM2022 visual identity may be used until 31 December 2022. It may be used beyond 31 December 2022 for reporting and in reference to publications about IYM2022.

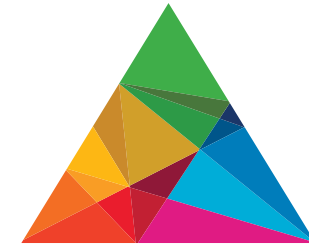
Three versions of logo

The IYM2022 visual identity comes in three 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.
- **Abbreviated** – to be used in co-branding with the other entity logo on a white background.



2022
International Year of
SUSTAINABLE
MOUNTAIN
DEVELOPMENT



MOUNTAINS
2022



MOUNTAINS 2022
International Year of Sustainable Mountain Development

Languages

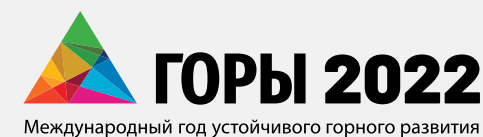
The IYM2022 visual identity is available in the following languages:

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

Users of the IYM2022 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. An editable version of the logo can be requested from the Mountain Partnership Secretariat to create new language versions at info@mountainpartnership.org.



Languages



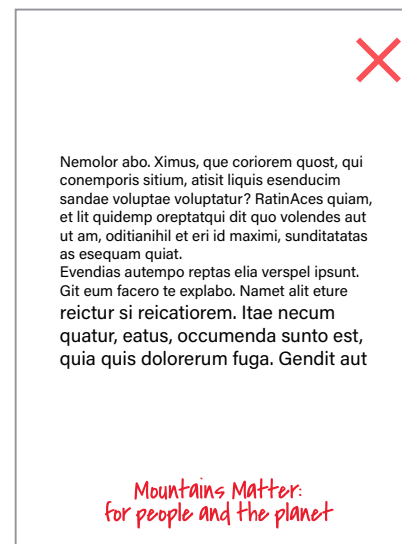
Slogan

The official slogan for the IYM2022 is “Mountains Matter: for people and the planet” and it is available in the following languages:

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

Users of the IYM2022 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.

Wherever the slogan is used, the visual identity should be present in the same document or material.



الجبال مهمة:
للإنسان وللكوكب الأرض

山区的重要价值
造福民众、保护地球

Mountains Matter:
for people and the planet

Les montagnes comptent:
pour les personnes et pour la planète

Горы имеют значение:
для людей и для планеты

Le montagne contano:
per le persone e per il pianeta

Las montañas importan:
para la gente y el planeta

Size

Vertical version

To maintain clarity and legibility, for all language versions, the minimum width of the IYM2022 visual identity is:

- print: width = 28 mm
- web: width = 80 pixels

There is no maximum reproduction size.

Abbreviated version

To maintain clarity and legibility, for all language versions, the minimum width of the IYM2022 visual identity is:

- print: width = 18 mm
- web: width = 51 pixels

There is no maximum reproduction size.

Horizontal version

To maintain clarity and legibility, for all language versions, the minimum width of the IYM2022 visual identity is:

- print: width = 70 mm
- web: width = 200 pixels

There is no maximum reproduction size.



28mm



18mm



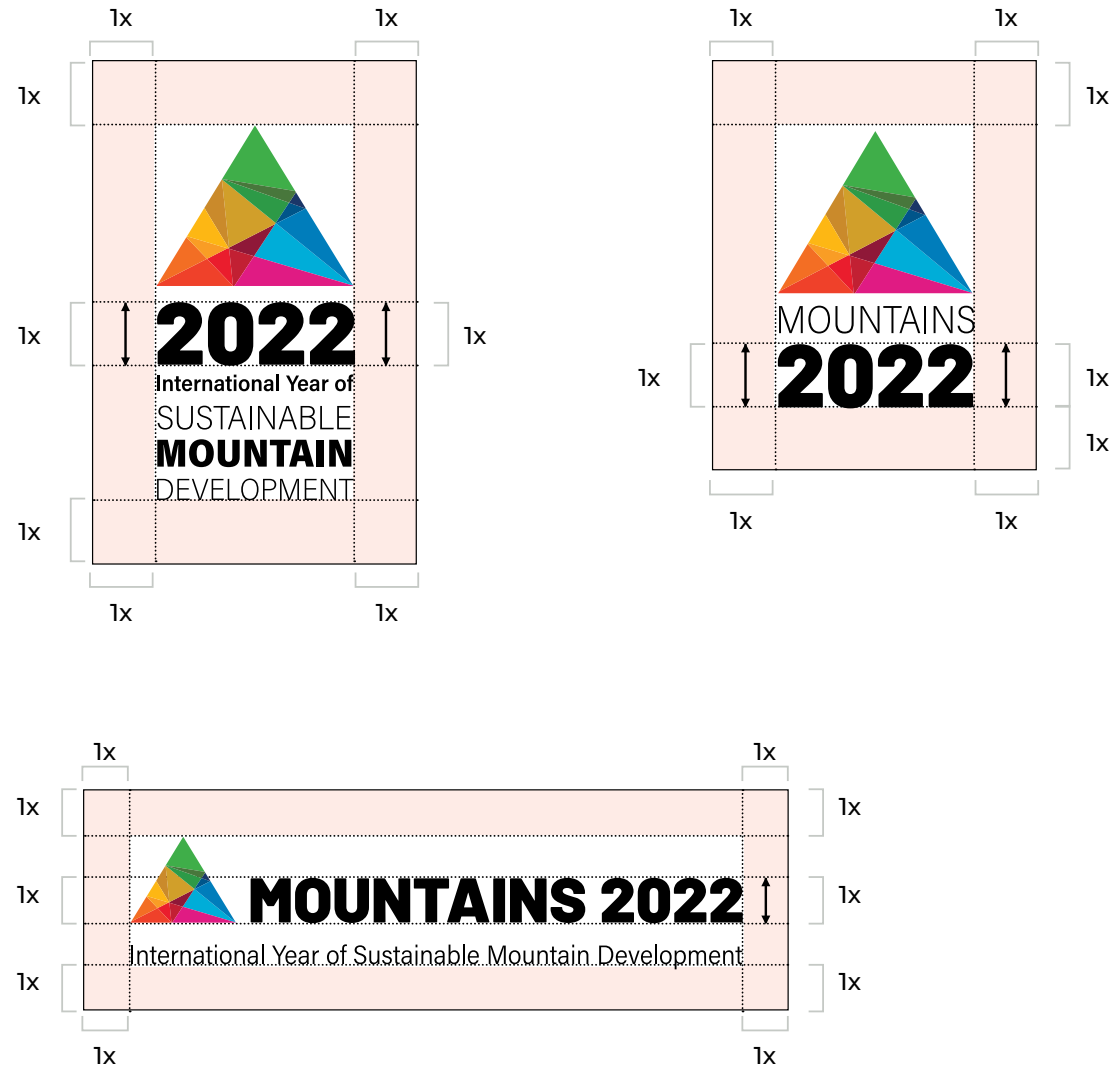
70mm

Keep proportions



Clear space

Clear space must be maintained on all sides of the IYM2022 visual identity. This is necessary for it to be perceived as separate from any other elements in the environment in which it appears. Pictures, titles, logos and other elements must respect the free area.



Backgrounds

The visual identity should preferably be used against a solid background, ideally white.

When overlaying the visual identity onto busy photography or a background without sufficient contrast, please make sure that the logo is legible and use a white or semi-transparent circle as a background.

Negative versions of the visual identity with white text have been created to use against dark backgrounds.



Colours

The main colour palette for the IYM2022 is composed of 17 SDGs colours. A 100% black (90% black) is used for the typeface.



C 1 M 100 Y 92 K 0 R 229 G 36 B 59 HEX: e5243b	C 18 M 37 Y 100 K 1 R 221 G 166 B 58 HEX: DDA63A	C 81 M 15 Y 100 K 2 R 76 G 159 B 56 HEX: 4C9F38	C 16 M 100 Y 86 K 7 R 197 G 25 B 45 HEX: C5192D	C 0 M 90 Y 94 K 0 R 255 G 58 B 33 HEX: FF3A21
C 82 M 7 Y 9 K 0 R 38 G 189 B 226 HEX: 26BDE2	C 0 M 31 Y 100 K 0 R 252 G 195 B 11 HEX: FCC30B	C 29 M 100 Y 70 K 27 R 162 G 25 B 66 HEX: A21942	C 0 M 71 Y 98 K 0 R 253 G 105 B 37 HEX: FD6925	C 6 M 98 Y 9 K 0 R 221 G 19 B 103 HEX: DD1367
C 0 M 45 Y 96 K 0 R 253 G 157 B 36 HEX: FD9D24	C 18 M 48 Y 100 K 2 R 191 G 139 B 46 HEX: BF8B2E	C 74 M 32 Y 95 K 19 R 63 G 126 B 68 HEX: 3F7E44	C 96 M 41 Y 6 K 0 R 10 G 151 B 217 HEX: 0A97D9	C 75 M 4 Y 100 K 0 R 86 G 192 B 43 HEX: 56C02B
C 100 M 71 Y 22 K 5 R 0 G 104 B 157 HEX: 00689D	C 100 M 86 Y 29 K 23 R 25 G 72 B 106 HEX: 19486A			

Typefaces (Latin and Cyrillic)

Latin alphabet

Acumin Variable Concept is the primary typefaces for all communication products (print and digital) produced for IYM2022 for languages using the Latin alphabet.

[Acumin Variable Concept](#) can be downloaded for free if you have an Adobe account.

Cyrillic alphabet

Fira Sans Condensed is the primary typefaces for languages using the Cyrillic alphabet.

[Fira Sans Condensed](#) can be downloaded for free from Google Fonts.

Acumin Variable Concept

Light

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890

Regular

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890

Semibold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890

Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1234567890

Fira Sans Condensed

Light

а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

Medium

а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

Semibold

а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

Bold

а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

Typefaces (Arabic and Chinese)

Arabic alphabet

Noto Sans Arabic is the primary typefaces for all communication products (print and digital) produced for IYM2022 for languages using the Arabic alphabet.

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

Chinese alphabet

PingFang SC is the primary typefaces for languages using the Chinese alphabet.

Noto Sans Arabic

Light

منهويءتثجخذذرزسشصضطظعغفقكل ١٢٣٤٥٦٧٨٩٠

Medium

منهويءتثجخذذرزسشصضطظعغفقكل ١٢٣٤٥٦٧٨٩٠

Semibold

منهويءتثجخذذرزسشصضطظعغفقكل ١٢٣٤٥٦٧٨٩٠

Bold

منهويءتثجخذذرزسشصضطظعغفقكل ١٢٣٤٥٦٧٨٩٠

PingFang SC

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衣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愔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网习老者而能自至与苟菽处融亲调识让贵身近运过道迂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見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姊妹体毛頭顔心時曜朝昼夜分週今新古間東遠前後内外場国園野原里市京風雪雲池海岩室戸家寺通門話答聞語書記紙画絵工晴考理算作元肉馬魚鳥鳴米茶色黒来婦歩走止活店買壳午汽弓回会組船明社切電毎台台案公引科刀番用

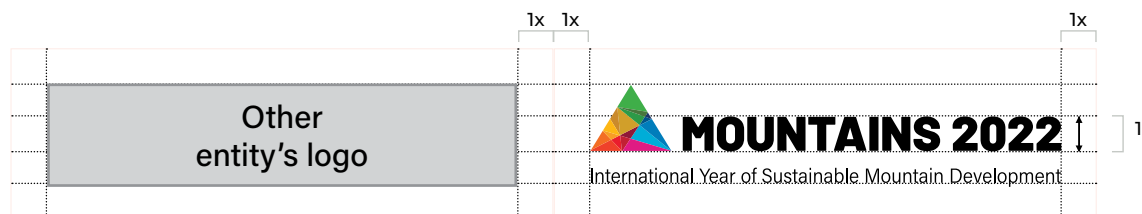
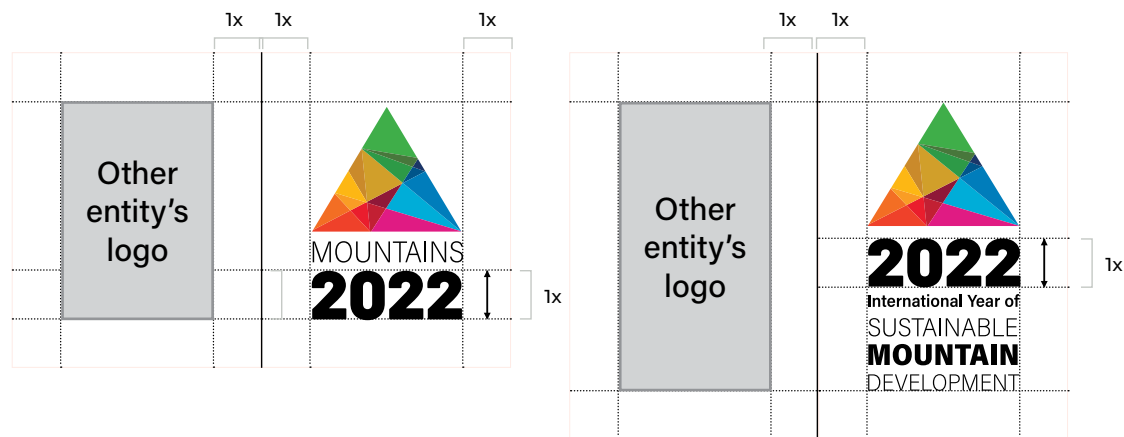
Co-branding

Entities, Mountain Partnership members, UN and non-UN entities, can choose to use one of the versions of the IYM2022 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 IYM2022 clear space around the graphic.

The logo of the non-UN entity shall be accompanied by the following statement: "supports the" above the IYM2022 visual identity.



Fundraising uses of the IYM2022 visual identity are those intended to raise resources to cover the costs of activities in support of IYM2022. They may only be undertaken by non-commercial not-for-profit entities.

All non-UN entities interested in using the IYM2022 visual identity for fundraising purposes must send a [permission form](#) for approval to the Mountain Partnership Secretariat at info@mountainpartnership.org.

Please send enquiries to:

Mountain Partnership Secretariat


Email: info@mountainpartnership.org

Photo repository

A photo repository is available for anyone who wants to use photos for activities and events related to IYM2022. The photos are not for commercial distribution. They may be cropped, but not altered.

Copyright information must be used with the photos. The pre-approved photo gallery can be found on the [Mountain Partnership Flickr](#).

For any questions, please contact info@mountainpartnership.org.



Mountain Partnership Secretariat

Viale delle Terme di Caracalla

00153 Rome, Italy

info@mountainpartnership.org

www.fao.org/mountain-partnership

[Download the logo and slogan](#)

