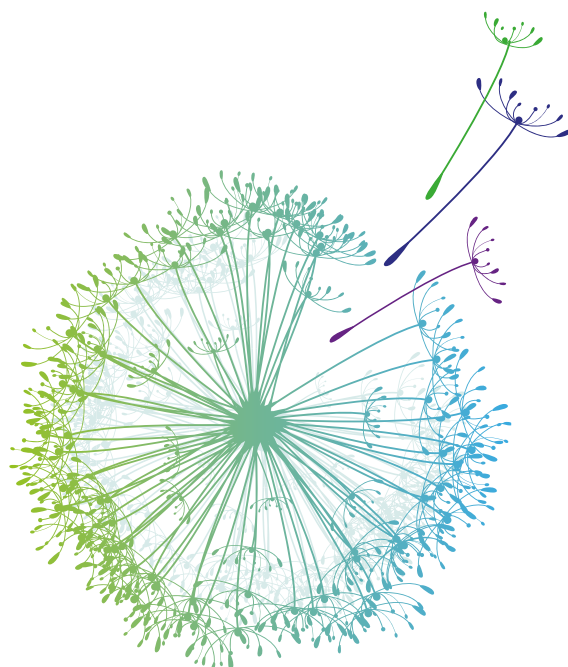
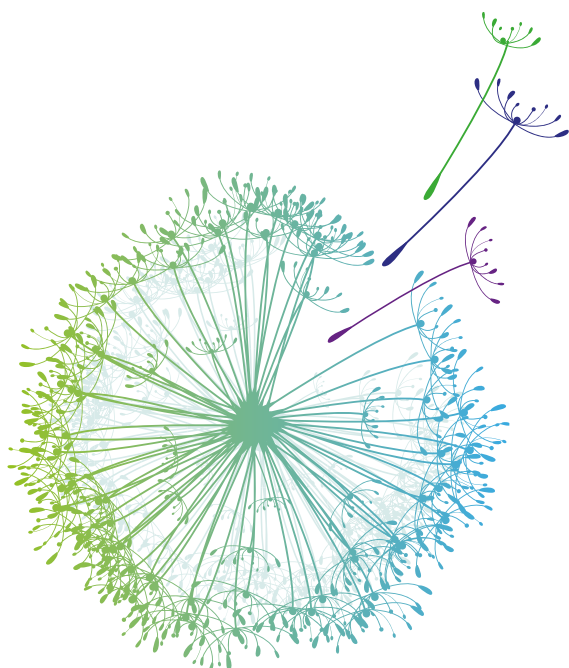




2017
**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

LOGO GUIDELINES

September 2016



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



The Logo

The logo represents the inhabitants of planet Earth moving around the world in a sustainable, clean and responsible way. Representing humans as seeds, the logo shows the fundamental purpose of travel: breaking boundaries, growing understanding and connecting culture and knowledge all around the world.

Minimum Size

70mm x 45mm



Horizontal Format



Minimum Size

82mm x 43,5mm



C75M0Y100K0
R149G193B31

C70M15Y0K0
R0G159B227



C80M10Y45K0
R0G161B154



C85M50Y0K0
R29G113B184



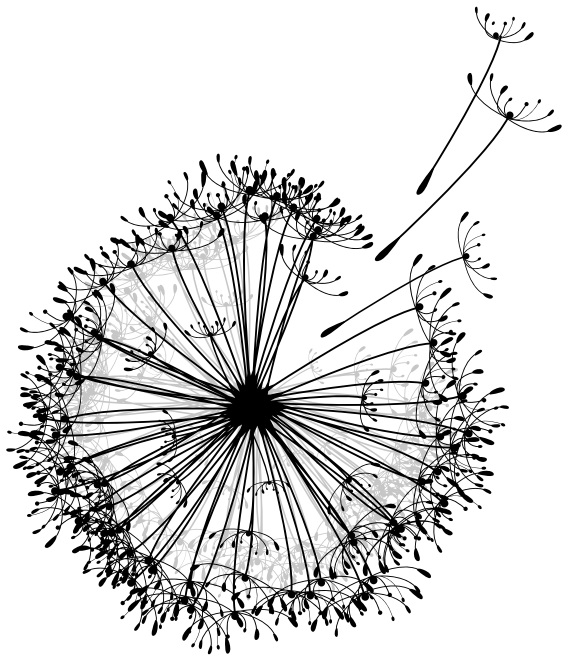
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R218G224B243

Colours

THE BOLD FONT

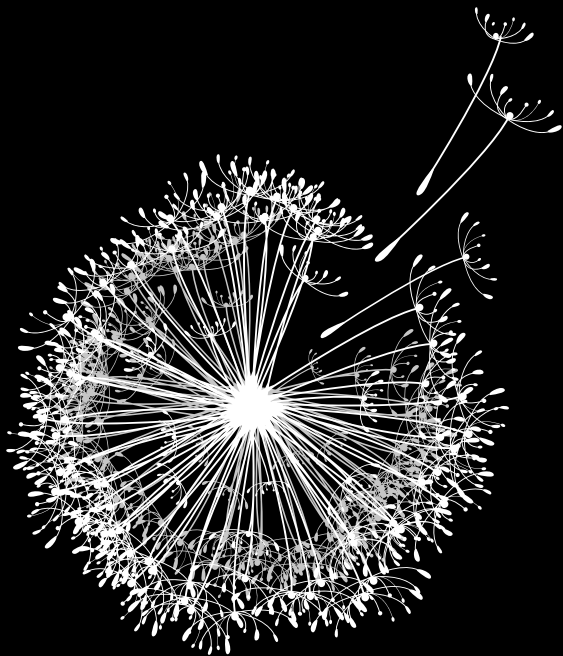
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789_ - ? ! , > < : ; , . € # " \$
% & / () = ` + Ç * ^

Fonts

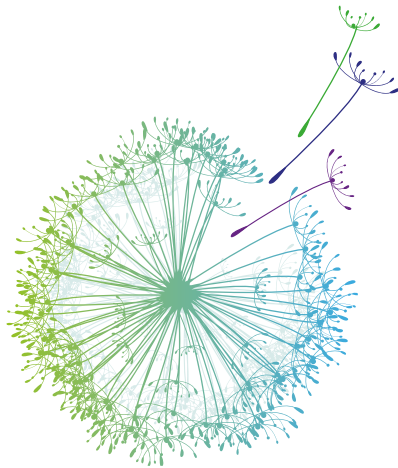


2017
**INTERNATIONAL YEAR
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FOR DEVELOPMENT**

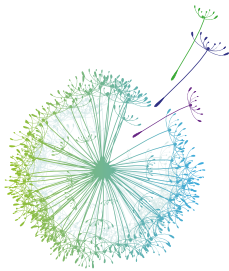
Black & White



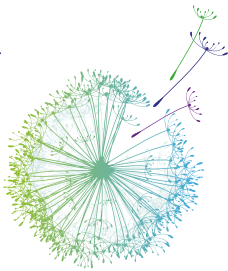
2017
**INTERNATIONAL YEAR
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FOR DEVELOPMENT**



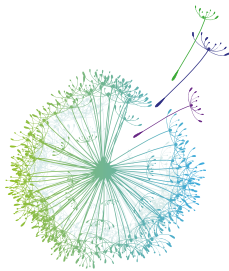
2017
**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**



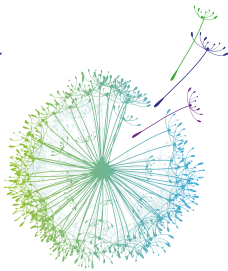
2017
**AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO**



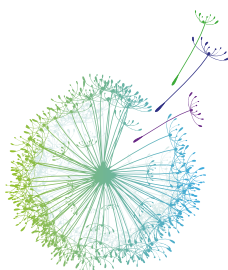
2017
**ANNÉE INTERNATIONALE
DU TOURISME DURABLE
POUR LE DÉVELOPPEMENT**



2017
السنة الدولية
لتسخير السياحة للمستدامة
من أجل التنمية



2017
**МЕЖДУНАРОДНЫЙ ГОД
УСТОЙЧИВОГО ТУРИЗМА
В ИНТЕРЕСАХ РАЗВИТИЯ**



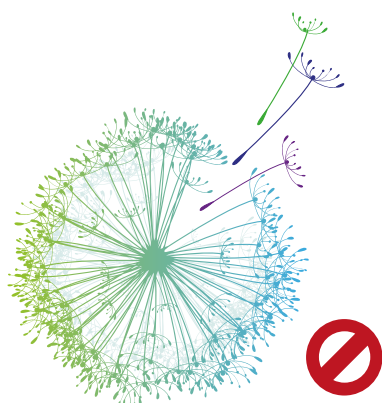
2017
**可持续旅游业
促进发展国际年**

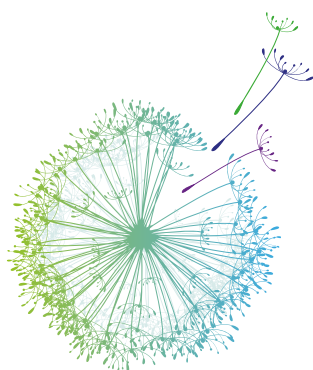
Official Languages

Arabic, Chinese, English, French, Russian
and Spanish



Misuses of the logo

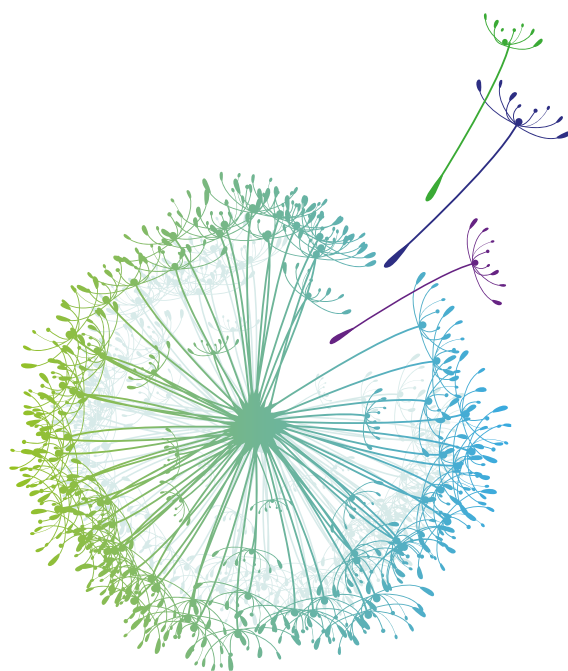




2017
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FOR DEVELOPMENT

Applications

Applications over complex backgrounds must use the white shape shown. Sizes in millimeters based on A4 proportion.



2017
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