TEEB

The Economics of Ecosystems & Biodiversity

VISUAL IDENTITY STANDARDS

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

Version 3.0 / **Jan 2021**

Navigation: **TABLE OF CONTENTS**

Logo & Fonts: Quick **Downloads**

INSTRUCTIONS

To download any of the logos or fonts, please click on the download button located to the right of the product title.

EXAMPLE
HERE

LOGOS
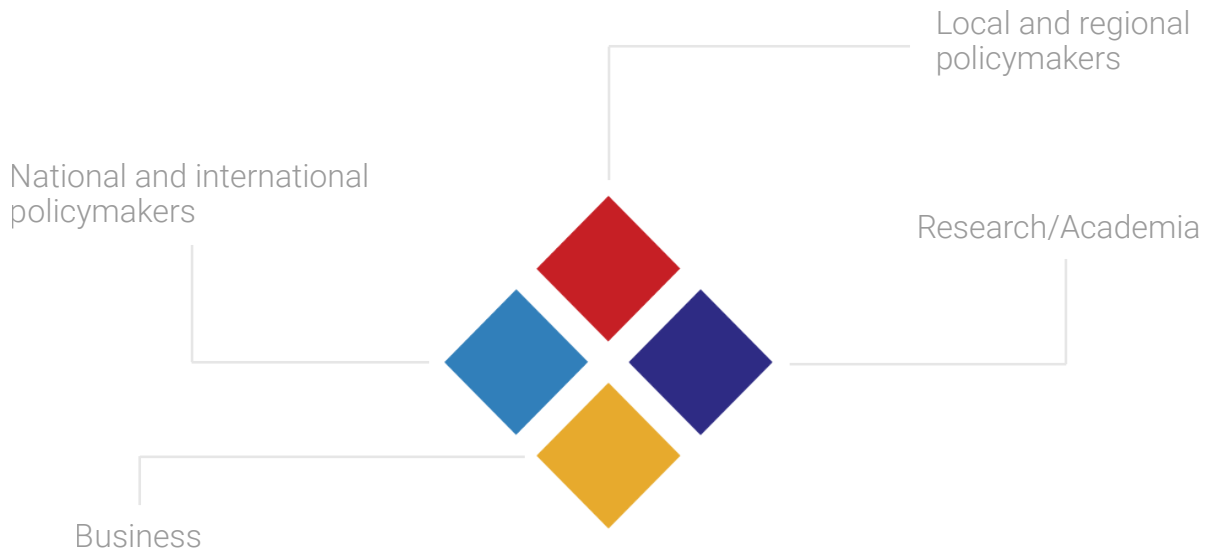
DOWNLOAD ALL LOGOS
HERE

This folder contains the TEEB logo in both its vertical and horizontal form as well as the TEEB logo in all official languages.

FONTS

DOWNLOAD ALL FONTS
HERE

This is a link to https://fonts.google.com. Here you will be able to download both Raleway and Roboto font families.

1. Download the font from Google Fonts.
2. Unzip the font by double-clicking on the file.
3. Open the font folder, which will show the font or fonts you downloaded.
4. Open the folder, then right-click on each font file and select Install.
5. Your font should now be installed!

Local and regional
policymakers

National and international
policymakers

Research/Academia

Business

T E E B

In existence from 2010-2019, the original TEEB logo was designed to visually represent (through four colours) our four target decision-making stakeholders – national and international policymakers (light blue), local and regional policymakers (red), business (yellow), and research/academia (navy blue) – as well as our focus on biodiversity, ecosystem services and livelihoods (through four images).

In 2020, on the occasion of TEEB's 10-year anniversary, a redesign of the logo was rolled out in order to offer a more streamlined, refined, recognizable and professional appearance for print and online publications.

This chapter discusses the correct implementation of the TEEB logo, Official Languages, Size & Spacing, Co-Branding and Descriptor Implementation and Logo Misuse. These guidelines should always be considered by both UN and non-UN entities when implementing the TEEB branding.

OFFICIAL LANGUAGES

ENGLISH

The Economics of Ecosystems & Biodiversity

DOWNLOAD ALL LOGOS
HERE

SPANISH

La Economía de los Ecosistemas y la Biodiversidad

FRENCH

L'Économie des écosystèmes et de la biodiversité

CHINESE

生态系统与生物多样性经济学

RUSSIAN

Экономика экосистем и биоразнообразия

PORTUGUESE

A Economia dos Ecossistemas & Biodiversidade

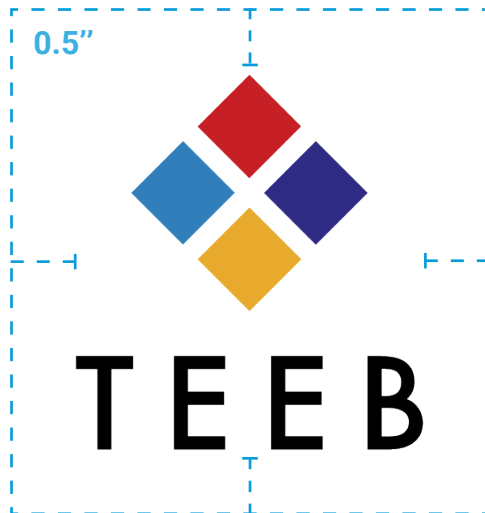**ARABIC**

تع د "اقتصاديات النظم الإيكولوجية والتنوع البيولوجي "
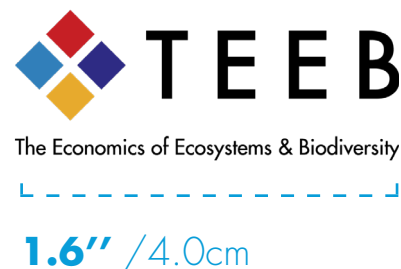
BAHASA

Ekonomi Ekosistem dan Keanekaragaman Hayati

THAI

โครงการเศรษฐศาสตร์ของระบบนิเวศ และความหลากหลายทางชีวภาพ

CLEAR SPACE

0.5"

Clear space must be maintained on all sides of the logo. This applies to all formats of the TEEB logo, with or without the descriptor.

MINIMUM SIZE

0.8" /2.3cm

The Economics of Ecosystems & Biodiversity

1.6" /4.0cm

The TEEB Logo should never be resized smaller than the restricted dimensions listed above. In case of exceptions, it must be ensured that the descriptor is still clearly legible. The size restrictions listed above apply to all languages and all versions of the logo.

DESCRIPTOR IMPLEMENTATION

The TEEB descriptor must be implemented when in conjunction with one or more partner logos. All organizations must implement their full logo when in conjunction with one another.

For TEEB publications, the version without the descriptor may be used. When the descriptor is not used, the logo must be presented in its vertical form.

USE BY NON UN ENTITIES

Non-UN entities must always display the descriptor in the logo.

VERTICAL AND HORIZONTAL LOGO

If the TEEB descriptor is not utilised, the logo must be presented in the vertical form.

CO-BRANDING

SPACING & SCALE

Distance between the identities should be 50% of the TEEB logo scale.

MAX HEIGHT

Visually each logo within the lockup should appear to be the same in height. Use the illustration above as a guide to create authorized lockups when dealing with differently sized logos.

UNEP & TEEB LOGO

The TEEB logo may be used without the UNEP logo by external partners. If the UNEP logo is used, it will be to the left of the TEEB logo. Please note that the use of the UNEP logo requires separate authorization. Please refer to chapter 6 (Logo Permission & Use) for information about authorization.
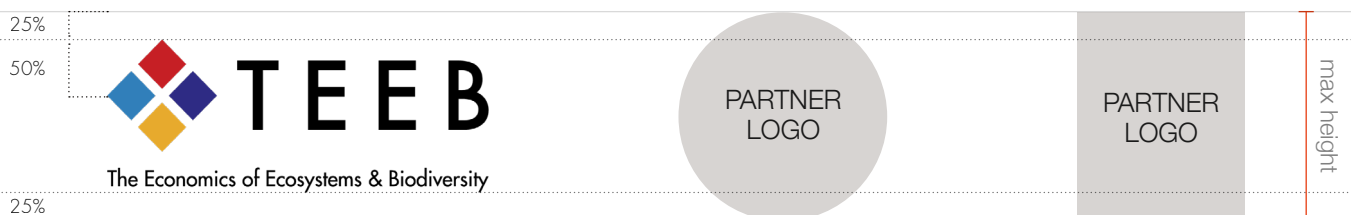
VERTICAL LOGOS

There is an exception with vertical logos which require to be larger than the 'TEEB' logo itself. In this case, please balance the size of the logo up to maximum height, which is capped at one additional height above and below. The additional height must not exceed 50 percent of the TEEB mark.

MULTIPE LOGOS

When using multiple logos the same theory is applied as described above.

LOGO
MISUSE

COLOUR
CHANGE

DISTORTION & SCALE

REASSEMBLY
OF LOGO

OPACITY
CHANGE

DROP SHADOW

FONT
CHANGE

LOGO
OVER BACKGROUNDS

Below are examples of how to overlay the logo onto colours. For best legibility make sure the logo has sufficient contrast when overlayed on a background. Colours as indicated on pg.13 of these guidelines are best for solid backgrounds.
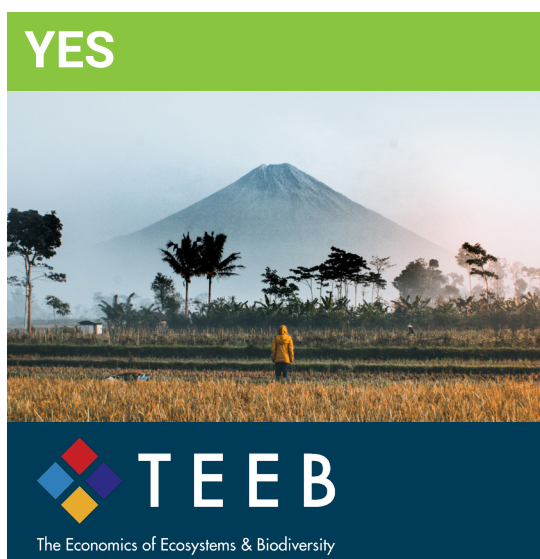

YES

YES

NO

NO

LOGO
OVER IMAGES

Below are examples of how to overlay the logo onto images. For best legibility make sure the logo has sufficient contrast when overlayed on an image and does not have busy patterns behind it.
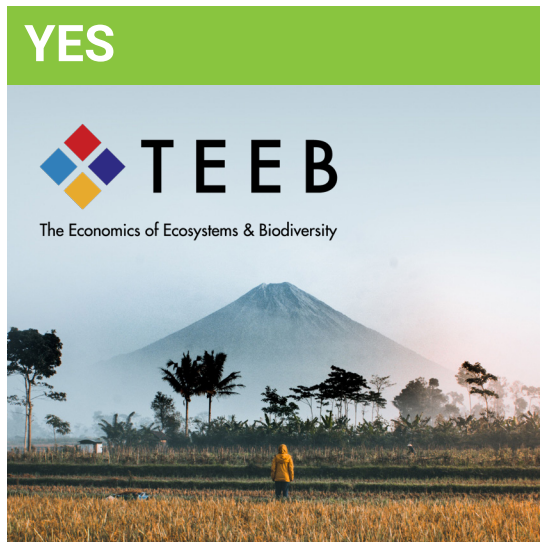
These are the colours that are approved to be used for
the TEEB logo.

TEEB
The Economics of Ecosystems & Biodiversity

Hex #**347FBA**	R **52** G **127** B **186**
Hex #**C62025**	R **198** G **32** B **37**
Hex #**2F2A84**	R **47** G **42** B **132**
Hex #**E8AA2E**	R **232** G **170** B **46**

Hex #**347FBA**   R **52** G **127** B **186**

R **198** G **32** B **37**

Hex #**C62025**

Hex #**2F2A84**   R **47** G **42** B **132**

R **232** G **170** B **46**

Hex #**E8AA2E**

COLOUR SCHEME
TEXT & BACKGROUND

80% CYAN

00% BLACK

93% BLACK

OUR **LOGO**

LOGO TEXT
BLACK & WHITE USAGE

The text within the TEEB logo can appear in white and black. The choice of colour should always be made to strengthen the contract between the logo and background.

BACKGROUND

The TEEB logo should always be used against a high contrasting background. You may interchange between the black and the white logo to achieve the best results. All backgrounds should be set to 00% black.

COLOUR USE
IN VISUAL LANGUAGE

80% cyan blue is TEEB's most predominant color and may be used for titles, backgrounds or graphic elements. Partners may choose to use different background colours depending on the local context. This is permitted in principle, as long as the use of the TEEB logo remains coherent.

Hex #**121212**   R **18** G **18** B **18**

Hex #**ffffff**   R **250** G **250** B **250**

Hex #**00B1EB**   R **0** G **177** B **235**

OPEN SOURCE FONTS

Please find below a list of free open source fonts. These fonts do not require a purchased license. All fonts below can be downloaded for free at: https://fonts.google.com

Raleway Bold is the main typeface for this visual identity. It is to be used for titles taglines, slogans, and main headings but not for body text.
Raleway Regular is to be used for sub-headings and third level headings.
Roboto Regular is to be used for the body text.

RALEWAY - BOLD

IN ALL CAPS IS FOR TITLES, TAGLINES, SLOGANS, MAIN HEADINGS AND THIRD LEVEL HEADERS

RALEWAY – REGULAR

IS FOR SUB-HEADINGS AND THIRD LEVEL HEADINGS

DOWNLOAD
RALEWAY

ROBOTO - REGULAR

IS USED FOR THE MAIN BODY TEXT

DOWNLOAD
ROBOTO

EXAMPLE
TYPOGRAPHY

VISUAL LANGUAGE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

This chapter demonstrates the application of visual language and presentation of the TEEB brand through web & print mediums. Please find below examples of how the TEEB brand identity should be presented through event banners, brochures and video.

TEEB
The Economics of Ecosystems & Biodiversity

07/05/2023

BROCHURE NAME
LOREM IPSUM DOLOR

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BROCHURE NAME
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LOREM IPSUM
LOREM IPSUM DOLOR

LOREM IPSUM DOLOR SIT AMET

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WWW.XXXXXXXX.ORG

LOREM IPSUM
12/12/25
10 - 12 AM
GMT (-X)

6 - 21
MONTH
2025

PARTNER LOGO   PARTNER LOGO   PARTNER LOGO

EVENT NAME
LOREM IPSUM DOLOR

07/05/2023

EVENT BANNER
EXAMPLE

Example of how the 'TEEB' identity can
be used on event banners

BROCHURE
EXAMPLE

Example of how the 'TEEB' identity can be used in a brochure

WEB FLYER
EXAMPLE

Example of how the 'TEEB' identity can be used in a flyer

TEEB
The Economics of Ecosystems & Biodiversity

LOREM
IPSUM

LOREM IPSUM DOLOR

LOREM IPSUM DOLOR SIT AMET

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WWW.XXXXXXXX.ORG

LOREM
IPSUM
12/12/25
10 - 12 AM GMT (-X)

6-21
MONTH
2025

TEEB
The Economics of Ecosystems & Biodiversity

PARTNER LOGO

PARTNER LOGO

PARTNER LOGO

VIDEO
EXAMPLE

Example of how the TEEB logo should be implemented in video publications

DESCRIPTOR

The full descriptor must be used for both internal video production and partners.

WEB ADDRESS

The web address must be included for both internal video production and partners.

WHEN TO USE

This image should be featured at the end of the video publication. The logo must remain visible for at least 3 seconds.
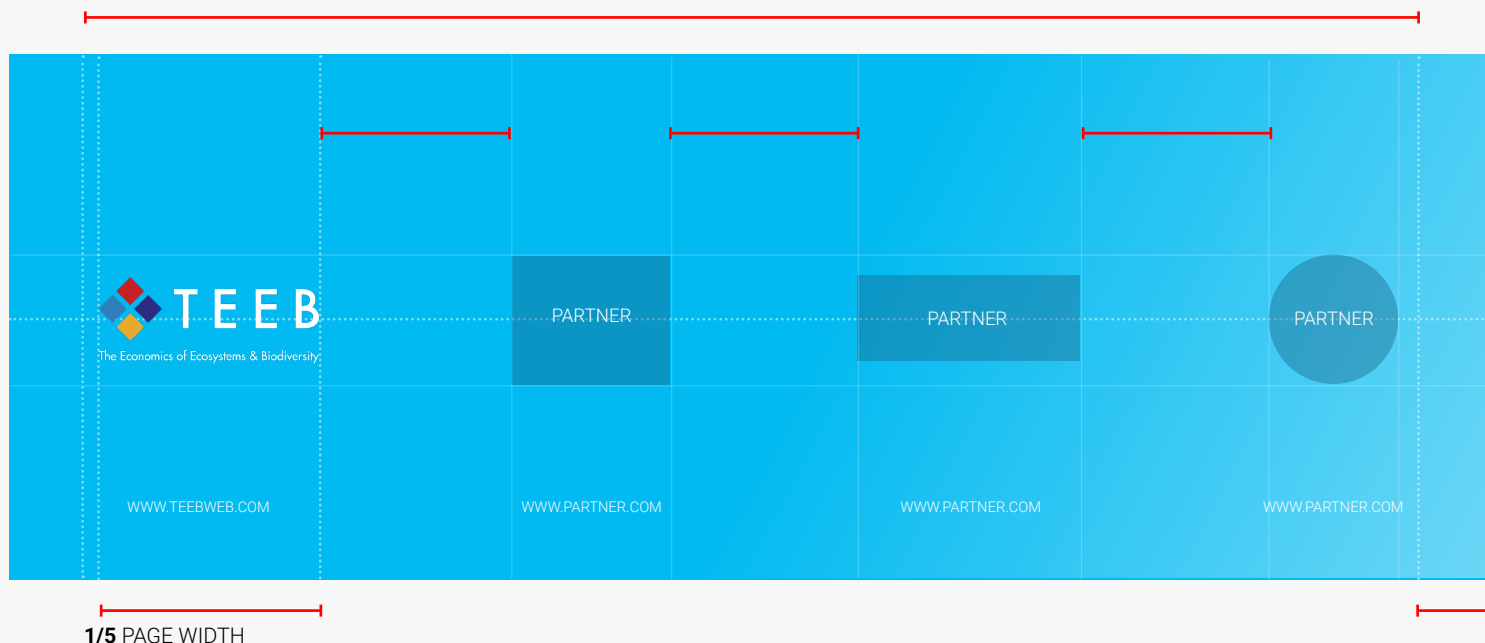
SCALE & POSITIONING

The logo must be centered in the middle of the page. The web address will apear at the bottom of the screen.

The logo must measure 1/4 of the length of the screen (excluding margins).

VIDEO
IN CONJUNCTION WITH PARTNERS

Example of how the TEEB logo should be implemented in conjunction with partners

1/5 PAGE WIDTH

DESCRIPTOR

The full descriptor must be used for both internal video production and partners.

WEB ADDRESS

The web address must be included for both internal video production and partners.

WHEN TO USE

This image should be featured at the end of the video publication. The logo must remain visible for at least 3 seconds.

SCALE & POSITIONING

All the logos must be evenly spaced and centered to the screen.
The TEEB logo must measure 1/5 of the screen (excluding margins).

The TEEB logo is available at this link in PNG formats. Non-UN entities must request prior authorization from the TEEB Team on use of the visual identity for fundraising and/or commercial purposes. Partners and non-UN organizations must always use the TEEB logo with the descriptor.

Use of the UNEP logo, along with partner logo in the TEEB logo lockup is only allowed when authorized.

For authorization please contact: **unep-teeb@un.org**

REQUEST AUTHORIZATION
HERE

DOWNLOAD UNEP LOGO
HERE