



INTERNATIONAL YEAR OF
**RANGELANDS AND
PASTORALISTS**

2026

**VISUAL
IDENTITY
GUIDELINES**

for graphic designers

VISUAL IDENTITY GUIDELINES

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Introduction

1 Introduction

1.1 About these visual identity guidelines

The United Nations has declared 2026 the International Year of Rangelands and Pastoralists (IYRP 2026). The Food and Agriculture Organization of the United Nations (FAO) is the lead agency for celebrating the Year in collaboration with other relevant organizations and bodies of the United Nations (UN). The celebration of the IYRP 2026 aims to raise awareness among the public of the essential role of rangelands and pastoralists in sustainable agrifood systems and the preservation of ecosystems. These visual identity guidelines were designed to support all stakeholders that want to take part in activities and events related to the IYRP 2026.

Therefore, for consistency, when using the IYRP 2026 visual identity, you must always comply with these visual identity guidelines

For further details regarding authorized use and users, kindly refer to the [International Year of Rangelands and Pastoralists visual identity and waiver of liability](#).

For FAO employees - These guidelines do not supersede in any way the FAO brand guidelines. When using the FAO logo please refer to them.

When using the IYRP visual identity in co-branding with the FAO logo for social media purposes, please refer to the [FAO Social Media Guidelines](#).



1 Introduction

1.2 Concept

The visual identity captures the interdependence between pastoralists and rangelands, showcasing the harmony between people, animals, and nature. It reflects the diversity of pastoral communities and landscapes around the world — from grasslands and savannas to mountains and drylands — emphasizing movement, transhumance, and the vital role of the entire pastoralist family in sustaining livelihoods and ecosystems.

By portraying this connection, the identity highlights the value of pastoralists and healthy rangelands, and the need for greater recognition, investment, and collaboration to ensure their resilience and contribution to the Sustainable Development Goals.



1 Introduction

1.3 Design

The visual identity is composed of three parts:

1. **The pictogram** represents rangelands and pastoralists, positioned in a circular form. The circle represents the world and the journey of people moving with their animals.

2. **The text** appears to the side or under the pictogram, depending on whether it is the vertical or the horizontal version. It's always divided in two lines:

1. *International Year of*
2. *Rangelands and Pastoralists*

3. **The SDG wheel**, representing the Sustainable Development Goals, is present in the zero of "2026". The year "2026" appears to ensure that the campaign is active until 31 December 2026

The pictogram and the text shouldn't be separated.



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1. The pictogram

2. The text

3. The SDG wheel



2

Visual identity

2 Visual identity

2.1 Colour versions

The IYRP 2026 visual identity comes in two main versions that should be used as much as possible:

- Horizontal – to be used in co-branding with the other entity logo on a white background.
- Vertical – to be used in co-branding with the other entity logo on a white background.



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WHITE Background

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

HEX: ffffff



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2026

2 Visual identity

2.2 Languages (vertical version)

The IYRP 2026 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Please contact us if versions in other languages are required, and we will be happy to provide them.



2 Visual identity

2.2 Languages (horizontal version)

The IYRP 2026 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Please contact us if versions in other languages are required, and we will be happy to provide them.



2 Visual identity

2.3 Languages (rounded version)

The IYRP 2026 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish

Please contact us if versions in other languages are required, and we will be happy to provide them.



2 Visual identity

2.4 Size

Horizontal version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYRP visual identity is:

- print: height = 15 mm
- web: height = 45 pixels

ENGLISH & ALL
LANGUAGES
Minimum height:
15 mm / 45 px



Vertical version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYRP visual identity is:

- print: height = 40 mm
- web: height = 110 pixels

ENGLISH & ALL
LANGUAGES
Minimum height:
40 mm / 110 px



Rounded version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYRP visual identity is:

- print: height = 40 mm
- web: height = 110 pixels

ENGLISH & ALL
LANGUAGES
Minimum height:
40 mm / 110 px



There is no maximum reproduction size.

2 Visual identity

2.5 Structure and clear space (vertical version)

The construction of the IYRP 2026 visual identity follows a square-based grid.

The IYRP 2026 visual identity commands a clear space area of $x/4$ modules per side, where "x" is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other elements on the space in which it appears.



2 Visual identity

2.5 Structure and clear space (horizontal version)

The construction of the IYRP 2026 visual identity follows a square-based grid.

The IYRP 2026 visual identity commands a clear space area of $x/4$ modules per side, where "x" is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other element on the space in which it appears.



2 Visual identity

2.6 Backgrounds

The visual identity should always be used in full colour against a solid background, ideally white.

Overlaying it onto busy photography or a background without sufficient contrast is not recommended.

Solid black/white versions have been created as alternatives, but these should only be used when absolutely necessary.



2 Visual identity

2.7 Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.





3

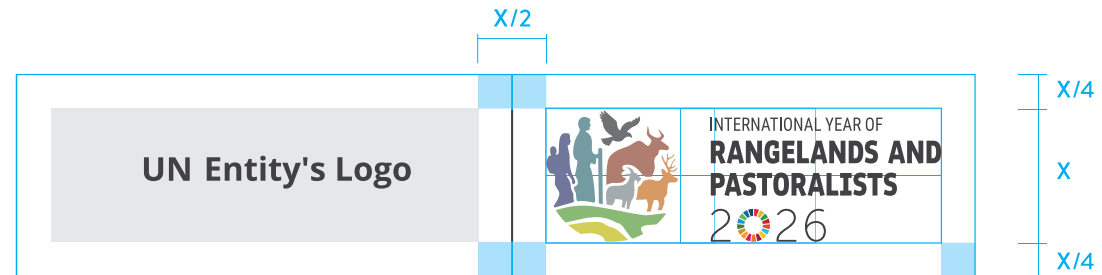
Use with other logos

3 Use with other logos

3.1 UN entities (horizontal version)

When using the horizontal version of the IYRP 2026 visual identity as co-branding alongside the logo of another UN entity (maximum of two partners), their size should be harmonized.

The logos must be centered horizontally and a thin black line should be used as a separator. The horizontal distance between each element and the separating line should be equal to the IYRP 2026 visual identity clear space area (three square modules per side).



3 Use with other logos

3.1 UN entities (vertical version)

The vertical version of the IYRP 2026 visual identity should be used as a label that can be placed freely.

For co-branding, the use of the vertical version should be limited to only when necessary.

When using the vertical version of the IYRP 2026 visual identity alongside the logo of another UN entity (maximum of two partners), their size should be harmonized.

The logos must be centered vertically and a thin black line should be used as a separator. The vertical distance between the UN entity logo and the line should be equal to double of the clear space area (six square modules) of the IYRP 2026 visual identity. The space between the line and the label should be equal to the IYRP 2026 visual identity clear space area (three square modules).

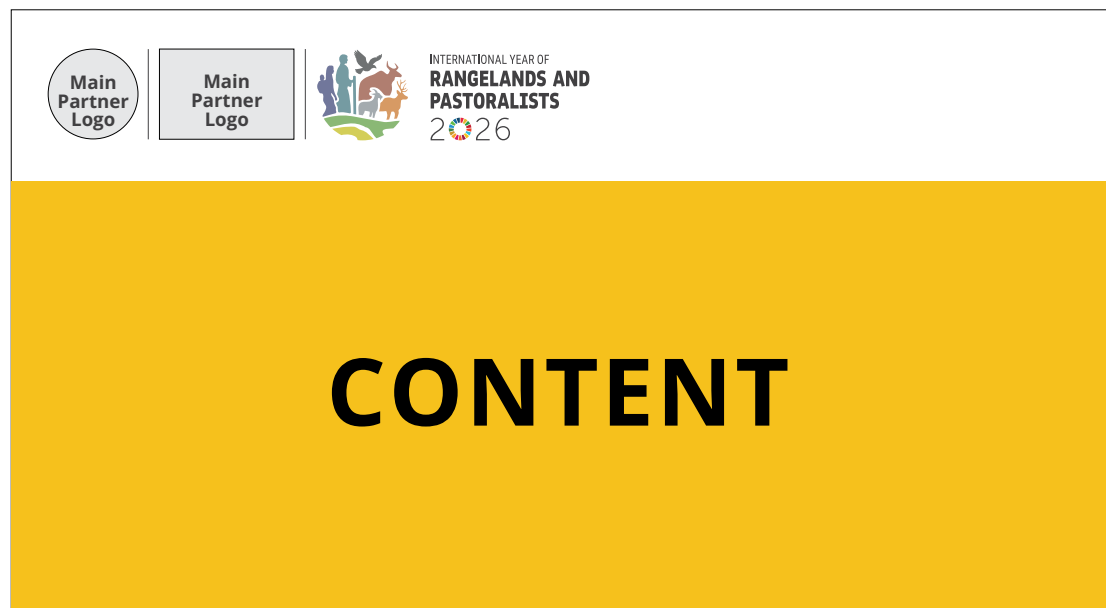


3 Use with other logos

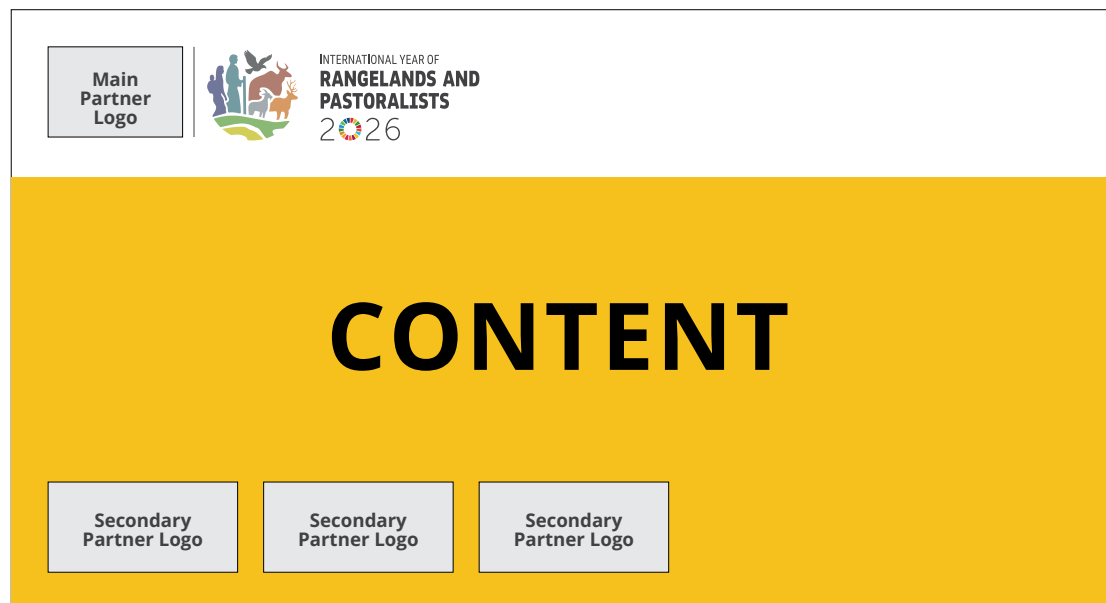
3.2 UN entities – partnership with multiple entities

When a UN entity is in partnership with other non-UN entities, the non-UN entities shall appear clearly separated from the UN entity and the IYRP 2026 visual identity.

a.



b.

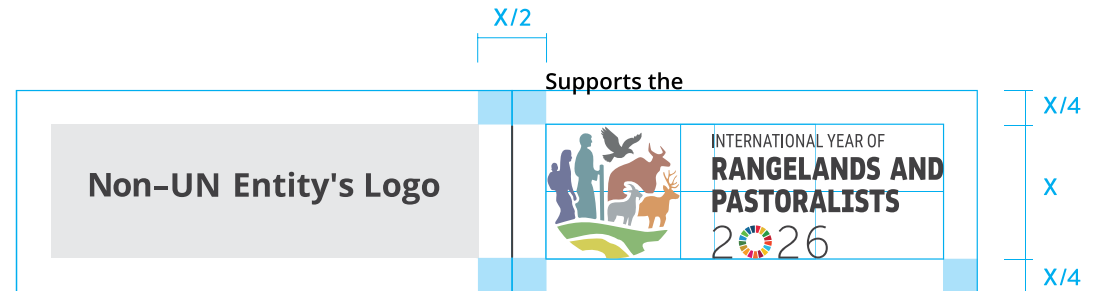


3 Use with other logos

3.3 Non-UN entities – (horizontal version)

Authorized entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the IYRP 2026 visual identity versions in co-branding in communication materials, activities or events related to the Year.

The logo of the non-UN entity shall be accompanied by the following statement: “Supports the” above the IYRP 2026 visual identity.



3 Use with other logos

3.3 Non-UN entities – (vertical version)

Authorized entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the IYRP 2026 visual identity versions in co-branding in communication materials, activities or events related to the Year.

The logo of the non-UN entity shall be accompanied by the following statement: “Supports the” above the IYRP 2026 visual identity.



3 Use with other logos

3.4 Non-UN entities – partnership with multiple entities

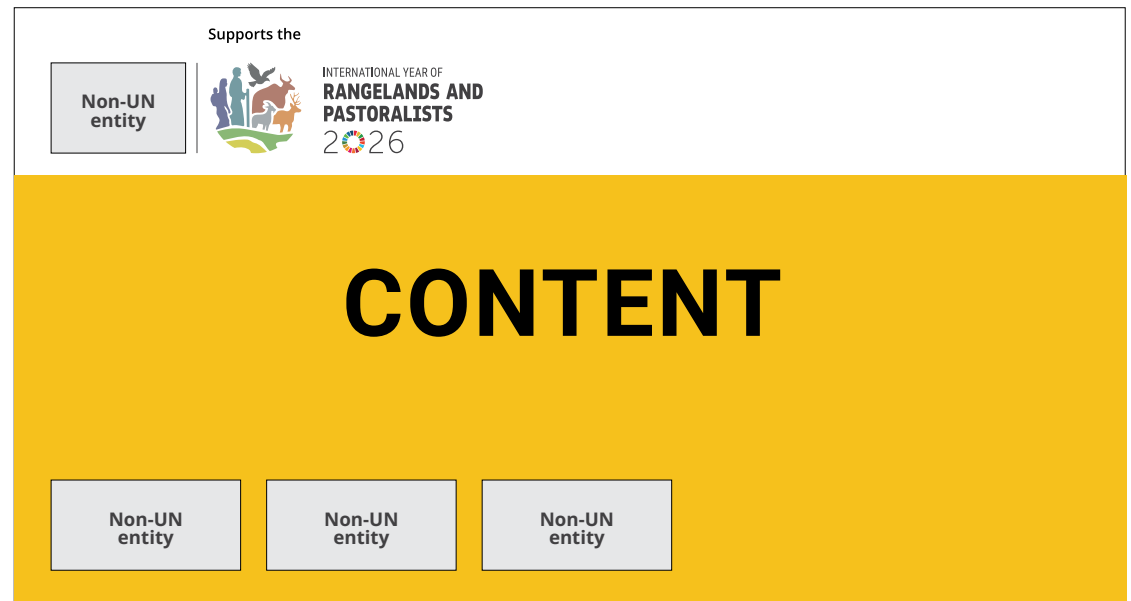
If authorized non-UN entities are in partnership with other entities, the co-branding approach depends on the established agreements between them; if the partners have the same level of importance, the logos can be used vertically or horizontally in co-branding with the IYRP 2026 visual identity (for a maximum of two partners).

Secondary partners shall appear clearly separated from the main partners and the IYRP 2026 visual identity.

a.



b.



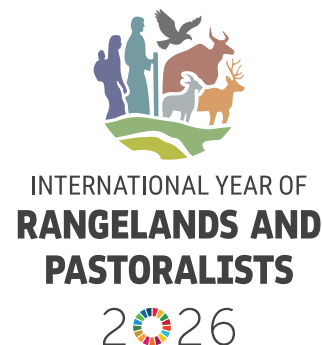
3 Use with other logos

3.5 IYWF2026 and IYRP2026 Co-branding

The International Year of the Woman Farmer (IYWF) and the International Year of Rangelands and Pastoralists (IYRP) 2026 both shed light on communities that have long been at the heart of agrifood systems, yet often remain under-recognized and under-supported.

Women farmers and pastoralists alike face persistent challenges — from limited access to land, resources, and markets to the impacts of climate change and social inequality. Through shared visibility and collaboration, these International Years reinforce each other's messages, amplifying the voices of rural communities and advocating for policies and investments that strengthen equity, resilience, and sustainability.

a.



b.



c.





4

Visual identity elements

4 Visual identity elements

4.1 Main colour palette

The main colour palette for the IYRP 2026 visual identity is composed of violet and light blue. These tones represent the main colours of Rangelands and Pastoralists.

In addition to the primary colours, there are four secondary colours representing the pastoral fauna and flora.

A light black (90% black) can be used for the typeface.

The 17 SDG colours are used to build the zero of the 2026.

Primary Colours

Violet

C60 M50 Y20 K5
R113 G119 B155
#71779b

Light Blue

C55 M25 Y30 K5
R116 G155 B162
#749ba2

Secondary Colours

Green

C50 M10 Y70 K0
R138 G184 B117
#8ab875

Light Yellow

C20 M10 Y80 K0
R211 G206 B88
#d3ce58

Light Bordeaux

C25 M50 Y50 K10
R176 G126 B112
#b07e70

Orange

C10 M40 Y65 K5
R215 G154 B100
#d79a64



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Light Black
C0 M0 Y0 K90
R65 G64 B66
#414042

4 Visual identity elements

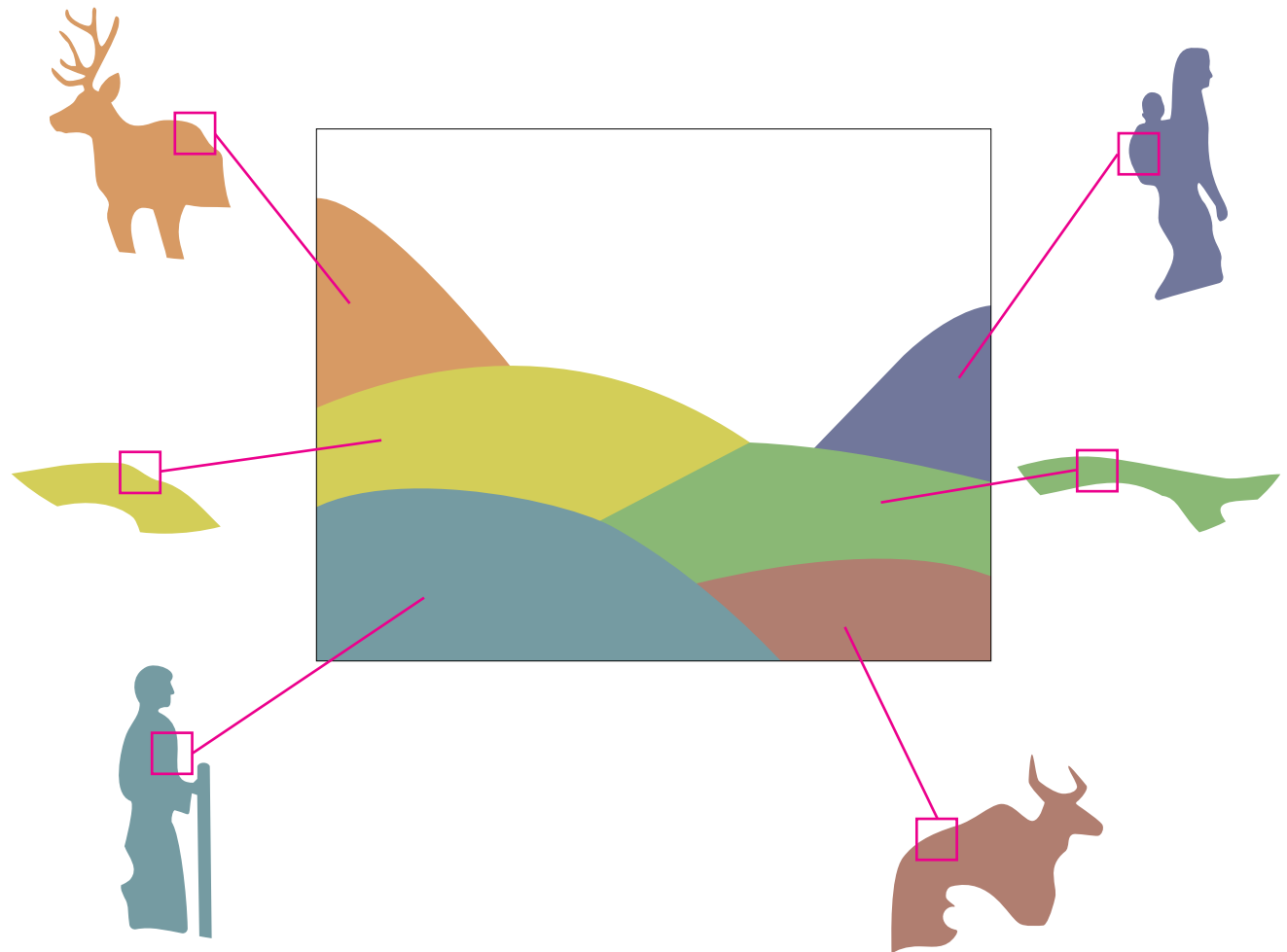
4.2 Visual languages

Visual language

The IYRP 2026 visual language is configured each time using 6 elements in their reference colours and shapes.

The generated graphic support can be used to manage service information such as texts, images, or other general information. The graphic language must be applied across all IYRP2026 products to ensure visual continuity and strengthen the message of the entire campaign. Some application examples will follow in section 4.5, "Visual Language".

Download the Visual language pack at this [link](#)



4 Visual identity elements

4.3 Typefaces (Latin and Cyrillic)

Anaheim and Roboto are the primary typefaces for all communication products (print and digital) produced for the IYRP 2026 for languages using the Latin alphabet.

- [Anaheim](#) can be downloaded for free from Google Fonts.
- [Roboto](#) can be downloaded for free from Google Fonts.

If possible, use Anaheim Bold for headings and Roboto Light for body text. Other weights (semibold, regular) are also acceptable.

Font for
headings

Anaheim Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Anaheim Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font for
body text

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

4 Visual identity elements

4.3 Typefaces (Traditional Chinese)

Noto Sans SC is the primary typeface for all communication products (print and digital) produced for the IYRP 2026 for languages using the Simplified Chinese alphabet.

- [Noto Sans SC](#) can be downloaded for free from **Google Fonts**.

If possible, use Noto Sans SC Bold for headings and Noto Sans SC Light for body text. Other weights (semibold, medium) are also acceptable.

Font for
headings

Font for
body text

Noto Sans SC Bold

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土
天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄
弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟
羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容
专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有
朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁素丝纲
习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻长非革音顺饲养首
香高麦黍龄思源谷歌年早林川空田生花草虫女男見力氣円出立休夕字校村町
森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜
朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲池海岩室戸家寺
通門話答聞語讀書記紙画繪図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走
止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890

Noto Sans SC Light

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土
天地日月星黑白红橙黄绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄
弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟
羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容
专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有
朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁素丝纲
习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻长非革音顺饲养首
香高麦黍龄思源谷歌年早林川空田生花草虫女男見力氣円出立休夕字校村町
森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜
朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲池海岩室戸家寺
通門話答聞語讀書記紙画繪図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走
止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890

4 Visual identity elements

4.3 Typefaces (Arabic)

Cairo is the primary typeface for all communication products (print and digital) produced for the IYRP 2026 for languages using the Arabic alphabet.

- [Cairo](#) can be downloaded for free from **Google Fonts**.

If possible, use Cairo Bold for headings and Cairo Light for body text. Other weights (semibold, regular) are also acceptable.

Font for
headings

Cairo

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
صضطظغفقكلمنهوىء
ش9078654321أبتثجحخدذرزسش**

Font for
body text

Cairo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
شسصضطظغفقكلمنهوىء
ذ9078654321أبتثجحخدذرز

4 Visual identity elements

4.4 Photos

A photo repository is available for anyone who wants to use photos for activities and events related to IYRP 2026. These photos have been selected to highlight the contribution of rangelands and pastoralists across agrifood systems in different regions.

The photos are not for commercial distribution. They may be cropped, but not altered. Copyright information ©FAO must be used with the photos.

The pre-approved photo gallery can be found in the IYRP 2026 [toolkit](#).

For any questions, please contact IYRP@fao.org.



4 Visual identity elements

4.5 Visual language for UN entities

SOCIAL MEDIA ASSETS

Some examples of promotional items using the IYRP 2026 visual identity.

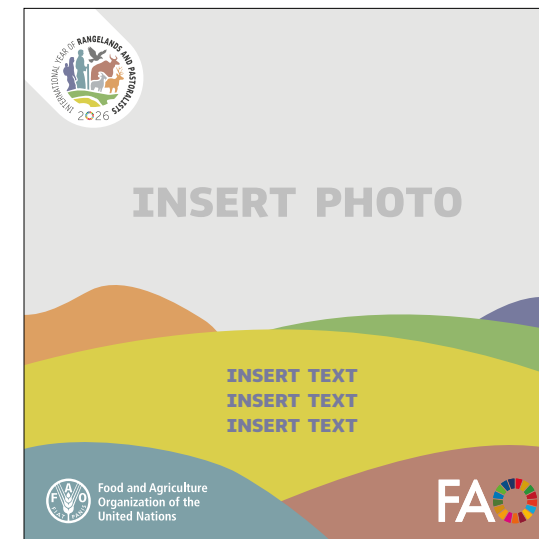
Social media assets can be used in three variants:

1. **Full Graphics:** Allows for text only (Font: Anaheim).
2. **Graphics and Photo:** Allows for the inclusion of photos, text, and graphics (Font: Anaheim).
3. **Photo and Graphics:** Allows for the inclusion of the photo only on the graphic.

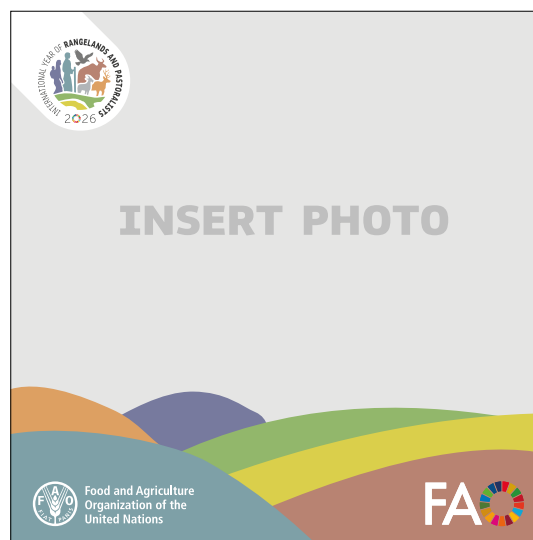
1) Full graphic and text



2) Graphic, text and photo



3) Graphic, and photo



4 Visual identity elements

4.5 Visual language for Non-UN entities

SOCIAL MEDIA ASSETS

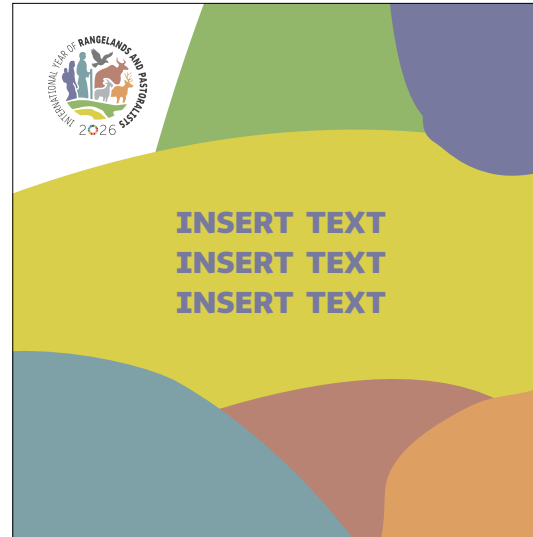
Some examples of promotional items using the IYRP 2026 visual identity.

Social media assets can be used in three variants:

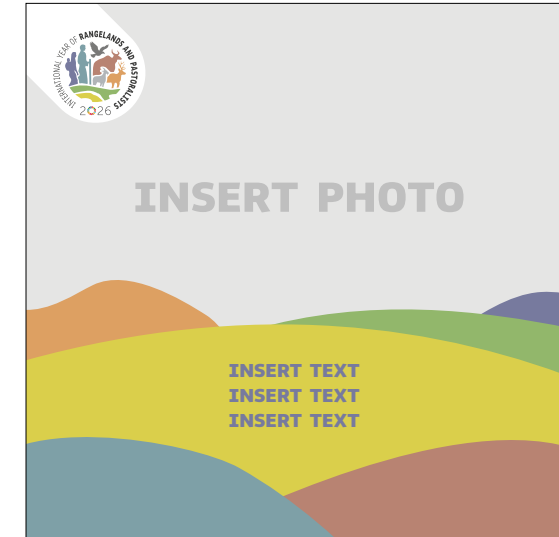
- 1. Full Graphics:** Allows for text only (Font: Anaheim).
- 2. Graphics and Photo:** Allows for the inclusion of photos, text, and graphics (Font: Anaheim).
- 3. Photo and Graphics:** Allows for the inclusion of the photo only on the graphic.

Download [CANVA Template](#) here.

1) Full graphic and text



2) Graphic, text and photo



3) Graphic, and photo



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



4 Visual identity elements

4.5 Visual language

Some examples of promotional items using the IYRP 2026 visual identity.



CONTACT

IYRP 2026 Secretariat

Food and Agriculture Organization
of the United Nations

Viale delle Terme di Caracalla,
00153 Rome, Italy

Mail: IYRP@fao.org

[DOWNLOAD](#)
[THE TOOLKIT](#)