

International Year of
Small Island
Developing States
— 2014 —

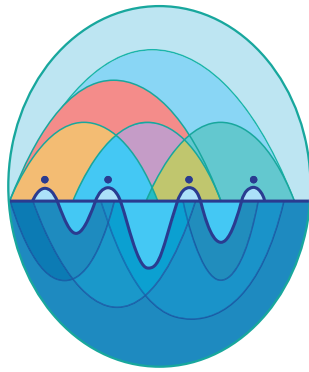
The purpose of this logo is to communicate the concepts of interconnection between small islands and rest of the world, with the protection of islands and their inhabitants.

Sound waves are used here to represent the voices of islanders, with shapes of the waves forming island peaks above water and land masses undersea. These voices permeate the ocean, sky, and ultimately the entire world. The multi-colors provide a link to the richness and diversity of island life.

In this visual, the above-water sound waves serve another purpose, of forming the upper torsos of people with dots as their heads. Via this, along with transparent intersecting layers of island peaks in the background, we are able to show that the issues at hand are not singular—but rather affect citizens globally and require the partnering of all to succeed.

The dots above the sound waves are also there to represent connectors between the islands themselves, which in turn are tied to the entire world.

This global aspect is further represented by encasing all elements in a circular shape.



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The International Year of Small Island Developing States logo is a graphic representation of the values for which it stands. When used correctly, it identifies the organization to the world, expressing its personality, appearance and voice with a brand image that is corporate and yet focused on the human aspect. Keep in mind, that by “Identity” we mean not only the logo as a graphic symbol and wordmark, but the total integration of a promise, where core values meet visual identity to convey a truly impactful message.

All elements have been carefully combined so the logo, in its entirety or in the following derivatives, can be used as an effective tool to communicate the ideas and values of the brand. For consistency, the logo must always comply with this Brand Guideline.

MISUSE OF LOGO



Do not distort the logo



Do not rearrange elements of the logo



Do not change opacity of the logo



Do not flip the logo



Do not change colors of the logo, other than those specified in guidelines

LOGO SIZE



MINIMUM SIZE (for Print Products)

WIDTH= 1.5 inch

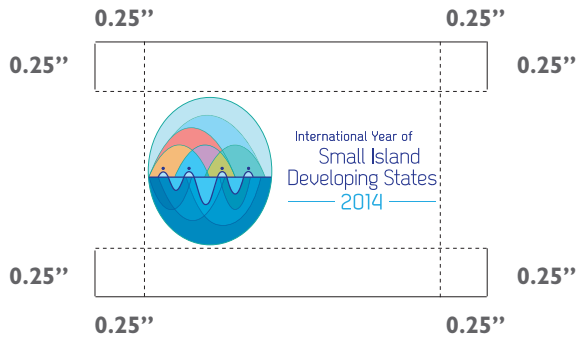
HEIGHT= proportionate to width

**Font size of “International Year of”
should not be smaller than 5pt**

CLEAR SPACE

Always maintain the minimum clear space around the Logo to preserve its integrity. To maintain visual clarity and to provide maximum impact, the Logo must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Logo is 0.25" from edge of logo to edge of page.



USE OF LOGO ON A BACKGROUND

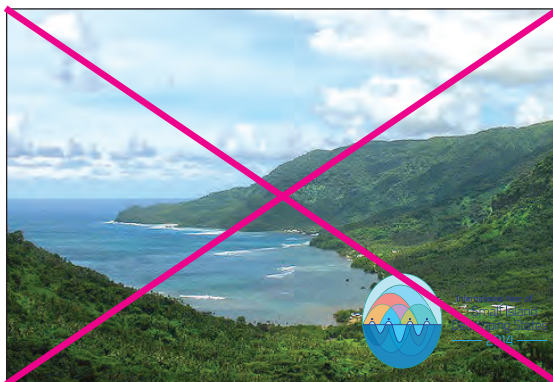
**Overlay logo
onto white
background**



**Do not overlay
logo onto bright
background
colors**



**Do not overlay
logo directly
atop photos**



TYPOGRAPHY

DEKAR—

The typeface used for the International Year of Small Island Developing States logo

abcdefghijklmnopqrstu vwxyz`1234567890-=/
ABCDEFGHIJKLMNPOQRSTUVWXYZ!@#%&'()* +/:;"?

DEKAR LIGHT—

Secondary font for the International Year of Small Island Developing States logo

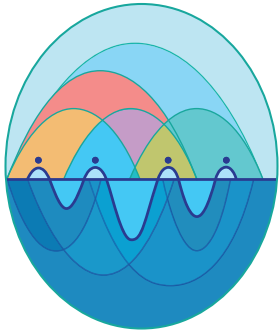
abcdefghijklmnopqrstu vwxyz`1234567890-=
ABCDEFGHIJKLMNPOQRSTUVWXYZ!@#%&'()* +/:;"?

AVENIR—

Font to pair with the International Year of Small Island Developing States logo (or similar sans serif typeface)

abcdefghijklmnopqrstu vwxyz`1234567890-=
ABCDEFGHIJKLMNPOQRSTUVWXYZ~!@#%&'()* +/:;"<>?

COLOR USE



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C100 M95 Y5	R43 G57 B144	HEX# 2b3990	
C100 M11 Y3 K16	R0 G138 B191	HEX# 008abf	
C70 M15 Y5	R0 G118 B163	HEX# 0076a3	
C60	R68 G200 B245	HEX# 44c8f5	
C45	R126 G211 B247	HEX# 7ed3f7	
C35 Y6	R159 G219 B235	HEX# 9fdbeb	
C70 Y25	R0 G190 B188	HEX# 20bec6	
C70 Y25	R0 G190 B188	HEX# 20bec6	80% TINT
C80 M10 Y45	R0 G167 B157	HEX# 00a79d	40% TINT
C13 M1 Y52 K8	R208 G213 B139	HEX# d0d58b	
M17 Y68	R255 G211 B108	HEX# ffd36c	
C100 M95 Y5	R43 G57 B144	HEX# 2b3990	25% TINT
C21 M42	R197 G156 B200	HEX# c59cc8	
M80 Y50	R241 G91 B103	HEX# f15b67	70% TINT