

# VISUAL GUIDELINES

NOVEMBER 14, 2018

INTERNATIONAL YEAR OF  
INDIGENOUS LANGUAGES



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

# INTRODUCTION

Languages play an essential role in the daily lives of all peoples. Through languages, people not only embed their history, traditions, memory, unique modes of thinking and expression, but more importantly construct their future. Languages are pivotal in the areas of peace building, human rights enhancement, education, research, innovation, protection of the environment, and sustainable development. However, despite their value, languages, especial indigenous languages, are continuing to disappear at an alarming rate due to a variety of factors.

In response to the issue, the United Nations General Assembly adopted a resolution on ‘Rights of Indigenous Peoples’, proclaiming 2019 as the International Year of Indigenous Languages. The United Nations Educational, Scientific and Cultural Organization (UNESCO) is the lead UN agency for the year.

Governments, intergovernmental organizations, and entities of civil society are encouraged to organize activities to support the international year in accordance with the Action Plan proposed and to use the logo of the year to promote its visibility.

# CONTENTS

<b>1 LEGAL.....</b>	<b>4</b>	<b>3 VISUAL ELEMENTS.....</b>	<b>15</b>
Authorization for the use of the logo .....	5	Typography for print.....	16
<b>2 LOGO USAGE .....</b>	<b>6</b>	Typography for web .....	17
Concept.....	7	Colors.....	18
Stand alone logo .....	8	Size of graphic.....	19
Under the patronage of UNESCO.....	9	Clear space .....	20
In partnership with UNESCO .....	10	<b>4 APPLICATIONS.....</b>	<b>21</b>
For UNESCO use only .....	11	Misuse .....	22
UN Emblem Pairing.....	12	Backgrounds .....	23
Formats.....	13	Icon Elements.....	24
Multi-languages .....	14	<b>5 CONTACT.....</b>	<b>25</b>

# 1. LEGAL

# AUTHORIZATION FOR THE USE OF THE LOGO

## NO PRIOR AUTHORIZATION

**United Nations Offices, Funds and Programmes** and other subsidiary organs and organizations of the United Nations System may use the international year logo without obtaining prior authorization. However, they are asked to provide information to UNESCO after their activities for the purpose of reporting after the end of the International Year.

## PRIOR AUTHORIZATION REQUIRED

**Entities outside the UN System**, including governments, intergovernmental organizations, not-for-profit organizations, and other entities may also use the logo on conditions as follows:

- 1.** The logo is the property of the United Nations, and UNESCO as the UN lead agency for the organization of the International Year, owns all rights thereto, including the right to giving or withdrawing permission in terms of its use.
- 2.** The logo is only used to identify information material, events and activities that are directly related to the United Nations International Year of Indigenous Languages in 2019.
- 3.** The logo is not used for self-promotion or for obtaining commercial or financial gains.
- 4.** The logo is not used in a way that falsely suggests the endorsement by the United Nations or UNESCO of the activity or of the entity that organizes the activity.

- 5.** The United Nations and UNESCO do not assume any responsibility or liability for the activity of the entity.
- 6.** The logo or the emblem is used in its entirety and is not in any way altered.
- 7.** Permission for the use of the international year logo does not extend to use of the United Nations logo or the logo of any of its agencies, including UNESCO.
- 8.** The United Nations and UNESCO do not assume any responsibility or liability arising from the translation of the logo into languages beyond the six official UN languages.

## ENQUIRES

For further information, please contact UNESCO at the address below:

UNESCO  
Communication and Information Sector  
Knowledge Societies Division  
7, place de Fontenoy  
75352 Paris  
France

**Email:** [indigenous.languages@unesco.org](mailto:indigenous.languages@unesco.org)

**REFER TO PAGES 8-10 FOR SPECIFIC INSTRUCTIONS ON HOW TO APPLY FOR USE OF THE LOGO**

# 2. LOGGO USAGE

# CONCEPT

For the 2019 International Year of Indigenous Languages, unique identifiers have been developed to help communicate the importance of preserving, revitalizing, and promoting the nearly 7,000 languages in existence. The designs include a variety of patterns to depict the complexity and richness of language from all regions globally.

Linework and dots on the graphic's perimeter symbolize reverberation of sound, for open dialogue and language. Within the circle's center, the linework represents people gathering and connecting, working to promote and revitalize the vanishing languages. Encapsulated in a circle, protection is portrayed as well. Earth-toned colors in combination with the patterns are inspired by indigenous symbols, body paints and masks, providing a ceremonial feel to the visual.



**2019 | INTERNATIONAL YEAR OF**  
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# STAND ALONE LOGO

Suggested position of the logos, may be adjusted as needed.

Entities outside the UN System, including governments, intergovernmental organizations, and civil society organizations can request authorization to use the International Year logo on related promotional material.



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

Entity's logo

#### STEPS FOR APPLYING FOR THE LOGO:

1. Register on the dedicated website: [iyil2019.org](http://iyil2019.org)
2. Complete an application form: link in the website
3. Download of emblem:
  - English / French / Spanish / Russian / Arabic / Chinese
  - Emblem without text (colour versions, transparent versions)
4. Upload on the dedicated website a report on carried out activities using the logo with supporting items including links, images, videos and other, or send it to UNESCO, no later than two months after the end of the event.



# UNDER THE PATRONAGE OF UNESCO

Entities outside the UN System, including governments, intergovernmental organizations, and civil society organizations that wish to obtain **UNESCO's endorsement for their short-term and one-off events in the framework of the international year** may make applications for **UNESCO's patronage**.

When UNESCO's patronage is granted, the entity will be given permission to use the UNESCO – International Year linked logo as illustrated below on the communication materials for the event.

Suggested position of the logos, may be adjusted as needed.



Under the patronage of  
**UNESCO**



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

Entity's logo

## STEPS FOR APPLYING FOR UNESCO'S PATRONAGE:

1. Complete the **application form**, which is contained in step 2 of the "Seven Steps" in the link below:  
[https://en.unesco.org/about-us/name\\_logo#guidelines](https://en.unesco.org/about-us/name_logo#guidelines)
2. Send the completed form to the National Commission for UNESCO in your country:  
<https://en.unesco.org/countries/national-commissions>
3. The National Commission forwards the application form, together with its recommendation letter, to the Cabinet of the Director-General of UNESCO.
4. The assessment process at UNESCO takes 6 to 8 weeks.

# IN PARTNERSHIP WITH UNESCO

Suggested position of the logos, may be adjusted as needed

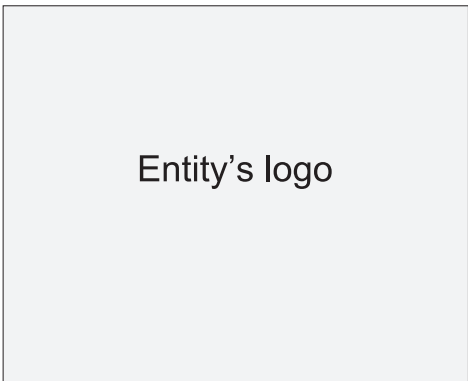
Entities outside the UN System, including governments, intergovernmental organizations, and civil society organizations that work on activities and projects in the framework of **a formal partnership with UNESCO** may use the UNESCO – International Year linked logos with the wording “In partnership with”.



In partnership with  
**UNESCO**



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**



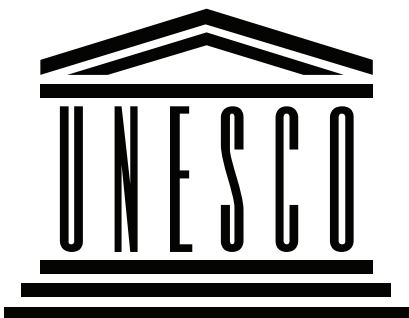
## STEPS FOR APPLYING FOR UNESCO'S PARTNERSHIP:

Entities are advised that they need to contact the UNESCO Secretariat to seek specific authorisation prior to their use of the logo even if a partnership agreement with UNESCO is already in place

# FOR UNESCO USE ONLY

Suggested position of the logos, may be adjusted as needed

Used only by UNESCO.



United Nations  
Educational, Scientific and  
Cultural Organization



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

# UN EMBLEM PAIRING

Used only by the United Nations.



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

# FORMATS

Examples of how text accompanies the graphics in vertical and horizontal formats



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**



2019 | ANNÉE INTERNATIONALE DES  
**langues autochtones**



2019 | AÑO INTERNACIONAL DE LAS  
**Lenguas Indígenas**

# MULTI-LANGUAGES



السنة الدولية | 2019  
لغات الشعوب الأصلية

ARABIC



土著语言  
国际年 | 2019

CHINESE



2019 | INTERNATIONAL YEAR OF  
**Indigenous Languages**

ENGLISH



2019 | ANNÉE INTERNATIONALE DES  
**langues autochtones**

FRENCH



2019 | МЕЖДУНАРОДНЫЙ ГОД  
**языков коренных народов**

RUSSIAN



2019 | AÑO INTERNACIONAL DE LAS  
**Lenguas Indígenas**

SPANISH

# 3. VISUAL ELEMENTS

# TYPOGRAPHY

## FOR PRINT

Brandon Grotesque and Kankin are the typefaces for this brand. They are to be used for body text and headings in print and social media.

**KANKIN** in upper and lower case is for titles and main headings in documents.

**BRANDON GROTESQUE BLACK** in upper and lowercase is for subheads in longer documents.

**BRANDON GROTESQUE BOLD** in upper and lowercase is for subheads or labels in text documents.

**BRANDON GROTESQUE REGULAR** in upper and lowercase is for text paragraphs or captions in documents.



# TYPOGRAPHY

## FOR WEB

When Brandon Grotesque isn't available for websites then a similar text substitution can be used.

**ARIAL BLACK** in upper and lowercase may be used for online headings when Kankin or Brandon Grotesque Black isn't available.

**ARIAL REGULAR** in upper and lowercase may be used for text paragraphs online when Brandon Grotesque Regular isn't available.

# COLORS

## Primary

<b>PANTONE 295 C</b>	<b>C100 M69 Y8 K54</b>	<b>R0 G40 B85</b>	<b>HEX# 002855</b>
<b>PANTONE 462 C</b>	<b>C28 M48 Y71 K73</b>	<b>R92 G70 B43</b>	<b>HEX# 5C462B</b>
<b>PANTONE 1665 C</b>	<b>M79 Y100</b>	<b>R220 G68 B5</b>	<b>HEX# DC4405</b>

## Secondary

	<b>C77 M40 Y12</b>	<b>R61 G132 B181</b>	<b>HEX# 3D84B5</b>
<b>PANTONE 153 C</b>	<b>C5 M64 Y100 K17</b>	<b>R190 G106 B20</b>	<b>HEX# BE6A14</b>
<b>PANTONE 1235 C</b>	<b>M31 Y98</b>	<b>R255 G184 B28</b>	<b>HEX# FFB81C</b>

# SIZE OF GRAPHIC

Minimum allowed for legibility and any modifications needed for oversized products



# CLEAR SPACE AROUND GRAPHIC

Clear space must be maintained on all sides of the emblem. This is necessary for it to be perceived as separate from the other elements in the environment in which it appears. The minimum print and screen sizes are described here.



# 4. APPLICATIONS

# MISUSE

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

 2019   INTERNATIONAL YEAR OF <b>Indigenous Languages</b>	 2019   INTERNATIONAL YEAR OF <b>Indigenous Languages</b>	 2019   INTERNATIONAL YEAR OF <b>Indigenous Languages</b>
RANDOM COLOR CHANGE	REASSEMBLY	AGAINST BUSY GRAPHICS
 2019   INTERNATIONAL YEAR OF <b>Indigenous Languages</b>	 2019   INTERNATIONAL YEAR OF <b>Indigenous Languages</b>	 2019   INTERNATIONAL YEAR OF <b>iNDiGENOUS LANGUAGES</b>
NEW ELEMENTS	OPACITY CHANGE	FONT CHANGES



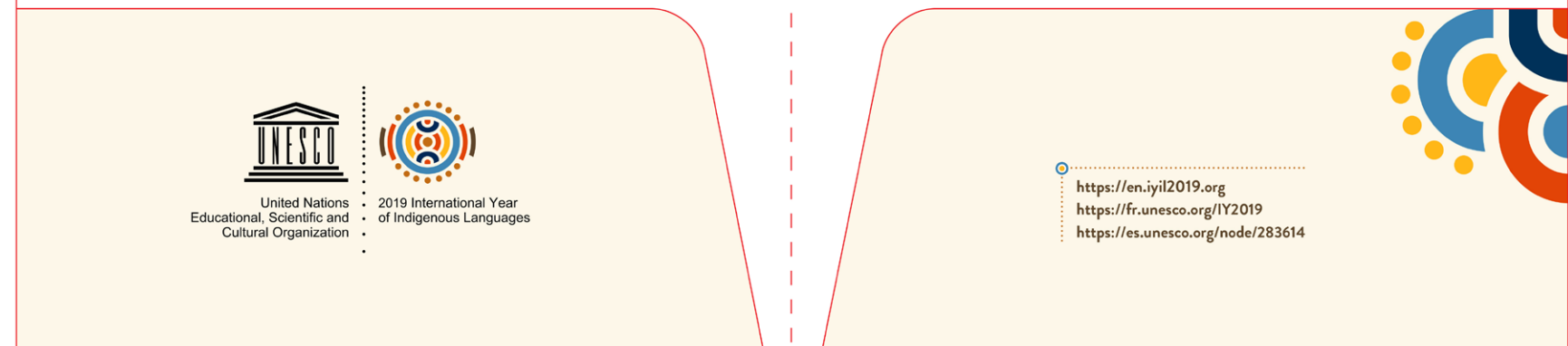
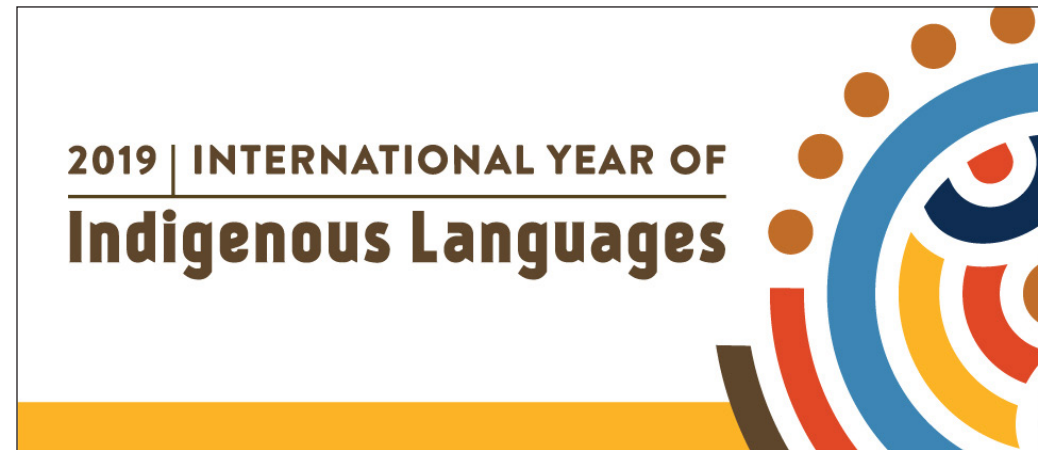
# BACKGROUNDS

Logo should always be used against solid background, ideally white, with the icon in full color. Overlaying it onto busy photography or background without sufficient contrast is not recommended. Solid black/white versions are created as alternatives.



# ICON ELEMENTS

For use in some product designs, the icon can be separated from text as long as the text is mentioned elsewhere on the product. Parts can be used as patterns/ cropped in frame. The shapes can not be stretched or compressed, and the brand's colors are never to be altered.





# CONTACT

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## Knowledge Societies Division

UNESCO Headquarters, Paris

[indigenous.languages@unesco.org](mailto:indigenous.languages@unesco.org)



\*All designs are intellectual property of the Branding & Graphic Design Unit (GDU) until client accepts the design. All non-accepted design proposals are property of GDU and can not be used or manipulated without GDU's permission.

THANK YOU!



UNITED NATIONS  
BRANDING & GRAPHIC DESIGN UNIT