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.
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

abcdefghijklmnopqrstuvwxyz`1234567890-=
ABCDEFGHIJKLMNOPQRSTUVWXYZ


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

abcdefghijklmnopqrstuvwxyz`1234567890-=
ABCDEFGHIJKLMNOPQRSTUVWXYZ


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

abcdefghijklmnopqrstuvwxyz`1234567890-=
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