

# International Year of **Rangelands** and **Pastoralists**



<http://iyrp.info>

BRAND GUIDELINES

June 2021

# 01 • AIM OF THIS DOCUMENT



© Kalyan Varma

This document is designed to facilitate the common communication campaign of IYRP initiative. By these guidelines, it is aimed to present a general overview of the branding principles of IYRP (the use of the logo, definition of IYRP, selected key messages and taglines, collateral items, etc.) and thus to provide a consistency in both oral and visual language used.

Please be informed that all the key messages, taglines and visuals are only to inform Friends of IYRP about “general” exemplaries; therefore, it is strongly encouraged for all partners to develop new key messages and taglines referring to other topical issues particularly that are related to other SDGs and to adopt these given sources according to the very dynamics of their own contexts.

Please be aware that the exemplary key messages in this document are developed considering the character limit of Twitter.

# 02/01 • LOGO COLOR



Full Logo Colored



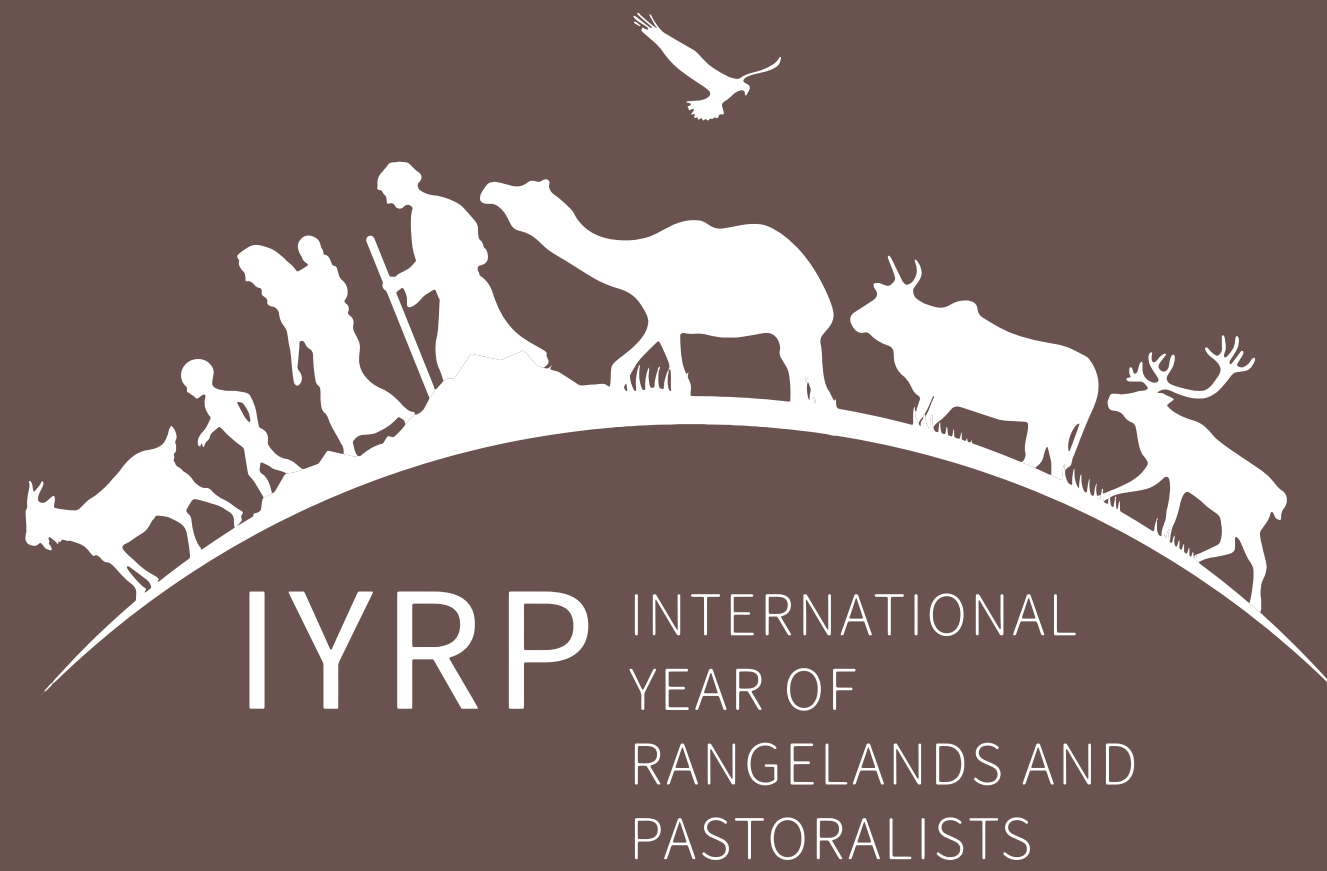
Reduced Logo Colored

The official logo of IYRP is provided above. Please avoid using any other color schemes or formats.

Please be attentive while using IYRP logo together with other logos; the general principle is to always use IYRP logo on the left.

If the logo will be used under 96px height, please use the one on the right.

# 02/02 • LOGO *WHITE*



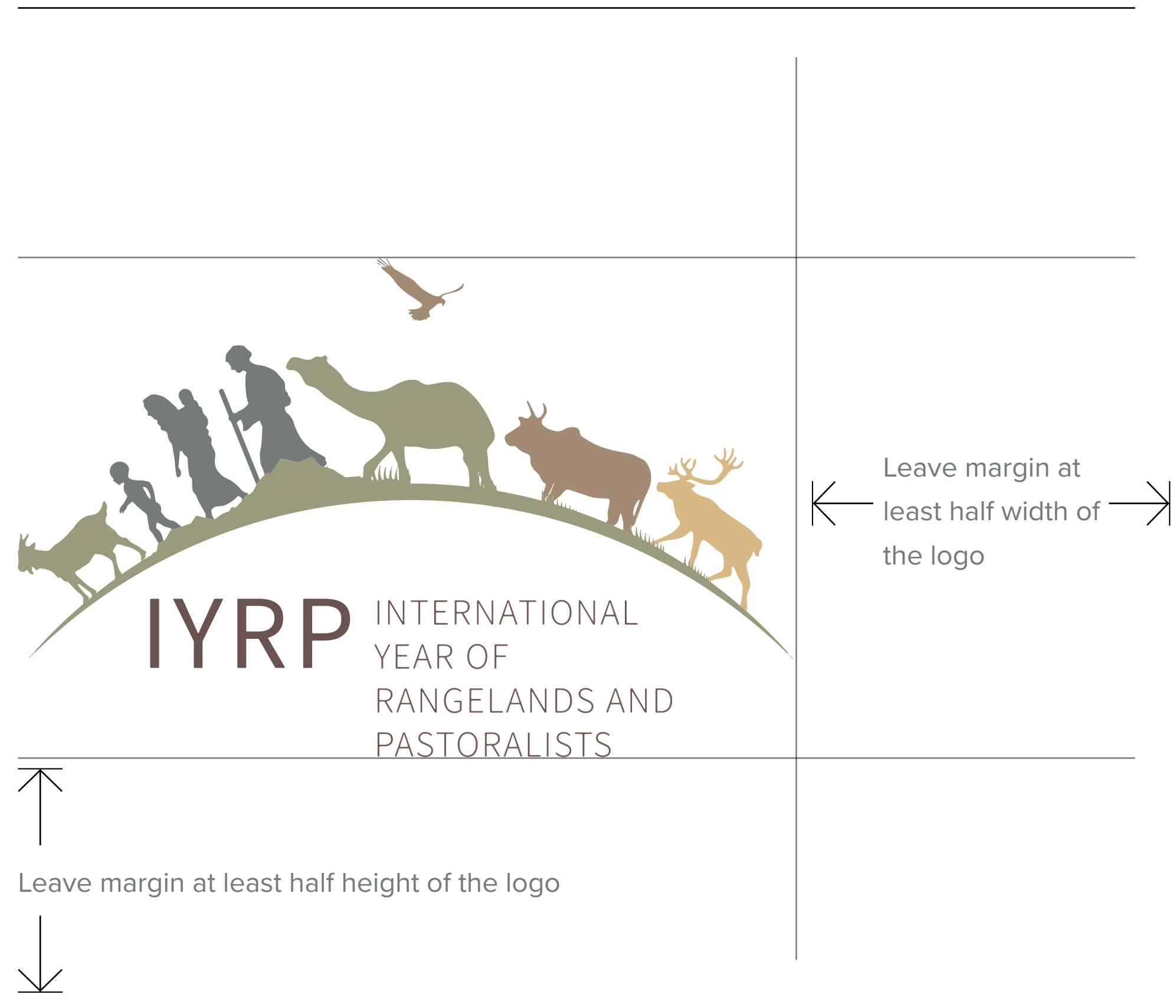
Full Logo White



Reduced Logo White

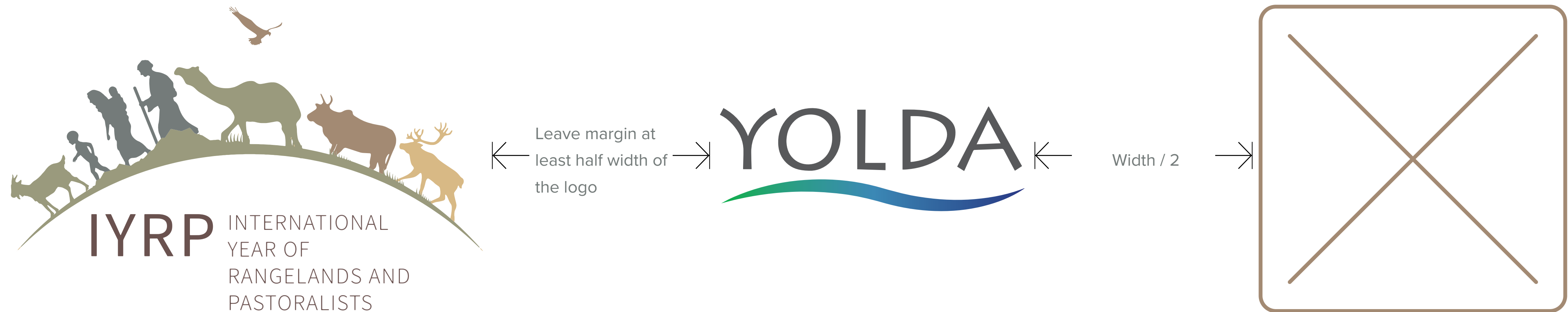
Please only use white logo on colored surfaces.

# 02/03 • LOGO *USAGE*



Leave some margin from the sides at least the half width of the logo and leave vertical space at least the height.

# 02/04 • LOGO LOCKUP



With the logos of partner organizations, leave space between the logos half the width of the IYRP logo between them.

# 03/01 • ELEVATOR PITCH & TAGLINES



© CENESTA

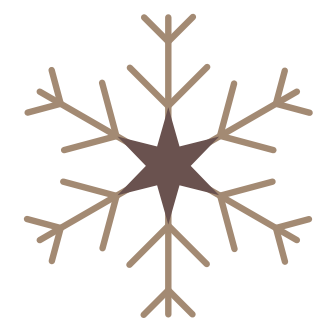
## Elevator Pitch

International Year of Rangelands and Pastoralists (IYRP) is a global initiative to provide the impetus and momentum necessary for a worldwide understanding of the importance of rangelands and pastoralism to healthy ecosystems, global food security, climate change adaptation and mitigation, and rural economies.

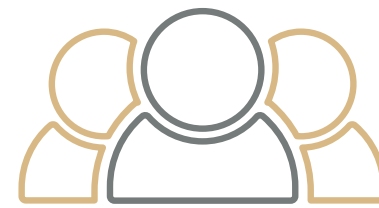
# 03/02 • ELEVATOR PITCH & TAGLINES



for NATURE



for CLIMATE



for SOCIETY

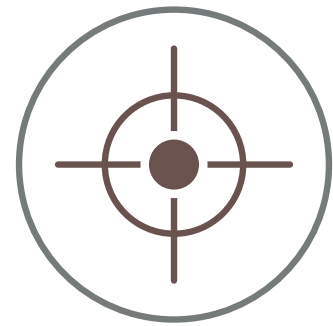


for the FUTURE



**Tagline:** For nature, for climate, for society and for the future

# 04 • KEY THEMES (*WHY IYRP?*)



## Target Audience

Highest representatives of governments, policymakers



## Important Notice:

It is important to remind that all the taglines and key messages in this document are created for general use; they may not address other issues related to IYRP or specific issues in particular contexts. Please feel free and encouraged to adjust them or add new key messages and taglines that you think proper for IYRP branding; just be attentive to apply the same logic provided within this document. You may also support your own messages by using photos from your sites.

**IYRP for No Poverty**  **SDG/01** **and Reduced Inequalities**  **SDG/10**

## Tagline 1

FOR **RESILIENT RURAL AND NATIONAL ECONOMIES**

## Key message 1

Rangelands and pastoralism are critical to the livelihoods and income of hundreds of millions of people worldwide. Sustainable pastoralism generates wealth at the cost of none and to the benefit of all → <http://iyrp.info> #IYRPforSociety #IYRP2026

#IYRPFORSOCIETY

#IYRP2026



# Tagline 1

## FOR **RESILIENT RURAL** AND **NATIONAL ECONOMIES**



# Tagline 1

## FOR **RESILIENT RURAL** AND **NATIONAL ECONOMIES**



# IYRP for Zero Hunger



SDG/02

## Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE AND EQUITABLE FOOD** SYSTEMS

## Key message 2

Hundreds of millions of people depend directly or indirectly on pastoralism for their food. Rangelands & pastoralism can play a major role in achieving safe, nutritious, sustainable and equitable food systems → <http://iyrp.info> #IYRPforLife #IYRP2026

Pastoralism uses rangelands unsuitable for crops to benefit human and environmental health. With low reliance on external chemical inputs, it converts natural vegetation into highly nutritious food. → <http://iyrp.info> #IYRPforHealth #IYRP2026

#IYRPFORLIFE

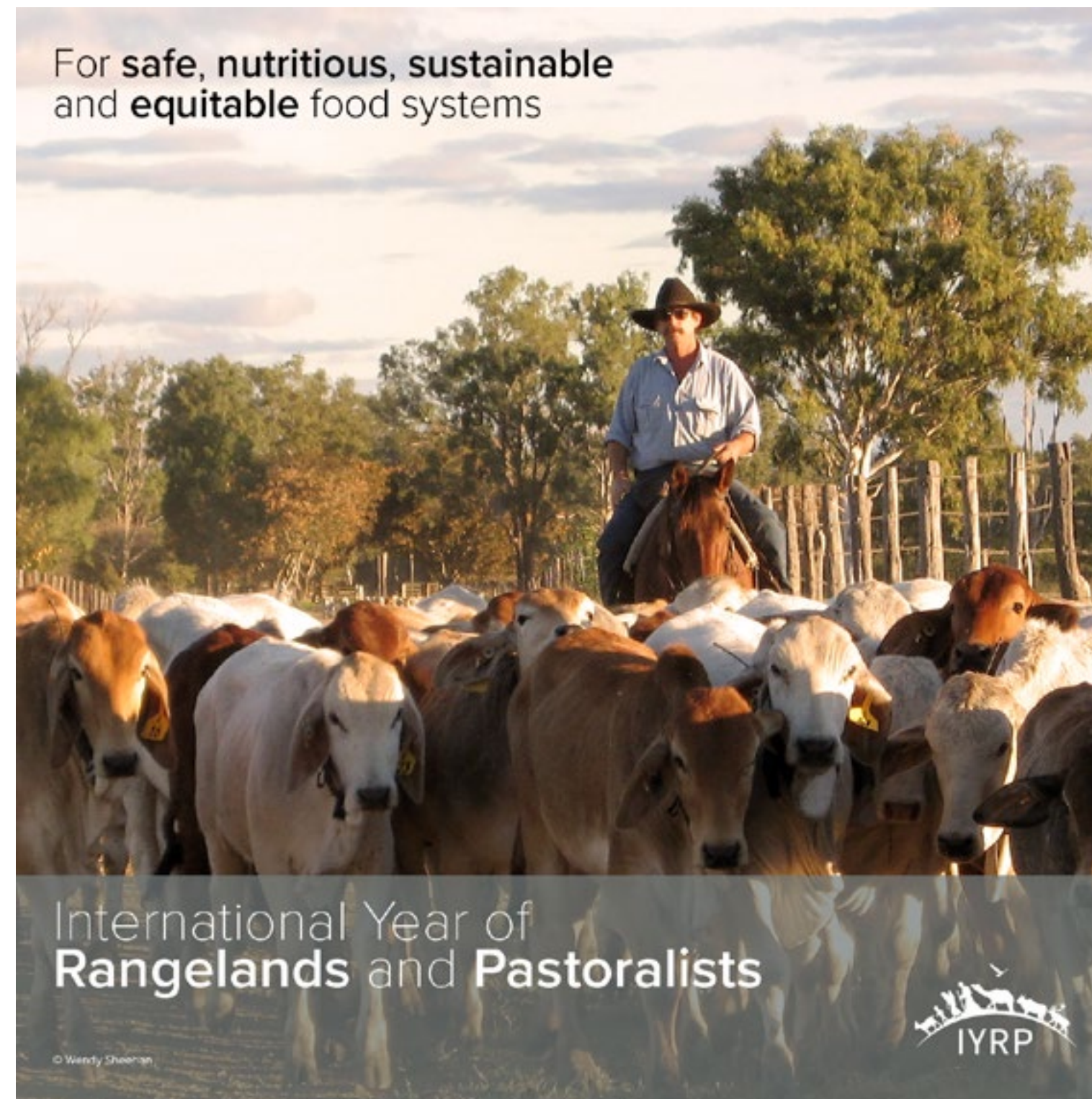
#IYRPFORHEALTH

#IYRP2026



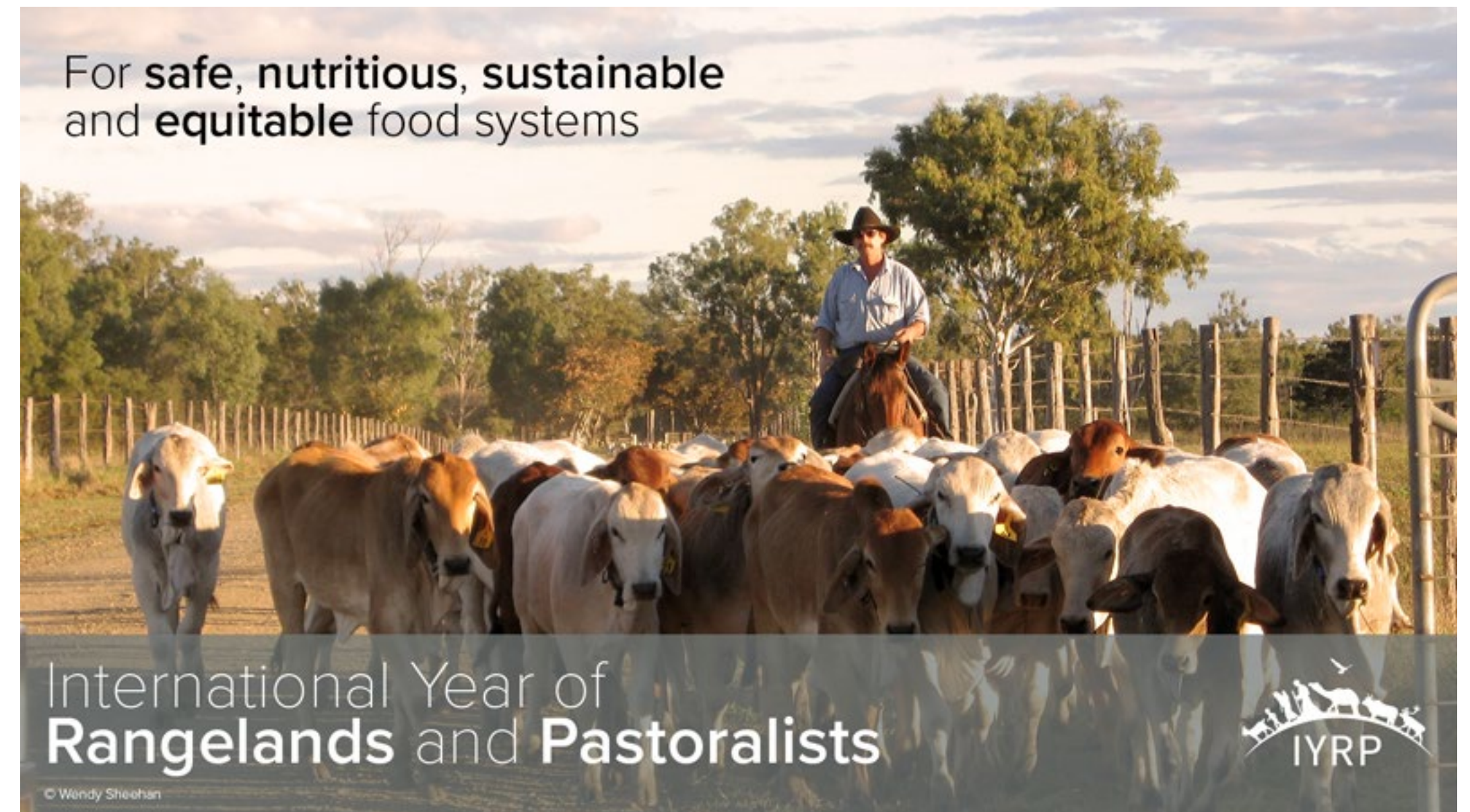
## Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE** AND **EQUITABLE** FOOD SYSTEMS



## Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE** AND **EQUITABLE** FOOD SYSTEMS



# IYRP for Climate Action



## Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING TO ITS MITIGATION & ADAPTATION

## Key message 3

Rangelands sustained by pastoralism are one of the largest carbon sinks on the planet. Keeping rangelands managed under sustainable grazing practices is essential for climate change mitigation. → <http://iyrp.info> #IYRPforClimate #IYRP2026

Pastoralism is a livestock production system that requires the least fossil fuel energy, helping in turn to reduce the demand of industrial feed whose production and transport produce large GHG emissions. → <http://iyrp.info> #IYRPforClimate #IYRP2026

Pastoralism is a very cost-effective methods of preventing wildfires since grazing on rangelands consumes much of the biomass, which otherwise forms the fuel for fires. → <http://iyrp.info> #IYRPforClimate #IYRP2026

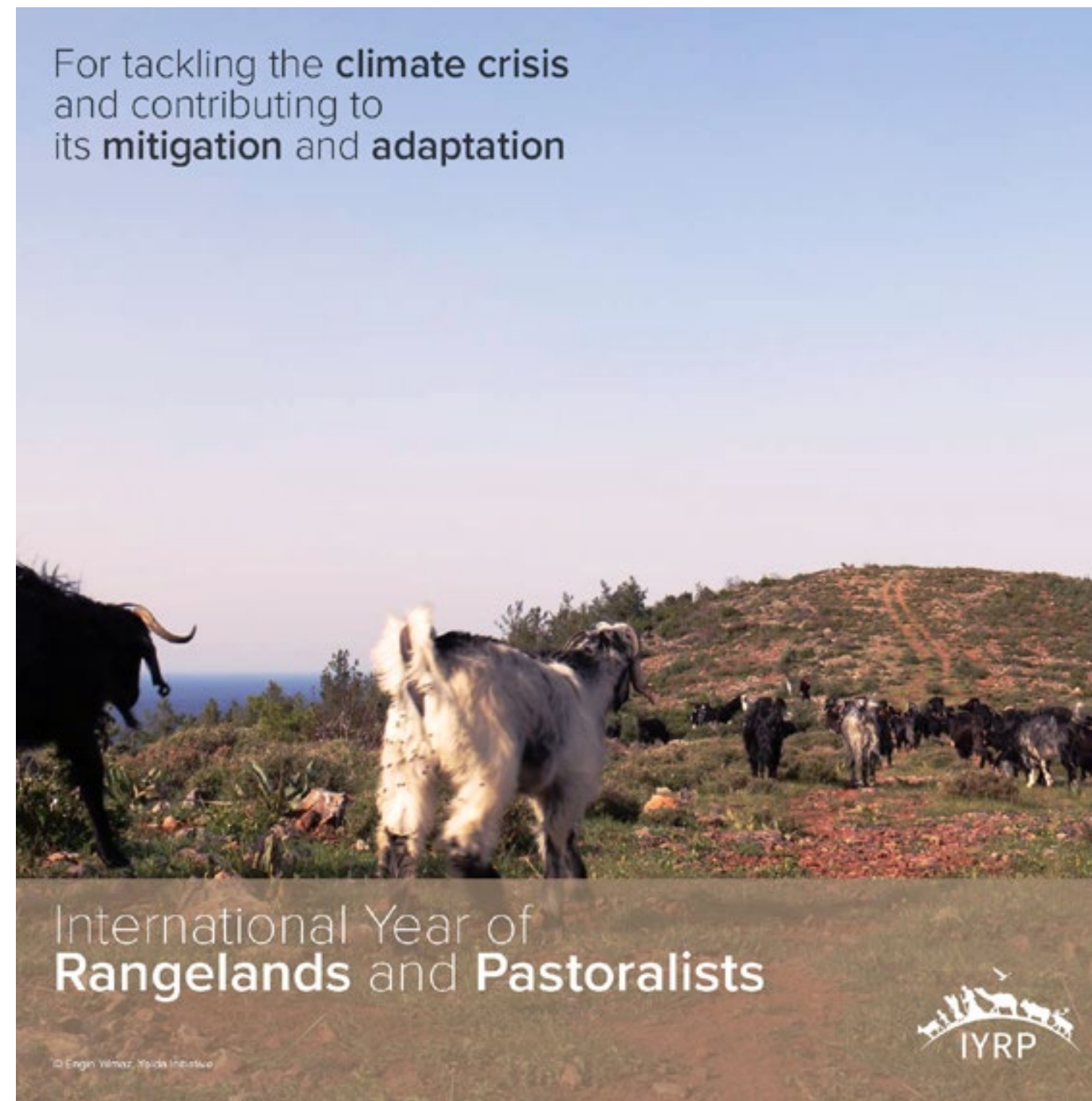
#IYRPFORCLIMATE

#IYRP2026



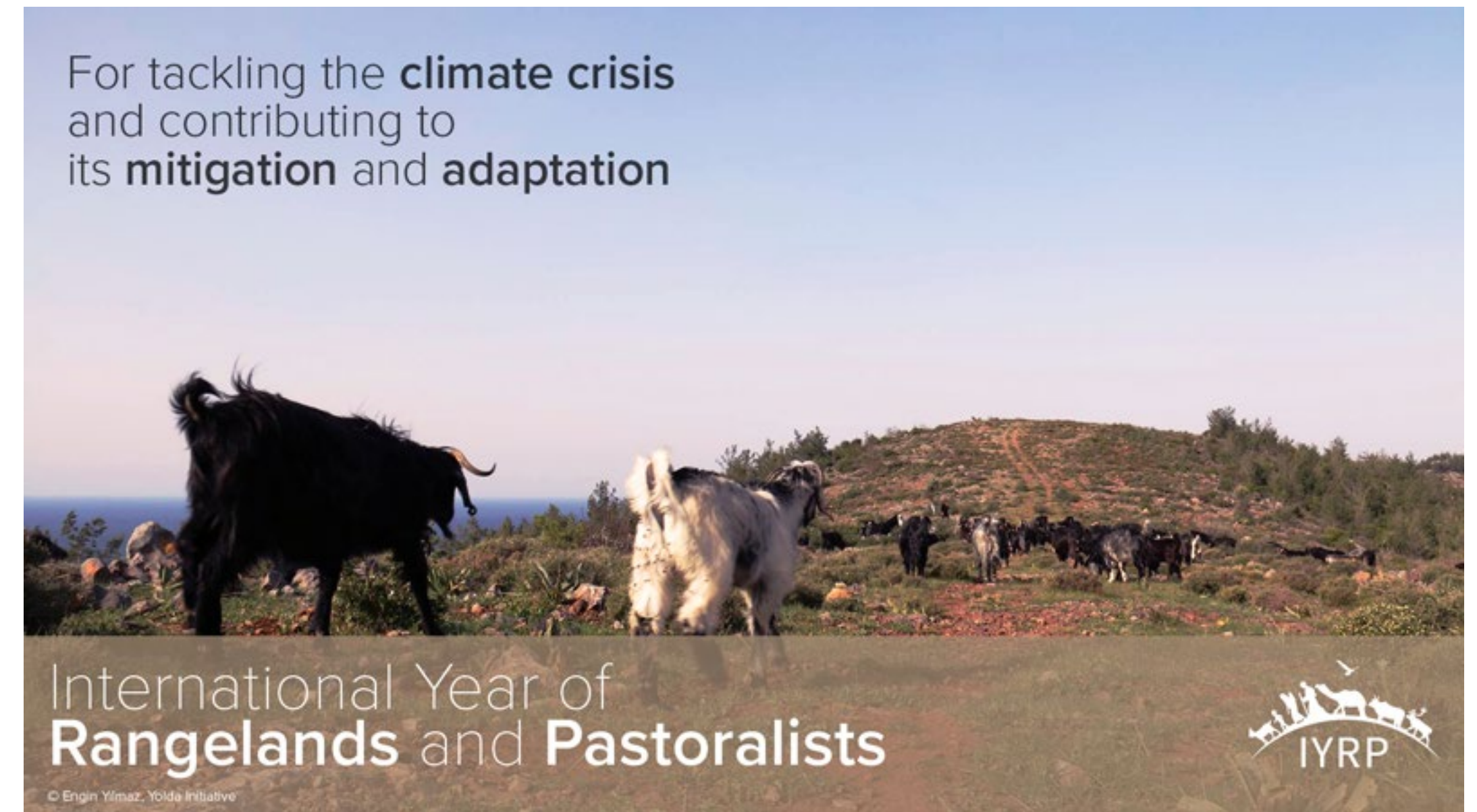
# Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING TO ITS MITIGATION & ADAPTATION



## Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING TO ITS MITIGATION & ADAPTATION



# IYRP for Life on the Land



## Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**

## Key message 4

Pastoralism continues over centuries because of its harmonious interaction with nature. Relying on a constant interdependency, pastoralists maintained their lifestyle, as well as the rangeland ecosystems, for thousands of years. → <http://iyrp.info> #IYRPforNature #IYRP2026

Degraded rangelands can be rehabilitated cost effectively by simply allowing a return to mobile livestock and pastoralism. → <http://iyrp.info> #IYRPforNature #IYRP2026

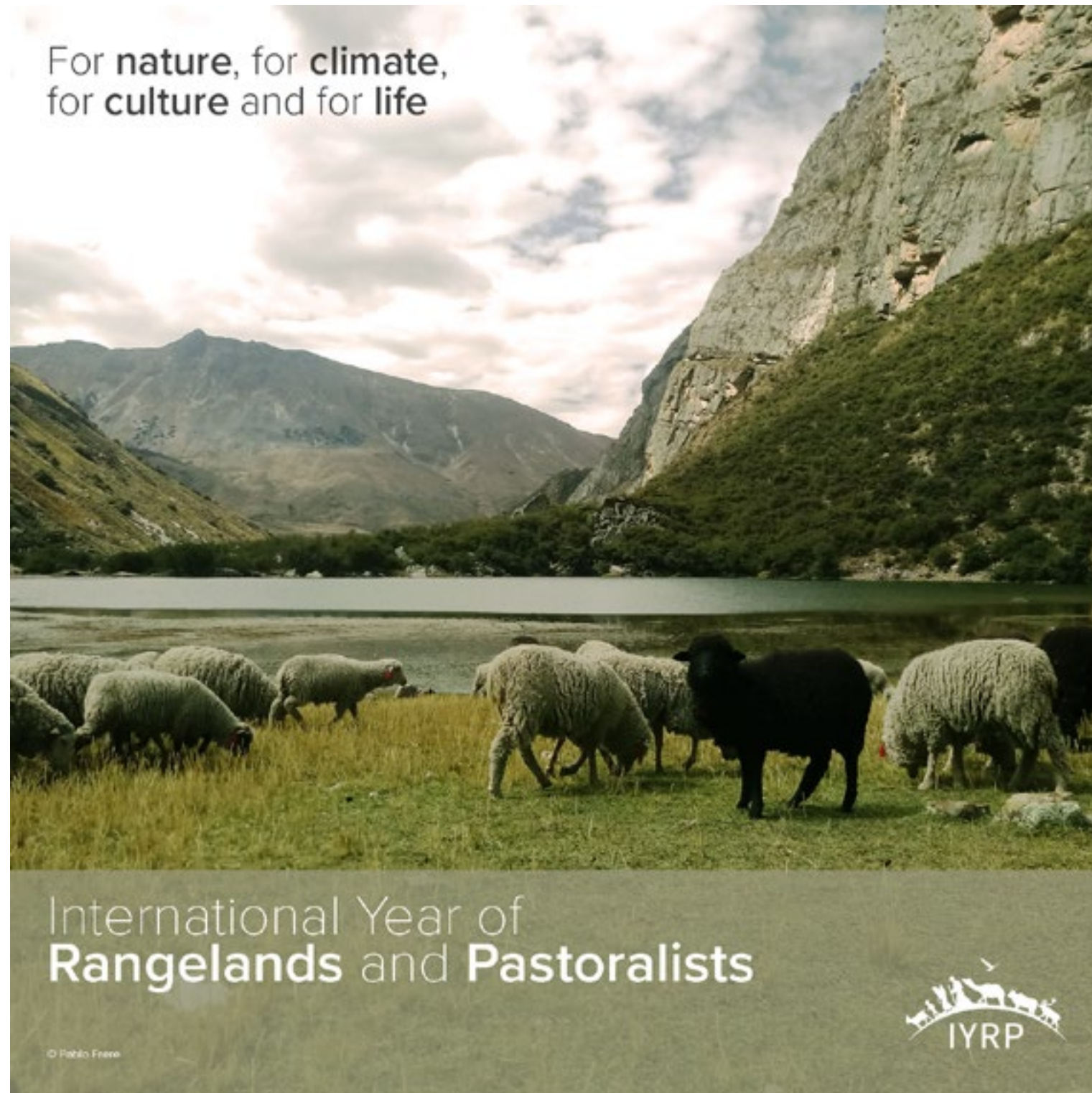
#IYRPFORNATURE

#IYRP2026



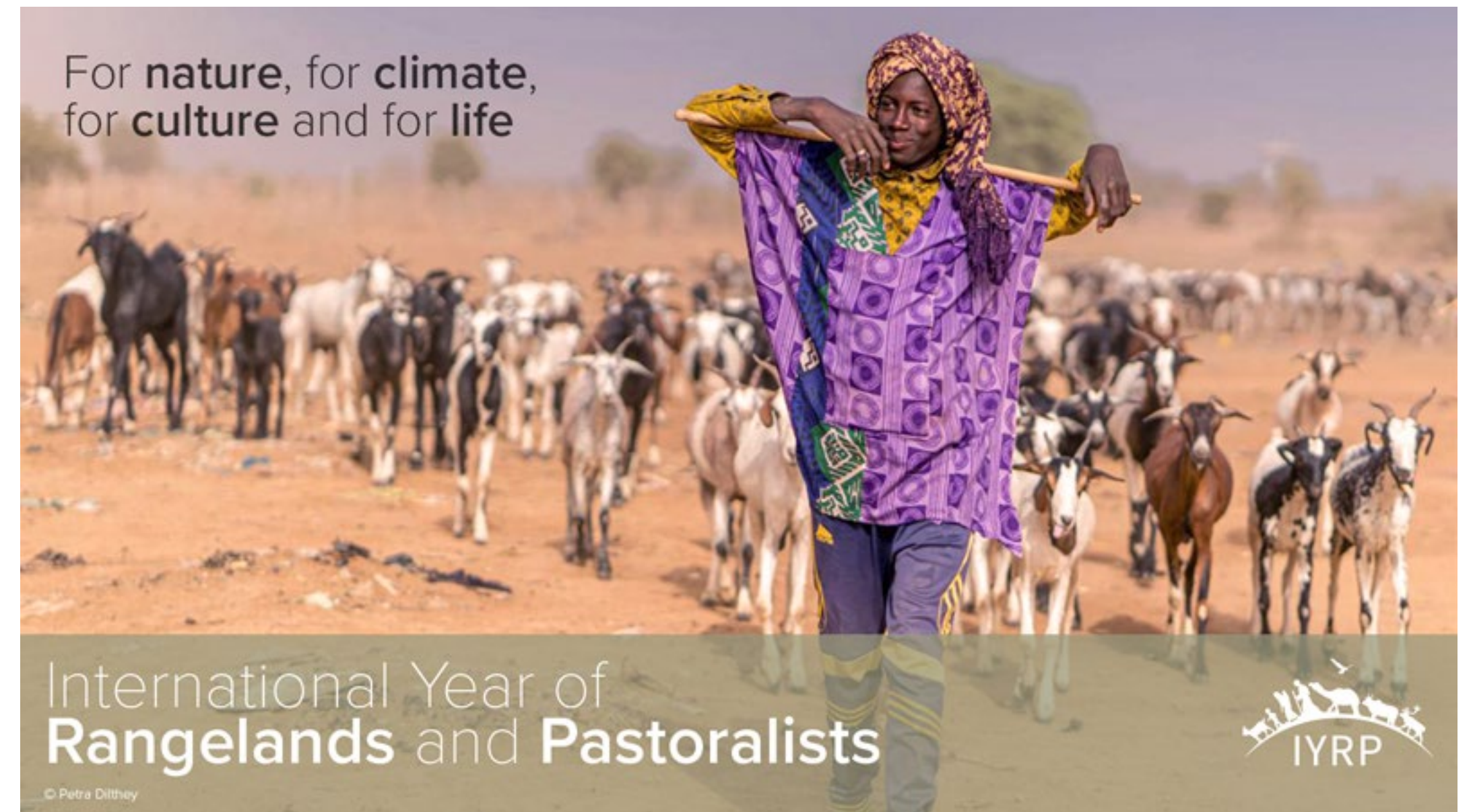
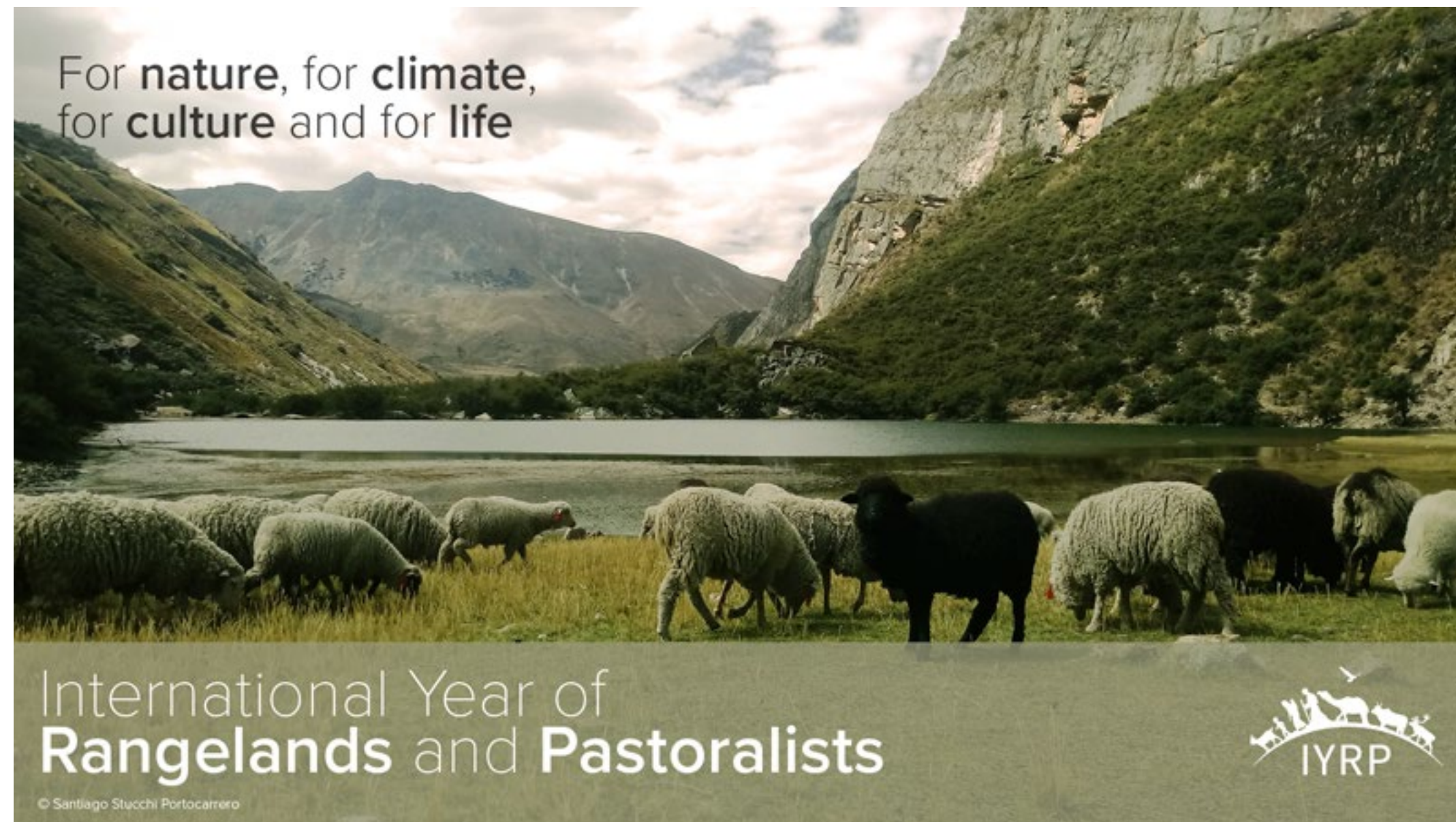
# Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**



# Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**



# IYRP for Life on the Land



## Tagline 5

FOR **NATURE** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS

## Key message 5

While industrial livestock systems have a large footprint, the carbon & water footprint of pastoralists is next to nil. Pastoralism is the most nature & climate friendly livestock system with many ecosystem services. → <http://iyrp.info> #IYRPforSustainability #IYRP2026

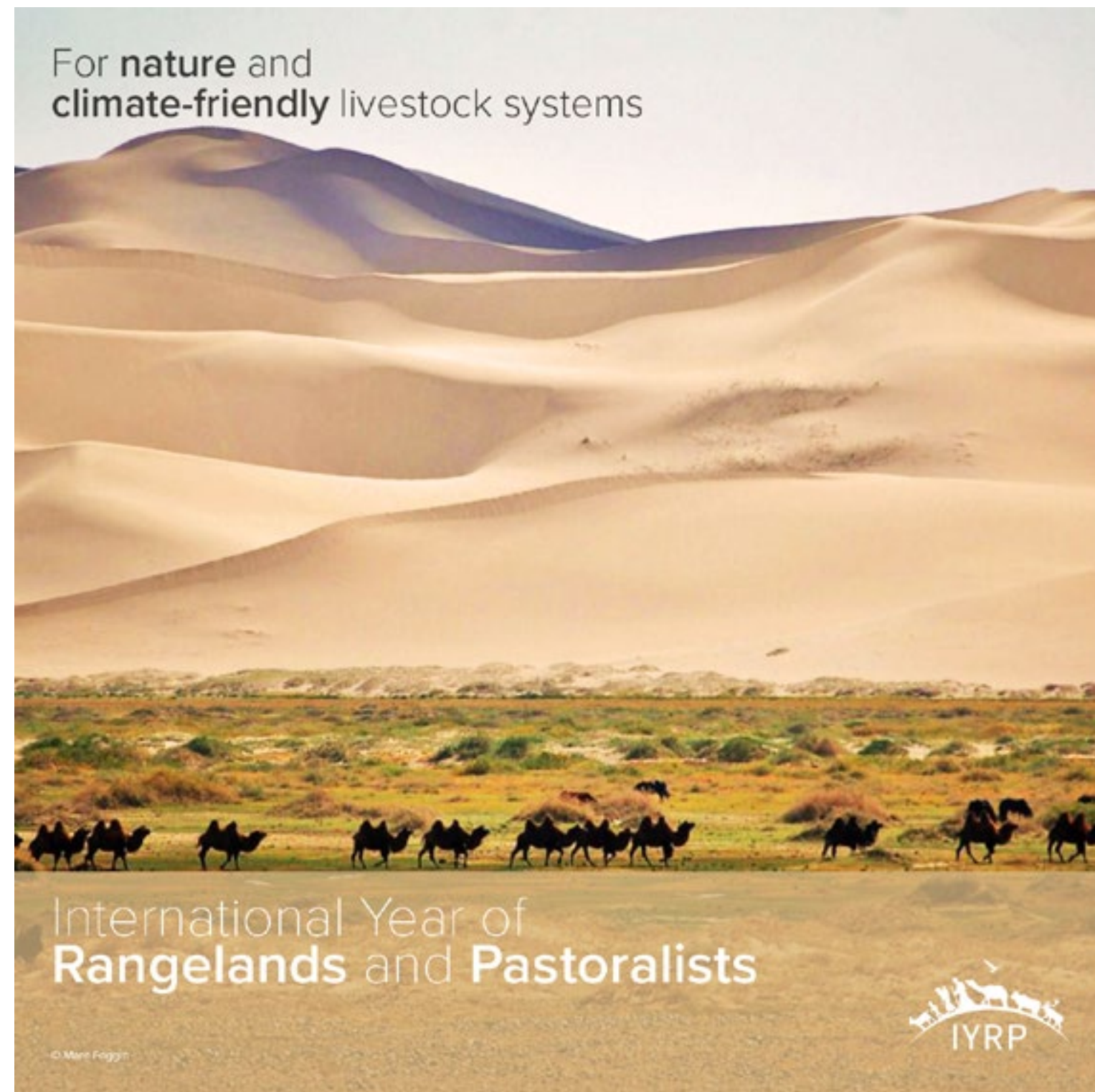
#IYRPFORSUSTAINABILITY

#IYRP2026



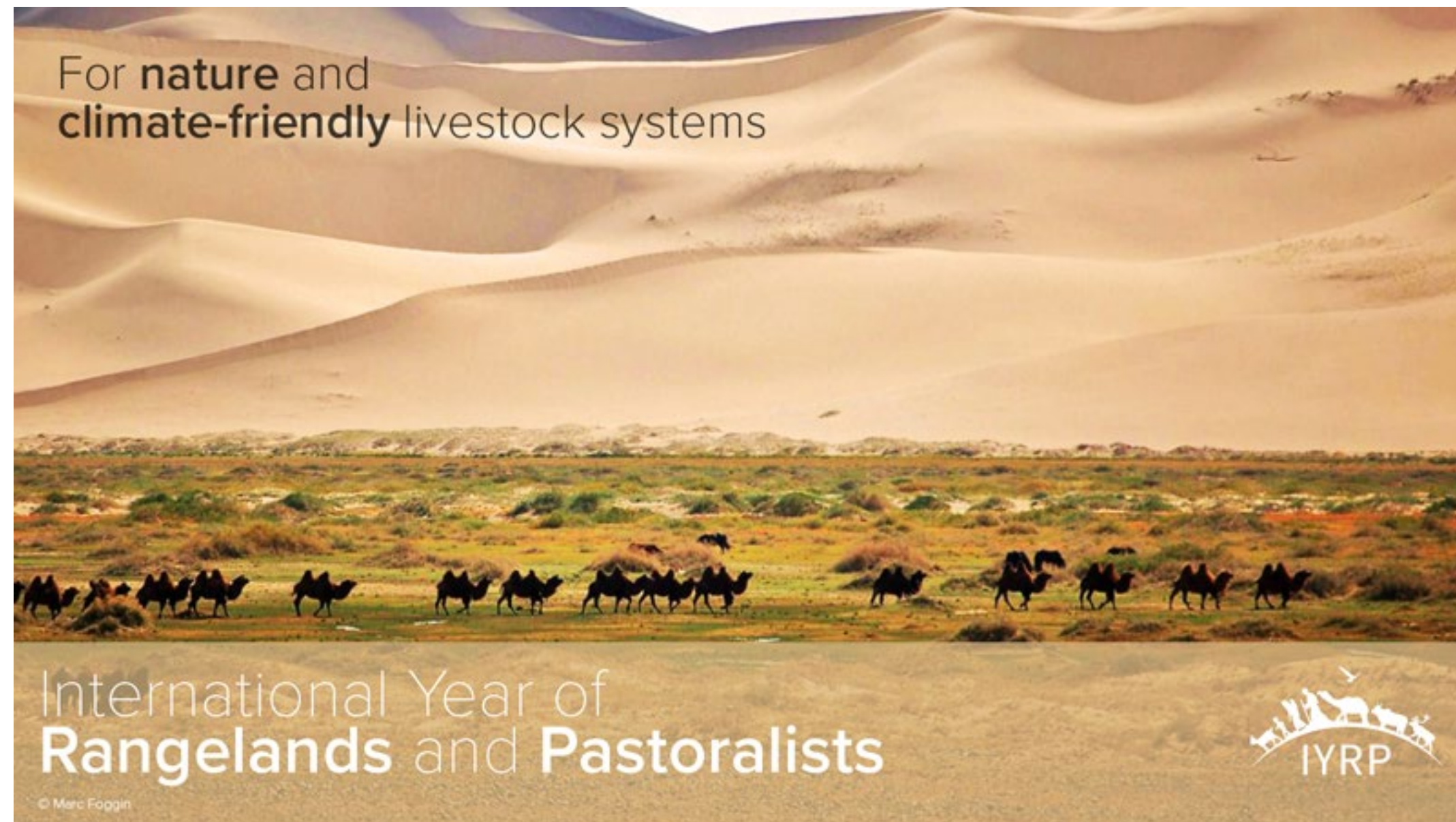
# Tagline 5

FOR **NATURE** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS



# Tagline 5

## FOR **NATURE** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS



# 05 • HASHTAGS

It is strongly recommended to use the hashtags provided here in order to create a joint synergy through social media. This also allows us to pick your messages and amplify them through social media accounts of IYRP global. While using hashtags, please always use #IYRP2026 as the main hashtag and then apply other listed here according to the theme of your key message.

**#IYRP2026**

**#IYRPFORCLIMATE**

**#IYRPFORNATURE**

**#IYRPFORSUSTAINABILITY**

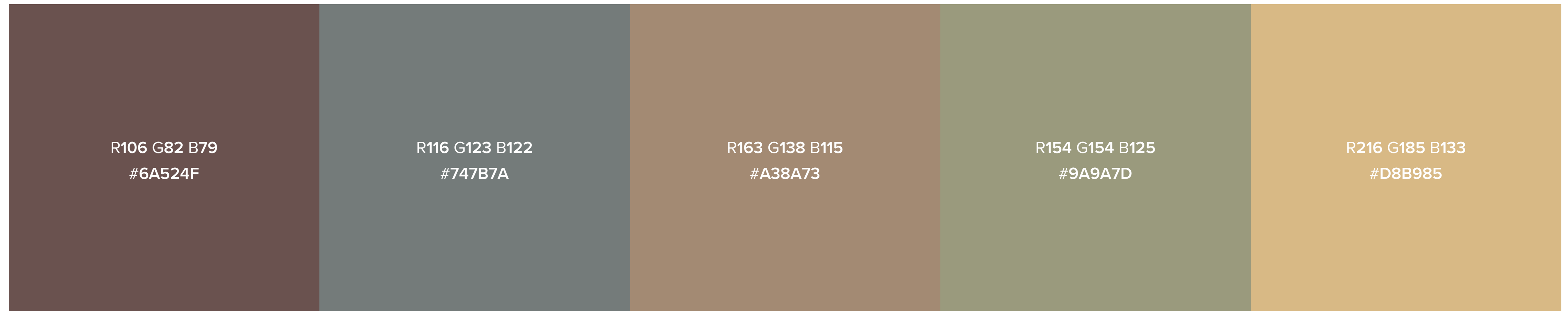
**#IYRPFORCULTURE**

**#IYRPFORSOCIETY**

**#IYRPFORLIFE**

# 06 • COLOR PALETTE

Primary colours for IYRP branding is analogous with the colours used in IYRP logo.



# 07/01 • TYPOGRAPHY

## PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

We have only one font as part of our brand guide with three kind of weights, to be used for printed material, website, designed communications and presentations.

# 07/02 • TYPOGRAPHY

Header - 96pt - UPPERCASE

QUISQUE FAUCIBUS

Title - 48pt - Title Case

Aliquam at Erat Ullamcorper

Body - 24pt  
Leading: 28pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id dapibus diam. Fusce et felis eget risus semper efficitur. Ut gravida sagittis urna, a vestibulum ex pharetra sed. Fusce congue nunc at ipsum tincidunt, ac interdum sapien elementum. Cras sollicitudin elementum lacus consectetur sodales. Phasellus ligula tellus, varius eu lectus vel, mattis consequat erat.

Body Print - 11pt  
Leading: 13pt

Donec tincidunt nunc tellus, sit amet pretium magna vestibulum eu. Praesent molestie pulvinar aliquam. Maecenas aliquam malesuada elit vel pretium. Nulla eget sapien in orci pharetra venenatis. Pellentesque egestas vulputate velit.

Tagline Text - 24pt - UPPERCASE

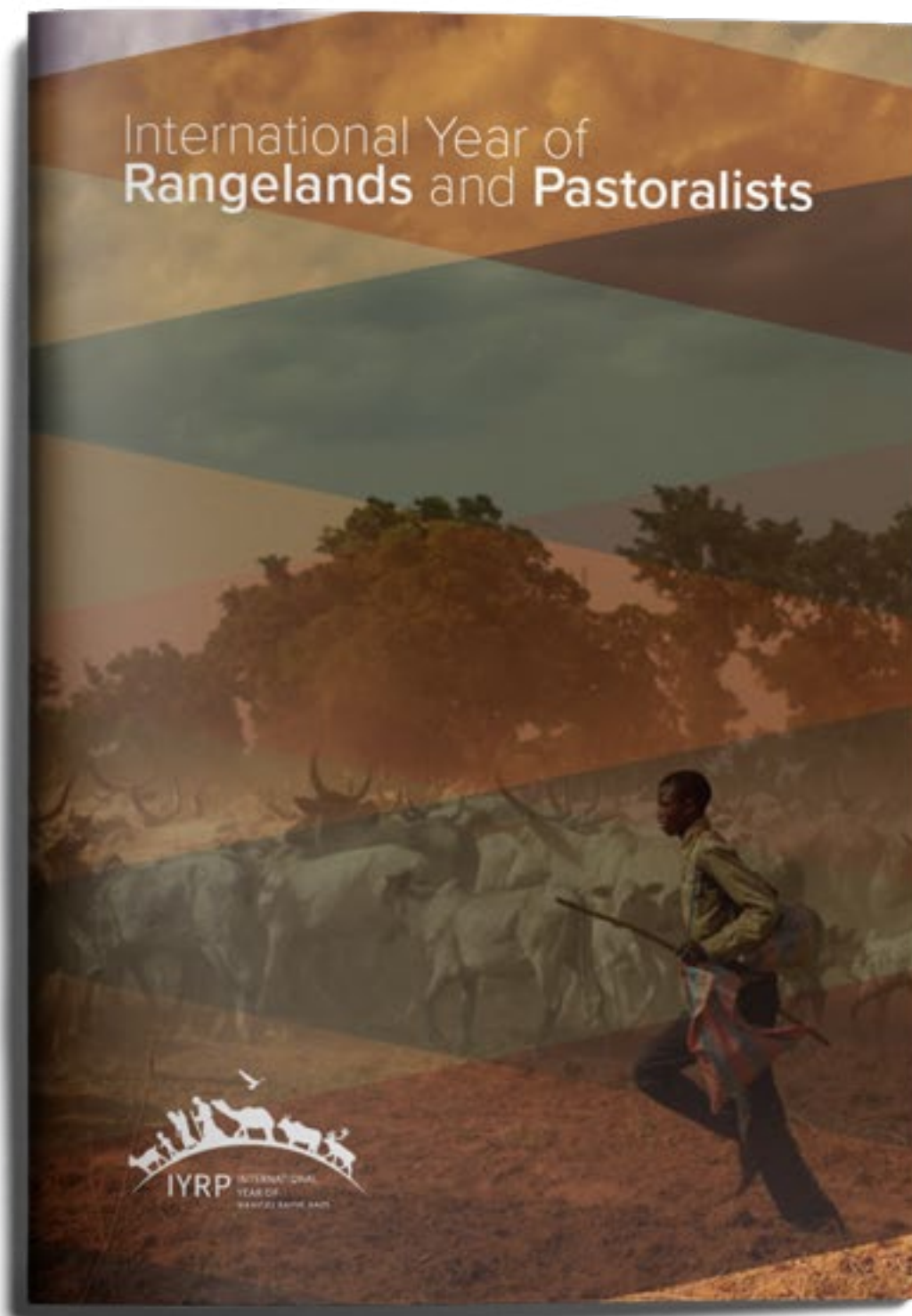
INTEGER DAPIBUS MI A ORNARE

Footer - 18pt

Sed porttitor risus vulputate lectus pulvinar

# 08/01 • BRAND IN ACTION

## Brochure Sample



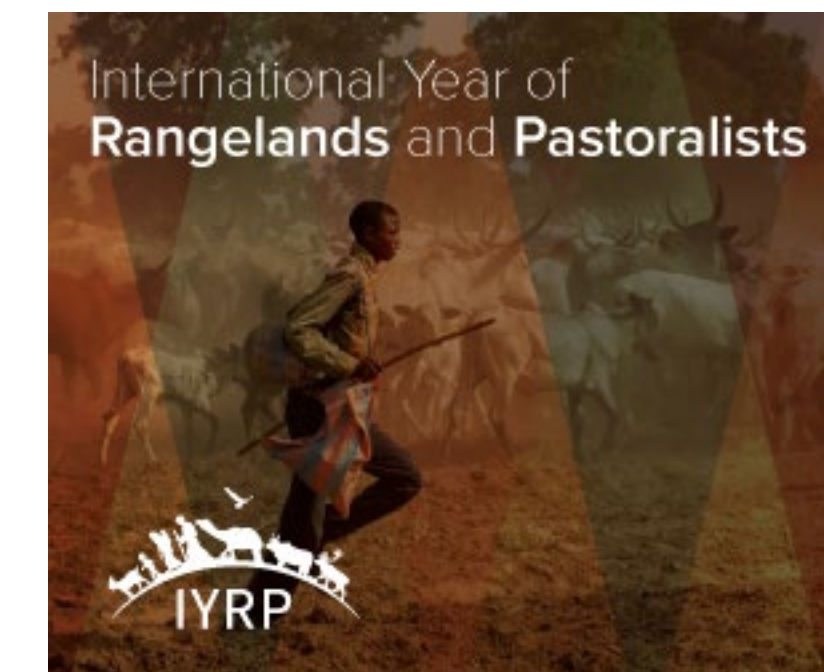
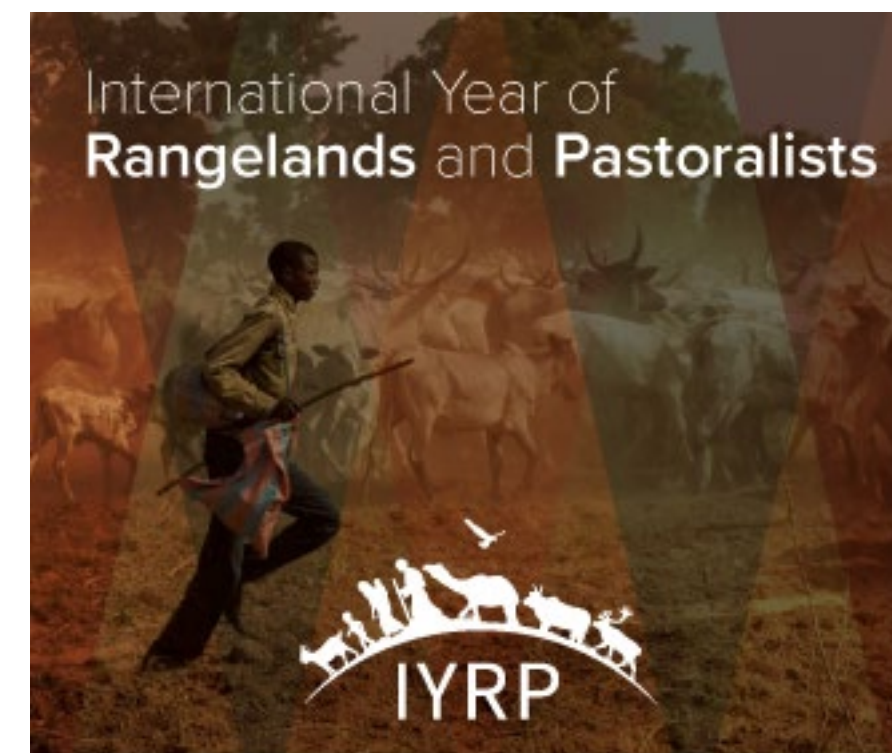
Brochure Cover



Brochure Inside

# 08/02 • BRAND IN ACTION

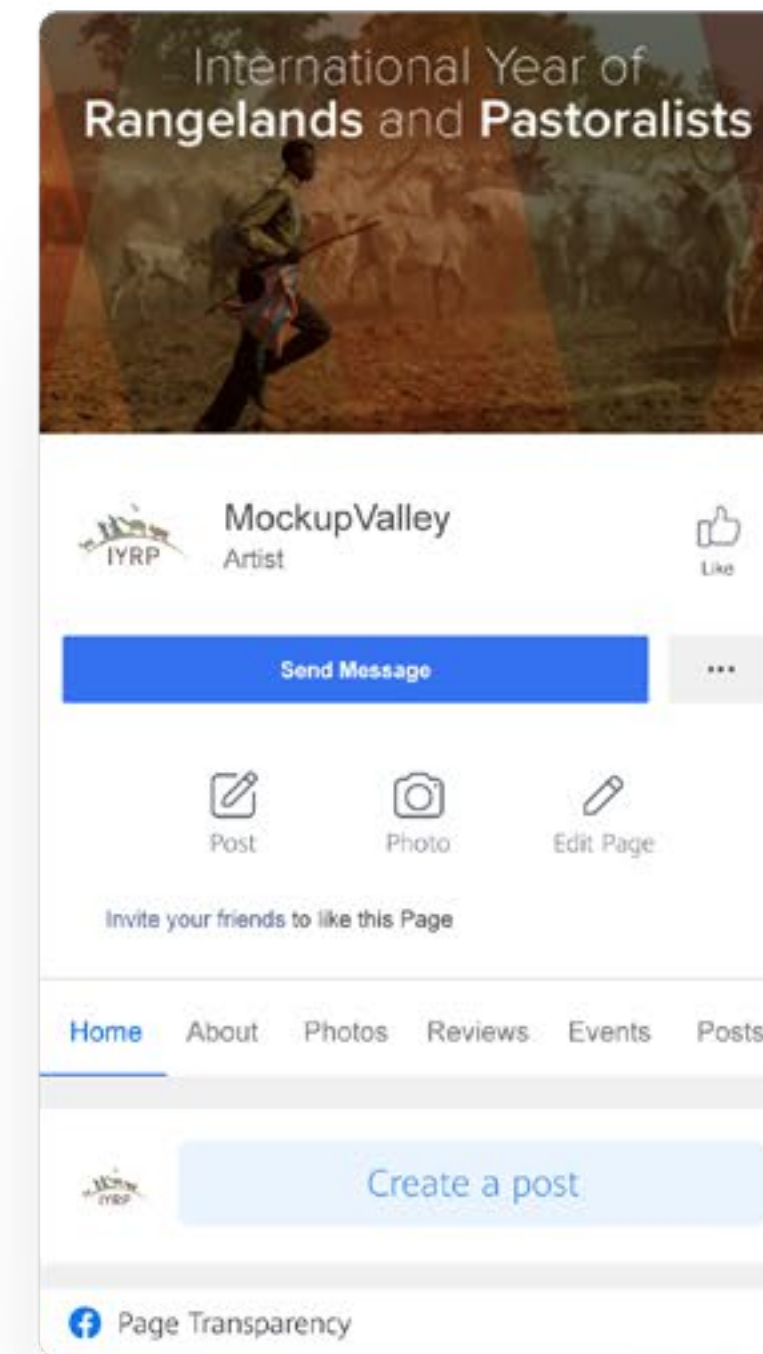
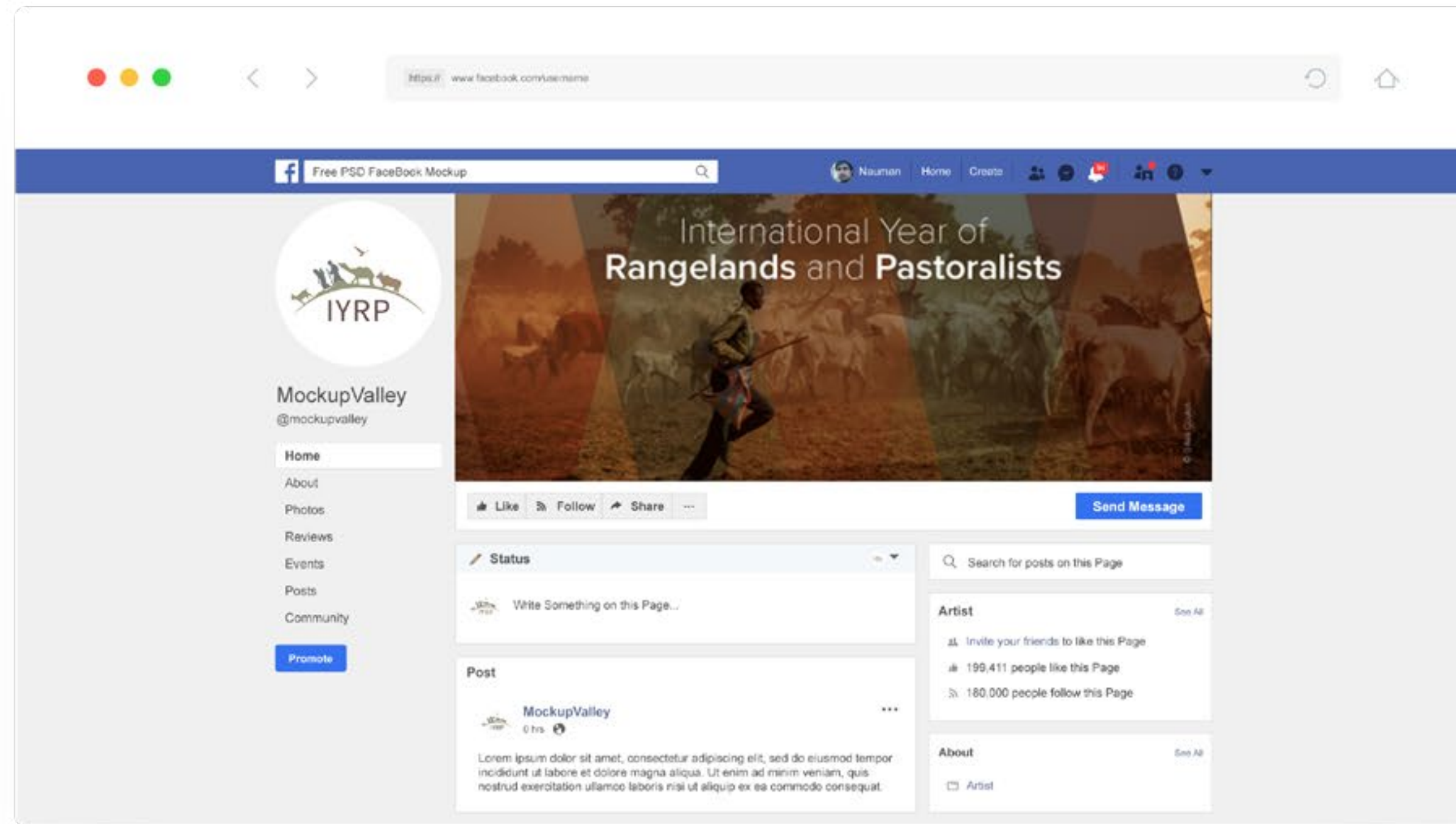
## Web Banner Sample



All links should click through to: [www.iyrp.info](http://www.iyrp.info)

# 08/03 • BRAND IN ACTION

## Social Media Banner Sample



# 08/04-01 • BRAND IN ACTION

## Social Media Post Sample

Write the tagline black or white according to the readability then set it to 75% opacity



State IYRP here

Don not forget to mention the copyright info

As reminded in the beginning of the guidelines, you can always adjust the content of the taglines and key messages and choose different accompanying visuals according to your choice and context.

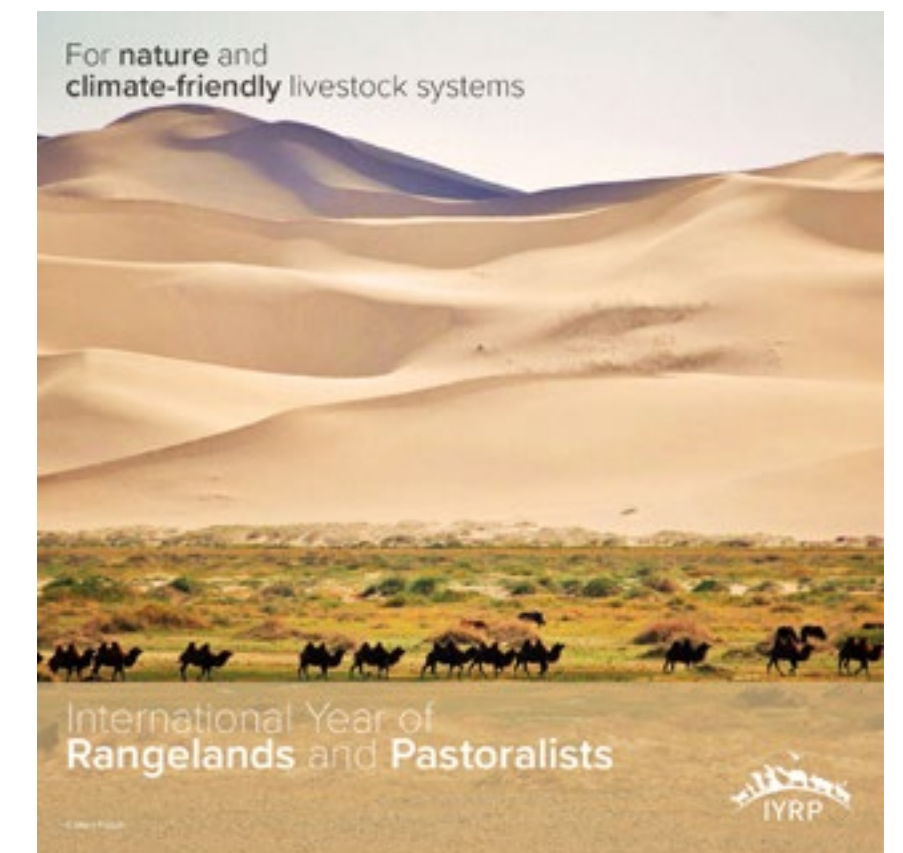
Select one of the IYRP colors then set it to 80% opacity



Use reduced and white IYRP Logo

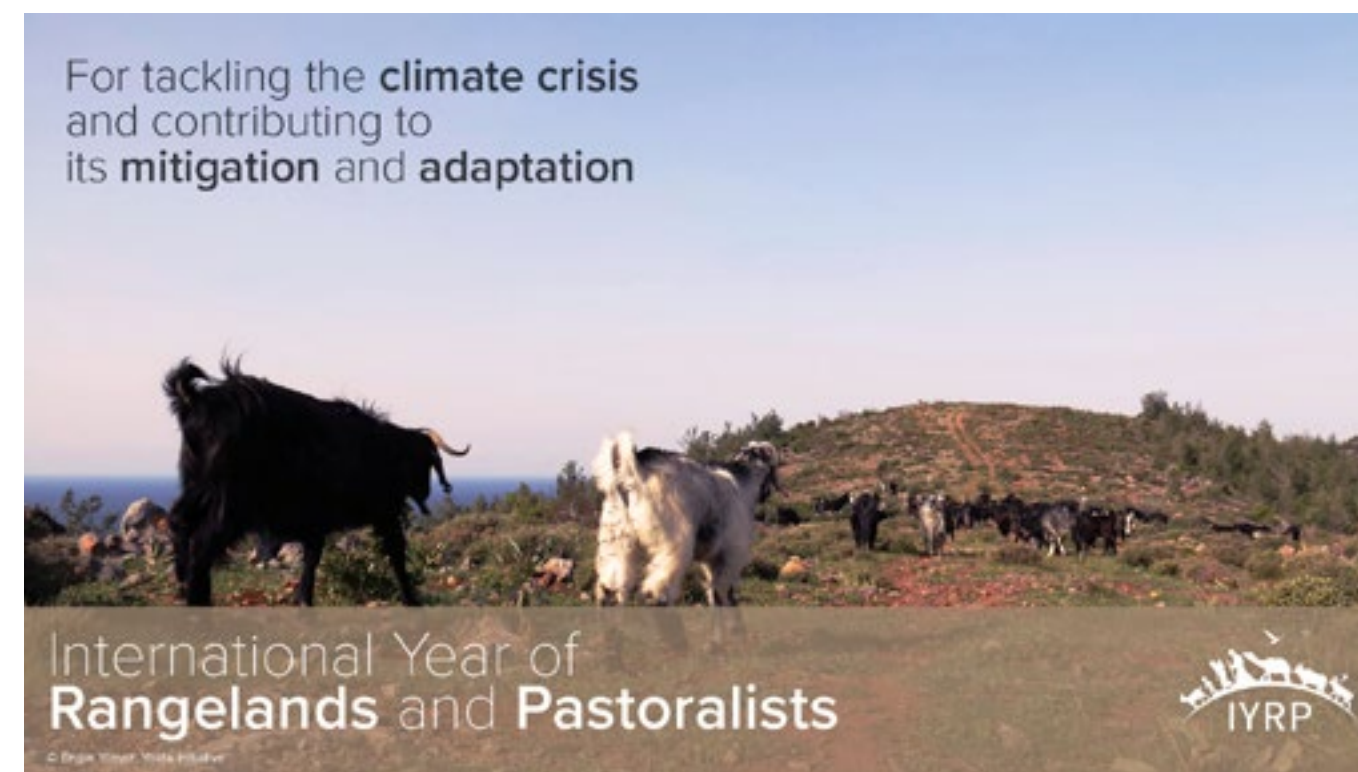
# 08/04-02 • BRAND IN ACTION

## Social Media Post Sample for Instagram



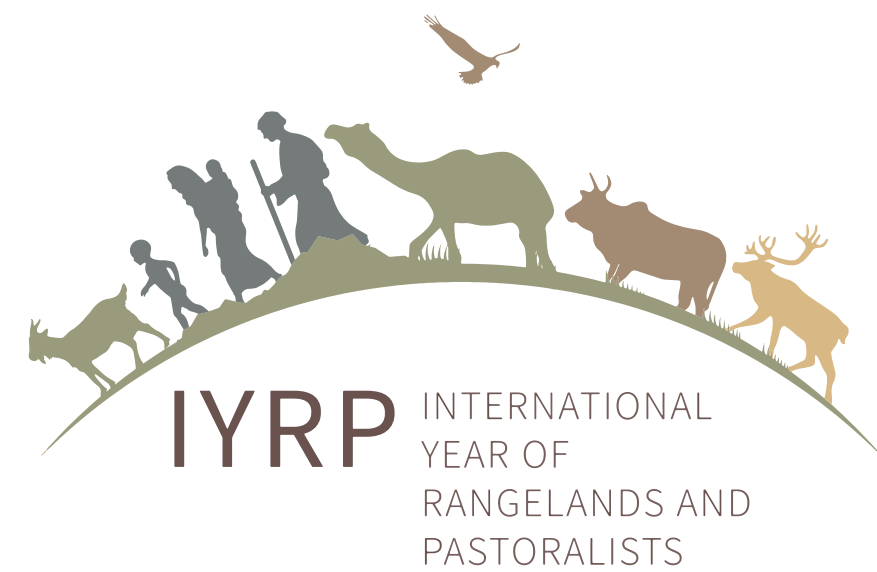
# 08/04-03 • BRAND IN ACTION

## Social Media Post Sample for Facebook & Twitter



# 08/05 • BRAND IN ACTION

## E-Mail Footer Sample



### **LORENZO E. LLOYD**

4620 Copperhead Road  
Meriden, CT 06450

+1 860-671-6787

LorenzoELloyd@iyrp.info

**iyrp.info**

### **LORENZO E. LLOYD**

4620 Copperhead Road  
Meriden, CT 06450

+1 860-671-6787

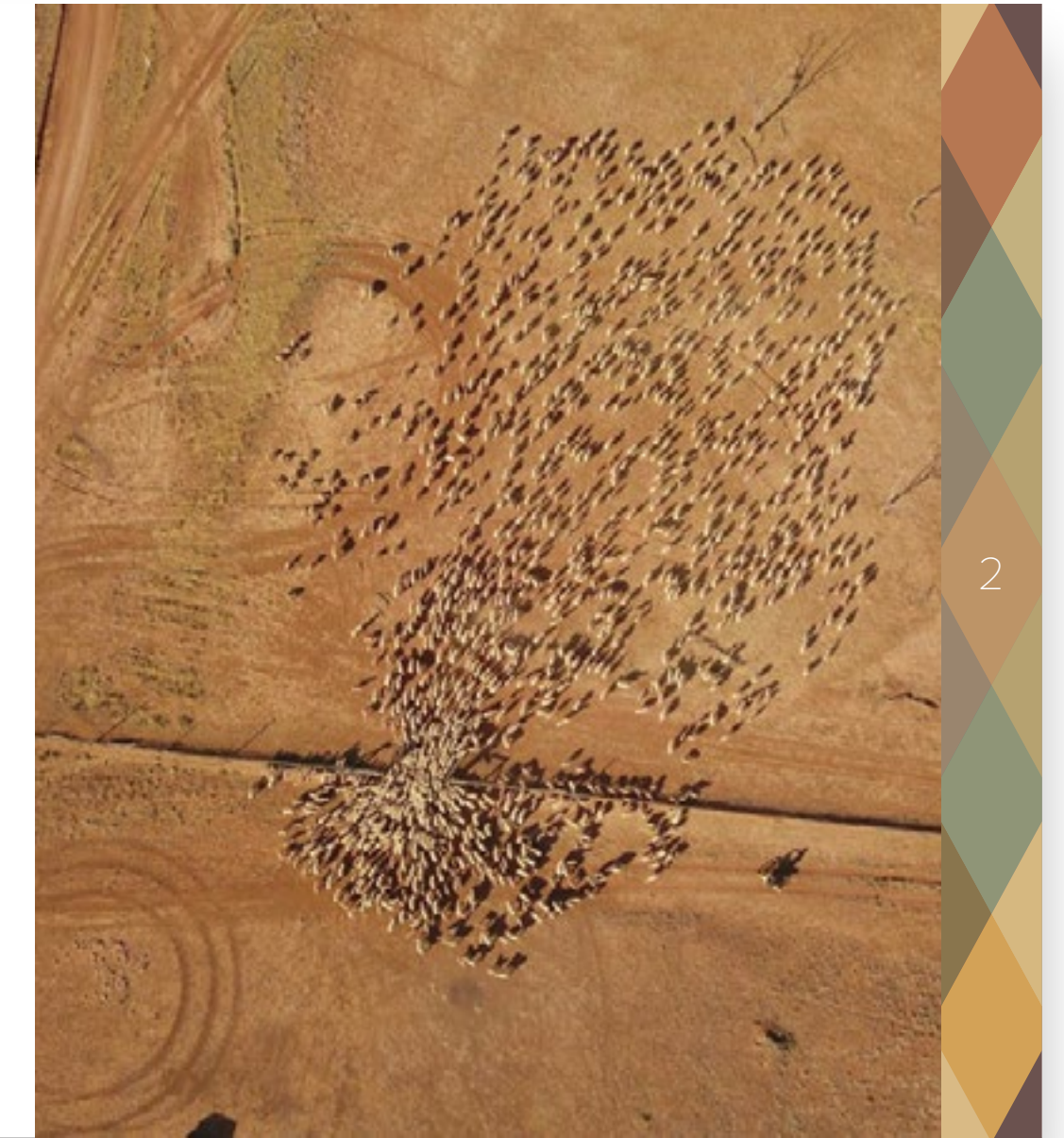
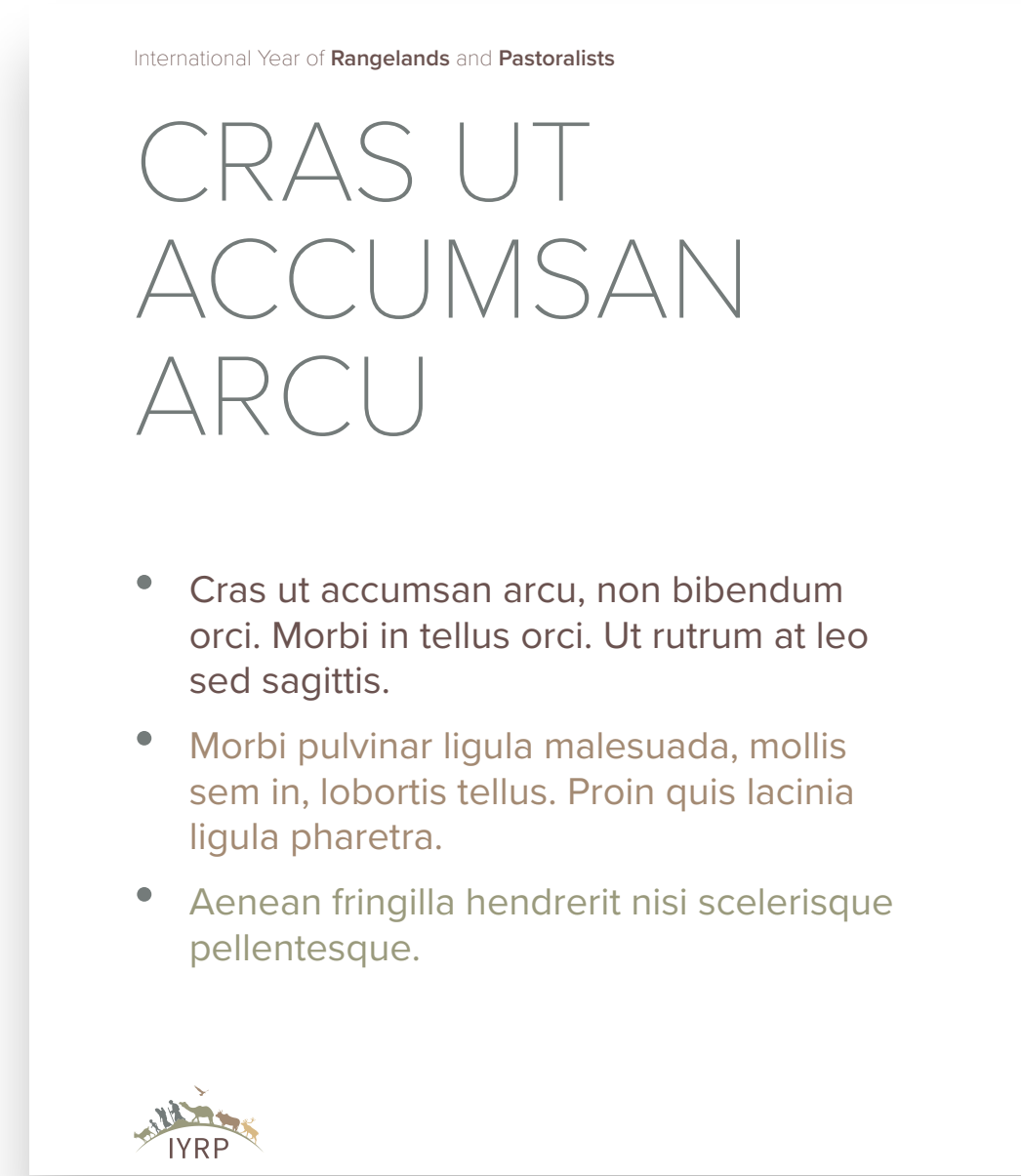
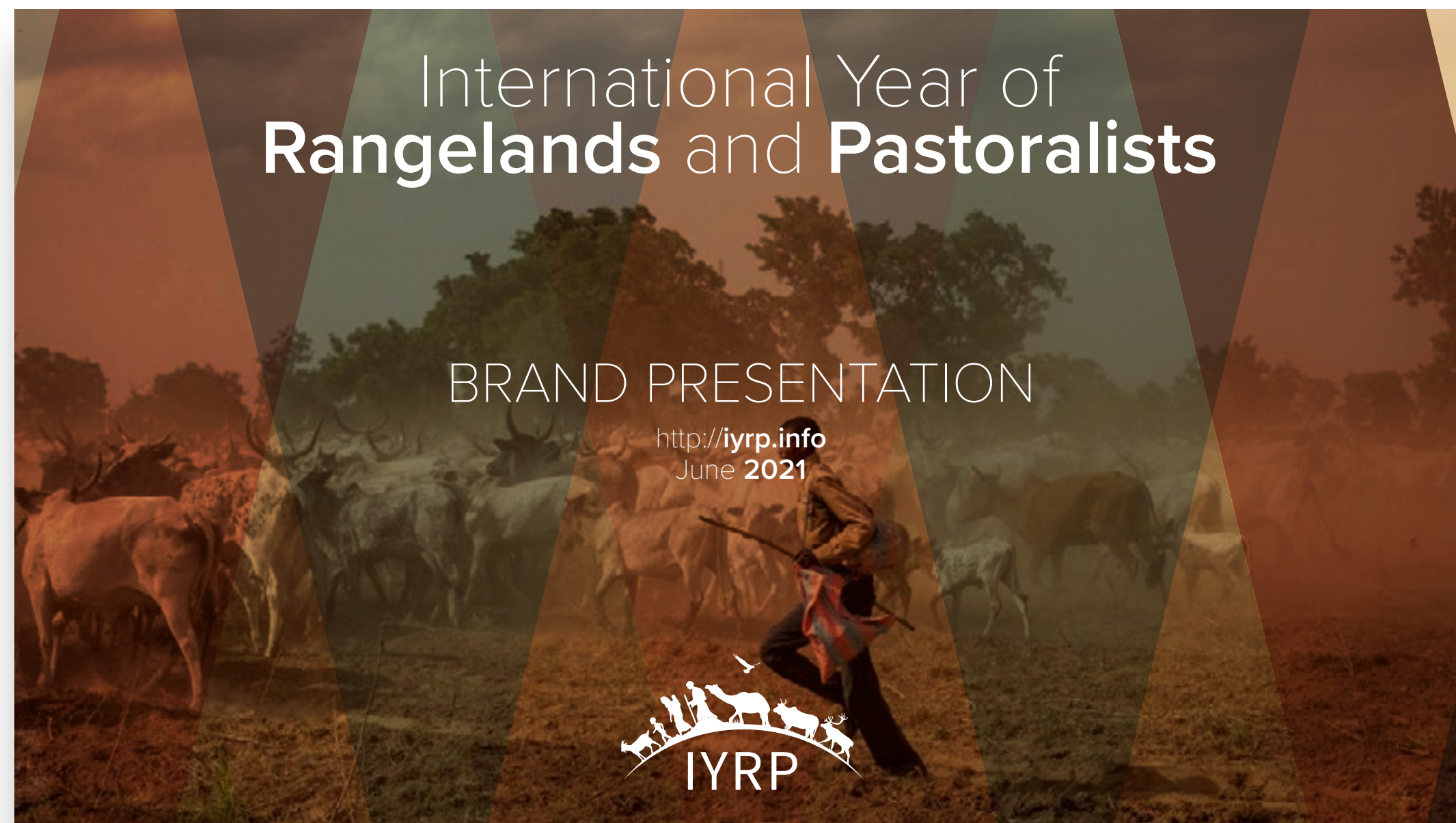
LorenzoELloyd@iyrp.info

**iyrp.info**

#IYRPforNature - #IYRPforClimate - #IYRPforSociety - #IYRPforFuture

# 08/05 • BRAND IN ACTION

## Presentation Slide Sample



# 09 • ACCESS TO MATERIALS

You can find all collateral items with raw files here, under “**branding materials**”:  
[\*\*iyrp.info/resources/front\*\*](http://iyrp.info/resources/front)



[iyrp.info](http://iyrp.info)

