

Version 2.0 / Feb. 2020

TEEB Visual Identity Standard

All logo versions available for download at www.teebweb.org/about/logo

Logo



TEEB

The Economics of Ecosystems & Biodiversity



TEEB



TEEB

Typography

FUTURA

Medium / Regular

A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

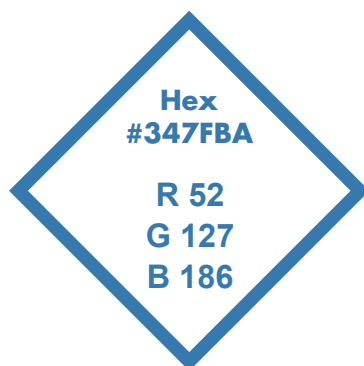
0

B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

1

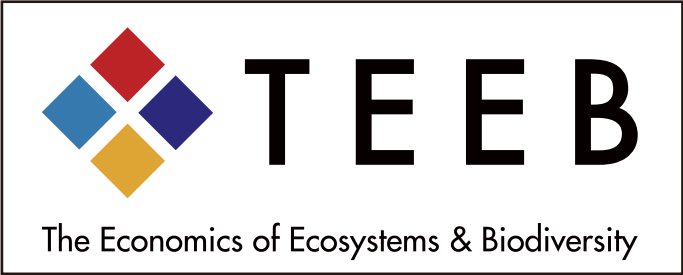
Color



K 100%

Logos in official UN languages

English



Chinese



French



Arabic



Spanish



Russian



Tagline



Use of the logo

In general, the black and white versions of the logo can be used for light and dark backgrounds, respectively.

In cases where one or more of the colored diamonds may appear to contrast with/ blend into the background image, it is recommended to use a transparent color block as follows: Create the desired block shape, select a color from the image using the eyedropper function, and set the transparency to 20-40%

