



Food and Agriculture  
Organization of the  
United Nations



# Visual Identity Guidelines

FOR INTERNAL USE ONLY - January 2026

This document is available in English  
and is intended for internal use by  
FAO employees.

Last updated: January 2026  
Office of Communications (OCC)

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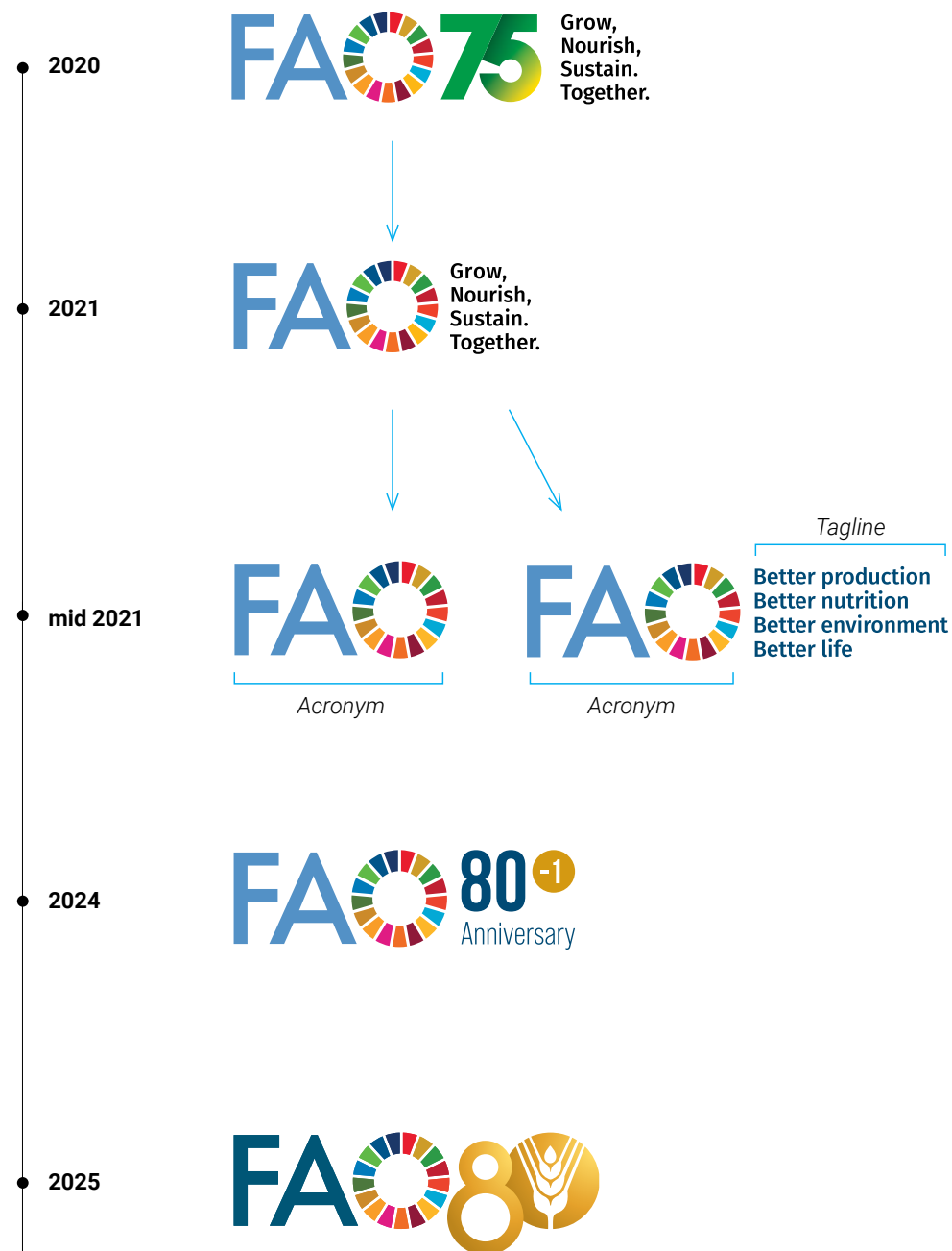
FAO 80<sup>+1</sup> anniversary visual identity  
Version 2 | January 2026

# Rationale

The concept for this visual identity draws inspiration from the **FAO75 visual identity** design developed in 2020, reflecting the words of the Director-General: "Our future is also inspired by our past." This original visual sparked the creation of **FAO's Global Goals visual identity**, now a core symbol representing the Organization at both headquarters and in the field.

A source of inspiration from the present is the **80-1 anniversary countdown campaign**, launched on World Food Day 2024. This campaign celebrates FAO's 80th anniversary with the slogan "**365 days of action**", inviting Members, partners, and employees to help shape the next chapter of FAO's story.

In occasion of FAO's 80th anniversary a visual identity was created using the institutional wheat emblem as inspiration. The colour palette was made of **blue** representing unity and **gold** symbolizing wheat - creating a seamless and unified design that celebrated FAO's past, present, and future.



# FAO 80+1 Visual identity

The FAO80 visual identity has been the cornerstone of our branding throughout 2025, and as we move into 2026, **the new “80+1” visual identity carries this momentum forward**. This is an opportunity for all FAO Offices to celebrate the anniversary year and reflect on the legacy of eighty years of work, while looking ahead to what comes next.

**To avoid wasting resources, printed communication materials like roll-ups or backdrops can be updated with a printed [sticker](#).**

Should you have any questions, kindly send an email to [FAO-visuals@fao.org](mailto:FAO-visuals@fao.org)

All formats and versions for the new visual identity are available [here](#).



# Clear space and minimum size

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

The **minimum size** for the horizontal option should be:

print: height 12 mm  
web: height 55 px



12 mm

55 px

# Colour and reverse version

The **colour version** of the FAO80 visual identity on a white or light grey background should be used whenever possible.

The **reverse colour version** should be used on FAO blue or a plain vivid or dark colour.

**There are no white/black versions.**

This applies to all languages.

All formats and versions for each visual identity are available [here](#).

Colour



Reverse colour



# Don'ts



Random colour change



Stretching



Opacity change



Font changes




New elements


# Applications and materials

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# Campaigns




Food and Agriculture  
Organization of the  
United Nations



INTERNATIONAL YEAR OF THE  
**WOMAN FARMER**  
2026

Empowered women,  
transforming agrifood systems

#YearOfTheWomanFarmer  
#IYWF2026



联合国  
粮食及  
农业组织



可持续发展  
目标

5月30日  
国际马铃薯日



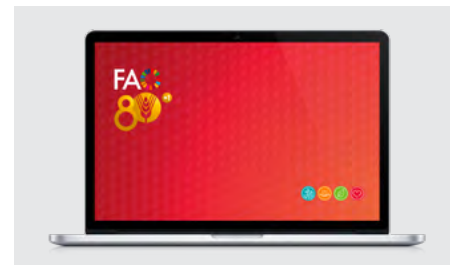
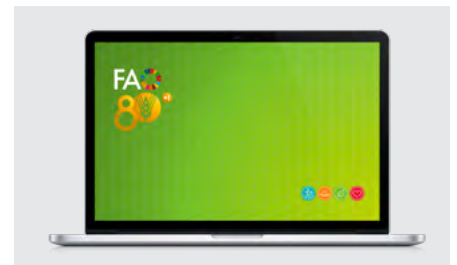
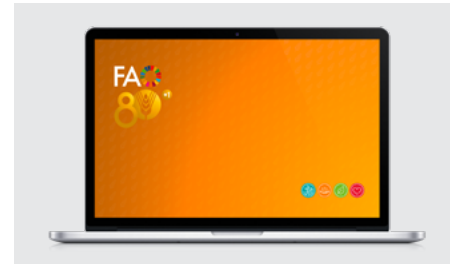
#国际马铃薯日  
多样性资源  
托起未来希望



# Zoom Background



Assets are available [here](#).



# Rollup



Assets are available [here](#).

## Backdrop (to be produced locally)



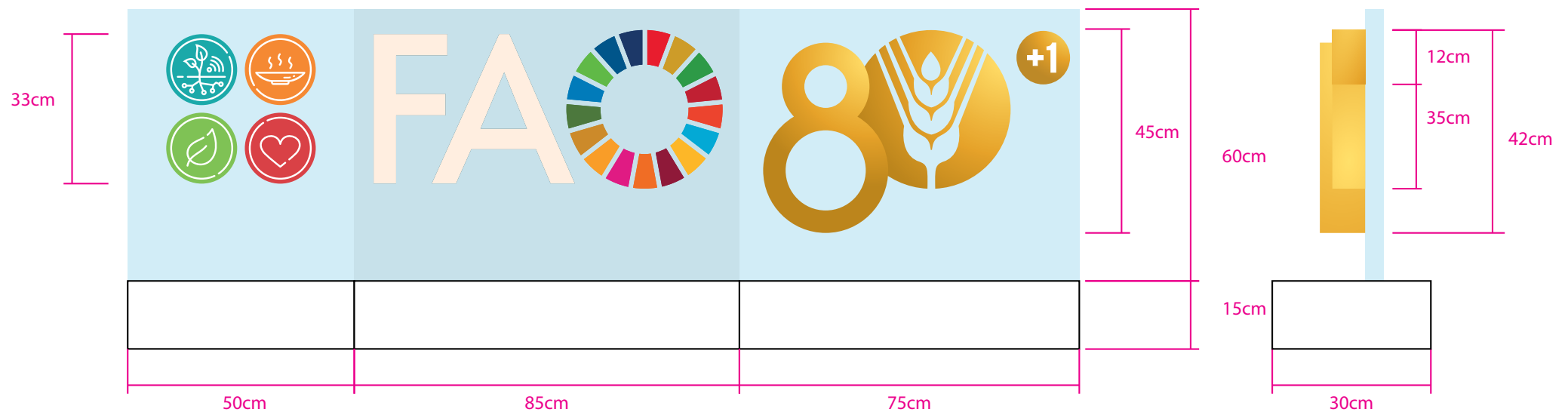
Assets are available [here](#).

# Selfie point (to be produced locally)

Bring the FAO80+1 visual identity to life by incorporating its branding into your existing or newly designed selfie points.

For offices with the [FAO Global Goals visual identity selfie point](#), you can easily add the FAO80+1 visual identity in a mobile version as demonstrated.

If you have any doubts or need support, send us an email at [World-Food-Day@fao.org](mailto:World-Food-Day@fao.org)



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### **Useful links**

[FAO Global Goals visual identity Guidelines](#)

[Basic Branding Guidelines for FAO Offices](#)

[Digital Media Hub](#)

### **Contact email**

[FAO-visuals@fao.org](mailto:FAO-visuals@fao.org)