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## IDB 2013 LOGO



22 MAY 2013  
INTERNATIONAL DAY  
FOR BIOLOGICAL DIVERSITY  
WATER & BIODIVERSITY

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## COLOUR PALETTE



PMS 165

0, 74, 94, 0

213, 98, 42

#D5622A



PMS 390

34, 12, 100, 0

181, 190, 53

#B5BE35



PMS 3135

100, 23, 30, 1

0, 172, 205

#00ACCD



PMS 424

0, 0, 0, 70

102, 102, 102

#666666

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## SECONDARY MARKS / ICONS



WATER



PLANTS



WATER



PLANTS

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## TYPOGRAPHY

### Univers 57 Condensed

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

### *Univers 57 Condensed Oblique*

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

### Univers 67 Bold Condensed

Aa Bb Cc Dd Ed Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z 01234567890

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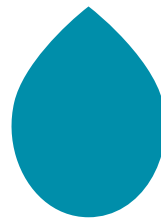
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The overlapping colours in the logo represent how **Water**, **Plant**, and **Soil** biodiversity are globally connected, interwoven and essential to each other.

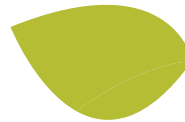
The colours **Deep Turquoise**, **Vibrant Green** and **Bright Orange** are representative of the Earth's vibrancy. Together they form an energetic and positive colour palette.

The Gray is a supporting colour which is neutral to support the vibrant colour palette.

The three shapes are representative of a **Water Droplet**, **Leaves/Plants**, and **Soil/Sloping Land**.



Water



Leaves/Plants



Neutral - Connecting



Soil/Sloping Land

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## SECONDARY MARKS / ICONS



WATER



PLANTS

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IDB 2013 LOGO ENGLISH



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IDB 2013 LOGO FRENCH



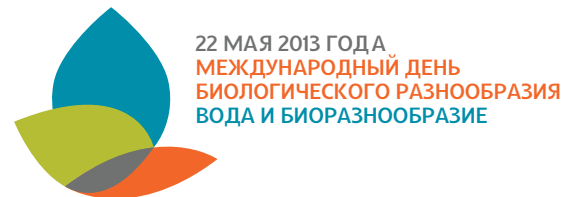
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IDB 2013 LOGO SPANISH



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IDB 2013 LOGO RUSSIAN



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IDB 2013 LOGO CHINESE



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IDB 2013 LOGO ARABIC

