

Visual Identity Guidelines

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Guidelines Overview

By following these guidelines, we will build trust and recognition and help us accomplish our goals during the International Year of the Bats (IYBats).

Mission

To raise global awareness about the vital role of bats in ecosystems by fostering education and collaboration.
Through the collective expertise of global networks and conservationists, we seek to empower local communities to take action to address bat conservation in ways informed by regional needs and threats to bats. We aim to inspire confident, informed, and safe engagement with bats.

Tone

Our tone is:

- Friendly and Approachable
- Professional yet Relatable
- Empowering

Language

Our language choice is crucial in shaping our voice. We are:

- Simple and Clear: We prioritize clarity and simplicity to ensure our messages are easily understood.
- Inclusive and Respectful: We use language that respects all individuals and communities, fostering an inclusive environment.
- Engaging and Dynamic: We employ active voice and lively language to keep our audience engaged.

Ensure that "International Year of the Bats" is always plural, recognizing that we are celebrating the diversity of over 1,500 bat species. The official abbreviation is **IYBats**.

The Logo



THE MARK

THE LOGOTYPE

The logo design by Kata Kerekes is meant to appeal globally, to experts and enthusiasts alike.

Several versions of the logo were created to work in a variety of spaces and at different sizes. A list of logo versions is provided on the following pages. Each version of the logo was carefully designed, with elements in a fixed relationship to one another. Do not change the logo in any way that distorts, alters, or makes it difficult to read.

The Logo

Circular & Horizontal Versions

When choosing a circular or horizontal version of the logo, consider the proportions and alignment of your layout. The logo should be visible and legible across all communications, and should be scaled appropriately to the proportions of the composition. Circular is the primary version, and Horizontal is secondary.

Circular (primary)



Horizontal



The Logo

Black & White Versions

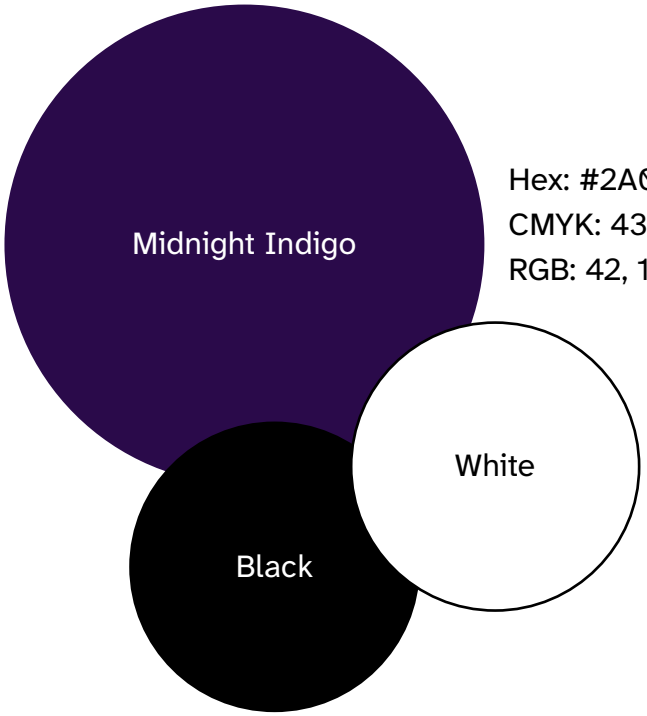
The Black and White versions of the logo can be used as primary versions.



Color Palette

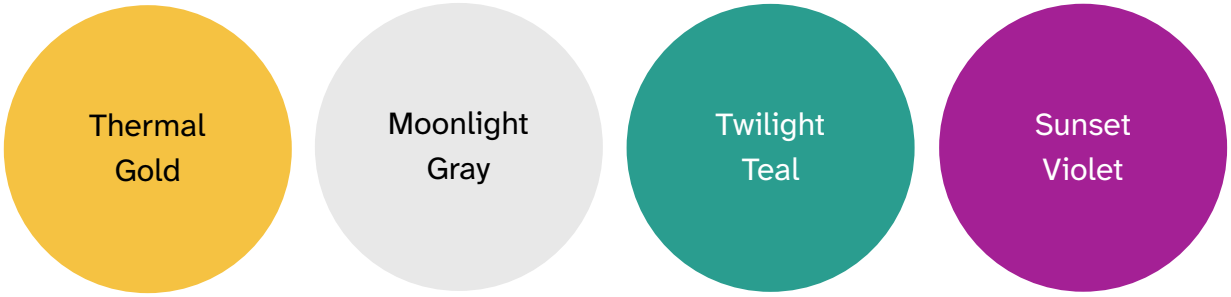
The Midnight Play color palette provides a sense of fun and celebration. Midnight Indigo and Sunset Violet make up the primary color palette for the logo.
Midnight Indigo is often used as a background color for the white version of the logo.
Black and white can easily be used as backgrounds or the logo color.
Thermal Gold and Twilight Teal provide warmth and contrast, but use sparingly as a pop of bright color.

PRIMARY



Hex: #2A0A4A
CMYK: 43, 86, 0, 71
RGB: 42, 10, 74

SECONDARY



Hex: #F5C242
CMYK: 0, 21, 73, 4
RGB: 245, 194, 66

Hex: #E8E8E8
CMYK: 0, 0, 0, 9
RGB: 232, 232, 232

Hex: #2A9D8F
CMYK: 73, 0, 9, 38
RGB: 42, 157, 143

Hex: #A42095
CMYK: 0, 80, 9, 36
RGB: 164, 32, 149

RGB and Hex codes are for digital use. CMYK values are used for most printing needs. Use the CMYK values provided as a starting point, as they may need to be adjusted for consistency on different kinds of paper.

Typefaces

Poppins, Oswald, and Atkinson Hyperlegible Next are the primary typefaces for all communications products (print and digital) produced for IYBats for languages using the latin alphabet.

Poppins is used for headings. Its clean, modern look is highly legible and bridges a range of writing systems, providing multi-lingual support.

Poppins Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Oswald is used for subheadings. Its tall, bold sans-serif design is space-efficient and has flexible weights for use across design needs.

Oswald Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

Atkinson Hyperlegible Next is used for body copy. Created by the Braille Institute, this font improves legibility and readability, making it the perfect choice for global, accessible content.

Atkinson Hyperlegible Next

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz 1234567890

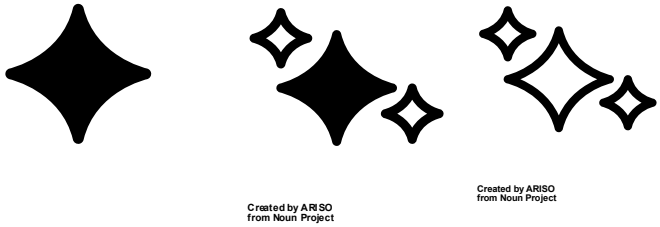
All fonts can be accessed for free on Google Fonts:
Download Poppins: https://fonts.google.com/specimen/Poppins
Download Oswald: https://fonts.google.com/specimen/Oswald
Download Atkinson Hyperlegible Next: https://fonts.google.com/specimen/Atkinson+Hyperlegible+Next

Design Elements

Derived from the logo design by Kata Kerekes, these elements add visual interest and texture to any design. These design elements should be limited to the IYBats core color palette. Four-point stars, wireframe globes, and echolocation lines are all flexible elements to incorporate in IYBats designs.

The four-point star emphasizes the nocturnal lives of bats. This element can be used as bullet points for lists of text, or as a design element, in groups or individually, filled or with an outline.

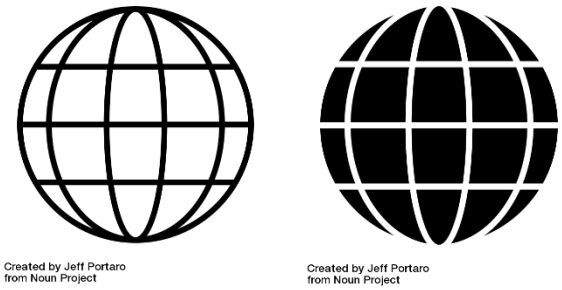
Four-point Star



Freely available from The Noun Project with attribution to ARISO.

The wireframe globe demonstrates the international focus of this campaign. The globe can be used in full or partially in the corner of any design, and it may also be used with a range of transparency for backgrounds.

Wireframe Globe



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Questions?

Contact

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www.yearofthebats.org