ESABII

East and Southeast Asia Biodiversity Information Initiative

Logo Usage Guideline

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環境省 自然環境局
生物多様性センター
Biodiversity Center of Japan

Contents

ESABII Logo Design system

Symbol Concept

A tree comes up from an open book and extends leaves through the word of ESABII. Database and taxonomy are essential for enhancing the biodiversity conservation. The book symbolizes the biodiversity databases which are fundamental elements to ESABII, and the tree expresses the increasing importance of taxonomy.
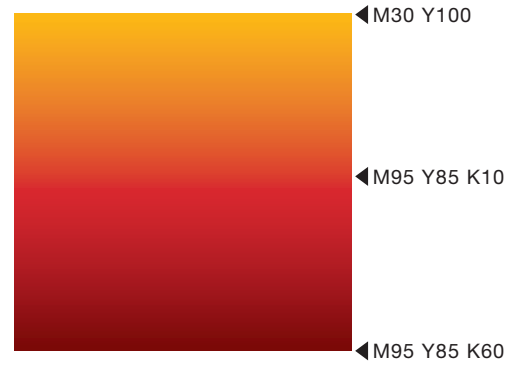
Color gradation with bright colors shows the richness of biodiversity in the East and South East Asia Region.
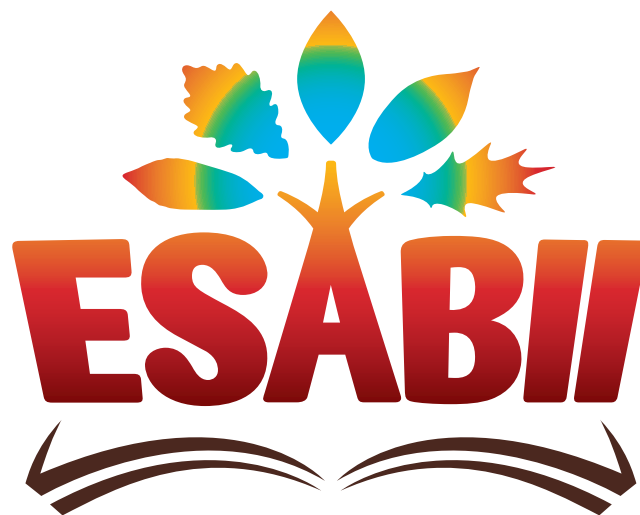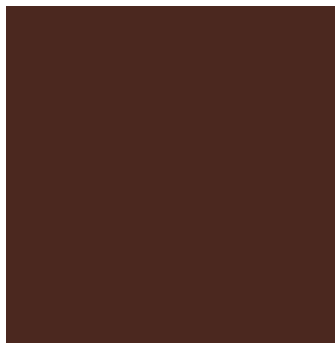
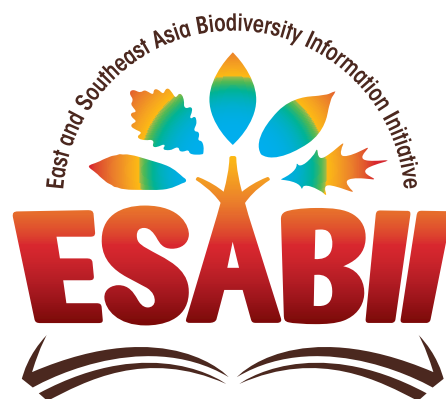**Use the specified colors for the logo multicolor version.**

◀M95 Y85 K10

M30 Y100
◀C70 Y90

◀C100

Gradation A
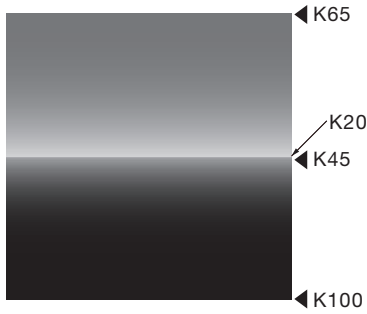(Leaves)

◀M30 Y100

◀M95 Y85 K10

◀M95 Y85 K60
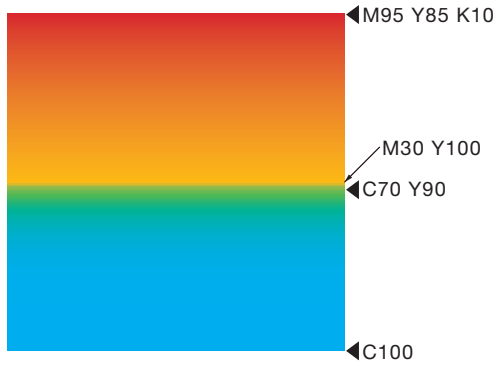
Gradation B
(ESABII Typography)

Brawn
(Book, Typography)
CMYK C40 M70 Y70 K65

For the grey scale version, follow the specified gradation or the color.

◀K65

◀K20
◀K45
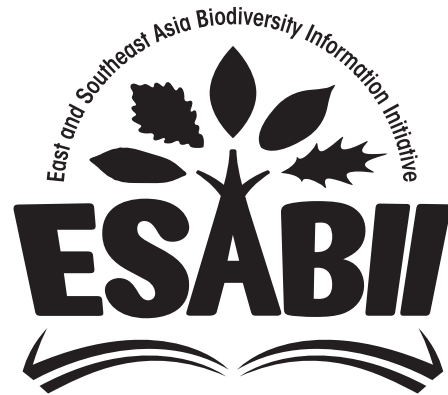
◀K100

Gradation A
(Leaves)

◀K40

◀K100

Gradation B
(ESABII Typography)

Black
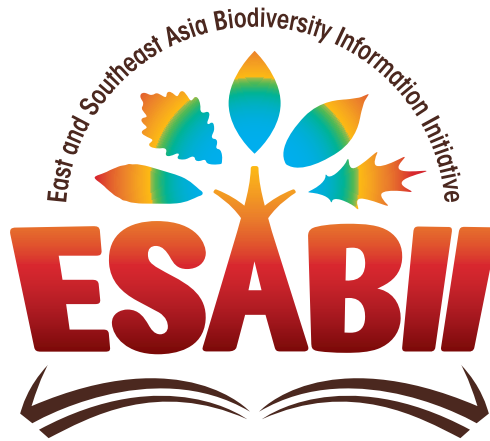(Book, Typography)
CMYK K100

Grey scale (Gradation)

Black (Single color)

While the symbol and the letters may be combined in other ways, please follow the recommended variations whenever possible.

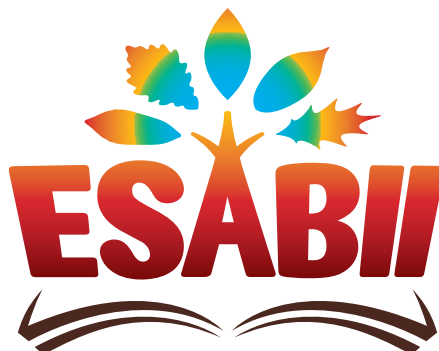The logo with the ESABII formal name

**A type
(primary variation)**

B type

East and Southeast Asia Biodiversity Information Initiative

C type

East and Southeast Asia Biodiversity Information Initiative

Symbol only

Don'ts
(Change of the symbol shapes, colors, etc.)

A: Don't break up (Use in the specified combination)

B: Don't change the shape (Use the specified shape)

C: Don't use the different colors (Use the specified colors)

Don'ts
(The symbol background colors)

D: Don't use colors on backgrounds (Use on white backgrounds in principle)

* Only CMYK 10% in total are allowed to use for background colors.

E: Don't use the outline symbol on dark-colored backgrounds (Follow specifications)
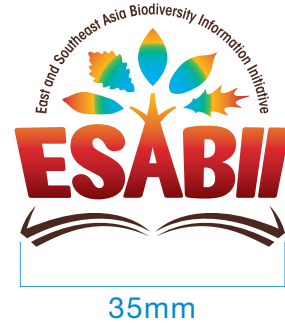
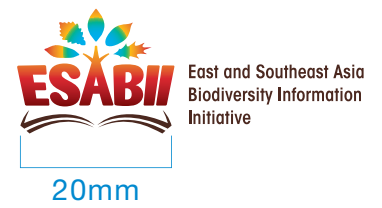Keep 0.25 of the width (X) around of all its sides.

Minimum size

0.25X

0.25X   0.25X

0.25X

X

A type

35mm

20mm

B type

East and Southeast Asia
Biodiversity Information Initiative

0.25X

0.25X   0.25X

0.25X

X

C type

East and Southeast Asia
Biodiversity Information
Initiative

20mm

Minimum size

D type

15mm