

International Plant Protection Convention

Logotype Redesign



2 **Redrawn Logotype**

Fresh, familiar

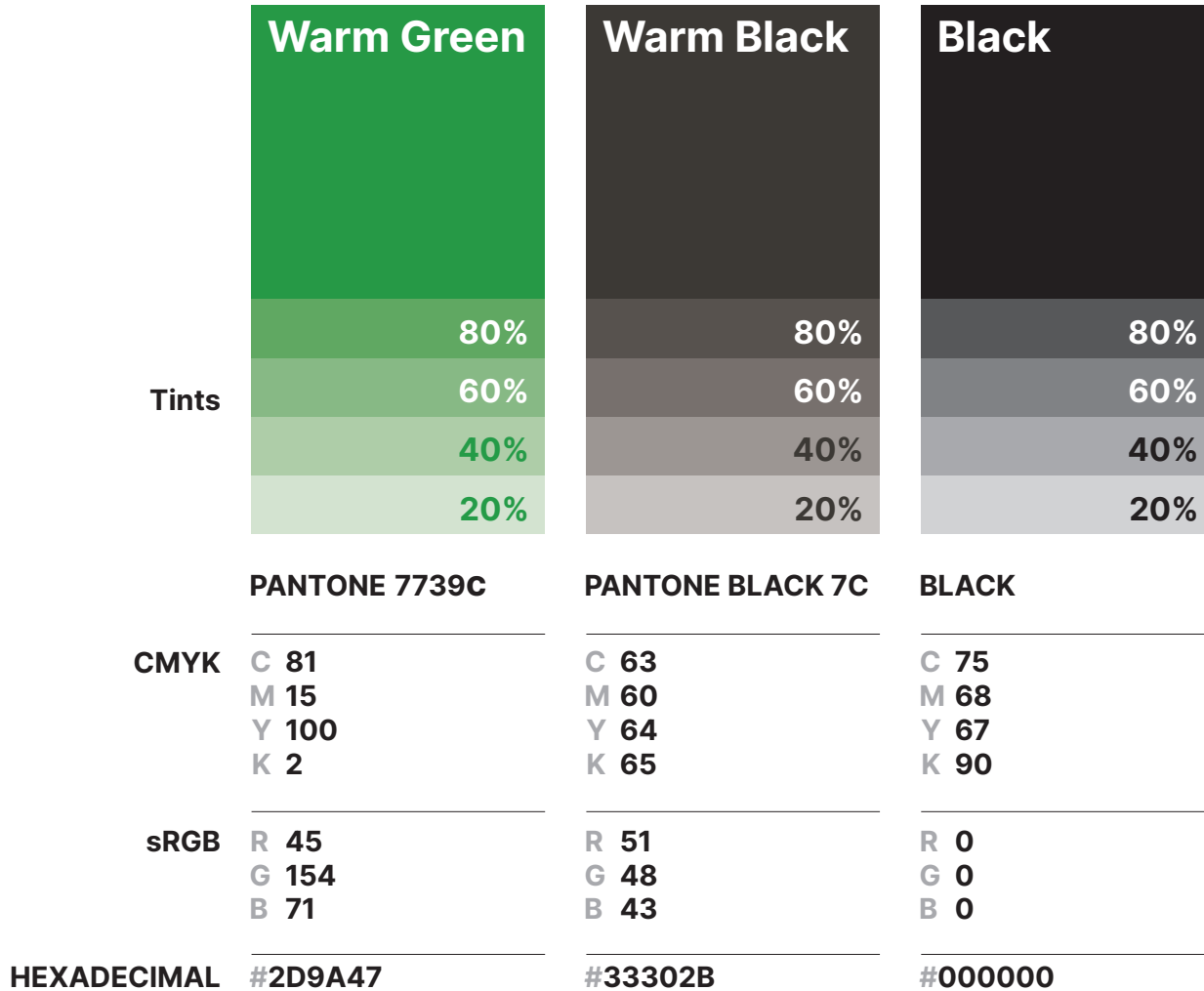
All elements of the existing logotype design are kept to maintain familiarity with the symbol, while individual elements are redrawn for a bolder look to freshen the IPPC brand and make it more consistent with other existing FAO/NSP marks.



International Plant Protection Convention

3 Color

The redrawn IPPC logotype can follow the International Year of Plant Health color palette with tints that can be sampled for complementary use with the fully saturated colors in accompanying designs. The main color is “Warm Green” Pantone 7739c, with “Warm Black” Pantone Black 7c, or default Black for logo text.



4 Typography & Sizing

The typeface used for the IPPC letters in the logotype glyph is **Helvetica Neue LT Bold Condensed Oblique**.

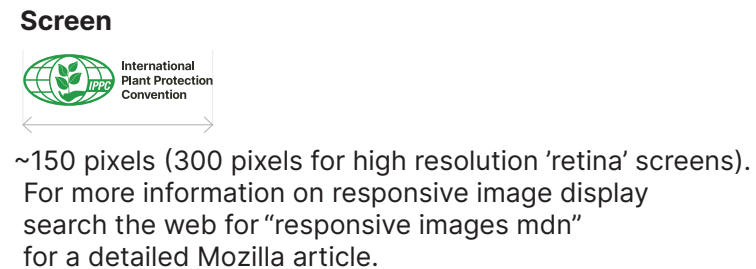
The typeface used for the International Plant Protection Convention text is **Inter Bold**.



International Plant Protection Convention

Do not distort, stretch, rotate, skew, recreate or alter the logotype, but feel free to use the glyph by itself and omit the text if the situation calls for it.

Stay above the following sizes to ensure legibility:





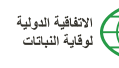






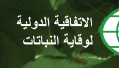






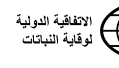






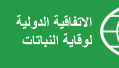






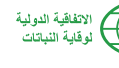






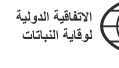




5 Variations

Full color, single colors, monochrome, knockout, and reversed versions can be used in various layout situations. When busy backgrounds such as photographs are used, we take care to position the logo in a place where the text is readable.



Variations

The logotype is available in several variations in six official FAO languages and with the www.ippc.int web address.

	Glyph with web address	English	العربية الاتفاقية الدولية لوقاية النباتات	中文 国际植物 保护公约	Français Convention Internationale pour la Protection des Végétaux	Русский Международная конвенция по карантину и защите растений	Español Convención Internacional de Protección Fitosanitaria
Color full	 www.ippc.int	 International Plant Protection Convention					
Color reversed	 www.ippc.int	 International Plant Protection Convention					
Black	 www.ippc.int	 International Plant Protection Convention					
White	 www.ippc.int	 International Plant Protection Convention					
Green	 www.ippc.int	 International Plant Protection Convention					
Brown	 www.ippc.int	 International Plant Protection Convention					

7 Usage Examples

Consider using the logo glyph with the www.ippc.int web address instead of the International Plant Protection Convention text in posters and graphics designed to be primarily a visual symbol of the IPPC and its plant protection work.



Usage Examples

Letterhead templates with full color and monochrome logos, and a trifold brochure cover with a photograph of an endangered chestnut tree canopy featuring the knockout version of the redrawn logo.



Rome, Italy
YYYY Month DD

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Name Surname

International Plant Protection Convention Secretariat
Food and Agriculture Organization of the United Nations
Viale delle Terme di Caracalla, 00153 Rome, Italy
Tel: +39 06 5705-5043
Fax: +39 06 5705-4819
ippc@fao.org · www.ippc.int



Rome, Italy
YYYY Month DD

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Name Surname

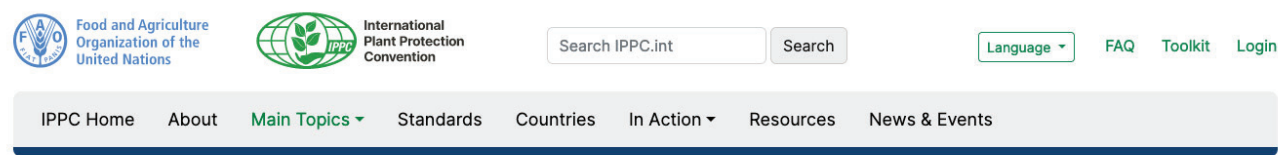
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Photograph: Simon Griffée.

9 Usage Examples

A new www.ippc.int website design with the IPPC logotype alongside the FAO logo.



IPPC / Main Topics: Plant Health and Safe Trade

International Plant Protection Convention Plant Health and Safe Trade



Key Facts

- The annual value of **trade** in agricultural products has **grown almost three-fold** over the past decade, largely in emerging economies and developing countries, reaching **USD 1.7 trillion**.
- Over USD 220 billion is **lost** each year in agricultural trade due to **plant pests**.
- To make safe trade, it is crucial to apply **international plant health standards** and norms developed by international experts in the IPPC community.

Increasing movement of people and goods around the world has increased the risks of **plant pests being introduced and established** in new areas. The most common pathway for plant pests is through **sea containers** which travel daily through multiple ports and international borders. Pests can be carried across various goods apart from plants including those in untreated **wood packaging**. E-commerce has also increased pest risk as goods traded online and delivered to homes may not always be certified free from pests.

Contribution to the Sustainable Development Goals



Related Documents

- International Standards for Phytosanitary Measures
- Final report of the sea containers task force