One planet
handle with care

February 2018

Annex to 10YFP Brand Guidelines

Welcome

The One Planet network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP).

Welcome to the One Planet Annex to the 10YFP Brand Manual (2013). This annex is a presentation of the network's narrative voice and begins to explore its visibility potential. Configuration of the logo, typography and color palette of the One Planet visual identity are included in this annex.

As the 10YFP 2018-2022 strategy is implemented, this annex will be further refined and later integrated into formal brand guidelines.
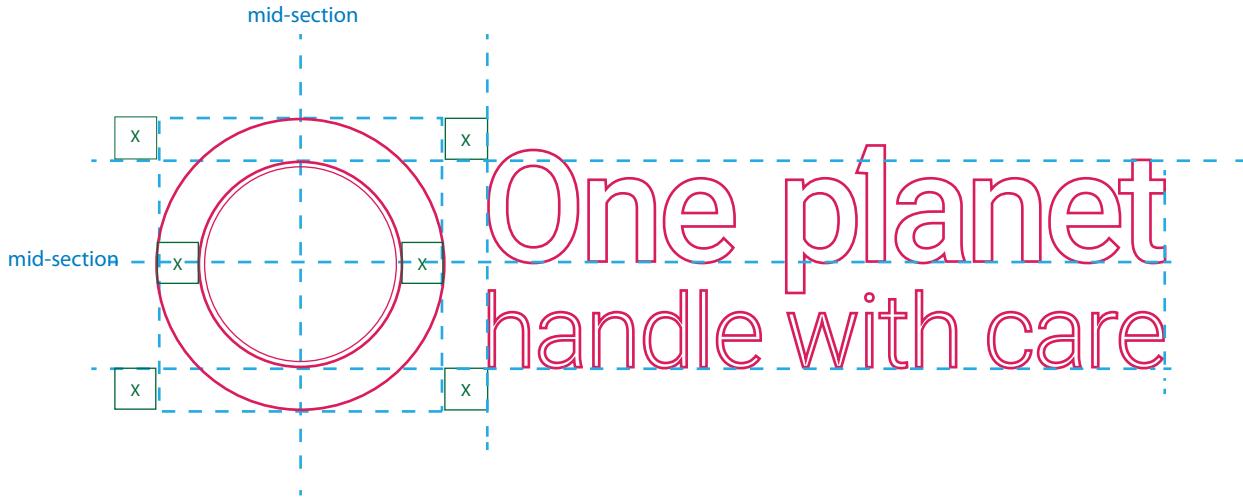
One Planet Logo

The One logo consists of three elements: (1) an iteration of the classic 10YFP swirl symbol featuring a (2) customizable icon at its center and (3) a customizable tagline, '_____ with care.' The main element of the One Planet logo is the classic 10YFP swirl symbol which communicates the planetary boundaries of 'One Planet'.

The logo should never be typeset, recreated or altered aside from the predesigned options of a customized programme logo and the first word in the tagline. The impact of the network brand's power is directly connected to its customizable features. The ability to adjust the logo's message to tailor it to specific audiences is intended to assist in creating an inclusive narrative in line with Sustainable Consumption and Production's cross-cutting nature.

To maintain consistency and ensure the integrity of the logo, use only approved electronic art files. Please e-mail your focal point for more details on logo use.

*Important note: Until February 2019, please ensure any product (brochure, video, presentation, etc.) that features the One Planet Network logo includes the following text:

The One Planet network is the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production.

mid-section

mid-section

x

x

x

x

x

x

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Proportions and alignments

The One Planet logo and its customisations follows a series of
alignments and proportions to maintain a visual coherence among its
variations.

X

X

X

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X

Clear space from other elements

To maintain readability of the One Planet logo, always keep a minimum distance around the logo. This clear space isolates it from surrounding graphical elements such as other logos, pictures or backgrounds which can be distracting. The minimal distance that should be kept is the equivalent of the width of the swirl, or the spacing between the symbol and text (represented by the green "x" square above). Maintain the minimal distance when the logo is enlarged or reduced.

Roboto bold———**One planet**

Roboto light———handle with care

Typeface

To help provide a consistent, unified look in the One Planet's use of typography, the **Roboto** font/typeface family should be used. This font is available under an open license and can be downloaded online.

The One Planet logo uses **Roboto bold** (title) and Roboto light (tagline).

R 84 G 183 B 73
C 70 M 0 Y 99 K 0

R 214 G 222 B 38
C 20 M 0 Y 98 K 0

R 0 G 95 B 153
C 95 M 65 Y 15 K 2

R 20 G 94 B 243
C 66 M 0 Y 0 K 0

R 115 G 190 B 68
C 60 M 0 Y 100 K 0

R 28 G 124 B 62
C 86 M 27 Y 100 K 14

R 0 G 95 B 153
C 95 M 65 Y 15 K 2

R 38 G 170 B 225
C 70 M 15 Y 0 K 0

R 204 G 204 B 201
C 17 M 12 Y 13 K 0
20% BLACK

R 88 G 89 B 91
C 60 M 50 Y 46 K 15
60% BLACK

R 88 G 89 B 91
C 64 M 55 Y 53 K 28
80% BLACK

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Colors and gradients

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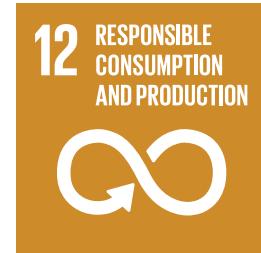
Square

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UN Versions

As a United Nations initiative (10YFP) rooted in the United Nations Conference on Sustainable Development (Rio+20), contributions from the leadership of the One Planet programmes and members of the UN interagency working group have access to a specific iteration of the One Planet logo that communicates this association.

Please e-mail your focal point for more details on logo use.

Sustainable Development Goal 12

The One Planet network, as the network of the 10 Year Framework of Programmes on Sustainable Consumption and Production, is officially linked to the Sustainable Development Goals. Not only is the One Planet network and SCP integrated into the entire #2030agenda, via the 10YFP, the One Planet network is an implementation mechanism for SDG 12:

The first target of Sustainable Development Goal 12, 'Ensure sustainable consumption and production patterns' states:

SDG12.1
Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries. (sustainabledevelopment.un.org)

The SDG 12 version of the One Planet visual identity is available for the network to use with the appropriate audience.

*More information on the use of the SDG icons is available in the Global Goals brand guidelines, available at globalgoals.org.

Programmes

As per the Logo Guidelines for 10YFP Programmes (August 2016):

Terms and conditions of use
The One Planet programme logos may be used by initiatives that contribute to the One Planet network's objectives, subject to the following terms and conditions:

a) Permission is requested and granted by the Programme Coordination Desk before the logo is used;
b) The initiative clearly contributes to the objectives or activities of the One Planet network;
c) The logo is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the One Planet network.
d) The logo is not used for commercial purposes;
e) The logo shall be used in its entirety without distorting, modifying or separating its component elements;
f) The logo is granted for a specific communications product, initiative, activity or project that contributes to the One Planet network's objectives; it is not granted to the user/organization for indefinite use.
g) Permission to use a One Planet logo does not allow the user rights of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.
h) Examples of contributing initiatives which may be granted permission to use the One Planet logo include: publications, events, projects, specific activities, etc.

Request for permission
Request for permission to use the One Planet programme logos is to be submitted to the appropriate Programme Coordination Desk.

Sustainable Food Systems

Sustainable Lifestyles and Education

Sustainable Buildings and Construction

Consumer Information for SCP

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Sustainable Tourism

One planet
travel with care

Sustainable Public Procurement

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