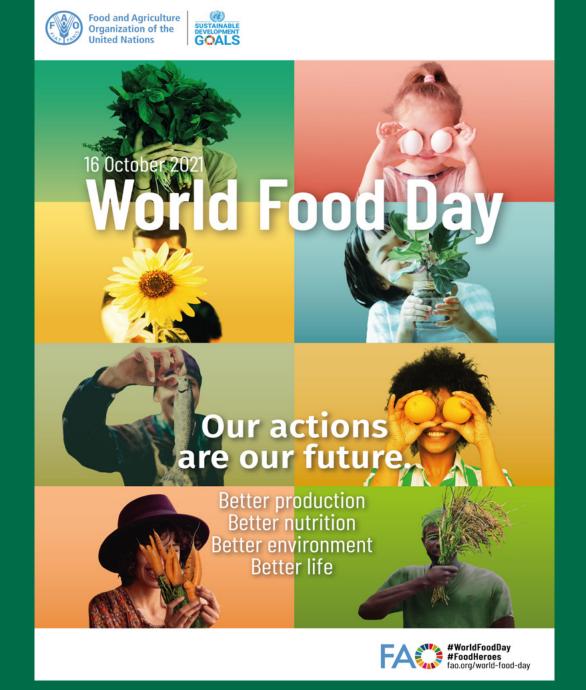# VISUAL IDENTITY GUIDELINES

This document provides general guidelines on how to use the World Food Day (WFD) 2021 visual identity.

To increase the impact of WFD celebrations, we are asking you and all WFD partners to use the visual identity as much as possible across activities and events and add to the overall global impact.

Examples are provided in English but should be followed for all languages.

VISUAL IDENTITY GUIDELINES

VISUAL IDENTITY OVERVIEW

Main Branding area

A

This area contains the FAO-SDG co-branding and is clearly identified by a white background.

Please note that this area is an integral and essential part of the World Food Day visual and should not be covered, modified or cut off.

World Food Day visual area

B

This area contains the main visual with the World Food Day 2021 date and text form (1) and the slogan (2).

Secondary branding area

This area contains secondary branding information: FAO Global Goals visual identity with the World Food Day hashtags and website address (3).

C

VISUAL IDENTITY ELEMENTS

FAO-SDG co-branding

Whenever possible, the FAO-SDG co-branding should always be featured at the top left for left-to-right languages.
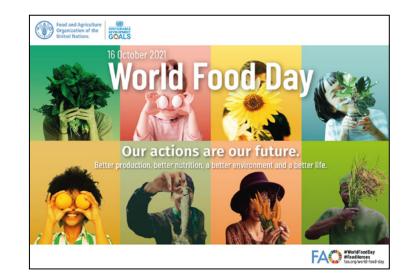

FAO Global Goals with hashtag and website address

This area contains secondary branding information, such as the FAO Global Goals, the World Food Day hashtag and website address (3).

#WorldFoodDay
#FoodHeroes
fao.org/world-food-day

WFD 2021 main visual

The visual is available in different sizes and formats depending on the product.

SLOGAN

Horizontal version

The official slogan must be written in full at all times, whether it is written alone or written within text. This applies to all languages.

Vertical version

When written vertically, the slogan should always be written on four different lines, i.e. one line for each "Better".

1

Our actions are our future.
Better production, better nutrition, a better environment, and a better life.

2

Our actions are our future.
Better production
Better nutrition
Better environment
Better life

CUSTOMIZABLE WFD MATERIALS

The following WFD 2021 materials have been specifically designed to accomodate partner logos and/or event details.

Poster*

The editable version of the poster is available **here** in both portrait and landscape orientation as an Adobe Illustrator package.
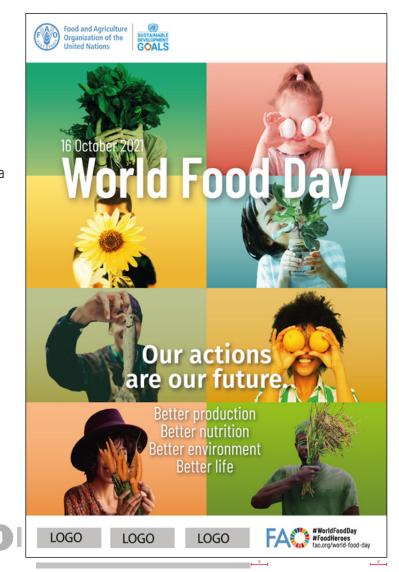
If you need a WFD 2021 poster with only one of these characters, please contact us.

Partner logos must be added in the specified partners area (D).

Partner's area

This is the area where you can insert partner logos, provided that no partner logos appear larger than the FAO-SDG co-branding (1).

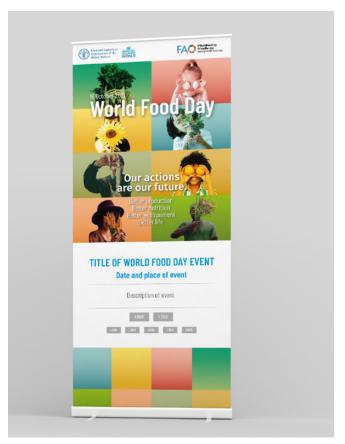The minimum distance between logos indicated in this guide must be respected.

*requires professional graphic support to customize.

CUSTOMIZABLE WFD MATERIALS

Customizable WFD event rollup banner*

This rollup baner is available **here** as an Adobe Illustrator package and contains placeholders for information on a WFD related event, including main partners and secondary partners.
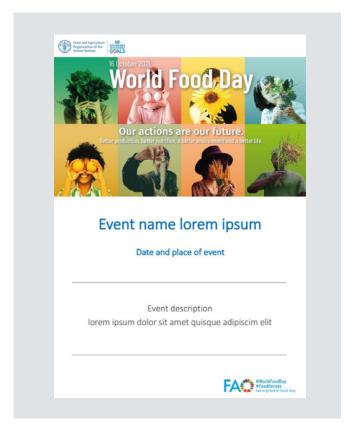
Customizable WFD event backdrop*

This rollup baner is available **here** as an Adobe Illustrator package and contains placeholders for information on a WFD related event, including main partners and secondary partners.

Customizable WFD event invitation

This Microsoft Powerpoint file contains the WFD visual and placeholders for information on a WFD related event. Once you have inserted the appropriate information, the file can be saved as a JPG or a PDF (best for printing) and sent by email as an attachment.

*requires professional graphic support to customize.

GRAPHIC GUIDELINES

To ensure consistency, please follow these graphic guidelines when creating materials for a WFD-related event.

Fonts

Whenever possible please use these fonts for any printed material in accordance with your language.

- **English, Spanish, French, and all other latin alphabet languages: Barlow Condensed, Fira Sans**

- **Arabic: Awanzaman**

- **Russian: Oswald, Fira**

- **Chinese: Noto Sans CJK SC**

Plain Colours

Whenever possible please use these colours.
If possible do not use other colours to avoid confusion.

#006c48

#f9b233

#95c11f

#00a19a

#e94653

#868700

#edc853

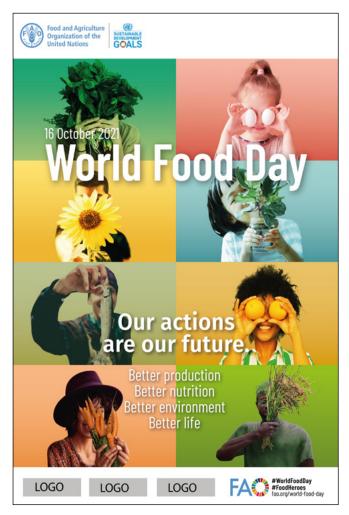#ed937e

#00aded

DO'S & DON'TS

DO

If necessary, add partner or government logos on the bottom of the visual separating them with a horizontal line.
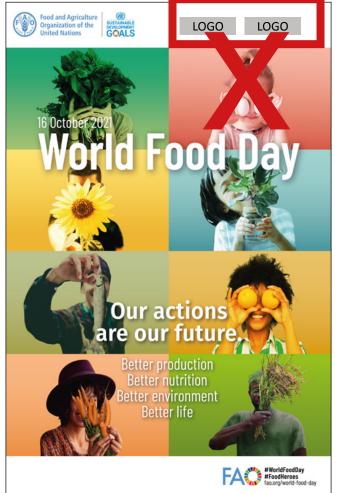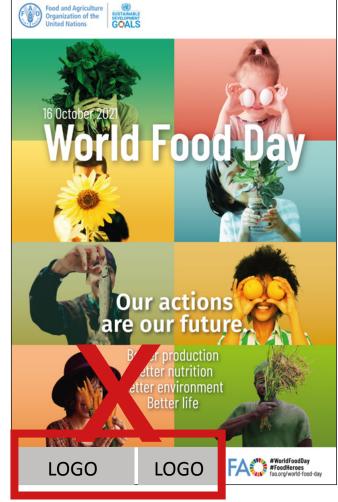
DON'T

Place partner or government logos near the FAO-SDG co-branding (1)

DON'T

Make any logo bigger than the FAO-SDG co-branding (1).

DO'S & DON'TS

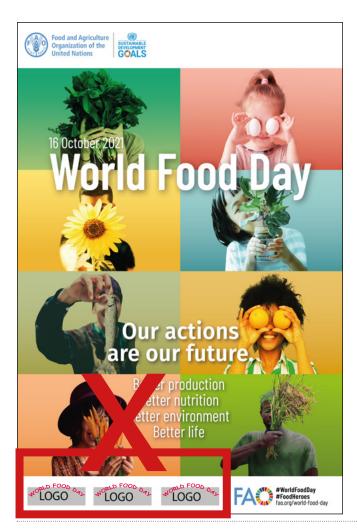## DON'T

Use or allow partners to use the words "World Food Day" to customize logos or other content.

DON'T

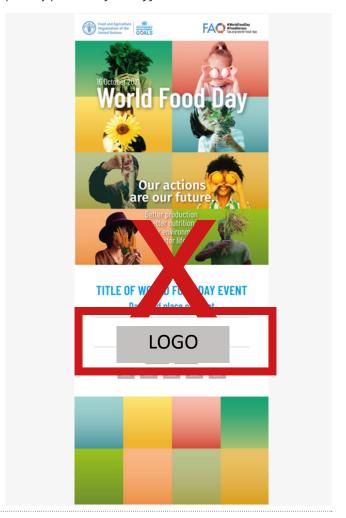Put event information on the WFD poster.

DO Use the materials specifically created for events, such as the rollup banner, the customizable backdrop and the event invitation.

DON'T

Make any logo bigger than the FAO-SDG co-branding (1).

DO Differentiate primary partners and secondary partners by distributing partner logos on two rows and making the primary partner logo(s) bigger.

DO'S & DON'TS

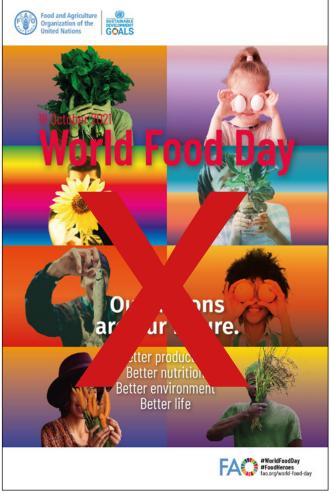### DON'T

Change the order of the World Food Day visual identity elements.

DON'T

Change the colour or font of the elements.

DON'T

Cover the visual with text boxes.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
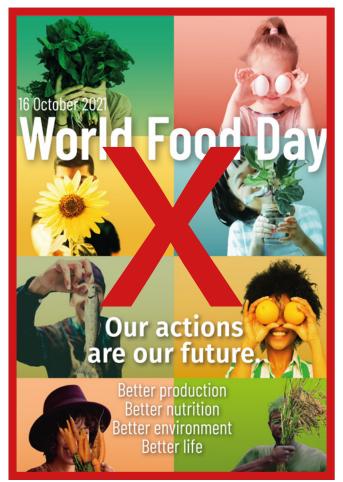
DO'S & DON'TS

DON'T

Use the web banner as a poster or as the main visual as key elements are missing such as the FAO-SDG co-branding (1) and the secondary branding (3).

It is very important to include references to FAO and the SDGs in all WFD 2021 communications and not to fragment elements of the visual.

DON'T

Cut away parts of the visual.

DON'T

Adapt the landscape visual for portrait formats or vice versa.