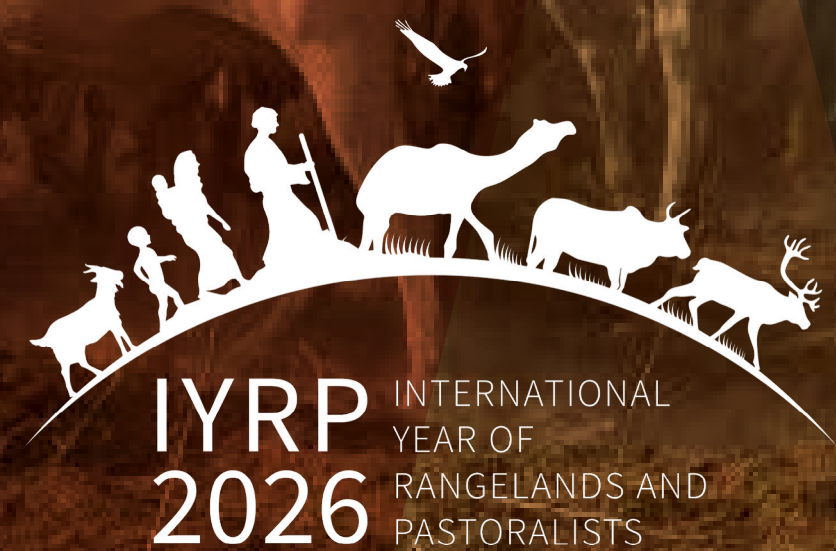


# International Year of **Rangelands** and **Pastoralists**



<http://iyrp.info>  
**BRANDING GUIDELINES**  
January **2025** update

# 01

You can download this publication at: [www.iyrp.info/resources/front](http://www.iyrp.info/resources/front)

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**Cover Photo:** Gilles Coulon/Tendance Floue, for Acting For Life, 2016

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**Updated by:**

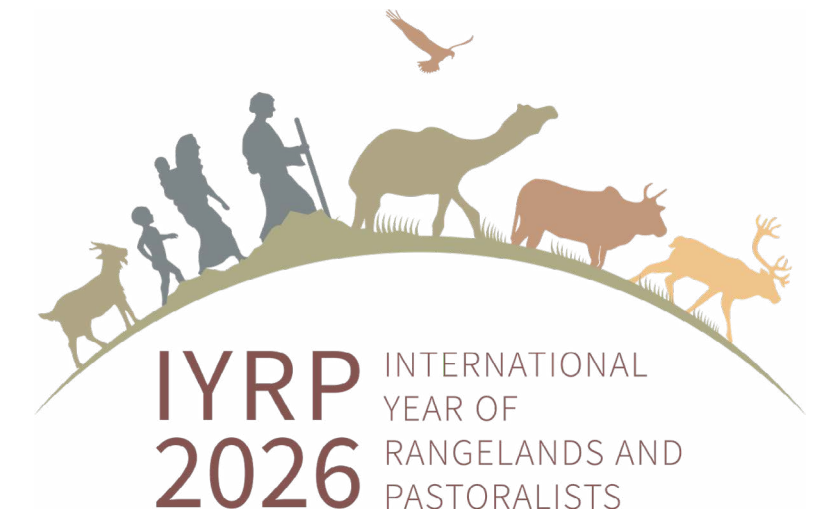
Gönül Ayça Orhon, *Yolda Initiative*

[www.yolda.org.tr](http://www.yolda.org.tr)

—

January, 2025

The designation of geographical entities in this publication does not imply the expression of any opinion whatsoever on the part of the Yolda Initiative or the IYRP Global Alliance concerning the legal status of any country, territory or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries. The views expressed in this document do not necessarily reflect the views of Yolda Initiative and IYRP Global Alliance.



## ACKNOWLEDGEMENTS

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## 02 • AIM OF THIS DOCUMENT



© Kalyan Varma

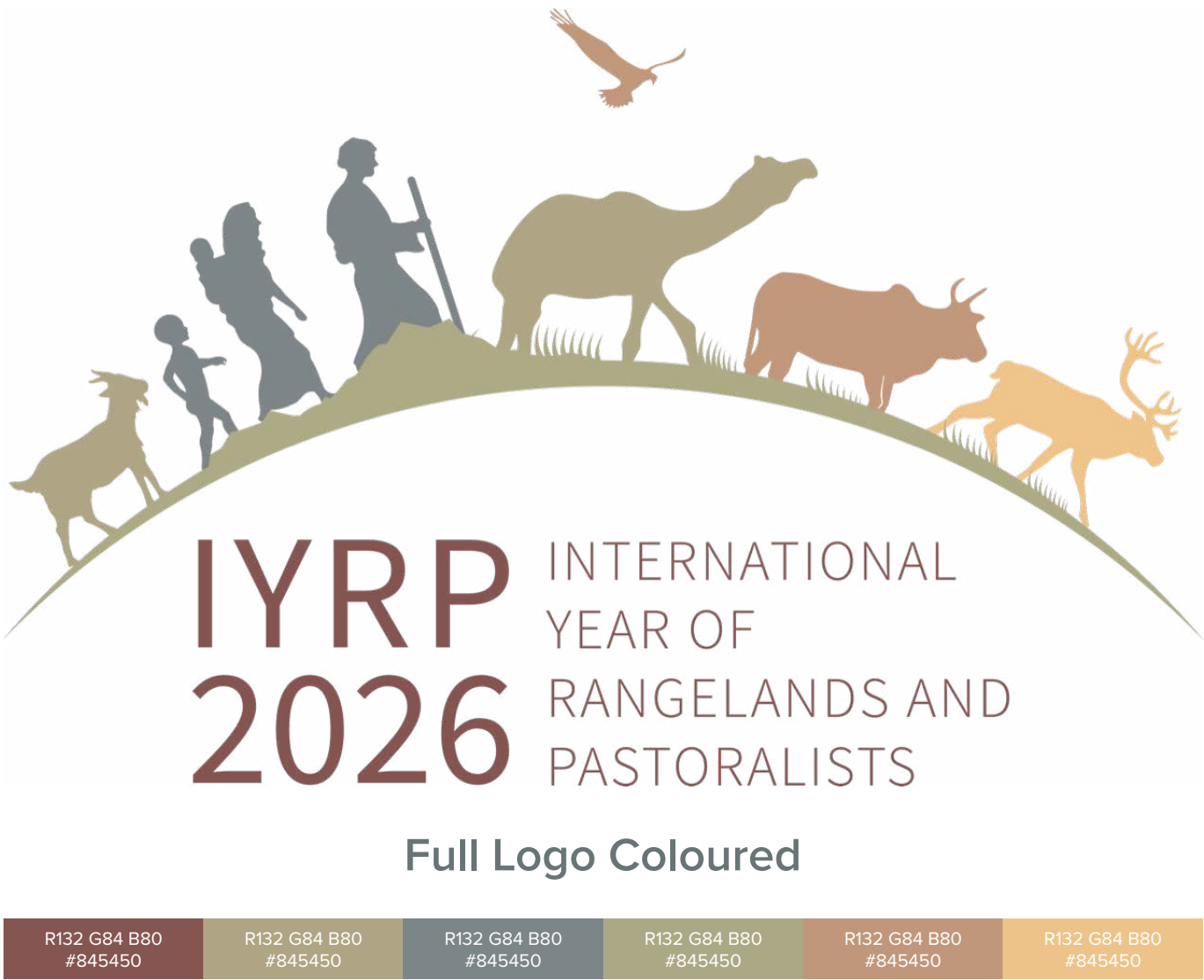
This document is designed to facilitate the common communication of the IYRP Global Alliance. By these guidelines, it is aimed to present a general overview of the branding principles of the IYRP Global Alliance (the use of the logo, definition of IYRP2026, collateral items, etc.) and thus to provide a consistency in both oral and visual language used.

Please be informed that all the content is only to inform members and supporters of the IYRP Global Alliance about “general” exemplaries; therefore, it is strongly encouraged for all partners to adapt these given sources according to the dynamics of their own contexts.

**IYRP2026:** This abbreviation refers to the International Year of Rangelands and Pastoralists.

**IYRP Global Alliance:** This abbreviation refers to the global partnership of pastoralist and supporting organizations working toward achieving the objectives of IYRP2026.

# 03/01 • LOGO COLOUR



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

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

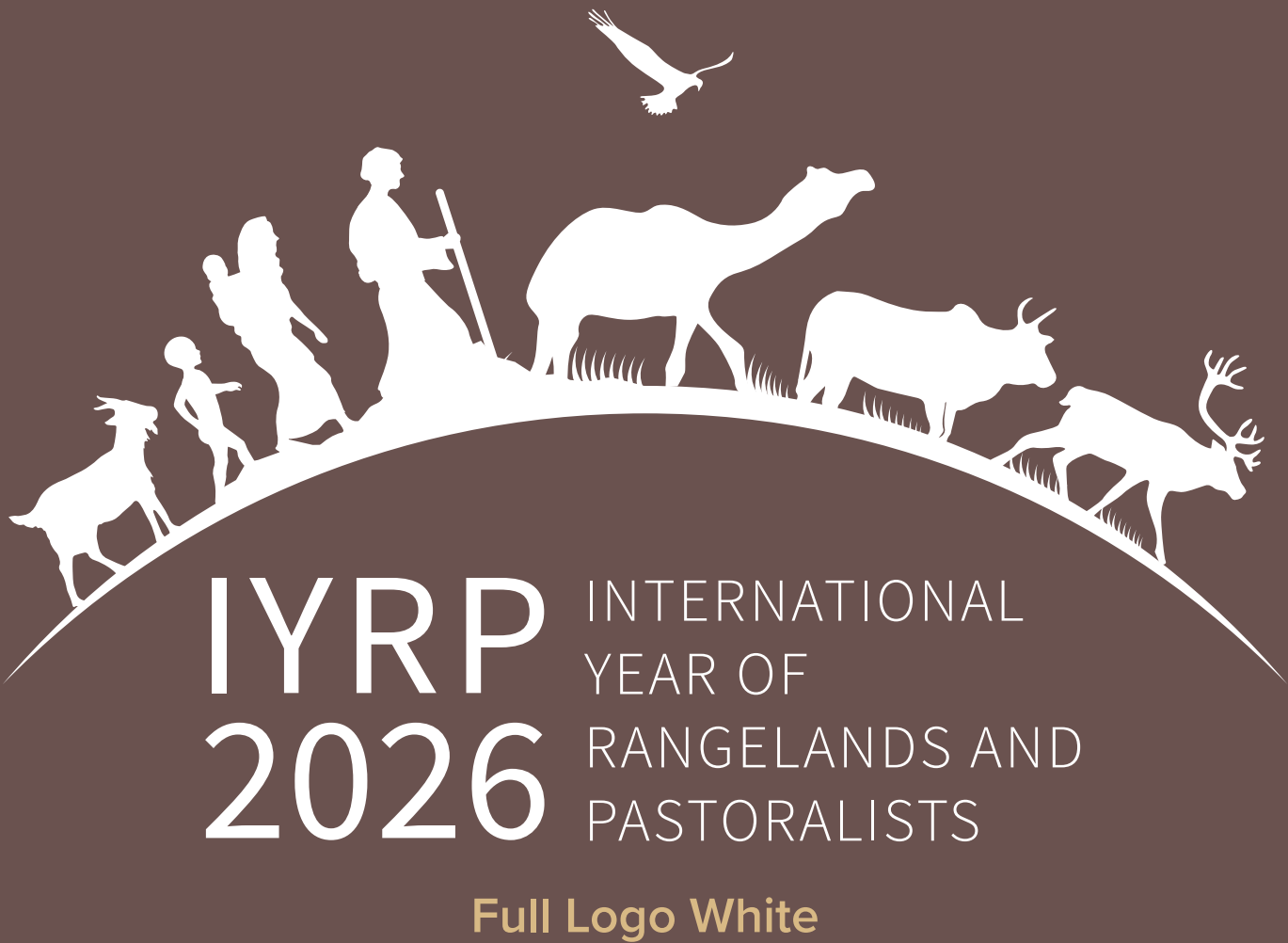
**Disclaimer:** Members using the IYRP Global Alliance logo in any publications, communication materials or other media **must include the following disclaimer** to ensure clarity on the logo's purpose and representation:

*"This material and its content do not reflect endorsement or opinion by the IYRP Global Alliance. The IYRP Global Alliance logo is included solely to signify our commitment, as (an) Alliance member(s), to raising global awareness of the importance of rangelands and pastoralists in support of the IYRP2026."*

Please ensure this disclaimer is prominently placed alongside the logo in all relevant materials.

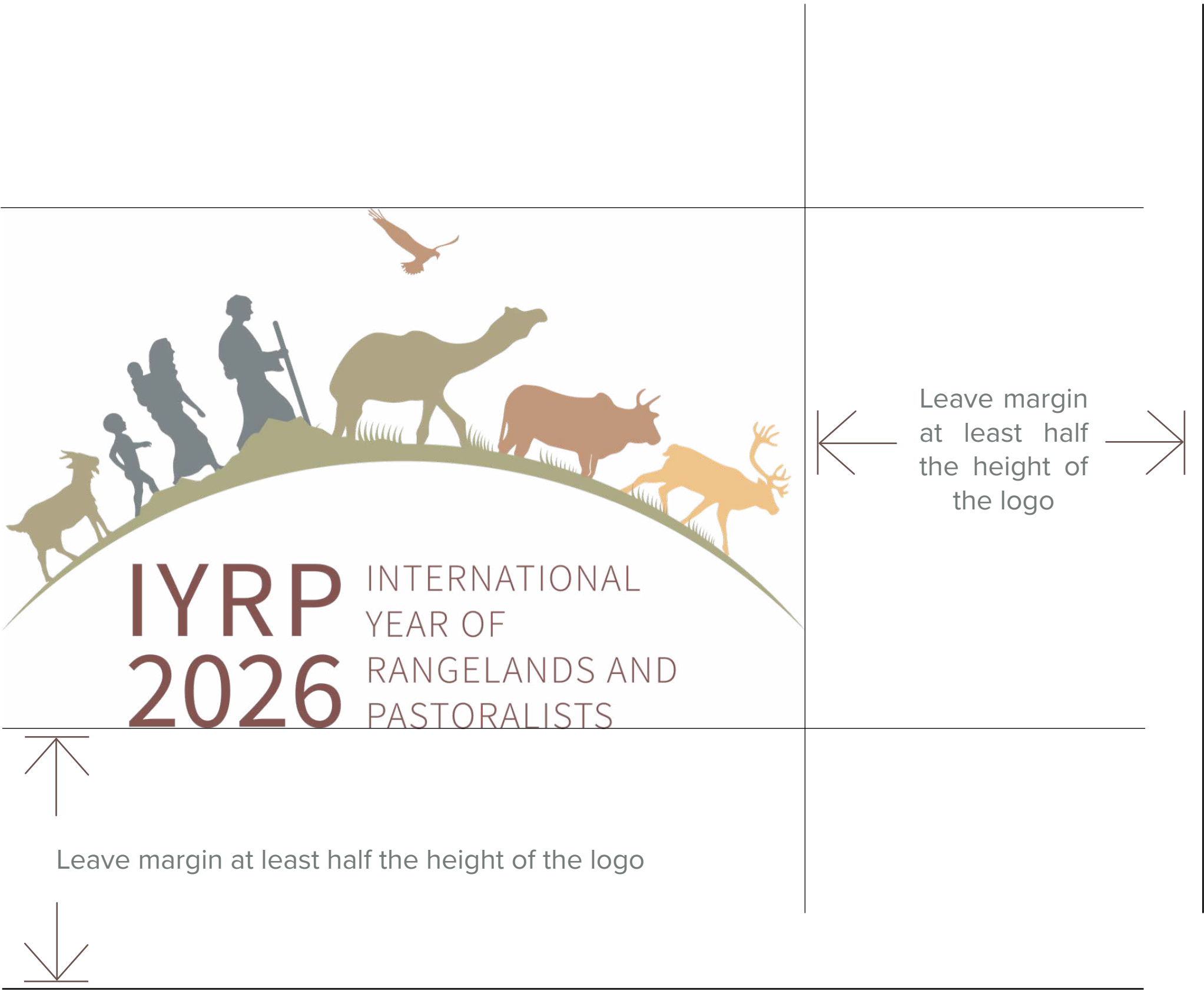
**Logo Colour Palette Usage:** Please note that the colour palette of the IYRP Global Alliance logo differs slightly from the colour palette intended for developing communication materials. For logo applications, please use the logo colour palette as shown on this page. For the communication materials colour palette, please refer to page 11.

# 03/02 • LOGO *WHITE*



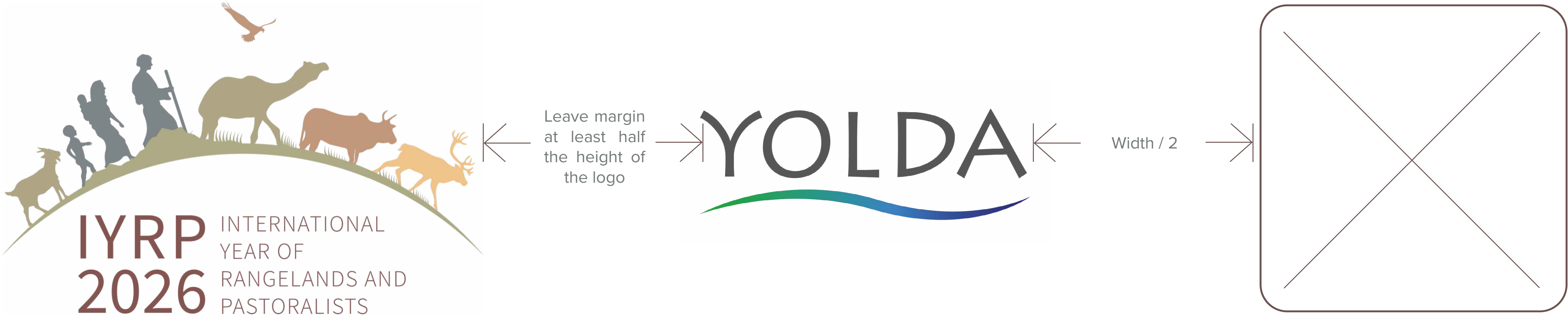
Please only use white logo on coloured surfaces.

# 03/03 • LOGO *USAGE*



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

# 03/04 • LOGO *LOCKUP*



With the logos of partner organisations, leave space between the logos half the width of the IYRP Global Alliance logo between them.

# 04 • ELEVATOR PITCH



© CENESTA

## Elevator Pitch

The IYRP Global Alliance is a collaborative partnership dedicated to raising global awareness of the vital role rangelands and pastoralists play in conserving and enhancing bio-cultural diversity, tackling land degradation, fostering sustainable food systems, advancing climate action, contributing to economies, and supporting the socio-ecological resilience of millions of people.

# 05 • HOW TO AMPLIFY THE IMPACT

In order to amplify the impact of the communication efforts, as a member or supporter of the IYRP Global Alliance, you are kindly suggested to follow the steps below:

- 1.** Follow the social media accounts of the IYRP Global Alliance: **@IYRP2026**
- 2.** Invite your social media community to follow IYRP Global Alliance accounts.
- 3.** Repost the content shared from IYRP Global Alliance accounts, if possible with your thoughts in your own language.

# 06 • 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 up your messages and amplify them through social media accounts of IYRP Global Alliance.

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

#IYRPFOR**CLIMATE**

#IYRPFOR**NATURE**

#IYRPFOR**EQUITY**

#IYRPFOR**SUSTAINABILITY**

#IYRPFOR**CULTURE**

#IYRPFOR**JUSTICE**

#IYRPFOR**SOCIETY**

#IYRPFOR**HEALTH**

#IYRPFOR**LIFE**

#IYRPFOR**ECONOMY**

#IYRPFOR**NATURECONSERVATION**

# 07 • COLOUR PALETTE

Please note that the colour palette of the IYRP Global Alliance intended for developing communication materials differs slightly from the logo colour palette.  
For the communication materials, please use the colour palette as shown on this page.



# 08/01 • 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.

# 08/02 • 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

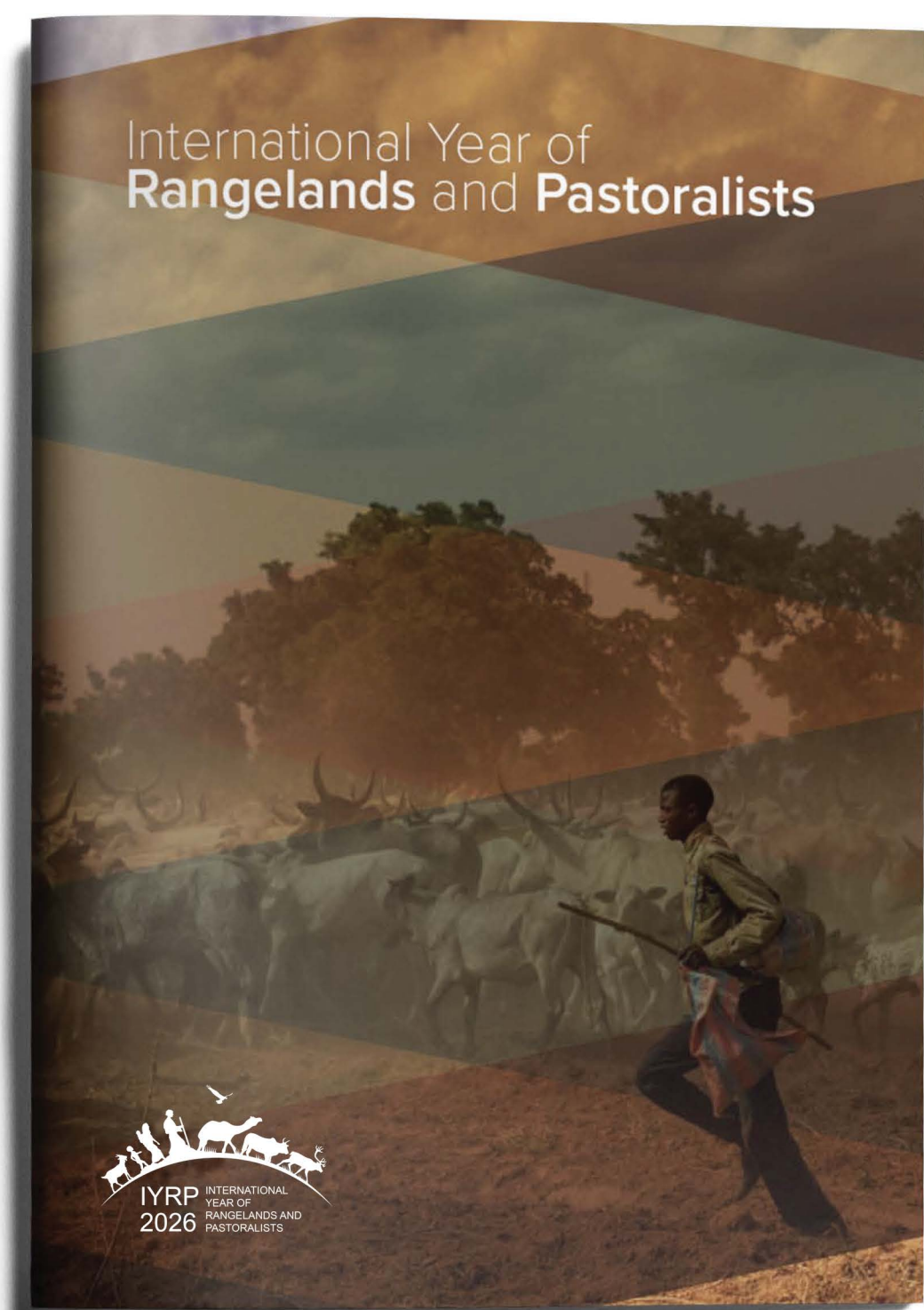
Footer - 18pt -----

Sed porttitor risus vulputate lectus pulvinar

# 09/01 • BRAND IN ACTION

## Brochure Sample

Examples of how the IYRP Global Alliance identity can be used on different printed materials such as event handouts and reports. Although the visual samples display the previous version of the logo, **please ensure that you use the updated official logo shown on page 4.**



Brochure Cover

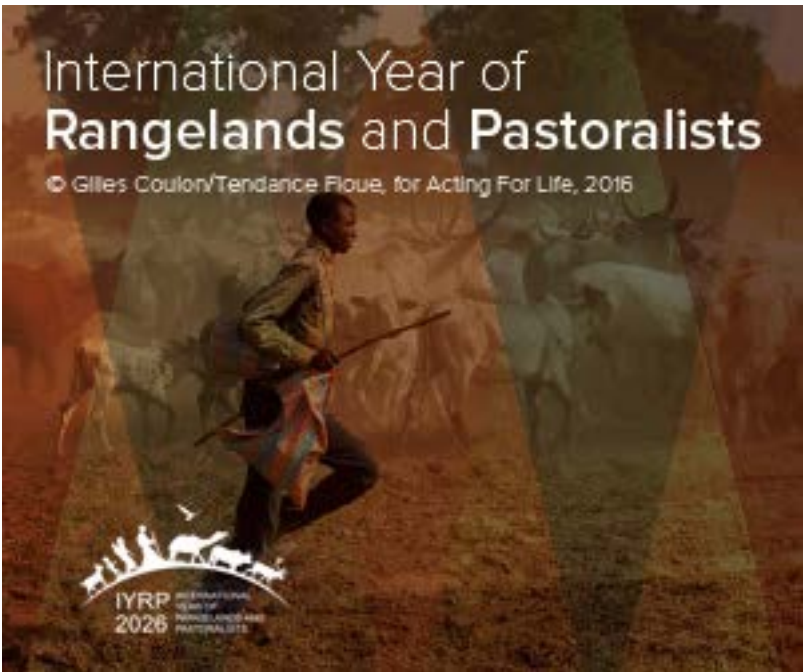
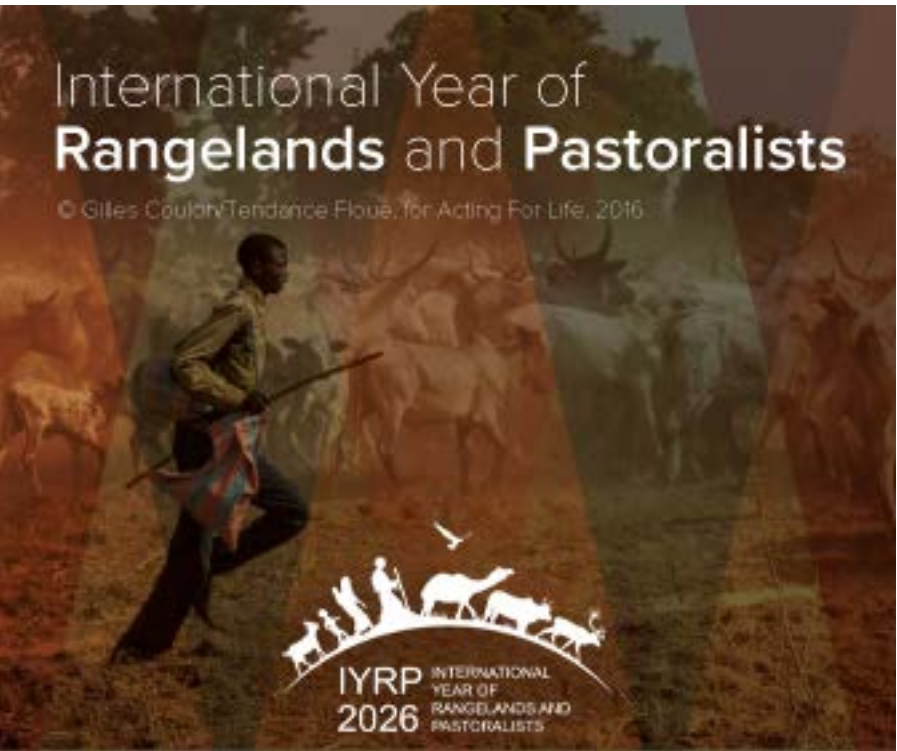


Brochure Inside

# 09/02 • BRAND IN ACTION

## Web Banner Sample

Example of how the IYRP Global Alliance web banner can be seen when embedded to other websites. All links should click through to: [www.iyrp.info](http://www.iyrp.info)  
Although the visual samples display the previous version of the logo, please ensure that you use the updated official logo shown on page 4.

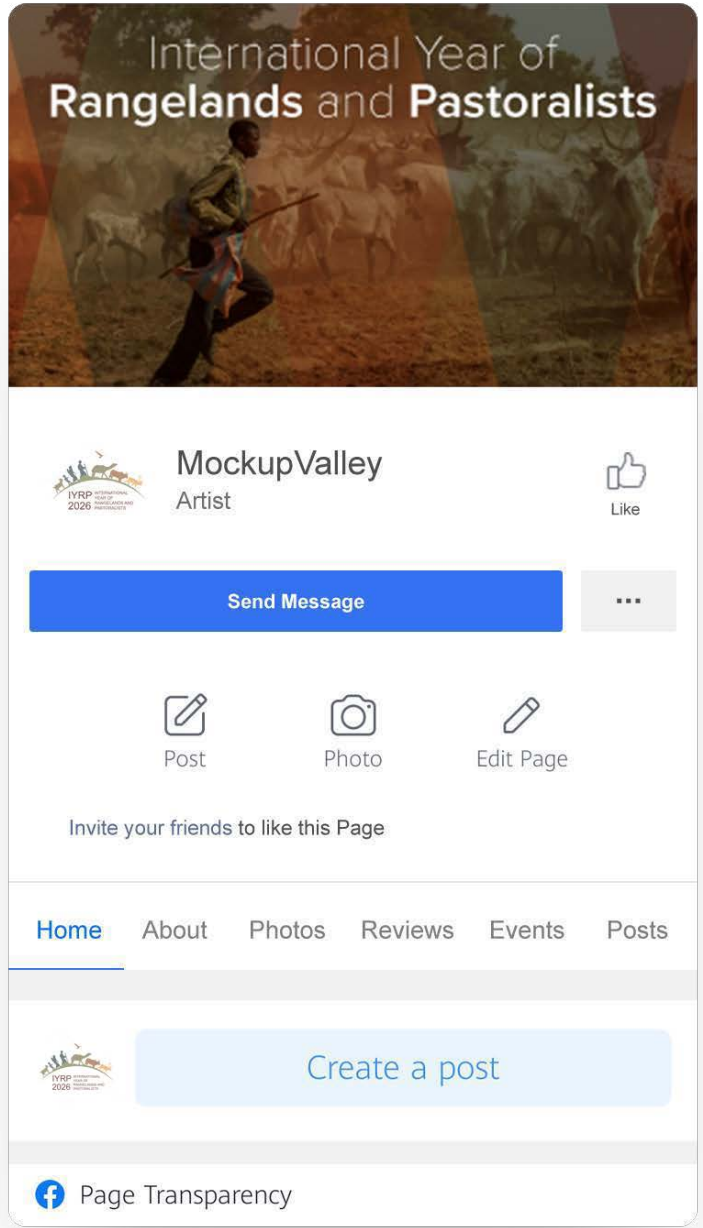
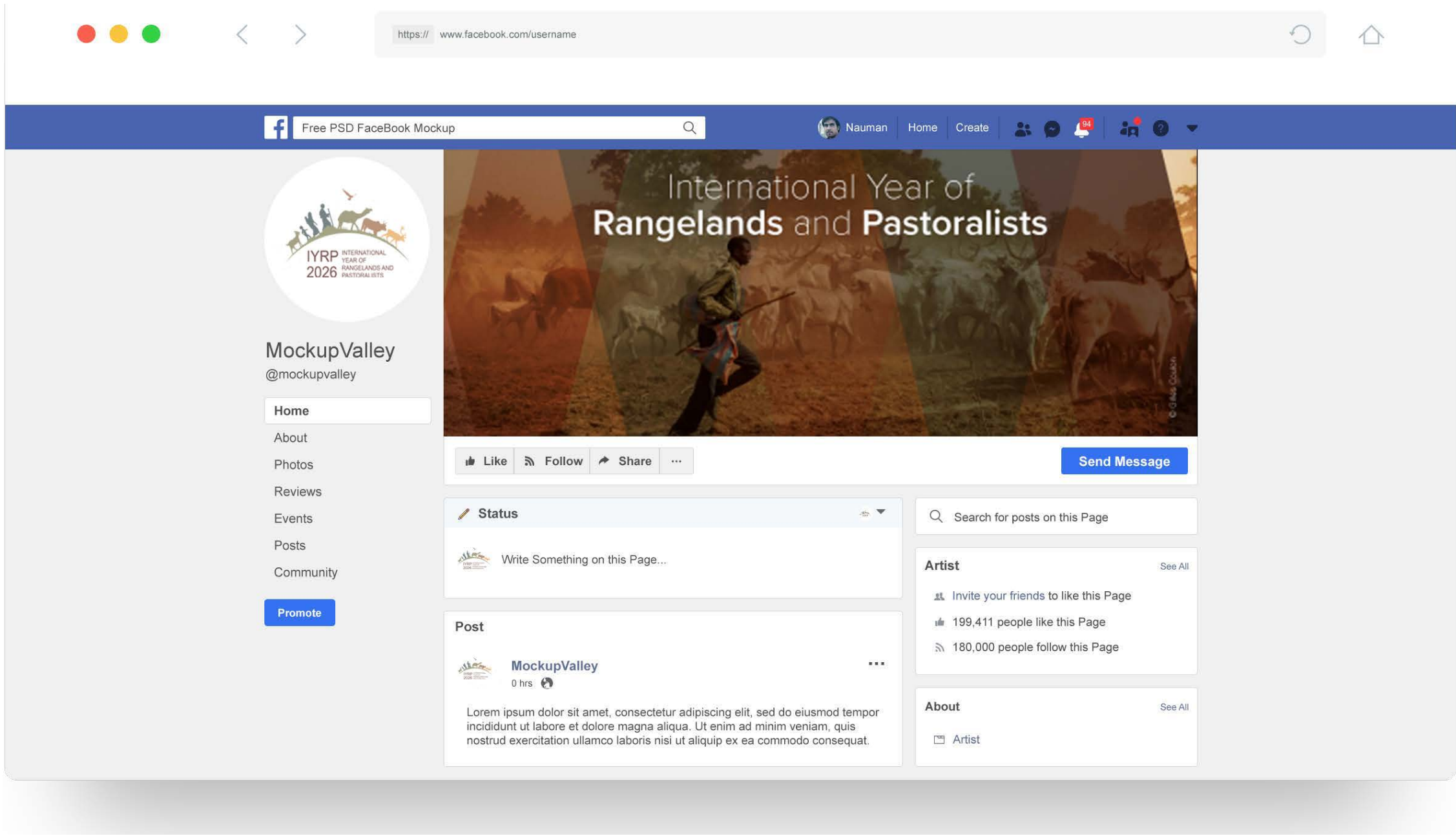


All links should click through to: [www.iyrp.info](http://www.iyrp.info)

# 09/03 • BRAND IN ACTION

## Social Media Banner Sample

Please feel encouraged to use the official social media banners of IYRP Global Alliance. Although the visual samples display the previous version of the logo, please ensure that you use the updated official logo shown on page 4.



# 09/04-01 • BRAND IN ACTION

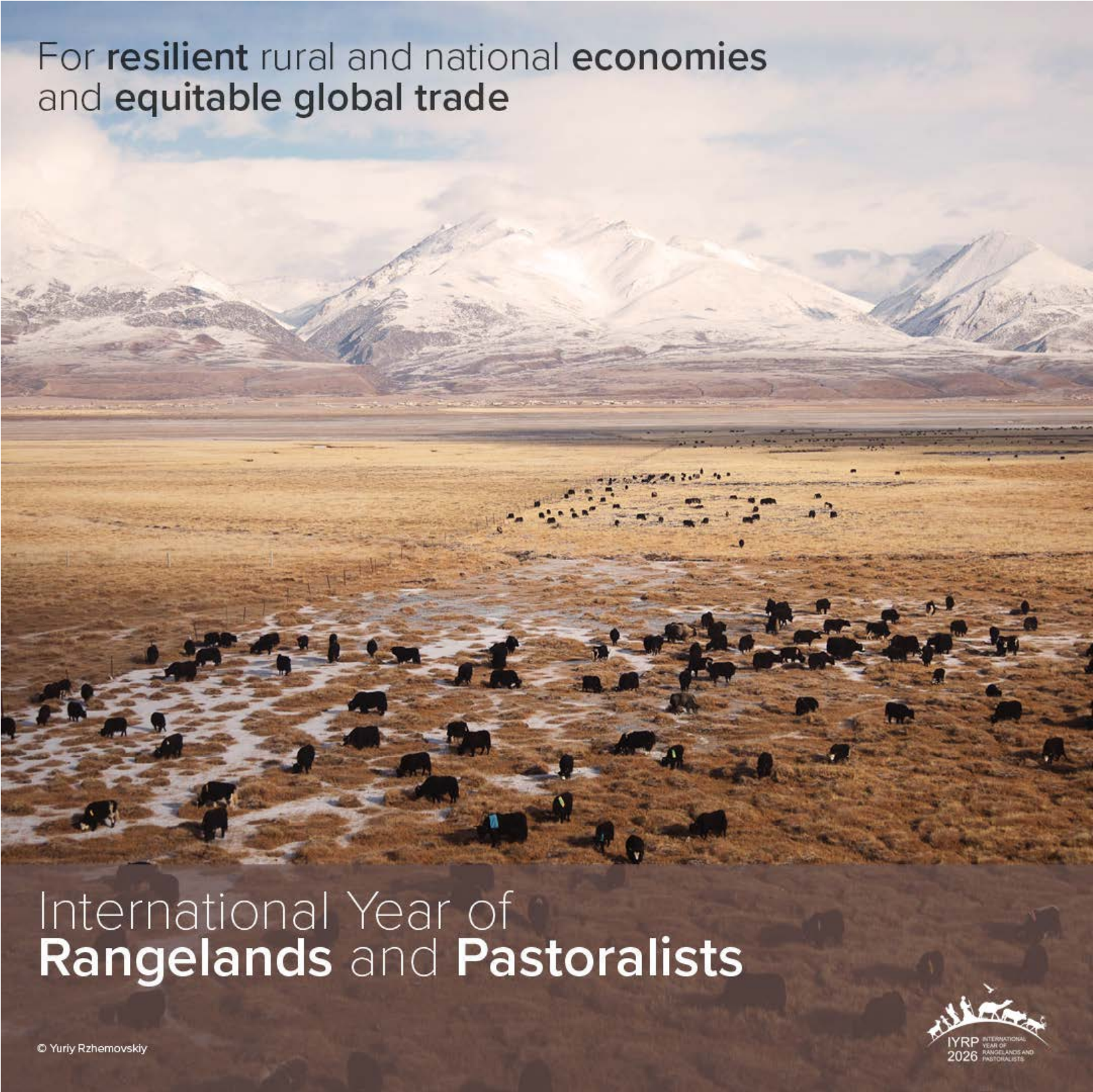
## Social media post and story

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



State IYRP Global Alliance here

Do not forget to mention the  
copyright info



You can always adjust the  
content of the taglines to  
align with the issues you wish  
to communicate and select  
accompanying visuals based on  
your preferences and context.

Select one of the IYRP Global Alliance  
colours then set it to **80% opacity**



Use reduced and white logo. Although  
the visual samples display the previous  
version of the logo, **please ensure that**  
**you use the updated official logo shown**  
**on page 4.**

# 09/04-02 • BRAND IN ACTION

## Social Media Post Sample for Instagram

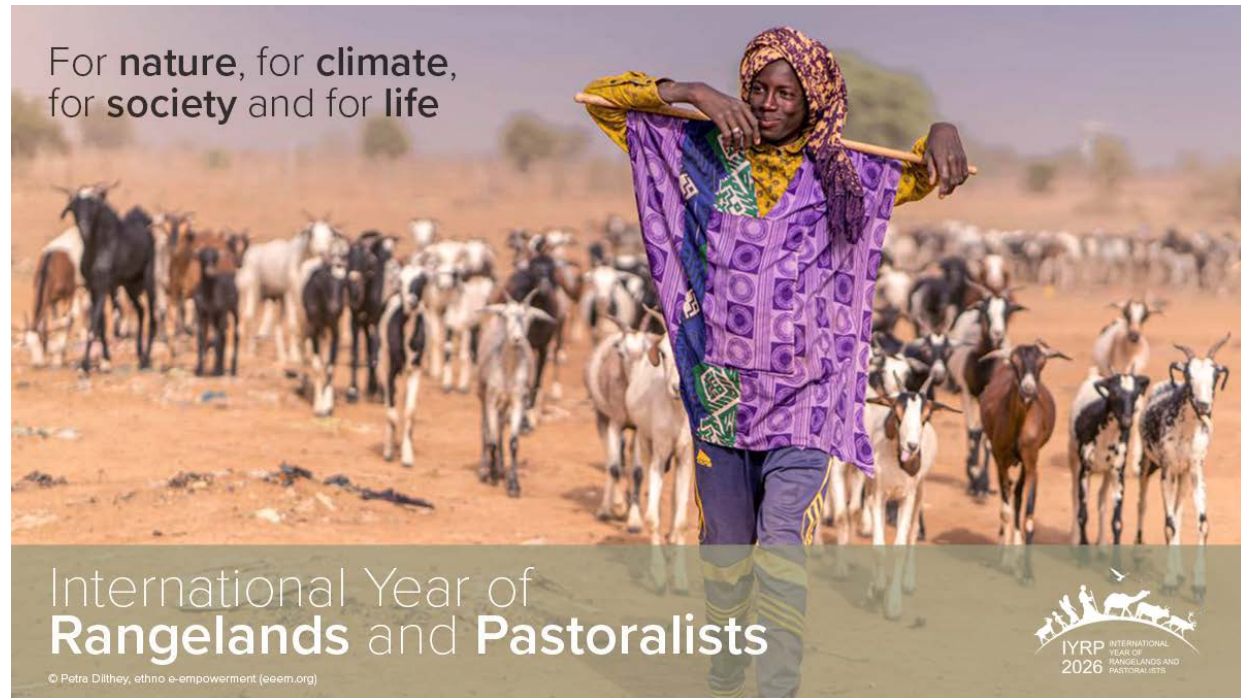
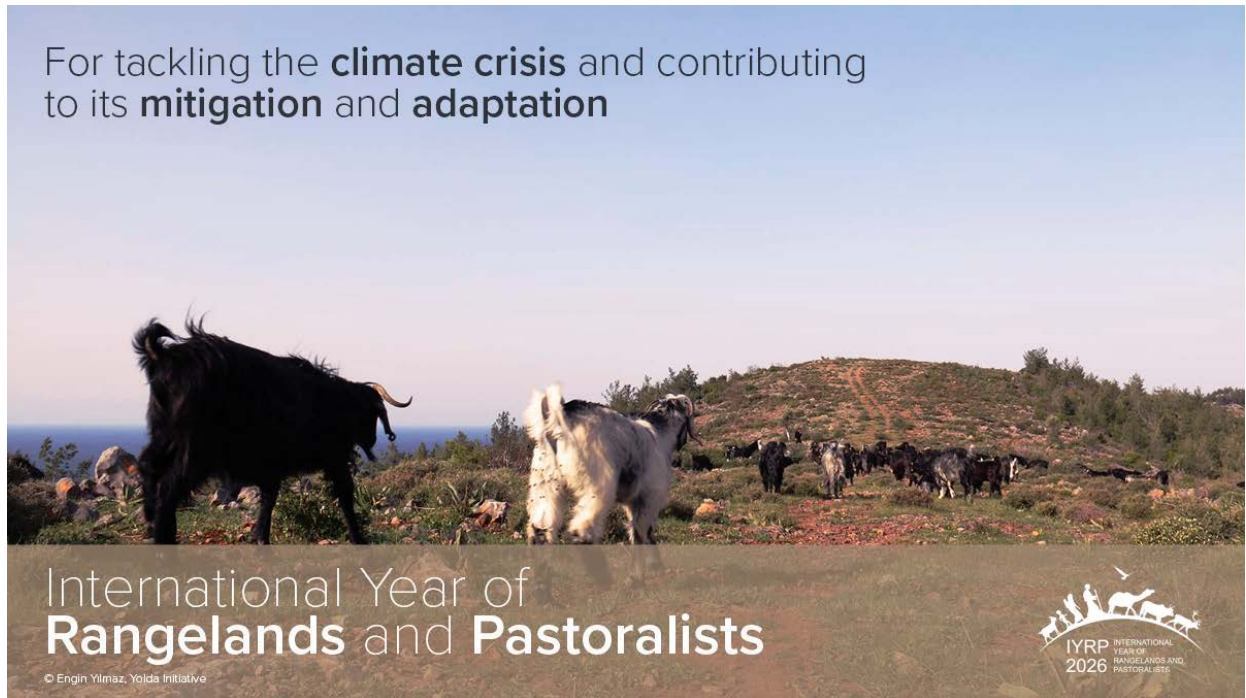
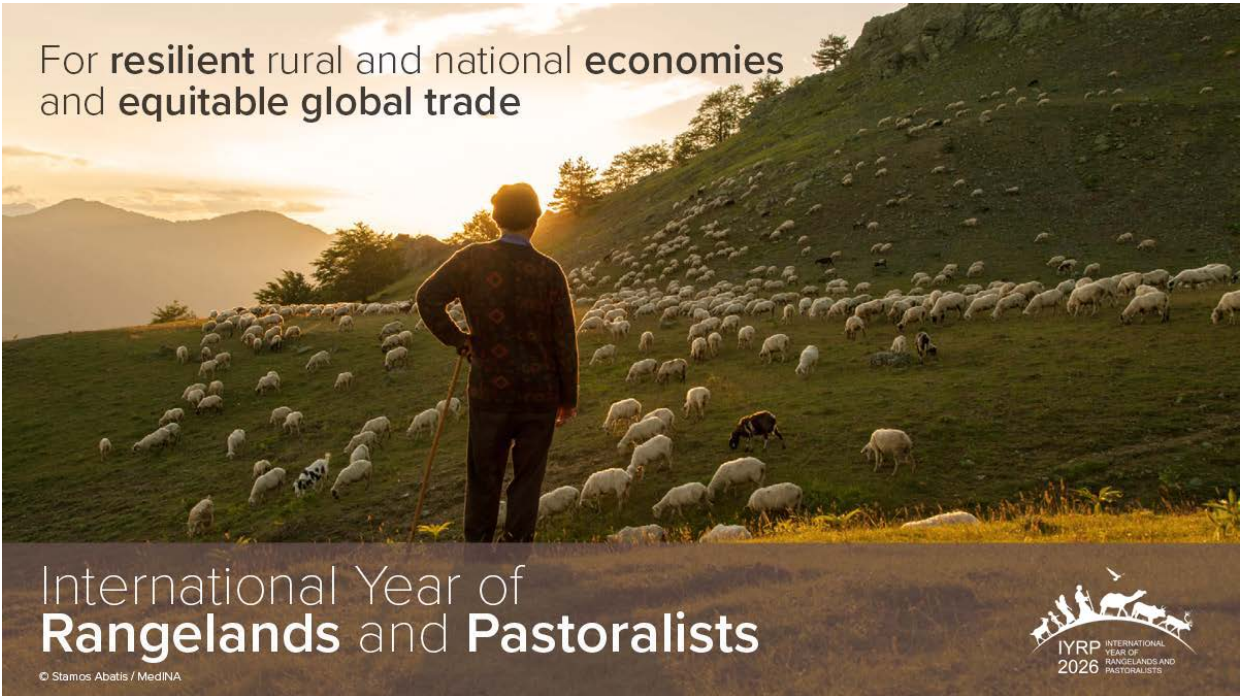
Although the visual samples display the previous version of the logo, please ensure that you use the updated official logo shown on page 4.



# 09/04-03 • BRAND IN ACTION

## Social Media Post Sample for Facebook & X (formerly Twitter)

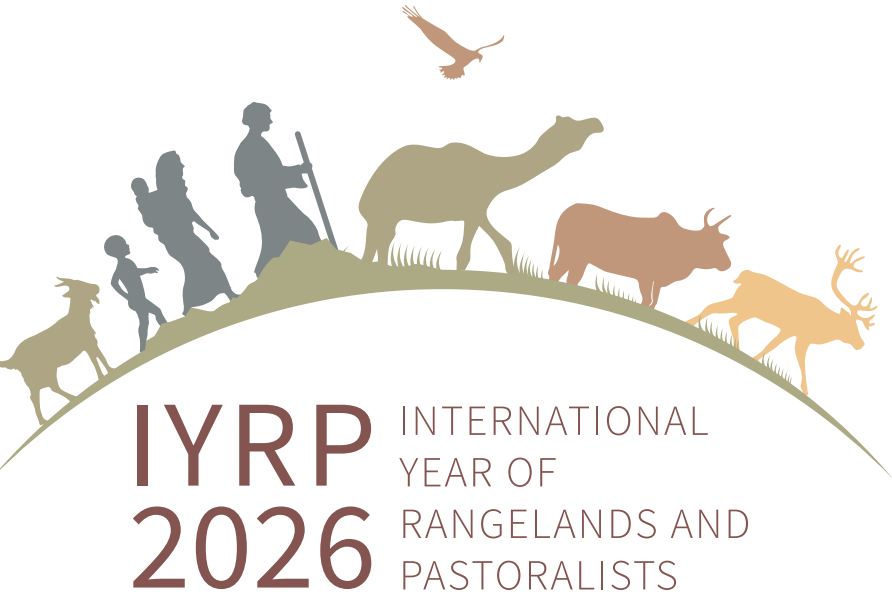
Although the visual samples display the previous version of the logo, please ensure that you use the updated official logo shown on page 4.



# 09/05 • BRAND IN ACTION

## E-Mail Footer Sample

Please feel encouraged to use the following e-mail footer



**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 - #IYRPforSoceity - #IYRPforFuture

# 09/06 • BRAND IN ACTION

## Presentation Slide Sample

Examples of slides to be used in the IYRP2026-focused presentations. Although the visual samples display the previous version of the logo, please ensure that you use the updated official logo shown on page 4.



iyrp.info

